

Business Spotlight

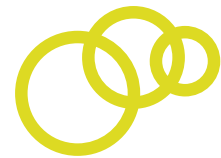
Celebrating Peterborough's world-class companies



Peterborough

Contents

		Aebi Schmidt		AECOM	Alan Boswell Insurance Advisers		Aldermore Bank			
		all the top bananas		Amazon	Anglian Water		Atkins	Baker Perkins 06-07		
		Barnack Estates		Bauer Media 08-09		BGL Group 10-11		Blackrock	Bonacia	
		British Sugar 12-13		Canter Holland		CDW	CityFibre	Coca-Cola Enterprises		
		Coloplast 14-15		Cross Keys Homes	Cummins Generators		Digital Community (DPiP and Agile) 16-19			
Diligenta		DMC Software		Dresser-Rand	Fencor Packaging		Fisherprint	Forterra	Free Thinking Design	
Gardman		General & Medical		Genfrost	Gilchrist and Soames		Handelsbanken		Henderson Insurance	
Hobart UK		Hochanda		i3Media	Ideal Shopping Direct Ltd 20-21		iGO4	IKEA	Indesit	
Breakthrough Innovators 22-23		Marmalade 24-25		Peterborough Reuse 24-25		Escape Fitness 24-25		Solar Polar 24-25		
HydroAir™ 24-25		GeorgiePhone 24-25		ABAX 24-25		Flo-Mech 24-25		DNV GL 24-25		
Bradshaw Electrical Vehicles 24-25		Institute of Export		Johnston Press		Kelsey Media	Kiddicare	LDA Design 26-27		
Manasty Packing		Mastercard Access Prepaid 28-29		Masteroast 30-31		Media 5 Solutions		New Covent Garden Soup Co.		
News International		Northrup Gruman		Oakham Ales 32-33		OAL 34-35		Omega Foundry Machinery		
Paper Rhino		Parentmail	Perkins Engines Company Limited 36-37		Peter Brotherhood 38-39		Peterborough Environment CityTrust			
Phoenix Life		Photocentric 40-41		Posh Gecko	Potter & Moore Innovations		Print on Demand		Produce World 42-43	
Radical Cars		Rapid Drop		Redring Xpelair		Royal HaskoningDHV 44-45		Royal National Institute for the Blind		
RSA		Skanska		Sopp + Sopp		The Landlord Hub		Thomas Cook 46-47		Travelex 48-49
Western Union		White Concierge		Willis & Gambier		XL Displays		Yorkshire Building Society		Yours Clothing



Opportunity Peterborough



Cathedral Square, Peterborough

Business Spotlight

Foreword

This book celebrates just some of the companies that have made their home in Peterborough. It's the start of a story - a great story - that shines the spotlight on what makes our city such a fantastic place to do business. Whether a burgeoning start-up, SME or global giant, our companies are making big impacts in their industries, and some of their stories will surprise you.

At Opportunity Peterborough we're privileged to work with such a wide variety of businesses across all sectors. We know there are many companies in the city that are changing lives: through their products and services, for their workforce, or by their contribution to Peterborough's growing economy. We witness their passion, innovation and expertise on a daily basis and we wanted to share that with a wider audience. This book acknowledges some of their achievements and marks the start of a bigger conversation about Peterborough as an enviable place to do business.

Peterborough has a unique history: its medieval and Victorian growth was followed by a further boom with 20th century New Town investment. The city quickly diversified and matured, with new businesses and a growing population exploiting both the new infrastructure and the close networks that already existed in our 'market

city'. This blend led to opportunity and innovation, and a diversity of economy that created stability and resilience. Our city transformed itself from medieval market gem into modern urban powerhouse, and our businesses adapted to deliver new solutions to changing markets - sometimes across the world.

We see this pace of change across all of our sectors, and the stories in this book highlight just a few: from our leading agri-tech businesses setting new standards in farming and food security, to our financial sector disrupting markets with innovations that are exploring new areas of the e-commerce landscape. And our bed-rock industries, such as manufacturing and traditional engineering, are pushing the bounds of technological and environmental excellence.

There are lots of reasons why companies large and small have set up and blossomed in Peterborough but it's clear that companies value our strategic location, fast transport and digital connections, and the attractive cost of doing business here.

All of our companies share one thing though: an appreciation of their employees as a major driving force behind their success. Peterborough has a diverse and growing workforce that benefits from our low cost of housing and high quality of life. So

many companies have told stories of employees transferring from other cities and ending up building new lives in Peterborough; put simply, people want to succeed in our city.

As we say, this is just the start of the story, so please visit our website to continue exploring. We hope you find the stories of our businesses and their accomplishments as absorbing as we do and enjoy discovering more about how they're leading their markets, at home and across the world.

Steve Bowyer
Chief Executive
Opportunity Peterborough





Baker Perkins Engineering Excellence in Equipment Manufacturing

Many of the products in your weekly shopping trolley are made by equipment designed and manufactured by Baker Perkins. Their engineering and process expertise is in demand worldwide and it's here in Baker Perkins' Peterborough factory that some of the world's leading food brands come to develop and trial new products.

With roots stretching back to the early 19th Century, Baker Perkins is now a leading specialist manufacturer with their main operations in Peterborough and a secondary facility in Michigan, USA. The company's strengths lie in their expert knowledge and their ability to provide the after sales and process support needed to ensure the production of consistent, high quality products.

“Vast improvements in the quality of bread have been achieved as a direct result of innovative 'light touch' equipment designed by Baker Perkins.”

Keith Graham



Engineering DNA

There is a dominant culture of engineering in the business, that enables Baker Perkins to develop the right technology for their customers quicker and with greater accuracy. Of their 300 Peterborough employees, the vast majority – including many in administrative and operational positions – are qualified engineers. This generates a level of understanding and reassurance that is highly valued by food customers in over 80 countries, and sets them apart from other equipment manufacturers. In fact, in many of their sectors, they remain one of only two or three manufacturers in the world with the right capability to deliver certain specialist equipment and provide post-sales support.

Technology thought-leaders

As a company at the forefront of technology, Baker Perkins is delivering smart solutions to some of the industry's biggest challenges. They recently designed a new valve seal that helped cereal manufacturers reduce downtime from 24 hours to 20 minutes – an incredible improvement that benefits their customers' bottom line and once again sets them apart in their sectors.

This same approach and knowledge helps them design better customer-focussed equipment to meet changing consumer tastes too. Their Innovation Centre is a confidential facility that allows customers to develop products and processes and test the feasibility of their concepts.

Working alongside customers at this stage helps them understand new trends

and develop solutions appropriately. As the demand for more protein in products increased for example, so too did the use of aggressive cleaning chemicals to remove the excess protein build-up on existing equipment. Baker Perkins was able to stay one step ahead by ensuring their equipment was built using materials that were resistant to chemical damage.

Keith Graham is Baker Perkins' marketing manager, he says: "We're always looking for solutions to industry problems and frequently find them. We're unique in our ability to understand not only the engineering needed to make the equipment, but the ingredients used by our customers and, more importantly, the way those ingredients behave when processed. It gives us real insight into our customers' needs and means we provide the right long-term support to help food manufacturers produce superb products year after year."

Large high quality processing equipment produced by Baker Perkins has a very long operational life and in certain sectors like confectionery, five machine sales can constitute market saturation. For this reason the company specialises in a broad variety of industry sectors



including baked goods, biscuits, breakfast cereals, snacks and confectionery. This diversity coupled with a large international customer base helps balance and strengthen the business.

Global hub

Every one of Baker Perkins' machines is designed, developed, built and marketed from their Peterborough site. Maintaining production requires skilled expertise and the company is taking on new apprentices and graduates to preserve that knowledge base. Keith Graham: "This is an easy business for new employees to engage with. There's a lot of variety and interest – everyone works on different machinery and across different sectors so they experience the whole offer."

The city has been home to the company since 1903 when the Perkins side of the business moved from London to find cost-effective space to expand. They settled conveniently next to the railway for more than 80 years until, as the merged Baker Perkins company, they moved to their current site only five miles away.

Peterborough remains a great location not only as a convenient base from which to ship its equipment around the world, but also as an easy-to-access test site for their many international customers.

Did you know?

Baker Perkins also produces industrial extrusion equipment for the powder coating industry.

The company's American business started life in 1904 as the Dutch Cookie Machine Company.

Baker Perkins has the largest installed base of biscuit, cookie and cracker equipment in the world.

For as long as their machines remain in production, Baker Perkins offers lifetime support including servicing, rebuilds, training and performance improvement to help reduce operating costs.

“Baker Perkins helps its customers to meet continual changes in food safety legislation by designing ultra-hygienic equipment.”



MEDIA GROUP

“Modern Gardens Magazine is Bauer Media's latest launch. Opening up a new market, it is the first magazine to tap into the needs of the modern homeowner - helping its readers to create an extension of their living space without having to become an expert gardener.”

Charlie Brookes



Bauer Media

Leading the Changing Media Landscape

The Bauer Media Group - one of the world's largest privately owned multi-platform media businesses - reaches millions of people around the globe through its portfolio of digital, magazine media, radio, event and TV brands.

Market experts

Five key specialist markets spanning everything from motoring and sport to motorcycling and leisure are managed from their Peterborough office. Bauer's Peterborough people are openly passionate about the markets they serve, creating an energy that fizzles around their large open plan office space. From the leather and bike helmets surrounding the desks of the world's leading motorcycle magazines, to the golf equipment being tested by writers at Today's Golfer, Bauer Media's Peterborough operation is something to behold.

Many of the magazine brands within the company's Peterborough portfolio continue to grow their circulations, due in no small part to the editorial teams' unrivalled passion for their subjects and forensic understanding of their target audiences.

Embracing a digital future

Changes in the way we consume media in the UK and globally have generated more touch points and more opportunities for Bauer Media to engage their growing audiences with

different content. Motor Cycle News for example, reaches many thousands of readers in print, but more than three million digitally - and the brand has also built a thriving e-commerce business.

Bauer Media's digital portfolio includes parkers.co.uk, the leading authority on car buying, and The Debrief, a brand that delivers a distinct mix of tailored content, mirroring the behaviour of the constantly-connected 20-something female.

In radio, Bauer Media is a digital pioneer. The company owns a strong portfolio of digital-only commercial radio brands, 55% of which are accessed via a digital device - against the current industry average of 44%. The recent acquisition of Gem and Free Radio in the Midlands further strengthens their local 'Bauer City Network' brands, and further afield, in 2015 Bauer Media acquired the SBS radio group in the Nordics, with 20 radio stations reaching 10 million listeners.

Talented and creative people

The business is always looking to attract new and diverse talent. Charlie Brookes, who heads up the Peterborough commercial operation, comments: "Our approach is to identify the right attitude first and then to build the right skills. Within our part of Bauer's Peterborough

business we have a team of in-house trainers and a structured approach to immersing our new recruits into the business and their markets.

"We also provide a very clear career path that enables the right people to develop and build their careers in a relatively short space of time. We are proud of the fact that the majority of our current sales directors joined Bauer as sales 'rookies'."

Corporate Social Responsibility

Bauer Media takes corporate social responsibility seriously, with its Peterborough employees recently fundraising for local charities including 'Little Miracles' and the Sue Ryder Thorpe Hall Hospice appeal.

Additionally, Bauer Media's radio business runs its own charity, 'Cash for Kids' - operating from the Bauer City Network of regional stations. This dynamic charity raised £17.9 million in 2015 alone - something that everyone at Bauer Media is justifiably proud of.

“In the UK alone, more than 24 million consumers purchase and interact with Bauer brands, including KISS, Grazia, heat, Absolute Radio, Magic, Empire, Motor Cycle News, CAR, and Parkers.”

In numbers

81 UK radio stations reaching over 17 million listeners a week

600 Peterborough-based employees

94 magazines published from the UK

11,000 global employees

Global online audience of over

40 million



BGL Group

Shaking up the Insurance Industry

BGL Group is one of the UK's largest consumer insurance groups, best known for their comparison site [comparethemarket.com](https://www.comparethemarket.com) and for insurance brands like Budget, Dial Direct and Beagle Street.

The insurance giant currently has more than 8 million customers and revenues of £507m, giving them significant presence and power in their markets.

Despite being a large organisation with more than 3,000 employees, BGL Group has a friendly small-business feel and a reputation as a fun place to work. One of our city's most important employers, BGL Group's Peterborough sites employ 1,800 people, building on a heritage of more than 20 years in the city.

Digital innovation

Digital innovation is present in internal processes as well as the customer experience. BGL Group was recently shortlisted at the Real IT Awards in the Workplace Transformation category for their work in creating a connected digital workplace. In fact, innovation drives just about every aspect of their operations. A focus on 'what happens next' helps the company seek out new products, services and markets in the UK and beyond.

Winning price comparison models

'Thinking differently' is part of BGL Group's personality. This approach underpinned the development of [comparethemarket.com](https://www.comparethemarket.com) and the now famous Meerkat characters, Aleksandr and Sergei. Chief Executive Matthew Donaldson was instrumental in realising the characters as a promotional tool having briefed agencies to come up with something different, daring and amusing. Now in their seventh year, Aleksandr and Sergei are hard-to-miss household names.

The name behind big brands

Some of the country's largest brands use BGL Group's insurance expertise through their partnership business - Junction. This specialist company is the UK's largest insurance partnership business designing tailored insurance models for a variety of partners including M&S, the Post Office, HSBC, Lloyds Bank, RAC Insurance, Halifax and Santander.



Celebrating Peterborough's world-class companies

Aleksandr and Sergei are back on the road for the latest campaign by [comparethemarket.com](https://www.comparethemarket.com)



Customer Service for these partner brands and for BGL Group's own brands is provided through two contact centres - one in Peterborough and one in Sunderland.

Positive community support

The BGL community extends far beyond its employees however; it reaches thousands of people, groups and organisations through an extensive Corporate Social Responsibility programme. The company supports a range of life-changing projects locally, nationally and internationally. A commitment to raise £3m for charity has been met and a new strategy to positively impact 100,000 people over the next three years will translate into a variety of programmes and activities.

Did you know?

BGL Group has 8 million customers, £507 million of revenue and more than 3,000 employees.

The Prince's Trust is BGL Group's national CSR partner. The company works with the Trust to improve the lives of young people, giving them the skills they need to achieve their aspirations.

BGL Group's Fusion Contact Centres offer employees the chance to undertake additional and further qualifications including NVQ, ILM and the Institute of Chartered Insurance qualifications.



British Sugar

Resilience in Sugar Production

British Sugar has changed beyond recognition since its early days more than 100 years ago. A key part of Britain's rural economy and an important Peterborough business, British Sugar has evolved and shaped its operations to meet changing industrial, economic and consumer demands as well as driving improvements in production and crop yield.

Change on the horizon

Today, the company is one of Europe's leading sugar producers and one of Britain's most sustainable businesses with ambitions to be the most competitive producer in the world. It is an efficient and resilient organisation with solid foundations that are likely to help it face the next significant industry change. In September 2017, EU sugar beet quotas will be abolished, meaning a much more competitive and volatile marketplace.

Whilst this challenge could threaten less established businesses, British Sugar is confident in the future of the UK Beet Sugar industry. Managing Director Paul Kenward said: "We're well placed to compete successfully in a global market if we continue to build strong relationships with our growers, customers and communities. I firmly believe that our business will deliver sustainable success."

Together with growers and the National Farmers' Union, British Sugar established the British Beet Research Organisation

(BBRO) to implement research, and improve sugar beet yields and the competitiveness of the industry. As a direct result of their work, sugar beet crop yields have increased by 60% since 1980.

Nothing wasted

Part of British Sugar's future success will undoubtedly lie in its significant portfolio of downstream products that make use of nearly all the raw materials used in processing. As the sugar beet comes into the factories, it inevitably brings soil and stones collected during harvest. The stones are sent for aggregate and the soil 'waste' is processed and supplied to Topsoil - an associated business that has grown to become the UK's largest supplier of topsoil products to the landscape and leisure sectors.

The pulp that remains after processing is sent to farmers for animal feed and even the spent lime used in manufacturing is returned to help improve soil quality. British Sugar was the first company in the UK to produce bioethanol at its Wittington factory - created by the fermentation of sugar beet. It also makes use of waste heat and CO₂ to help grow 140 million tomatoes a year at neighbouring Cornerways Nursery.

This spirit of innovation has accelerated in recent years and a new anaerobic digestion (AD) plant is under construction at their Bury St Edmunds site. This new installation will help British Sugar to produce 5MW of electricity - enough to

power up to 8,000 homes for a year. The company is also working with farmers on small-scale AD plants to help them generate their own electricity.

Continued evolution

The spotlight placed on sugar and health continues to challenge the industry, but British Sugar and its parent company AB Sugar have once again adapted their approach and responded positively to balance the debate. Their 'Making Sense of Sugar' campaign provides access to independent research as well as a variety of tools and support for consumers so that people can make truly informed decisions.

The company's evolution will continue with British Sugar's move to a brand new facility in Peterborough by the end of 2017, ensuring that its business needs are met, while keeping Peterborough its home.

The company has deep-rooted relationships with the city and local education providers who help develop the engineering, business, finance and agriculture specialists needed in the industry. Long-established apprenticeship and graduate programmes remain critical to helping deliver future success, and those joining today may well experience the long careers enjoyed by current employees in a 21st century industry that has been around for years.

“ Innovation in processing means that our leading sugar producer has the ability to process the same volume of sugar in four factories as it once did in 18.”

Did you know?

Over the last 10 years, British Sugar has recruited and trained more than 100 graduates and 90 apprentices.

British Sugar partners with approximately 3,400 farmers in the UK with beet travelling an average of only 28 miles from field to factory.

British Sugar has invested £300 million over the last 10 years to continuously improve their efficiency and competitiveness.

British Sugar's associate company, Topsoil, supplied soil for the 2012 Olympic Village development.

“ Peterborough continues to meet our needs and support us as we evolve our operations.”

Paul Kenward





Coloplast

Advanced Medical Technology Experts

Despite their proven position as the best med-tech company in the world, to those in the industry, Coloplast is also healthcare's best kept secret.

This understated organisation has been delivering advanced products, services and care for people with deeply personal and intimate medical conditions for more than 60 years. These days, the specialist company occupies a leading position in intimate healthcare, supplying patients with world-class products and raising standards in every continent.

Origin of care
Their story began in Denmark in 1954 when district nurse Elise Sørensen began helping her sister to recover from a colon cancer operation. Sørensen witnessed first-hand the difficulties and limitations placed on her sister by the relatively primitive colostomy device care of the day. Spurred by her sister's discomfort, Sørensen set about creating a new approach to ostomy care – a plastic bag that would stick to the skin, completely preventing leaks and odour. She doggedly pursued her idea until a

“Reliable digital connectivity is critical; our prescriptions service is electronic and our consumers rely on us to deliver.”

Birgitte Brink Felding



manufacturer picked up the benefits of her invention, and Coloplast was born.

This spirit of compassion and personal care remains with the organisation today. It is deeply embedded in their daily operations, their approach to innovation, their values and their contact with consumers.

A visit to their Peterborough Consumer Care Centre is an extraordinarily calm experience where conversations take place in a serene atmosphere of productivity. Consumer specialists take thousands of calls from users, often at highly sensitive post-operative stages, when what starts as a simple product query can result in longer periods of reassurance and active listening.

Helping patients achieve full and rewarding lives is at the core of Coloplast's business, but the company is making other contributions to the healthcare economy. Their products promote faster recovery and reduce the risk of infection, meaning patients have a far greater chance of staying out of hospital – a benefit to the individual, and to the NHS purse.

It is important for Coloplast to develop conversations around intimate healthcare, not only to improve general awareness, but because greater openness can lead to the identification of warning signs – much earlier. Thanks to continued marketing and social media, these discussions are growing and the volume of this important brand is being amplified – both across our city and around the world.

Smart design
The thinking behind Coloplast's innovations is refreshingly simple and reflects the natural empathy they have with their consumers. They have cleverly developed catheters for women that look perfectly at home in cosmetic bags with design features to enable people with all needs and disabilities to be able to use them – from easy handling, to preventing them rolling away under a toilet door. Colostomy pouches that have the look and feel of soft fabric have been deliberately coloured to be invisible under white clothing, and their Charter Home Delivery service ensures patients receive their products in discreet unmarked packaging without having to visit a pharmacy – all of which usually happens within 24 hours of them receiving the prescription.

Their culture of innovating through care undoubtedly comes from their closeness to customers. Coloplast is a large and ambitious organisation, but there is a great sense of collaboration and pulling in the same direction that helps them accelerate their innovation to market as quickly as possible to enable the people that need their products to live the best life possible.

Building the conversation from Peterborough
Coloplast's Peterborough operations are a vital part of their success. Birgitte Brink Felding, Coloplast's HR Director, says: “The UK market is critical to the global business. Strategically and logistically, our Peterborough operations and our warehousing facility

here contribute significantly to the success of our business and the happiness of our Charter customers.”

The company's strong focus on learning and development, coupled with clear internal development opportunity is also having an impact on the commitment of employees, Birgitte Brink Felding again: “The people who work with us are proud of our heritage, culture and products. We're always looking for people who appreciate our DNA of passion, care and respect to join us and share a genuine regard for what we are achieving in intimate healthcare.”



“In the UK alone, 25,000 people a week contact Coloplast for help, advice and guidance and they start work on every contact request on the same day.”

In numbers

136 countries selling Coloplast products

10,000 employees

300,000 Coloplast Care subscribers

13.9 billion DKK annual revenue

40% ostomy care market 40% continence care market



“There are exceptional levels of enthusiasm in Peterborough underpinned by our growing tech community. Given the city’s gigabit speed infrastructure and low operating costs, this has got to be the best time for any business to be here.”

Alex Shaw, Agile Peterborough and comparethemarket.com



Digital Community

Peterborough’s Collaborative Digital Development

As businesses grow their digital, tech and e-commerce offer, new ecosystems emerge around them. These digital ecosystems are blurring the boundaries between organisations and helping businesses engage with new partners in and around their industries, creating an interconnected digital landscape.

Peterborough is ahead of the game through its Smart City status, its city-wide gigabit speed fibre internet network, and crucially through its cluster of digital and tech companies – a community of businesses helping to drive the knowledge-base, skills, innovation and focus needed to power the city’s digital economy.

The digital cluster

More than 750 cutting-edge digital, media and e-commerce companies call Peterborough home. Household names such as Thomas Cook and the BGL Group are large local employers, but small digital media companies such as i3Media, Brave Creative, Posh Gecko and Free Thinking Design are making big impacts in the sector too. These dynamic organisations are providing digital and creative support to some of our best known brands like the BBC, Budweiser, Grand Designs, Crayola, Ralph Lauren, Silver Spoon, Bauer Media, The Royal Navy and The British Army. E-commerce is also particularly strong in the city with global giants such as Amazon, comparethemarket.com, Tata

Consultancy and Ikea operating here - all with industry-leading digital commerce platforms.

As more business is done online, security becomes even more important. World-renowned cyber security specialists DNV GL recently set up in Peterborough, and a number of innovative micro businesses in this field are beginning to attract the interest of large IT companies looking out for the next ‘big thing’.

The tech community

Peterborough is distinct in encouraging digital to collaborate and cooperate between businesses. Agile Peterborough and Digital

People in Peterborough (DPiP) are two such digital communities that have developed in the city. Agile Peterborough was set up by Alex Shaw - Head of Labs at comparethemarket.com - as a way to test the availability and viability of local digital skills.

Since its inception, Agile Peterborough has given a voice to the digital community. It has actively supported local skills development through its work with schools and Peterborough’s emerging university, and has acted as a magnet for some of the world’s most renowned names in tech. In the space of a few months, digital luminaries such as George Berkowski and Troy Hunt



Did you know?

Peterborough is one of only a handful of gigabit-speed cities in the UK with a fully installed city-wide pure fibre network providing speed, storage and communication benefits to businesses all over the city.

74% of the country’s digital companies are located outside London ¹.

Digital tech industries in the UK are growing 32% faster than the rest of the economy according to a Tech Nation report.

Local entrepreneur and Zazzle Media founder, Simon Penson, is ranked in The Drum’s ‘Digerati’ Top 100 most influential digital people.

84% of employers see digital literacy as important in the business place ².

1. Tech City | Powering the Digital Economy
2. Cap Gemini You Gov Poll | Feb 2016



“At DPiP we’ve seen a significant increase in interest in our monthly events – our numbers have tripled and we’re attracting speakers from across the country. There’s a noticeable community spirit with project collaboration and recruiting taking place too.”

Jonathan Frascella, DPiP

both visited Peterborough to share and transfer knowledge. Shaw says: “We set the bar high with our events and have never had a problem attracting high-profile speakers to the city. We concentrate on producing quality events that are really valued by our members and contribute in a concrete way to local businesses.”

DPiP supports networking and engagement events for its members and maintains strong connections with local city challenges. It has been a key player in Peterborough’s ‘Smart City’ initiative, driving the open city agenda and providing software solutions for complex technological challenges.

“We have a strong digital skills base here in Peterborough rooted in our technology and engineering heritage. Together with our digital infrastructure, this puts us in a great position to grow our local economy.”

Digital city

Our gigabit speed internet helps position the city as one of the most digitally advanced in the world - helping to deliver limitless digital opportunities for people and businesses. Peterborough’s council has been bold in embracing the benefits of our digital infrastructure and transforming its approach to digital technologies. The local authority is working imaginatively with private sector partners such as Amazon Web Services, Salesforce, Google and Box, to create a 21st century city for its citizens.

Peterborough’s big employers like comparethemarket.com are supportive

of digital work in local schools and provide engineers to run after-school code clubs.

Skills for our digital future

Alert to future demand, our local digital companies are helping young people with digital skills, coding and programming. In some cases they’re influencing what’s being taught, with Peterborough’s University Centre hosting industry workshops and modelling its curriculum to meet business needs. A ‘Hack the Holidays’ event initiated by an enterprising Year 12 student created tremendous interest, as did new app designs pitched through the city’s ‘Smart Supper’ programme as part of the Peterborough DNA Future Cities work.

Around 25 weather stations have been installed at schools across the city to collect weather data and help monitor the city’s climate. School children are being encouraged to access this data to solve some of the city’s challenges, and through the Internet of School Things, engage with data from around the world.

City energy and advocacy

DPiP and Agile Peterborough prove that the city’s digital ecosystem is growing. Alex Shaw: “Peterborough offers the right culture, the right quality of knowledge and longer lengths of service because we have a more settled workforce; people want to build lives and stay here.”

“The responsibility to engage with young people locally lies with our



businesses; our digital community can help bring all the constituent parts together to develop more tech projects in the area.”

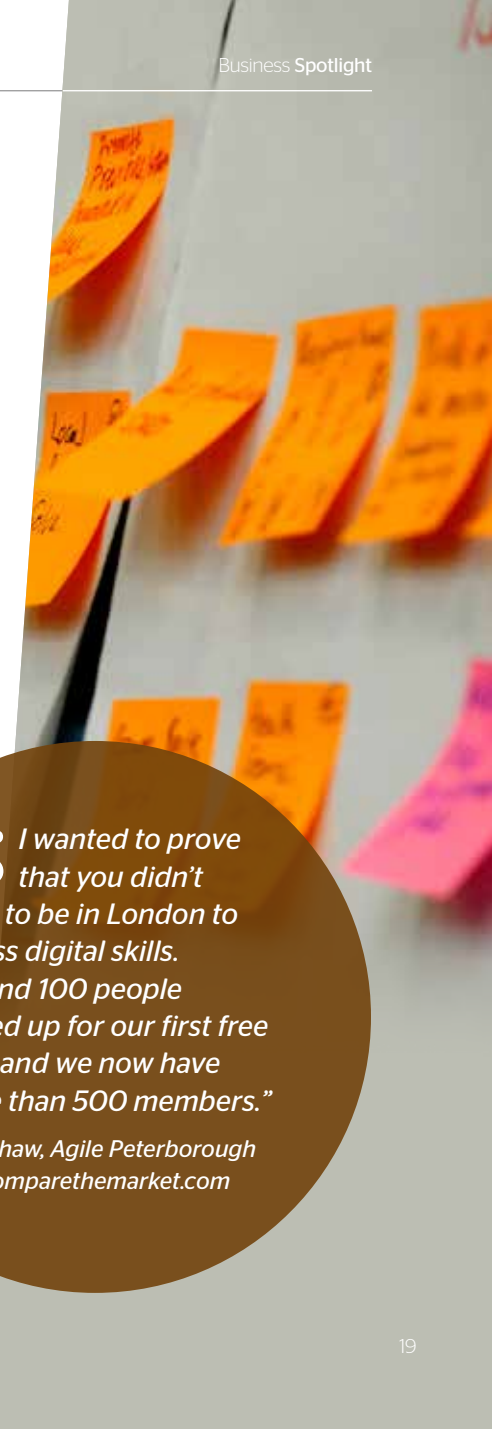


There is a passion and momentum in the city keenly demonstrated by the commitment of advocates like Alex Shaw, members of DPiP and Agile Peterborough, and by those behind our growing digital industries. Businesses that take advantage of and become involved with Peterborough’s digital community now are likely to reap rewards in the future. The city’s digital community is open and ready for newcomers to help forge Peterborough’s digital future and accelerate its success.

Find out more about our networks at: Mydpip.com and Meetup.com/Agile-Peterborough

“I wanted to prove that you didn’t need to be in London to access digital skills. Around 100 people turned up for our first free talks and we now have more than 500 members.”

Alex Shaw, Agile Peterborough and comparethemarket.com





**Sky 654, Freeview 22
Freesat 812, Virgin 747**

“ We currently reach 45 million households in the US and expect to see further growth following our recent acquisition by Blackstone - the world's largest private equity firm.”

Mike Hancox



Ideal Shopping Direct Ltd

TV Shopping Success Fuelling US Expansion

Ideal Shopping Direct is one of the UK's leading multi-channel TV shopping and digital retailers. The company set up in Peterborough in 2000 and has grown to employ more than 1,000 staff and generate sales of over £165m.

In the UK, the company develops and distributes original content via web and TV including two live channels; Ideal World and Create and Craft - both delivering programmes 365 days a year from their state-of-the-art Peterborough TV studios. Five transactional websites, a telephone service, social media streaming and an app complement their TV offer allowing customers to discover further content and make purchases 24 hours a day.

Entertaining and engaging content
The philosophy behind Ideal Shopping

Direct is to entertain and engage viewers, demonstrating how products can make a difference to them in a way that other promotional methods cannot.

A mix of professional presenters, guests and celebrity ambassadors demonstrate a whole variety of products from kitchen essentials to garden and craft items - explaining new products and often helping to establish new small and medium-sized suppliers in the marketplace.

The craft boom

In the US, more than 62 million people take part in one or more craft activities so the demand for education, innovation and new products is high. The success of Create and Craft in the UK has allowed the company to open up the \$30bn American market to UK suppliers, promoting transatlantic

craft trends and meeting the American appetite for high quality British and European products.

Create and Craft TV - Ideal Shopping Direct's world-leading crafting and hobby channel - successfully responded to the growing interest in home crafting and has been instrumental in increasing the company's share of the £3.5bn UK craft market.

People and place

The company relies on its ability to access creative and technical media talent and the perception that media and TV skills are hard to find outside London has been easy to dispel. Mike Hancox, Ideal Shopping Direct's CEO says: "We have some very high quality people here in Peterborough who are helping our business deliver outstanding growth and improved customer satisfaction. Our current success means we will be recruiting more skilled people to support our growth plans and I have no doubt we will find them here in Peterborough."

With two warehouses in the city, Peterborough has provided the company not only with the right calibre people, but the space to grow too. Proximity to other major cities like Birmingham and Manchester and easy links to London have also supported operations as they source and deliver products to 2 million UK shoppers.



Celebrating Peterborough's world-class companies

“ Ideal World identifies, launches and sells many popular new products before they go on to be sold elsewhere - like Nutribullet.”

In numbers

200 *hours of TV produced each week*

800 *Peterborough employees*

Ideal World and Create and Craft websites attract over

18 million *visitors a year*

100,000 *members of Create and Craft Club*

145,000 *app users* **600** *suppliers*

Breakthrough Innovators

Peterborough Companies Setting the Pace in Innovation

There is a distinct entrepreneurial spirit in the city of Peterborough that stimulates a high volume of start-ups each year. Importantly, these start-ups have a strong survival rate - partly due to the diversity of our economy, partly due to the strength of connections within our business ecosystems, but also due to the ease of doing business here.

Our unique history has also informed this character. A medieval city with ancient heritage, we received new town investment that enabled rapid growth and gave established businesses the opportunity to innovate and reach new markets. Existing businesses benefitted from new infrastructure and

development freedom, while bigger businesses moved in to make the most of the opportunity. This perfect economic dynamic saw a quick succession of smaller supporting businesses set up in the city at the same time as our supply chains matured to become more accessible and responsive to the needs of newcomers.

It is worth noting that Peterborough is also unusual among other entrepreneurial cities in that its higher academic offer is emerging and shaping itself alongside our growing and innovative businesses. New courses are emerging and curriculums are being fine-tuned to meet the needs of our industries.

This atmosphere of collaboration and evolution is reflective of the start-up spirit so prevalent in our city; it is highly valued by those businesses operating here and continues to underpin some of the most exciting new businesses and innovations in the country.

Diversity in economy, diversity in scale and diversity in our communities has helped many companies find their place and thrive in Peterborough. On these pages, we celebrate some of the ones to watch - breakthrough innovators; those taking huge leaps in growth, making their mark on our city and having an impact nationally and globally across a wide range of sectors.



Peterborough Reuse



ABAX



Escape Fitness

Breakthrough Innovators

Solar Polar

Solar Polar is a clean-tech start-up that specialises in solar thermal cooling and heating products that do not require electricity or other fuels. The company was awarded an innovation grant from Peterborough Brainwave and now develops off-grid heating and cooling technologies to bring sustainable refrigeration, air conditioning and terrace heating to the whole world.

top prize for Digital Inclusion at the Birmingham Made Me Awards.

Peterborough Reuse

Peterborough Reuse was set up with the aim of repurposing hessian coffee sacks into saleable products. Founders Pav Patel and Gary Graves created a range of shopping bags and textile items and are now exploring ways of reusing other city waste. The business employs members of new arrival communities to help them integrate and improve their English and also works with the Environment Agency to support tree planting and flood alleviation projects.

HydroAir™

HydroAir™ is a patented variable radius turbine (VRT) from the Dresser-Rand business, part of Siemens Power and Gas Division. Developed in Peterborough, the HydroAir VRT uses oscillating water column technology to extract energy from ocean waves and is helping to commercialise wave power through significant improvements in efficiency and range.

ABAX

ABAX is the market-leader in the development and delivery of electronic Triplogs, GPS tracking, fleet management platforms, and Equipment & Vehicle Control systems. Their approach to in-house R&D and technology development, as well as exploring new markets, means they've achieved year on year growth since their inception.

GeorgiePhone

The recipient of Peterborough DNA grant funding, GeorgiePhone is a small local business that created a family of apps for blind and low vision people to help make travelling easier. Now part of the Conigital Group, the company has won several awards including the



Solar Polar

Flo-Mech

Flo-Mech is a highly experienced privately owned food industry equipment and project management company. They are leading the market in innovative solutions particularly in improving existing plant and equipment facilities for some of the world's leading food and beverage companies around the world - including upgrades to gas heat exchangers that can improve efficiency by up to 15%.

operating in more than 100 countries. It provides classification and advisory services to the maritime, oil & gas and energy industries. Importantly for Peterborough, it has recently launched a new Centre of Excellence for smart energy and cyber security in the city - the first of its kind in the UK. This Centre will specialise in smart metering assurance and DNV GL is keen to play a major part in Peterborough's 'Smart to Future City' initiative.

DNV GL

Already a global giant, DNV GL is a large technical assurance company

Escape Fitness

Leaders in functional training solutions, Escape Fitness lives by its philosophy of designing fitness around function and has developed a large range of

fitness products and programmes that have positively disrupted the market. The company is rapidly gaining global recognition for its innovative and unique solutions and now sells in more than 80 different countries.

Bradshaw Electric Vehicles

Britain's largest and best known manufacturer of industrial electric vehicles is based near Peterborough. The company designs and manufactures a diverse range from industrial waste moving, airport and hospital vehicles to tow tractors, load carriers, personnel carriers, road-going pick-ups, buses and golf cars. Most of us will have seen a Bradshaw vehicle, but few realise they are made by this highly innovative family-owned local business.

Marmalade

Marmalade was formed in 2006 in Peterborough to provide insurance and car buying services to young people. The company won the Original Business Concept Award in the BT Essence of Entrepreneur Awards for its innovative telematics system - satellite technology that monitors the use of the insured car.



Marmalade

LDA DESIGN

© Claire Borley

“ Peterborough has excellent north to south and east to west connections, fast airport links, close proximity to London, green credentials and access to an incredible variety of landscapes within an hour's drive. Our city's location really is its USP.”

Ashley Dunseath



LDA Design

Unrivalled Leaders in Landscape Design

“It's been an amazing journey,” says director Ashley Dunseath. “From a small street-calming project in Peterborough's Williamson Avenue to the Olympics; it's surprised even us.”

LDA Design is one of Peterborough's most compelling success stories. At the heart of their knowledge is place-making, the process of connecting people with their environment to create inspiring public spaces. It's an approach that requires many different skills in order to imagine and deliver projects that make us say 'Wow'.

Global impact

But much of LDA Design's work is doing just that and winning awards in the process. Their philosophy that great design should be efficient, affordable, sustainable, inclusive and beautiful is applied to some of the world's most important energy, environment, landscape and development projects.

The company was appointed to lead the master-planning and detailed design of the London 2012 Olympic Park - Europe's most significant landscape project for a generation. Their innovative design and planning skills have been sought for the Swansea Tidal Lagoon project - the world's first, manufactured, energy-generating lagoon, and they were appointed to deliver the strategy and masterplan for Moscow's Gorky Park - a million pound transformation of Russia's most important public space.

Sustainable evolution

Closer to home, LDA Design is helping to transform one of the UK's most iconic landmarks - London's Battersea Power Station. Their designs include new green spaces spanning an area equivalent to three and a half full-sized football pitches. Their work here and on many other regeneration projects, is playing a critical role in bringing underused space to life.

The company's environmental impact assessment (EIA) expertise has also helped them gain an enviable track record in consents for renewable energy projects. They continue to be involved in coordinating EIAs for many of the largest solar farms in the UK - providing clean renewable energy to hundreds of thousands of homes and reducing our dependence on fossil fuels.

Award-winning place-making

Very few industries have the ability to make such a vast and visible impact on the world in the way that landscape and environmental design does. The ideas that emerge from LDA Design's practice reach many countries and locations, improving the experiences of communities and fortifying the connections we have with our immediate environment.

Peterborough's own Cathedral Square is a case-in-point. LDA Design implemented a dynamic change at the heart of our city; creating a new

high quality square that showcases our historic buildings and, by installing playful fountains, delights visitors. Like much of LDA Design's work, the Cathedral Square project works hard on so many fronts: creating a focal point, attracting visitors - and encouraging them to stay a while - and generating investment by world-class retailers and restaurateurs. The scheme won many awards and has been held up as best practice by the national heritage body, Historic England.

Peterborough-born business

Dunseath, a landscape architect specialising in regeneration and development projects, also directs LDA Design's Peterborough operations. He says: “One of the best things about the growth of the business since its inception in Peterborough in 1979 is how the original ethos of the company is still so intact. We remain the same values-driven place to work which we always have been. But now we come with an unrivalled knowledge-base in environmental design that has taken us all over the world and supported our development into a mature business with five offices and 150 people.”

Tucked away behind Peterborough's stunning Norman Cathedral are the Minster Precincts, a collection of historic buildings and home to LDA Design's Peterborough HQ. Dunseath says: “All of our offices are situated somewhere a little special

- even quirky. We deliberately choose inspiring spaces knowing the difference they can make. But aside from our Peterborough office location, this city has been a great location to grow our organisation. We're grateful for that early show of faith because it enabled us to expand and develop something we're intensely proud of; a company that attracts great people and has significant influence in our sector.”

Did you know?

LDA Design led the first DCO approved Nationally Significant Infrastructure Project to develop Rookery South Energy from Waste Facility.

Norway's Sahara Forest project in Qatar benefitted from LDA Design's services to explore the production of food, water and energy in hot desert coastal areas.

The company delivered landscape design proposals for Google's new multi-million pound King's Cross Headquarters.



“Innovation sits at the heart of what we do at MasterCard; it’s woven through our products and services, it informs the way we tailor our programmes and the way we structure our business.”

Graham Perry



MasterCard Prepaid Management Services

Directing the Prepaid Card Evolution

Navigating the differences in culture, language, technology and customer needs across 23 countries can pose significant challenges for business leaders and business models. Achieving cross-border success requires well-thought out innovative approaches of the type being implemented by MasterCard Prepaid Management Services in Peterborough.

Innovative, bespoke solutions

A robust part of the MasterCard business, Prepaid Management Services delivers global end-to-end prepaid card programmes to large and small companies around the world, managing its innovative, growing and dynamic global business from Peterborough.

Operating in multiple countries, their products must meet different needs across varying regulatory environments – a process that positively activates innovative thinking and bespoke solutions.

MasterCard Prepaid Management Services is the only prepaid programme management company to be part of a global payments network – MasterCard. This means customers benefit from the unrivalled awareness, safety and reliability of the MasterCard brand.

A force for good

A champion of the travel money industry, President Graham Perry was involved in the launch of the world's

first prepaid card in 1996 and has helped shape the growth of the sector. He says: "At MasterCard, we're leading the evolution of prepaid products and know there is huge potential for our business. We're focussed on making life simpler and more secure for our partners and customers by providing payment solutions to help them grow their business. And, ultimately, we're focussed on driving cash out of the system, because it is inefficient, costly to handle, and travellers prefer the security afforded by cards."

This philosophy of improving life for users of their cards is felt by all employees of the business. The MasterCard 'force for good' mission underpins their drive to promote financial inclusion around the world, and prepaid products are seen as a major enabler of this process, especially in emerging markets.

The Peterborough-based team from MasterCard Prepaid Management Services is helping to grow this leading prepaid business. They are enabling customers to set up and issue prepaid travel cards to consumers and are helping them embrace the latest digital solutions.

The mix of skills needed to enact this business strategy is broad; Graham Perry again: "We run an efficient business here in Peterborough and

“MasterCard provides the innovation that allows safe and secure payments – enabling financial inclusion and empowering consumers.”

have never had a problem recruiting – the calibre of people here is exceptionally high. The sector is well represented locally; and our attrition rates remain low."

Custom-made location

Peterborough's transport connections are also valued by the business – facilitating the fast access to airports needed by any serious international organisation. Their Peterborough headquarters were custom-built for them and provide rapid access to the A1 and the city centre with a range of leisure and shopping facilities nearby. "Our current global reach from this building is incredible," says Perry, "It's the perfect base to grow and develop as we take on more countries, support more cards and help more people around the world."

Did you know?

The company powers some of the world's biggest brand cards including prepaid travel money cards for Qantas, Virgin, Tesco and Travelex.

MasterCard Prepaid Management Services is considered an expert in programme operations and has a deep understanding of how to differentiate brand propositions and enter new geographies.

New infrastructure is being built with partners that delivers a whole range of prepaid solutions including compensation, incentive, benefit and emergency money programmes for the public as well as private sector.

The global prepaid card market is set to be worth \$3.1 trillion by 2022.

MasterCard Prepaid Management Services is supported by MasterCard – the world's fastest payment processing network operating in more than 210 countries and 150 currencies.

MasterCard is on the first Fortune 'Change the World' list of companies that have made a sizable impact on major global social or environmental problems.

“Masteroast has enjoyed considerable growth since it set up in Peterborough in 1987 and has bold plans for further growth over the next five years, having just acquired an additional 1.5 acre site to expand in manufacturing and logistics.”

Masteroast

Coffee's Top Bespoke Label Supplier

In 2015, we spent nearly £8bn in coffee shops, making the sector one of the most successful and fastest growing in the UK economy. But did you know that one in seven of our favourite away-from-home cups is made from coffee roasted by Peterborough company, Masteroast?

The family-owned roasting and packing specialist roasts around 4,000 tons of coffee a year and ships it to more than 600 customers globally. It is one of the top five coffee roasting and packing companies in the country and the UK's number one supplier for bespoke labels. The company produces coffee for many familiar brands sold in our supermarkets and is also responsible for some of the coffee served as we travel, including that on board EasyJet and Virgin Trains.

Best area to locate and grow

The strength of Peterborough's agri-tech food and drink sector makes it a natural base for a cluster of food-related businesses. Masteroast is a significant contributor to the region's £4bn agri-food industry and is well-served by a strong transport and logistics infrastructure that allows the company to connect quickly with its supply chain and distribute its products easily.

Support from a local initiative helped the company to firmly establish themselves as innovators, and in 2015 they began production of the world's first fully compostable coffee capsule.

Managing Director Andy Fawkes says: "Support from the Eastern Agri-Tech Growth initiative will bolster our position as an innovator in the coffee sector, creating new opportunities both in the UK and export markets. It also underpins our commitment to the region and means we'll be creating more new jobs here in Peterborough."

In fact Masteroast is a growing exporter and was recently cited as a shining example of how exporting can deliver local business growth. As the GCGP LEP reported: "We hope (Masteroast) will serve as an inspiration for other companies thinking about exporting their goods and services, motivating them to take that first step towards exporting."

Supporting the circular economy

With 80 staff and modern well-equipped 40,000sqft premises, Masteroast offers its customers the widest range of coffees in the UK, including Fairtrade and organically-certified coffees. Beans are delivered in hessian sacks from almost every coffee-producing country in the world before being sorted, roasted, blended and packed.

The entire process produces up to 1,200 waste hessian sacks a week, but rather than send them to landfill, the company posted a challenge on Peterborough's Brainwave Innovation Portal - an online platform that shares ideas about local challenges. Local entrepreneurs Pav

Patel and Gary Graves responded with an idea to re-purpose the sacks into a range of shopping bags and other items and a new company - Peterborough Reuse - was born.

Outstanding knowledge

Grading and roasting high quality coffee requires a unique set of skills. Masteroast employs experienced professionals who deploy their artistry in a series of steps to identify, grade and blend beans for production. Many of the people at Masteroast have worked their way up through the business meaning their skills are honed and developed through hands-on experience. This human expertise coupled with the use of robotics, technology and scrupulous Quality Assurance (QA) from bean to bag, ensures customers receive top-rate coffee.

Masteroast boasts one of the best-equipped QA laboratories in the business.

According to the World Coffee Portal, consumers will become even more informed about the subtleties of coffee preparation and delivery from bean to cup in future years. Masteroast is well-placed to consolidate its position as a knowledge leader through its strong market position, accredited training and its regular roasting demonstrations, tasting sessions, courses and competitions.

“The London Stock Exchange recognised Masteroast in their 2016 publication ‘1000 Companies to Inspire Britain.’”

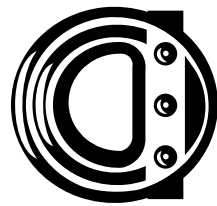
Did you know?

Masteroast hosts the UK Barista Championships Judges Certification Programme that helps develop judges for other UK coffee events.

British consumption of coffee has burgeoned in recent years. The number of coffee shops surpassed 20,000 in 2015, boosting coffee sales by 10% to £7.9 billion.

Masteroast is one of the biggest roasters of Fairtrade coffee in the UK and is part of Fairtrade Peterborough, the campaign to make Peterborough a Fairtrade city.

Students from all over the country visit Masteroast to understand the science behind coffee.



“Oakham Ales’ beers see off competitors from scores of countries each year, frequently winning top prizes in national and international competitions, events and brewing challenges.”

Oakham Ales

Ground-breaking Brewers Booming in Peterborough

In the world of British brewing, the craft beer movement and independent micro-breweries are enjoying strong growth. There are now more than 1,500 micro-brewers in the UK with a staggering 200 setting up each year. Cited among the top 100 in the world and with hundreds of awards to its name is local business Oakham Ales.

Although considered a large-micro or regional brewery, the company has been brewing a range of cask, keg and packaged beers since 1993, with its main brewhouse in Peterborough since 2006. Demand for its products has been growing steadily due in no small part to the quality, consistency and innovative nature of its brands.

A company of firsts

Acclaimed for their cutting-edge introduction of light hoppy beers in the 1990s, Oakham Ales has maintained its reputation as a pioneer. Partner Paul Hook: “We were one of the first micro-breweries to introduce light golden ale at a time when the market was used to much darker, more traditional beers. We’ve continued to innovate ever since and have introduced additional technical processes over the years - like our ‘hop tea’ infuser - that allow us to drive innovation in brewing with different flavour profiles.”

The brewing market has evolved rapidly in recent years - decline in pub

trade and changes in consumption and retail trends have meant that only brewers able to adapt and innovate have succeeded. When Oakham Ales began brewing more than 20 years ago their focus was mainly on cask ale, but the company adjusted well to the emergence of the craft beer market - bringing a variety of new products to customers around the world. Today, around a quarter of their business is made up of bottled beer brands, many of which are multi-award winning.

Global reach

According to the Society of Independent Brewers, Oakham Ales is part of an elite group of members currently exporting their products successfully. Their introduction of keg beers and packaged beers enabled additional growth and the company now exports to 22 countries across three continents with plans for further expansion.

Marks and Spencer commissioned Oakham Ales to produce three lines for its own beer and ale sector while the world-famous Michelin-starred Nobu restaurant in London selected Oakham Ale’s Hawse Buckler Ale to create a new ice cream dessert.

Paul Hook: “We have a great story to tell at Oakham Ales: our beer is the best it’s ever been, our quality is the best it’s ever been, we’re building on our reputation as a quirky, high quality

producer and now lead the market with several products. Our biggest-selling Citra cask beer for example was the first commercial British beer brewed with the Citra hop - winning Gold Champion Beer of Britain in 2014.”

Plans for growth

Plans to expand their cask, keg and bottled beer production capacity are underway meaning further local investment and growth. Happily for Oakham Ales’ 46 employees, there are no plans to develop the business elsewhere. “We didn’t hesitate to set up in Peterborough,” says Paul Hook, “It has always been a great location for our business with the right road links and infrastructure to get our products to customers quickly and efficiently, and well-priced property to support the needs of employees.”

As development plans unfold and new products emerge, the business is forging stronger links with its customers through their Oakademy of Excellence - a membership programme designed to inform, monitor and motivate customers with a permanent pump on their premises. In an industry renowned for temporary and seasonal products, Oakham Ales is cementing its future and accelerating its position as one of our most serious, sustainable and enduring organisations.

“We’re a passionate, creative and nimble team of experts. We’re not afraid to give something a go in order to bring a great product to market.”

In numbers

More than
200 awards

60 varieties of beer
brewed since
inception

On target to brew
8 million
pints in 2016

191 pump clip designs

2 of the 5
best beers in the UK brewed by
Oakham Ales according to ‘Pint Please’

OAL

“The beauty of our approach to robotics is that it is flexible and can overcome the challenges represented by change and inconsistency. We’ve created a modular system that enables manufacturers to change what they want when they want.”

Harry Norman



Highly efficient Steam Infusion soup plant in Holland

OAL

Bringing Robotics to Food Production

Think of automated production lines, and you’d be forgiven for conjuring images of the car industry. But change is afoot in food production and it comes in the shape of APRIL, a robotic chef on the verge of shaking up the sector.

Automated Processing Robotic Ingredient Loading (or APRIL for short) has been developed by OAL, a Peterborough-based business with 23 years’ experience of designing, engineering and implementing solutions for the food production industry. It is one of several innovations from OAL that are disrupting the sector and causing a stir in more ways than one.

“APRIL signifies the next step in food manufacturing. It will make a disruptive impact in an industry with limited exposure to automation and is set to help food plants achieve up to 13% bottom-line improvements.”

Harry Norman is OAL’s owner and Managing Director, he says: “The food production sector has seen robots used in packaging but not at the front end in delivering the ingredients and making the products themselves. APRIL really is unique in our industry and we’re excited to bring it to market.”

The company sees robotics as a core part of the future of manufacturing. Learning from other industries has

allowed OAL to design, develop and test a solution fit for the food sector with enough resilience to cope with changing consumer taste.

Pioneering drive for change

But APRIL wasn’t created in a vacuum. It is the result of a tenacious approach to innovation that marks OAL’s aim of making game-changing advances in food production for their customer base. APRIL came about as a result of development in OAL’s Steam Infusion technology – another revolutionary product making vast improvements in liquid food production.

The systems and technologies currently in development at OAL are the result of an acceleration in R&D that currently sits at 8.2% of turnover – higher than that of some of the most well-known innovation leaders such as Apple.

Talent mix

The company’s ability to innovate is supported by a rare blend of people. Automation experts mix with process and electrical engineers, ingredient specialists and marketers at their Peterborough site to conceive, develop and promote solutions for the food industry. This combination is rare in the world of food automation and is unique to OAL’s business. In fact while competitors exist in individual solution lines, very few global organisations can match OAL’s breadth of expertise.

“We’ve invested in technologies to help develop and grow our food production industries,” says Harry Norman, “And we’re a growing business operating in a great area at a time of exciting change. For those with the right skills, it’s the perfect moment to get involved.”

OAL has worked hard to win its position at the front of the field. Their knowledge is now in demand and they’re seeing an increase in invitations to speak at key industry events.

The growth of OAL has been underpinned by their location. Lower overhead costs compared to other cities mean the company can offer cost-effective solutions to the industry, and being close to key customers has helped produce dynamic and valuable relationships.

Their current success now sees them on the hunt for larger premises, but they won’t be leaving the area. Harry Norman again: “Peterborough continues to be the best base for us. We have a robust and rapid internet connection here which is absolutely vital in letting us receive and monitor data reliably from customer sites. Gigabit internet speeds, coupled with lower operating costs mean we’re able to pass efficiencies back to the market, and that’s good for everyone.”



In numbers

8.2% of turnover reinvested in R&D

76 sites covered by OAL’s 24/7 support service across the UK, Europe and USA

7.8 billion products scanned by OAL Autocoding per year

185,000 tonnes of product per hour made globally using Steam Infusion



“At our Peterborough site, we’re producing the engines that meet today’s challenges, and preparing for tomorrow’s - all with our customers’ needs in mind.”

Rob Walker

Perkins Engines Company Limited

Respected Engine Manufacturers Ready for Future

Back in 1932, Frank Perkins revolutionised the diesel engine with a design that rivalled the performance of petrol engines. It was called the Vixen and it was the world’s first high-speed four cylinder diesel engine.

Within four years, the company was producing and shipping 556 engines a year from its Peterborough premises. Today, Perkins - which was acquired by Caterpillar Inc. in December 1997 for \$1.3 billion - has the capacity to manufacture more than 800,000 units a year from eight facilities around the world. It is one of the world’s leading suppliers of diesel and gas engines for the construction, agricultural, power generation and marine markets.

Setting up in Peterborough offered Perkins a pool of skilled engineering labour and fast, reliable road and rail links that helped keep customer delivery times to a minimum - factors still valued by the engineering company today.

Global provider

The company’s Peterborough operation exports 50% of its products to Europe and other markets around the world. The facility incorporates world-class technology, with computer-controlled and robotic assembly lines to guarantee consistent and repeatable reliability and precision. Engines are sold direct to Original Equipment Manufacturers (OEMs), distributors and dealers.

More than 2,000 employees support the business in Peterborough, developing a comprehensive range of engines. Found in tractors, harvesters, forest machines, marine vessels, forklift trucks, snow blowers, generator sets and thousands of other applications, Perkins engines are known for their reliability, fuel economy and low cost of ownership.

Service and relationship management

The company consults face-to-face with OEMs, helping them achieve the right tailored design and integration to meet requirements precisely. The quality of this consultative process and the longevity of the products mean Perkins’ engines are trusted around the world. In addition, the company runs Technology Integration Workshops where they help customers integrate the engine into their own machines, saving them time and money. A global service and support network provides detailed country-specific knowledge about operating conditions and emissions standards as well as access to trained application engineers and aftermarket solutions - completing a highly comprehensive and intensive level of service.

Eye on the future

Development engineers and researchers based at the Europe Research and Design Centre in Peterborough are focussing on designing and delivering engines that can meet the challenges and industry

needs of the future. The centre contains 20 test cells and is also the base for worldwide research and development of engines up to 7.1 litres.

A Caterpillar company

Since December 1997, Perkins has been owned by Caterpillar - a long-standing customer. The acquisition created the world’s largest diesel engine manufacturer and helped Caterpillar to strengthen its own offer.

Caterpillar offers a range of skilled career development and graduate opportunities as well as a much-admired and popular apprenticeship programme. So valuable is the company’s training programme that a number of senior managers in Peterborough started their engineering and business careers as apprentices. It also supports an annual apprenticeships programme for more than 20 young people, with recruitment often attracting over 100 applicants.

Today, Caterpillar and the Caterpillar Foundation support charities and projects in Peterborough and all over the world. It works with the Imagineering Foundation nationally, and various schools, colleges, universities and young engineering groups to provide STEM support and sponsorship for engineering programmes.

“The company has maintained its position as an industry leader in emissions technology by working closely with its customers to ensure high compliance and performance rates.”

Did you know?

Perkins established in June 1932 by Frank Perkins and Charles Wallace Chapman in Queen Street, Peterborough.

In December 1997 Perkins was acquired by Caterpillar Inc. for \$1.3 billion.

Over 20 million engines have been produced, of which 4.5 million are still actively supported.

Products are trusted by more than 1,000 leading manufacturers around the world.

The Peterborough manufacturing facility produces engines from 0.5 to 7.1 litres.



“As a member of the Hayward Tyler family, Peter Brotherhood becomes part of a larger engineering group with similar historic value. Opportunities to share resources, ideas and best practice are limitless.”

Ewan Lloyd-Baker

Peter Brotherhood

World-Class Turbine Producer Renews Brand

Peter Brotherhood stands out as an organisation with renewed energy and passion. This world-class global leader in the manufacture of steam turbines and gas compressors is enjoying a return to its original brand name following its recent purchase by the Hayward Tyler Group.

The 150 year old Peter Brotherhood brand has significant value. From Singapore to South Africa, customers associate the company's products with quality, reliability and longevity and the name engenders a considerable amount of pride among employees too. "It felt fantastic to tell people we were putting the Peter Brotherhood brand back above the door," says Chief Executive Ewan Lloyd-Baker, "There is incredible enthusiasm for this business and there's no doubt we all feel we're part of something very special."

The early origins of Peter Brotherhood are steeped in cutting-edge innovation. The company was making such an impact on UK industry back in the 19th Century, that Isambard Kingdom Brunel wrote to them to praise their engineering skills; a fantastic testament from the father of the Industrial Revolution.

Strategy for growth

The company's new owners have set about engaging with local schools and colleges to find the next generation of employees. They are investing in people

and increasing employee numbers with the introduction of apprenticeship and graduate schemes. This deliberate blend of fresh young workforce and established expertise is a cogent mix that should go a long way to supporting the company's long-term growth.

Peter Brotherhood now plans to develop new products that will sustain the business through radically changing markets. Although the fundamentals of a steam turbine have changed little since its invention, aspects of manufacture, global energy policy and demand for power are rapidly evolving. The company plans on maintaining its reputation as a world-leading and innovative manufacturer by delivering a new generation of high quality products with the same reputation and prestige as its current offer. Ewan Lloyd-Baker: "We're not aiming to reinvent the wheel; we want to leverage our specialist expertise, engage with our customers to understand their current and future needs, and deliver new solutions that will transform the marketplace and help develop and grow our business."

The company has been based in Peterborough for more than 100 years. The confluence of transport networks, growing industry and land availability made it an attractive option that still appeals to business owners today. Visiting their Peterborough site gives an immediate impression of the scale

and importance of their products – considering that transporting them can stop traffic, it becomes clear how vital good access to the main UK road network is.

The site houses the only steam testing facility in the UK, a significant advantage in their ability to design, manufacture and deliver complete projects in relatively short timeframes.

Renewed energy and resilience

This is a resilient business with an inexorable drive to succeed: clearly challenging the maxim that Britain's manufacturing heritage is in the past. Peter Brotherhood is a company of world-beating manufacturers set on a clear course of growth that should see it thrive for the next one and a half centuries. For local Peterborians, it's also a business that people are delighted to talk about, lending significance to their slogan: 'Proud to be Peter Brotherhood'.



Did you know?

UK steel mills are working with Peter Brotherhood to discover how even low-grade waste steam can be harnessed to generate power.

Peter Brotherhood is a world leader in designing, manufacturing and servicing steam turbines and turbine generator sets up to 40 MW.

During WW1, Peter Brotherhood employed 10% of Peterborough's entire population.

The company has roots in the railway and brewing industries and over the years has developed engines, cars, tractors and torpedoes.

Market expectations for Group turnover to the end of March 2017 are £80m.

The steam turbine market is set to be worth \$19bn by 2020.



“The launch of our 3D printers created great interest and we were heralded in our industry as a company to watch out for.”

Sally Tipping



Photocentric

Commanding Lead in 3D Printing

3D printing has been referred to as the next ‘industrial revolution’. If that’s true, then the revolution is starting right here in Peterborough.

Photocentric, originally established as a manufacturer of photopolymer resins, is an award-winning local company currently making quite an impact in the 3D printer market. Their Liquid Crystal 3D printers were launched in 2015 and sold at a fraction of the cost of other 3D printers. They now lead the market with their patented daylight polymer printing

technology that combines LCD screens and specially formulated resin to produce highly detailed products.

The 3D printing sector - estimated to be worth \$20 billion by 2020 - is changing the way products are designed, built, distributed and sold. Once seen as an aid to R&D, 3D printing is attracting attention as a manufacturing solution, and is seen as having many potential applications from conservation to medical bioprinting.



“Photocentric won the 2016 Queen’s Award for Enterprise for their Imagepac innovation and the 2016 IDTECHEX Award for the Best New Development in 3D Printing.”

Peterborough roots

The story of Photocentric’s development from original idea to market leader is one that Peterborough is rightly proud of. The company was able to develop its unique natural light resin by leveraging its pioneering expertise in photopolymer resins. But it is the development of that original idea that has its roots deeply embedded in our city.

Back in 2002, Paul Holt - Photocentric’s founder and Managing Director - had an idea to pre-package previously difficult-to-handle resins in a sachet. Testing the viability of such an innovation required a low-risk property solution; and Paul found just the place at Peterborough Workspace.

This single move meant that the concept could be incubated without committing to a long term tenancy

while the business was still in development. The idea that Paul created became known as imagepac and it transformed the worldwide stamp and plate-making industry. Now sold in its millions, imagepac lies at the heart of Photocentric’s business and set a benchmark for innovation that the company observes to this day.

“Paul chose to develop his idea and grow the business here in Peterborough. We have access to a great workforce who keep our factory running smoothly, the transport infrastructure and connections to London are very good and operating costs are relatively low.”

A fast-paced business

As well as the ability to recruit locally, the company’s proximity to Cambridge allows them to tap into additional scientific expertise to

support the photopolymer and 3D facets of their business. With many of their components manufactured in Peterborough, Photocentric is able to capitalise on the city’s strengths in engineering and manufacturing too.

It’s a fast-paced industry that Photocentric’s employees are excited to be a part of. Sally Tipping, Photocentric’s Sales Director explains: “We’re proud to be a part of this success story. I think we’re all aware how rapidly the business is growing and we feel part of something really intriguing and ambitious. Our challenge now is to continue to move quickly but make sure we have the right foundations in place to support that growth.”

The business currently employs 45 people in the UK with another 30 in the USA. Their Arizona office opened in 2010 and experienced 70% growth in 2015 - predominantly supporting the large US craft market with its other photopolymer products; stamps, embossing sheets, stamp-making kits and super-clear resins.

Customers have turned their focus to Photocentric to benefit from high value 3D printers. Competitors and industry experts are watching too; keen to reflect on the company’s continued acceleration. It is a focus that’s likely to remain as their market matures and meets rising expectations.



“We’re one step ahead of our competitors and we plan to stay that way.”

In numbers

20% UK growth in 2015

£3.5m sales in 2015

70% growth in USA business in 2015

\$20 BILLION forecast industry growth by 2020

500 tonnes of resins produced each year



“ I'm always thinking about the future, wondering what's around the corner and looking for ways to make agriculture more resilient, we can't afford to think year-to-year any longer, we need to look further ahead.”

Andrew Burgess

“ We're leading the way in showing how natural biology can redress soil balance.”



Drip irrigation uses 40% less water than traditional crop irrigation

Produce World Group

Future Farming Pioneers

Produce World is one of the largest and most important vegetable growers in the UK. It is the leading UK producer of root vegetables and has the largest share of the organic vegetable market.

Thought-leaders in agriculture

A family-owned company with an outstanding heritage stretching back to 1898, Produce World is known around the country not only for its scale, but for its thought-leadership.

With climate change increasingly impacting our planet, Produce World is trialling cutting-edge solutions to the less obvious, but no less destructive effects of our changing weather. With reduced use of chemicals and warmer winters, aphid populations have become more resilient. Produce World is the first ever grower to trial the use of biological controls on a field-wide scale using ladybirds and lacewing larvae as natural predators.

The use of biological control is something that Director Andrew Burgess is keen to pursue: "We've lost over 700 chemical ingredients over the years so we have to think about how we manage pests and diseases in a completely different way. We can no longer rely on our historically harsh winters to kill off crop-destroying bugs, so it's down to us to look for a solution."

The future of farming

This new focus means agriculture is turning to biologists for support for the first time. Produce World sees farming developing to incorporate these new skills and predicts that the growers of the future won't just be farmers; they'll be biologists and soil scientists as well.

Local company with national influence

Produce World's thinking connects them with many other national groups. Burgess is a fellow of the Royal Society of Arts and an Associate Fellow of the Royal Agricultural Society. The company is involved with the LEAF Sustainable Farming Board, the Soil Association, DEFRA, and the Sustainable Agriculture Group where they bring significant influence and importantly, practical challenge at a national level.

Their knowledge is now being developed to benefit growers but as Burgess says, it still requires a big change of mind-set: "Only a very small percentage of farmers are thinking about the issues we face right now, but I'm confident the momentum is there and with the right academic and political support, it can only build."

Award winners

Innovation in farming runs through Produce World's veins. As well as their current thinking in biology, they've won awards for new products like their Sweet Sprouting Cauliflower, and for

their Soil-for-Life® programme and drip irrigation system.

Drip irrigation uses 40% less water than traditional crop irrigation; it's controllable and as it runs along the top of the potato ridge, the water goes exactly where it's needed and the foliage stays dry which means less disease.

As a group of growers, Produce World relies on access to its national network of producers all year round. With the continued investment in Peterborough's road infrastructure, they're able to remain competitive and get their fresh produce to markets quickly.

The company is one of Peterborough's longest established and illustrious organisations and is always keen to show the city off to visitors, Burgess says: "We brought industry guests from Seville to the city centre recently; they fell in love with it and told us they thought it could give European cities a run for their money. This area has given us everything we need for more than 100 years. As long as we continue to address the challenges in agriculture, the company can look forward to being here for another 100."

“ The role of Produce World in the UK should not be underestimated; they are a valued organisation providing fresh produce to most of our supermarkets and considerable support to the cereal, meat, poultry and dairy markets too.”

The National Farmers' Union

Did you know?

Soil degradation, loss of chemical controls and population rise are contributing to some of the lowest levels of self-sufficiency in British history.

Together with Cranfield University, the Produce World Group won the RCUK Research Base Impact Award at the prestigious Knowledge Transfer Partnerships Awards for their work to establish a Soil Information Management System - Soil-for-Life®.

The Produce World Group was the first grower to produce organic Maris Piper potatoes; previously thought too difficult to produce as an organic crop.

Mexico City's new International Airport
© Foster + Partners

“It's important to understand the wide societal impact of our work and provide solutions that address the total effect - not just on the location, but on the communities who live close by.”

Craig Huntbatch

Nereda technology at Irish Water's Clonakilty Plant
© Mark Cliffe Aerial Photography

Royal HaskoningDHV

Addressing Change with Award-Winning Engineering

Royal HaskoningDHV is a world-leading multidisciplinary global engineering and project management consultancy with its UK headquarters in Peterborough. Their approach has continually set them apart from their competitors and delivered some of the most ground-breaking innovations in engineering - changing the way we manage our resources and environment.

Royal HaskoningDHV's mix of thought leadership, research and investment has produced many solutions including Nereda - their award winning low-energy, low-footprint and chemical-free wastewater treatment system.

Operating across four sectors - Maritime and Aviation, Transport and Planning, Industry and Buildings, and Water - the company strives to enhance society in the countries in which it operates. Making people's lives easier and better is a philosophy that sits at the heart of the organisation and guides each of their projects.

Addressing major challenges

Delivering on this purpose is no mean feat when we consider that much of their work addresses major challenges like climate change, population growth, water scarcity, water security, and demand for energy.

Craig Huntbatch is Royal HaskoningDHV's Business Line Director for Maritime and

Aviation and Head of UK Operations. He explains: "We're considered to be the world's experts on flood risk and flood management. We've also worked on most of the world's ports and airports, so we have a valued reputation in these sectors and are frequently called on to provide solutions that address major challenges. We've developed our knowledge over the years by working closely with partners, clients, and the academic world; asking questions on every project and interrogating the sustainability of a particular solution."

The sharing of knowledge across business lines is actively promoted. A system of Global Knowledge Groups stimulates this process and can greatly benefit outcomes.

Skills mix

Advising on, designing and delivering society-critical large-scale projects requires high quality expertise. Back in 1990, the company had 380 engineers in the UK and although there are now 7,000 global employees, the mix of skills has expanded considerably. Civil Engineers remain at their core, but the company recruits environment specialists, planners, geographers, ecologists, toxicologists, biologists, forecasters and economists to help produce robust long-term solutions.

This mix of expertise has helped make important shifts in the way we produce, process and consume resources.

Examples include Nereda - a completely new, efficient and sustainable way of processing wastewater now being piloted across multiple UK sites, and 'Take Back Chemicals' - an initiative that pays the supplier for the function of a substance rather than the quantity in order to help reduce waste and develop new production processes.

World-class expertise in Peterborough

Royal HaskoningDHV is recognised right around the world as a leading authoritative and innovative consultancy, with some of the most significant water, maritime and aviation expertise being delivered from their UK HQ in Peterborough.

And that world-class expertise is making a difference closer to home too. The company's work on the city's flagship Fletton Quays redevelopment included the flood risk appraisal, and the ecology, hydrology, townscape, heritage and transport aspects of the plan. When complete, this development will integrate into the city's landscape and provide more amenities for Peterborough workers and residents.

Craig Huntbatch: "We feel involved in Peterborough's continued evolution; our business sits well here. Peterborough's environment and smart city focus is a great match for our own vision and we want to support and influence the development of our local area and showcase the strengths that we have right here."

Did you know?

Royal HaskoningDHV is the world's leading offshore wind consultancy and has been involved in obtaining planning permission for most of the UK's offshore wind farms.

The company's global headquarters are in the Netherlands where their world-leading flood-risk experts offer guidance to governments around the world - including emergency flood risk support for the Environment Agency.

Royal HaskoningDHV is designing Mexico City's revolutionary new International Airport - one of the world's largest and most sustainable airports capable of handling 120 million annual passengers.

Thames Water is building the first full-scale Nereda plant in the UK at its Highworth Wastewater Treatment Works in Swindon. The new plant serves a population of approximately 9,000 customers and will replace the existing life-expired plant.



“Our customers are at the heart of our business, they are central to our thinking - our absolute priority.”

Chris Mottershead



Thomas Cook

Leaders in Travel for 175 Years

Thomas Cook Group plc is one of the world's leading leisure travel groups. Their UK business has been headquartered in the city since 1977 and they are a major local employer. Globally the Group employs 22,000 staff with more than 1,000 employed in Peterborough helping to support the Group's 22 million annual customers.

The customer experience

Thomas Cook has been in business for 175 years and is still transforming. Having re-established firm financial foundations in 2015, it continues to increase its focus on the customer, 'doing more' for them than ever before and measuring itself on how customers rate their experience.

UK & Ireland Managing Director Chris Mottershead believes this approach starts with an understanding of how important it is to provide quality holidays across an entire season. He says: "It doesn't matter when our customers travel, their holiday has to be outstanding - like football, the first game is just as important as the one in the middle of the season and the one at the end."

"Our people care deeply about our customers and are highly experienced in what they do. We're harnessing their passion to make sure our customers get the best possible holiday experience."

Focussing on the customer and improving their experience includes a £100 million investment in the Group's fleet of aircraft, an increase in the number of representatives in destinations, and a large investment in its digital and online offering. Once again, Thomas Cook's customers are the driving force behind their digital renewal - informing and directing how the company delivers content to them. Chris Mottershead: "We have to be available wherever and whenever the customer wants to meet us - whether online or on the high street. Our investment is paying off and we're witnessing an upturn that is enabling us to achieve our strategy for profitable growth."

Improved premises

2016 is about physical transformation too. The company's UK business has acquired new high-quality space at

Peterborough's Lynch Wood Business Park that will reinvigorate their working environment and provide the latest infrastructure and technology needed by a large, dynamic organisation. The move to Westpoint signals a commitment to the city and sends a strong message of positivity about its investment in the future.

"We're here for the long term, putting ourselves into first class premises in order to sell great holidays to our customers for decades to come."

Outstanding learning and development

Last year Thomas Cook UK & Ireland achieved an outstanding rating from Ofsted in all areas of its Retail Apprenticeship Programme. The company takes on more than 250 apprentices each year and this accomplishment puts the business right at the fore of UK companies recognised for their exceptional skills programmes. The results are featured by Ofsted on their website as an example of best practice in managing and delivering apprenticeships. Of note is the progression that Thomas Cook apprentices make from entry intermediate to advanced levels and into management roles. This, noted Ofsted, is exceptional and links strongly to career routes within the company.

A new graduate scheme complements their careers programme and is helping to amplify the enthusiasm and fresh ideas currently propelling the company. Thomas Cook is keen to establish stronger links with local education

providers too in order to ensure future generations of recruits. According to Chris Mottershead, the company would prefer to recruit locally where possible believing it better for the business and the community.

A resilient and exciting business

At any one time, Thomas Cook can be supporting the equivalent of Peterborough's entire population in various destinations overseas. This huge responsibility is taken very seriously and can be compounded by other major challenges - climatic, economic or geopolitical. The company has to meet those challenges head-on: "Every holiday is different, and we have to be ready to deal with uncertainty," says Chris Mottershead, "But that's what we do, we're in a strong position having come through many of our own challenges. We've learnt, we listen and we adapt - 175 years of operations are testament to our resilience."

There is a palpable faith in this business that overshadows the potential operational challenges of the travel market. The strength of positive feeling for this historic company is felt at all levels of the organisation and by the larger Peterborough community. Chris Mottershead sums up: "This is a remarkable business - it's exciting, challenging and rewarding. We're creating experiences that people will remember forever: it's a privilege to be asked to help our customers to create them."

Did you know?

In 1841, Thomas Cook arranged a special train to take 500 passengers from Leicester to Loughborough - the first ever organised excursion and the foundation of his future business.

Thomas Cook's remarkable history is peppered with fantastic stories including in 1884 when the British government requested help to rescue General Gordon from Khartoum. Various transport arrangements were made including the loan of Thomas Cook boats to carry troops up the Nile.

The general trend in world travel is positive despite challenges. Destinations are changing but we're still travelling - the number of outbound trips worldwide increased by 4.5% in the first eight months of 2015.

Thomas Cook is an award-winning organisation and consistently wins accolades as a leading tour operator and travel company.

Thomas Cook Airlines is the biggest long-haul carrier from Manchester airport, operating more routes than any other airline.

Travelex

worldwide
money



Travelex

Rapid Growth in Foreign Exchange

The world's number one brand for retail foreign exchange has been successfully operating in Peterborough for 15 years.

Many people recognise Travelex as the shop window for currency exchange at airports. But what isn't so well known is how they support other brands with their foreign exchange specialism. In fact, Travelex can often be found behind some of the world's biggest banks, building societies and supermarkets, quietly operating seamless outsourced currency exchange services.

"We focus sharply on our foreign exchange specialism; we're the world's experts. It means we can provide knowledgeable outsourced foreign exchange services to some of the world's biggest financial brands, letting them focus on their core banking offer. We provide all of those services as well as supporting our retail business from our sales centre here in Peterborough." Mark Smith, Managing Director, Nigeria

Innovating for different markets
Foreign exchange companies are experiencing rapid growth and Travelex is no exception. The company is helping support emerging markets as they move from cash to digital payment technologies and they're adding value through oversight and governance wherever they operate. Indeed, Travelex works with regulators

around the world to set the 'gold standard' in foreign exchange integrity – a process critical to their success.

Innovation is an important driver for the company's on-going growth and Travelex has several exciting new projects in the pipeline. One of those is a new app-connected 'Supercard' that lets customers make foreign payments without incurring fees – a ground-breaking development in their sector that meets changing needs in the retail market.

Travelex's digital capability continues to develop - helping them capitalise on the shift to online and digital technologies.

The best base with the right talent
Travelex's acquisition of Thomas Cook's Financial Services business in 2001 saw them take on a considerable presence in Worldwide House – an imposing building to the west of the city. Rather than relocate to London, the company decided to build on the skills already present in their new home and have been benefitting from Peterborough ever since.

Mandy Parkins, Head of Peterborough's Sales Centre says: "The cost of running our call centre in London would have been significant. Here in Peterborough we have access to the right skills and people we need to run our businesses effectively - including a high percentage of staff with a second language

– a great support for our international business."

Peterborough as an international hub
While innovations like Supercard are developed from their London HQ, it is Travelex's Peterborough operation that will influence their success. Mark Smith sees the Peterborough site as more than a support and service function: "We're an international hub completely connected and working in sync with the rest of the world; a facet of our business that has massive appeal.

"Peterborough is a diverse city with a fantastic cultural dynamic - a real benefit for outward looking international businesses. We have the best of both worlds; an accessible King's Cross head office and a ready-made workforce fully capable of supporting the business success from Peterborough."

Travelex Peterborough is a truly global business reaching more than 37 million customers in 100 countries.



"We're connected with local schools; we run maths lessons that help students understand foreign exchange and we recruit many of our seasonal staff from local 6th forms too."

Mandy Parkins



In numbers

2000 orders every hour 80 currencies

20,000 operating locations

1.7 billion passengers pass through airports where Travelex operates each year

"To my knowledge, businesses don't leave Peterborough – they locate here, develop here, stay and succeed here."

Mark Smith







Opportunity Peterborough

To discover more about Peterborough and
its world-class companies, visit our website
www.investinpeterborough.co.uk

Produced by Opportunity Peterborough, October 2016