

# Welcome

**Welcome to our engagement event, where we're sharing our plans for the refurbishment of Robinson House, the first step in the wider regeneration of Cambridge Business Park.**

We plan to transform Robinson House into Origin – a statement Innovation Hub offering a publicly accessible café, flexible event space, modern offices and lab space. Our aim is for Origin to provide a welcoming and collaborative space for pioneering businesses, researchers and the wider community.

We're excited to hear your thoughts on our proposals before we submit a planning application. Whilst we've already incorporated some feedback from our masterplan consultation into our initial thinking your insights are crucial in refining our plans for this building. Together, we hope to create a dynamic space that reflects the aspirations of our community.

## About us

The Crown Estate is a national landowner with a diverse portfolio that includes Cambridge Business Park as well as land in Oxford, London's West End, and Windsor Great Park. We aim to use our portfolio to make a positive impact that supports communities to thrive and pioneers sustainable and inclusive design. All of our profits are returned to HM Treasury for the benefit of the nation.

▼ Indicative CGI of Origin's  
entrance onto Milton Road



# Our impact

Our plans for Origin are the first step in bringing to life our future vision for Cambridge Business Park.

Guided by three project pillars, we aim to shape the future of Origin and the wider Park by:

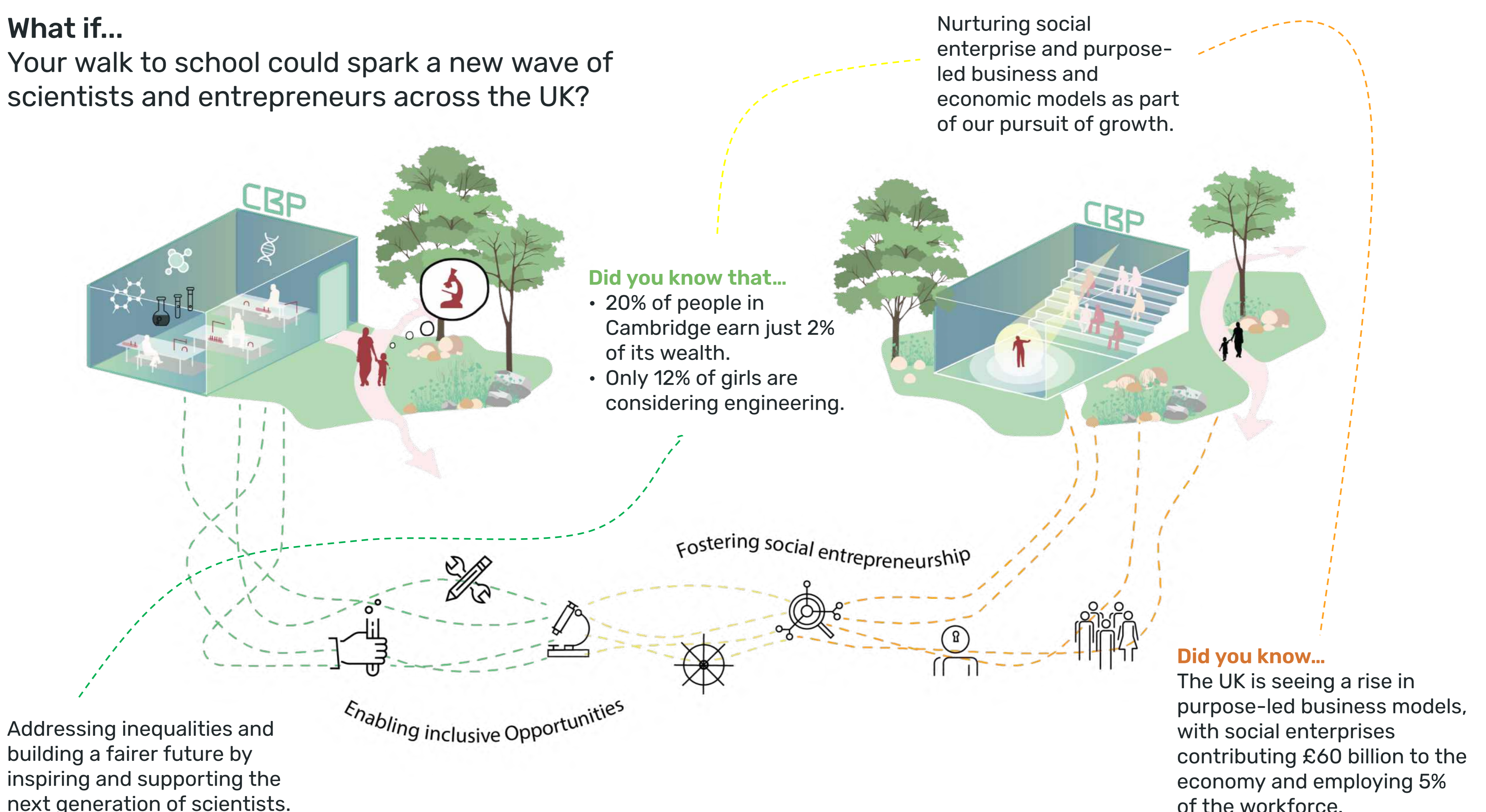
## Supporting communities to thrive

We're committed to providing a space that fosters education, skills development, and innovation, inspiring the next generation of scientists while welcoming diverse communities through initiatives like the 'Science is Magic' event, and discovery days.

A community-focused cafe and event space will serve as a hub for local engagement, connecting businesses, stakeholders, and residents. This will be a place where people come together to shape the future of Cambridge Business Park.

### What if...

Your walk to school could spark a new wave of scientists and entrepreneurs across the UK?



# Championing sustainable and inclusive design

We're excited for Origin to become a 'living lab' – where we work with partners and innovators to pioneer and test new ideas which we hope will inform future development decisions as we develop the wider Park.

As a part of the North-East Cambridgeshire Innovation District, we're committed to leading by example. Origin will provide a space for the district to work together and drive forward sustainable and inclusive growth.



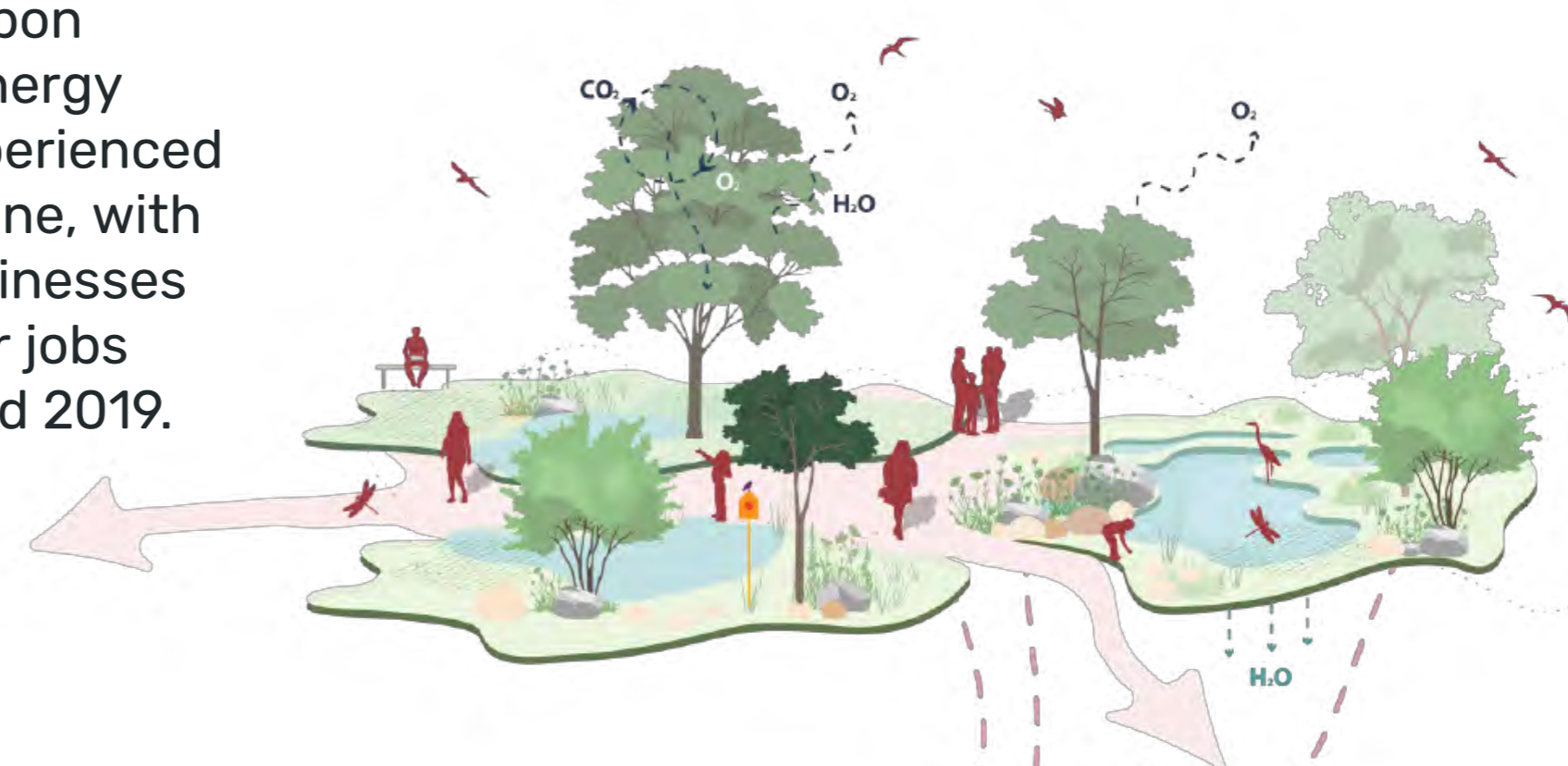
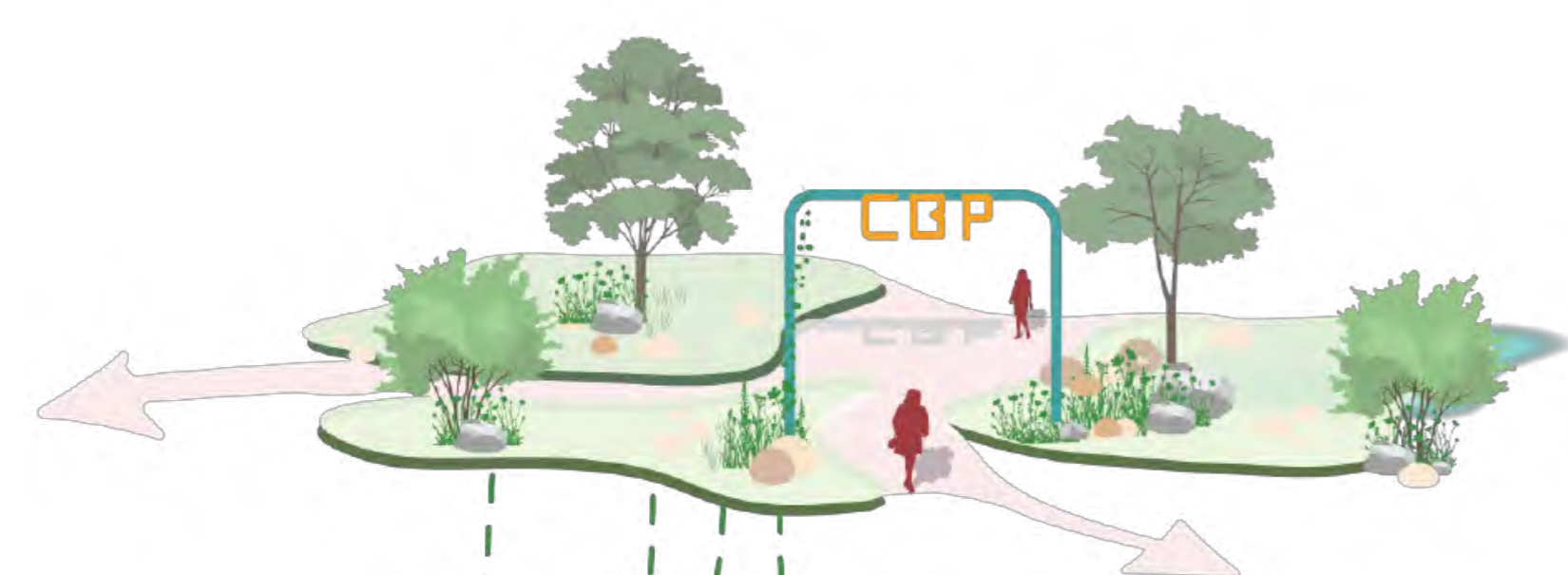
## What if...

A small experiment on your street could lead to a more sustainable nation?

### Did you know...

The UK's low-carbon and renewable energy economy has experienced a significant decline, with 27,000 fewer businesses and 33,800 fewer jobs between 2014 and 2019.

Engaging with communities to connect beyond boundaries leading to clear strategies for active travel, access to nature and community assets.



Connecting Place, People and Nature

Changing market expectations and setting environmental benchmarks by testing and championing new ideas.

Pioneering Sustainability

### Did you know...

The UK's commitment to achieving net zero emissions by 2050 includes significant investment in sustainable travel infrastructure, funding set at £2 billion.

## A stylized lightbulb with a gear inside, symbolizing ideas and innovation. The lightbulb is outlined in a dark brown color, and the gear inside is also outlined in the same color. The background is a solid light beige color. There are several short, dark brown lines radiating from the top of the lightbulb, suggesting light or inspiration. Below the lightbulb, there is a dark brown, stylized shape that resembles a thick, curved line or a partial circle, possibly representing a base or a shadow.

Our innovation hub will provide a collaborative environment where early-stage businesses can grow. As they expand, we envision them moving into larger spaces within Cambridge Business Park, eventually becoming long-term contributors to the local economy.

## Your bright idea could scale by drawing on a thriving national mission-led innovation ecosystem?

Accelerating the commercialisation of ideas by bringing together a fragmented ecosystem of innovators, funders, customers, and manufacturers.

**Did you know...**

The UK received \$41bn in cleantech VC investment in 2023, the highest in Europe, but still lacks an established national cleantech hub to fully scale these innovations.

*scaling purposeful innovation*

**Did you know...**

Cambridge is a leader in research output but struggles to translate it into commercial success.



Nurturing collaboration

**Did you know...**  
Cambridge is a leader in research output but struggles to translate discoveries into scalable businesses compared to competing universities.

# Cambridge context

## Why Cambridge?

We believe Cambridge Business Park has the potential to drive innovation and research.

Origin will build on Cambridge's reputation as a leader in research and technology by providing a dedicated space for emerging businesses to innovate, collaborate and grow.

## Why Robinson House?

Our key objective is to inspire the next generation of scientists, strengthen connections to the wider district, and accelerate the creation of a job-focused innovation ecosystem.

Located at the main entrance on Milton Road, the gateway for the Park will be open and welcoming to the public, offering a space that engages local and diverse communities. This provides a unique opportunity to connect with the wider district while offering new lab spaces for both the public and private sectors, supported by The Crown Estate.

Ultimately, this will lay the foundation for establishing a thriving innovation ecosystem at the heart of the region.

▼ Indicative CGI showing a bird's-eye view of Origin



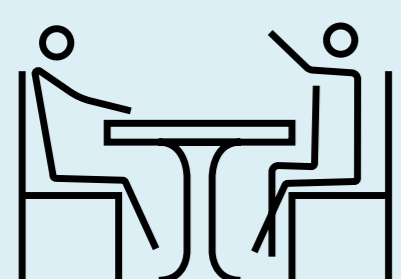
# Bringing ideas to life

More than just a building, a place that fuels innovation, where ideas come to life...

## Why here?

The existing building, Robinson House, sits at the entrance to Cambridge Business Park and is a purpose built two storey building.

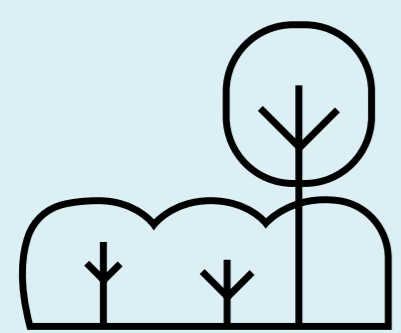
The location and layout of the building provides a natural opportunity to create a more welcoming and vibrant space at the entrance to the Park including:



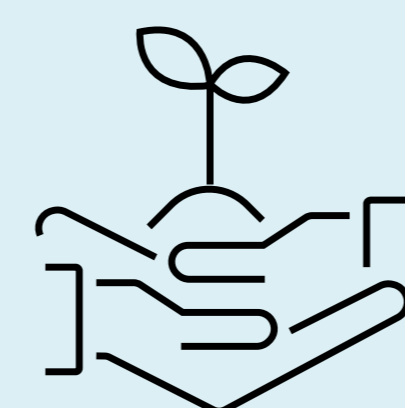
A new publicly accessible café



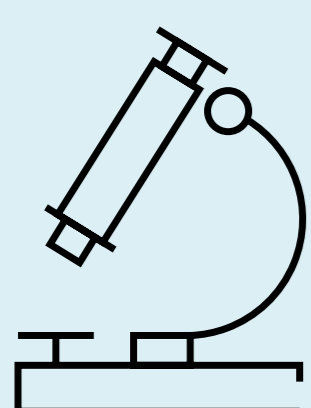
Ready to occupy office and lab space designed for start-ups



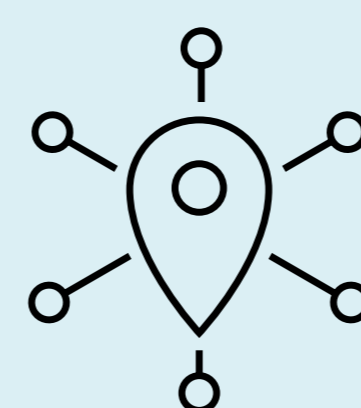
An interactive and experimental landscape with science on show



A rooftop terrace with potential urban farming opportunities is currently being explored



Demountable modular laboratory extension, which can be re-used in the future



New event space, supporting the planetary health ecosystem and Cleantech sector in North East Cambridge

## Why now?

Cambridge faces a shortage of start-up lab space. We are aiming for Origin to help address this need, by creating a space specifically designed to foster interaction and collaboration between businesses and the local community.

## Why us?

We'd like Origin to have a positive impact beyond just being a physical building. Our aim is for Origin to become a core feedback mechanism for the future of Cambridge Business Park.

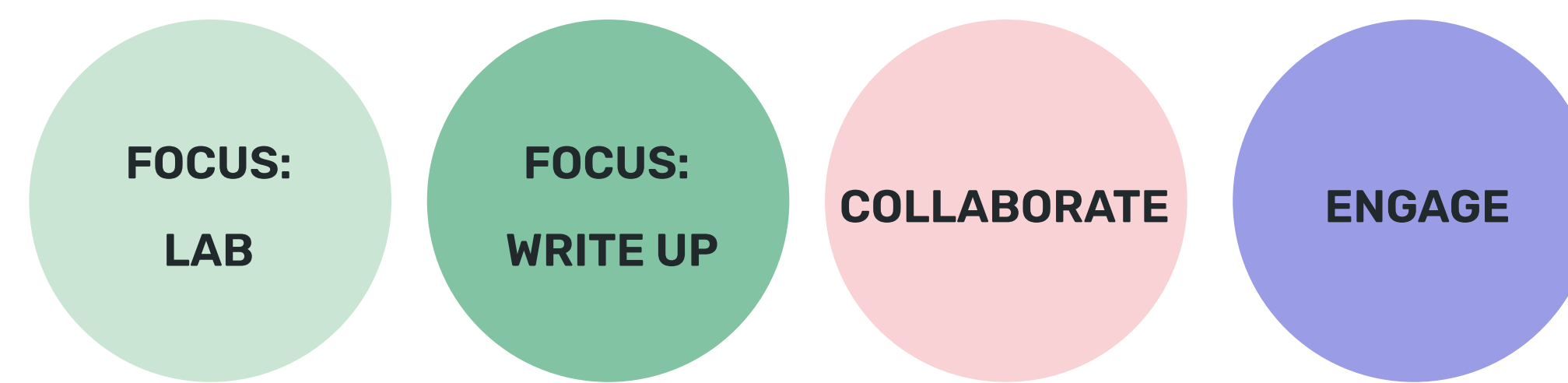
The activities and programmes at Origin should enable it to become a place where we can gather, monitor and implement feedback from customers, stakeholders and the local community as we develop our masterplan.

# Collaboration space

Origin will provide a new engaging space to deliver benefits to businesses, researchers and the local community. This will include space for start-ups and the wider community, offering modern offices, demountable modular labs, flexible event area and a publicly accessible café.

## Did you know...

We are looking to promote new technologies and materials throughout the refurbishment. This includes considering opportunities to utilise innovative lime-based paints that absorb CO2, supporting a sustainable future and promoting better air quality.



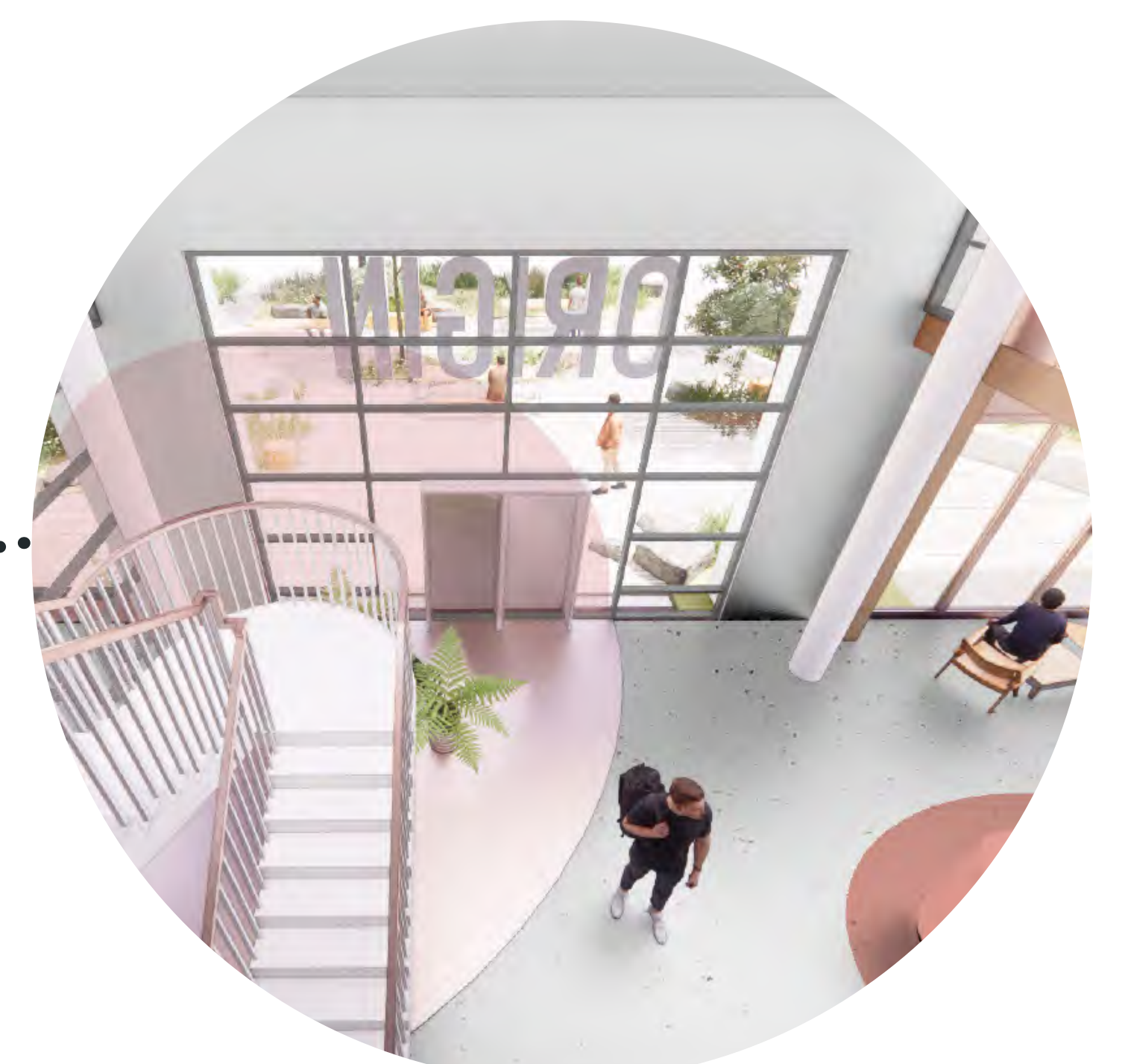
Event space



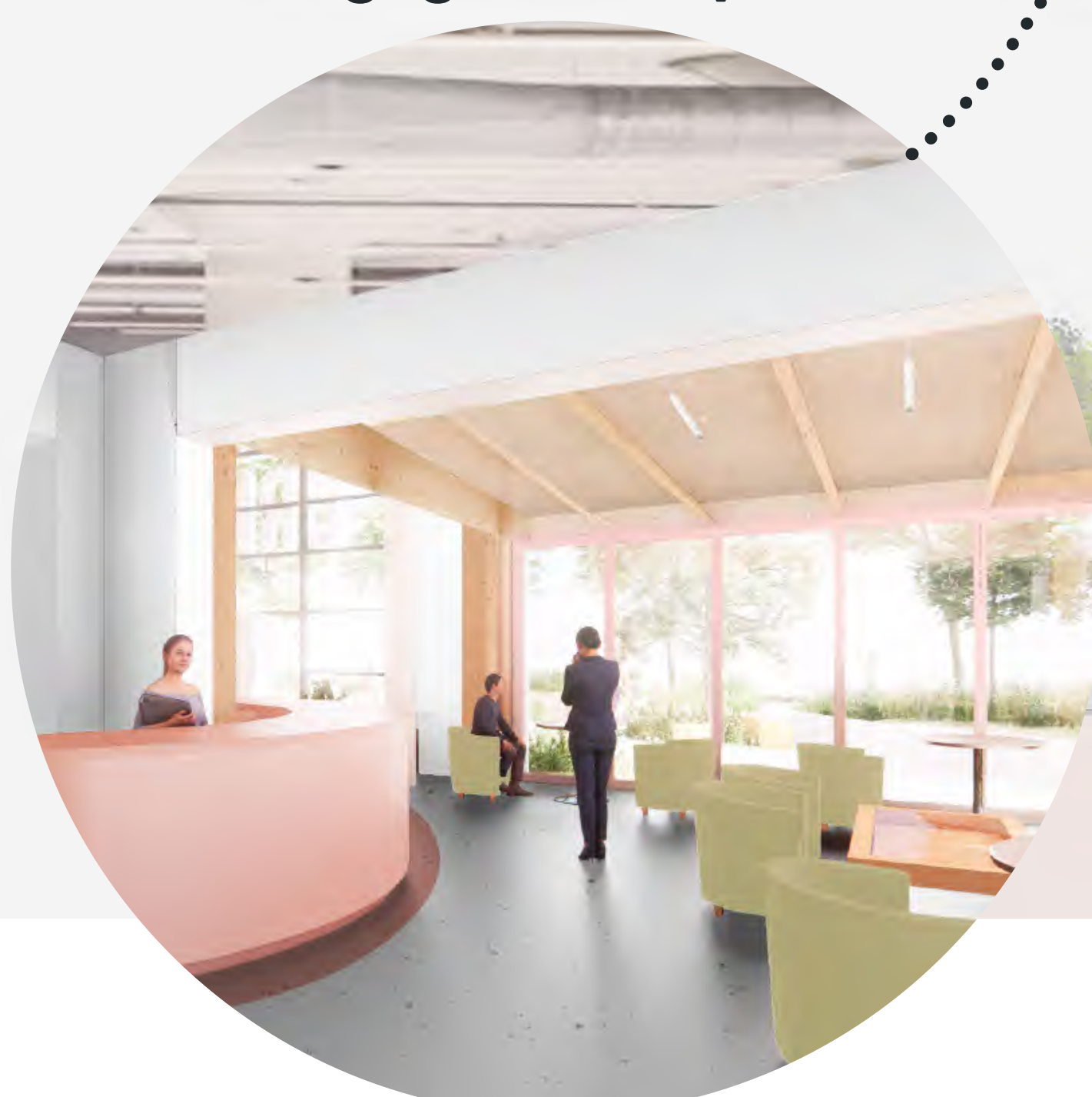
Modular lab space



Entrance



Engagement space



Publicly accessible café



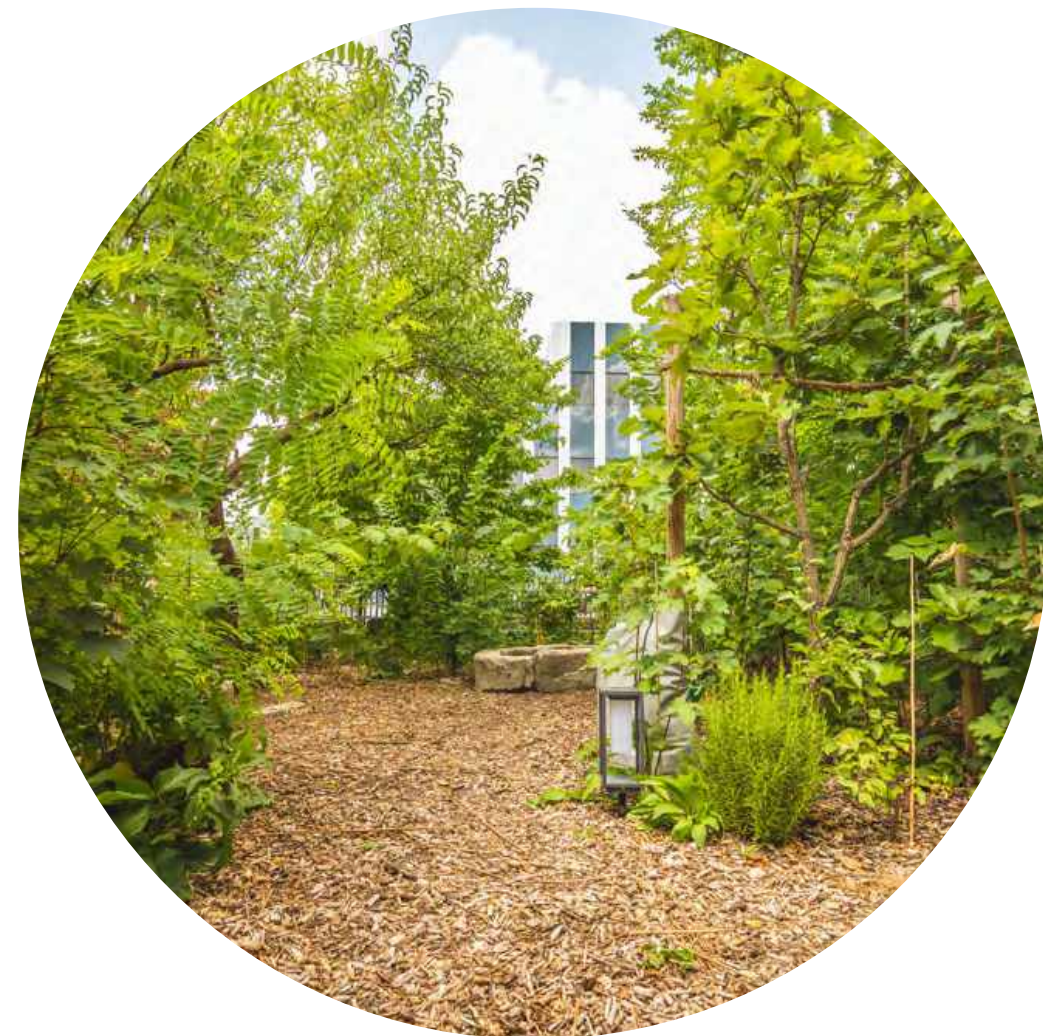
# Experimental landscape

We are also exploring an innovative landscape design strategy to push boundaries and be a living test bed for new and sustainable practices.

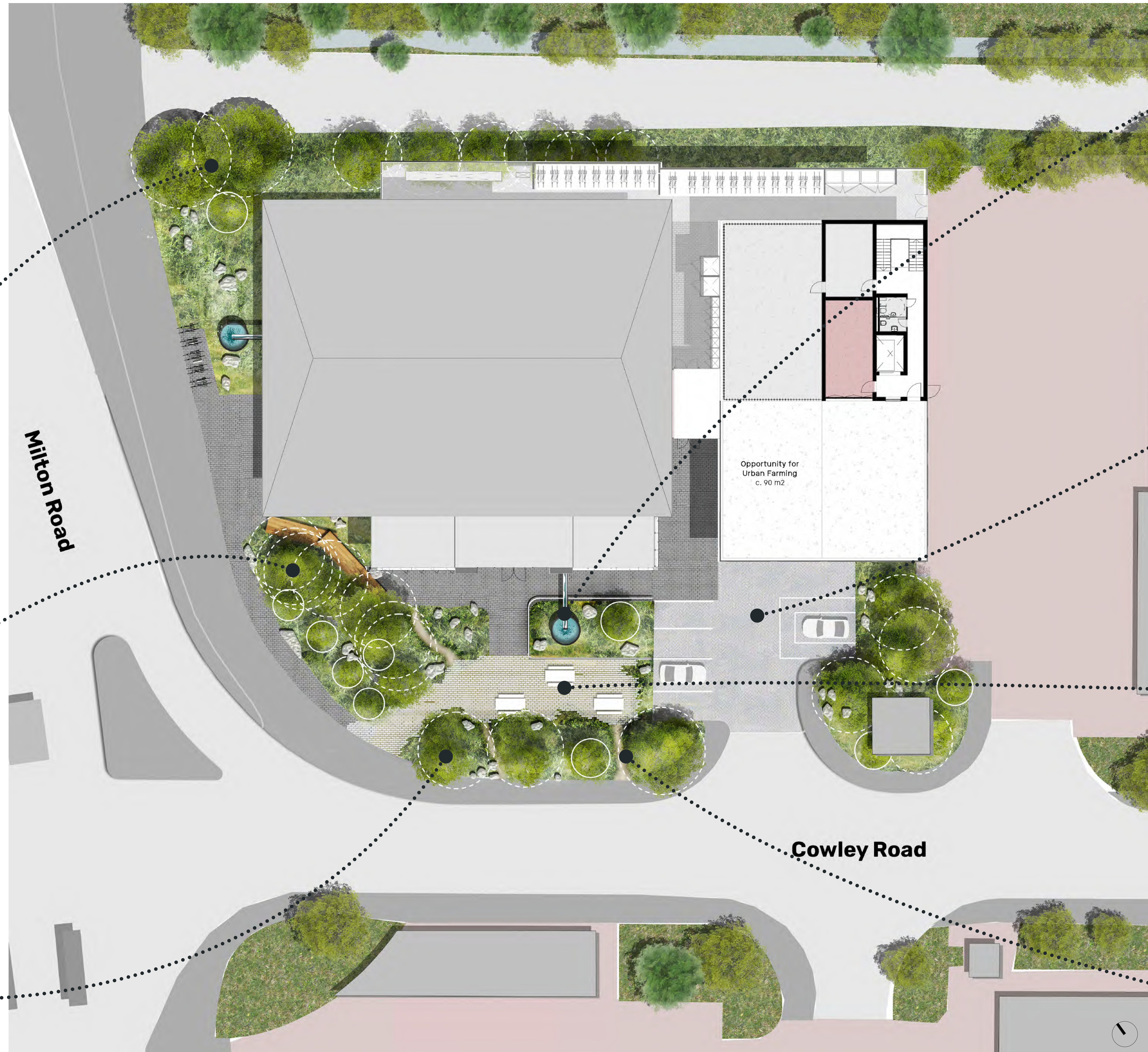
**Air quality monitoring**



**Micro forest**



**Using pioneering pollinating species**



**Visible water recycling**



**Existing paving retained**



**Reusing existing paving with permeable joints to improve drainage**



**Demolition material crushed to form pathways**



# We're just getting started

We'd love to hear your thoughts on what you would like to see at Origin and how we can best support collaboration, inspire innovation, and create meaningful opportunities for the community.

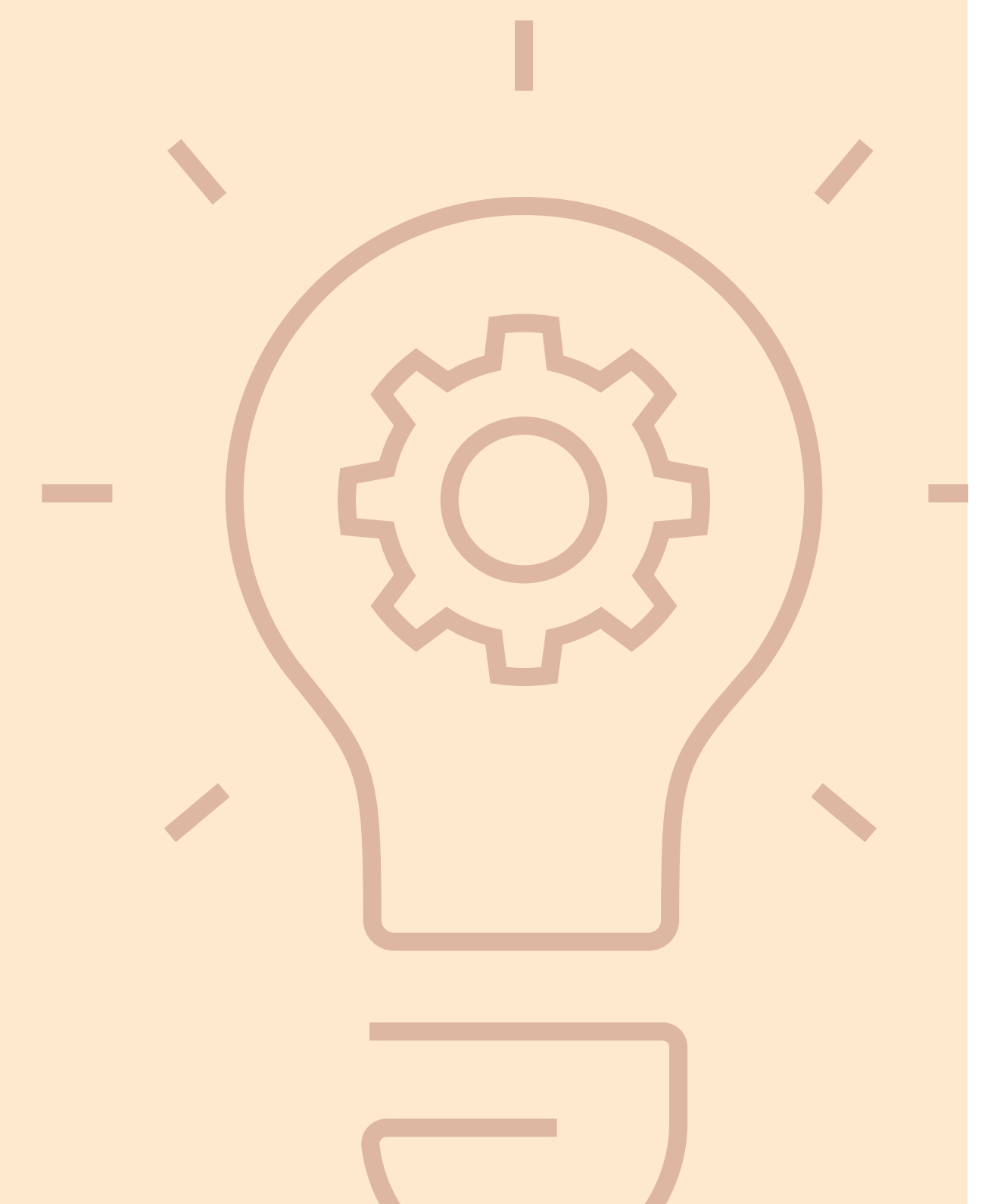
How can Origin create meaningful opportunities for local communities to thrive?



In what ways can the Origin foster sustainable and inclusive design practices?



How do you think Origin can help transform purposeful ideas into successful businesses?



# Thank you!

Your feedback will help to refine our plans for Origin before we submit a planning application in Spring 2025.

There are many ways to contribute to the conversation and stay up to date:

- Fill out one of our feedback forms and drop it in the box before you leave
- Share your views and ideas through the online feedback form on the Commonplace website, via the QR code below

You can submit your comments online until Wednesday 12 March 2025.



◀ SCAN ME TO  
SHARE YOUR  
VIEWS

## Get in touch:

To keep updated with progress on the project sign up to mailing list or head to our website below.



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▼ Indicative CGI of the landscape design proposals for Origin

