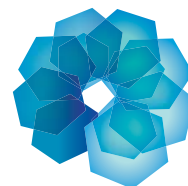


innovate



HARWELL

O X F O R D

SCIENCE | TECHNOLOGY | BUSINESS



Contents:

- Flying the flag for Harwell Oxford 2
- Goodman looks to the future 3
- ISIC update 3
- Harwell Oxford new website 4
- Harwell Innovation Centre - update 4
- Campus Coffee 4

Welcome to Harwell Oxford!

The joint venture partnership of the Science and Technology Facilities Council, the UK Atomic Energy Authority and global property group Goodman is delighted to unveil the new name and a fresh look for our campus - [Harwell Oxford](#).

Harwell has a long history of excellence and has continually evolved over many years. Today, the partnership is working hard to develop the site into a world leading centre for science, technology and business. Rebranding to [Harwell Oxford](#) is an important milestone in this process, along with the development of the masterplan (page 2).

The re-branding is the culmination of a long period of consultation with a wide range of Harwell stakeholders, both on and off the campus. The new name and accompanying logo provides us with a strong and vibrant representation of this unique and very special environment. It encapsulates the people, facilities and knowledge that together contribute to the international reputation of the campus.

While it is essential that the name resonates with our external audiences, particularly new organisations that the joint venture partners are looking to attract to [Harwell Oxford](#), it is also important the name and look inspires pride and affection among the thousands of people for whom [Harwell Oxford](#) is their place of work.

New name, new look

So, why [Harwell Oxford](#)? The names Harwell and Oxford both enjoy excellent reputations and are synonymous both in the UK and overseas with excellence and intellect. The decision to bring the two together as [Harwell Oxford](#) delivers a concise, dynamic new name which will impact strongly with our business partners and wider scientific, technology and business communities.

The vision for [Harwell Oxford](#) is a community of like-minded individuals working together without limits, in all areas of science, technology and business. The brand signature, or logo, provides a powerful visual representation of this ethos. Based on a 'fractal' design, it displays different sections overlapping, growing and repeating alongside each other.

The eye-catching vivid blue colours have been adopted to provide impact, with a contemporary, cutting edge font for the lettering to reflect the science and technology specialism of [Harwell Oxford](#).

[Harwell Oxford](#) has always been a desirable location with an enviable history, and the brand has been developed to embrace these qualities, while conveying the new outlook and vibrancy of the environment.

Flying the flag for Harwell Oxford

Dr Sally Ann Forsyth, Director of Goodman Science Parks, explains the significance of the re-branding of Harwell Oxford.



What's in a name? Harwell has been given a number of monikers over the years, which is a reflection of the evolving nature of the environment. In such a competitive market, in which we wish to attract new organisations and investment, it is essential we have a robust, memorable and simple brand.

First impressions count, and for potential new customers and partners, the website, marketing brochures and campus signage will be their first experience of [Harwell Oxford](#).

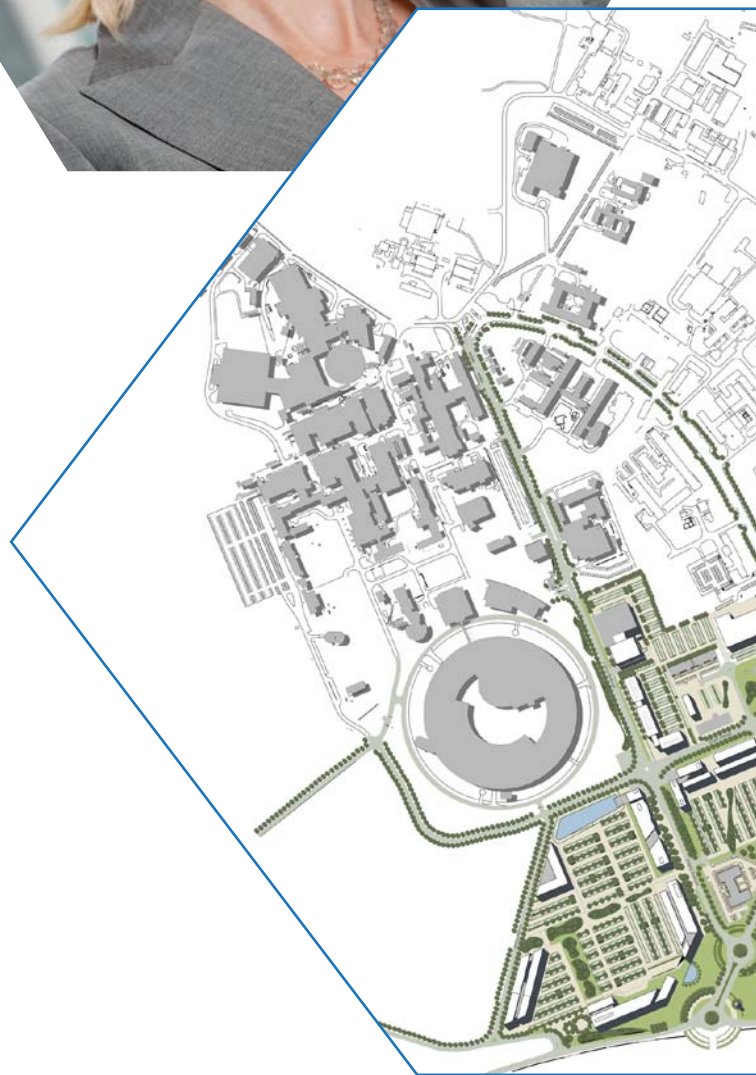
The names Harwell and Oxford both enjoy excellent reputations in the UK and all over the world. Bringing the two together with our strap line; science, technology and business conveys our unique environment.

[Harwell Oxford](#) is already home to 150 organisations including start ups, multi-national companies and leading UK research councils. We offer entrepreneurial support services and unique access to world class facilities through the open innovation campus structure.

The timing of the re-brand also coincides with the development of our masterplan to create a world leading hub for science, technology and business, through the development of over one million sq ft of laboratory, development facilities and office accommodation.

We already have a dynamic community of over 4,500 people. The implementation of the masterplan will bring more businesses to [Harwell Oxford](#), and will provide additional opportunities for our existing community.

It is excellent news that HRH The Duke of York has agreed to be a Royal Patron of [Harwell Oxford](#), and as an ambassador is endorsing our development as a global location for inward investment.



Science, technology and innovation are among the UK's leading growth sectors as the country strives to emerge out of recession.

Developing the right infrastructures and frameworks within which to incubate and support development of vital technologies is a government priority, and [Harwell Oxford](#) is perfectly placed to deliver this requirement.

I firmly believe these are incredibly exciting times. The opportunities are vast, and with the continued support of our joint venture partners and everyone at [Harwell Oxford](#), I know we have a very bright and prosperous future ahead.



Goodman looks to the future

In collaboration with its joint venture partners, global property group Goodman has revealed its long term plans to develop Harwell Oxford into a world

leading centre for science, technology and business.



The vision incorporates the development of over one million sq ft of laboratory, high technology research and development facilities and office accommodation, to complement existing facilities on the 300 acre site.

The scope of the masterplan extends beyond the provision of scientific facilities, services and workspace accommodation. The provision of housing, retail and leisure amenities to support the on-site population and available to the wider public, and expansive landscaped open spaces will be integrated to create the biggest specialist community of its kind anywhere in the UK.

Dr Sally Ann Forsyth, Director of Goodman's Science Parks, said: *"Harwell has a rich heritage and the masterplan for the new Harwell Oxford maps a pathway to a bright and prosperous future. The vision heralds the next phase in the evolution of the site, to grow Harwell Oxford's already prominent role in supporting UK science and innovation."*

She continued: *"Harwell Oxford is already recognised as a national location of excellence in science and innovation, but the measured implementation of the masterplan will elevate Harwell Oxford and enable us to compete on a global scale and act as a beacon for the UK's science and technology sectors."*

ISIC update

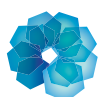
The International Space Innovation Centre (ISIC) is being established as a public-private initiative at Harwell Oxford led by STFC. ISIC will create a critical mass of space-related activities and capabilities by linking existing distributed pockets of expertise across universities, industries, national facilities, government and international agencies. This 'hub and spoke' model - with the hub at Harwell and spokes where appropriate capabilities exist - is being developed in an environment that provides a unique critical mass of facilities to support research, collaboration, operations and business growth.

ISIC will be established as a not-for-profit company in April 2011 with a range of public and private partners and will initially focus on three activities:

- understanding and countering climate change
- ensuring the security of space system and services
- exploiting and visualising the data generated by Earth Observation satellites

In the future ISIC will expand these activities to include robotics and exploration, novel power sources and integrated applications.

www.stfc.ac.uk/isic



Harwell Oxford new website

On behalf of the [Harwell Oxford](#) joint venture, Goodman is delighted to announce the launch of a new marketing website for the campus.

www.harwelloxford.com will reflect the new identity and provide essential information on business services, amenities and facilities.

Given the large number of visitors to the campus and the even greater number of collaborating partners, the new website will be an invaluable resource in promoting all campus organisations under the [Harwell Oxford](#) banner. It will also help us to create an excellent first impression with potential inward investors and organisations seeking accommodation and collaboration opportunities.

This initial website will be followed in 2011 by a community extranet with more features for campus organisations.



Harwell Innovation Centre - update

Harwell Innovation Centre, located in Building 173 Curie Avenue, has reported an upturn in the market over recent months. The Centre offers completely flexible offices at competitive rates and a range of support services designed to expedite the growth of small and early-stage companies.

With eight new companies having joined the Centre over the past few months, and several more in the pipeline the market certainly seems to be heading in the right direction. Dean Worthington, Harwell Innovation Centre Manager, commented *"We've definitely seen some positive signs in recent months, both in terms of growth within our current occupier base and new companies joining us, which normally acts as a good barometer of the wider economy. It's great to see more activity and companies willing to make decisions to grow their businesses."*

He added *"Our flexible approach and the additional services that support our companies have enabled us to retain a strong position in the market. We benefit from being part of Harwell Oxford which has a unique combination of scientific services and equipment as well as an extensive community of SMEs, larger companies and academics. We are an integral part of the campus and recently hosted the October Campus Coffee event at the centre where several of our tenants met useful contacts from other parts of Harwell Oxford."*

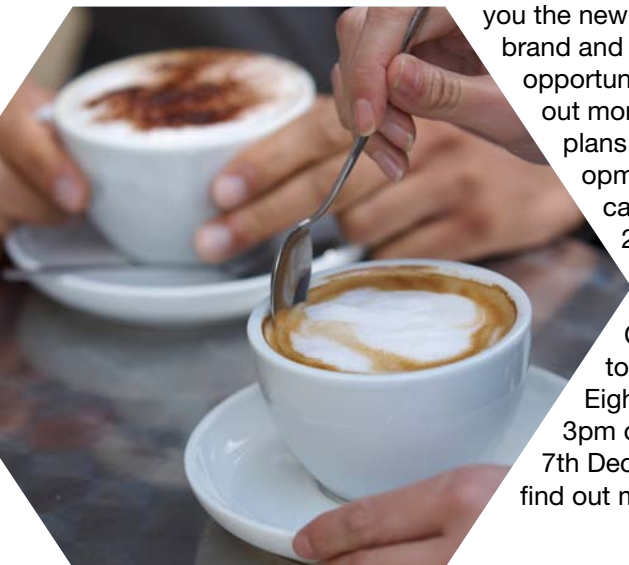
Harwell Innovation Centre also offers excellent meeting and conference facilities and would like to offer half-price room hire to any [Harwell Oxford](#) occupier for your first booking. Please contact Dean Worthington, Centre Manager, on 01235 838 500 or d.worthington@oxin.co.uk.

Campus Coffee

Our regular informal campus networking event, launched in July of this year, has been a big success. The events are held at different locations across the campus and provide an ideal opportunity to find out more about what's here. With two or three campus organisations exhibiting every month, this is a great opportunity to meet your neighbours, get involved with campus life and meet some new business contacts.

The next Campus Coffee, and the final one this year, will be on Tuesday 7th December. Your campus management team will be exhibiting, in order to show you the new campus brand and give you the opportunity to find out more about plans for development of the campus in 2011 and beyond.

Come along to the Library, Eighth St. at 3pm on Tuesday 7th December to find out more!



If you have any news, photos or upcoming events please contact:

Megan Morys
t: +44 (0)1235 742 104
e: Megan.Morys@goodman.com

Managed by:
Goodman

Goodman

www.harwelloxford.com



HARWELL
OXFORD
SCIENCE | TECHNOLOGY | BUSINESS

innovate