

Software and IT



Welcome to Sheffield

The UK's most business
friendly city

Software and IT

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, making it a vibrant and competitive place where people choose to be. 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 software and IT 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 the 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 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 digital and IT 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 performance. Many digital and IT 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 well-motivated and have a great work ethic; they also know how to find the 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.

David Richards
WANdisco



“We've found there's talent in the UK in abundance. Sheffield gives us the ability to recruit the right people with advanced technology skills and a lower operating cost than London.”

David Richards, CEO, WANdisco

ZOO



Software and IT

An environment for growth

Sheffield has provided the ideal environment for a number of companies who all began as new starts in Sheffield and grew to become major national and international players. Take for example:

- **Plusnet** – Sheffield is home to this dynamic company who are one of the most innovative Internet Service Providers in the UK. The company was launched in the city in 1997 and acquired by BT 10 years later. With almost 1,000 people now employed at the Sheffield office, the business continues to go from strength to strength
- **Zoo Digital** – One of the leading providers of workflow solutions for the creative media industries. Zoo work with organisations including film studios, video game developers, music publishers, toy companies and book publishers to simplify the production of creative materials

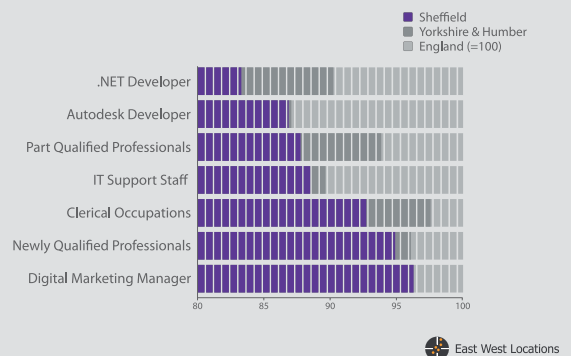
Sheffield also provides a robust base for a number of global IT industry operators including:

- **HSBC** – The major international bank has had a presence in Sheffield since the 1970's when Midland Bank chose the city for a significant investment following a nationwide search. Sheffield is now the principal home of HSBC's IT operations in Europe and the centre employs over 2,000 people
- **WANdisco** – Sheffield is the location for the European headquarters and primary development centre for the AIM listed software developer. Founded in Silicon Valley, WANdisco chose Sheffield for the city's competitive operating costs and quality workforce

These companies have demonstrated that they can find appropriate business premises at a competitive cost in Sheffield and they are able to attract and retain the employees they need.

Cost Competitive UK location

"Creative & Digital salary costs in Sheffield are up to 18% below national levels"



The skills and knowledge base here is one of the best in the UK, supported by two highly-ranked universities (The University of Sheffield and Sheffield Hallam University) and bolstered by a brand new University Technical College that has a focus on creative and digital industries.

Sheffield offers investors a central UK location with great transport links, a business friendly and cost-competitive environment and a great quality of life.

The University of Sheffield and Sheffield Hallam University together produce over 20,000 graduates each year and almost 2,000 students at these institutions are studying for qualifications related to IT and computer science. The University of Sheffield's Faculty of Engineering, which includes the top-rated Computer Science Department, is second only to Imperial College London for research income.

ADVANCED COMPUTING RESEARCH CENTRE

The University of Sheffield is taking a successful model for industry-academic research collaboration, the Advanced Manufacturing Centre, and extending it

Did you know?

THERE ARE 12 UNIVERSITIES WITHIN ONE HOUR'S TRAVEL TIME

into the digital sector. Activity will focus on collaborative research and applied research and development, graduate entrepreneurship and postgraduate applied studentships. The three main themes for the research centre will be:

- Big data / data analytics
- Simulation
- Software testing

Private sector partners include ARM, Zoo Digital, WANdisco, Accenture, Mott Macdonald, IBM, Thales and Costain.

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 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.

"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 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 1 in 4 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
- Over 60,000 people speak a second language and there are over 11,500 students in Sheffield from outside the UK
- "Made in Sheffield" 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 gives loyal and flexible employees

SPECIALIST WORKSPACES

In addition to a supply of Grade A offices for larger occupiers, Sheffield benefits from excellent business premises specifically designed to support the growth of smaller digital and IT businesses. There are three such facilities all within a short walk of the railway station:

- **Electric Works** is a managed workspace facility at the 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 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 network with like-minded people and collaborate.

THE RIGHT CONNECTIONS

- 6 international airports within a 65 mile radius to connect you to the world
- The UK time zone is perfect for connecting offshore operations in US-India-UK
- Well connected to other UK cities: at the heart of UK road and rail network

- Sheffield to London by train in two hours four mins - one hour 45 mins by 2019
- Sheffield is 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. The unique network makes the Sheffield City Region a UK leader in broadband technology

SHEFFIELD CLOUDCITY

The Sheffield CloudCity initiative aims to drive economic growth through attracting technology based jobs to the Sheffield City Region. It is an ambitious plan to transform the region's economy through the development of next generation data centres, collaboration and cluster development and a programme to support the digitisation of key business sectors. Key objectives include the launch of a dotforge accelerator - a technology start-up programme to help start-up companies and attract talent to the region by offering dedicated mentoring and assistance.

“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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