

## MANCHESTER

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Manchester represents the largest UK city region economy outside London, with an economy worth £62.8 billion (GVA). This strength has enabled it to establish an outstanding reputation as a competitive place to do business, boasting a diverse and high-quality portfolio of business properties. Talent-hungry companies choose to invest in Manchester because of the people that choose to live, work and study here.

Located at the heart of the UK within the North of England, and only two hours from London by train, Manchester is one of the best connected and most accessible UK cities. Manchester's world class, multi-modal, integrated transport infrastructure – including a comprehensive rail network and the UK's largest regional airport that serves more than 210 destinations – provide companies with outstanding connectivity and significant opportunities to leverage both UK and global markets, as well as personal ease of travel for either business or pleasure. The city region's connectivity and infrastructure enable it to compete on a global level, making it the place of choice to do business - where operating costs are up to 40% less than the capital.

Manchester has played an important role in shaping the UK's economy since the Industrial Revolution. Today, it represents the largest UK city region economy outside London, worth £62.8 billion (GVA) – bigger than that of Wales or Northern Ireland. Manchester is considered the UK's second city, is one of the most active markets in the UK and is the largest and fastest growing regional capital centre.

Manchester is a city that innovates across five key sectors: advanced manufacturing; creative, digital and technology; financial and professional services; life science and healthcare; and low carbon. A world-first AI study by The Data City in 2020 found Manchester to be the UK's Top Digital Tech City and showed that it outperformed all other major UK cities in the fields of AI and data, advanced materials, cyber security, construction tech, eCommerce, IoT, MedTech and service design.

As a leading European business destination and the most successful city for attracting foreign direct investment outside London, more than 2,000 foreign owned companies have chosen to set up in Manchester – including Google, Amazon, Jaguar Land Rover, Kellogg's, Cisco, Qiagen, Siemens, Klarna and BNY Mellon. The city boasts a diverse and high-quality portfolio of business

properties, creating an environment rich with commercial opportunities. It is also a top 10 emerging global centre for start-ups due to its thriving and collaborative ecosystem.

One of the primary reasons why companies choose Manchester is due to the quality and availability of talent. Manchester sits at the heart of the North of England's labour market, giving businesses access to one of Europe's largest commuter workforces. More than 2.8 million people live within the city region, 1.8 million of whom are within working age, and 7.2 million people live within a one-hour travel time of the city centre. Manchester is also the Best UK City to Live (The Economist, 2019) and is fast becoming a magnet for attracting international talent. Manchester's outstanding quality of life offer has led it to become second in the world for attracting talent from London – only New York City attracts more people per year.

Manchester boasts five universities with more than 100,000 students, generating 36,000 quality graduates per year. More than 60% of graduates who study in the North West of England stay in the area to work – 46% specifically in Manchester – providing businesses with a sustainable pool of graduate talent. Manchester also has a strong civic focus on developing the future talent pipeline to ensure every business has access to the talent and specialist skills they need to thrive. "

Manchester is a city committed to entrepreneurship and there are several organisations, initiatives and funding programmes designed to support businesses, helping them to grow and thrive. MIDAS, Manchester's inward investment agency, offers a free and confidential package of services that are tailored to individual companies' needs and that save them money, time and effort. MIDAS can help companies with: investment case development (including market intelligence and research); sourcing property solutions; international market support; advice on recruitment and training; introductions to appropriate networks, suppliers, agencies and educational establishments; and can help you understand and navigate potential market opportunities. Other areas of support include angel investment, accelerators, enterprise zones, knowledge transfer partnerships and tax relief.

**Key figures**

£62.8 billion GVA

7.2 million people within one-hour travel time

+100,000 students

Up to 40% cheaper than London

Two hours to London – trains every 20 minutes

210 destinations accessible via Manchester Airport

UK's Top Digital Tech City – The Data City, 2020

Best UK City to Live – The Economist, 2020

Top 10 Emerging Global Centre for Start-ups – Start Up Genome, 2020

No 1 City for IT Careers – CompTIA UK Tech Town Index, 2019

Best UK City for Business – Management Today, 2019"