




**TRAFFORD**  
COUNCIL

**TRAFFORD - FIRST FOR INVESTMENT**

**TRAFFORD - FIRST FOR BUSINESS**






Trafford is the powerhouse for growth across Greater Manchester. We are the most economically competitive area with the most talented labour pool in the North West of England.



# THIS IS TRAFFORD

Founded on industry yet always at the forefront of embracing new technologies. The home of a thriving business community with unparalleled transport connectivity and a strong and skilled workforce. A desirable place to live, a creative hub, a leader in manufacturing. The first choice for major global brands and host to stunning world class events.

**Welcome.**



By locating your business here you can take advantage of the following factors to help your business to grow:

- A prime location
  - A strong and established business base
  - A skilled and talented workforce
  - Unparalleled digital connectivity
  - Fantastic development opportunities
- 



# MOST

competitive area in the North West of England

# 43%

of adult residents are educated to degree level or equivalent, compared to a North West average of 30%

# FIRST

planned industrial estate in the world and still one of the largest in Europe

Home to

# MANCHESTER UNITED

the world's most popular football club

# £5.8bn

GVA – the highest productivity per head in Greater Manchester

Home to over

# 11,000

businesses

# FOUR

distinctive town centres

# No.1

in the United Kingdom for secondary school education

# BRINGING YOUR CUSTOMERS AND SUPPLIERS CLOSER

Our prime location means that you will be easily connected to your suppliers and customers locally, nationally and internationally by road, rail, air and water. Our unparalleled transport links include:

## Water

The historic Manchester Ship Canal connects Trafford to the Atlantic Gateway providing a sustainable and green transport option.

## Road

The M6, M62, M60 and M56 motorways are major transport routes that provide fast efficient access across the UK.

## Metrolink

The Metrolink public transport system runs directly through Trafford, offering fantastic accessibility and local connections across the borough.

A proposed new Metrolink line through Trafford Park to the Trafford Centre is an objective for the next ten years.

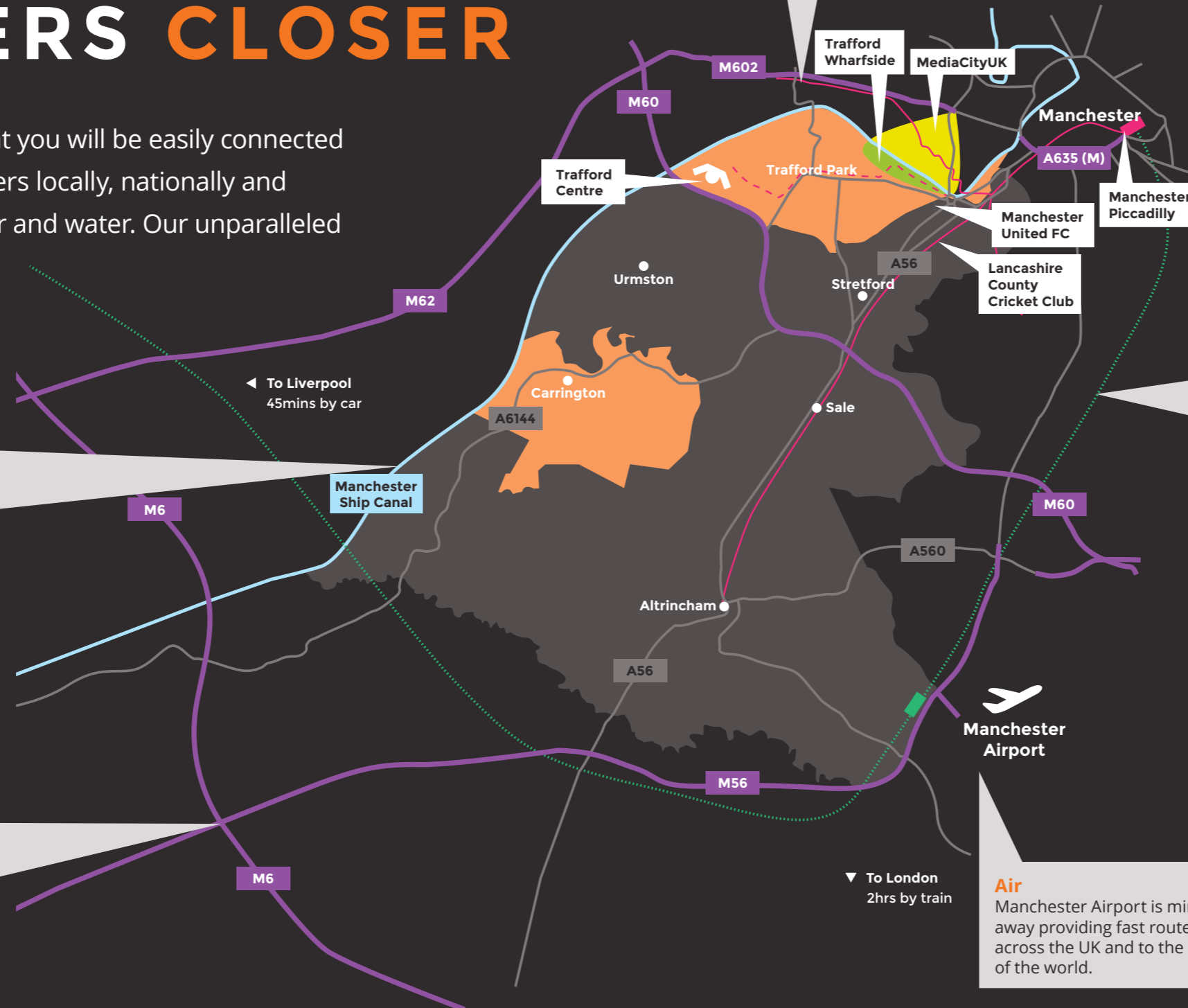
## Rail

Trafford offers fantastic access to both passenger and freight rail networks. The North West's largest inland freight terminal is located in Trafford Park, providing direct access to the rail network, whilst our excellent passenger rail links ensure you can stay connected to customers and suppliers.

The UK's new superfast HS2 rail service is also planned to be completed in 2032, bringing the country even closer to your business.

## Air

Manchester Airport is minutes away providing fast routes across the UK and to the rest of the world.





# ESTABLISHED BUSINESS BASE

Trafford is home to a huge range of businesses, from cutting edge digital and creative companies to advanced manufacturing and green technology.



Over 11,000 businesses have already made Trafford their home, providing you with excellent opportunities to source local suppliers and expand your customer base.

Internationally renowned, Trafford Park is one of the **largest and most successful business parks in Europe**, home to global brands across a wide range of business sectors including Kellogg's, L'Oreal, Adidas, Unilever, Cargill, Kuehne & Nagel and Procter & Gamble. These internationally recognised names sit alongside an ever growing number of inspirational start-ups and small to medium sized enterprises (SMEs).

We also have four vibrant Town Centres each with its own individual character and business opportunities.

The intu Trafford Centre, one of the largest indoor shopping centres in the UK and visited by over 30 million people per year, is also located in Trafford.

The availability of development sites to suit all business requirements ensures Trafford's businesses are ideally located to support **future growth and expansion**.

*“ We recently expanded our operations in Trafford as a result of significant growth. It is essential to us to have access to skilled staff, sufficient space for further future developments as well as excellent road links and transport facilities. Trafford Park ticks all the boxes ”*

**Stephan Coutelen - UK & Ireland Operations Director, L'Oreal**

OVER  
**11,000**  
BUSINESSES

# SKILLED, INTELLIGENT WORKFORCE

Our residents provide a skilled and talented workforce, with a higher percentage educated to degree level or equivalent than any other area in Greater Manchester.

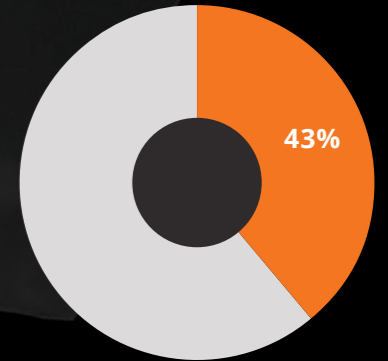
The UK Employer Skills Survey 2011 identified that Trafford is **one of the strongest areas in Greater Manchester for access to skills and is significantly better than the North West and UK average.** With four major universities on our doorstep our talent pool is continually being refreshed with the **best graduates** from a huge range of disciplines.

Our education system is second to none, Trafford schools are rated amongst the best in the country with Ofsted rating us as the joint best education authority for secondary education.

Trafford College, one of the top 8% of colleges in the UK is graded as **'outstanding' for teaching and learning excellence.** The College's new Science and Technology Centre will be at the forefront of innovation, including world-class engineering, cutting edge science laboratories, the latest in classroom technology and a specialist green room housing the latest in renewable technologies.

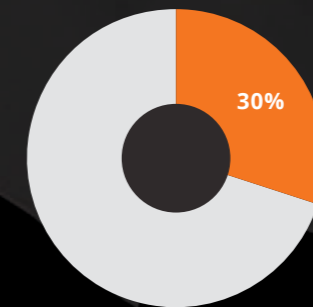
Our business and training providers have also joined together to create a recognised apprenticeship programme across a range of industries, ensuring Trafford has a strong, bright and sustainable future.

# 43%

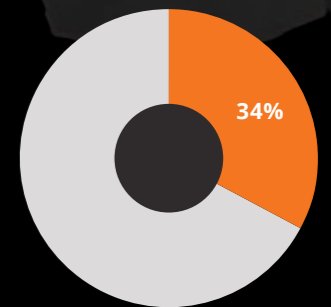


of Trafford's adult residents are educated to degree level or equivalent, compared to a North West average of 30% and a UK average of 34%

(Annual Population Survey, January 2012-December 2012)



NORTH WEST



UNITED KINGDOM



# UNPARALLELED DIGITAL CONNECTIVITY

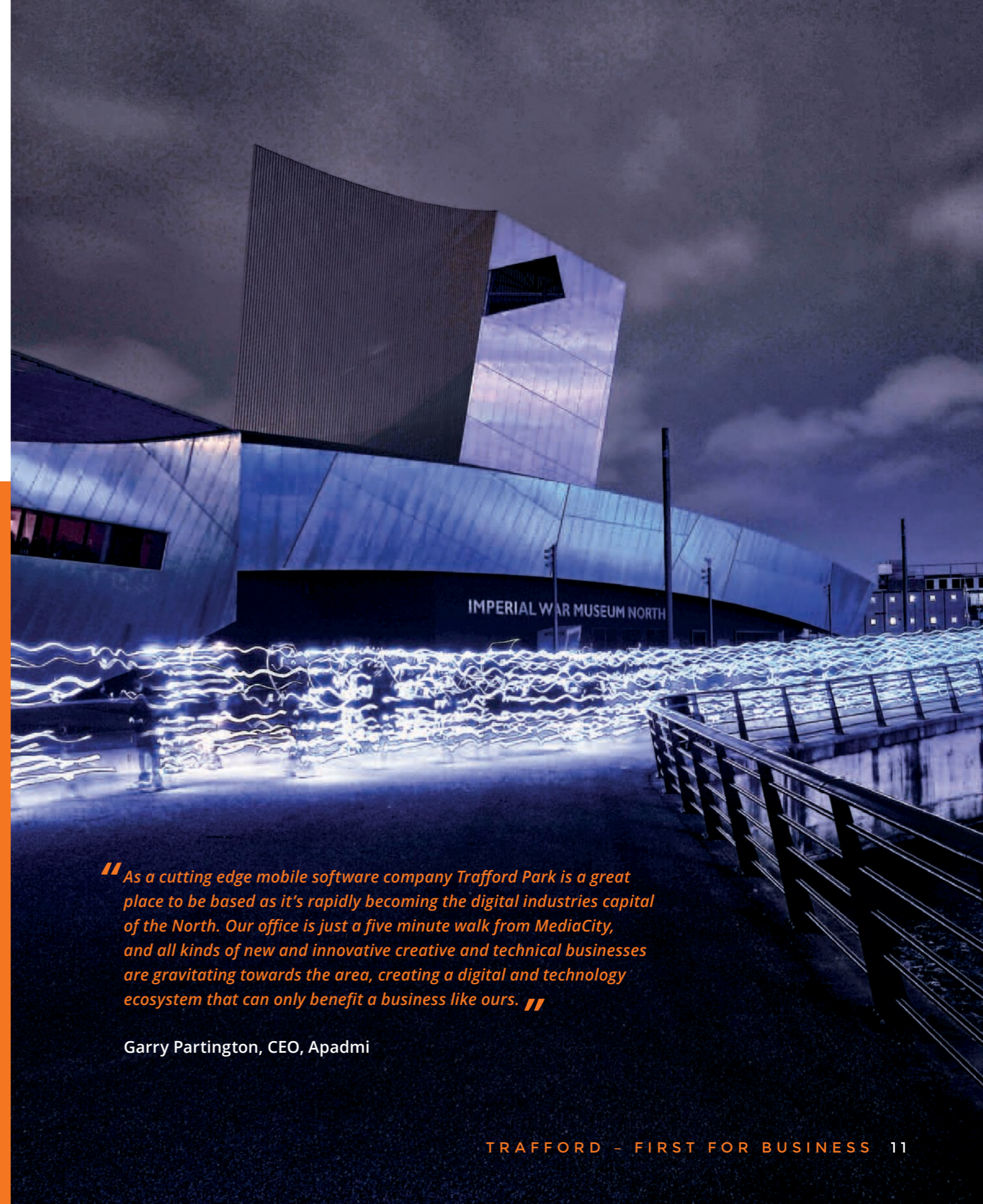
Secure and reliable, high-speed internet connectivity is critical for your business growth.



We are **at the heart of the global internet infrastructure**, due to our close proximity to the only internet exchange in the UK outside of London. This unparalleled digital infrastructure has already attracted a multitude of digitally connected businesses to locate in Trafford including Telecity's acclaimed £25m data centre move to Trafford Park.

Our connectivity is amongst the best in the country with **91.4%** of Trafford covered by superfast broadband, compared to a UK average of 65%.

Trafford Park is serviced by 'The Loop', a unique fibre network offering **ultrafast connectivity** reaching 10Gb/s. The rest of Trafford is kept connected by Virgin Media, BT and Metronet, offering speeds of up to 100Mb/s.



*“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



# TRAFFORD PARK

INTERNATIONAL CENTRE OF  
MANUFACTURING EXCELLENCE

## INVESTMENT OPPORTUNITIES

Exciting opportunities exist for you to join  
our vibrant business community.



over  
**1,330**  
businesses  
employing over  
**35,000**  
people

Globally recognised as a centre of excellence, Trafford Park is home to **over 1,330 businesses employing over 35,000 people**. As one of the largest and most successful business parks in Europe, it is home to global brands including Kellogg's, Unilever, L'Oreal, Adidas and Procter & Gamble.

As well as its strong industrial base, Trafford Park also benefits from its outstanding location with **over 120,000 registered businesses located within a 30 minute drive time of Trafford Park**.

In recognition of its importance, a private sector led growth strategy has been developed in order to grow Trafford Park further, with numerous opportunities for both commercial and industrial development currently available. A Trafford Park extension to the Metrolink public transport system is also a key objective over the next 10 years. Be part of this fantastic development to grow your business in one of Trafford's prime locations.







# TRAFFORD WHARFSIDE AND MEDIACITY UK

## THE FOREFRONT OF CREATIVITY

MediaCityUK is an **international hub for the digital and creative industries** and home to leading companies including the BBC and ITV. Trafford Wharfside provides a stunning and sought after **waterfront location** within this inspiring new development.

Already established as the new home for major players in the industry, the area has also attracted small and innovative

digital and creative companies, reflecting that this sector is fast becoming one of the most important areas for growth in Trafford.

Trafford Wharfside is also a leading visitor destination, home to the sporting prowess of Manchester United and Lancashire County Cricket Club, as well as the award winning Imperial War Museum North.

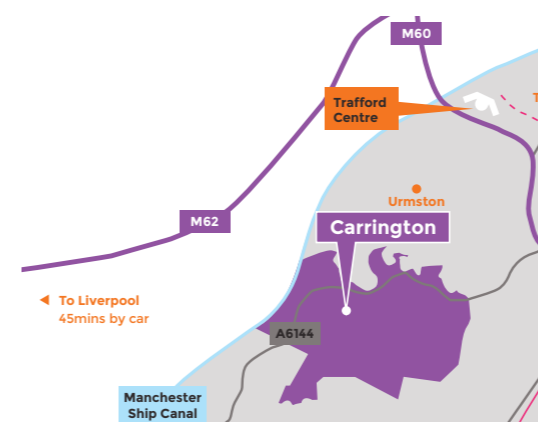


**an international hub for the digital and creative industries**

# CARRINGTON

## OPPORTUNITIES FOR GREEN TECHNOLOGY AND ADVANCED MANUFACTURING

**fast easy and convenient**



At **75 hectares**, Carrington is the largest available development site in Greater Manchester. With excellent links to the M6, M60 and M62 motorways; and new road and public transport infrastructure currently being developed, connectivity will be **fast, easy and convenient**.

The area is already attracting large scale investment from leading global companies. The multi-national paper and packaging manufacturer

SAICA opened its new £300m recycled paper mill in 2013. Carrington Power are also investing over £600m in the construction of a facility which will generate enough electricity to meet the energy needs of one million homes, using the latest natural gas technology (CCGT).

A number of large scale sites are available for development, with significant opportunity for future expansion.





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.

#### **CONTACT**

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