





EDINBURGH



Manchester

LONDON

Manchester has been creating the future for over 250 years. The original modern city; birthplace of the Industrial Revolution, ambition, creativity and pioneering new ways of working are part of the region's DNA.

The city is where the atom was split, the first stored-program computer built, where the world's strongest 2D material, graphene, was isolated and where 25 Nobel Laureates have been produced.

Today, the region is home to giants of both creativity and technology who collaborate to create the next wave of innovation.







An economic powerhouse with the UK's fastest growing regional economy, Manchester has developed a strong reputation as a competitive place to do business and is fast becoming a magnet for attracting global talent, as well as the location of choice, for savvy investors.

One of Europe's largest creative, digital and technology clusters, Manchester has a thriving community of businesses, from start-ups and home-grown companies that IPO above £1 billion such as AO.com and Boohoo.com, to global players BBC, Google, IBM and Cisco. These companies sit side-by-side in our creative and digital clusters, incubators and co-working spaces, where they converge, collaborate and drive innovation. This is complemented by four leading universities with a proven track record for collaborating with industry on ground-breaking R&D in areas from health to data and cloud computing.

The city's global connectivity, collaborative hubs, a roster of meet-ups and networking events, talent pool, cost-effectiveness and business support offer make Manchester the place for companies looking to innovative and drive the future of creativity and technology.

You can expect great things from the world's original modern city and its people. So why not join us here, and come create the future.



M 250 YEARS IN THE MAKING

Manchester has always been ahead of the game, shaping and creating the world as we know it.

1803

Atomic Theory published by John Dalton, a precursor to all modern chemistry



1880

First submarine launched designed by Reverend George Garrett

1853

Microphotography and micro lms invented by John Benjamin Dancer

1917

Atom is split by Ernest Rutherford at The University of Manchester

1948

First stored program computer, "Baby" is developed at The University of Manchester



1783

First steam power mill set up by Richard Arkwright paving the way for mass production techniques

1830

First passenger railway started operating from purpose-built station at Liverpool Road



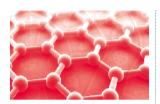
1904

Rolls meets Rovce at the Midland Hotel and set up company together



1978

First test-tube baby, Louise Brown, is born in Manchester



2004

Graphene isolated by Professors Andre Geim and Kostya Novoselov at the University of Manchester, world's first 2D material



2010

Nobel Prize for Physics awarded to graphene scientists, the city's 24th and 25th Nobel Laureates

2012

2012 Olympics world's first interactive tapeless sporting event broadcast from MediaCityUK

2015

National Graphene Institute opens pioneering research into the ground-breaking technology

Surgeons in Manchester perform the world's first bionic eye implant in a patient

2000

Transitive produce Rosetta, a market game-changer and one of Apple and IBM's most important software tools



2005

3D printer of human tissue developed at the University of Manchester

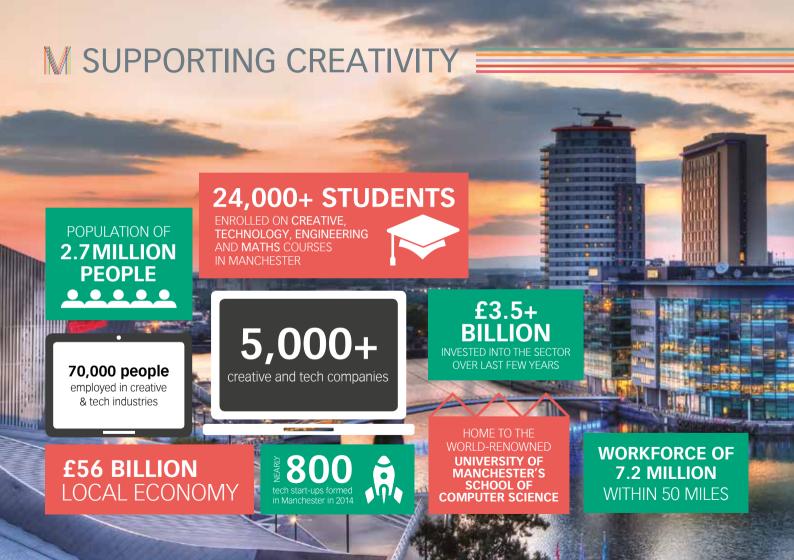
2011

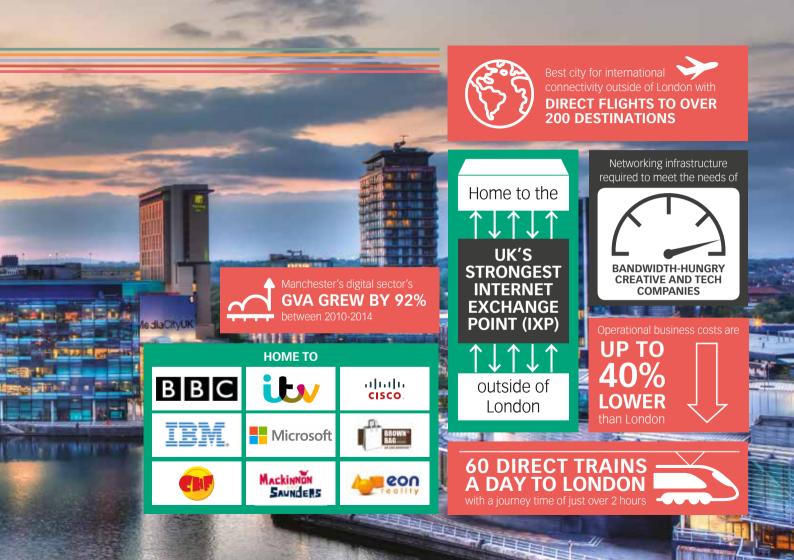
MediaCityUK, Europe's largest purpose-built digital and media hub is awarded the status of the world's first sustainable community by BREEAM

2016

European City of Science first UK city to be awarded this prestigious title acknowledging the city's innovative endeavours in science and technology







M A THRIVING SECTOR

Manchester's creative, digital and technology sector employs nearly 70,000 people across 5,000 companies which contribute to the region's £56 billon economy. They work across areas such as:

Software and Data

Since the development of the Small-Scale Experimental Machine (Baby) and Ferranti Mark 1, the world's first commercial computer, Manchester has continued to pioneer when it comes to computer science, software programming and development.

The region is home to a large number of world-class software companies and innovative start-ups. The University of Manchester's School of Computer Science is renowned as a world-class centre of excellence in computing and research. With a steady supply of talented developers coming out of Manchester's universities and companies training apprentices in a variety of programming languages, many companies such as the BBC, IBM and CISCO use the city as a hub for their R&D. data and software activity - both in-house and consultancy. Manchester also has strengths in data analytics, cloud computing, cyber security and text-mining.





Digital Health

Manchester is a recognised leader in digital health. It is home to world's first large-scale, real world clinical trial, one of only four Health eResearch Centres that make up the UK's Farr Institute, England's first integrated e-enabled health trust and Europe's flagship Connected Health Ecosystem. The Ecosystem enables early adoption of connected health solutions in the city region. This is complemented by a unique innovation system that supports businesses to work alongside NHS partners to accelerate new products into the NHS market place. Manchester also facilitates stage-gate deployments and shared risk models

It is the only UK city region to integrate health and social care and have devolved control of its healthcare budget of £6 billion. This provides unique opportunities to improve patient outcomes, test new integrated delivery models, and adopt new systems and technologies. All of this is underpinned by an enhanced digital-health infrastructure that enables world-leading health-informatics research opportunities.

E-commerce

In recent years the city has seen a phenomenal growth in the number of online retailers and Manchester is home to many high growth e-commerce companies such as Kitbag, Missguided, Boohoo.com and AO.com. The sector is further complemented by the growth in the mobile payments industry within the city, with global companies such as WorldPay, and Barclays all leading the way in mobile payments.

Manchester has the greatest concentration of e-commerce start-ups than anywhere else in the UK. This combined with access to specialists with skills in front and backend development, data analytics and marketing and PR, as well as usability labs for platform and content testing that are open to the public, make Manchester the ideal environment to thrive

The city's central location and multi-modal transport infrastructure means it easy to ship goods to consumers, both within the UK and globally, making Manchester a preferred hub for global e-commerce, distribution and logistics companies.



FinTech

Manchester is a major financial and professional services hub, employing over 250,000 people who work at firms like BNY Mellon, Cooperative Bank, Williams & Glyn and RBS. This provides companies not only with excellent access to clients but the expertise needed to help their business grow.

This mix of financial services and tech know-how has resulted in a growing cluster of FinTech businesses: from wellestablished companies supporting the financial services and retail/e-commerce sectors, to smaller firms developing novel solutions and disrupting current business models. Companies such as NCC Group. VST Enterprises, Hello Soda and Barclays Technology Centre work across a range of areas including harnessing big data to assess customer risk, developing innovative payment solutions, developing software for cyber security, cloud computing and mobile applications. Manchester is also home to a number of peer-to-peer lenders and financial aggregators like MoneySupermarket.com.

M BROADCAST & MEDIA PRODUCTION

Manchester's been producing shows that have been viewed around the world for over fifty years. When it comes to broadcast and media production, our heritage is globally renowned. It's not just limited to TV and film, our companies also produce multi-platform experiences, from content for games and mobile apps to virtual reality.

Broadcast and Media Production

The city provides a great backdrop for TV and film. When the world's leading production companies want to recreate Victorian London, seek a stand-in for Manhattan, or require an edgy urban setting, they look no further than Manchester.

A key base for the BBC and ITV, Manchester's broadcast and media industry is supported by the fastest growing talent and production facility base in the UK. Nearly 15% of production resources registered with Creative England are based in Manchester, complementing those of the BBC, ITV and large production companies.

Manchester's global connectivity, locations, talent pool and cost-effectiveness are complemented by the UK's generous film and television tax reliefs, making it the perfect place for production.





Animation and Gaming

Manchester has been producing some of the finest animated content for over 40 years: from Cosgrove Hall's Danger Mouse to The Furchester Hotel, a CBeebies and Sesame Street co-production.

Some of the world's most highly acclaimed talent have grown within Manchester working for companies such as Mackinnon & Saunders, Brown Bag Films, TT Games and Cloud Imperium. Their work is truly international and they produce content for the likes of Disney, Nickleodeon, Warner Brothers, 20th Century Fox, Lego, the BBC and Sony.

The region is HO for the UK's largest children's commissioners, CBeebies, CBBC and CITV, who are uniquely co-located at MediaCityUK. The city is also home to world-class companies working across post-production, visual effects. motion capture, augmented reality, gaming. app development and digital design. Access to commissioners, a comprehensive supply chain and talented staff, combined with state-of-theart facilities, make Manchester the ideal location for companies looking to create multimedia, multi-platform content for children.





M A CITY OF OPPORTUNITIES

Convergence and collaboration are driving digital innovation and creating a wealth of new opportunities. Manchester's strengths lie in how our creative and tech clusters collaborate not only with each other, but across industry sectors.

Creative and tech companies work alongside the region's established life sciences, healthcare, financial and professional services businesses to create the next wave of innovation.





A place of opportunity

The region offers a wealth of opportunities across:

ADVANCED MATERIALS:

a centre of excellence for advanced materials and the home of the graphene, the world's thinnest strongest and most conductive material. Graphene could potentially be used to create flexible phones, super-high speed computing, pliable wearable technology and much more.

ADVERTISTING AND DIGITAL

MEDIA: Manchester is home to the UK's biggest regional advertising, marketing and design centre. Technologies such as AdTech and data analytics underpin the continued growth of this sector.

FINANCE AND PROFESSIONAL

SERVICES: this well-established sector includes companies such as BNY Mellon, Lloyds Bank and Latham & Watkins, who collaborate with the region's technologists to develop innovative ways to do business.

LIFE SCIENCES AND HEALTHCARE. the first British city to integrate

primary and social care. Manchester offers unique opportunities to test and adopt new systems and technologies.

MANUFACTURING AND

ENGINEERING: Manchester's advanced manufacturing and engineering expertise is well known. Local businesses like NXP, Thales, Siemens and Ferranti actively work with tech companies to create the future of smart manufacturing.

PUBLIC SERVICES: our innovative public sector organisations work together to release and bring together data in one place, making it easier for developers to access.

CityVerve IoT Demonstrator

Manchester is the UK's designated IoT demonstrator city. Supported by the UK government, its CityVerve project enables partnerships to test improvements in healthcare, transport, energy and environment, culture, and community using IoT technology. CityVerve enables IoT testing at scale providing a replicable model for other cities in the UK and beyond.

It includes plans for talkative bus stops, which let bus operators know when commuters are waiting, and a network of sensors in parks and along commuter routes to encourage people to do more physical activity.



TRUSTECH

TRUSTECH is an NHS organisation that improves healthcare through the development of innovative products and services. TRUSTECH works with innovation from within the NHS as well as from business to develop and evaluate technologies for the NHS market and solve for unmet medical need. TRUSTECH has worked with many international med-tech companies to help them develop and adapt their technologies for the UK market.



BBC Connected Studio: Driving digital innovation

Connected Studio works in partnership with industry to drive digital innovation across the BBC. Connected Studio enables rapid prototyping of concepts that are then tested through BBC Taster; an experiential area where the BBC can publicly user-test digital projects early with a global audience. Recent pilots have tested various forms of digital storytelling including interactive video, binaural sound, personalised content and virtual reality.





M MANCHESTER'S GOT TALENT

With the largest regional travel-to-work catchment area of 7.2 million people within an hour's commute, businesses can take their pick from a rich talent pool that makes up the city's creative tech community.

Nearly 70,000 people are employed within the sector and the workforce is complemented by a constant flow of highly-skilled graduates ioining the industry from the city's universities. higher education providers, industry-led apprenticeships and training programmes.

From code clubs in schools, vocational training and university degrees, to private education and training providers, Manchester is nurturing a future pipeline of coders, software developers, data analysts, VFX specialists to drive innovation.



Manchester's educational institutions provide the city with a world-class learning hub and there are over 15.000 students enrolled on creative, digital and ICT courses across our four universities

The University of Salford has a campus embedded within MediaCityUK, with over 1,000 students training alongside industry-leading talent and the University of Bolton also offers degrees in film and media production.

Manchester Metropolitan University offers first-class courses across a range of areas including digital marketing, PR, computer games technology as well as a degree apprenticeship in technology solutions. Its Digital Innovation project brings together over 90 small businesses. with university teaching and research to drive forward digital creativity.

The University of Manchester's School of Computer Science has always been a hot-bed of innovation. Its considerable contributions to the development of computing include Alan Turing's programming, Transitive's market-transforming



Rosetta software, the first floating point machine, the first transistor computer and the first computer to use virtual memory.

Employer-led initiatives include IBM's partnership with the University of Manchester, Adobe's collaboration with the University of Salford. Manchester Creative Studio and MedicityUK's University Technical College are both employer led schools offering technical and creative courses for 14-18 year olds. Cloud specialists ANS train up to 60 apprentices each year at their Cloud Academy, which is the first of its type in the UK



M BUILT FOR SUCCESS

An impressive array of digital and creative hubs can be found across Manchester; from university-backed incubators, science parks and commercial accelerators to collaborative co-working spaces. The region is constantly investing in its creative and tech future, and an ever-increasing number of accelerators and incubators are springing up across the region.

MediaCityUK is Europe's only purpose-built hub for the creative, media and tech industries. It's home to an exciting mix of over 250 businesses; from global brands such as the BBC and ITV to fast growth companies such as Formisimo and Carbon Digital. The site offers access to one of the most advanced communications networks in the world and provides flexible collaborative workspaces that enable businesses to grow. These include The Landing, a digital enterprise hub offering office space, tech areas, such as a UX lab, a digital workflow centre and social spaces, The Greenhouse, created for start-ups and SMEs, and Tomorrow, a brand-new grow-on space for growth-stage companies.





The Sharp Project is home to over 60 creative digital entrepreneurs and content production companies. Businesses can benefit from flexible spaces; from campus membership, which provides a hot-desk, access to events and the Sharp Project community, through to offices in iconic converted shipping container and serviced work spaces. Tenants are also able to hire production spaces, studios and a range of high-spec event spaces. The Sharp Project is supported by a first-class technical, digital and power infrastructure.



Northern Quarter and City Centre

Self-starting and self-supporting, the Northern Quarter is a real life story of how hubs grow organically. Home to a vibrant, successful digital and creative community of over 150 companies, the area has long been a breeding ground for creative minds. **Madlab**, a centre of technical and creative innovation and invention, can be found here. **SpacePortX**, **Rise Manchester and XYZ** also provide co-working space where entrepreneurs can collaborate with peers and access skills-based workshops and training.



The Corridor is a unique location for businesses seeking a networked, collaborative and creative environment. Home to the UK's two most applied to universities, it is the largest academic campus in the UK and the largest clinical academic campus in Europe. Its 60,000 strong workforce comprises innovative start-ups and successful spin-out businesses from the universities as well as multinationals. Location of CityVerve's IoT demonstrator, it's home to **Manchester Science Partnerships (MSP)** a ground-breaking global centre of excellence which provides the right environment for innovation to flourish, and incubator spaces Innospace and UMIC.



M A VIBRANT COMMUNITY

Manchester has a proud history of innovation; it is a city committed to entrepreneurship. The city has a genuinely collaborative attitude that is reinventing the way work is done. Its 70,000 strong creative, digital and tech community is supported by over 70 local creative, digital and tech networks

The community has access to a range of events and meet-ups that take place across a variety of venues including digital hubs and co-working spaces. These include CoderDojos, business clubs, digital health networks, ecommerce get-togethers, Ladies that UX, the Friday Drinkabout MCR and the Lean Conf. to the more social workshops with beer and pizza and weekly yoga.

There are also a range of support organisations such as Manchester Digital, Creative pro.manchester, MPA and OpenData Manchester that host events, workshops. clinics and conferences for Manchester's active creative, digital and tech community.



KEY PLAYERS

MANCHESTER DIGITAL an independent trade association for digital businesses in Manchester. which brings together organisations and individuals from all parts of the industry.

MANCHESTER PUBLICITY **ASSOCIATION**

the largest publicity association in Europe is dedicated to bringing people from the creative industries in Manchester closer together through a series of social and networking events.

PRO.MANCHESTER

the largest business development organisation in the region. with over 280 companies and 5.000 individual members from the financial and professional services. A creative pro.manchester committee helps connect these businesses with the city's digital, creative and media sector

THE LIVEABLE CITY

Manchester is a global exporter of culture, TV and film. From world-renowned football teams to a music scene that has shaped the musical tastes of generations, Manchester has an enviable reputation as a great place to live and work

The city has a rich and diverse cultural and theatre scene, with several world-class museums and art galleries, and a calendar of festivals and events covering everything from film, literature, music, comedy, food and drink.

The UK's fastest growing city offers a cosmopolitan place to live, work and play; an affordable city with a great mix of cultural and social events. It's no wonder Manchester's been voted one of the world's most liveable city's ahead of London, New York and Rome (*The Economist Intelligence Unit*, 2015) and was the only UK city to appear in the New York Times 'Top 52 Places to Go 2015'.

The city is surrounded by stunning countryside and four national parks are all within an hour's drive. Manchester is the perfect base to explore the North of England, with the vibrant city of Liverpool and historic Chester all within easy reach.





SUPPORTING INNOVATION

Whether you are an established business looking to reinvent itself, or a start-up with a disruptive technology that will be a game changer, Manchester provides the ideal environment to support your growth and harness innovation.



In addition to UK-wide incentives such as the creative industry and R&D tax reliefs, there are a number of funding schemes and loans to support the growth of Manchester's businesses. Manchester is said to be Europe's second city when it comes to private equity, in terms of the number of firms and the amount they are investing in the region (British Private Equity & Venture Capital Association, 2015). This is complemented by business support programmes providing finance, skills and talent development, enabling businesses located here to compete on a global platform.

Looking to finance your business in Manchester?







Business Loans f3k - f100k



Micro Loans



Loan Funds £100K-£5m



Equity Investment £150k - £4m



Export Finance £3k - £250k

Support includes



CO ANGEL INVESTMENT – an innovative service with a focus on early stage co-investment from syndicates of sector-specific business angels



ACCESS TO FINANCE – a service that supports businesses that need advice to maximise their success in raising finance or alternative capital



GROWTH MENTORING – one-to-one mentoring support focuses on the individual

HOW MANCHESTER CAN HELP M

Manchester is a city committed to entrepreneurship and there are a number of organisations, initiatives and funding programmes designed to support Manchester's creative and digital businesses, and help them to thrive and grow.

MIDAS, Manchester's inward investment agency, can signpost businesses towards all the relevant initiatives and provide guidance on funding, which include loans from £10,000 up to £5 million to enable growth and develop new products. Other areas of support include angel investment, accelerators, enterprise zones, knowledge transfer partnerships and tax relief.

MIDAS can help you and your business with relocation and expansion plans. MIDAS has a reputation for understanding diverse business needs and helping to remove any barriers for companies looking to locate or expand into Manchester. MIDAS' specialist business development team can assist you with a range of free, bespoke packages of confidential support that will make your journey as smooth and simple as possible.

The services provided by MIDAS, and the sister companies within The Manchester Growth Company (MGC), are also available to intermediaries such as location consultants, will save you money, time and effort and enhance your project with the expert knowledge and local intelligence that result in a faster and more successful move.



MIDAS' Services

Free support includes:

- Research support and business case development
- Introductions to local networks
- Recruitment and training support and advice
- Property solutions
- Relocation advice and assistance
- Post-investment PR support

Contact MIDAS and see how Manchester can help you create future innovation.

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M WHAT PEOPLE SAY

"I'm obsessed with Manchester. I'm a huge fan of the Manchester music industry. People here are so open and funny, but while people want to go to work in LA, as a comedy writer and someone who has been in the animation and the creative industry for many years, Manchester is the place to be"

Josh Weinstein, former writer and executive producer. The Simpsons and Futurama

"The region, especially with MediaCityUK, has a huge talent pool of trained people so it ticks all the boxes."

Simon Hall, Managing Director, **Cosgrove Hall Fitzpatrick**

"We saw Manchester as the clear choice because as a city it really punches above its weight. With huge names including IBM, the BBC and ITV all choosing to set up here, we are assured that Manchester is a solid destination for the software industry."

David Cape-Brown, TOPdesk, Branch Manager

"We're growing with offices in other cities but Manchester is where we have been headquartered for over 50 years. It has always been a great city to do business in; forward looking, vibrant, full of creative people, great universities and a history of great music, fashion, culture and sport to inspire the creative sector."

Paul Smith, Content Director, Citypress



The BBC, the world's oldest national broadcasting organisation has moved a significant amount of its output from London to MediaCityUK. Around 2,700 staff work across 26 departments including BBC Children's, BBC Sport, BBC Radio 5 Live, and Future Media and Technology.

"Manchester is a vibrant. well-connected place with an infrastructure which is world-class Its spirit, culture and academic prowess made it a pretty obvious choice for the BBC's Northern HO. It gave us the chance to develop a new culture that was more collaborative, open, fluid and digital" Peter Salmon. **Director England, BBC**



Twice Oscar-nominated animation studio Brown Bag Films launched a new 2D animation studio at The Sharp Project in 2015. The company has produced many highprofile international children's shows including Doc McStuffins, Octonauts and Noddy in Toyland.

"We are very excited to get back to our hand-drawn animation roots with this studio and Manchester's such a brilliant and vibrant city with so much talent to offer" Cathal Gaffney, CEO, **Brown Bag Films**





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