

# Contact Centres



Sheffield

# Welcome to Sheffield

Where customer service  
comes naturally

## Contact Centres

Sheffield is increasingly recognised nationally and internationally as one of the most business friendly cities in the UK, and it's easy to see why. We work hard on the things which matter to business, making the city a vibrant and competitive location of choice. Sheffield has transformed into a modern, cosmopolitan and multicultural hive of activity, featuring impressive public places and great commercial property.

**Sheffield is innovative by nature** – establish your contact centre in a city with over 2.1 million people driving a £10 billion economy. Large companies, entrepreneurs and emerging talent alike are drawn to Sheffield by market opportunities, business benefits, the hardworking nature of the people, their thirst for knowledge and improvement, and of course the vibrancy of Sheffield city life.

**The City Region is a proven low risk location** – with a growing commercial sector attracting new businesses of all sizes each year, Sheffield is a city capable of translating your strategic vision into operational success. The big names and multi-nationals already enjoying the benefits include: HSBC, Aviva, Cap Gemini, Capita, DLA Piper, Sky, Royal Mail and British Telecom.

**Engage your customers** – take advantage of customer service excellence, a great work ethic and a youthful workforce who are skilled, flexible and passionate.

**A cost competitive city** – Sheffield is independently benchmarked as one of the most cost-effective cities in the UK for property and staff. Combine this with great connectivity, the service quality on offer in the UK's fourth largest city, plus the business friendly environment and it's a very powerful offer.

**Improve your performance** – reduce your operating costs, improve your processes and service, drive out waste, gain economies of scale, and add value to your business by choosing Sheffield.

We know how to work hard and play hard. Sheffield offers a vibrant lifestyle with leading theatres, a varied music scene and the beautiful Peak District. What are you waiting for? Talk to us and experience it for yourself.

Sky  
Sheffield

Front cover image  
**The Cutting Edge  
Sheffield**



**“Sky selected Sheffield because of the availability of highly-skilled, customer-centred employees. Sheffield has a rich pool of talented prospective employees and our decision to base ourselves here is really paying off.”**

Rob Sargent, Head of Service Centre, Sky





# VOICE

**"No other location offers such a large recruitment catchment combined with such competitive salaries in the UK."**

**East West Locations**

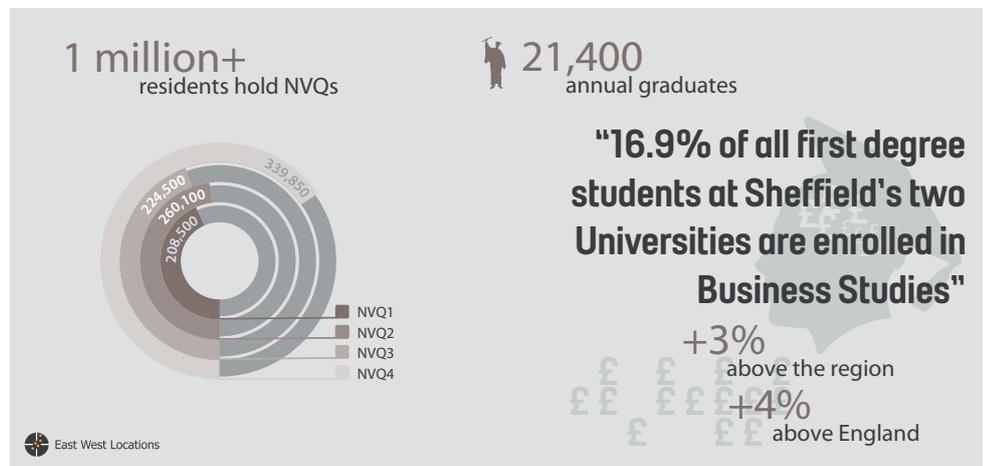
# Sheffield: Retain your customers with excellent service

## A PROVEN LOCATION

Big brands with contact centres serving regional, national and international markets have recognised the benefits of operating here and enjoy success in the City Region. Sheffield stands out from other cities. We don't follow the crowd and we are proud to be unique. This breeds winners, reaps success and makes perfect sense for your business and your bottom line.

From a labour pool of 1.4 million of working age within an hour's commute, private service sector companies employ nearly 421,000 people (45.5%). The financial and business service sector is one of the largest employers, employing 117,100 people.

**The Sheffield City Region is home to over 50 contact centres employing over 30,000 people**, mainly concentrated in the city centre, the Lower Don Valley, and the Dearne Valley due to transport links, connectivity and available property. Close to one in 10 people in the area work in sales and customer service positions.



The centres span numerous sectors which play to the strengths in the city; banking and finance, insurance and pensions, retail, IT and technical support, and business process outsourcing.

Large employers include: Aviva, Banco Santander, BT, Capita, Department of Work and Pensions, Know How (Dixons), the Environment Agency, EON, Webhelp TSC, Lloyds Banking Group, Lombard Direct, Inland Revenue, Insight, Nationwide, PlusNet, RBS, Royal Mail, Serco, Sky and Virgin Media.

Sheffield has successfully grown local business process outsourcers in the telemarketing sector - Ant Marketing and Voice Marketing.

Did you know?

**SHEFFIELD HAS OVER 50 CONTACT CENTRES EMPLOYING OVER 30,000 PEOPLE**

# "Our people are the bedrock of our success and we are committed to a future in Sheffield largely because of this."

Jamie Ford, Chief Executive, PlusNet

## Sheffield City Region offers...

### UNIQUE PEOPLE AND SKILLS

- Over 2.1 million people live within a 60 minute peak catchment area
- Close to 1.4 million people are of working age, at 64% that's more youthful than the national average
- 340,000 of the working age population have a degree level qualification, that's one in four people
- 12 universities in a 60 minute travel time with 313,000 students and 92,000 graduates each year
- 63,500 students at two universities in Sheffield with over 20,000 graduating each year – both universities are strong in Law, Business Studies, Modern Languages, Finance and IT
- Over 60,000 people speak a second language and there are over 11,500 students in Sheffield from overseas
- The 'Made in Sheffield' brand is synonymous with quality and pride, it is in the city's culture and DNA
- The Sheffield work ethic means loyal and flexible employees

### CONNECTING TO YOUR AUDIENCE

- Sheffield to London by train in only two hours and four minutes – by 2019 this will have reduced to one hour and 45 minutes
- Well-connected at the heart of the UK's road and rail network
- Least congested city in England according to GVA Grimley, with an extensive tram and bus network for easy commuting
- Six international airports within a 65 mile radius connecting you to the world
- UK time zone is perfect for connecting offshore operations in UK-India-US

- Digitally connected – the major telecommunications and internet networks provide efficient access to the UK, Europe and the world. Sheffield sits close to the middle of the UK's 'figure eight' layout providing trunk access to the network points of presence you need

### GREAT BUSINESS BENEFITS

Sheffield offers a great package of free and confidential support from a dedicated team of experts.

- Sheffield can provide you with the opportunity to become an employer of choice. The market has capacity, reducing your recruitment costs and risk
- We're one of the most cost-effective cities in the UK with salary costs 28% lower than London, and office occupancy costs 39% lower
- Take advantage of our customer service excellence and engage your customers
- Customer service staff salaries are 4% below the national average, with team leaders benchmarked 7% below by East West Locations
- Trust in our key asset – our people, who are independent, authentic, hardworking, creative and innovative

### NETWORKS AND EXPERTISE

Sheffield has two internationally renowned universities and active networks of expertise for your business to tap into including:

- **The Sheffield HR Forum** – an excellent opportunity for employers to network with fellow professionals and hear from specialist talks on the latest HR thinking, research and best practice

- **The University of Sheffield Management School** – a dynamic, research-led multi-disciplinary School. One of only 58 Triple Crown Accredited Schools in the world
- **The Institute of Work Psychology** at The University of Sheffield is world-renowned and home to four human resources management/ organisational behaviour research clusters. **ConsultIWP** a collaboration between the Management School, the IWP and industry uses the latest research findings to improve the workplace, offering customised support
- **Sheffield Hallam University Business School** at one of the UK's most progressive and innovative universities, is one of the UK's top providers of business and management education. Boasting links with over 25 professional bodies, and with business and industry leaders including Sony, BP, NHS, Network Rail, Cisco, SAP and Microsoft. It includes four research and knowledge transfer centres, with expertise covering areas as diverse as business innovation, coaching and mentoring, change management, third sector and facilities management.

**“Creative Sheffield has been a great support to Sky, during the decision making process and during our time in Sheffield to date.”**

**Rob Sargent, Head of Service Centre, Sky**

## How we can help you

**CREATIVE SHEFFIELD IS HERE TO ASSIST YOU IN SETTING UP AND GROWING YOUR BUSINESS. WHETHER YOU ARE LOOKING TO LOCATE IN SHEFFIELD, START-UP, OR ARE AN EXISTING SHEFFIELD BUSINESS, SOME OF THE SPECIFIC AREAS OF SUPPORT WE CAN OFFER ARE:**

### PROPERTY

Our comprehensive property database will help you identify the most suitable office or industrial premises for your business.

### FINANCE

We can help you identify and access appropriate grants, loans, or equity finance.

### RECRUITMENT

A unique HR consultancy service to assist you in accessing the most cost-effective local sources of information and support.

### ACCESS TO SUPPLY CHAINS AND NETWORKS

Help to identify and introduce you to the appropriate local and national supply chain partners and networks relevant to your business needs.

### KNOWLEDGE AND INNOVATION

Access to our regional knowledge base, which includes local universities in addition to many private sector research organisations.

### INTERNATIONAL TRADE SUPPORT

Specialist support to help you develop new opportunities overseas.

### RELOCATION SUPPORT

A tailored relocation service to support the requirements of key personnel relocating to the city.

### ACCESSING COUNCIL SERVICES

Access to the relevant local authority statutory services provided by the council, including planning, environmental permits etc.

### ONGOING SUPPORT

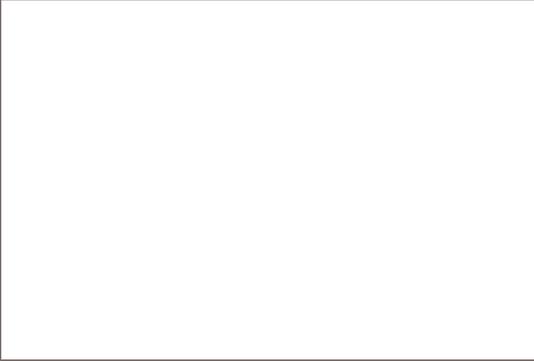
Once established in Sheffield, we will support the ongoing growth of your business and work with you proactively to develop further opportunities to invest within the city.

### BENCHMARKING

Data to help you benchmark the city or make an investment case for your business.

All our core services are bespoke, free of charge and confidential. To discuss your requirements further please contact us.





## Contact us

tel: 0800 043 5522

international: +44 114 224 5000

email: [creativesheffield@sheffield.gov.uk](mailto:creativesheffield@sheffield.gov.uk)

web: [www.welcometosheffield.co.uk/business](http://www.welcometosheffield.co.uk/business)

twitter: @CreativeSheff