



LAND AT A10 AND ROYSTON
ROAD, MELBOURN

SITE PROMOTION DOCUMENT

PREPARED BY PEGASUS GROUP
ON BEHALF OF ENDURANCE ESTATES

   
PLANNING DESIGN ENVIRONMENT ECONOMICS



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INTRODUCTION

- 1.1 This Site Promoter Document has been prepared by Pegasus Group on behalf of Endurance Estates, which has development interests in land at the A10 and Royston Road, Melbourn.
- 1.2 Endurance Estates is a property company based in Foxton, South Cambridgeshire. Endurance Estates specialise in land promotion, predominantly in the East Anglian region, for a range of different sites and uses including residential, care sector and commercial uses. Endurance Estates works in partnership with landowners, Councils and local stakeholders to bring forward land for new development, with a strong track record of successful schemes in South Cambridgeshire. The company organises the delivery of technical work to promote sites through the planning process and support allocations for development.
- 1.3 This Site Promoter Document summarises the site, its development potential and the rationale for the scheme. It summarises the technical information that has been prepared in support of the site. Full copies of the technical studies are included in a separate Appendices Pack.

THE SITE

- 2.1 The promotion site encompasses three parcels of land, all within the same ownership, adjoining the A10 and Royston Road, Melbourn:
- The first parcel sits between the eastern side of the A10 and Royston Road. It is roughly triangular in shape and measures around 5.1 hectares in area.
 - The second parcel sits between the western side of the A10 and the Cambridge to Hitchin railway. It is largely rectangular in shape and is around 11.0 hectares in area. An existing track passes diagonally along south of the parcel, providing access to the field west of the railway.
 - The third parcel sits below the track, to the south of the site, is roughly rectangular in shape, and is around 1.4 hectares in area.
- 2.2 The site gently slopes from a high point of around 32.5m AOD (above ordnance datum) to the south of the site, falling to a low point of around 25.6m AOD to the north.
- 2.3 The immediate environs of the site are described as below:
- To the north of the site sits the Bury Lane garden centre, farm shop, cafe and children's play barn.
 - To the east lies Bury Lane where there are a number of buildings in commercial use, and Melbourn Bury, a large private residence with extensive grounds. Beyond this, approximately 450 metres away, is the western edge of the built-up area of Melbourn.

- To the south lies open countryside, generally in arable agricultural use.
- To the west lies the Cambridge – Hitchin railway line; this is a busy electrified route which forms the main link between Cambridge and London. Beyond this lies a solar farm which was constructed in the last five years.

SITE DESIGNATIONS AND CONSTRAINTS

- 2.4 The site is not subject to any specific planning designations within the South Cambridgeshire Local Plan 2018, however it is noted that it lies beyond the Cambridge Green Belt. The eastern site currently lies just beyond the settlement boundary for Melbourn.
- 2.5 The nearest listed buildings are around 600m to the east of the site, along Melbourn High Street within the built-up area of the village. There are two Scheduled Monuments, both bowl barrows at Grinnel Hill, around 200m to the south east of the site. The site is not covered or close to a Conservation Area.
- 2.6 The nearest Sites of Special Scientific Interest are the Holland Hall Railway Cutting approximately 350 m to the south west of the site, Therfield Heath SSSI approximately 2.9 km to the south of the site, and Fowlmere Watercress Beds approximately 2.9 km to the north-east of the site. The site is within an Impact Risk Zone associated with these SSSI for industrial and agricultural development (alongside other categories of development such as aviation and combustion which are not relevant to Endurance Estates' proposals). It is noted that the Holland Hall Railway Cutting is part of the operational railway and therefore not open to the public.

- 2.7 The site is in Environment Agency Flood Zone 1, meaning it is at minimal risk of flooding. Environment Agency mapping indicates that small localised areas to the west of the site are at risk of surface water flooding.
- 2.8 The southern part of the site is crossed by an existing gas main, which has a 6m easement to each side. The western extent of the site, adjacent the railway, accommodates overhead electric lines, which also have an associated easement.

SURROUNDING AREA AND SERVICES

- 2.9 Melbourn is identified as a Minor Rural Centre in the adopted 2018 Local Plan. This is reflective of its good range of local services, which include convenience retail stores, primary and secondary schooling, a doctor's surgery, a pharmacy, and a range of community and sporting facilities. Melbourn's resident population is currently around 4,400 residents; this is likely to expand in the next few years as a number of new housing schemes are coming forward in the village.
- 2.10 Melbourn is also an established location for employment. Melbourn has an established business park to the south of the village, accommodating a wide range of business and light industrial uses. Melbourn Science Park, to the north of the village, provides high quality accommodation for a number of high-tech businesses including AstraZeneca and The Technology Partnership. The Science Park has been subject to a recent planning application for expansion.

TRANSPORT

- 2.11 Melbourn is served by local bus and rail services which include:
- Cambridgeshire Guided Busway route A between Royston, Cambridge and St Ives. This service provides connections to Cambridge City Centre, Cambridge Biomedical Campus, and Cambridge Science Park. Services run every hour Monday – Saturday daytimes, via Royston Road.
 - Thameslink railway services between Cambridge and London King's Cross. This service was upgraded in 2018 and now operates every half hour during weekdays, every hour at weekends. The service operates from Meldreth railway station, where passenger numbers are increasing. Within the next few years it is expected that this service will be rerouted from King's Cross to form a cross-London service with connections to Crossrail at Farringdon.
 - Thameslink services from Royston station. Royston is served by an additional 'semi-fast' services between Cambridge, London, Gatwick Airport and Brighton.

GREENWAYS

- 2.12 The Greater Cambridge Partnership is currently working to deliver a network of 'Greenways' linking Cambridge with surrounding towns and villages. These are intended to form high quality cycle and walking routes, replicating the success of existing routes such as the cycleway alongside the Cambridgeshire Guided Busway. Funding has been allocated to deliver a Greenway between Cambridge and Melbourn; the northern part of this between Harston and Foxton was completed

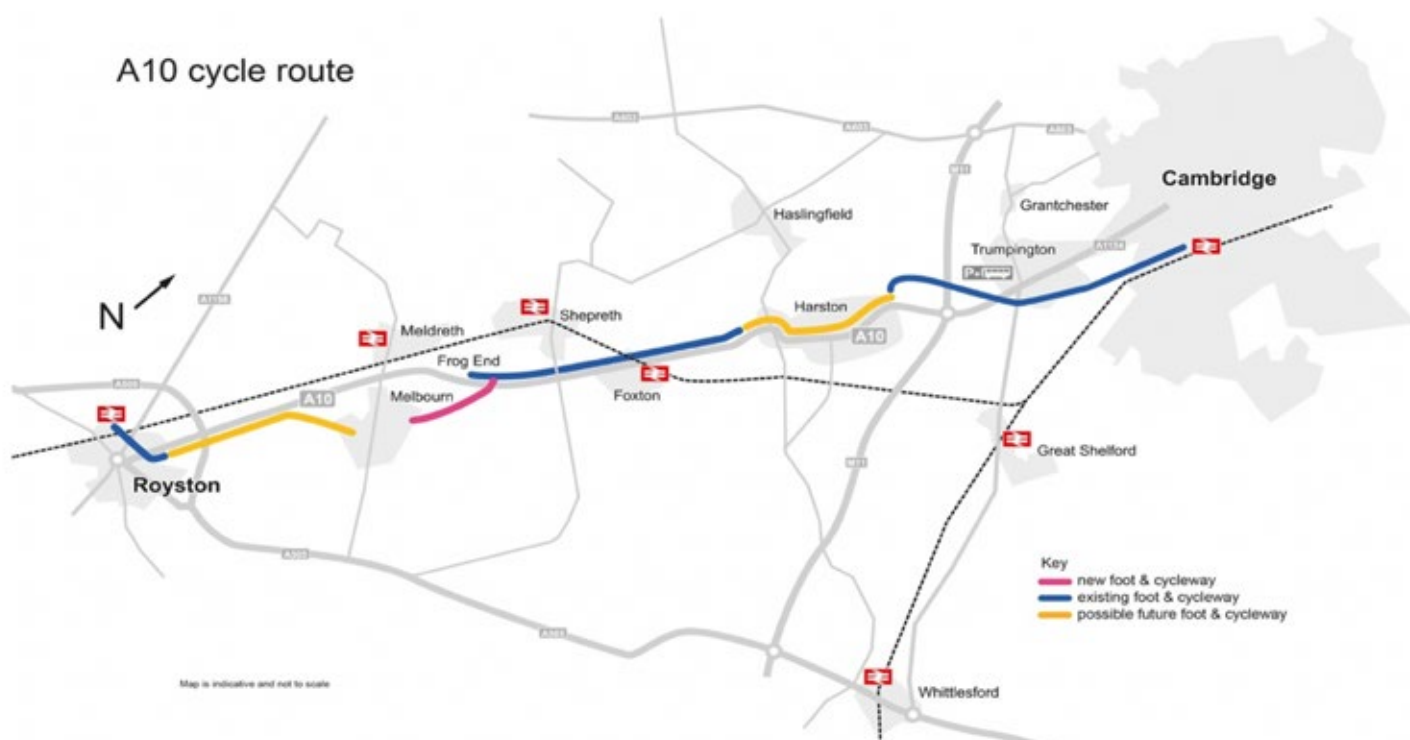
in 2018, and there is an existing cyclepath between the north of Melbourn and the south of Harston. There are existing cycleways through Harston along the A10 to Trumpington, Cambridge, and Cambridge Biomedical Campus.

EAST WEST RAIL

2.13 The East West Railway Company has recently consulted on proposals for a new railway between Bedford and Cambridge. We note the preference of the Council for East West rail to take a more northerly route and connect to Cambourne, however, decisions on the final route have not been made and three of the five options for consultation are routed via Bassingbourn, where a station is proposed. In the event that East West Rail is constructed via this route, Melbourn will be within close proximity to the station at Bassingbourn. This will provide further east-west connectivity with major employment locations within the Oxford-Cambridge corridor including Bedford, Milton Keynes and Oxford.

WALKING AND CYCLING

2.14 The site is in a location conducive to walking and cycling. The centre of the site can be reached by foot in around 25 minutes from much of Melbourn, as well as Meldreth railway station, although some elements (such as the eastern parcel of land between the A10 and Royston Road) would be closer. By cycle, the site can be reached within five to ten minutes from much of both Melbourn and Meldreth. Royston can be reached within fifteen minutes. There is a wider catchment of settlements including, Shepreth and Foxton (both with their own railway stations), Fowlmere, and Bassingbourn-cum-Kneesworth, which can be reached within a maximum cycle time of 25 minutes.



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DEVELOPMENT POTENTIAL

- 3.1 The promotion site is capable of accommodating a wide mix of uses which make best use of the site's wider connectivity and its location in close proximity to the existing Minor Rural Centre of Melbourn.
- 3.2 In summary, the scheme includes:
- A business park with offices and general industrial uses;
 - A care village, located closer to the existing built-up area of Melbourn;
 - A roadside service area providing modern facilities to serve travellers along the busy A10, with associated electric car charging points;
 - A public house and restaurant, and hotel, taking advantage of the site's attractive location; and
 - Battery storage, to be potentially linked with the adjacent solar farm or to collect solar energy from new solar panels on proposed building roofs. It has the potential to feed into the grid; supply electric charging points or supplement the supply to the proposed uses.
- 3.3 The location of these uses has been carefully considered, taking into account the site's constraints and opportunities. These are set out in the Indicative Framework Plan which establishes the broad principles and uses of the scheme.
- 3.4 There is also the potential to provide a four-arm roundabout to gain access to the site to each side of the A10. This would replace the existing priority junction with ghost right-turn.

**BUSINESS PARK
(USE CLASSES B1 & B2); 8.6HA**

- 3.5 The site is seeking to deliver a mixed-use business park encompassing B1 Office and B2 General Industrial uses. Demand for offices continues to remain strong in the Cambridge to Oxford corridor with rental demand around Cambridge exceeding the national average.
- 3.6 The growth of Cambridge continues apace, and is one of the fastest growing cities in the UK. The city is seen as an important driver to the UK economy, attracting considerable inward investment. In recognition of this, the Government granted Cambridge City Deal status in 2015 (now renamed the Greater Cambridge Partnership), which will result in funding of up to £1 billion to improve transport connections and accommodate growth.
- 3.7 An increasing number of companies are seeking commercial space in and around Cambridge. This has been particularly evident with the number of national and international organisations attracted by the rich pool of skilled workers, research activities and the collaborative environment Cambridge offers.
- 3.8 The industrial occupier market in the locality is generally performing well with relatively low vacancy rates and stable demand. It is the best performing market (compared to the office, retail markets etc.) at present and there has been a steady increase in rental levels over recent years.
- 3.9 Industrial take-up in the Cambridge area in 2018 was around 500,000 sq ft, with availability at around 670,000 sq ft.
- 3.10 The office market has seen most activity in the prime locations, including Cambridge city centre and Cambridge's northern fringe. Beyond the city there is evidence of good demand for modern offices that are well located with good transport links.
- 3.11 Office take up in 2018 was around 500,000 sq ft, with availability at approximately 650,000 sq ft.
- 3.12 Across the wider Cambridge area, there remains a general shortage of available quality stock. In addition, there is a limited amount of land designated for commercial development which is expected to put pressure on future supply.



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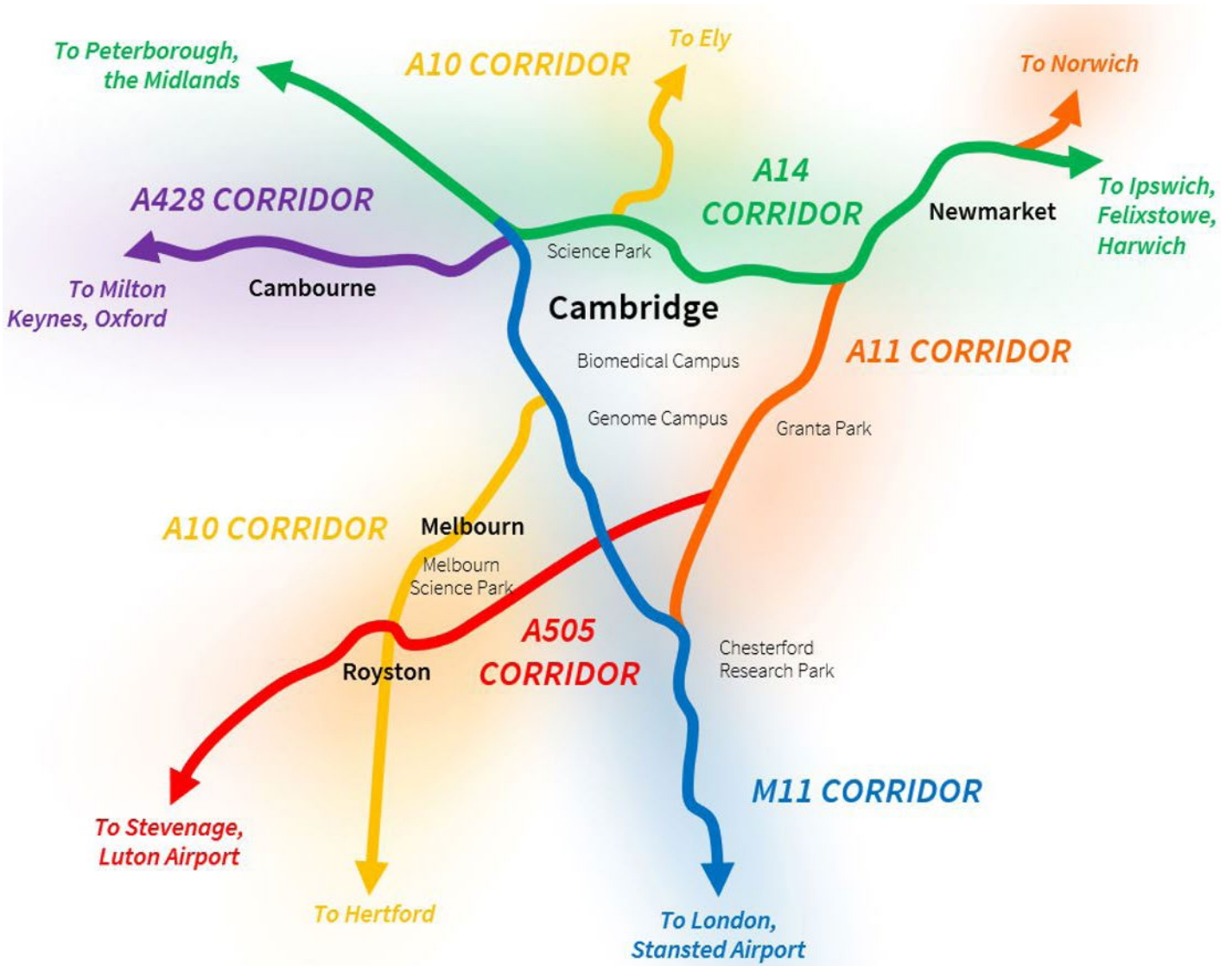
B2 Industrial

- 3.13 Barker Storey Mathews has been consulted in respect of this site and would expect good demand for the proposed B2 units in light of the strength of the market. There is limited supply, especially to the west of Cambridge along the A10 corridor towards Royston. Royston itself has a large and well established B2 occupier base with low vacancy rates. The proposed development is likely to attract interest from both existing companies in the Cambridge and Royston areas, as well as new companies locating to the region seeking good road links and access to a large labour pool. Being only 10 miles from the A1M and 6 miles from the M11 will be significant draw. The units will also offer good prominence to the A10, an important factor for many occupiers.
- 3.14 The trade counter units have potential to attract good demand given their visibility from the A10 and the large volume of traffic along this route.



B1 Office

- 3.15 Research from local agents has confirmed that there is existing office demand, especially from knowledge-based industries for offices in locations with good traffic and public transport links based close to Cambridge. Melbourn already accommodates a number of existing high-tech business hubs including the Melbourn Science Park and the business located around Saxon Way.
- 3.16 Demand for B1 offices is expected to come mainly from the local area, including Melbourn, Royston, Cambourne and the villages west of Cambridge. This is likely to be companies expanding or looking to upgrade. Demand may also come from further afield in the form of regional and national occupiers looking for a strategic location with good road links. The proximity to Meldreth train station (0.75 miles) will be an attraction.
- 3.17 There has been very limited speculative office development in the locality in recent years and overall supply is low, especially of high quality modern accommodation. The area to the west of Cambridge, beyond the M11 and bounded by the A14 in the north and the A505 in the south, has recently seen a steady demand for offices of around 5,000 sq ft to 15,000 sq ft, with a number of unsatisfied requirements from local occupiers in the area.



CORRIDORS PLAN



Key

- Red Line Boundary
- Co CO-OPERATIVE FOOD (THE)
- C COSTCUTTER
- S SPAR
- T TESCO-EXTRA
- Proposed Bus Stops
- A10 A10 Footway
- A & D Bus Route A & D
- 127 Bus Route 127
- Proposed Vehicular, Pedestrian and Cyclist Access
- Bridleway
- Byway
- Footpath
- R Railway Station
- Improved Junction

MOVEMENT STRATEGY PLAN

- 3.18 Melbourn is well served by the A10 but also located close to Meldreth Railway station which provides rail links to either central Cambridge and the Cambridge Business park or down to London's extensive rail links. These include services towards central Cambridge, Cambridge Science Park, and the proposed station at Cambridge Biomedical Campus. Services also run towards London; planned improvements include cross-London links towards Gatwick Airport. A new bus stop is also being suggested alongside the new roundabout upgrade in order to improve public transport links.
- 3.19 Melbourn also falls within the A505 corridor which provides important east-west links. These include connections to the A11 and the rest of East Anglia; the business and science parks to the south of Cambridge such as Granta Park and the Genome Campus; destinations towards Stevenage (which has a significant high tech and biomedical cluster) and Luton.
- 3.20 The remainder of the site can be considered for larger scale B2 employment units which will also benefit from the transport links to the site. The delivery of the Business Park has the potential to deliver significant job opportunities in a sustainable location well related to public transport and the highway network.
- 3.21 Allocating this site for employment development in the emerging Local Plan will enable the site to attract new business to South Cambridgeshire and generate significant employment opportunities in a relatively sustainable location.
- 3.22 The Cambridgeshire and Peterborough Independent Economic Review (CPIER) published its final report on 14/09/18, which was developed by the Cambridgeshire and Peterborough Independent Economic Commission (CPIEC). The report evidences the fast rate of economic and employment growth in the region and highlights the importance of planning now to ensure that strong growth will be sustainable and more inclusive.
- CARE VILLAGE (USE CLASS C2); 5.1 HA**
- 3.23 There is currently an identified need for care places for the over 65s across Cambridgeshire. Care villages can accommodate residents from age 65 upwards and are becoming very popular throughout the UK. According to specialist sector agents Carter Wood, there is limited provision of care village accommodation in Cambridgeshire. In terms of Melbourn itself, the closest care village is over 18 miles south of the scheme. Within a 10-mile radius of the centre of Melbourn there are over 11,500 home owners aged over 65 (2011 Census). As such we would anticipate statistical demand for this type of development.
- 3.24 There is currently an identified need for care places for the over 65s across Cambridgeshire; South Cambridgeshire's Area Profile 2018 reveals that 24.5% of the district's residents are over 65. They are not just about providing new places to live, they are also seeking to give residents more opportunities to undertake activities and promote independence. Recent planning decisions have attributed significant weight to the health and wellbeing benefits which arise from new care provision.

3.25 Care and support are provided to residents in their own village home which also means that couples can remain together if one partner becomes frail. Care villages seek to deliver supported independence where residents can take advantage of the social and leisure opportunities provided by the operator. Village homes are built and equipped to the highest specifications and are protected by a number of safety features, including closed circuit security cameras. An emergency pull cord in every room connects residents 24 hours a day to staff on site who can respond in a serious emergency. Care Villages are typically inspected by the Care Quality Commission which regulates the provision of care in England.

3.26 Care Villages usually include a range of facilities for the benefit of the residents including libraries, beauty salon, coffee shop, restaurant and bar along with other necessary services such as a laundrette and hairdressers. Some care village operators also run a programme of activities and events. Some operators choose to open their facilities to members of the public, providing a benefit to the local community. The setting of a care village is also a key factor to the success with a landscaped garden and grounds provided around the village buildings.

ROADSIDE SERVICES (USE CLASSES A1, A3, A5); 1.8 HA

3.27 The proposed roadside services element of the scheme will seek to deliver a mix of uses including a petrol filling station and associated roadside restaurants to serve the existing road users of the A10. The scheme will also help to facilitate the new roundabout arrangement. The primary aim of a roadside services scheme is to serve the needs of the road user. The proposed scheme is therefore not considered to be a retail destination but a service for the benefit of road users and the consideration of this element of the scheme should be considered in this manner.

3.28 Circular 02/2013 (Department for Transport / Highways England) states:

“B4. Motorway service areas and other roadside facilities perform an important road safety function by providing opportunities for the travelling public to stop and take a break in the course of their journey. Government advice is that motorists should stop and take a break of at least 15 minutes every two hours. Drivers of many commercial and public service vehicles are subject to a regime of statutory breaks and other working time restrictions and these facilities assist in compliance with such requirements.”

3.29 This section of the A10 is not well served with roadside services. The nearest existing multi use roadside services scheme is located at Whittlesford. There is a petrol filling station at Royston at the Tesco, with the only other active petrol filling station on this stretch of the A10 being the BP garage at Harston. There is a disused petrol filling station at the rail crossing at Foxton, but this is currently not in operation.

3.30 The provision of roadside services including the retail elements will significantly improve road network in this location by offering

motorists a place to refuel and to stop and rest during journeys. Whilst the A10 does not form part of the trunk road network it is a very well used road which is important to the local and regional economy as a primary transport route. A number of roadside services are promoted at the entrance to employment parks to promote sustainability within the local employment market. Whilst the primary use still relates to passing motorists, the secondary benefit allows an ancillary offer to those workers in the local area and to an extent to local residents.

- 3.31 The preparation of the Local Plan offers the opportunity to identify and allocate appropriate locations for roadside services across the highway network in Cambridgeshire. These will need to be located where there is a lack of current roadside services on the network and where they can be accommodated without any impact on the users of the highway network. In this instance the roadside services are proposed to be located off a new roundabout junction arrangement which will significantly improve highway safety at this location.
- 3.32 The proposed scheme will generate significant job opportunities for the local economy. On average a roadside services development including a petrol filling station and two drive-through restaurants generates 120 jobs. Modern roadside services provide a range of services for the motorist including fuel, food, electric car charging points and toilets compared the traditional petrol station and small sales kiosk only. These developments are specialist facilities supporting the road network and are not appropriate in town or village centre locations where they are not serving the highway network and cannot provide the parking and services required.

PUBLIC HOUSE/RESTAURANT AND HOTEL (USE CLASSES A3/C1); 0.7 HA

- 3.33 There has been direct interest in this location from a leading public house/ restaurant operator to locate a family orientated pub on the site. This pub would follow their new lodge concept which would essentially deliver a pub focussing on the food offering alongside a 40 bed (3-star hotel) proving high quality ensuite rooms for overnight accommodation on the site
- 3.34 The site is well placed to serve the A10 transport corridor and would be well suited to complement the proposed roadside services development. The pub is also likely to attract local trade.

BATTERY STORAGE/RENEWABLES; 1.2 HA

- 3.35 The proposed battery storage use and solar panels on the proposed buildings presents the opportunity the opportunity to deliver renewable energy on site which could potentially be used to provide energy for the future businesses, be sold back to the grid by linking into the nearby grid connection or used for the charging of vehicles through on-site charging stations provided as part of the overall scheme.
- 3.36 The energy to charge the batteries could come from either the neighbouring solar park or from solar panels located on the roofs of the buildings in the proposed business park. The opportunity to put solar panels on the roofs of the buildings will provide a good source of renewable energy generation on site which could be linked into the battery storage.
- 3.37 The proposed battery storage will be able to store the energy generated by the solar panels during periods of low demand and release this energy during periods of high demand. This will potentially lower demand from the grid from the wider site during peak times.

ELECTRIC CHARGING POINTS

- 3.38 There are opportunities across all the proposed uses on the site to introduce electric charging points for vehicles. Research in 2018 confirmed that the UK needs more than 80,000 extra electric vehicle (EV) charging points in the next two years. There will be more than one million electric vehicles in use by 2020, which will require a total of 100,000 EV charging points but currently there are only 16,500 points in the UK.
- 3.39 There are even fewer rapid charging ports at just 1,500 with the space to charge 3,400 cars. In comparison, there are 9,000 petrol stations across the country. The government announced a £400M fund for green vehicle infrastructure in the 2018 Autumn Budget. The expansion of charging infrastructure is critical for the roll out of electric vehicles, the report said. There are currently 43 electric vehicles for every rapid charging connection in the country.
- 3.40 Only 3% of supermarkets, which are a preferred charger location, have a charging point. ASDA has the best coverage with chargers at 19% of their stores. Tesco only has 0.4% of store with chargers and Lidl has the highest number of rapid chargers at 11. Around 7% of local authorities have fewer than two chargers and 2% have no charging infrastructure at all. The City of London and Westminster have the most chargers with 200 in total. All roadside services operators are now required to install electric charging points as part of their schemes.



SUMMARY OF KEY TECHNICAL REPORTS

Drainage Strategy

- 3.41 WSP has prepared an Outline Flood Risk and Surface Water Drainage Review. This sets out the extent of flood risk at the site, alongside an outline Surface Water Drainage Strategy. In terms of flood risk, the review concludes that the site is at low risk of fluvial flooding. It also concludes that although there are isolated areas which are at medium risk of surface water flooding, there is no notable overland flow path, and therefore this can be mitigated through an appropriate surface water drainage strategy. This is set out within the WSP note.

Highways

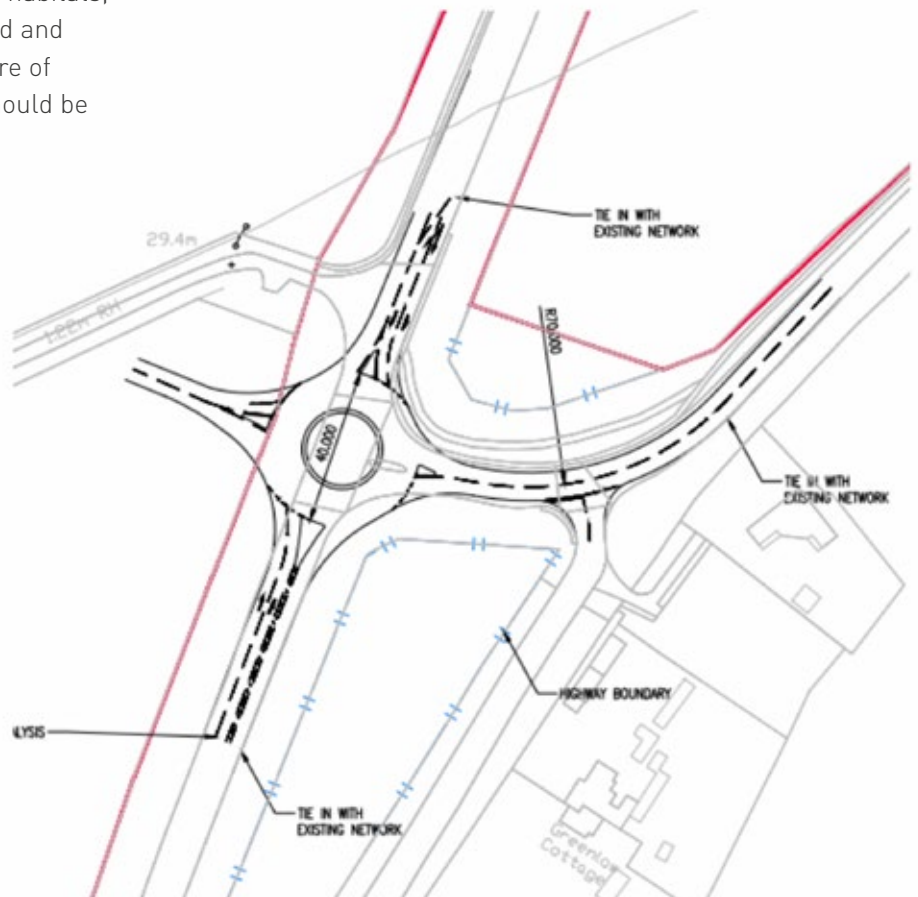
- 3.42 WSP has prepared a note on highways safety matters. It notes that the current junction between the A10 and Royston Road, which is a staggered crossroads, has been the location of six accidents between the beginning of 2009 and the end of 2018, five of which resulted in slight injuries and one of which resulted in serious injuries.
- 3.43 In order to access both sides of the site, it is proposed that a four-arm roundabout is provided between the A10, Royston Road, and the access to the western development parcel. This will have the benefit of slowing traffic on the A10 to enable traffic entering or leaving Melbourn to do so safely, without undue delay to existing traffic.

Ecology

3.44 Applied Ecology has prepared a Preliminary Ecological Appraisal (PEA) for the site in order to determine whether there are any likely ecological constraints, and to establish the scope of further survey work. The site is not covered by any statutory or non-statutory wildlife site designations and the PEA does not identify any ecological constraints which would prevent development from coming forward at the site. The site is directly adjacent to Holland Hall (Melbourn) Railway Cutting SSSI. The nature of this site – grassland on the embankments of a railway cutting – suggest it is unlikely to be subject to direct disturbance from any future development at the site. Any development would need to take into account potential indirect impacts on this site. The site is dominated by intensively managed arable fields, a habitat of negligible ecological and biodiversity value. boundary habitats, particularly the strip of woodland and to a lesser extent, hedgerows, are of elevated ecological value and should be

retained, protected and enhanced as part of development planning where practical to do so. The PEA recommends further survey work is undertaken in respect of breeding birds; and bats. The PEA also sets out some initial guidance for development to achieve biodiversity enhancement, which include retention of existing hedgerows, delivering ecological enhancements through drainage, access and landscape design; minimisation of artificial lighting; and incorporation of bat and bird boxes into new buildings. Utilities

3.45 WSP has prepared a Utilities Note which has identified existing overhead and buried power lines; gas; telecommunications; and oil networks. There is also an oil pipeline which runs east-west through the site, with associated 6 m easements to each side. This has been taken into account within the scheme design.



04 CONCLUSION

- 4.1 This Site Promotion Document has been produced by Pegasus Group on behalf of Endurance Estates to detail the rationale and concept for development of land adjacent the A10 and Royston Road, Melbourn.
- 4.2 The site is in a strategic location offering good access to the local and regional highway network, and lies on major economic corridors including the A10, A505 and the Thameslink rail route. It is well-connected to existing employment centres by road and public transport, as well as local employment areas in Melbourn including the Saxon Way business park and the high tech Melbourn Science Park. The site is close to the existing local services and community within Melbourn itself.
- 4.3 The site offers the potential to deliver a wide mix of uses which make the most of the site's location. These include business uses within classes B1 and B2, a care village closest to the village, a roadside service area, a pub and hotel, and battery storage. The design and masterplanning of the site takes the opportunity to locate these uses in the most suitable parts of the site, whilst taking into account the constraints and opportunities of the site.
- 4.4 There is also the potential to secure improvements to the existing junction between the A10 and Royston Road, through the provision of a roundabout, in place of the existing priority junction.
- 4.5 Endurance Estates and the consultant team consider the site represents a compelling opportunity to achieve sustainable development. Endurance Estates looks forward to continuing engagement with South Cambridgeshire District Council to bring this site forward for development.



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