

LOOKING BEYOND LONDON



COMPANIES LOOKING TO THE NORTH

1. 'Northshoring'- sharing around £20,000 per employee, per annum
2. **Low business cost - start-up heaven**
3. Comprehensive motorway, rail and air networks connecting other key cities

PROFESSIONALS LOOKING TO THE NORTH

1. **Cost of living lower than London**
2. Steady supply of jobs
3. Bursting with things to do - food, sport, culture
4. Ranks higher than London in liveability levels

THE UK'S SECOND CITY



1. ACCOLADES

Cultural counterbalance to London (e.g. 78 million pound arts centre The Factory to rival those of London)

UK's sporting capital (Manchester United and Manchester City football teams, Old Trafford Cricket ground)

Academic Excellence University of Manchester is among the 20 TOP University in the country. Manchester Metropolitan University and University of Salford in good position as well

Best UK city to live in - again! (Economist intelligence unit)

Heart of the Northern Powerhouse Manchester secures more FDI than other UK cities outside London

NORTHERN POWERHOUSE GBP 7 BILLION

- Even before the concept of a Northern Powerhouse, with Manchester at its heart, the city had clearly established itself as the UK's 2nd city after London - Commercial and administrative capital in Northern England
- Largest international airport after Heathrow and Gatwick
 - Regeneration, growth, governance

GBP7 BILLION
further investment in the North



Investing GBP6 billion in the North's roads, to reduce congestion and enhance connectivity



New modern trains and 20% more capacity to tackle overcrowding



Developing new high-speed rail links to reduce journey times from London to Birmingham and between Northern cities



Doubling the number of Northern cities to benefit from the government's superfast broadband programme



Already a world leader in research and now a new GBP235 million Sir Henry Royce Materials Research Institute based in Manchester, with centres in Leeds, Liverpool and Sheffield



A devolution deal with Greater Manchester and the UK's first metro-wide elected mayor outside London from 2017



A Great Exhibition in the North to showcase the best Northern art, culture and design

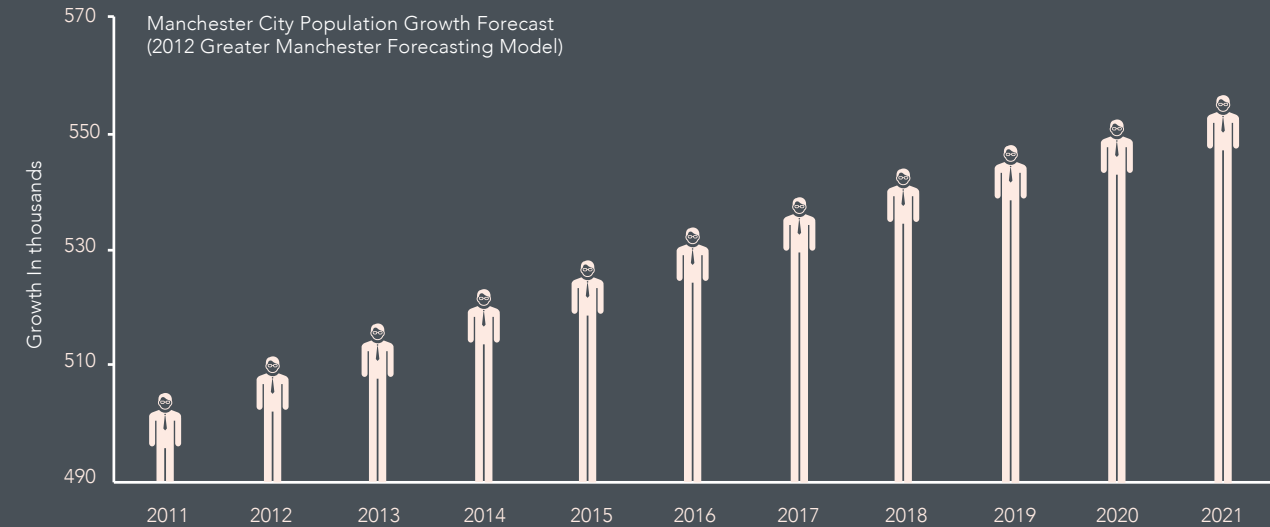


GBP78 million funding for The Factory Manchester, a new theatre and exhibition space

POPULATION GROWTH

- *The UK's fastest growing city*
- *Thriving population*
- *17.8% growth from 2003-2013*
- *Double the national average over the same period*
- *The city center alone is expected to see growth of 50,000 inhabitants*

An urban population explosion



- *Postgraduate Retention*
- *Students are increasingly remaining in the city after graduating*
- *More than 70% of Manchester Metropolitan graduates stay in the Northwest after graduation*
- *This has resulted in 40% growth in Manchester's 20-30 demographic since 2001*

INDICATORS OF SUCCESS

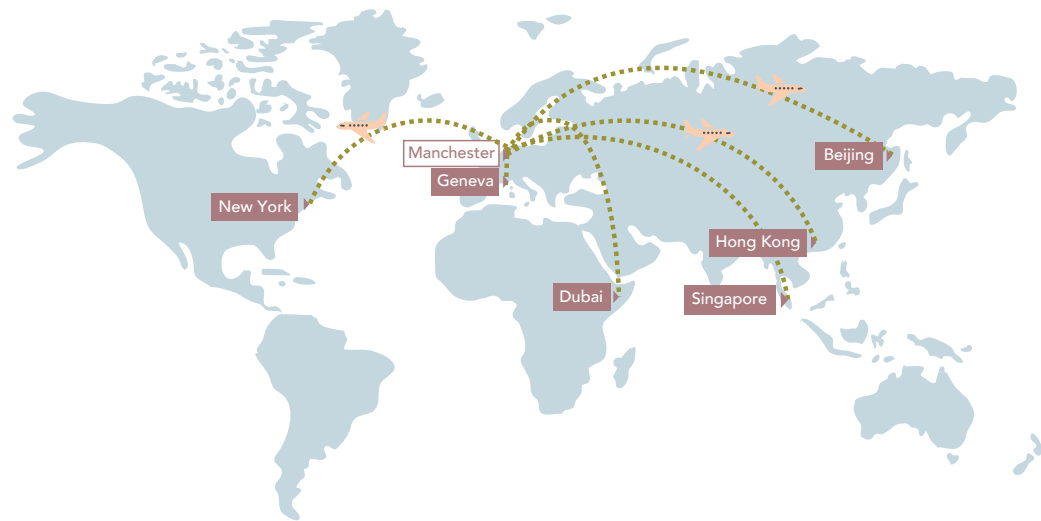
Manchester's booming economy, world-leading universities and cosmopolitan lifestyle continue to attract young residents. Major regeneration and infrastructure investment is already underway.

- Thriving population
- Talent in growing sectors
- Multifaceted economy
- International, national and urban accessibility
- Civic Leadership
- Attention of property investors



ACCESSIBILITY

- Key motorways to other northern cities - Birmingham, Leeds, Liverpool - HS2/H23
 - Nationally backed £40 billion infrastructure improvement programme - Manchester to London in just 68 minutes
 - £600 million Northern Hub rail development
- **Biggest international airport outside of London**
- Best UK Airport 2015



- Locally
 - Metrolink
 - Buses
 - In the top 10 European cities for transport (Cushman and Wakefield)



“

St. John's will turn the perceptions of city centre living on its head.

”



INCREASING FOREIGN DIRECT INVESTMENT

- Regional overseas investments in the UK are at their highest since 2007 and are double that of 2013
- *"the biggest compliment Manchester can get"* - Sir Howard Bernstein
- *Boosting growth in the city*
- *Rowsley Ltd have made their first European Investment in Manchester*
- *Beijing Construction and Engineering Group - Airport City Scheme*
- *Abu Dhabi United Group Manchester Life Housing Initiative*
- *Masdar, Abu Dhabi Investment in the Graphene Innovation Centre*



ECONOMY SKILLFUL, THRIVING AND YOUNG

- **Employment growth faster than any other large UK city**
- 57,000 jobs created in 2011
- University develops raw talent
- 'Brain Gain'
- Gen Y - the central pulse of an economy
- **Average age 33.2 years**
- Over 80 of the FTSE 100 companies
- Flourishing start-up business community, double the rate of the NW and rest of UK



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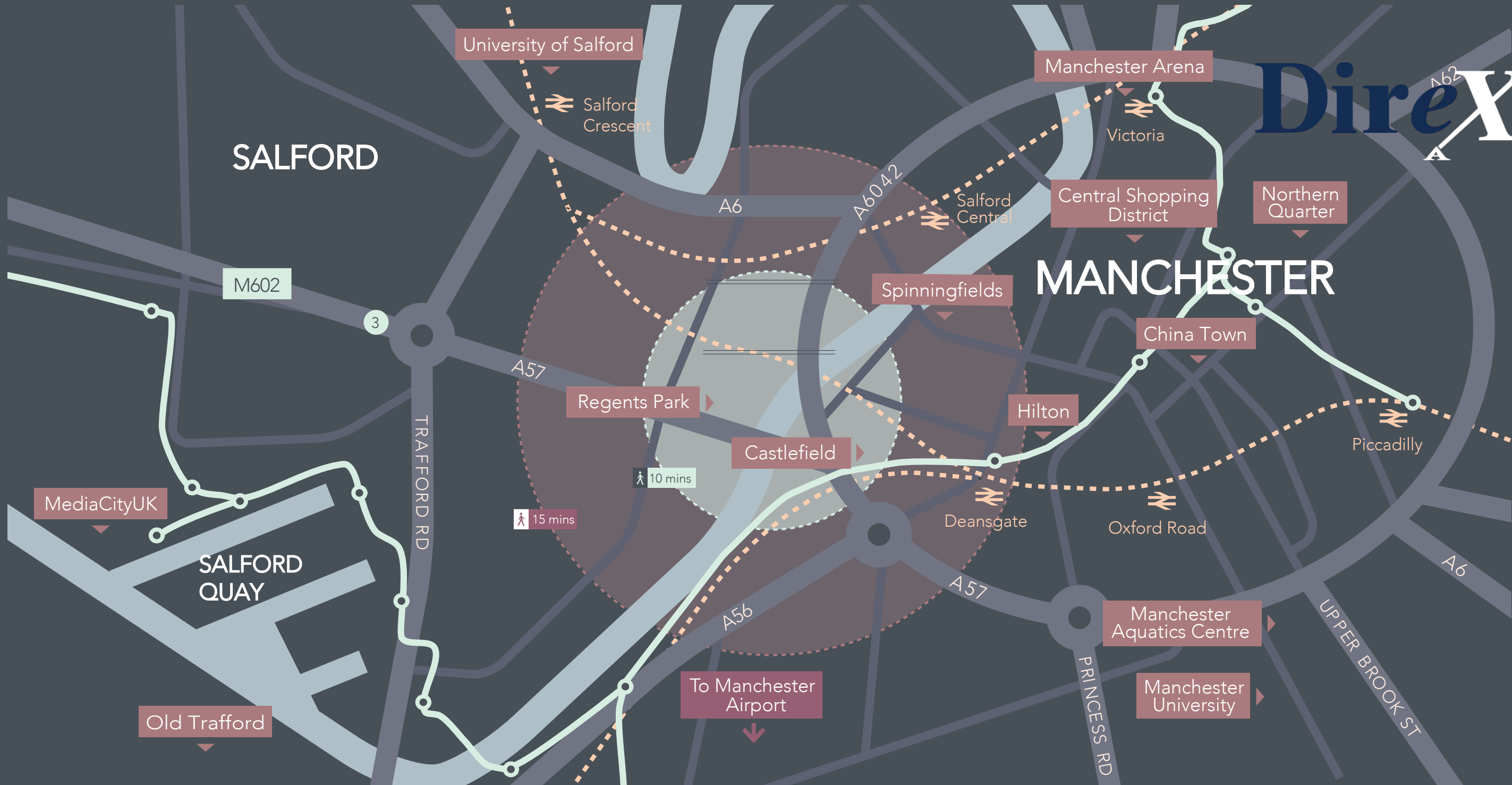
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