

Market Insights

# The West End, Oxford

Prepared for Mission Street/BGO

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# Executive Summary

1

**Connectivity:** Inventa and Fabrica's central location provides superior access to a large working population extending to London, Reading, Coventry and beyond. This contrasts with the more limited reach of out-of-town competitors.

2

**Talent Reach:** Inventa and Fabrica's catchment significantly surpasses that of competitor locations accessing a talent pool of ~320,000 professionals. This includes a 2.6x greater concentration of Science, Technology & Research professionals compared to out-of-town Oxford locations.

3

**Broader Employee Base:** A larger catchment area opens access to a wider range of people and locations, including areas with more affordable living costs – supporting recruitment across diverse socio-economic backgrounds.

4

**London Connection:** Inventa and Fabrica benefit from direct access to London's substantial Life Sciences workforce – over 90,000 professionals – reinforcing their appeal to companies seeking top-tier talent.

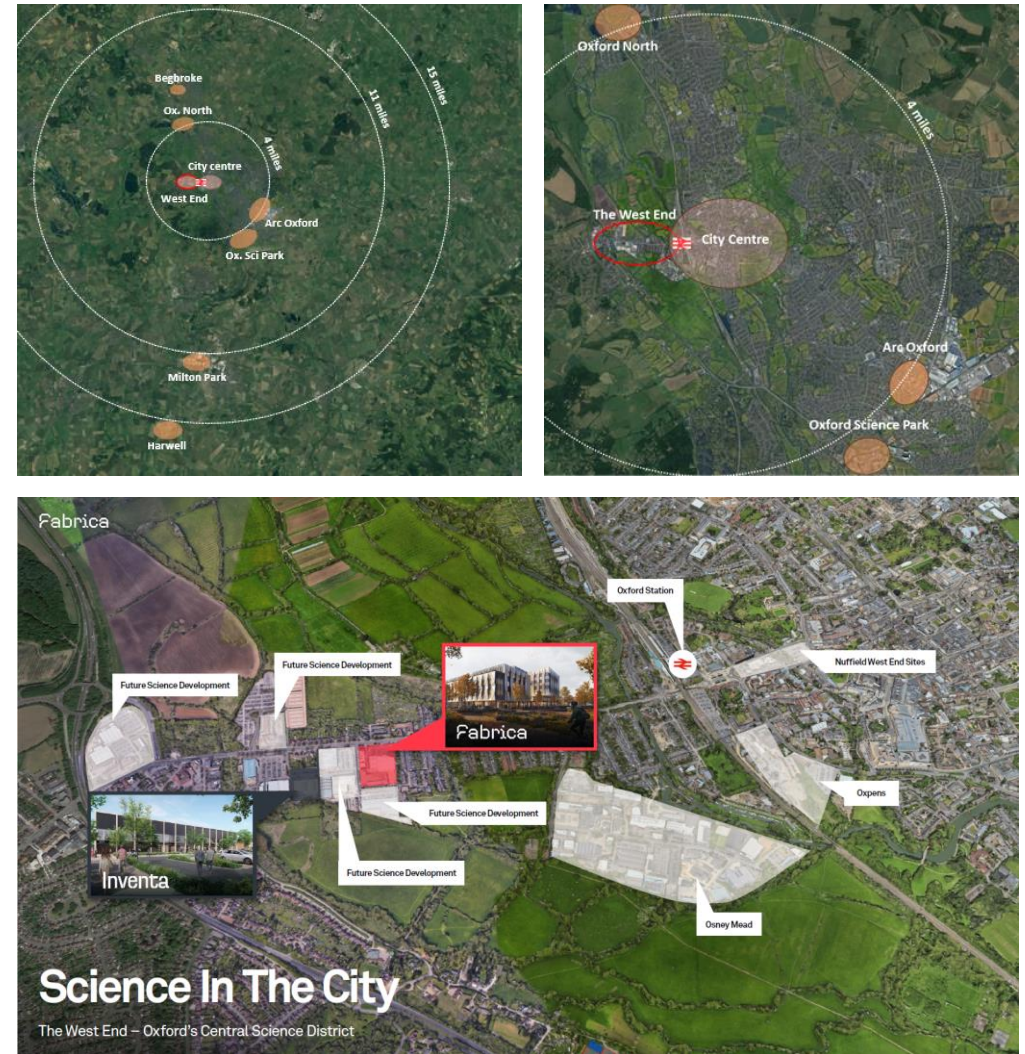
# Introduction

## Redefining Life Sciences in Oxford's West End

Located in the West End—just minutes from the train station—**Inventa and Fabrica** offer a **compelling urban alternative to traditional out-of-town science parks**. These first of their kind, flagship developments in Mission Street's vision for an innovation district, they are **designed to meet the evolving needs of the sector**.

This central location **offers a distinct advantage over competing schemes** within Oxford's ring road, such as Oxford Science Park and Arc Oxford. With **direct access to the train station**, Inventa and Fabrica are **uniquely placed to tap into a broader talent pool**, including professionals commuting from London and beyond.

Mission Street has commissioned CBRE to provide comparative data on connectivity and talent reach across Inventa, Fabrica, and three key competitor sites. These insights will form the foundation of a data-driven narrative that highlights the West End's potential as Oxford's next hub for innovation and growth.



# The ultimate office destination for Life Sciences companies in Oxford

322,000

West End access to Science, Technology & Research Professionals

2.6x

Number of Science, Technology & Research Professionals **vs** an out-of-town Oxford location

257 Sq. Mile

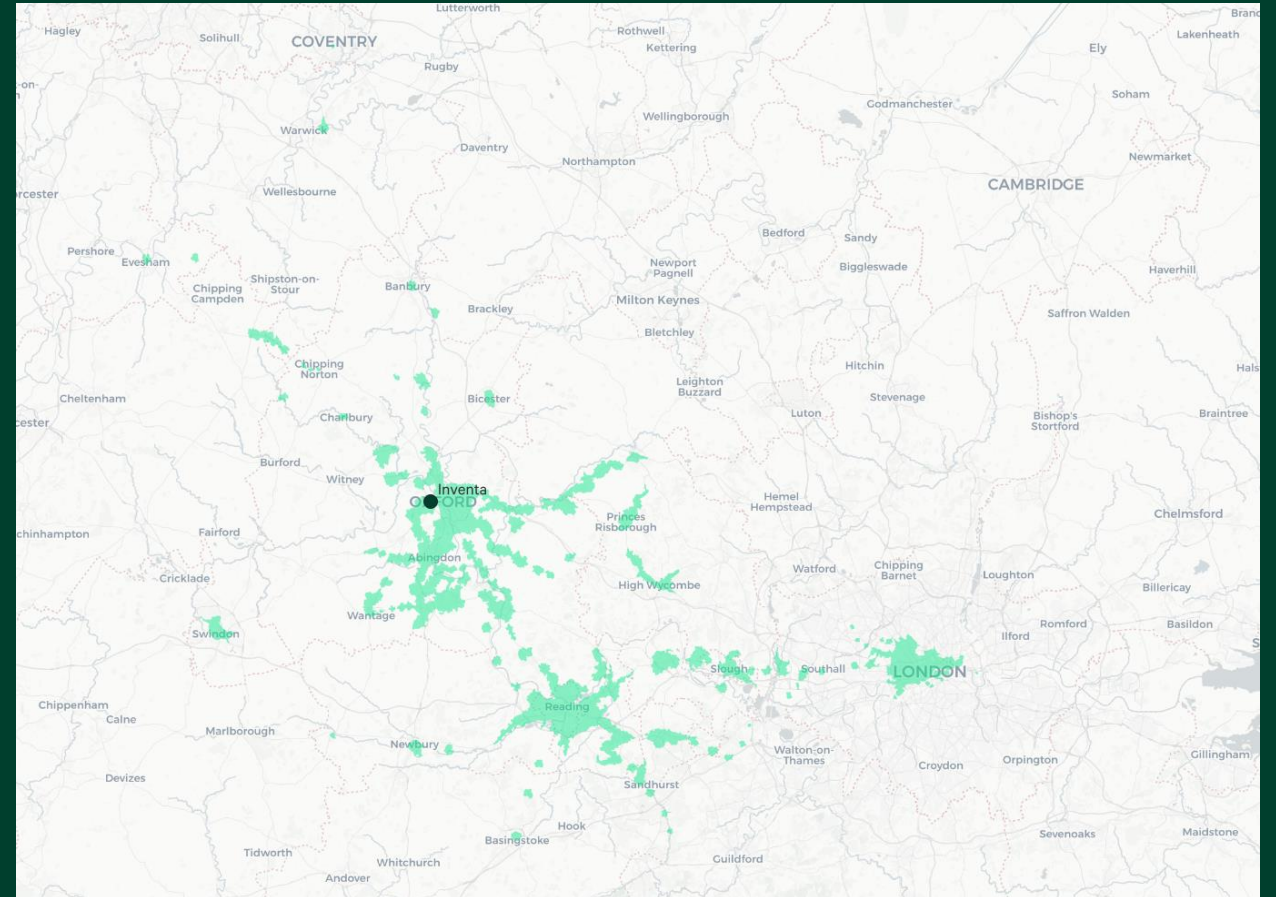
Area reach within 100-minute public transport catchment

90,000

Access to London's Life Science Ecosystem

Access to Talent from  
**London, Reading, Coventry  
& Beyond...**

## West End\* 100-Minute Public Transport Catchment



\*Please note, the 100-minute public transport is from Inventa building



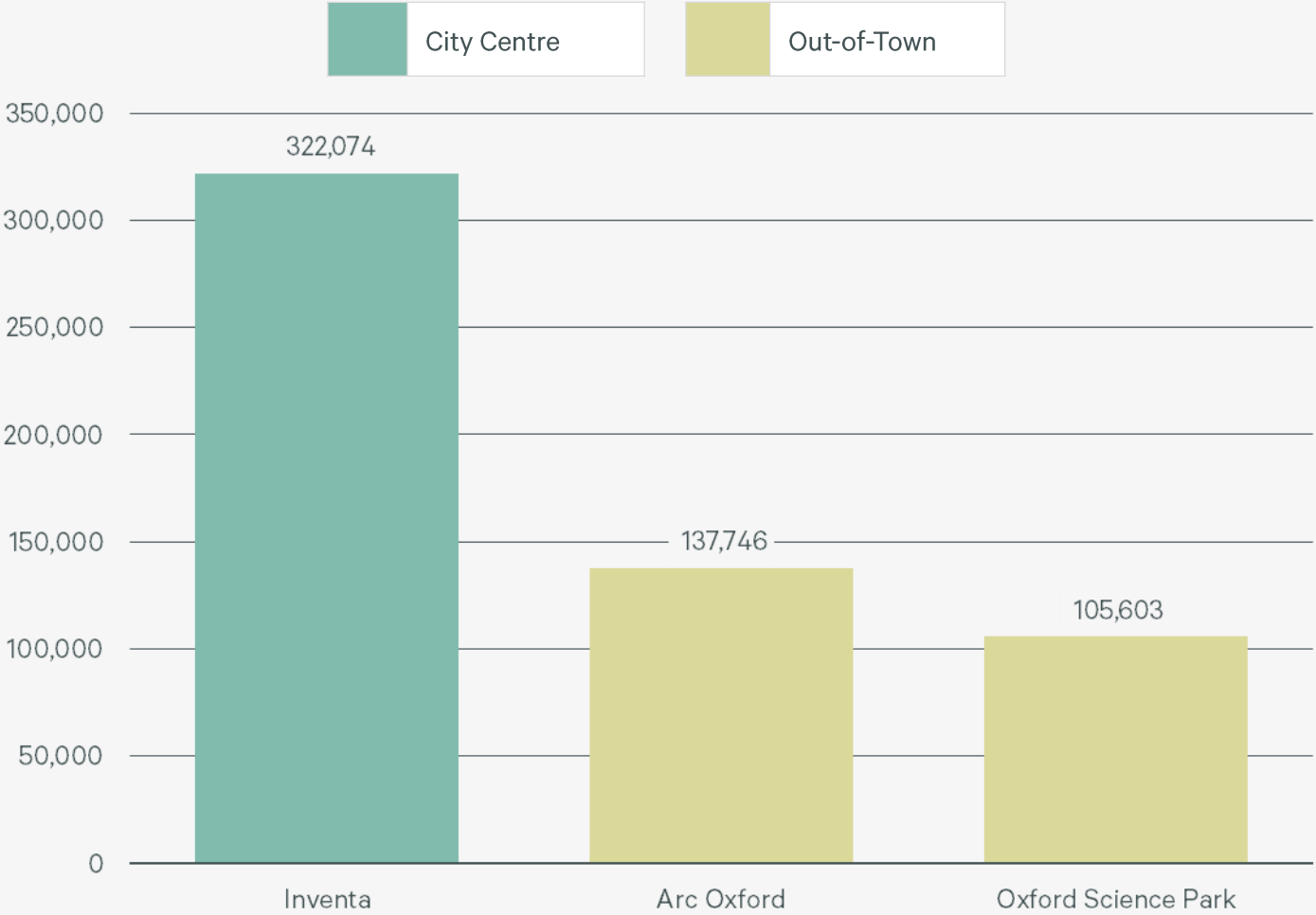
# Occupation Data

- City centre locations have a notably higher number of professionals in the occupations of interest. This highlights the attractiveness of city centre locations for better access to talent.
- There is a significant drop-off when compared to the out-of-town locations.
- Not only is the reach of talent better, but accessibility via public transport is notably better for city centre locations – especially important for younger talent who typically don’t drive.
- This analysis considers the number of professionals within a 100-minute public transport catchment of the buildings in question.
- We have focused on Science, Engineering and Technology Associate Professionals, Science, Research, Engineering and Technology Professionals.

FIGURE 3

**Life Sciences Professionals\*, 100-Min Public Transport Catchment**

\*Science, Engineering and Technology Associate Professionals, Science, Research, Engineering and Technology Professionals



Sources: NOMIS, CBRE

# Scale of Reach

- To determine the scale of difference of professionals, we compared the West End to its competitor locations within the ring road.
- Compared to out-of-town locations, the West End performs very strongly.
- The West End has a +134% more professional reach than Arc Oxford.
- When compared to Oxford Science Park, this is even more pronounced with Inventa having a reach of +205%.
- This highlights the stark difference of being in a central Oxford location such as Inventa and Fabrica.

FIGURE 4

Life Sciences Professionals\*, 100-Min Public Transport Catchment VS the West End

\*Science, Engineering and Technology Associate Professionals, Science, Research, Engineering and Technology Professionals

Sources: NOMIS, CBRE

| Ring Road Location  | Building Professionals | Variance to the West End |
|---------------------|------------------------|--------------------------|
| The West End        | 322,074                | —                        |
| Arc Oxford          | 137,746                | +134%                    |
| Oxford Science Park | 105,603                | +205%                    |