

Sheffield

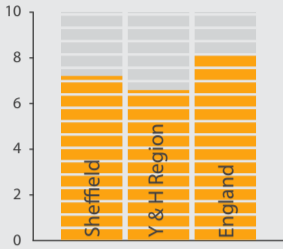
Creative & Digital Location Infographic

2.1 million
residents

1.4 million
of working age

"Sheffield's 1 hour recruitment
catchment is the 6th largest
in the UK"

7.2% change in total
population since 2001



"The catchment population has been growing
at a faster rate than the Yorkshire region.."

1 million
total labour pool



employees 85.9%



jobseekers 5.9%

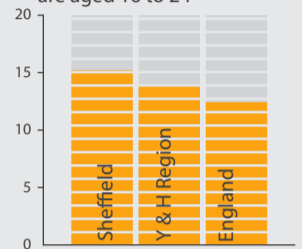


economically inactive
who want to work 8.2%

excludes self employed and HM Forces

140,750
under 24

15.2% of all employees
are aged 16 to 24



26,750
IT & Digital Media employees



- 9.7% IT Manufacturing
- 58.5% IT Services
- 22.8% Telecomms
- 9.0% Digital Media

15,700
Creative Industries employees



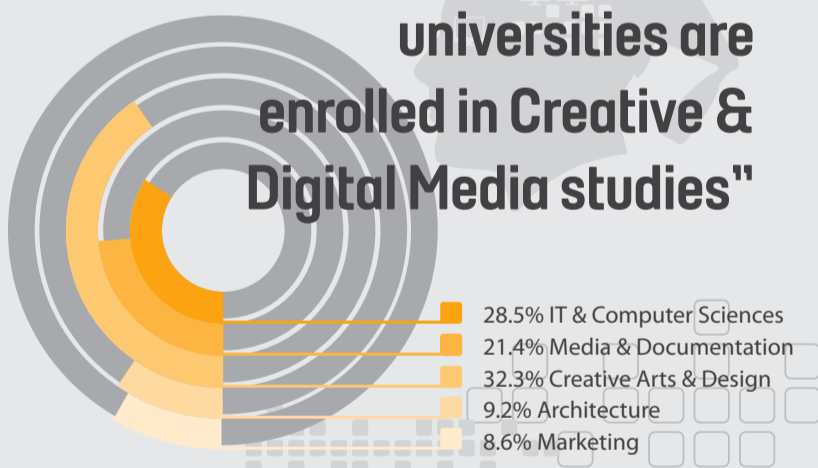
- 6.9% Advertising
- 7.0% Architecture
- 7.1% Music & Visual Arts
- 7.3% Digital & Gaming
- 55.4% Software Consultancy
- 8.3% Other Publishing
- 8.0% Other Creative Industries

"Two fifths of Yorkshire's IT, telecommunications and
digital media jobs are in Sheffield"

14 Universities
within 35 miles
343,250 students



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



Cost Competitive
UK location

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

