

## Why MANCHESTER?

Economic prosperity and a growing population are driving a strong case for investment in the UK's second city. A case further boosted by the UK government's Northern Powerhouse strategy, which puts Manchester at the heart of GBP7 billion of investment in infrastructure, education, employment and culture.

Enrolling the Dirextra Master in Manchester is a winning choice with regards to the challenges in the employment market. The objectives of our post-graduate program are the development of professional figures capable of being competitive on the job market today and way to reach the success. Manchester's Experience. World Impact!



# ECONOMIC SNAPSHOT

Business is booming throughout Manchester, whose GVA (Gross Value Added) now surpasses that of the Northeast (GBP42 billion), West Yorkshire (GBP43 billion) and Merseyside (GBP25 billion).



**GBP56 billion** GVA per annum



**97,500** businesses



**1.39M**

**1.39 million** workers

Greater Manchester accounts for 40% of economic activity in the Northwest

**40%**

**Gross Value Added (GVA)** is a measure of the value of goods and services produced in an area, industry or sector.

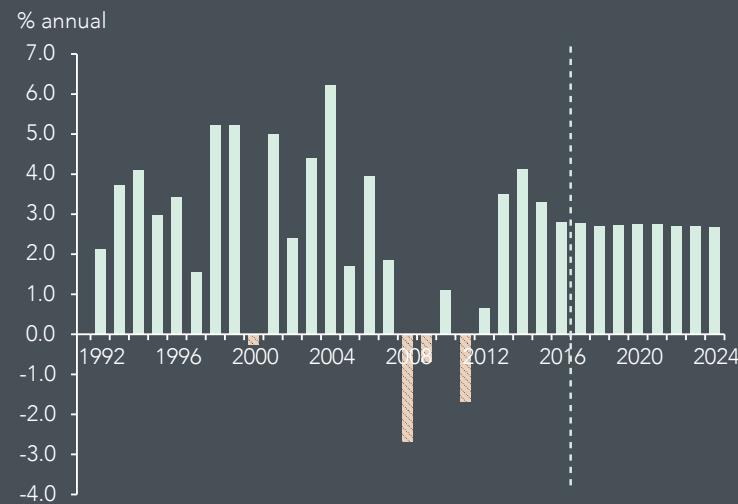
**32%**

GVA forecast to grow 32% to GBP75.2 billion by 2024

**3.5%**

Annual GDP growth of 3.5%, ahead of the UK average (2.8%)

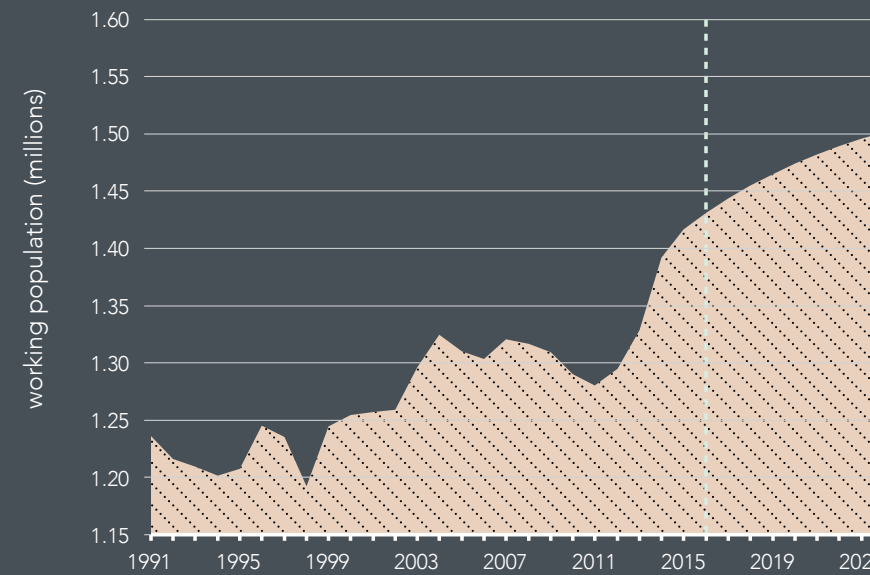
## Annual GVA growth - Greater Manchester



## Strong labour market performance

- / 2009-14 saw 5.4% annual growth in private sector office jobs, ahead of London's 3.8%
- / 57,000 jobs have been created in Central Manchester since 2011
- / 110,000 new jobs will be created by 2024, with 36,000 more office jobs expected in Central Manchester over the next decade
- / Disposable income of Manchester residents is forecast to grow by 28% over the next decade

## Manchester's employment outlook



Source : GMFM

## Manchester is a leading hub for a number of important industries:



**UK'S LARGEST PROFESSIONAL AND FINANCIAL SERVICES SECTOR OUTSIDE OF LONDON**

**324,000** employees  
**GBP15.5 billion** GVA per annum



**UK'S LARGEST HUB FOR THE CREATIVE AND CULTURAL INDUSTRIES OUTSIDE OF LONDON**

**62,000** employees  
**GBP3 billion** GVA per annum



**ONE OF THE UK'S MOST INNOVATIVE CENTRES FOR SCIENCE AND TECHNOLOGY RESEARCH**

Home to the GBP61 million **National Graphene Institute**

The GBP60 million **Graphene Engineering Innovation Centre** will open in 2017

# NORTHERN POWERHOUSE

In 2014, the UK Chancellor of the Exchequer George Osborne announced plans to invest GBP7 billion into business, culture and infrastructure in the North of England. The Northern Powerhouse scheme will focus on the cities of Liverpool, Leeds, Sheffield and Newcastle, with Manchester at its heart.

**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



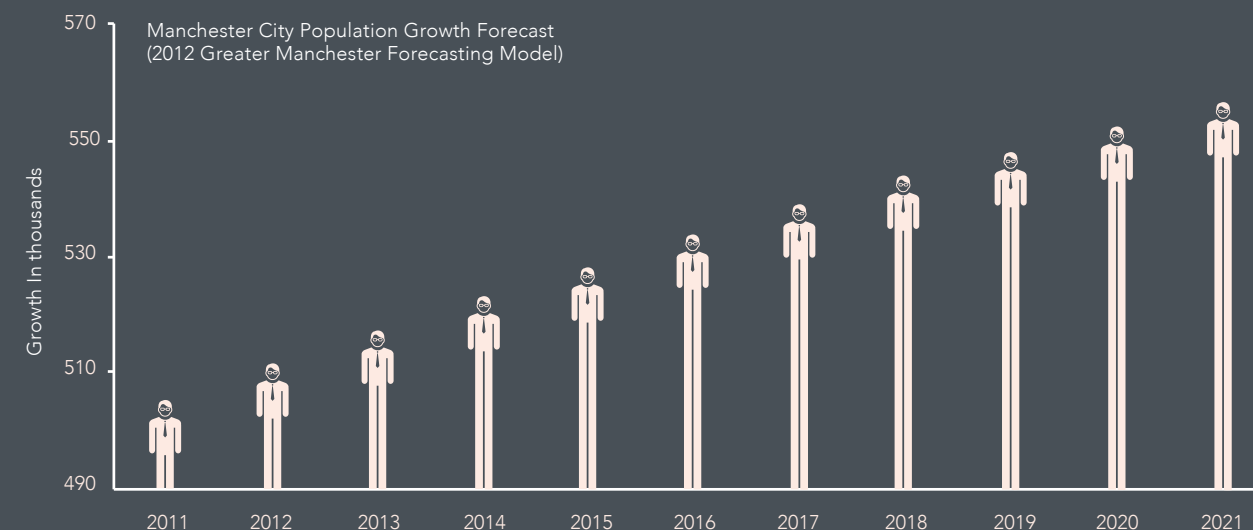
GBP78 million funding for The Factory Manchester, a new theatre and exhibition space

# POPULATION GROWTH

## *The UK's fastest growing city*

The City of Manchester saw 17.8% population growth between 2003 and 2013 – more than double the national average over the same period.

## *An urban population explosion*



## *City centre growth*

- / City centre employment will surpass 400,000 jobs by 2025
- / Central Manchester's population is expected to grow to over 560,000 by 2025
- / That's 50,000 new residents who will need city centre housing in the next decade
- / The city centre is expanding outward to accommodate this demand

## *Growth across Greater Manchester*

- / Currently home to 2.73 million residents
- / Expected to attract more than 500,000 new residents by 2025
- / The UK's largest employment catchment area outside of London
- / Over 7 million residents within an hour's drive





Manchester  
Metropolitan  
University

Sir Kenneth Green  
Library



## MANCHESTER EDUCATION

Manchester has grown into a prestigious global centre for education, with over 100,000 students enrolled at the city's four major universities.

### *Attracting international students*

- / International students at the University of Manchester make up 23% of the total student population
- / More and more overseas students are choosing to stay in the city after graduation

### *Investing in education*

- / GBP500 million of forthcoming capital investment
  - / Active Building Schools for the Future and Academies programmes
- Rebuilding, refurbishing or replacing 33 schools across Greater Manchester

### *Brain gain*

- / Students are increasingly
- / Investment in business sectors that create graduate opportunities
- / 40% growth in Manchester's 20-25 year-old demographic since 2001



# GLOBAL CONNECTIVITY

## Large-scale investment has seen Manchester develop into a hub for global travel

The GBP1 billion regeneration of Manchester Airport is set to deliver five million square feet of development opportunities for offices, hotels, advanced manufacturing and logistics businesses, creating some 16,000 jobs.

From June 2016, a new Hainan Airlines route from Beijing to Manchester Airport will be the first direct connection from China to a UK destination outside of London. The route is forecast to provide a GBP50 million boost to Manchester's economy.

The GBP130 million 'China Cluster' project at Manchester will provide a commercial base for Chinese businesses entering the UK. The cluster will be located at the Airport's proposed GBP800 million business hub, Airport City.



Third-busiest national airport after Heathrow and Gatwick



Named Best UK Airport 2015 by the Globe Travel Awards



24% passenger growth since 2010



Pass through rate hit 22 million passengers in 2014



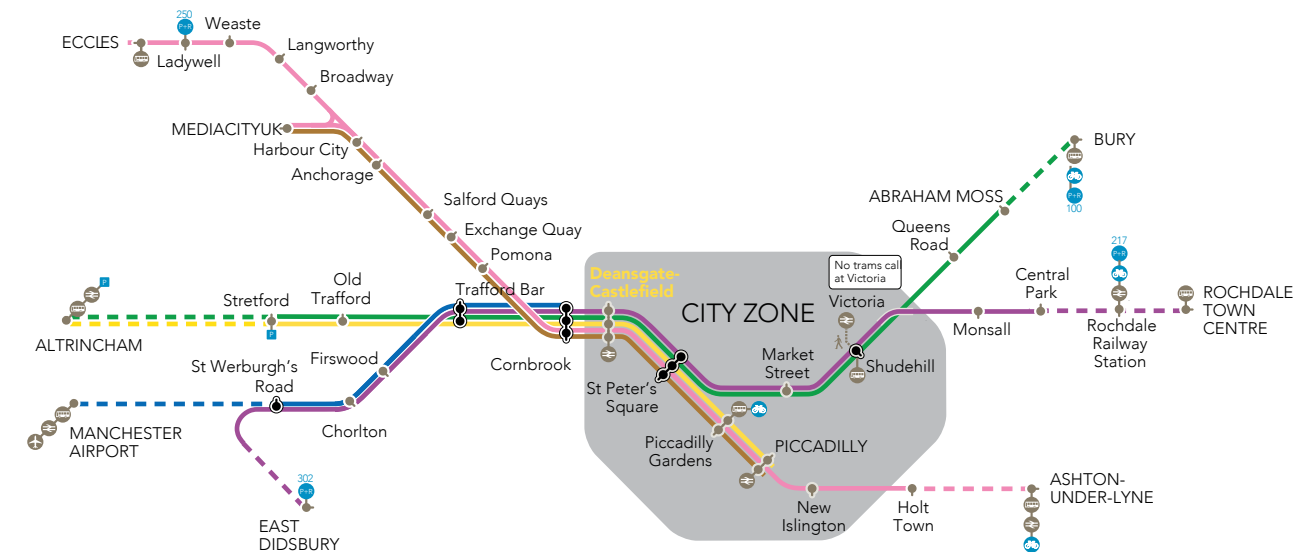
Almost 100,000 tonnes of freight in 2013



A new direct route to Hong Kong was launched in December 2014

# NATIONAL CONNECTIVITY

Excellent rail services have been a key factor driving Manchester's prosperity, and are set to further improve with the arrival of the new proposed High Speed 2 (HS2) and TransNorth routes in 2017 and 2019.



“  
*We've had to tailor the infrastructure to that which young people demand – they're more interested in lifestyle choices, making choices about where they want to live as well as where they want to work.*  
 ”

- Sir Howard Bernstein, Manchester City Council

# INTEGRATED PUBLIC TRANSPORT

Most of Manchester's population use the city's excellent tram and bus network for both commuting and getting around in their leisure time. The network is so comprehensive, Manchester is ranked in the top ten cities in Europe for transport connectivity by the European Cities Monitor.

Wilburn Wharf is close to Deansgate, a key Metrolink interchange station, through which five of Manchester's six major tram lines pass.



## REGENERATION

Manchester has a strong history of successful regeneration activity. This long-term programme of regeneration continues to this day.

With GBP8.2 billion invested in property in the city over the past decade, Manchester is ranked as the UK's number one regional city by CBRE. With the extensive infrastructure and public space investment that has gone alongside this, Manchester continues to be transformed.