



Businesses in the know are in **Cheshire East**



The
Skills & Growth
Company

A Cheshire East Council Company

Welcome to the knowledge economy

Location is everything... never more so than for your business. In Cheshire East you'll find the ideal mix of a world-class asset base and an area recognised as the best place to live in the North West.

Cheshire East is the very definition of a dynamic knowledge economy: we're at the heart of a region with one of the largest science and technology clusters in the UK, and an economy out-performing the UK's growth by 25%. Our centres of excellence include Jodrell Bank, the home of astrophysics, and Alderley Park - now the Manchester Science Parks BioHub, one of Europe's leading life science research facilities. Our rich culture of innovation and research stretches from antibiotic resistance to cancer drug development and from luxury car manufacturing to cutting edge financial technology.

Our talent pool is equally impressive. With a significantly higher proportion of our 185,000 workforce already in skilled scientific, technical, financial and manufacturing roles than elsewhere in the UK, our businesses collaborate in globally important research and development across a wide spectrum of disciplines. Little wonder, then, that Cheshire East attracts some of the world's biggest businesses alongside pioneering start-ups.



Why world-class businesses get to know us

Cheshire East is something of an economic powerhouse, with output per head over 20% higher than average. Between 2009 and 2014, our Gross Value Added grew by 2.8% per year on average – faster than both the North West and the UK.

We have established sector expertise in pharmaceutical, life science, automotive and financial services, combined with niche strengths in astrophysics, instrumentation, agri-tech plus creative and digital. Some of the names we've attracted in those sectors are among the world's best: Astra-Zeneca, Waters Corporation, Siemens, Bentley, BAE Systems, Barclays, Royal London, SAP and more. And for every global company,

there are many more SMEs - in fact more small businesses and start-ups than nearby city areas.

What's brought them here is an unrivalled package and our entrepreneurial culture; not just business aspects such as available floor space and excellent transport links, but fantastic surroundings and an enviable way of life. And right at its core are Cheshire East's people.

» **21.8%**
HIGHER GVA PER HEAD
THAN UK AVERAGE

» **20,000 SMEs**
IN CHESHIRE EAST

» **2,430**
NEW BUSINESSES
STARTED IN 2014

» **50%**
OF WORKFORCE IN
HIGH-SKILLS JOBS



The right people, with the right knowledge

People are vital to any business – and to building a knowledge economy as exceptional as ours. And whether you're recruiting or moving staff here, you'll find Cheshire East a very attractive proposition.

The figures alone are impressive. 42% educated to degree-level, 40,000+ in professional and technical roles and around 4,800 in computer programming – 40% higher than the national average. Plus, there's a steady stream of new talent, with 33,000 graduates leaving the 7 nearby universities each year (including the University of Manchester, with its particular strengths in sciences).

Our people and their skills are an asset for any business; we have a higher proportion of highly skilled managers, directors and senior roles combined with a growing population. We also have a lower population density than the North West average - so there's plenty of room to grow.

» **374,000**
POPULATION

» **40,000**
PROFESSIONALS

» **42%**
EDUCATED TO
DEGREE LEVEL

» **33,000**
GRADUATES ON AVERAGE
PER YEAR FROM 7
UNIVERSITIES





The Cheshire Science Corridor: worth getting to know

We have one of the strongest science and technology clusters in the UK, combining world-class academic and research facilities with world-leading businesses. And as part of the wider region, Cheshire's new Science Corridor Enterprise Zone is opening up new opportunities for growth.

Our strengths lie in five key sectors: pharmaceuticals and life sciences, astrophysics, instrumentation and IT. There's an increasing amount of global collaboration between sectors too – to meet growing demand for medical devices, for example. And nowhere is this more evident than at Alderley Park.

Established for 50 years as a centre of excellence for R&D and drug discovery, it recently became part of Manchester Science Parks with the intention of creating a BioHub 'flagship for a vibrant

life sciences industry in the North of England'. Key research and development organisations based there include the Antimicrobial Resistance centre of excellence and the Medicines Discovery Catapult.

Alderley Park is also the centrepiece of the Cheshire Science Corridor Enterprise Zone, bringing an enhanced profile, additional investment, a clear and supportive planning policy plus business incentives. All making Cheshire East even more attractive.

» **£2.2 billion**
SECTOR GVA

» **7,000 new jobs**
VIA SCIENCE CORRIDOR
ENTERPRISE ZONE

» **340**
BIOTECH AND LIFE
SCIENCE COMPANIES IN
CHESHIRE EAST

» **£11 million**
INVESTMENT IN
ANTIMICROBIAL RESISTANCE

A few facts you should know

There are many reasons why Cheshire East is seen as one of the UK's finest business locations, from lifestyle appeal to simple business sense. In fact, the figures speak for themselves...

Jodrell Bank HQ of international Square Kilometre Array Project

THE SKA CENTRAL COMPUTER WILL PROCESS THE SAME AMOUNT OF DATA IN A SINGLE DAY AS IN THE WHOLE OF THE WORLD WIDE WEB



Cheshire Science Corridor Enterprise Zone

£35 million

LIFE SCIENCE INVESTMENT FUNDS AVAILABLE



7x NATIONAL AVERAGE EMPLOYED IN PHARMA PRODUCTION

5.5 x national average

EMPLOYED IN SCIENTIFIC R&D



Rail

Under 2 hours

TO LONDON BY RAIL



2027

HS2 SUPERHUB OPENS IN CREWE



AMEC Foster Wheeler £5.5 billion

TURNOVER OF THE GLOBAL ENGINEERING AND PROJECT MANAGEMENT COMPANY WITH ITS HQ IN KNUTSFORD

Bentley

11,020

VEHICLES SOLD IN 2014

95 years

OF AUTOMOTIVE HERITAGE

Export more to China

THAN ANY LUXURY BRAND



700 BUSINESSES SUPPLY

18,000 PARTS FROM

32 COUNTRIES

Joseph Heler Cheese

SOURCE MILK FROM OVER 100 LOCAL FARMS TO SUPPLY LEADING SUPERMARKETS AND PRODUCED THE UK'S FIRST REDUCED FAT AND SALT CHEESES

Manchester Airport

225

WORLDWIDE DESTINATIONS ACCESSIBLE

3rd largest

UK AIRPORT ON DOORSTEP

£1 billion

AIRPORT EXPANSION PLANS IN PLACE



Waters

500 employees



GLOBAL LEADER IN MASS SPECTROMETRY

Sanofi

900 employed



AT THE HOLMES CHAPEL DRUG MANUFACTURING SITE

ONE OF EUROPE'S LARGEST AEROSOL DRUG MANUFACTURERS

AstraZeneca

101 acres

AT HURDSFIELD, THE UK'S BIGGEST PHARMACEUTICAL MANUFACTURING SITE

£120 million

INVESTED IN NEW FACILITIES



Alderley Park

50 years

AS A UK CENTRE OF EXCELLENCE IN RESEARCH & DEVELOPMENT



400 acre estate

1.5 million sq ft

OF LETTABLE SPACE PLANNED AT ALDERLEY PARK

Siemens

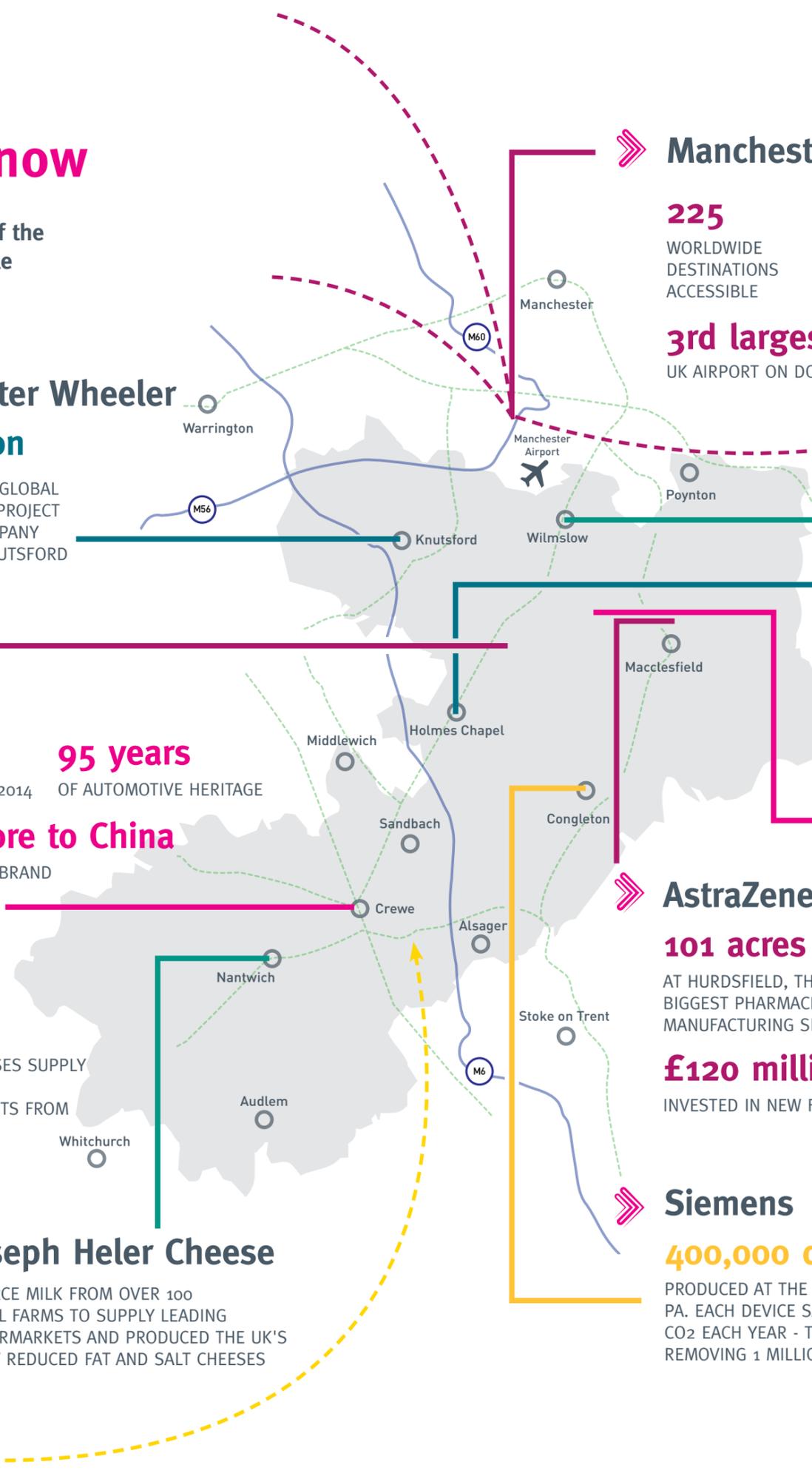
400,000 drives

PRODUCED AT THE CONGLETON PLANT PA. EACH DEVICE SAVES APPROX. 900g CO2 EACH YEAR - THE EQUIVALENT OF REMOVING 1 MILLION CARS



£200 million

PLANNED CAPITAL INVESTMENT IN THE SITE





Know where you want to go? We have the right connections

Cheshire East is at the heart of Britain – literally. And with enviable road and rail links and a major international airport on our doorstep, your business couldn't be better placed to reach your customer base in the UK and internationally.

London is under two hours by rail from Macclesfield, Wilmslow and Crewe, with fast services to Birmingham, Glasgow, Liverpool and Edinburgh too. Crewe will also be a major hub on the HS2 rail link.

Both M6 and M56 offer easy road access north, south, east and west, while several major infrastructure projects are set to improve the local network.

Manchester Airport is Britain's biggest outside the South-East, with regular

flights to North America, the Middle East and China as well as Europe. It already handles 22 million passengers a year, with a £1 billion expansion under way – making Cheshire East the ideal gateway to the world, plus Liverpool Airport nearby also.

We're well-connected in other ways, too: the Connecting Cheshire project will bring fibre broadband to over 98% of our households and businesses by summer 2017.



- » **HS2**
WILL HALVE JOURNEY TIMES TO LONDON
- » **3 mainline**
RAILWAY STATIONS
- » **2 international**
AIRPORTS WITHIN 40 MINUTES
- » **Easy access**
TO M6 AND M56

Live here and you'll know what work/life balance really means

An ideal mix of business and pleasure, small rural community and big city life - Cheshire East is the place for you.

For that perfect work/life balance, this must come pretty close: mile after mile of gently rolling countryside, market towns and thriving village communities and with Manchester and Liverpool - two of Europe's most vibrant and thriving cities both less than an hour away.

Local attractions include Tatton Park, a wealth of stately homes and iconic Jodrell Bank, complemented by a lively restaurant and bar scene around Knutsford, Wilmslow, Alderley Edge and Prestbury. From Joy Division's ground breaking musical birth in Macclesfield to BBC's Pride and Prejudice filmed at

Lyme Park, there's no shortage of cultural highlights too. For sport lovers there's Premier League football on the doorstep and 30 golf courses, alongside outdoor pursuits including nature reserves, cycle trails and stunning Peak District walks.

Nearby, there's even more. Chester, Wales and the North West's 'Golf Coast' are an easy drive away, with the Lake District, Shropshire and the Potteries just a little further.

No wonder Cheshire East has regularly been independently rated as the best place to live in the North West.

» **£33,000**

AVERAGE HOUSEHOLD INCOME PER YEAR

» **£807 million**

A YEAR SPENT BY VISITORS TO CHESHIRE EAST

» **£12 million**

HERITAGE LOTTERY FUNDING TO RESTORE AND PRESERVE JODRELL BANK

» **Top 20 UK**

VISITOR ATTRACTION AT TATTON PARK



Want to know why else you should invest?

Planning the future of your business is a very serious decision. And here you'll find not only the right location, but the perfect partnership for growth.

You've got all the facts and figures on our exceptional knowledge economy, talent pool and connections, plus the attractive lifestyle Cheshire East can offer. But as well as a rich past and great present, we have an even better future.

The HS2 project will potentially bring 64,000 jobs and £3.5 billion GVA to Crewe via a 'super hub'. Plans are in place from landlords such as Emerson and Bruntwood to ensure a wide variety of business space is available, together with the regeneration of Crewe and Macclesfield town centres.

And by working with local universities and colleges, plus a newly opened

University Technical College in Crewe, the Skills & Growth Company makes sure your workforce has the right knowledge and skills for your future needs.

We're also investing in securing future energy, with pioneering expertise and joint ventures in renewable, geothermal and heat networks; plus we've launched Fairerpower, a consumer retail energy partnership giving residents a more competitive deal on their energy.

Our aim is simple: to make Cheshire East not only the best place to live in the UK, but also the best place to invest.

» **64,000**

POTENTIAL NEW JOBS FROM HS2

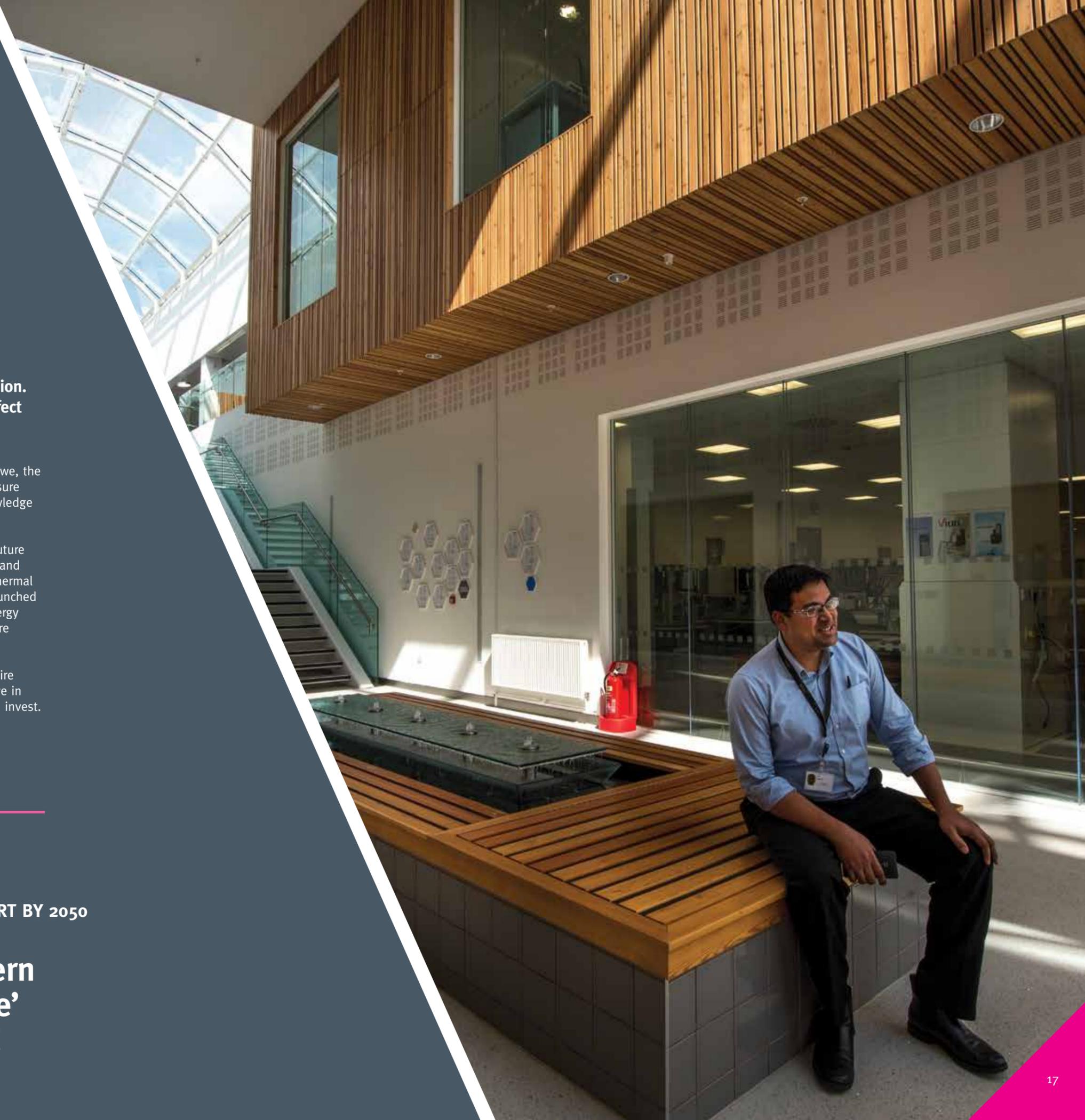
» **55 million**

PASSENGERS USING MANCHESTER AIRPORT BY 2050

» **£2.5 billion**

PROJECTED GVA GROWTH FROM 2010 TO 2025

» **The 'Northern Powerhouse' starts here!**





Know-how and know-who: The Skills & Growth Company

The Skills and Growth Company has been formed to help businesses thrive in Cheshire East.

Whether you're already here or looking to relocate, we do that by acting as 'connectors' – enabling access to a network of services, skills, advice and opportunities, facilitating partnerships with other organisations and businesses and helping you navigate the various funding channels available. All designed to accelerate innovation and business growth, and turn concepts into commercial success.

Our ambition is to help others fulfil theirs.

**“An investment in knowledge
always pays the best interest”**

Benjamin Franklin

Acknowledgements

We would like to thank all the businesses and people featured in this brochure for their assistance in giving our photographer the opportunity to convey their pride in Cheshire East.



The
Skills & Growth
Company



Cheshire East
Council



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