




A CITY OF OPPORTUNITY

Manchester: The Ideal Hub for Growth and Innovation

Home to the UK's fastest-growing regional economy, Manchester has built a strong reputation as a powerhouse for business and innovation. Strategically located at the heart of the UK, it serves as the global gateway to the North, offering outstanding market access, connectivity, and a thriving business ecosystem.

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With a 20% lower cost of living compared to London, a diverse and sustainable talent pool, and an exceptional quality of life, Manchester provides an attractive proposition for businesses and employees alike.

As the birthplace of the Industrial Revolution and home to the first stored program computer, Manchester has a long history of pioneering progress. Today, it continues to be a leader in digital transformation, bringing together technology and creativity to drive the next wave of innovation.

About Manchester

Manchester is a city that blends a rich industrial heritage with a forward-thinking vision for the future. Recognised as the UK's second-largest economic hub, it has transformed into a thriving centre for business, innovation, and culture.

With a strong emphasis on digital transformation and sustainability, Manchester continues to attract investment from global companies looking for a dynamic and cost-effective location to grow.



Manchester has up to 20% lower operating costs than London.



Manchester has a population of 2.8 million, with 1.8 million within working age.



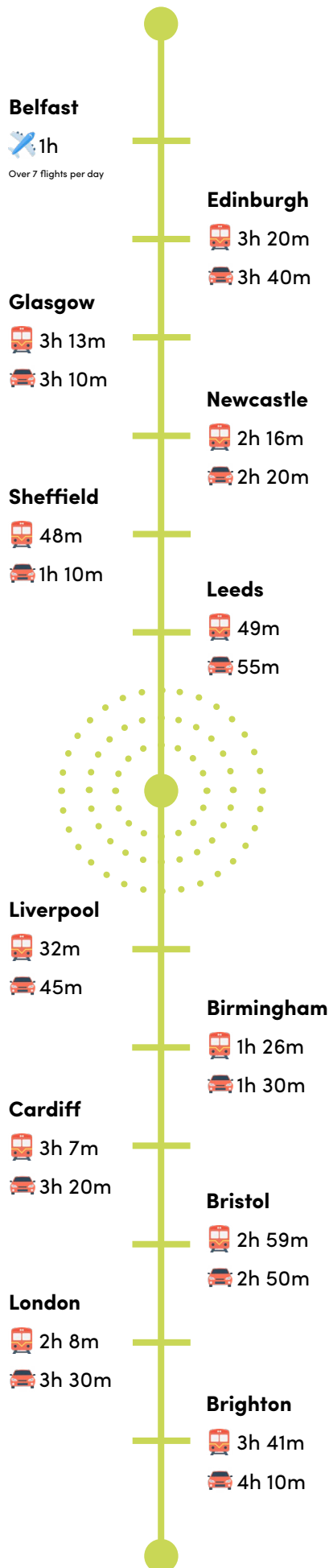
60% of all UK businesses are within a 2-hour drive time of Manchester.



7.9 million people aged 16 and over, are within a 1-hour commute of Manchester.



Manchester has over 121,000 students across 5 leading universities.



Why Choose Manchester?

Manchester is one of the best-connected and most accessible cities in the UK, providing businesses with access to an extensive transport network, a large talent pool, and a high-quality living environment. Companies choosing Manchester benefit from both unmatched talent and workforce accessibility, paired with a world-class transport infrastructure.



Unmatched Talent & Workforce Accessibility

- The UK's largest commuter catchment area – Over 7.2 million people live within 50 miles of Manchester city centre, ensuring a vast talent pool.
- A scalable and sustainable workforce – Manchester's strong employment market attracts top talent from surrounding cities like Leeds, Liverpool, and Sheffield.
- Exceptional population growth – Manchester experienced a 19% population increase between 2001 and 2011, nearly double the UK national average of 10%. This continuous growth ensures a long-term pipeline of skilled workers.

World-Class Transport Infrastructure

Manchester boasts a multi-modal, integrated transport network that enhances accessibility for businesses, employees, and customers. The city's global connectivity is driven by:

- Manchester Airport – An international hub handling millions of passengers each year, and connecting businesses to more than 185 global destinations.
- Comprehensive rail network – High-speed rail links connect Manchester with key UK cities, including London, Birmingham, Edinburgh, and Glasgow.
- Motorway accessibility – The M60 ring road and major highways like the M6, M62, and M56 ensure efficient road transport for goods and services.
- Future investment: Northern Powerhouse Rail – This transformational project will further strengthen connectivity, reducing journey times and expanding Manchester's commuter catchment from 7 million to 13 million within an hour's travel time.

Manchester's Thriving Tech & Digital Sector

Manchester has firmly established itself as one of Europe's fastest-growing technology hubs, attracting a wide range of digital businesses, from startups to global tech giants. The city's thriving tech ecosystem provides businesses with the ideal environment to scale, innovate, and collaborate. With a highly skilled workforce, access to significant investment, and a strong network of industry leaders, Manchester continues to be a top destination for tech-driven companies.

One of Manchester's greatest strengths is its highly skilled and diverse talent pool. The city is home to thousands of technology professionals, with expertise spanning software development, cybersecurity, AI, cloud computing, and data science. Manchester's world-class universities—including the University of Manchester, Manchester Metropolitan University, and the University of Salford—produce a continuous pipeline of skilled graduates, ensuring businesses have access to fresh talent.

 **There are over 36,000 STEM students in Manchester universities.**

Manchester is also a major hub for investment and funding, making it a prime location for startups and scale-ups looking to grow. The city has seen a significant rise in venture capital funding, with investors backing innovative tech firms across various sectors. This access to financial support enables businesses to develop cutting-edge solutions, expand their operations, and compete on a global scale.

 **£532 million worth of investment was secured in 2022 over 116 funding rounds.**

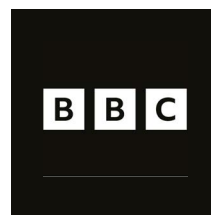
 **Manchester businesses generate £78.7 billion GVA (Gross Value Added).**

The city's business-friendly ecosystem has attracted a growing number of global tech giants. Companies such as Google, Amazon, Microsoft, IBM, and Booking.com have all chosen Manchester as a base for their UK and European operations. The presence of these industry leaders has further strengthened Manchester's

reputation as a top-tier tech destination, providing opportunities for collaboration and knowledge sharing within the sector.

 **10,000 digital and tech businesses are based here: 15% of which are high-growth.**

 **6 tech unicorns are currently based here, with more on their way.**



Beyond large corporations, Manchester's startup and SME community is thriving, supported by a network of incubators, accelerators, and co-working spaces. Initiatives such as Manchester Digital, Tech Nation, and HOST Salford help businesses navigate the tech landscape, offering mentorship, training, and networking opportunities to foster innovation.

With a strong digital infrastructure, a culture of innovation, and a rapidly expanding tech sector, Manchester continues to solidify its position as a premier destination for digital and technology companies. Whether businesses are looking to establish a new hub, scale their operations, or tap into a highly skilled workforce, Manchester provides the perfect environment for growth and success.

LIFE IN MANCHESTER

A Perfect Blend of Economic Growth, Culture, and Connectivity

Manchester offers an exceptional quality of life, combining a thriving cultural scene, excellent schools, and affordable living costs. With world-class entertainment, green spaces, and a strong sense of community, it's no surprise that Manchester is consistently ranked as one of the best places to live and work in the UK.

Manchester is consistently ranked as one of the best places to live and work in the UK, offering a unique combination of affordability, culture, and connectivity. Voted the Best UK City to Live In by The Economist, Manchester provides an outstanding quality of life, making it an attractive destination for professionals relocating from across the UK and internationally.



Manchester was voted the UK's Best City to Live In (The Economist, 2021).

The city boasts a vibrant cultural scene, with world-renowned football clubs, a thriving music industry, and a diverse arts and theatre landscape. From Manchester International Festival to the famous Northern Quarter, the city is alive with creativity and entertainment. Additionally, its excellent restaurants, bars, and shopping districts ensure a fantastic lifestyle for residents.



Manchester was ranked the 3rd best city in the world by Time Out (2021).

Manchester also offers affordable housing and a lower cost of living compared to London, allowing professionals and families to enjoy a high standard of living without the financial strain of the capital. For those with families, Manchester is home to some of the UK's top schools, including Altrincham Grammar School for Boys, Altrincham Grammar School for Girls, and Manchester Grammar School, providing excellent educational opportunities.



In Lonely Planet's Best in Travel 2023 list – Manchester was the only UK city featured.

The city is well-connected, with Manchester Airport offering international travel to over 185 destinations, and future infrastructure investments such as Northern Powerhouse Rail set to further enhance connectivity. Additionally, Manchester is surrounded by stunning countryside, with four national parks within an hour's drive, making it an ideal place for outdoor enthusiasts.

With a strong sense of community, excellent work-life balance, and an inspiring environment, Manchester is not just a great place to work—it's an incredible place to live.

How can Maxwell Bond support your move to Manchester?

If you're considering expanding your business or establishing a new hub in Manchester, we're here to help. At Maxwell Bond, we specialize in connecting businesses with top-tier talent, providing insights into market trends, salary benchmarks, and hiring strategies to ensure your success in this thriving city.



Permanent Hiring

We help businesses secure top talent for long-term success, ensuring a perfect match for both the role and company culture.



Contract Hiring

Our flexible contract hiring solutions provide immediate access to skilled professionals for short-term projects or to cover staffing gaps.



Executive Search

We specialise in identifying and attracting high-caliber executives who can lead organisations to new heights.



Talent Partnerships

Through our strategic talent partnerships, we work closely with businesses to develop customised recruitment strategies that drive growth.



Events & Roundtables

We host industry-specific events and roundtables, providing a platform for networking, knowledge sharing, and thought leadership.



Insights & Reports

We provide in-depth market insights and reports, equipping our clients with the knowledge they need to make informed decisions.

Get in touch with our team today to discuss how we can support your recruitment and growth plans. Whether you're looking for tech talent, market insights, or strategic hiring solutions, we have the expertise to help you make the most of Manchester's incredible opportunities.

Contact us via email, phone, or our website to learn more about how we can assist your business.



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Manchester's inward investment agency, providing businesses with essential support, market insights, and introductions to local stakeholders.



Driving the region's economic development, investment in infrastructure, and strategic business initiatives.