

Creative and Digital Industries



Sheffield

Welcome to Sheffield

The UK's most business
friendly city

Creative and Digital Industries

Sheffield has a long history of creativity and innovation and the city's vibrant creative and digital sector demonstrates that these characteristics are very much alive today.

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 region a location of choice. The city has transformed into a modern, cosmopolitan and multicultural hive of activity, featuring impressive public places and great creative workspaces.

Sheffield is innovative by nature – locate your digital media business in a City Region with a population of over 2.1 million people driving a £10 billion economy. Large companies, entrepreneurs and emerging talent alike are drawn to Sheffield, a city with a long history of innovation, by market opportunities, business benefits and a wealth of creative people.

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 and the skilled workforce on offer in England's fourth largest city, plus the business friendly environment, and it's a very powerful offer.

Skills and knowledge base – supported by two highly-ranked universities (The University of Sheffield and Sheffield Hallam University) and bolstered by a brand new University Technical College with a focus on creative and digital industries, Sheffield has a ready-made supply of skills for creative and digital businesses.

The city is a proven low risk location – with a growing vibrant commercial sector attracting new businesses of all sizes each year, Sheffield is a place capable of translating your strategic vision into operational success. Many creative and digital businesses are already enjoying the benefits of an operating base in Sheffield with easy access to major markets in places like Manchester and London.

Improve your performance – Sheffield employees are highly-motivated and have a great work ethic. They also know how to find the balance between work and play.

We're a city offering a vibrant lifestyle with leading theatres, a varied music scene and the beautiful Peak District which is great for walking, climbing and mountain biking. What are you waiting for? Visit Sheffield and see it all for yourself.

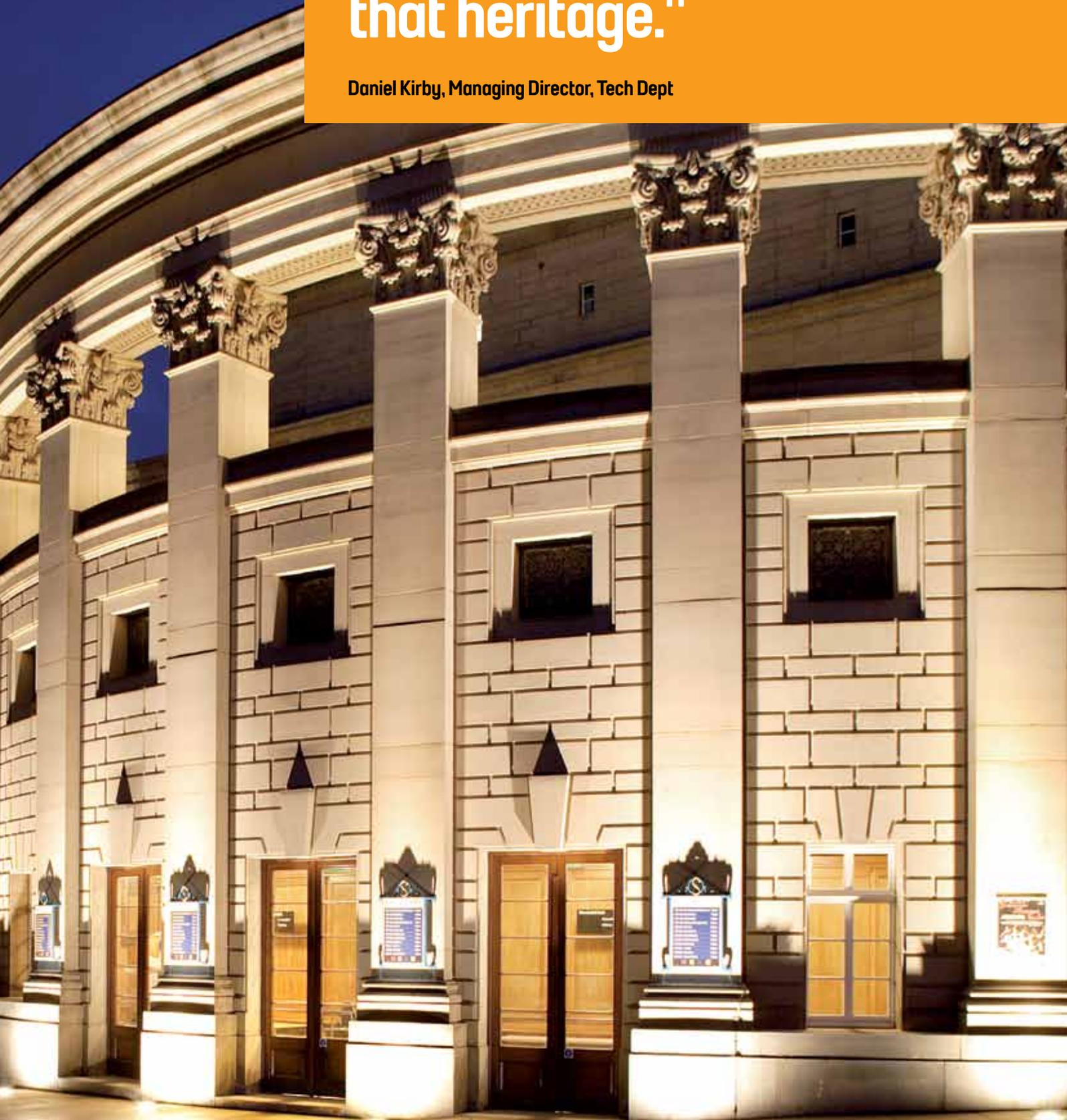
Sheffield City Hall

Front cover image
Electric Works
Sheffield Digital Campus



"Sheffield is world renowned for making quality things, we believe we are part of that heritage."

Daniel Kirby, Managing Director, Tech Dept





"Sheffield works for us because it offers great train connections to Manchester and London and an excellent city environment. The cost of living compares favourably with other major cities and the retention rate is high for both staff and students once they move here."

Heather Croall, Director, Doc/fest

Creative and Digital Industries A Thriving Sector

Sheffield is a thriving mix of large employers, independent studios and freelance entrepreneurs. The growth of the creative and digital sector is one of the city's recent success stories. Sheffield is home to a growing talent pool of creative businesses and is quickly developing a reputation for **innovation, talent and quality**.

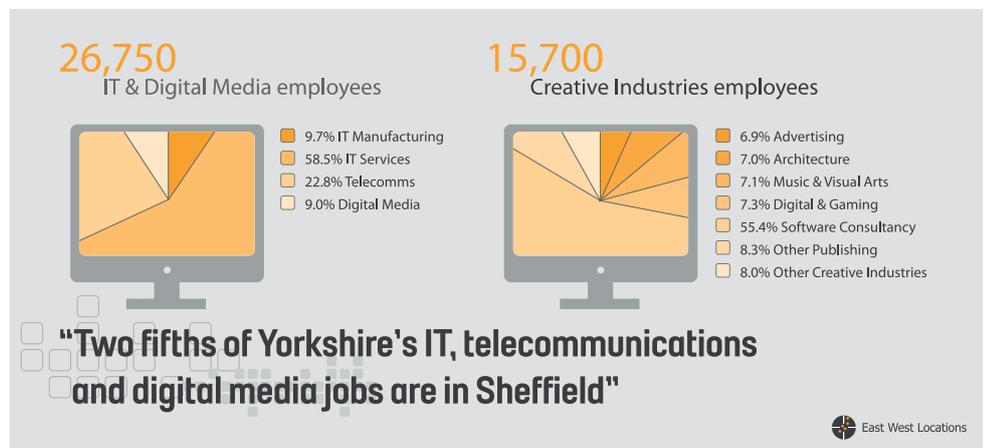
Sheffield has two inter-dependent growing markets. A 'digitally focused' market which includes software designers, interactive media and IT services, and a 'creatively focused' market including graphic design, publishing, arts, crafts, music and film.

In addition to the wealth of talent in digital media companies, there is also an extensive network of experienced freelancers offering businesses the flexibility they need to compete in the modern world.

YOU'RE IN GREAT COMPANY!

Making the decision to establish your business in Sheffield is a sound investment. Sheffield is an innovative place, home to a cluster of rapidly growing companies such as:

- **Technophobia** – an innovative web technology business and pioneer in internet banking
- **Sumo Digital** – one of the leading video games studios in Europe with over 200 people employed in their Sheffield studio
- **3 Squared** – developer of innovative and technically imaginative software solutions for some of the UK's biggest brands
- **Team Cooper** – clients include BBC and Al Jazeera at this Bafta nominated Flash developer
- **Warp Films** – independent film production company behind many critically acclaimed successes including This Is England



Sheffield provides businesses in the creative and digital sector with specialist business premises offering hubs of activity encouraging collaboration and creativity.

The University of Sheffield and Sheffield Hallam University, which together produce over 20,000 graduates each year, include a top-rated Computer Science Department, an Electronic and Electrical Engineering Communications Research Group and the Cultural, Computing and Communications Research Institute. In all, there are almost 7,000 people studying for qualifications related directly to the creative and digital sector.

NETWORKS AND EXPERTISE

Sheffield already has many of the ingredients and the support infrastructure to grow successful technology businesses. In addition to the major technology brands and academic excellence in the city, there is also an active grass roots technology community who organise a number of 'open conference' style events and special interest groups. These include groups ranging from those centred on specific programming languages such as dot Net, PHP and Ruby on Rails to Hardware Hackers and groups exploring open data.

Did you know?

3,100
INDUSTRY PROFESSIONALS
ATTEND **DOC/FEST**,
THE ANNUAL
DOCUMENTARY AND
DIGITAL MEDIA FESTIVAL
IN SHEFFIELD

MEDIA FESTIVALS

Sheffield's **Doc/Fest** was first held in 1994 and has now grown to become the UK's leading documentary and digital media festival, attracting over 3,100 delegates each year. The festival is a forum for producers, distributors, commissioners, filmmakers and emerging talent. It offers a wealth of inspirational documentary films from across the globe, pitching opportunities, controversial discussion panels, in-depth filmmaker masterclasses and unique parties. It provides opportunities to connect the digital media businesses with documentary makers to support cross-platform development.

Sheffield is also home to the **Children's Media Conference** who are collaborators and catalysts in childrens media and entertainment. They work across the UK, and internationally, organising events and stimulating business and creative developments in the field of interactivity and convergence in childrens content.

It is the combination of the high-end creative and technical skills along with leading events such as Doc/Fest and the Children's Media Conference that make Sheffield a major hub of digital media activity.

"We love the close-knit, hard working, fun-loving vibe of this city and its creative community."

Nicola Mayer, Yoomee

Sheffield City Region offers...

UNIQUE PEOPLE AND SKILLS

- Over 2.1 million people live within a 60 minute peak commute of Sheffield giving you a great recruitment catchment
- Close to 1.4 million 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 within a one hour travel time, with 313,000 students and 92,000 graduates each year
- 7,000 students in Sheffield studying for qualifications directly related to the creative and digital industries
- Over 60,000 people speak a second language and there are over 11,500 students in Sheffield from outside the UK
- The 'Made in Sheffield' brand is synonymous with quality and pride, it's in the city's culture and DNA
- Salaries in software development and IT Technical support positions are 10-20% below the national average
- The Sheffield work ethic supplies you with loyal and flexible employees

SPECIALIST WORKSPACES

Sheffield benefits from excellent business premises specifically designed to support the growth of creative and digital businesses. There are three such facilities all within a short walk of the railway station:

- **Electric Works** is a managed workspace facility at Sheffield Digital Campus which offers state-of-the-art office accommodation with an advanced digital infrastructure
- **The Workstation** with a focus on creative and media businesses, is part of a complex not only providing office space, but a five screen independent cinema and café bar
- **Sheffield Technology Parks** is a location where new start technology companies in the CDI sector can thrive and access support

These facilities not only provide flexible business spaces for dynamic creative and digital businesses, they also provide environments where companies can network and collaborate with like-minded people.

THE RIGHT CONNECTIONS

- Six international airports within a 65 mile radius to connect you to the world
- UK time zone is perfect for connecting offshore operations in UK-India-US
- Well connected to other cities: at the heart of the UK road and rail network
- Sheffield to London by train in only two hours and four minutes – reduced to one hour and 45 minutes by 2019
- The least congested city in England according to GVA Grimley, with an extensive tram and bus network for easy commuting
- Sheffield has an excellent digital infrastructure and is a significant location in the UK for internet connectivity given its proximity to existing national telecommunications networks. This provides efficient access to the rest of the UK, to Europe and the world
- Digital Region – a 350 mile fibre optic network covers Sheffield and the surrounding area, and reaches 1.3 million people, over 500,000 homes and 40,000 businesses. This unique network makes the Sheffield City Region a UK leader in broadband technology

“Creative Sheffield have provided CiT Digital with valuable support in relation to finding premises and recruitment. They also assisted by brokering an introduction to University of Sheffield which resulted in a research collaboration.”

Richard Cruz, CiT Digital

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.



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