

# THE MJ

## INWARD INVESTMENT GUIDE TO THE UK

In association with  17-18 October 2018, Olympia, London

### **FEATURING:**

London, The South East, The South West, East of England  
The West Midlands, The East Midlands, Yorkshire and Humberside  
North West, North East, Scotland, Wales, and Northern Ireland



# Welcome to our investors' guide

Welcome to The MJ's bi-annual Investment Guide to the UK produced by the publishers of The MJ magazine, the leading weekly news publication for UK local government. Our guide is published twice a year and distributed at the fifth Mipim UK event in London in October and at Mipim Cannes in France in March.

Despite uncertainty around Brexit, any visitor to the UK will be astounded by the amount of building and regeneration taking place in the UK's towns and cities, especially outside London. Assuming there is a deal by March 2019 then pent-up demand by investors will be unleashed, stoking a welcome economic uplift which will be good news for developers and local authorities. Global international investors remain committed to the UK real estate

market, knowing that the country is a good long-term investment option.

In addition local authorities are increasingly aware of the value of their property assets and keen to do business with partners as a way of bringing in much-needed revenue to make up the shortfall caused by government spending cuts.

Business rate retention continues to be on the horizon as government grant is phased out, though the increasing instability of business rate caused by a downturn in traditional bricks and mortar retail makes 100% retention a question.

This guide aims to give investors, especially those from outside the UK, a snapshot of the immense potential available in the UK's 12 English regions and the three devolved countries of Scotland, Wales and

Northern Ireland. Each write-up includes a summary and details of the region or country and information about Local Enterprise Partnerships. We hope investors find it helpful as they decide which of the many enticing options to choose from within the UK.



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## A line-up of top speakers and exhibitors at Mipim UK

Major investors are confirmed to attend the show, including Aviva, AXA, Barclays, BNP Paribas, CBRE Global Investors, LaSalle Investment Management, Legal & General Investment Management and TH Real Estate, alongside delegations from international investors including Saudi Aramco, Rasameel Investment (Kuwait), Temasek (Singapore), and Chinese investors Kailong Group, Lui Chong Hing Investment and Fosun Property Holdings. A full list of attendees is below.

### Keynote speakers include:

**Graham Stuart**, *Minister for Investment*  
**Wednesday 17th October 9.30am**  
**Breaking Down the Barriers**

The future relationship between the UK and the EU will ensure the UK has an independent trade policy. How does the UK break down the barriers to ensure success?

### He will be closely followed by:

**Vince Cable**, *Leader of the Liberal Democrats*  
**Wednesday 17th October 10am**  
**UK's Changing Place in the World Order**

Vince Cable will talk about his priorities to make sure the UK remains at the heart of the EU, building an economy that works for everyone and investing in high-quality public services.

**Nick Walkley**, *chief executive of Homes England*  
**Thursday 18th October at 9.30am**  
**Changing the Housing Game.**

With the UK housing crisis still high on the national agenda, Nick delivers his keynote speech titled Changing the Housing Game.

Following the recent announcement by Prime Minister Theresa May of a £2bn government fund for the construction of low-cost housing, this will be a critical opportunity to hear from the man leading the work to disrupt the land and residential

funding market to increase and accelerate the supply of new homes.

### Mayor's Think Tank:

**Thursday 18th October at 10am.**  
**Andy Street**, *The West Midlands Combined Authority* **Tim Bowles**, *Bristol Mayor* and **Steve Rotherham**, *Liverpool Mayor*

End-users and occupiers are attending from companies as diverse as **Renault** (France), **ArcelorMittal** (Luxembourg), **Big Yellow Self Storage**, **Google**, **Halliburton**, **Jaguar Land Rover** and **Kuehne+Nagel**.

### Thursday 18th October at 11am

A dedicated conference session will look at the future of the workplace and how workplace culture, office design and wellbeing are affecting businesses' ability to attract and retain talent.



## Investors attending Mipim UK include:

• AG Asia Investment Limited • APG Asset Management  
 • Ara Asset Management Pte Ltd • Ardian France  
 • ASF Group • Assura Plc • Aviva Investors • AXA Im - Real Assets • Barclays • Barclays Corporate Real Estate  
 • BNP Paribas • BNP Paribas • Broadoak Asset Management • C Le Masurier • Candy Capital • CBRE Global Investors • Centurion Corporation Ltd • Cheyne Capital Management (UK) Llp • Cording Real Estate Group Ltd • Cornelius Enterprises • Courtenay Investments Ltd • Dominvs Group • Ehmhm • Estates And Infrastructure Exchange • Evans Randall • Firethorn Trust • Fosun

Property Holdings Ltd. • Fushi Investment Management Ltd • Generali Real Estate • Godwin Capital • GRE Assets • Greystar • Grindrod Property Private Equity (Pty) Limited • Hammerson Plc • HPH Ltd • Hutchison Whampoa Properties (Europe) Ltd • Inspired Asset Management • Ivanhoe Cambridge Europe • Ivanhoe Cambridge Inc. • Kailong Investment Management Hongkong Ltd • KKR Ltd • L1 Uk Property Pty Ltd • Landsec • Lasalle Investment Management • LGIM Real Assets • Liu Chong Hing Investment Ltd • LWPO Limited • Market Financial Solutions • MBU Capital • Morgan Sindall Investments

Limited • Newriver Reit Plc • Northridge Capital Limited • Orion Capital Managers Llp • Palace Capital Plc • Partners Group • PFP Capital • Phoenix Capital Partners • Prosperity Capital Partners • Quintain • Raptor Capital Partners Limited • Rasameel Investment Co. • Realia Capital Group • Roca Investments Ltd • Royal British Legion • Saudi Aramco Pension Fund • Sharjah Asset Management • Shinhan Bank • Sigma Capital Plc • St. Modwen Developments Ltd • Stanmore Investments Limited • Starwood Capital • Strong Grace Limited • Temasek International (Europe) Limited • TH Real Estate





# Strong international trade figures despite headwinds

There has been good news on the UK's trade balance. UK exports to the world rose by £33bn in the year to August 2018, an increase of 5.5%, compared to the same time last year according to latest Office for National Statistics figures issued in October.

#### OTHER MAIN POINTS INCLUDE:

- The country's renowned service sector continues to grow with exports up 5.3% to a record high of £289bn, increasing the service surplus to £11.8bn
- Goods exports also increased by 5.6% to £348bn
- On a rolling annual basis, annual exports continue to grow faster than imports for the 13th consecutive month, with the overall trade deficit narrowing by £14bn in the year to August 2018

The news comes after the launch of the government's Export Strategy which sets out a new ambition to increase exports as a proportion of UK GDP to 35%, to make the UK 'one of the G7's most successful exporters'. The UK's international trade secretary Dr Liam Fox MP said: 'The trade figures show demand for UK goods and services continues to grow, as overall exports rose to £637bn – up 5.5% on this time last year – and the trade deficit continued to narrow by £14bn over the last 12 months.'

The total UK trade deficit (goods and services) narrowed £4.7bn to £2.8bn in the three months to August 2018. Removing the effect of inflation, the

total trade deficit narrowed £6.1bn to £0.8bn in the three months to August 2018. A £3.5bn narrowing of the goods deficit plus a £1.1bn widening of the services surplus led to the £4.7 billion narrowing of the trade deficit in the three months to August 2018. The narrowing goods deficit was due mostly to falling imports of unspecified goods (including non-monetary gold) and rising fuels exports in the three months to August 2018.

The trade in goods deficit narrowed £2.4bn with the EU and £1.1 billion with countries outside the EU in the three months to August 2018. In the 12 months to August 2018, the total trade deficit narrowed £13.5bn due to rises in exports for goods and services that were partially offset by corresponding rises in imports.

Liam Fox added: 'As we prepare to leave the European Union, we're seeing the UK shift towards selling more than we buy, with exports increasing faster than imports. My international economic department will continue to work with companies across the country to ensure they are able to thrive and make the most of global opportunities. Overall, exports of goods and services to non-EU countries has increased since 2000.'

The UK also operates a trade surplus of more than £40bn with non-EU countries, with this having been a deficit as recently as 2010. In 2017, eight of the ten fastest growing markets for UK exports since 2010 were outside of the EU, while exports of services to the key non-EU markets of USA, China and Japan have all increased by more than 85% since 2010. ●



One of the UK's biggest growth areas is the Midlands. The Department for International Trade's (DIT) global network, based in 177 cities around the world, has been contacting investors to promote the opportunities and attract top global investment into the Midlands and promoting its High Potential Opportunities Areas.

Earlier this year, the government announced more than £30bn worth of investment-ready projects, of which nearly £11bn are in the Midlands. The DIT works directly with companies in 60 countries around the world. Last year, DIT supported 1,682 investment projects which created or safeguarded 81,206 jobs in the UK. Of this, 196 investment projects were supported across the Midlands, safeguarding 298 local jobs.

Published by Hemming Media, publishers of: •The MJ • themj.co.uk • 32 Vauxhall Bridge Road, London SW1V 2SS. ☎: 020 7973 6400.



Our other products include: Municipal Year Book, Transport Network Localgov.co.uk, and Local Government News

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# London means business

London is maintaining its status as a world-leading business destination while laying the foundations for further growth

Brexit has brought uncertainty along with a long list of places vying to knock London off its perch as Europe's financial capital and business hub.

And yet study after study suggests it's cementing its position at the top.

Earlier in the year it was named Europe's most attractive city for businesses and employees in Colliers International's Cities of Influence report with access to a highly skilled workforce a major factor.

The latest, from CBRE, ranked London number one in the EMEA region for technology clusters. Figures from London & Partners, the mayor's official promotional agency, show London has attracted over £4bn of venture capital investment in technology firms since 2016 – around double the amount invested in the whole of Germany.

If the housing market is any kind of barometer for the capital's economy, the signs are bright.

Latest analysis, also from CBRE, shows significant recovery in the inner London property market and rapid growth in outer boroughs. Major investment in regeneration and infrastructure are behind the boom, it says, with areas such as Waltham Forest and Barking and Dagenham feeling the benefit of renewed confidence.

Improved connectivity both within London and between the capital and the rest of the UK continues to be the backbone of success. Crossrail – Europe's biggest infrastructure project – will add 10% to central London's rail capacity when its first section, the Elizabeth line, opens in 2019.

Meanwhile, the opening of new station at Old Oak in north London in 2026 will connect the Elizabeth line and National Rail services to HS2.

The draft London Plan, due to be adopted next year, sets out proposals for a number of major transport projects including Crossrail 2, which would bring much needed improvements to

services into the South East. In each case, the plans go hand in hand with a strategy to drive economic growth, unlock potential in under-invested areas that offer better affordability and in doing so help to accommodate the demand that London attracts.

London accounts for more than a fifth of the UK's economic output and has unique strengths in specialist fields like finance, law, business services, technology and creative industries, as well as attracting more than 19 million visitors from around the world every year and providing a gateway to the rest of the UK.

The London Plan predicts population growth of 70,000 a year with overall numbers rising from 8.9 million to 10.8 million by 2041. During the same period some 49,000 new jobs are expected to be created annually.

Central London is identified as vital to the city's economic success. The Central Activities Zone – taking in areas such as the South Bank and West End – and the northern part of the Isle of Dogs are together described in the Plan as 'one of the most connected places in the world'.

'Crossrail and the Thameslink programme will significantly increase the number of people within 45 minutes' travel time of central London, improving access to the labour market and the competitiveness of businesses,' it says.

By 2041 the area will accommodate more than 367,000 extra jobs and 3.5 million sq m of office space.

Investment across outer boroughs will broaden London's appeal to investors and businesses. A number of 'opportunity areas' throughout London have been identified and earmarked for new homes, employment sites and infrastructure.

The biggest area by far is north and south of the Thames Estuary where redevelopment is expected

to bring more than 250,000 homes and 200,000 jobs. ●

## INFORMATION



The London Economic Action Partnership (LEAP), which operates through the Greater London Authority, is the local enterprise partnership for London. The LEAP brings entrepreneurs and business together with the Mayor and London Councils to identify strategic actions to support and lead economic growth and job creation in the capital.

[www.lep.london](http://www.lep.london)





# Magnet for growth

Luxury apartments at Brighton Marina, East Sussex

The South East offers a winning combination of great connectivity, a diverse economy and highly skilled workforce and some of the most desirable places to live in the country

It has the largest population and economy in the UK outside London and next year its growth is expected to outstrip the capital.

The South East has an abundance of strengths, from high levels of education and skills and booming business start up rates to its concentration of jobs in professional and technical services.

These 'key ingredients' will see the region deliver the UK's highest economic growth rates in 2019, according to PwC.

Its economy is worth around £350bn and the South East is home to dozens of world-leading brands, from American Express to Nestlé.

Part of the attraction is its connectivity with a number of ports (including Dover, Europe's most popular passenger port) along with Heathrow, Gatwick, Stansted and Luton airports on its doorstep as well as easy access to major motorways and fast rail links into London.

But for many firms and investors, it's the region's long-standing reputation for excellence in a diverse range of sectors such as aerospace, pharmaceuticals, IT, biotech, healthcare, life sciences and high tech engineering, as well as creative industries, that make it so appealing.

The South East's population of almost nine million people is spread across thriving coastal cities like Brighton and Southampton – the first port of call for Far East trade.

It takes in fast-growing conurbations like Reading – a hub for technology-based businesses that's expected to be the UK's top city for GVA growth by 2020 – and Milton Keynes. It also includes the city of Oxford, whose world famous university alone is estimated to be worth £7.1bn to the economy.

Oxford and Milton Keynes, together with Cambridge, form a growth corridor taking in some of the UK's most productive, successful and innovative towns and cities with leading edge research and high tech firms.

Assets like this make the South East a magnet for investors – in 2016 the region accounted for 11.5% of foreign direct investment, bettered only by London.

It also currently has the UK's joint lowest unemployment rate, at 3.4%, and a highly skilled workforce. For example, within the Enterprise M3 local enterprise partnership area, which covers much of Surrey and Hampshire, some 42.4% of adults have an NVQ Level 4 qualification or above.

The strength of the region's workforce is reflected

in average earnings. A Centre for Cities report published in May revealed that the South East accounts for five of the top 10 highest earning places: Reading, Crawley, Milton Keynes, Slough and Oxford.

Aside from outperforming the rest of the UK when it comes to economic growth, the region's population is also rising. Between 2016 and 2026 it's expected to grow by 6.4% to more than 9.6 million, according to the Office for National Statistics.

In order to accommodate that growth, new settlements will be created. It's telling that of the 200,000 homes being created through the Government's Garden Communities programme, almost half fall within areas covered by the South East Local Enterprise Partnership at East Sussex, Essex, Kent, Medway, Thurrock and Southend.

The sheer volume and variety of job opportunities on offer combined with quality of life it provides – for example, the region includes a national park, numerous Areas of Outstanding Natural Beauty and green belt – add to the demand in what is already a densely populated region.

It is hoped this will take some pressure off house prices in the South East, which are the highest in the UK outside of London. ●

## INFORMATION



### THE SOUTH EAST LEP

#### South East LEP

East Sussex, Essex, Kent, Medway, Southend and Thurrock: [www.southeastlep.com](http://www.southeastlep.com)

#### Enterprise M3 LEP

Most of Hampshire and Surrey: [www.enterprise3.org.uk](http://www.enterprise3.org.uk)

#### Coast to Capital LEP

London Borough of Croydon, East Surrey, Gatwick Diamond, Brighton & Hove, Lewes and West Sussex: [www.coast2capital.org.uk](http://www.coast2capital.org.uk)

#### Solent LEP

Portsmouth, Southampton, the Isle of Wight and

M27 corridor: [www.solentlep.org.uk](http://www.solentlep.org.uk)

#### Thames Valley Berkshire LEP

Bracknell Forest, Reading, Slough, West Berkshire, the Royal Borough of Windsor and Maidenhead and Wokingham: [www.thamesvalleyberkshire.co.uk](http://www.thamesvalleyberkshire.co.uk)

#### Buckinghamshire Thames Valley LEP:

[www.buckstvllep.co.uk](http://www.buckstvllep.co.uk)

Hertfordshire LEP: [www.hertfordshirelep.com](http://www.hertfordshirelep.com)

Oxfordshire LEP: [www.oxfordshirelep.com](http://www.oxfordshirelep.com)





Dartmouth from the castle on the estuary of the river dart devon

## A region of contrasts

It's a haven for those looking to escape the rat race but the South West is in the fast lane when it comes to innovation

For many people, the South West conjures up images of idyllic seaside locations, rural retreats and an altogether slower pace of life.

It's true that this vast region's stunning coastline and countryside make it one of the UK's most popular visitor destinations and tourism is worth £6bn a year.

But the South West is an area of contrasts where both traditional industries and cutting edge sectors are thriving to create a regional economy worth around £200bn a year.

It has more coastline than any other region – 700 miles stretching from Poole to the Severn Estuary – so perhaps it's no surprise that its ports are a major part of the economy and contribute £16.4bn a year.

To the north of the region in Cheltenham is the focal point of the largest concentration of cyber security activities in Europe. Cyber Park is not only the home of GCHQ's headquarters but also a growing number of organisations that form Cheltenham's cyber cluster.

Directly south of that lies the West of England Combined Authority area that takes in the historic cities of Bristol and Bath along with surrounding communities. This part of the region alone is worth £31bn a year and is home to 43,000 businesses, many of which are in high value sectors such as advanced aerospace and engineering, defence, digital and high tech, and green technologies.

The area can also boast the highest survival rate for SMEs in England.

Meanwhile, to the east of Bristol and Bath, the county of Wiltshire is capitalising on its location, lower commercial rents than the South East and easy access to London, Oxford, Cardiff and the Midlands via the M4 and fast rail links. More than 30,000 businesses are located there, generating £18.3bn a year. Some

61% of the 700,000 population, more than a quarter of who live in Swindon, are of working age and 39% are qualified to NVQ Level 4 or above.

The southernmost areas of the region – Cornwall, Devon, Somerset and Dorset – are renowned hotspots for tourism. It's here that you'll find the English Riviera, a 22-mile stretch of coastline taking in resorts, rocky coves and picturesque villages along with the Jurassic Coast, moorland national parks and medieval towns.

But their economies have diversified in recent years and sectors such as agritech and environmental industries have come to the fore.

For example, the number of enterprises based in the Heart of the South West LEP area, which covers Devon, Somerset, Plymouth and Torbay, has increased by 12.3% since 2011.

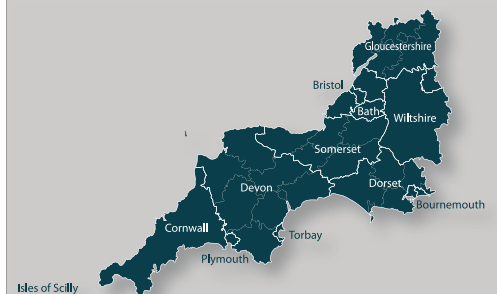
The city of Plymouth, famous for being the largest naval base in Western Europe, is an important centre for marine manufacturing and accounts for almost 10% of England's marine industry.

Although the South West's 23,800 km<sup>2</sup> represents 18% of the total area of England, making it bigger in area than both Wales and Northern Ireland, its population of 5.5 million people makes up just 10% of the country's total.

It has the lowest population density in England. But this, again, disguises contrasts across the region. Bristol is among the country's top 10 largest cities while Plymouth is home to a quarter of a million people.

The South West also includes sizable, growing towns such as Bournemouth, which together with neighbouring Poole and Christchurch has a population of 400,000 and is set to grow in the coming years thanks to major regeneration plans. ●

### INFORMATION



#### LOCAL ENTERPRISE PARTNERSHIPS IN THE SOUTH WEST

##### CIOS LEP:

Cornwall and Isles of Scilly  
 ⓘ [www.cioslep.com](http://www.cioslep.com)

##### Heart of the South West LEP:

Devon, Somerset, Plymouth and Torbay  
 ⓘ [www.heartofswlep.co.uk](http://www.heartofswlep.co.uk)

##### West of England LEP:

Bristol, Bath, Weston-Super-Mare  
 ⓘ [www.westofenglandlep.co.uk](http://www.westofenglandlep.co.uk)

##### Swindon and Wiltshire LEP:

ⓘ [www.swlep.co.uk/](http://www.swlep.co.uk/)

##### GFirst LEP:

Gloucestershire:  
 ⓘ [www.gfirstlep.com](http://www.gfirstlep.com)



# Brimming with Energy

The eyes of the world are on Sedgemoor in Somerset as a host authority for the first of a new generation of nuclear power stations in the UK. Already the fastest growing district in the region, Sedgemoor is keen to build on this momentum by taking full advantage of the opportunities presented by the construction of Hinkley Point C power plant and ensuring there is a legacy long after Europe's largest building site is occupied by the finished station.

An important step in that direction has been the Council's successful bid for Enterprise Zone status for one of the most strategically important land parcels in the country, a 256-hectare brown field site just north of the main town, Bridgwater, with 90 hectares allocated for commercial energy related uses. The delivery of this Energy Park will go a long way to meeting the town's aspiration of becoming a low-carbon, commercial hub for the region, accommodating foreign direct investment as well as UK growth.

Sedgemoor sits at the heart of Somerset, itself central to the region, with the Severn Estuary on its western side. While predominantly rural, its position midway between two of the County's major cities – Exeter and Bristol – has meant it has enjoyed substantial growth over the last decade. This has been the result of excellent communications and superb natural environment combined with a tradition for manufacturing and innovation and a determination to promote growth by seeking and supporting investment.

With growth and infrastructure as Corporate Priorities for the District Council, it has been possible



to embark on transforming the economy to one of higher value and to support high performing planning and development teams in their positive approach to business. Alongside Energy, the District is strong in the logistics and distribution, food and drink, high-tech and tourism sectors.

Commercial sites and sectors aimed at high end users require a skilled workforce and investment has been welcomed at Bridgwater & Taunton College for its National College for Nuclear and Centres for Energy Skills, Construction and Advanced Engineering. EDF Energy has located its National Leadership Training in Cannington and funded an Inspire programme in schools.

In addition to a skilled workforce, great quality of life and good transport links, the District has an impressive stock of development land at vantage points close to the M5 motorway, which runs through it. Work has commenced recently at Bridgwater Gateway - a mixed-use commercial development of more than 40-hectares overlooking Junction 24 offering industrial and office space as well as retail and a hotel. On the other side of the junction is more land at Huntworth earmarked for development. To the north of the town, at Junction 22, the well-established Isleport Business Park is being extended in a second phase that will almost double the employment space available.

**Sedgemoor**  
IN SOMERSET

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low carbon Energy and MORE  
[www.sedgemoor.gov.uk/business](http://www.sedgemoor.gov.uk/business)



West Midlands Region



Paradise Project, Urban Regeneration

# A regional renaissance

Record levels of investment and the promise of exciting things to come are making the West Midlands the place to be

‘Developing the regional economy underpins our ambitions – not only to deliver growth that all citizens benefit from, but also, as the export centre of the UK that will power the economy after Brexit.’

No one can deny the West Midlands Combined Authority has bold ambitions. This excerpt from its State of the Region report, published in July, is born out of a renewed sense of confidence that the region is now realising its potential.

The region’s population is 5.8 million and it includes the cities of Birmingham, Coventry, Wolverhampton and Stoke-on-Trent. The West Midlands has long been known as the birthplace of the Industrial Revolution and since the 20th century for its manufacturing prowess as the centre of the UK’s car industry.

Manufacturing continues to be a vital part of the economy – accounting for 15% of its output – with major names such as Jaguar Land Rover investing heavily in the region.

Having seen its performance lag behind the national average for a number of years, the tide is turning. Or as the combined authority puts it, ‘the West Midlands economy is undergoing a renaissance’.

It is the fastest growing region in the UK for goods exports and growth in both GVA per head and job creation is outstripping the national picture. It is also the strongest region for foreign direct investment and business start-ups – some 27,550 firms were created in 2016.

The West Midlands is now a major centre for areas such as business, professional and financial services, which account for around half of its GVA, and engineering, transportation and storage, construction and energy.

The driving force for the region is England’s second city, Birmingham, which has undergone a

radical transformation in the last 25 years thanks to major regeneration of the city centre.

A series of award-winning schemes have helped to create a vibrant international city with high quality public realm, much improved transport infrastructure and connectivity and modern workplaces that have attracted international names like HSBC to its financial district.

Birmingham’s journey took another major step forward when it was chosen to host the Commonwealth Games in 2022 – a move that is expected to boost the economy by a further £750m.

The news came the same month that Coventry discovered it had been selected to be UK City of Culture in 2021, an accolade that should raise the city’s profile and attract new investment.

Announcements like these have raised confidence in the region and the combined authority is aiming to capitalise on that.

Since its launch in 2016 it has brought a fresh impetus, bringing the West Midlands’ 18 local authorities and four local enterprise partnerships together and fostering a more joined up approach to growth. In particular, it has put the focus on addressing skills gaps and progress is being made with the number of people without qualifications dropping by more than 40,000 between 2016-17.

The combined authority is also working to improve the supply of new homes to complement investment in infrastructure and employment sites. Some 215,000 will be built by 2031.

One of the region’s competitive advantages is its location in the heart of the country and the access it has to motorway networks, international airports and improved rail services thanks to HS2.

Birmingham Airport, which welcomed more than 13 million passengers in 2017, will be the country’s

first and only HS2-connected airport by 2026, with huge growth potential. The new high speed lines will reduce average journey times from Birmingham to London to just 49 minutes while Birmingham to Manchester will be cut from one hour and 28 minutes to 41 minutes. ●

INFORMATION

**CWLEP**  
Coventry & Warwickshire: [www.cwlep.com](http://www.cwlep.com)

**Greater Birmingham & Solihull LEP**  
● [www.gbslepgrowthhub.co.uk](http://www.gbslepgrowthhub.co.uk)

**Black Country LEP**  
● [www.blackcountrylep.co.uk](http://www.blackcountrylep.co.uk)

**Stoke-on-Trent & Staffordshire LEP**  
● [www.stokestaffslep.org.uk](http://www.stokestaffslep.org.uk)

**The Marches LEP**  
Herefordshire, Shropshire and Telford & Wrekin  
● [www.marcheslep.org.uk](http://www.marcheslep.org.uk)

**Worcestershire LEP**  
● [www.wlep.co.uk](http://www.wlep.co.uk)





Jubilee Campus, Nottingham University



East Midland Train



Boston town centre, Lincolnshire

# Linking learning with business

The East Midlands offers many strategic advantages and its many universities are helping to make it a centre for innovation

INFORMATION

**LOCAL ENTERPRISE PARTNERSHIPS IN THE EAST MIDLANDS**

**Leicester & Leicestershire Enterprise Partnership:** [www.llep.org.uk](http://www.llep.org.uk)

**D2N2:** Derby, Derbyshire, Nottingham, Nottinghamshire  
[www.d2n2lep.org](http://www.d2n2lep.org)

**Greater Lincolnshire LEP:** [www.greaterlincolnshirelep.co.uk](http://www.greaterlincolnshirelep.co.uk)

**South East Midlands LEP:** Bedfordshire, Buckinghamshire, Northamptonshire, Oxfordshire and boroughs and districts of Northampton, Kettering, Corby, South Northamptonshire and Daventry  
[www.semlep.com](http://www.semlep.com)

The East Midlands could be described as the crossroads of England given its location at the centre of the country's strategic transport network. It shares borders with Yorkshire and Humber, the West Midlands, South East and East of England and covers six counties across an area of more than 15,600 km<sup>2</sup>.

The region takes in a large chunk of the Peak District, the UK's first national park and the location of Chatsworth House, Sherwood Forest, the Lincolnshire Wolds – designated an Area of Outstanding Natural Beauty – and Derwent Valley Mills, a UNESCO World Heritage Site.

But the East Midlands is perhaps most associated with the urban areas along the M1 corridor that account for a significant proportion of its 4.8 million population: Nottingham, Derby, Leicester and at its southernmost point, the town of Northampton.

Nottingham's economy expected to grow by 12.7% over the next decade while Leicester should 11.1% and Derby by 7.4%, according to a recent study by law firm Irwin Mitchell and the Centre for Economics and Business Research.

It also includes the market towns of Mansfield, Newark and Grantham, the cathedral city of Lincoln, the port town of Boston on the Lincolnshire coast and Loughborough, best known for its university which is consistently ranked among the top 10 higher education institutions in the country.

Towns such as Northampton, Corby, Wellingborough and Kettering in Northamptonshire are all fast-growing areas thanks, in part, to their proximity and rail and road links to London and the South East.

The region also benefits from its own international airport in north Leicestershire, close to Nottingham, Derby and Leicester. Already the UK's largest for dedicated airfreight, East Midlands Airport is used by 4.2 million passengers, serves more than 90 destinations and has plans to grow over the coming years. The East

Midlands has long been a major centre of manufacturing and it represents around 16.5% of the region's annual £100bn GVA. Derby's links with the rail industry go back more than 175 years.

The region's transport equipment manufacturing, which includes aerospace, automotive and rail, employs more than 26,000 people, includes international names such as Toyota, Rolls Royce and Bombardier, and generates £2.4bn a year. Linking in with its strong agricultural sector, food and drink manufacturing employs 57,000 people and is worth £3.6bn to the economy.

But it's also at the cutting edge of research and development for many of these industries. For example, the town of Daventry is the location of iCon, a national centre of excellence for sustainable construction and green technologies.

The Institute of Aerospace at the University of Nottingham is just one of the institution's areas of expertise with other key strengths being medicine and scientific research. More than 80% of the university's research is ranked 'world-leading' or 'internationally excellent'.

It's one of nine higher education institutions in the region with Nottingham Trent University, University of Derby, University of Leicester, De Montfort University, Loughborough University, the University of Northampton, the University of Lincoln and Bishop Grosseteste University College, Lincoln. Together they have more than 150,000 students, perform 18% of the East Midlands' research and development and have helped to establish links with towns and cities around the world.

For example, the University of Nottingham has campuses in Malaysia and China. The latter, in the city of Ningbo, serves 8,000 students and has enabled the university to build extensive partnerships with some of China's biggest companies and enable SMEs from the East Midlands to build links with the country. ●



North West Region



Salford area of Manchester with residential buildings surrounding a basin on river inwell



Albert Dock, a renovated Victorian dockland area

# Powering ahead

From Manchester and Liverpool's urban renaissance to unprecedented levels of regeneration, it's not difficult to understand why the North West is a draw for investors

With more than seven million people calling it home, the North West is England's third most populous region. Covering some 14,165km<sup>2</sup>, it's the country in a microcosm: vast rural areas, a national park – England's only mountain range, the Lake District – industrial communities, chocolate box market towns and villages, ports, seaside resorts and international cities.

The region takes in Cumbria, Lancashire, Merseyside, Greater Manchester and Cheshire and, of course, the world famous cities of Liverpool and Manchester. It's the beating heart of the Government's Northern Powerhouse strategy to boost economic performance in the north of England.

Lord Jim O'Neill, vice chair of the Northern Powerhouse Partnership, recently summed up the North's key strength – attributes that apply to the North West in particular: 'The unique aspect of the Northern Powerhouse, and why it is so crucial in rebalancing the economy, is that its towns and cities are close enough to create a true single market which can have a significant national impact.'

Although the region stretches from the border with Scotland to the north all the way down to its boundaries with the West Midlands, the majority of its population and economic activity are concentrated within a relatively small area across Greater Manchester, Cheshire, parts of Lancashire and Merseyside.

Once the centre of the world's textiles industry, the North West is now a highly diversified economy worth £167bn in 2016 – almost 10% of England's total – with a globally-competitive manufacturing sector specialising in areas such as advanced materials, textiles, chemicals and food and drink.

Assets such as MediaCityUK in Salford – where the BBC and ITV are based – Manchester's smart city testbed CityVerve and the world famous observatory Jodrell Bank, have made the North West the UK's second digital hub after London.

The region's dozen universities are a major science, research and innovation asset, for example creating the largest concentration of excellence in health research

nationally outside the South East. The University of Manchester's revolutionary work around the 2D material graphene is creating a knowledge-based economy focused on realising its huge potential by bringing together scientists, manufacturers, engineers, innovators and industrialists.

More than 100,000 students attend Greater Manchester's four universities alone and the city region's strengths in areas such as professional services, advanced manufacturing and creative and digital have led to projections for its growth to outpace cities including Berlin, Tokyo and Paris.

Like Manchester, the city of Liverpool has undergone something of a renaissance in recent years and is once again playing a full role as a major international port and visitor destination.

Liverpool's burgeoning 'superport' connects the city's historic port to the rest of the UK via water, road, rail and two international airports and it is undergoing £1bn of infrastructure investment. The new deep-water Liverpool2 container terminal can service 95% of the world's largest container ships and the city region is the base for world-leading logistics, energy, retail and manufacturing operations including – Cammell Laird, General Motors and Maersk.

To the south of the region, Cheshire has one of the most successful and productive economies and highly skilled workforces in the country with particular strengths in science and digital technology.

It has been described as the glue that binds the Government's Northern Powerhouse and Midlands Engine strategies together and the arrival of high-speed rail links via HS2 by 2026 will enhance already strong connectivity and build on its competitive advantages.

The North West is a major cultural and sporting destination thanks to a world-renowned music scene, award-winning theatres, galleries and museums and iconic football clubs in the shape of Manchester United, Liverpool and Manchester City. The Victorian resort of Blackpool, with its huge range of attractions, makes it one of Europe's most popular resorts and it attracts

18 million visitors a year. The region's natural assets are also a major draw with the Lake District alone accounting for more than 19 million visitors a year worth £1.4bn to the economy. ●

**INFORMATION**

**LOCAL ENTERPRISE PARTNERSHIPS IN THE NORTH WEST**

**Lancashire Enterprise Partnership:**  
 ● [www.lancashirelep.co.uk](http://www.lancashirelep.co.uk)

**Greater Manchester LEP:** ● [www.gmlep.com](http://www.gmlep.com)

**Liverpool City Region LEP:**  
 ● [www.liverpoollep.org](http://www.liverpoollep.org)

**Cheshire and Warrington LEP:**  
 ● [www.871candwep.co.uk](http://www.871candwep.co.uk)

**Cumbria LEP:** ● [www.thecumbrialep.co.uk](http://www.thecumbrialep.co.uk)





The Gateshead Millennium Bridge

# Making the most of your assets

The North East is well known for the warmth of its people and its affordable, business-friendly attitude is also creating a welcoming environment

## INFORMATION



### LOCAL ENTERPRISE PARTNERSHIPS IN THE NORTH EAST

**North East LEP:**  
County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland  
📞 [www.nelep.co.uk](http://www.nelep.co.uk)

**Tees Valley LEP:**  
Middlesbrough, Hartlepool, Redcar & Cleveland, Stockton and Darlington  
📞 [www.teesvalley-ca.gov.uk/lep](http://www.teesvalley-ca.gov.uk/lep)

Covering an area of 8,592 km<sup>2</sup>, the North East borders Scotland to the north, Yorkshire and Humber to the south and west, and with a population of around 2.6 million it's the UK's most sparsely populated region.

It is a place of contrasts, from the rural expanse of Northumberland with its national park and stunning coastline to the metropolitan areas of Tyne and Wear – home to the cities of Newcastle and Sunderland.

It also includes the university city of Durham and former mining communities of County Durham, and further south, the heavy concentration of industry within Teesside.

Industrial areas like this were the norm across the North East where mining, shipbuilding and other manufacturing were once its lifeblood but the region's economy is now far more diverse. Last year it exported some £12.7bn of goods with machinery and transport accounting for more than half of the total.

While manufacturing is still an important part of the economy, making up 11% of jobs, the region has a growing number of clusters in areas such as automotive and medicines. More than half of businesses in the North East are actively involved in innovation and the proportion employed in science, research, engineering and technology professions is growing.

The region has 21 enterprise zones in the North East LEP area alone that are designed to support economic growth by helping businesses to start up and expand via financial incentives.

They include the A19 Corridor in Sunderland, the UK's first designated area for ultra low carbon vehicles. It's close to the UK home of Nissan and expert support from the University of Sunderland's Institute for Automotive and Manufacturing Advanced Practice (AMAP).

A number of sites at the north bank of the River Tyne form one of the Government's Centres for Offshore Wind and Renewable Engineering and encourage investment in the sector while supporting a growing supply chain.

The region has no fewer than five ports, which handle more than 5.3 million tonnes of freight every year, and Newcastle International Airport – used by almost five million passengers for 95 different destinations. The North East also enjoys widespread superfast broadband connectivity with all local authority areas except Northumberland having at or above the national average.

Teesside's economy to the south of the region, once a hub of steel making and shipbuilding, is now famous for its chemical industries. The Tees Valley area, covering Darlington, Hartlepool, Middlesbrough, Redcar & Cleveland and Stockton, contributes £10bn to the UK economy every year and while large multinational companies provide the lion's share of employment, there are more than 13,500 SMEs in the sub region.

Tees Valley Combined Authority, launched in 2016, is now driving economic growth and job creation by promoting the area's investment potential. For example, the South Tees Development Corporation – described as 'the single biggest development opportunity in the UK' – aims to create 20,000 jobs over the next 25 years by transforming a 4,500 acre site into a world-class industrial park focused on manufacturing innovation and advanced technologies within a high value, low carbon, diverse and circular economy.

Durham University is ranked among the top 100 institutions in the world and together with the University of Newcastle, Northumbria University, University of Sunderland and Teesside University creates a student population numbering more than 100,000. More than 17,000 are from overseas and those international links have been cemented further through Newcastle's campuses in Malaysia and Singapore and Sunderland's campus in Hong Kong.

The North East's international outlook is also reflected in its economy. Some 3,680 businesses are foreign-owned, equivalent to 5.1% – higher than any other region. ●



# Selby District – at the heart of Yorkshire

Situated at the centre of the economic hubs of Leeds, Sheffield, York and Hull, we've got big plans for opening up brand new business space. With great road and rail connections across the UK, it's more affordable here than our neighbouring areas too, which means you get more for your money.

Our businesses are supported by a really well-qualified workforce. We've got the highest predicted population growth in North Yorkshire.

We're a great place to enjoy life, with a fantastic mix of market towns and picturesque villages. House prices here are lower than neighbouring urban areas. Our families benefit from top quality education and from living in one of the safest parts of England.



*“The success of Sherburn as a destination has proved that businesses get much more for their investment than elsewhere in the region.”*  
**Jeremy Nolan, Glentroot Director, Sherburn2 development.**

*“We love Selby. The town's full of history. New cafes and restaurants are opening all over and the town's transport links - and therefore catchment area - are superb.”*  
**Nicola Mooney, Director, The Escapologist bar.**



*“We don't under-estimate the importance of working in Selby, as there's a motivated workforce and superb strategic communications.”*  
**James Earl, Director, The Skills Network.**

Find out more: [selby.gov.uk](http://selby.gov.uk)



## Selby District – growth at the heart of Yorkshire

Business investment in the Selby district has been heating up this summer. The area is right at the heart of Yorkshire and benefits from fantastic road and rail access, with significant new business space coming onto the market.

In the last few months plans have been submitted for a major new development at Gascoigne Wood, near Sherburn in Elmet alongside the main trans-pennine rail route. We've also had confirmation of the first new business set to move onto the Sherburn2 business site. And plans have been submitted for a brand new 'creative hub' development at Church Fenton, which lies between York and Leeds.

### This shows huge confidence in the Selby district as a great place to do business.

At Gascoigne Wood, Tim Love, one of the Directors for the developers, Harworth, explained the impact this new investment will have, “The site represents a great opportunity to create thousands of new rail-connected jobs. We've spent a number of months working closely with Selby District Council, North Yorkshire County Council, technical advisors and key commercial agents to formulate a realistic plan to support these new jobs.”

At Sherburn2, local company Cromwell Polythene is expanding onto the new site, as they see their business go from strength-to-strength. Managing Director, James Lee, said, “This is a sound investment for us. We've outgrown our current premises in Sherburn and were looking for a larger building close by. The exciting Sherburn2 development next door is just perfect, allowing us to remain in a superb business and logistics location while creating new premises to suit our needs. Our move will double our warehouse capacity, allowing us to create many more new jobs and to continue expanding our operations.”

At Church Fenton, plans now submitted for a new 'creative hub' will build on the success of the Yorkshire Studios already in place at the former RAF site. This is home to ITV's smash hit drama, Victoria, which also uses many other spectacular locations in Yorkshire. Once fully up-and-running, the site could support around 1,800 jobs in the creative and digital sector, with a knock-on benefit for jobs during construction too.

**Cromwell Polythene is expanding onto the new Sherburn2 site. Situated to the east of Leeds, with easy access to the A1, this site offers fantastic opportunities for investment.**

It's not just new business space. Around 1,500 new homes are also in the pipeline for Olympia Park at Barlby. This exciting new development will include new walking and cycling routes into Selby town centre, with easy connections to Selby station, which is set to undergo an upgrade too. The scale of this housing development – which is regionally significant – demonstrates a growing confidence in the Selby district as a place to live and do business.

**Find out more online: [selby.gov.uk](http://selby.gov.uk) or search 'Selby means business'.**







# Tour de force

Yorkshire and the Humber has seen its profile rise as more and more people wake up to the region's strengths and potential

Yorkshire and the Humber offers a region of contrasts, from major cities to its famous landscape and a multitude of world heritage sites.

Bounded by the North Sea to the East and North East, it borders the North West and East Midlands and covers counties of North, West and South Yorkshire and parts of North Lincolnshire.

Within its 15,420km<sup>2</sup> are three of England's top 10 largest cities – Leeds, Sheffield and Bradford – and while the region boasts a proud industrial past it now has one of the most diverse economies in the UK worth £112bn in 2016.

Leeds is the UK's largest centre for financial and business services and the biggest higher education cluster outside London. The Leeds city region – which includes Bradford, Wakefield and Huddersfield – has the fastest growing private sector in the UK and is the largest contributor to UK GDP in the Northern Powerhouse.

Sheffield is a leading centre for manufacturing,

advanced engineering as well as having a thriving digital and creative industries sector. Meanwhile, Bradford is one of the country's youngest cities and is a hub for a hub for areas like advanced manufacturing, digital industries and logistics.

On the east coast, the ports of Hull, Goole, Grimsby and Immingham handle more than 65 million tonnes of cargo a year, support 33,000 jobs and are worth £2.2bn to the national economy. After years of decline, Hull has undergone something of a renaissance in recent years – buoyed by its status as UK Capital of Culture in 2017 – with numerous regeneration projects transforming the city centre and attracting new investment. One of the region's biggest success stories is the growth of tourism.

Aside from assets like the historic city of York, the Yorkshire Dales, Bronte Country and a stunning and varied coastline, more recent developments such as its growing programme of festivals, Yorkshire

Sculpture Park and the Tour de Yorkshire have seen the industry grow by 14% since 2011 to £8bn a year. There are 38 Local Enterprise Partnerships across England. They are business led partnerships between local authorities and local private sector businesses. They play a central role in determining local economic priorities and undertaking activities to drive economic growth and job creation, improve infrastructure and raise workforce skills within the local area.

LEP boards are led by a business chair and board members are local leaders of industry (including SMEs), educational institutions and the public sector. In Yorks & Humber the LEPs are Humber, York, North Yorkshire and East Riding, Greater Lincolnshire and Leeds City Region. East Riding of Yorkshire Council is a member of two Local Enterprise Partnerships; the Humber LEP and York, North Yorkshire & East Riding LEP. The government has announced that LEP overlaps will end. ●



Burnsall Village, Yorkshire Dales National park



Hull



Bolton Abbey Yorkshire Dales



# Wakefield Council is showcasing some exciting developments at MIPIM UK 2018

Meet our team at the Leeds City Region stand to find out more...

## Forging links with CEG

Wakefield Council is forging key links with nationally-renowned developer CEG to realise several major opportunities across the district.

CEG manages and develops property around the UK including a 10 million sq ft commercial property portfolio, providing a home to 700 businesses, and bringing forward new development on around 8,500 acres of land. The company is also now one of the largest single suppliers into the housebuilding industry.

Recent flagship successes include £400 million redevelopment of Kirkstall Forge in Leeds. Alongside a 57-acre site comprising 1,050 new homes, 300,000 sq ft of offices, and 100,000 sq ft of retail, leisure and community space set in a wooded, riverside valley, the development also unlocked the opportunity to develop a new railway station connecting the site to Leeds city centre in just six minutes.

Having previously managed Wakefield House and the Diamond Business Park within the company's portfolio, CEG is well acquainted with the Wakefield District. With typical 'big picture' thinking, CEG has started to explore areas around Wakefield which could also benefit from the same vision that is realising the potential of Kirkstall Forge.

David Hodgson, Regional Head of Strategic Development - North at CEG, explained: "The Leeds City Region Enterprise Partnership is one of the UK's top LEP organisations, they are pro-active and supportive of investment. Similarly, Wakefield Council has a robust investment strategy and has already improved transport links at Westgate and Kirkgate rail stations. We're talking to their Inward Investment team about opportunities to exploit Wakefield's proximity to Leeds and London and identify properties and land which could be leveraged to yield similar outcomes to our development at Kirkstall Forge".

Tentative plans are under wraps for now, but the kind of schemes that CEG champion have positive effects on rental costs, tenancy numbers and attract high-quality businesses. A project that delivers both sympathetic development and long term good growth would no doubt be welcomed by residents and business alike.

Contact us to find out more: [info@wakefieldfirst.com](mailto:info@wakefieldfirst.com)

## Rutland Mills New Year Start

Work to transform Rutland Mills will be underway in the New Year, according to developers City & Provincial Properties - the team behind the proposed rich and thriving cultural hub on Wakefield's historic waterfront.

The updated follows the green light from Wakefield Council officials, who granted permission for the Grade II listed complex earlier this year.

Paul Kempe, Director of City & Provincial Properties, comments: "Since receiving the green light for the regeneration of Rutland Mills we have been working closely with Wakefield Council officials on developing our funding and procurement strategy.

"This is still underway, but we hope to start work early in the New Year on what will become a two-phase scheme."

The planned cultural hub, which will sit adjacent to The Hepworth Wakefield, will include facilities for start-ups, creatives and the local community, plus music production, teaching space and a hotel.

The new public realm will include a river terrace and a new courtyard and event space at its centre. The Rutland Mills development is yet another key project that will contribute towards the delivery of Wakefield Council's five-year Economic Strategy.

The development will bring hundreds of well-paid, skilled jobs in Wakefield's growing creative and digital sector whilst transforming a key gateway to the city centre. The positive impacts on other cultural assets such as the Hepworth will be welcomed.

Paul adds: "We hope to have some of the public realm work ready in advance of the Yorkshire Sculpture International triennial exhibition, which will provide an excellent platform for showcasing progress and the wider Rutland Mills masterplan."

The triennial festival, which runs for 100 days from June 22 2019, brings together the Henry Moore Institute, the Hepworth Wakefield, the Yorkshire Sculpture Park and Leeds Art Gallery.



**wakefieldcouncil** *working for you*



# Setting the standard

Sunset of the Fenland Wetlands

Boating on the river Cam, Cambridge

Whether it's the academic & innovation powerhouse of Cambridge or the coast's energy hub, the East of England strives for excellence

With a national park, 75 miles of heritage coastline, historic cathedral cities and a world famous university, it's no wonder the East of England is one of the UK's fastest growing areas.

Sharing its borders with the South East and East Midlands, it is the second largest English region at 19,200 km<sup>2</sup> and its population is expected to grow by more than 7% over the next few years, exceeding 6.5 million by 2026.

That growth is mirrored in the local economy. It saw the third fastest growth in the UK between 2010-16 and now represents 8.7% of the economy

with a value of around £150bn a year.

The north of the region is largely rural. The Norfolk Broads National Park, the Brecks, resorts like Great Yarmouth and Cromer, Norwich – England's first UNESCO City of Literature – and the beautiful and varied Norfolk-Suffolk coastline help to draw 73 million visitors annually into those two counties alone.

The East of England Energy Zone is unrivalled in the UK for its mix of wind power, gas and nuclear energy production and its Enterprise Zone status reflects the decades of experience and expertise found in the supply chain.

The coast around Great Yarmouth and Lowestoft is at the centre of the largest market for offshore wind and capital investment in energy worth £50bn is planned for the region by 2020, including the development of the world's largest wind farm.

This concentration of activity puts the East of England at the cutting edge of innovation around sustainable and low carbon energy solutions and the sector employs around 8,500 people in more than 830 companies. There are close to 1,000 offshore wind turbines off the region's coast and the number is set to double over the next decade. ●

## Fenland Cambridgeshire's greatest opportunity

### WELL CONNECTED

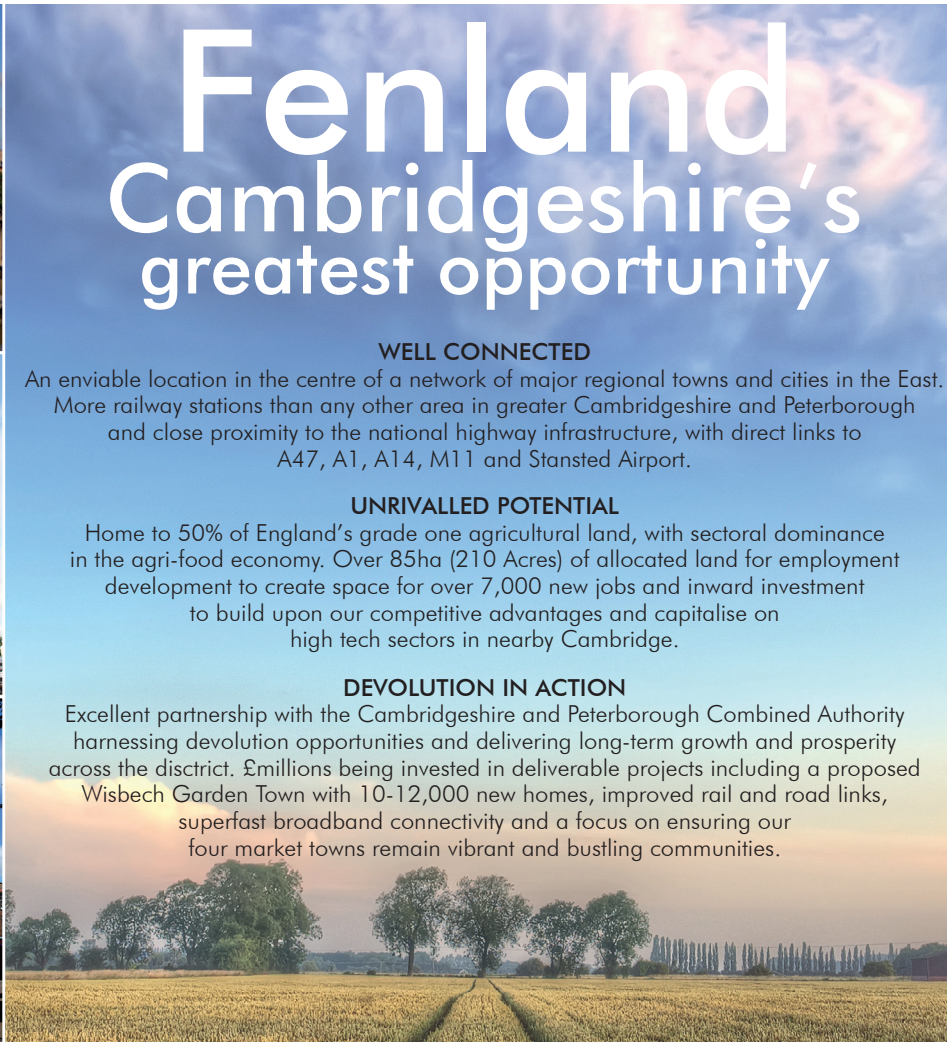
An enviable location in the centre of a network of major regional towns and cities in the East. More railway stations than any other area in greater Cambridgeshire and Peterborough and close proximity to the national highway infrastructure, with direct links to A47, A1, A14, M11 and Stansted Airport.

### UNRIVALLED POTENTIAL

Home to 50% of England's grade one agricultural land, with sectoral dominance in the agri-food economy. Over 85ha (210 Acres) of allocated land for employment development to create space for over 7,000 new jobs and inward investment to build upon our competitive advantages and capitalise on high tech sectors in nearby Cambridge.

### DEVOLUTION IN ACTION

Excellent partnership with the Cambridgeshire and Peterborough Combined Authority harnessing devolution opportunities and delivering long-term growth and prosperity across the district. £millions being invested in deliverable projects including a proposed Wisbech Garden Town with 10-12,000 new homes, improved rail and road links, superfast broadband connectivity and a focus on ensuring our four market towns remain vibrant and bustling communities.





## Scotland



V&amp;A Museum of Design, Dundee in Scotland



The Armadillo concert hall on the bank of the River Clyde in Glasgow, Scotland

## Follow the money

Scotland's commitment high growth, high skill sectors is paying dividends with more and more investors attracted to the potential it presents

As its old industries have shrunk, Scotland has made the transition to a diverse, knowledge-based economy. It's now the UK's most attractive location for foreign direct investment outside London, according to the EY Attractiveness Study 2018.

The same report revealed Scotland has three cities – Edinburgh, Glasgow and Aberdeen – in the UK top 10 locations for investment, it has seen a 70% rise in R&D projects and the number of firms headquartered in Scotland is the highest for a decade.

One of its strengths is higher education and five of its 15 universities are ranked in the world's top 200. Some 85% of employers are satisfied with the work readiness of Scottish graduates.

Scotland's vast and contrasting landscape includes

the mountain ranges the Highlands, 790 islands and a total of seven cities. But more than half of its 5.3 million inhabitants live in the 'central belt' covering an area of 10,000 km<sup>2</sup> that includes the capital and seat of the Scottish Government, Edinburgh, and its largest city of Glasgow. Indeed, the Greater Glasgow conurbation is home to around a quarter of Scotland's population.

Scotland's £134bn a year economy has particular strengths in areas such as aerospace, chemicals and biotech, food and drink production, and creative industries – which employs more than 80,000 people across areas including games and software development, digital technology and film and TV.

Its financial services sector is the UK's biggest outside London and together with a growing fintech cluster is

worth £7bn a year. And Scotland's natural assets and cultural scene help to draw in 14 million visitors every year, contributing to a tourism industry worth £6bn. Aberdeen is the oil capital of Europe. It's the focal point of Scotland's oil and gas industry, worth £16.5bn, and accounts for 96% of the UK's oil production and almost two-thirds of its natural gas.

It's been an area of expertise for Scotland for half a century and as a result it has 2,000 supply chain companies at the cutting edge of everything from drilling and safety to enhanced recovery and decommissioning.

But it also has major strengths in green energy with a quarter of Europe's offshore wind and tidal resource coming from Scotland. ●

## Wales

## Supercharging the economy

Wales offers a high quality of life and a personal touch for those interested in investing in its success story

The Welsh Government published an economic action plan earlier this year designed to 'supercharge industries of the future and empower all regions to become more productive'.

Having a devolved administration that's more accessible is one of Wales' USPs and it's also a good reason to believe these are more than just words.

Ministers believe the scale the Government operates at bring the public sector, private sector and universities closer together and allow for more tailored and responsive business support.

Wales covers 8.4% of the UK's landmass but just 4.8% of the population with just over three million people. It contains a numerous of mountainous areas and the majority of towns and cities are concentrated in the south – including the main cities of Cardiff, Newport and Swansea.

The decline of heavy industry in Wales from the 1970s onwards left a legacy that's been hard to shake off but the country's economy – worth £60bn a year – is on the up and the focus is very much on its areas of strength. For example, it has eight enterprise zones



Trago Mills in Merthyr Tydfil

offering incentives to businesses in sectors including financial and professional services in Cardiff, advanced manufacturing at Deeside, Ebbw Vale and Port Talbot and aerospace at St Athan and Cardiff Airport.

The Welsh Government provides non-repayable

financing covering up to 45% of capital expenditure costs on inward investment projects and SMEs can also access support through the Development Bank of Wales, one of the UK's largest regional investment companies.

Wales is at the forefront of precision engineering and cutting edge technology with everything from Toyota Auris hybrid engines and Airbus A380 wings to the Raspberry Pi produced there.

More than 30% of the Welsh population aged 21 to 64 are college graduates with a high proportion attending one of Wales' eight universities.

Many graduates from across the UK relocate to Wales thanks to the quality of life and low cost of living it can provide and a quarter of the population is from outside the country.

Described by the Rough Guide as 'the most beguiling part of the British Isles', Wales has three national parks and five Areas of Outstanding Natural Beauty while the capital Cardiff is frequently ranked among the best cities in Europe to live thanks to its culture, nightlife, infrastructure and shopping. ●



# MYB

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# Youth on its side

Carrick-a-Rede, Causeway Coast Route on a beautiful summer day

Trinity College University of Dublin

With one of the youngest populations in Europe, a highly skilled workforce and world-leading universities, Northern Ireland has a number of competitive advantages

Sharing a border with the Republic of Ireland to the south and west and bounded to the north by the Irish Sea and Atlantic Ocean, Northern Ireland is home to around 1.8 million people.

Its population is among the youngest in Europe – 53% of people under the age of 40 – and it's also one of the best educated. Northern Ireland is Europe's top performer for primary maths and the sixth best in the world and some 77% of school leavers go onto further and higher education.

Its skilled workforce, competitive operating costs and great infrastructure, which includes the highest availability of superfast broadband in the UK, are making it an increasingly popular location among businesses. For example the capital city Belfast, whose metropolitan area accounts for around a third of the

population, is regarded as the world's top destination city for fintech development inward investment projects. Almost 900 international companies employing around 100,000 people have set up in the region.

Technology, along with the financial and professional services sectors, are the fastest growing areas of Northern Ireland's £37bn economy. It's also home to world-class companies within the aerospace, advanced engineering and manufacturing as well as life and health sciences sectors.

Northern Ireland has also become increasingly successful in attracting foreign direct investment from multinational companies including Microsoft, Seagate Technology, Fujitsu, Bombardier Aerospace and Citi. Almost 80% of new investors have already reinvested.

At the heart of the development of its technology and knowledge-based industries are Northern Ireland's two internationally renowned universities.

Both Queen's University, Belfast and Ulster University have globally-recognised research centres across a range of disciplines and a reputation for linking this with industry. It's underlined by the fact that Queen's University is the UK's number one for intellectual property commercialisation.

Northern Ireland can also offer a high standard of living thanks to lower than average housing costs, an uncongested environment that includes stunning coastlines, mountains and lakes and booming cultural scene in Belfast.

This year Lonely Planet named Belfast and the Causeway Coast in the world's top region to visit. ●

## THE MJ

## Supplement Programme 2018



With constraints on council marketing budgets making it difficult for economic development teams to attend events and promote their authorities to potential inward investors The MJ supplements are a cost effective alternative of getting the message across in an informative and eye-catching way. In addition councils can use supplement run-ons to send to interested investors and other partners as well as upload PDFs onto their website.

**Michael Burton**  
Editorial Director  
The MJ



For more information on how your authority could be part of our 2018 supplement programme please call Dave Lawrence on 01625 614000 or email [d.lawrence@spacehouse.co.uk](mailto:d.lawrence@spacehouse.co.uk)



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