

# E-learning



Sheffield

# Welcome to Sheffield

The UK's most business  
friendly city

## E-learning

Sheffield is increasingly being seen 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, creating a vibrant and competitive location of choice. Sheffield has transformed into a modern, cosmopolitan and multicultural city featuring impressive public places and great creative workspaces.

**Sheffield is innovative by nature** – locate your e-learning 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 creative talent pool of 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 workers on offer in England's fourth largest city, plus the business friendly environment and it's a 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 supply of skills for your growing business. There is also a major skills initiative, shaped by businesses, as part of the Government City Deal initiative.

**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 successful operational performance. 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 Media City in Manchester and London's Tech City.

**Improve your performance** – Sheffield employees are well-motivated and have a great work ethic; they also know how to find the right balance between work and play.

Sheffield offers 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.

Front cover image  
**Learn Direct, Sheffield**





**"Sheffield has demonstrated that it is an ideal location for e-learning businesses and provides companies in the city with the environment they need to thrive in the long term."**

David Patterson, Learning Light

**Electric Works**  
Sheffield Digital Campus



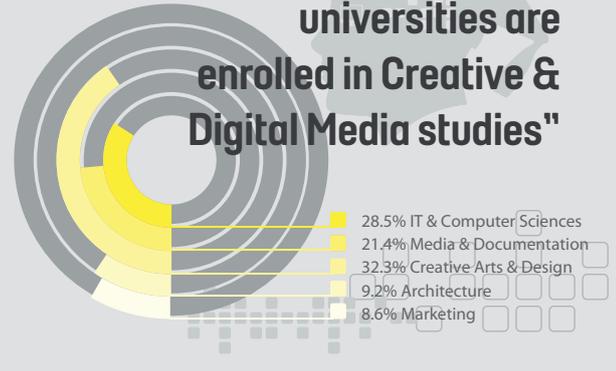
**"Our Sheffield-based software teams are vital to the delivery of a major contract in Australia. We are investing in both the location and working environment to ensure we attract and retain the quality of people required for our most exciting challenge yet."**

Clive Ansell, Chief Executive Officer,  
Tribal's technology business

# Sheffield: The UK's e-learning capital

East West Locations

"7,000 undergraduates at Sheffield's two universities are enrolled in Creative & Digital Media studies"



The creative and digital industries sector in Sheffield City Region has seen substantial growth in the past decade, with the emergence of specialist companies and the growing number of e-learning jobs. Sheffield has a significant cluster of e-learning businesses in the city all contributing to Sheffield's growing reputation as a centre of e-learning expertise. This growth has accelerated since the launch of Ufi in 2000. Their Learndirect brand is now nationally recognised as the UK's leading online learning provider.

## YOU'RE IN GREAT COMPANY!

As a new or relocating business in Sheffield, there is a wealth of expertise to tap into. There are leading industry standards specialists, e-learning designers and e-learning consultants. The city is an innovative place and home to a cluster of rapidly growing e-learning companies such as:

- **Line Communications** – with the majority of their staff based in Sheffield the company have been recognised by the British Computer Society as the market leader in bespoke e-learning content development
- **Kineo** – as part of the City and Guilds group, this company specialise in consultancy and rapid e-learning

- **Tribal** – the leading international education technology company services major global contracts from its Sheffield base
- **Desq** – experts in e-learning and game-based training. Clients include BP, ASDA and the BBC

## GREAT EXPERTISE

- **Learning Light** is a centre of excellence in the use of e-learning and edtech. This centre continues to promote Sheffield as a venue for the UK's key players in the sector. It also carries out research and produces expert market analysis reports on the UK's e-learning industry
- **Sero Consulting** are a multi-disciplinary team who specialise in education and technology, offering research and consultancy services to universities, colleges, business and public sector organisations, government agencies, the European Commission and the OECD
- **Sheffield Hallam University** is home to the multi-disciplinary **Communication and Computing Research Centre (CCRC)** which analyses the nature of effective communication, exploring the use and design of technology
- **The University of Sheffield** – the **OAK Group (Organisations, Information and Knowledge Group)** carries out research on information and knowledge technologies for tomorrow's web, with a particular focus on the use of knowledge management

## NETWORKS

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 grassroots 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?

LEARNDIRECT  
SUPPORT  
10,000  
LEARNERS  
EACH DAY

**"Our vision is to develop a global network of creative Kineo studios to support our clients locally and to attract the best e-learning talent in the region. We were attracted by the established e-learning cluster in Sheffield and the opportunity to grow a substantial operation in the city to serve clients in the region including Ufi/learndirect."**

Steve Rayson, Managing Director, Kineo

## 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 in an hours travel time with 313,000 students and 92,000 graduates each year
- 7,000 students in Sheffield are studying for qualifications directly related to the creative and digital industries sector
- 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 provides 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 creative and media businesses is part of a complex not only providing office space, but also a five screen independent cinema and a café bar
- **Sheffield Technology Parks** is a location where new start technology companies in the CDI sector can access support

These facilities, not only provide the flexible business space for dynamic creative and digital businesses, they also provide an environment where companies can collaborate and network with like-minded people and organisations.

### THE RIGHT CONNECTIONS

- 6 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 being at the heart of the UK road and rail network
- Sheffield to London by train in only two hours and four minutes, reducing 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
- An excellent digital infrastructure and 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 has always been very supportive of The Workshop and is a great champion of the e-learning cluster in Sheffield.”**

**Mark Pearce, Director, The Workshop**

## 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