



SILVERSTONE 
2035 VISION

Ahead of the curve
turning passion into prosperity

AHEAD OF THE CURVE FOR UK INVEST 2035

Silverstone is a global brand with huge potential, not just to drive growth and economic success, but to solve complex problems and develop technological solutions to make our world a better place.

Strategically positioned between Oxford and Cambridge, with excellent transport, logistics and distribution links, Silverstone is a world class, high-performance engineering, technology and advanced manufacturing hub. It is the best in the world at what it does.

Silverstone's long history at the forefront of motorsport has helped foster an environment where an entire industry has taken root. Silverstone Park, next to the circuit, has a global reputation for expertise in advanced engineering and technological innovation. It is base for over 90 companies, including Ducati, Porsche and the Aston Martin Aramco F1 team and several Formula E Teams.

Silverstone continues to lead the way internationally. Its engineering talent pool is highly valued and in demand. Specialist facilities provide unique engineering equipment, precision machine testing facilities and R&D capabilities

OVER 25%
of Silverstone businesses
are high-growth scale-ups



that keep it ahead of the curve, drawing businesses and visitors from all over the world. Exports have been growing at 19% per annum.

Silverstone is aligned with the UK's Invest 2035 growth strategy, and is already engaged in five of the eight priority sectors. It is also part of the Oxford-Cambridge Supercluster. Silverstone stands ready to play its part in supporting UK ambitions for international investment, stronger supply chains and next generation technological advances.

This 2035 Vision, co-created by nearly 50 organisations, represents a roadmap to a future that will enhance Silverstone as a globally recognised centre for high-performance engineering and technology, as well as being a premier destination for business and leisure tourism. With its combination of engineering and entrepreneurship, Silverstone will drive the very engines of innovation, growth and prosperity.



“ Silverstone is aligned with national priorities to accelerate the UK's international competitiveness and sustainable economic growth.

Stuart Pringle, CEO, Silverstone Circuit

AHEAD OF THE CURVE, DRIVING TOMORROW TODAY

In 2024 the British Grand Prix attracted 480,000 spectators and a global TV audience of nearly 90 million, making Silverstone one of Britain's largest sporting events – and a globally recognised brand.

Seven of the ten F1 teams are located nearby and over 4,300 companies associated with motorsport are based in the wider area, with a global presence worth £6bn.

Adjacent to the circuit is Silverstone Park, an Enterprise Zone technology and advanced engineering campus, already with £15m of public investment, whose strong



“ Silverstone does the D in R&D better and faster than anywhere else.

Roz Bird, CEO, *Norwich Research Park* and Founder, *Silverstone Technology Cluster*



Both **SILVERSTONE UTC** and the **NATIONAL COLLEGE FOR MOTORSPORT** REPORT BEING OVER-SUBSCRIBED

networks facilitate knowledge sharing and collaborative working. The Silverstone University Technical College and National College of Motorsport educate future technicians and engineers. Businesses from all over the world draw on capabilities forged in the world of motorsport – including aerodynamics, lightweighting and metrology – and apply them to sectors such as aerospace, sustainable mobility, defence, 3D digital manufacturing as well as EV and battery technology.

Silverstone's engineers – and the entrepreneurs they often become – are fast-paced problem solvers. With the British Grand Prix secured for the next 10

years, Silverstone is a major platform for regional development and economic growth, driving scalable inventions and solutions with opportunities to:

- **Supercharge innovation** – creating an environment for experimentation, risk taking, entrepreneurship and scalable innovation
- **Enhance diversity and sustainability** – applying Silverstone's world class expertise into new sectors for sustainable solutions and spill-over effects
- **Act as a talent magnet** – attracting multidisciplinary disrupters and problem solvers, equipping them with technical and management skills needed in the future
- **Catalyse regional growth** – addressing barriers to innovation and skills whilst seeding new enterprises to unlock the potential of technology and innovation

As the UK Government shapes its Invest 2035 industrial strategy, Silverstone is developing a collective vision and voice that will resonate with policymakers and investors.

This is not merely about securing funding – it's about shaping national strategy to ensure that Silverstone remains a hotbed of innovation to help the UK stay ahead of the curve.

Silverstone boasts a GVA of
£120,000
per worker, higher than any UK city

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.

“ Silverstone and its technology cluster is already a jewel in the region's crown and this initiative will unlock even more exciting opportunities for our businesses and communities.

Naomi Green, Managing Director, *England's Economic Heartland*

OVER £60M

has been raised by Silverstone businesses
THROUGH EQUITY OR GRANT FUNDING

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.

SILVERSTONE

2035 ENABLERS

SILVERSTONE EMPLOYEE GROWTH
over the last 5 years is
10% PER ANNUM

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.

AHEAD OF THE CURVE, DRIVING INNOVATION

Silverstone 2035 is aligned with UK industrial strategy to promote local innovation ecosystems.

It has distinctive capabilities in five of the eight 'growth driving' sectors set out in Invest 2035, namely:

- **Advanced manufacturing**
- **Clean energy industries**
- **Defence**
- **Digital and technologies**
- **Life sciences**

Through the Silverstone Technology Cluster, Silverstone brings together business leaders, innovators and investors, as well as educators and researchers in the Arc Universities Group, fostering a highly collaborative culture through promotion, support, thought leadership and skills provision.

Although many firms within the cluster are small, they are entrepreneurial and have a global footprint and strong export performance. They are at the frontier of innovation in metrology, future mobility, wearable tech, machine learning/AI and simulation/augmented reality, with high potential for scale-up.

Capabilities

Companies at Silverstone are pioneering in EV powertrains, hydrogen propulsion and sustainable materials. Technologies developed here, such as aerodynamics and simulation tools, directly benefit sectors such as defence, healthcare and renewables.

Specialist facilities on Silverstone Park serving clients all over the world include:



Applus+ Laboratories – a global testing and certification company, its UK lab has state-of-the-art facilities to test full vehicle electronics, e-motors, EV batteries, and automotive components.



Digital Manufacturing Centre – a world-leading additive manufacturing facility, supplying components for the aerospace, automotive, defence, marine, medical and motorsport sectors, including solutions for In-Orbit Space Manufacturing (IOSM).



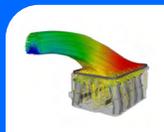
Dumarey Group – provides world leading propulsion systems in the automotive, industrial/off-road, marine, and hydrogen sectors,



Silverstone Composites – design and manufacture of carbon fibre components which are strong, durable, lightweight, high temperature tolerant and show low thermal expansion.



Silverstone Sports Engineering Hub – driving innovation in elite sport via unique testing facilities, including the Sports Performance and Fabric Wind Tunnels, Performance and Cycling Test Lab for innovation in bike design and clothing.



TotalSim – experts in aerodynamics and computational fluid dynamics.

"TotalSim consistently provided innovative ideas" reports **Chris Boardman**, Head of Research and Development, British Cycling



Silverstone's exports grew annually
ON AVERAGE 19%
FROM 2014 – 2023

“ Silverstone Park is not just a hub for motorsport innovation; it's a dynamic ecosystem where cutting-edge technology and engineering excellence converge to drive sustainable growth and global competitiveness.

Chris Kimber-Nickelson, Commercial/
Development Director, *MEPC Silverstone Park*

KEEPING AHEAD OF THE CURVE – NEXT STEPS

Silverstone is poised for a transformative future that delivers technological innovation and sustainable development.

A coordinated approach will ensure that future developments are aligned with Silverstone's 2035 Vision. The motorsport, technology and tourism clusters will all benefit from the following key success factors in a way that is mutually supportive and spreads economic risk:

- **Cross-sector partnerships** – collaboration between business, government and academia
- **Talent and skills development** – a coordinated talent strategy and pipeline addressing future skills
- **Capital and funding** – an integrated investment ecosystem at scale with appropriate incentives
- **Infrastructure, digital connectivity and place-making** – public investment in the elements needed to make Silverstone a great place to work, study, visit, live and to start and grow a business

Visitor economy

Silverstone is not only a technological powerhouse but also a prime destination for visitors. Silverstone's



Destination Silverstone – a unique opportunity to create an outstanding multi-purpose year-round international business and leisure venue with unrivalled brand awareness.

Richard Dickinson, MD, *Tomorrow's Tourism*

SILVERSTONE RECEIVES OVER

1.5 MILLION visitors every year



facilities already attract many business visitors. Business tourism will be strengthened through international investment, innovation and sector events.

On the leisure side, Silverstone 2035 can build on the Museum's success and capitalise on experiential and immersive tourism by offering interactive and AR experiences, heritage tours and e-sims showcases. Master-planned tourism development optimises the overall visitor experience, targeting key segments and encouraging longer stays, higher spend and repeat visits.

Cross-sector collaboration

Coordination between the public, private, civic and academic sectors is essential. A Silverstone 2035 delivery platform will bring together key stakeholders to



progress the following six strategic themes, developing costed development programmes to implement the 2035 Vision:

- **Destination Silverstone** – developing the year-round visitor economy via conventions, cultural events and outdoor activities
- **Campus Silverstone** – creating a coordinated education offer addressing skills and qualifications, management and leadership development
- **Live Silverstone** – investing in sustainable transport solutions, digital connectivity, short-term accommodation and social facilities
- **Sport Silverstone** – expansion in VR-AR technologies, gaming, e-sports, elite sports testing and training as well as Formula E
- **Invest Silverstone** – an investment strategy to secure funding for both regional development and businesses
- **Connect Silverstone** – driving collaboration with other clusters, regions and tourism attractions

The iconic Silverstone name, a symbol of excellence, will be leveraged for compelling communications, highlighting its innovation and investment potential.

Now is the time to act to unlock Silverstone's full potential for future generations. Its strategic importance is built on and extends way beyond motorsport. This Silverstone 2035 Vision aligns with national priorities to drive regional development and economic growth, sustainability and international competitiveness.

Join us on the journey – and stay ahead of the curve!

SILVERSTONE UK 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

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