

**SILVERSTONE 2035 VISION  
PANEL SPEAKER**

**Adrian Pryce**



**Uo  
N** University of  
Northampton



# SILVERSTONE

## 2035 VISION

**Ahead of the curve**  
turning passion into prosperity



## OFFICIAL LAUNCH

**Sub-Regional Development Coalition**

<https://www.silverstone2035.com/>

# SILVERSTONE 2035 VISION

## Representatives of the following organisations participated in the 2035 Vision workshops

Aston Martin Aramco F1 • Arc Universities Group • Bedford College Group • British Business Bank • British Enterprise Partnership • Buckinghamshire Council • Central Arc Angels • College of Esports • Cosworth • Cranfield University • Delapre Abbey • Discover Northamptonshire LVEP • Digital Manufacturing Centre • Disabled Adventurer • England's Economic Heartland • Federation of Small Businesses • HCR Hewitsons • HN Communications • Inond • Institute of Engineering & Technology • Jaltek • Lieutenancy of Buckinghamshire • Lieutenancy of Northamptonshire • MEPC Silverstone Park • Mercia Ventures • MK College • Moulton College • Motorsport UK • National College for Motorsport • North Northamptonshire Council • Northamptonshire VCSE Assembly • Norwich Research Park • Oxford to Cambridge Pan-Regional Partnership • Oliver Talent Solutions • Rock Engineering • Silverstone Circuit • Silverstone Composites • Silverstone Museum • Silverstone Sports Engineering Hub • Silverstone Technology Cluster • Silverstone University Technical College • TC Group • The Mallows Company • Tomorrow's Tourism • TotalSim • University of Northampton • West Northamptonshire Council • Whitecap Consulting • Whittlebury Hall

## Facilitated by

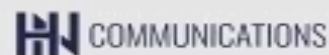


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## Funded by



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# SILVERSTONE

## 2035 VISION



**To be the world's premier destination for high-performance innovation, where sport, science, engineering, technology and leisure converge to drive a sustainable future.**

By 2035, Silverstone will evolve beyond its legendary motorsport heritage to become a dynamic hub where global leaders, cutting-edge industries and visionary entrepreneurs unite to fuel innovation and long-term growth.

The 2035 Vision foresees an ecosystem where cutting-edge technologies are identified, commercialised and scaled earlier. Key to this is a dynamic environment that attracts top talent, investment and businesses from around the world.

The Silverstone 2035 Vision will turn passion and precision into prosperity by creating a vibrant, innovative and sustainable destination, one based on heritage as well future technology, benefiting local citizens, communities and businesses whilst securing high-skilled, highly paid jobs for the next generation.

### Goal

The goal is to accelerate a self-sustaining environment that fosters innovation, productivity and growth to attract significant investment, supported by a commitment to research as well as development, a robust infrastructure with physical and digital connectivity and expanded facilities for education.

### Priority

Central to this vision is the development of future talent through skills and training programmes, educational partnerships and incubation for new businesses. Silverstone will become a national and global centre of excellence, renowned for its technical, management and leadership talent.

### Sectors

Silverstone will leverage and extend its capabilities within the advanced manufacturing, aerospace, automotive, clean energy, defence, healthcare, marine, mobility, sports and tourism sectors.

### Collaboration

A business-led, master-planned approach involving partnerships between the public-private-civic-academic sectors, as well as collaboration across the motorsport, technology and tourism clusters, will be key to creating a dynamic, aspirational environment that will attract businesses, talent, visitors and investment.



# Process

- **Evidence gathering**
  - **Whitecap**
- **Visioning events**
  - **Two events, 50 organisations, 70 people**
- **Editorial process**
- **Economic & Social Impact Study - Silverstone Circuit**
- **Delivery Platform**

## Stakeholder Feedback – Momentum, Energy, Commitment

It's an excellent vision for the areas - really inspirational and very much what's required. *Jason Lancaster, Principal and CEO, Northampton College*

I am usually pretty sceptical about this sort of thing, but I think you did a very good job of producing a relatively concise document that captures all of the key things that are so good about Silverstone. *Jon Hilton, Ex FI Head Engineer, Entrepreneur*

I don't have anything to add, it's a great document. *Kieron Salter, CEO, DMC Digital Manufacturing Company*

A super piece of work and I will refer to it in our own strategic planning exercise later in the year. *Phil Lawrie, Silverstone Museum*

The full 8 page document gives a balanced view of the full scope with motorsport at the heart. I am happy to lend our name to the document and the project. *Hugh Chambers, CEO, Motorsport UK*

The document looks fabulous! *Naomi Green, MD, England's Economic Heartland*

**Civic Support – Lord-Lieutenancies of Bedfordshire, Buckinghamshire & Northamptonshire**

# What have we learnt so far?

- **Clusters**
  - **Motorsport**
  - **Engineering & Technology**
  - **Tourism**
  - **Education**
- **D in R&D**
- **‘Donut’ challenge**
- **Master-plan**
- **Working with Silverstone Technology Cluster**



# SILVERSTONE

## 2035 ENABLERS

The following six key enablers are critical to achieving the 2035 Vision:



**ADVANCED RESEARCH, DEVELOPMENT AND COMMERCIALISATION:** Cutting-edge research and innovation facilities will turn R&D into scalable breakthrough solutions and commercial propositions.



**SMART, SUSTAINABLE INFRASTRUCTURE:** Investment in digital transformation, smart grids and low-carbon transport solutions will ensure Silverstone is not only a leader in high-performance technology but also a model for clean growth. Integrated public transport and smart energy systems will enhance efficiency and accessibility.



**INVESTMENT AND BUSINESS GROWTH:** An innovation incubator hub will support high-growth businesses, start-ups, scale-ups and unicorns. Streamlined planning processes alongside investment/enterprise zone fiscal and financial incentives will enable rapid development, and an investment ecosystem at scale will attract public, institutional, private and foreign funding into the area.



**TALENT AND SKILLS DEVELOPMENT:** Specialist training programs, apprenticeships and academic partnerships will equip future generations with the technical, managerial and leadership skills and qualifications needed to sustain our prosperity, and make Silverstone a global centre for talent in engineering, AI and technology.



**WORLD-LEADING DESTINATION FOR SPORT, TECHNOLOGY AND LEISURE:** By integrating motorsport heritage and future-focused industries, Silverstone will offer year-round business and leisure tourism experiences. Enhanced visitor accommodation and attractions, world-class events and immersive as well as augmented reality experiences will reinforce its position as a global destination.



**CONNECTED AND COLLABORATIVE ECOSYSTEM:** A business-led Silverstone 2035 delivery platform will facilitate seamless collaboration between governmental bodies, industry stakeholders, academic institutions, civic organisations and investment partners, as well as with fellow clusters in the Oxford to Cambridge Growth Corridor and its Supercluster and beyond.



# STRATEGIC DELIVERY THEMES

**Driving Growth, Innovation & Investment**

# **SILVERSTONE**

## 2035 VISION

The logo for Silverstone UK, featuring a stylized red and white chevron shape with the letters 'UK' in white inside the red section.

- **Live**
- **Sport / E-Tech**
- **Destination**
  - **Campus**
  - **Invest**
  - **Connect**



MIDLANDS  
ENGINE

CAMBRIDGE

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KEYNES

OXFORD

LONDON



**Join us – help shape the future of innovation.**

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