

BUSINESS SERVICES IN MANCHESTER 5 REASONS TO INVEST

Manchester has a proven track record in delivering back office solutions that is unrivalled in Europe and it's the reason why some of the world's biggest brands choose to locate their shared service and customer service centres here.

Here are some of the reasons why you should invest in Manchester.



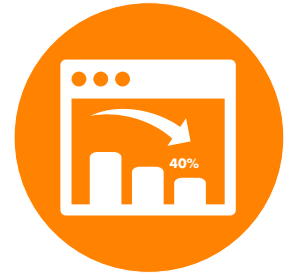
MIDAS[®]

MANCHESTER'S INWARD
INVESTMENT AGENCY

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The city's capability to deliver world-class customer services has cemented Manchester's reputation as a leading global business services hub. This, coupled with the ability to attract and retain some of the brightest brains in shared service delivery, has led to the city being considered as Europe's most competitive business location.



1. A PROVEN LOW RISK CITY FOR SUCCESSFUL BUSINESSES

Manchester is a leading back office operation location and its business services sector employs over 75,000 people. With a proven track record of attracting, supporting and sustaining businesses, the region is home to over 45 shared service centres and 250 contact centres including global names such as Adidas, Aegis, Emirates, Etihad Airways, Ford Credit Europe, JTI, PZ Cussons, Siemens, Sodexo, SPX and WorldPay.

THE CITY OFFERS:

- unrivalled access to a deep talent-pool with experienced multi-skilled, multi-lingual staff who speak over 200 languages;
- staff with financial, technical and administrative skills which enables companies to scale up a diverse, talented and flexible workforce within a short timescale;
- the largest travel-to-work catchment of any regional UK city with over 7.2 million people living within an hour's drive of the city centre;
- one of the largest student populations in Europe with nearly 106,000 students studying at the region's four world-class universities;
- a mature market and infrastructure that supports the sector;
- a vibrant and cosmopolitan city with the ability to attract and retain staff from the UK and overseas. Manchester offers an outstanding quality of life and was named as one of the world's most livable cities ahead of London, New York and San Francisco (*Economist Intelligence Unit, 2015*).



2. A CITY OF EXPERTISE

With its wealth of languages and skilled staff, Manchester has the expertise required to help your business grow. In addition to having one of the largest clusters of business services organisations in Europe, Manchester has the largest financial and professional services sector outside of London employing 250,000 people across a range of specialisms including accountancy, insurance, tax, HR and law. This means that companies can access the expertise needed to make their operation a success.



WHAT PEOPLE SAY

"Our operation in Manchester is just a starting point in Europe. We have chosen this city as our European hub and we will keep investing for a long time to come. Manchester is the most connected city outside of London and has the largest student population in Europe. This gives us access to the resources and infrastructure that we need to work in our industry and help offer the best quality of service possible. There are twenty different language communities within the city which we haven't come across in any other location in UK or Ireland."

Stephen Crew, Director, Aegis UK

3. A COST EFFECTIVE CITY

With salaries and operating costs averaging 30-40% less than London and a high quality portfolio of property, Manchester is ideal for locating back office functions as companies can balance the requirement of world-class quality with the need to achieve significant savings. Low attrition rates mean that recruitment and training costs remain steady. This clear advantage has led to the city being consistently ranked by KPMG as Europe's most competitive business location.



4. A CITY BUILT FOR GROWTH

Whether you're looking to incorporate new business models (Hybrid, BPO, GBS) or new digital technology, Manchester has the knowledge and resources. Our universities produce over 35,000 graduates each year, 54% of which remain in the city. This talented and sustainable workforce is well-skilled in digital and business innovation across a range of areas from languages, data analytics to business management, enabling you to recruit the right staff to support your long-term growth. Our universities also have a track-record for working collaboratively with businesses, providing access to bespoke training courses and cutting-edge research.



5. A CONNECTED CITY

Manchester has outstanding transport links. It is home to the UK's largest regional international airport, which serves over 200 destinations. With three trains to London every hour, and a journey time of just over two hours, connecting to the capital is also easy.

The city is also centrally located and is at the heart of the country's motorway network, with 60% of all UK consumers living within a two hour drive of the region. Being located in Manchester means you can serve a large customer network, access a wide talent base and connect to global offices with ease.



CASE STUDY: WORLDPAY

WorldPay operates in over 40 countries and is a major global leader in payment processing. They recently relocated a multi-stream business service centre to Manchester, from London creating over 220 roles in finance, risk and procurement. When WorldPay first selected Manchester as a location, the company wanted to be a low cost, high quality centre for the business support hub.

"The principal thing about Manchester is the huge depth of employees here in back office and business services. It was a very attractive place and we felt we could get the right talent mix. We were looking for a particular type of person. We're delighted with the quality of staff here – vibrant in languages with deep skills sets."

Aidan Connelly – Chief Financial Officer, WorldPay



**"FASTEST GROWING ECONOMY
OUTSIDE OF LONDON"**

GRANT THORNTON, HIGH GROWTH INDEX, 2014

**"MOST COMPETITIVE BUSINESS
LOCATION IN EUROPE"**

KPMG COMPETITIVE ALTERNATIVES, 2014

**"NUMBER ONE CITY IN THE UK
TO LOCATE A HEADQUARTERS"**

- CUSHMAN & WAKEFIELD, 2012

MIDAS, Manchester's inward investment agency, can help you and your business with relocation and expansion plans. We have a reputation for understanding diverse business needs and helping to remove any barriers for companies looking to locate or expand into Manchester.

Our specialist business development team can assist you with a range of free, bespoke packages of confidential support that will make your journey as smooth and simple as possible. Our services, which are also available to intermediaries such as location consultants, will save you time, money and effort resulting in a faster and more successful move.

Whether you're a SME or a global BPO, MIDAS will work with you to build your business case, find the ideal commercial property, source the right talent and introduce you to networks on the ground to help your business grow.

Contact MIDAS today and find out how you could become part of Manchester's Business Services success story.

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