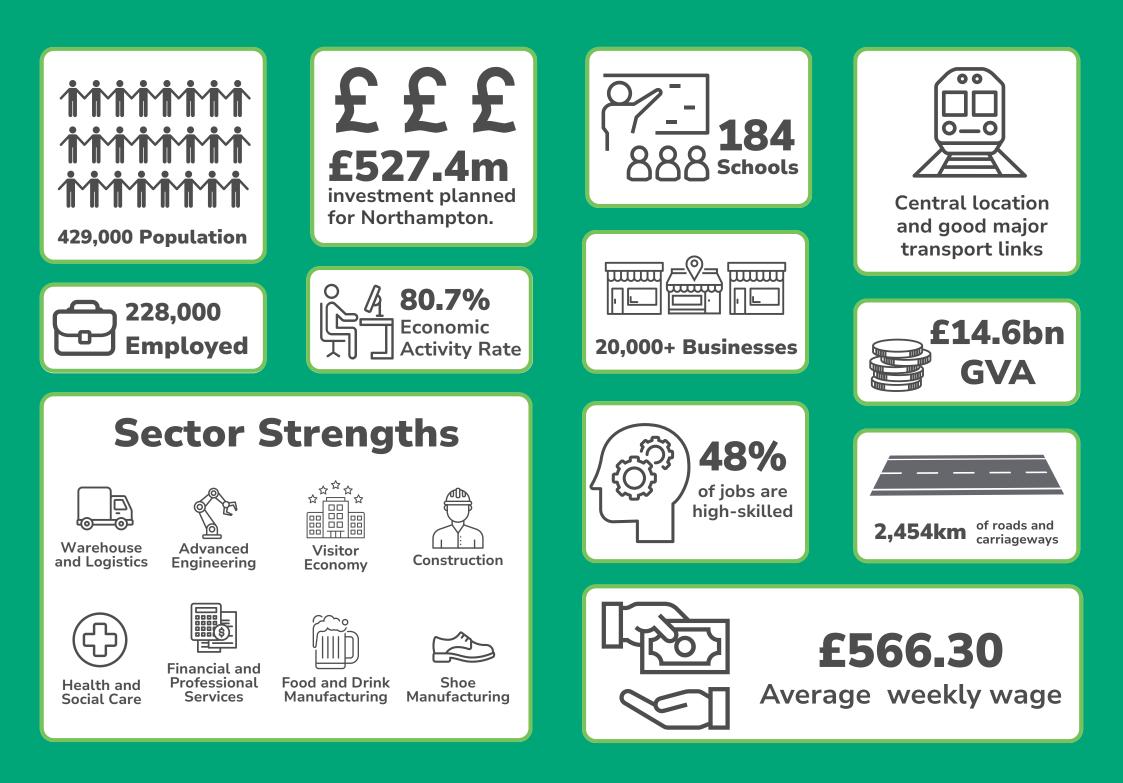
WEST NORTHANTS

INVESTMENT PROSPECTUS

DRIVING INNOVATIVE TECHNOLOGIES



TARGET INVESTMENT SECTORS

VISION

'Thriving West Northants a place of opportunity and growth for all. A mustinvest destination, driving cutting-edge technologies, enabling innovation and enhancing UK plc.'



ACCESS TO QUALITY TALENT

"Our performance comes from our people, and West Northamptonshire attracts some of the most highly-skilled engineers and technicians in the world – many of whom are employed in our team. We are proud to be based in such an innovative and cutting-edge environment." **Rob Thomas, Chief Operating Officer Mercedes-AMG PETRONAS F1 Team**

Creative Hub

West Northants boasts a dynamic and supportive skills ecosystem designed to enable growth, innovation, and sustainability. The breadth of local initiatives and partnerships ensure that businesses and individuals have access to the resources they need to thrive in this area.

With a higher-than-average proportion of individuals qualified at RQF Level 4 and above compared to the East Midlands region, plus with over 140 schools with a 'Good' or 'Outstanding' rating by Ofsted, reflecting their high educational standards.

Home to both Moulton College and Northampton College, with the latter being ranked among the top five performing colleges nationally and commended for its 'culture of excellence,' where students feel supported, valued, and empowered to succeed. The University of Northampton, one of the youngest universities in the UK, are already leading the way in adding value to society. During 2023/2024, the University's economic impact equated to:

- £823 million gross value added in the UK
- 10,610 UK jobs
- A 300% return in economic impact for every £1 in income

West Northants is an area where employers can secure top talent, as well as tap into the wider skills ecosystem within the Oxford-Cambridge Growth Corridor.

Waterside Campus

CONNECTED LOCATION

West Northants is the beating heart of the UK, located centrally, within the South Midlands and the Oxford-Cambridge Growth Corridor. This central location is a large part of the reason that West Northants is the destination of choice for businesses and investment. Anchored between two of the world's leading knowledge and innovation hubs, West Northants is well positioned to benefit from the success of both Oxford and Cambridge to drive local innovation and technology forward.

The region is at the centre of the UK transport network, within the Logistics Golden Triangle & Motorsport Valley, with strong road & rail connections. Two largescale rail freight interchanges also enhance the national and international logistics capabilities, and it's within 90 minutes of five international airports.





"West Northants is a prime location for GXO due to its strategic position within the UK's logistics corridor. With excellent transport links to major cities, ports, and airports, it provides a strong infrastructure for efficient distribution. The region also offers access to a skilled workforce, a growing logistics ecosystem, and a supportive business environment, making it an ideal base for our operations."

Ashley Burton, Commercial Operations Director, GXO

DESTINATION OF CHOICE

West Northants is fast building a global reputation for strengths in sporting excellence, heritage and culture. The local visitor economy is robust and resilient, hosting some of Britain's best stately homes including Althorp, Sulgrave Manor, Canon's Ashby and Kelmarsh. Many of the country's key historical events, from the Battle of Naseby to the invention of radar happened right here.

Residents and visitors benefit from exploring the unique balance of our urban and rural landscape. Boasting a mixture of market towns, unique villages, historic country houses and churches, nestled in rolling fields. The offer to residents and visitors is so robust in this County, with global attention surrounding Silverstone Grand Prix and the many events hosted at Silverstone Park which attract hundreds of thousands each year.

This area is known for its diverse offer from the ancestral home of George Washington to being the birthplace of Francis Crick and boasting the world's tallest abseiling venue.





"West Northamptonshire is a place where heritage and innovation come together to drive economic growth, wellbeing, and sustainability."

Richard Clinton, Chair of Discover Northamptonshire Local Visitor Economy Partnership

GREYFRIARS

GREYFRIARS IS A VISIONARY URBAN REGENERATION PROJECT POISED TO TRANSFORM A KEY AREA IN THE HEART OF NORTHAMPTON, CREATING A VIBRANT, MIXED-USE NEIGHBOURHOOD.

Supported by a collaborative partnership between West Northamptonshire Council and the English Cities Fund (ECF), this development will deliver over 1,000 new homes, alongside commercial, leisure, and cultural spaces, contributing to the revitalisation of the town centre. The scheme will incorporate high-quality residential units, including affordable housing, Build-to-Rent (BTR) developments, and Purpose-Built Student Accommodation (PBSA), alongside creative workspaces and a high quality public realm. With a clear commitment to sustainability, social value, and community engagement, Greyfriars will set a new benchmark for urban living. Beyond the immediate development, it is set to catalyse wider regeneration in Northampton, driving increased property values and further investment in the town, ensuring long-term economic growth and a transformative impact on the local community.





ST JAMES DEPOT

ST JAMES DEPOT IS A 4.5-ACRE COUNCIL-OWNED BROWNFIELD SITE JUST A SHORT WALK FROM NORTHAMPTON RAILWAY STATION, SET BETWEEN THE TOWN CENTRE AND THE RIVER NENE CORRIDOR.

Formerly a tram and bus depot, the site retains a distinctive industrial character with heritage assets including a Grade II listed Transport Office. West Northamptonshire Council is seeking a development partner to bring forward a high-quality, residential-led scheme that embraces innovative, higher-density urban living. The Council's aspiration is to see non-standard typologies that maximise the site's potential while delivering excellent design and placemaking outcomes. Early-stage remediation is being supported through grant funding, and an open, design-led procurement process will begin in Spring 2025. The opportunity sits within a wider £500m regeneration programme being delivered across the town, including Market Square, Greyfriars (with ECF), and Four Waterside (with Cityheart). This is a rare chance to partner with a proactive local authority on a landmark town-centre neighbourhood.

MARKET WALK - STACK

MARKET WALK IS SET TO UNDERGO A VAST TRANSFORMATION AS RENOWNED FOOD HALL AND LEISURE DEVELOPER, STACK, IN COLLABORATION WITH WEST NORTHAMPTONSHIRE COUNCIL, WILL REVITALISE THE PROMINENT SPACE, BREATHING NEW LIFE INTO THE HEART OF THE TOWN WITH THE INTRODUCTION OF A NEW LEISURE AND ENTERTAINMENT DESTINATION.

STACK will be bringing their first facility to the Midlands and will be opening an innovative food and leisure space in the heart of Northampton Town Centre. This development compliments the wider regeneration of the Market Square and town centre public realm, providing a brand-new leisure and entertainment facility for residents and visitors to enjoy, attracting footfall of over a million annually and creating 170 jobs. **In partnership with: STACK Leisure**





FOUR WATERSIDE & MAREFAIR

THE FOUR WATERSIDE & MAREFAIR DEVELOPMENT REALISES LONG HELD AMBITIONS TO REDEVELOP THIS AREA OF THE TOWN. MODERN COMMERCIAL SPACE, HOUSING AND PUBLIC REALM WILL CREATE AN ATTRACTIVE AND VIBRANT DESTINATION AT AN IMPORTANT GATEWAY POSITION IN THE TOWN CENTRE.

Four Waterside offers the opportunity to create a new, high quality business destination in the East Midlands which will stimulate economic growth and bring more visitors to the town. West Northamptonshire Council has procured national regeneration developer, Cityheart, as their preferred development partner to bring forward the Four Waterside and Marefair sites. Working in a joint venture partnership with West Northamptonshire Council, Cityheart will deliver a transformational and ambitious scheme for the town centre. The development will provide a new 4* hotel, grade A office space for new and existing businesses, high-quality homes, Extra Care facilities and improved paving and planting to elevate the area. **In partnership with: Cityheart**

35–45 ABINGTON STREET

LOCATED AT THE HEART OF THE TOWN THE REJUVENATION OF 35 – 45 ABINGTON STREET BUILDINGS (FORMERLY M&S AND BHS) WILL PROVIDE NEW HIGH-QUALITY HOMES FOR RESIDENTS ABOVE MODERN LEISURE OR RETAIL SPACE ON THE GROUND FLOOR.

Through the provision of additional residential, the scheme will bring increased footfall into the Town centre to support the existing retail offer within the wider town centre. Creating a residential community in the town centre is a strategic objective of the Council to enable residents to live more sustainably and increasing the vibrancy and vitality of the core. West Northamptonshire Council is undertaking asbestos removal and building demolition work with the goal of taking a cleared site to market.





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