




**TRAFFORD - FIRST FOR DIGITAL & CREATIVE**



Trafford is at the cutting edge of digital and creative industries. Find out how you can be part of our creative revolution and help your business to grow.

## **WHY TRAFFORD?**

From global brands to award winning museums and underground independent creatives, Trafford is home to a vast range of inspiring and forward thinking businesses. As one of our fastest growing sectors and with MediaCityUK bridging the Manchester Ship Canal, the area is fast becoming recognised as an international hub for digital and creative industries.

Whether you are a small to medium sized enterprise (SME) or a multinational company, we can provide the perfect base for your business.

## STAYING CONNECTED

Our superfast digital connectivity means that staying connected is easy. Fibre optic connectivity is available across the borough, offering speeds of up to 10Gb/s.

Trafford is also at the heart of the global internet infrastructure, being in close proximity to the only internet exchange in the UK outside of London. This has already attracted Telecity to locate its £25m data centre at Trafford Park and a multitude of other digitally connected businesses are able to access this infrastructure in a location that is an integral part of the future expansion of MediaCityUK.



Image © Mackinnon & Saunders/Chris Hansen

## TALENT SPOTTING

Trafford has the highest percentage of adults educated to degree level or equivalent in Greater Manchester (43% compared to a North West average of 30%) ensuring that your business has access to a skilled and experienced workforce.

With close links to the world class universities that lie on our doorstep you also have access to the freshest emerging talent.



## PRIME LOCATION

Trafford's prime location and unparalleled transport links ensure that you can stay easily connected to your customers and suppliers both locally or internationally.

Trafford Wharfside provides a stunning and sought after waterfront location within the inspiring MediaCityUK development, whilst excellent transport links provide easy access to locations across the UK and further afield.

## STRONG AND ESTABLISHED BASE

Trafford offers a strong and established base of existing businesses and workforce expertise in the digital and creative sectors, with volumes well above the national average. Businesses choosing to locate in Trafford include ITV, Apadmi, Telecity, Mackinnon & Saunders, UK Fast and many others.

### The number of employees in digital & creative related industries.

Location quotient indicates the concentration in Trafford as a measure against the national average (National Average = 1)

Source: Business Register & Employment Survey, 2011

Sector Description	Trafford	Location Quotient
Data processing, hosting and related activities	939	5.5
Advertising agencies	882	2.2
Motion picture projection activities	186	2.0
Market research and public opinion polling	459	1.9
Reproduction of recorded media	23	1.9
Computer programming activities	802	1.4
Computer consultancy activities	1,941	1.4
Photographic activities	89	1.1
Architectural activities	314	1.1
Wired telecommunications activities	37	1.1

“Access to the motorways and airport provides fast and easy connectivity to our clients across the UK and abroad. It's a great location with extremely pleasant surroundings. Coming to Trafford was the best move we ever made!”

Peter Saunders, Founder, Mackinnon & Saunders Ltd (puppet making, TV and animation)

“As a cutting edge mobile software company Trafford Park is a great place to be based as it's rapidly becoming the digital industries capital of the North. Our office is just a five minute walk from MediaCity, and all kinds of new and innovative creative and technical businesses are gravitating towards the area, creating a digital and technology ecosystem that can only benefit a business like ours”

Garry Partington, CEO, Apadmi

## INSPIRING NETWORKS

Support for your business is available through the following networks:

### Creative Industries Trafford (CIT)

Helping to increase the productivity, quality and survival rates of businesses in the creative industries through workshops, master classes, exhibitions and more.

[www.creativeindustriestrafford.org](http://www.creativeindustriestrafford.org)

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### Lets Go Global

A dynamic media and arts organisation that works in partnership with businesses to improve their digital knowledge and skills.

[www.letsoglobal.tv](http://www.letsoglobal.tv)

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### Manchester Digital

An independent and not for profit trade association that connects the digital sector with policy makers and committees to promote the sector's interests.

[www.manchesterdigital.com](http://www.manchesterdigital.com)

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### Creative and Cultural Skills

The UK's licensed Sector Skills Council for the creative and cultural industries that aims to enable related businesses to reach their economic potential through skills and training.

[www.ccskills.org.uk](http://www.ccskills.org.uk)

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### Future Everything

Greater Manchester's award winning festival of ideas and digital innovation that champions new opportunities with inspiring live experiences and industry events.

[www.futureeverything.org](http://www.futureeverything.org)



Trafford is committed to working with businesses, developers, key stakeholders, and local residents to deliver economic growth.

Please get in touch to find out more details on opportunities for new development and investment.