

# SILVERSTONE CIRCUIT, NORTHAMPTONSHIRE

## DESCRIPTION AND LOCATION DETAILS:

Silverstone Circuit is synonymous with Formula 1 and is the home to two UK Grand Prix, along with numerous other motor sport events. This project is about securing the future of Silverstone and, as such, represents one of the largest, mixed use projects in the country.

## PROJECT COMMENCEMENT AND COMPLETION DATE:

2010 - 2030

## QUANTUM AND TERMS OF FUNDING:

The Silverstone Master Plan provides for a capital value of approximately £500 million.

## NAMES AND DETAILS OF OTHER PARTNERS INVOLVED:

- British Racing Drivers Club
- Silverstone Holdings Ltd

## KEY SKILLS: DEVELOPMENT MANAGEMENT, MARKET PROFILING, MASTERPLANNING AND PLANNING

After a substantial and intense 8 month master planning exercise, the planning application was submitted on 22 August 2011, comprising:

- Business park (maximum 122,519 sqm; use classes B1, B2 and B8)
- Technology park (maximum 62,662 sqm, use classes B1, B2 and B8)
- Education campus (maximum 34,658 sqm; use classes D1 and C2)



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- Three hotels (maximum 39,847 sqm; use class C1)
  - Ancillary retail and spectator facilities, including 'Welcome Centre' and 'Museum of Motor sport' (maximum 61,964 sqm; use class D2) with promotional and experiential automotive display space (maximum 18,600 sqm; sui generis)
  - Improved leisure and event spaces, including a kart track and outdoor stage (maximum 65,075 sqm; use class D2)
  - Other ancillary development, including landscape works, grandstands, hardstanding and support paddock, bridge and tunnel to improve pedestrian flows, a new point of access, supporting infrastructure and demolition

Development of the masterplan for Silverstone Circuit will help demonstrate the potential of this iconic international centre of the motor sport industry; being one of the most important economic assets in Southern England. The development will create around 8,400 permanent jobs in the firms and activities attracted to the site, plus an average of around 550 construction jobs per annum throughout the development phase. At least 4,800 of these jobs are likely to be entirely new to the area.

On submission of the application, Stuart Rolt, Chairman of the British Racing Drivers' Club commented, "The submission of this planning application is a big step forward in releasing the commercial potential of Silverstone and its 760 acre Estate. The timing of this planning application is closely linked into the process we are currently undergoing to seek potential investment from third parties that will enable us to move forward with our plans more rapidly."

Richard Phillips, Managing Director of Silverstone Holdings Ltd, said: "This is the most important initiative that Silverstone has taken in its 60 year history. Things have

changed dramatically since the early days. Approval of this planning application will help maintain Silverstone's position as a leading global centre for sport, leisure, education and technology and support its vision of becoming a World leading motor sport destination."

Resolutions to grant planning permission were received from the two local planning authorities on 14 and 15 December 2011, with the Section 106 and decision notice issued on 22 August 2012

This case study demonstrates:

- Strong partnership working credentials, given the circuit straddles two local planning authority boundaries.
- Very successful envisioning skills and public engagement.
- Market leading development management, planning and master visioning skills.
- A clear understanding of what components are required to achieve viable and sustainable places.

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