

GV

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ISSUE 01 • SPRING 2021



THE
GOLDEN VALLEY
DEVELOPMENT
HOME OF CYBER CENTRAL UK

TAKE THE TOUR!
GET TO KNOW THE
GOLDEN VALLEY
DEVELOPMENT

**SOMETHING FOR
EVERYONE**
ATTRACTING
OUTSIDE
INVESTMENT,
BOOSTING THE
LOCAL ECONOMY

**GENERATING
JOBS,
SUPPORTING
SKILLS**

**A BOOST FOR TRAINING AND
JOB CREATION**

GARDEN COMMUNITIES

A BETTER WAY TO LIVE AND WORK



STATISTICS

STRENGTH IN NUMBERS Some key Cyber Central UK statistics

2000%

growth in UK cyber industry in the last two years

£8.3bn

value of cyber security to the UK in 2020

43,000

full-time employees work in the UK cyber security sector and this is growing at a rapid pace

78%

of businesses say that cyber security is a priority issue

2,000,000

sq ft. of commercial floor space proposed at Cyber Central UK

3,700

new homes proposed in The Golden Valley Garden Community

£348m

invested in cyber security in 2019 by UK government

20

universities with a presence within a 75-minute drive of Cyber Central UK

£22m

GFirst LEP Investment in transport infrastructure for Cyber Central UK

1,200

cyber security firms active in the UK

GLOS

6x

the national average of cyber companies

CHELTENHAM

11x

200

hectares of land for the Golden Valley garden community

£1.9 BILLION

invested by government in UK cyber industry to 2021



GV

GV magazine provides information about the Golden Valley Development in Cheltenham which we hope you find useful.

www.goldenvalleyuk.com



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THE GOLDEN VALLEY DEVELOPMENT



HOME OF CYBER CENTRAL UK

04 A better way to work, live and play

The Golden Valley Development: what it is, how it will happen and why it matters

06 Travelling along the timeline

Where we've come from, where we are, where we're going

08 A pioneering approach to planning

What is a garden community? And why is the Golden Valley Development a pioneering approach to this exciting concept?

10 News

New businesses, important events, award-winning ideas, support services and post-Covid recovery initiatives. Plus, a look at plans to reduce traffic congestion

12 Music to my ears

Alison Townsend, Head of Marketing at Gloucestershire College, welcomes a project that will boost training and job creation across technology, hospitality, construction and much more

14 Opportunity for all

The Golden Valley Development is a once-in-a-generation opportunity for Cheltenham, Tewkesbury and the surrounding region – but also great news for UK plc

16 Closer to the buzz!

Tech corporates and innovation businesses are flocking to the area – and Bamboo Technology was among the first. CEO Lorrin White tells us why Cheltenham Cyber Central is the place to be

18 Useful information

Want to know more? Our FAQs, links and leads will help

Welcome to the first issue of *GV magazine*

The future is golden

The Golden Valley Development is one of the most exciting and forward-looking development projects in the UK.

The project not only supports the nation's ambition to become a science superpower, but in the months and years ahead will create new and diverse employment opportunities for Cheltenham, Gloucester, Tewkesbury and the surrounding region. It will improve our sustainable transport infrastructure and drive forward housing growth.

GV magazine will be published periodically and is one of the many ways in which we aim to share news and updates about the project with local residents and communities.

As a region, we are already at the forefront of the UK's rapidly expanding cyber industry. With the Golden Valley Development, we have an outstanding opportunity to go further, creating an internationally significant technology campus that will lead the way in the UK's mission to be the safest place to do online business and a world leader in cyber security.

The past year has been challenging for all of us, when hope and opportunity have sometimes seemed in short supply.

As we start to come out of what we all hope will be the final lockdown, the Golden Valley Development holds the promise of a vibrant future in the region for residents, businesses and communities.

We look forward to sharing the journey with you.



R Hay

Councillor Rowena Hay
Leader of the Council

OVERVIEW

WHAT IS THE GOLDEN VALLEY DEVELOPMENT?

You're walking through a hive of industry that feels more like a university campus than a business park. *There's a buzz in the air.*

Global tech companies sit alongside new enterprises you've not come across before. Start-ups are thriving alongside industry giants.

In the green spaces, people are working on laptops, sharing ideas and insights. Ahead of you is the iconic GCHQ doughnut, while all around are contemporary living spaces nestled amongst modern business labs and office hubs.

Local services are flourishing with coffee shops, restaurants and cultural centres serving the local population. The whole area is pedestrianised, with walkways and cycle paths, yet you can hop on an electric bus and be in Cheltenham's famous Regency Promenade in just five minutes.

Welcome to the Golden Valley Development

Cheltenham and Tewkesbury Borough Councils have come together to create the Golden Valley Development, a pioneering development adjacent to GCHQ in Cheltenham.

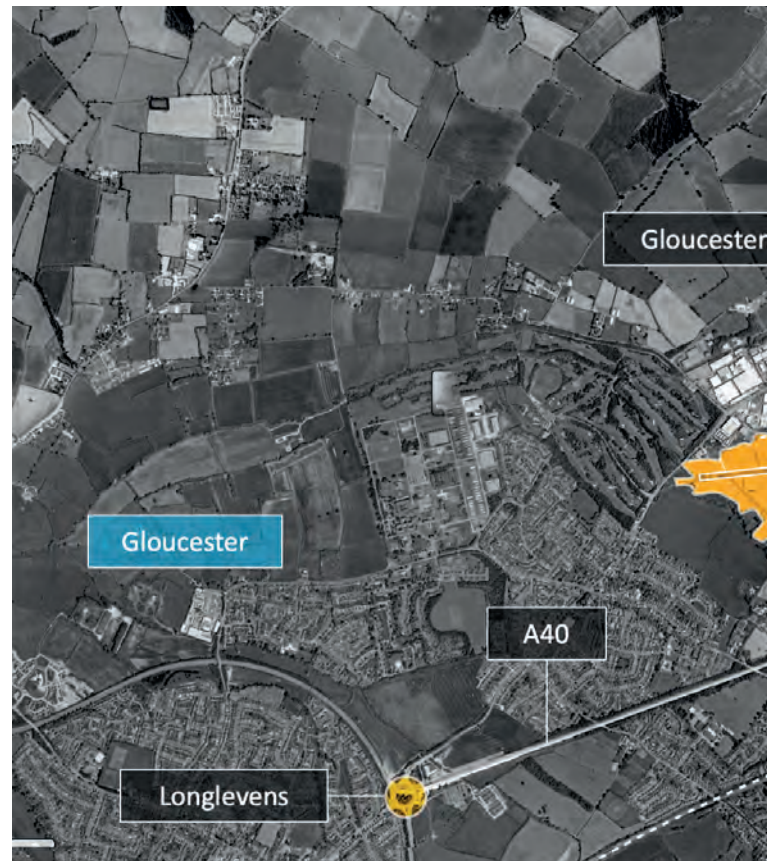
The Valley will consist of 200 hectares of homes, business and office spaces, coffee shops, leisure and cultural centres with pedestrianised green areas connecting it all.

The aim is to build a new community that combines world-class cyber businesses and academic facilities, outstanding housing and state-of-the-art leisure facilities in a highly accessible and environmentally sustainable development. This is a project that will bring new businesses

and investment to the area, creating approximately 12,000 new jobs and opportunities for Cheltenham, Tewkesbury and the surrounding region.

The development will be a melting pot where the technological know-how of GCHQ and cyber experts mix with some of the leading minds from our local University of Gloucestershire and nearby universities like Oxford, Warwick, Bristol, Birmingham, Cardiff and Bath, along with the talent and ambition of school-leavers from across Gloucestershire.

There are 20 universities within a 75-minute radius of Cheltenham which provides a great opportunity for collaborative projects and encouraging young people to



become part of the revolution in cyber and digital technologies.

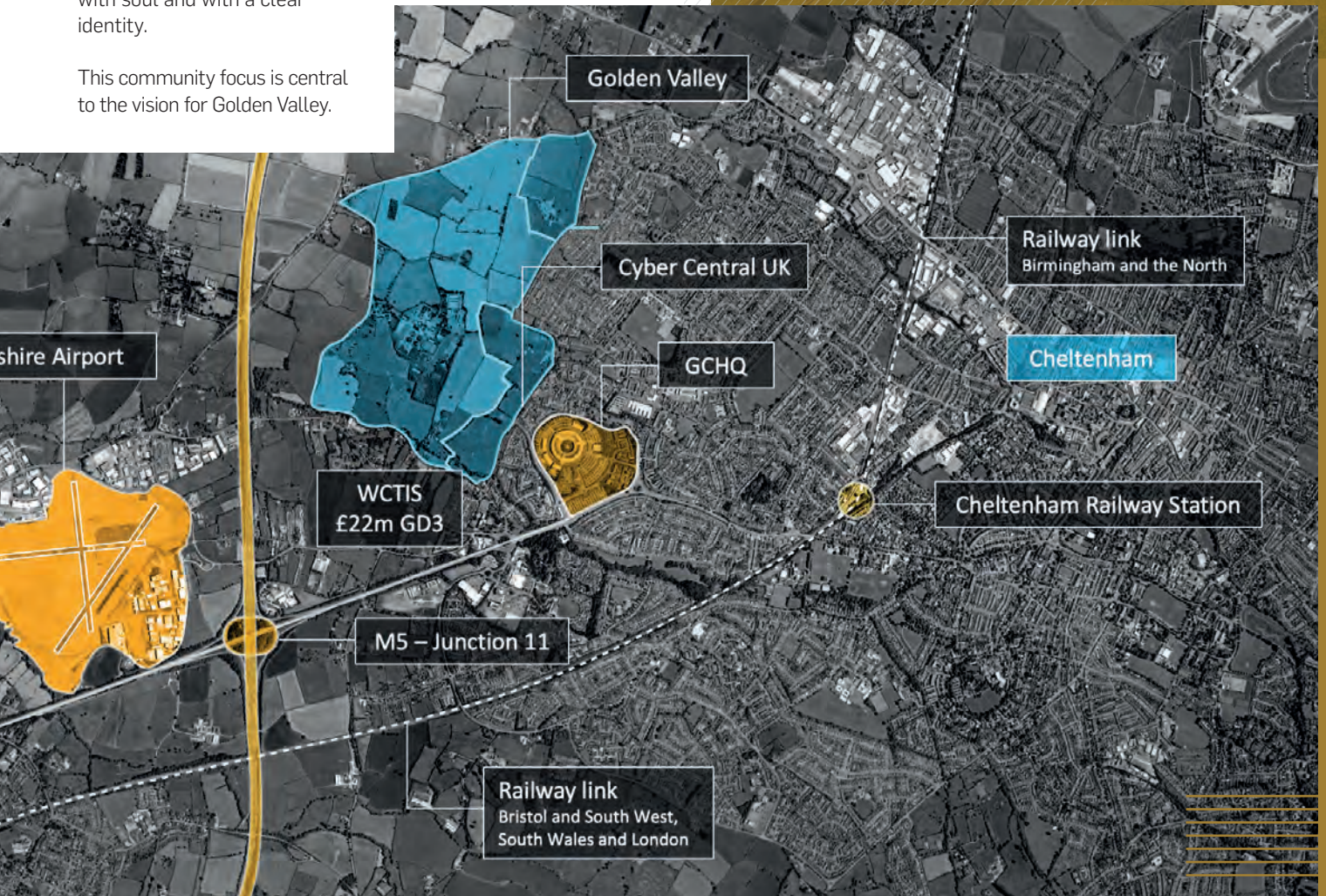
But it's not just a great place to work. This is one of the best places in the UK to live, with the beauty of the Cotswolds and the Forest of Dean on your doorstep, as well as all that Cheltenham has to offer – a rich, vibrant town with 21st century shopping, sports and arts facilities, beautiful Georgian architecture and a calendar filled with world-famous festivals.

Golden Valley will be a place that is culturally rich and exciting, where the edges are blurred between living, working and play. A magnet for business and innovation that is built around a strong sense of community, somewhere exciting with soul and with a clear identity.

This community focus is central to the vision for Golden Valley.

Over time, the development will deliver around 3700 homes, with a target of 40% affordable housing. And this will be housing development that has community and sustainability in its DNA. Homes England is working in partnership with the councils to ensure the delivery meets the very exacting standards of a garden community and that the Golden Valley becomes a place of which the local community can be proud.

In 2019 Cheltenham Borough Council purchased 45 hectares (112 acres) of land in order to take a controlling interest in the scheme. It's the first step on a journey that will culminate in a pioneering new development: a better way to work, live and play.



KEY MILESTONES

GOLDEN VALLEY PROGRAMME TIMELINE



DEC 2020

*Final shortlisting for
development partner*



MAY 2020

*West Cheltenham Transport
Improvement Schemes (WCTIS)
underway
+
Official launch of search for
development partner to deliver
the project*



MAR 2020

*Official launch of
Golden Valley Development
identity to reflect the project's ambitions
+
Announcement for J10 highways
infrastructure award now £249m*



JAN 2021

*Phases 3 and 4 of transport
infrastructure begun*



APR 2021

*Final bid submissions for
development partner for
Golden Valley*



JUL 2021

*Announcement of
preferred bidder*



2015

At GCHQ George Osborne announces government investment in one of two UK Cyber Innovation Centres to be developed in Cheltenham

2017

Joint Core Strategy adopted. 132Ha allocated; 68Ha safeguarded.

2017

£22m transport infrastructure agreed



AUG 2019

Cheltenham Borough Council purchases 45Ha of land for the regeneration project

JUN 2019

Garden Community award for Cyber Central UK and the Golden Valley Project



SUMMER 2021

Phases 1 and 2 of transport infrastructure complete

2022

Planning application submitted for early phases of development

2023/24

Site mobilisation and construction begin

GARDEN COMMUNITIES

LANDSCAPE FIRST:

A VISIONARY APPROACH TO PLANNING

What is a garden community? And why is the Golden Valley Development a pioneering approach to this concept? Here's a brief look at the history and modern application of an extraordinary vision.

Back in 2019, the Golden Valley Development was one of a handful of locations awarded garden community status by the government – making it a frontrunner in a fiercely competitive field.

The award recognised that this is a project committed to having sustainability at its core – a project with pioneering design principles around the use of open space, community wellbeing and the provision of a diverse mix of high-quality, affordable homes to meet the changing needs of future communities.

A 21ST-CENTURY APPROACH

But the garden community concept isn't new. It has been more than a century since radical urban planner Ebenezer Howard first outlined his idea of the garden city. Against a backdrop of drab industrialisation, Ebenezer had a vision of places where people could work, raise families, travel easily and enjoy green spaces.

The government and Homes England have revived the concept for the 21st century and are investing in garden communities across

the UK. It is an approach that represents a fresh opportunity to stimulate economic growth outside of London, and a chance to move beyond identikit housing and town centres that look like anywhere and nowhere. It imagines spaces that employ fresh ideas and smart technologies to create well-planned, sustainable places for people to live and work.

Culturally rich and exciting the Golden Valley Development will have all the characteristics of this kind of community, including:

- ▶ A clear identity – an attractive and functioning centre and public realm
- ▶ Sustainable scale – jobs, facilities and services that can be accessed easily and sustainably
- ▶ Great homes that are affordable – high-quality, distinctive homes, designed to be functional, accessible and for all stages of life
- ▶ Well-designed places with a good mix of uses – vibrant mixed-use communities with a range of local services, including workplaces, schools, healthcare, and spiritual, recreational and community facilities

- ▶ Connected and integrated transport systems throughout – an emphasis on walking, cycling and public transport routes
- ▶ Healthy places – areas that promote active, healthy and inclusive lifestyle choices
- ▶ Integration of nature and green space – generous, accessible and good-quality green and blue infrastructure with opportunities to deliver biodiversity net gain
- ▶ Future-proofing and environmental sustainability – adaptable to their users' changing needs, evolving technologies, future growth and the impacts of climate change
- ▶ Legacy and stewardship arrangements – long-term stewardship of community assets

True to Ebenezer's original vision, the Golden Valley Development will be a place that is culturally rich and exciting, for homes, work and recreation. Jobs, creativity and business will flourish alongside a strong sense of community, a clear identity and a real sense of belonging.



A CLOSER LOOK

How Golden Valley will benefit the local landscape



Extensions to local open spaces



The creation of a new network of landscape areas, open to all, with high connectivity across the new network of public spaces



New allotments to help meet increased needs



New sports facilities



Enhancements to local biodiversity



Innovative solutions that reduce flood risk

The transformation of Singapore

Can innovative policies around green spaces really help to drive prosperity? Singapore shows why – and how – they can.

Singapore is a great place to live – high GDP, some of the best connectivity in the world, high-speed public transport and fantastic and successful businesses. But it wasn't always so.

In 1965, newly independent Singapore was the type of city few people would wish to live in. It was hugely congested, its rivers mixing with open sewers and countless slums. There were few decent jobs and natural resources were scarce. In less than 50 years, it was transformed.

TURNING THINGS AROUND

Half the size of the Metropolitan Borough of London, an island, city and state all in one, turning things around in Singapore was never going to be easy. But with the right incentive programmes to promote greenery replacement and planting, that's exactly what happened. Today's

sky-terrace gardens, rooftop parks, recreation spaces and fantastic residential developments all highlight how far Singapore has come.

High-density development was the only choice for Singapore given its relatively small footprint, but with innovative policies around trees, green spaces and parks, the high population density benefits from an unprecedented level of open green space, parks and artificial freshwater reservoirs and lakes.

The prosperity that has followed this development has led to one of the highest levels of home ownership in the world. More than 90 per cent of the population own their own homes, while those who can't afford to own their home are supported by housing associations and government.

ATTRACTING INVESTMENT

Why does it work? Three words: opportunity, variety, convenience. Having so many talented people working in a relatively close space results in prosperity for companies. That generates more jobs. And everything is close by: shops, homes, commercial centres and the business districts are sited alongside hospitality and recreation facilities.

Success comes in many different forms. For Singapore, constraints mean high-density living was the only option. For Cheltenham, cyber technology industries and initiatives will take the lead and drive development. Attracting significant investment to the area will really put Cheltenham on the map – internationally, as well as in the UK.



Innovative policies have transformed Singapore



TRANSPORT UPDATE:

PLANS FOR 2021

Working to fix the traffic congestion problem for the long term

The Golden Valley Development will attract many people and businesses to the region. We want to ensure that, from a transport perspective, these new jobs and activities are supported by outstanding infrastructure that meets the current and future needs of residents, visitors and businesses.

THERE'S NO SUGAR COATING THE PILL

Development means disruption. Our aim is to minimise its impact, give residents

It's worth emphasising that Covid-19 control measures have been fully adopted by contractors in the course of this project and that the sequencing of some of the more disruptive elements of the programme around national lockdowns has reduced the impact on the travelling public.

a clear timetable, and offer advance warning of any changes along with regular updates, while ensuring that solutions are effective, long-term and sustainable.

As everyone who lives and works in the area knows, traffic congestion already exists in and around Cheltenham west. This is how we get to fix the problem for the long term. The current programme falls into four phases:

- ▶ **Phase 1 and 2** – Residents will be aware that work on the Arle Court Roundabout to M5 Junction 11 started in June 2020. This is currently slightly ahead of schedule and we are optimistic that all works in these phases will be completed by summer 2021.
- ▶ **Phase 3 and 4** – Walking and cycling improvements between Arle Court and Cheltenham Station began in January 2021 and will run until late 2021/early 2022.

Gloucestershire County Council Highways team held a 'meet-the-contractor' event in February so residents could find out more about the implications of walking and cycling improvement in the region. If you missed it, the recording and other information on the project can be found at <https://bit.ly/2PUE9xJ>.

NEW TASK FORCE TO LEAD CHELTENHAM'S POST-COVID RECOVERY

A new task force has been formed to spearhead Cheltenham's response to Covid-19: the Cheltenham Economic Recovery Task Force. Hosted by Cheltenham Council, the initiative brings together senior leaders from across the public and private sector to help drive forward the town's post-Covid economic recovery.

An immediate area of focus will be Cheltenham town centre, including immediate interventions to support the continued safe reopening of the town and use of public spaces in line with government advice.

In the medium term, the Task Force is looking to drive many of the priorities supported by the Golden Valley Development including:

- ▶ Encouraging skills development among young and disadvantaged residents
- ▶ Supporting local start-up and scale-up businesses to obtain and retain local talent
- ▶ Engaging with the cyber community to develop opportunities and maximise benefit to Cheltenham and the wider Gloucestershire region

The Task Force's business plan can be downloaded at movingtocheltenham.com, along with details of how you can get involved.

GOLDEN VALLEY IS GOOD NEWS FOR START-UPS

Early headlines around the Golden Valley Development understandably focused on the big numbers and the jobs global tech giants will bring to the area. But, as Kamal Bechkoum of Gloucestershire University points out on pp14-15, what's equally exciting is the energy, enterprise and opportunity start-ups and scale-up businesses bring to the table.

Salus Cyber recently announced that it has doubled its turnover since its hard launch just before the start of the coronavirus pandemic. It has also doubled its staff from three to six consultants. The firm specialises in penetration testing – otherwise known as ethical hacking – which digs deep into a security system to find any weaknesses.

“This development further solidifies Cheltenham’s position as the cyber hub of the UK,”

Jason Kalwa, Salus Cyber's Managing & Technical Director, believes Golden Valley is good news for the future of his business. “This development further solidifies Cheltenham’s position as the cyber hub of the UK,” he says. “It will allow large and small businesses alike to innovate, collaborate and recruit the next generation of UK cyber consultants through both academia and apprenticeships. There are exciting times ahead that Salus Cyber is proud to be a part of. As a local SME, the benefits and facilities coming to the region will be fantastic, especially as a business that wants to recruit locally – all our consultants are currently based in Cheltenham.”



Jason Kalwa, Managing & Technical Director, Salus Cyber



LOCAL FEMTECH FIRM SCOOPS MAJOR NATIONAL INNOVATION AWARD

A Gloucestershire entrepreneur who was part of the Oscar-winning visual effects team behind Hollywood blockbusters has won Innovate UK’s 2021 Women in Innovation Award for her breastfeeding and early parenthood app. Dr Chen Mao Davies’s business LatchAid uses interactive 3D tech, AI, virtual peer support groups

and live healthcare specialists to assist women who are having problems getting their baby to latch.

“I’m proud to be a part of the West Country’s innovative tech community,” says Chen. “The award is great – but it’s just the beginning. We are currently partnering with three NHS trusts for app pilots,

launching with Apple AppStore in May, and raising equity investment. Our aim is to get in front of as many mothers and mothers-to-be as possible in the shortest possible time. This is tech specifically designed to address a huge healthcare and societal issue that really hasn’t received the attention it deserves.”

GROWTH HUB OPENS IN CHELTENHAM



Cheltenham Growth Hub opened in March with free virtual advice and consultancy to support self-employed individuals, start-ups and SMEs across all business sectors, acting as a platform for innovation, creativity and commerce. The physical opening in the town centre is scheduled later in the year. More details at <https://bit.ly/200vmNb>

CyNam KICKS OFF THE YEAR

CyNam (Cyber Cheltenham) launched its first event of the year with a webinar that explored the extent to which data breaches are now inevitable. Should we accept that nothing is totally secure and prepare accordingly? Or can cyber innovation help save the day in 2021? These are big questions. Some of the answers can be found in the recording of the event: <https://bit.ly/3l9oiH3>

“THE GOLDEN VALLEY INITIATIVE IS MUSIC TO MY EARS”

Gloucestershire College doesn't just cater for 16-19-year-olds; a significant proportion of its students are mature

Alison Townsend, Head of Marketing at Gloucestershire College, talks to GV about the Golden Valley Development and what it will mean to the college, the students and the area in the coming years.

The Golden Valley Development is hugely important for Gloucestershire College (GC), our students and the wider community. First of all, we have our computing and cyber courses themselves. With everything from Level 2 qualifications (equivalent to GCSE), all the way up to degree and degree apprenticeship level, we are very strategically aligned with the plans for Cyber Central UK, and its close proximity to our Cheltenham campus is ideal.



“APPLICATIONS FOR OUR HIGHER EDUCATION LEVEL COURSES HAVE DOUBLED COMPARED TO LAST YEAR”

Gloucestershire College is the largest training provider in the county



The development will bring wide-ranging opportunities to Cheltenham and Gloucestershire – and not just in the area of IT; the ongoing build is good news for our non-cyber related courses, particularly those addressing the construction and trade sectors.

In the longer term, our courses in marketing, business admin, AAT, HR, hospitality and customer services will be hugely popular as businesses move into the area and the associated opportunities multiply. The development really will support the whole suite of business-related study – and those students in turn will go on to support the development of a large network of businesses coming to the area.

PLACEMENT OPPORTUNITIES

The opportunities for work experience and work-based learning are also phenomenal. Our apprentices need a company to sponsor them and provide the work setting for them to continue their learning, so having a wealth of placement opportunities so close to our campus will be immensely valuable.

Of course we offer a wide range of courses for 16–19-year-olds, but it's also worth noting that a significant proportion of our students are mature, and we are seeing an increase in people seeking further training while in the workplace, or retraining due to job losses – something which will increase as the impact of the pandemic eases.

Applications for our higher education level courses have doubled compared to last year, and the Golden Valley Development is a large part of that uplift. There is a marked increase in interest from students from Cheltenham schools as well. This type of inward investment will help to secure Cheltenham as a destination for people to live, learn and work. In fact the cohort that commences their studies in September this year will be graduating when the development is well underway and already generating opportunities.

DIGITAL INCUBATION HUB

Our commitment to growing cyber and computing opportunities for our county is also reflected in our digital incubation hub, which opens this September. This has been secured with funding from GFirst LEP and offers valuable workspace for digital start-ups. In return, the start-ups will provide opportunities for work experience for our students.

We are also very proud of our partnership with the West of England Institute of Technology – alongside

UWE, Weston College in Somerset, Bath College and Yeovil College – formed to create more higher technical educational opportunities. Funding to the tune of £3 million has enabled us to refurbish our teaching space and create a brand-new education suite including new cyber and computing facilities, an engineering centre and a cyber-attack and defence room.

The options and enhanced experience this brings to students is simply incredible. All of this makes university-level qualifications more visible to those who wouldn't otherwise have considered them, and we are seeing an increased level of interest from under-represented sectors of the community, which is fantastic.

In short, the Golden Valley initiative is music to my ears – and with such a long-phased development planned, the impact and effect of the opportunities will be felt for many years to come. We are inundated with apprenticeship applications, so this presents a fantastic chance for local businesses involved with the Golden Valley development both to offer valuable work training to local students and also to enhance their workforce at the same time.

SKILLS AND AMBITIONS

At GC, we work with our applicants to place them in companies that best match their skills and ambitions. As the largest training provider in the county, we have an amazing talent pool and a dedicated team which supports them at every stage. We hope that by using local companies to support local students, we can encourage graduates to stay in the county to find work. We need to stem the flood of high-calibre graduates leaving the area, and this initiative gives us the perfect opportunity to do so.

This project will really transform Cheltenham and put us on the map – globally as well as within the UK. We could become the Silicon Valley of the UK – perhaps even of Europe. The potential really is that great.

To succeed, all of this will need to be supported by affordable housing as well. It is reassuring to see that this is also part of the plan. This area of Cheltenham will become a beautiful destination in which to live, work and unwind with the leisure and hospitality amenities that are part of the garden community concept.

We should all be very proud of this development. Speaking for myself, I can't wait to see the benefits that it will bring to all areas of our community.

OPPORTUNITY FOR ALL

*Gloucestershire's Golden Valley Development will be transformational not just for scientists and businesses but for everyone. **Professor Kamal Bechkoum**, Head of School (Computing and Engineering), University of Gloucestershire, describes the huge potential benefits of cyber innovation for everybody.*

The Golden Valley Development is a once-in-a-generation opportunity for Cheltenham, Tewkesbury and the surrounding region. I say this not just from the university's perspective but also as a local resident.

Personally, I am extremely excited by the proposals around transport improvements and sustainable housing – and the job opportunities the development will bring.

From a professional perspective, this project is literally transformational. It is about creating a space that



"The university is committed to taking the community with us on this journey"

Professor Kamal Bechkoum

brings together academia, government agencies, and businesses large and small to create technology solutions and skills for the future.

We already have huge intellectual capital around cyber technology in the region. This project will take it to the next level, attracting not just UK businesses and jobs to Gloucestershire, but also foreign enterprise and investment.

SKILLS AND LEADERSHIP

As an example close to home, the university's work in cyber security education and research, including involvement in the Golden Valley Development, led to a joint project funded by the German government to establish a cyber security centre in Düren. Of course, it's important that this brings funding to the university. However, it also frames the region's skills and leadership in an international context. And this is just the beginning.

This is why Golden Valley is also a significant development for UK plc and the government's post-Brexit ambitions to lead the world in key areas of science and technology.

We've all seen the impact the clustering of expertise in life sciences has had on the astonishing development of vaccines in the UK. I believe this new project can drive a clustering of expertise, innovation and enterprise in the cyber and digital space that could be equally influential in years to come.

"All of this can best be achieved by the coming together..."

Right: The Golden Valley vision aligns with the strategic direction of the University of Gloucestershire



...of technical and commercial expertise"

The Golden Valley vision also aligns with the strategic direction of the University of Gloucestershire. Right now, we're writing our 10-year development plan, and this will be built around our conviction that, while we'll continue to foster world-class specialist expertise, this will be done in full recognition of the interdependencies between related subject areas. Siloes – systems operating in isolation from each other – make no sense in situations that increasingly require holistic thinking.

NEW SKILLS AND COLLABORATIONS

Tackling the cyber threats of the future requires new skills and collaborations. That of course includes collaborations between IT experts and security experts with a forward-looking understanding of the threat landscape. However, it also includes collaborations between individuals with specialist understanding of the systems required for the secure and efficient operation of business and society, and software developers who understand the possibilities and limitations of assurance and who have the abilities to embed resilience into systems from the start.

All of this can best be achieved by the coming together of technical and commercial expertise, the unexpected friendships and happy accidents that occur when people from different sectors and backgrounds come together in a space like Golden Valley.

We talk a lot about this project attracting technical expertise and businesses to the region. This, in turn, will boost the overall local economy, which benefits

everyone. International brands attract other big brands; innovative start-ups attract other start-ups. The result is an innovation cluster at the heart of our community.

IMPROVEMENTS FOR ALL

However, if the Golden Valley Development is to realise its full potential it needs to do more than that. It needs to improve lives and opportunities for all local residents – not just the ones with a degree or those already working in the tech sector.

The university is committed to taking the community with us on this journey. For example, working with our partners at the Institute of Coding we are looking to secure funding for a programme of regional Digital Skills Bootcamps. Through this initiative we aim to equip citizens of Gloucestershire with the information and skills required to make the most of opportunities like Golden Valley.

This focus on inclusivity is important. But it can be lost in headlines that – quite rightly – emphasise the synergies associated with Cyber Central and GCHQ, and the development of a global centre of excellence in cyber tech in the region.

For me, what is equally exciting is the broader ecosystem of businesses that will be drawn to the area as a result of all this activity – and the huge opportunities this represents for the entire community.



Gloucestershire University aims to equip our citizens with the information and skills to make the most of opportunities like Golden Valley



CLOSER TO THE BUZZ!

*Bamboo Technology is a local business – Cheltenham born and bred – specialising in digitally assured information and communications technology and software. Last year it moved to a new home, near GCHQ. **Lorrin White**, the company’s CEO, explains why.*



Bamboo Technology has been supplying businesses with telephony and communications support for more than two decades. In 2020 it relocated from its Cheltenham town centre headquarters to a new suite of offices in the Gloucestershire College campus near GCHQ.

GV magazine (GV) talked to Lorrin (LW) about why the move is pivotal to continuing the company’s current phase of growth and success.

GV: Cyber Central is a forward-thinking project – what makes Cheltenham the best place for it?

LW: There is a real passion and desire from the business community to put Gloucestershire on the map and there’s a wealth of fantastically successful businesses already

in the area. Often Cheltenham is simply seen as a nice place to live and work. There’s so much more.

Cheltenham is incredibly accessible from many of the UK’s major cities and has a great academic scene as well. There’s a real concentration of intelligence and technology-focused businesses that protect and underpin the Gloucestershire, UK and wider international economies. In recent years, there’s been what feels like a deliberate programme of introduction and commercialisation of the more specialised technology services that would typically be associated with GCHQ. The National Cyber Security Centre and others are driving awareness and development of this important sector and this has provided the

foundation to show what Gloucestershire can achieve on an international stage.

GV: What does being part of Cyber Central mean to Bamboo – what inspired your move to be close to it?

LW: The purpose of Bamboo is to support and enable growth. This project is all about business futures and people’s lives – the two are intrinsically linked. It was logical that we move to be closer to the buzz and activity around this development. We had been looking to move for many years but hadn’t found the right space until recently.

Our latest business developments have also seen us moving into the threat intelligence and digital assurance space so that when we introduce new communications and IT services to a customer we ensure the risk is managed too. Being part of this drive truly matches our updated service offering. There’s also a talent acquisition element – we want to be embedded in upskilling the county. Being close to and part of the education sector is a really important element of that.

GV: What are the biggest challenges to overcome?

LW: The build itself is the biggest single challenge and there will likely be disruption

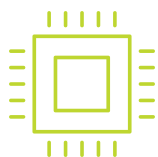


“Realising this project will make Cheltenham more widely known and attract talent from around the world.”

Lorrin White, CEO, Bamboo Technology



The Bamboo Technology team: "Being part of this drive truly matches our updated service offering."



to endure. That said, from my relations with the Local Enterprise Partnership I know that it will be managed and, in the long run, it will all be worth it.

GV: What are the more interesting opportunities the development offers for the area?

LW: When you look at the economic reports for Gloucestershire, it's clear that there is a need to stem the flow of graduates leaving the county, so ultimately one of the most important opportunities is that of talent acquisition and retention. Cheltenham may be seen as all 'tweed and picturesque houses', but we are so much more than that. Realising this project will make that more widely known and attract talent from around the world. The residential development will create a fantastic, vibrant, sustainable community too – just what business needs.

Cheltenham has the potential to become a destination and a living choice for all ages – beyond cyber. It's about technology and innovation as a whole. The business incubators, entrepreneurial hubs and start-ups that will follow the development will all contribute to a brighter, more engaged Cheltenham.

CREATING OUR OWN IDENTITY



THE IMPACT OF CHANGE ON THE AREA AND THE WIDER ECONOMY



A fast-changing region now has the chance to create its own identity as a major UK economic centre, says Lorrin White. The development will attract inward investment and the attention of international markets. In fact it's already happening.

As Lorrin points out, "With big tech companies joining the existing presence of Microsoft in Cheltenham, this isn't new. It's building on a foundation that is already thriving. Threat intelligence and technology is a big focus for Gloucestershire already. This project positively promotes us and puts us on the map as a future-focused magnet county."

She continues, "The inclusion of start-ups and entrepreneurial businesses will be a strong driving force along with the attraction of R&D investment, engagement with universities and incubation hubs. The already thriving legal and professional sectors in Cheltenham will also benefit through increased patents and trademarks being developed right here."

But that's far from all. She predicts an increase in alternative network providers as the digital infrastructure needs investment. "This in itself is an economic benefit for all as faster connections will benefit residential and existing commercial entities, attracting yet more businesses to our fantastic towns and county."

GOLDEN VALLEY FAQS

WHO IS BEHIND THE PROJECT?

- ▶ Leadership of the project is provided by a joint governance board bringing together Cheltenham and Tewkesbury Borough Councils, Gloucestershire County Council, Homes England and GFirst LEP. The project's primary commercial partner will be announced July 2021.

WHY BUILD CYBER CENTRAL UK IN CHELTENHAM?

- ▶ Cheltenham is already a centre of national excellence for cyber security. In addition to GCHQ, the surroundings have a concentration of businesses working in the cyber sector that is 11x the national average.
- ▶ The M5 and A40 connect to many other cities by car and public transport – the railway station and Gloucestershire Airport are very close by.
- ▶ 20 universities are within a 75-minute drive so it is a prime spot for technological research.
- ▶ Cheltenham itself is a thriving town with a diverse cultural scene from the Cheltenham Festivals to the Cheltenham Races.

WHAT IS THE GOLDEN VALLEY DEVELOPMENT?

- ▶ A new integrated and sustainable community for Cheltenham and the surrounding area. This will be a unique, landscaped, campus-style garden community, with local appeal, national interest and global significance.
- ▶ The development will become the heart of the region's technology sector and a global hub for cyber technologies and digital innovation.
- ▶ Cyber Central UK will be a new campus-style innovation zone that will be the commercial heart of the Golden Valley Development and is expected to become the UK home of cyber, supporting the UK in becoming a global leader in the cyber tech sector.
- ▶ The site is adjacent to the iconic GCHQ building. A total of 200Ha (nearly 500 acres) of land has been designated for potential development, with 132Ha allocated and a further 68Ha 'safeguarded'. The site straddles both Cheltenham and Tewkesbury boroughs from a local authority point of view.
- ▶ The Development will build a mixture of residential and business spaces. The priority is to create a diverse and vibrant neighbourhood, ensuring residents and workers enjoy healthy, biodiverse environments which encourage physical, mental and social wellbeing.

SO IS IT ALL ABOUT CYBER?

- ▶ No. The focus on cyber is about attracting investment and opportunities to the area for the long term.
- ▶ The Golden Valley initiative aims to create approximately 12,000 high quality jobs, benefiting the local economy and encouraging international talent to the area.
- ▶ Golden Valley will include the development of around 3,700 homes, with a target of 40% of those being affordable. There are localised high demands for domestic, office and industrial spaces, all of which would benefit from the Golden Valley development.

WHAT ARE THE SCHEME'S CORE OBJECTIVES?

- ▶ To create a world-class living and working space that challenges existing standards of design and sustainability, particularly in response to the climate change agenda.
- ▶ To create a dedicated campus for the cyber-tech community that drives economic activity and creates jobs in the region and inspires a vibrant, integrated, inclusive and diverse range of uses and activities, serving existing and new communities, while making effective use of land.
- ▶ To plan with the landscape front of mind to create new climate-resilient environments which integrate with the existing landscape and support biodiversity.
- ▶ To build outstanding infrastructure that meets the current and future needs of residents, visitors and businesses.
- ▶ To create a development that is supported by future-looking transport infrastructure, including a connected network of green off-road routes encouraging greater walking and cycling, and design which prioritises the needs of people and sustainable modes of transport.

USEFUL LINKS

The Golden Valley Development – www.goldenvalleyuk.com

We're Moving to Cheltenham – www.movingtocheltenham.com

West Cheltenham Cyber Central Garden Community – <http://bit.ly/2Q2hD5U>

LOCAL COUNCIL NEWS

Cheltenham – www.cheltenham.gov.uk/news

Tewkesbury – www.tewkesbury.gov.uk/latest-news

GOVERNMENT

Department for Culture, Media and Sport – bit.ly/3eK9Kwe

Building Digital UK – www.gov.uk/guidance/building-digital-uk

The National Cyber Security Centre – www.ncsc.gov.uk

Chancellor's speech to GCHQ 2015 – bit.ly/2Nn74td

GARDEN COMMUNITIES

Garden Cities Institute – www.gardencitiesinstitute.com

Town and Country Planning Association – www.tcpa.org.uk

Tewkesbury Garden Town – www.tewkesburygardentown.co.uk

Garden Communities – www.gov.uk/government/publications/garden-communities

INNOVATION AND CYBER SECURITY

CyNam (Cyber Cheltenham) – cynam.org

Cygenta – demystifying cyber security – www.cygenta.co.uk

EDUCATION AND CAREERS

Gloucester College – www.glos.ac.uk

Gloucestershire University – www.glos.ac.uk

CyNam – The Next Gen – cynam.org/the-next-gen/

CyberFirst Schools – www.cyberfirstschools.co.uk

The National Cyber Security Centre – www.ncsc.gov.uk/cyberfirst/overview

www.ncsc.gov.uk/cyberfirst/bursary-and-degree-apprenticeship

www.ncsc.gov.uk/section/education-skills/11-19-year-olds

Cyber Discovery – the government's free online extracurricular programme
joincyberdiscovery.com

Teach Computing – teachcomputing.org

GFIRST LEP Skills Portal – www.skillsportalglos.com

ENTERPRISE

The Growth Hub – www.thegrowthhub.biz

GFIRST LEP – www.gfirstlep.com

Bamboo Technology Group – www.bamboo.tech

Business Innovation Magazine – www.businessinnovationmag.co.uk

LIFESTYLE

Marketing Cheltenham – marketingcheltenham.co.uk/

SoGlos – www.soglos.com/

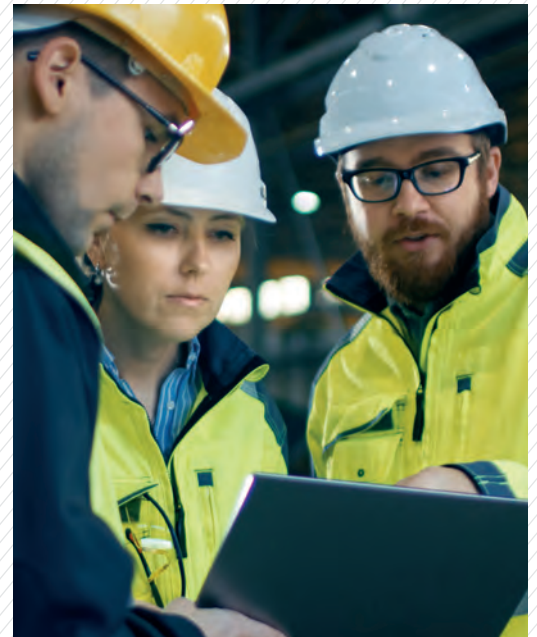
The Jockey Club – www.thejockeyclub.co.uk/cheltenham/events-tickets/the-festival/

Cheltenham Festivals – www.cheltenhamfestivals.com/

Visit Cheltenham – www.visitcheltenham.com/things-to-do

TRANSPORT

West Cheltenham transport improvement scheme – bit.ly/2PUE9xJ



NEXT ISSUE...

- ▶ We hope to announce which developer we'll be working with to turn the Golden Valley vision into reality and reveal some of the detail around the winning submission
- ▶ What do local people want from the Golden Valley Development? We hear from local community groups.
- ▶ Golden Valley is all about bringing jobs and opportunities to the region. What do students and young people expect from the development? We speak with students from local schools.
- ▶ The Cheltenham Science Group is a community interest group that aims to inspire a new generation to love science, technology, engineering and maths. How can the Golden Valley initiative support its ambitions?

