

SALFORD

A WORLD CLASS LOCATION FOR BUSINESS



Salford City Council

Invest Salford



City Centre Salford

WHY SALFORD?

The last decade has seen private sector investment amounting to billions of pounds which has secured new commercial developments, housing, infrastructure, public realm, cultural, health and educational facilities.

The business base has diversified and grown with new jobs in digital, media, creative, professional services, distribution and logistics, with a number of large employers choosing Salford for their headquarters or other central functions. Population numbers are on the rise with the fastest growth outside of London, linked to the spectacular scale of urban development in recent years.

Over the next two decades Salford is forecast to experience the fastest growth in Greater Manchester, with the local economy expected to increase by over 46% with £3bn of growth.

Salford is one of the most productive districts in Greater Manchester, showing an exceptionally strong performance in employment growth at 19% (more than four times the England average).

It has one of the most skilled digital and technical workforces in the region with strong links between education and industry, a key contributor to the city's growth. Additionally, operating costs are up to 20% lower than London, providing a competitive advantage to companies based here.

New industries are attracting new talent, with the population predicted to grow by 2,200 year on year, alongside clearly identified employment, residential and population growth areas that will deliver 40,000 new jobs and 40,000 new homes by 2040.

KEY LOCATIONS

This sustained and inclusive growth is supported by clear council policies that identify strategic long-term objectives and three of the strongest investment opportunities in the region for businesses and investors.

City Centre Salford

A prominent location for business, offering high quality office accommodation and city centre living, at distinct neighbourhoods such as Greengate and New Bailey.

The University of Salford is a partner with the council and ECF on The Crescent Salford Masterplan, a £2.5bn regeneration programme covering 240 acres. The development framework will deliver up to 3,000 homes and 2 million sq ft of innovation and collaboration space, including academic, research, commercial, retail and leisure uses, significant connectivity enhancements and extensive new public realm.

The Quays and MediaCity

A major knowledge-based economy with exceptionally high numbers of people working in the creative and technology and professional and financial services sectors. Further phases of development, led by Landsec, will see MediaCity expand further over the next decade, with 900,000 sq ft of additional office space planned to accommodate industries of the future.

Greater Manchester (GM) Western Gateway

A prime location for logistics and distribution, the GM Western Gateway offers a vast area with transport and connectivity at its heart and the opportunity to create a tri-modal interchange that will transform the way goods are transported, not just in the northwest but across the UK.



Western Gateway



MediaCity



City Centre Salford



GROWTH SECTORS

Driving Salford's growth is a diversity of sector strengths and increasing sector specialisation.

Construction and development

Salford has seen a construction and development boom, with £386m of public investment and £3.1bn of private investment since 2017. The development pipeline is exceptional, with 67,000 homes and 1m sqm of commercial floorspace expected over the next 20 years.

The city is a fantastic destination for construction and development firms and there are almost 2,000 businesses in the sector providing over 12,000 jobs. A range of large companies are based in Salford including the Scarborough Group, Morson Projects, Muse, and Morgan Sindall, along with a strong supply chain.

Salford has a robust talent pipeline in place, with skills provision delivered through Salford City College, the University of Salford and other partners.

Creative and technology

Salford is home to a world class digital, media and creative cluster based at The Quays and MediaCity which comprises 9,000 jobs and approximately 200 companies.

Across the city, Salford's particular strengths are in Broadcast media (5,000 jobs), Telecommunications (1,500 jobs) and Digital and Tech (2,600 jobs).

The BBC's presence in the city has been transformational, providing Salford with a national and international profile.



The creative and technology sector has developed into the city's core strength with investment from several large companies such as TalkTalk, JC Decaux, Matillion, Huawei and BT.

Salford has been named one of the UK's most AI ready cities, confirming its potential to leverage significant economic growth and opportunities coming out of this technology.

Health, social care and innovation

Salford is leading the way in health and social care innovation with an established model of integrated neighbourhood and place-based working across secondary, primary, mental health and social care.

The city also has an established model to connect the health and care system with academic and industry partners.

Salford City Council and Salford Royal Hospital anchor the sector, which comprises over 400 companies providing over 26,000 jobs and has grown by 9% since 2019. Local specialisms include childcare, social care and hospital activities.

Salford Royal Hospital is a leader in healthcare, winning multiple awards and being rated 'outstanding' while Bupa's impressive offices at Salford Quays are home to over 3,000 employees.

Industrial

Salford has a diverse industrial base comprising almost 2,000 businesses providing 23,000 jobs with specialised and growing sectors in logistics, wholesale and manufacturing.

Salford's strategic position, running from the heart of Greater Manchester to its western edge, has connections to the Liverpool City Region and offers a range of leading sites such as Northbank Industrial Park and Agecroft Enterprise Park.

The major future growth opportunity in the city is at Port Salford, where up to 500,000 sqm will be brought forward for industrial and logistics development.

Salford is also well placed in relation to Industry 4.0 given the high productivity of its business base and assets at the University of Salford, with specialisms in Acoustics, Robotics and Energy efficiency.

Major employers include Kingsland Drinks, Hydes Brewery, BOC (British Oxygen Co) and Mettler Toledo.

Low carbon and clean growth

Salford is an ideal location for specialist low carbon and clean growth firms.

Along with the rest of Greater Manchester, Salford is committed to achieving net zero by 2038. This accelerated target has attracted innovative low carbon companies and there are now over 2,000 businesses in this sector across the city.

MediaCity has the largest cluster of buildings verified as Net Zero Carbon in Operation in the UK, while the Eden Building at New Bailey has Europe's largest living green wall.

The unique Energy House labs at the University of Salford allows businesses to test low carbon technology in specialist environmental chambers, whilst Salford has been identified as building the most energy efficient new homes and preserving and creating more green space than any other council in England and Wales.



Energy House



Eden, New Bailey



Office

Salford's office economy is booming with major investment in new grade A developments at City Centre Salford (New Bailey, Embankment and Greengate) and at The Quays and MediaCity.

Salford is home to 1,655 businesses in this sector, providing almost 12,000 jobs. Major strengths in the city include business, professional and financial services comprising legal, accounting, finance and insurance, as well as a developed property and real estate cluster.

The office market has changed rapidly and there are a number of new high-quality spaces available to support the trend for flexible working.

Notable recent investors include Deloitte, RAC, Aecom, BDO LLP and Sodexo, as well as several government departments including HM Revenue and Customs, who chose the city for their new Northern Hub at New Bailey which now provides space for 5,000 civil servants.

Visitor

Salford is home to Greater Manchester's longstanding most visited attraction - Lowry, consistently attracting approx. 1 million visitors per year with its diverse programme of entertainment and visual art.

RHS Bridgewater, the Royal Horticultural Society's 154-acre garden in Worsley, opened to the public in May 2021. It provides a significant boost to Salford's visitor economy, welcoming over half a million visitors per year.

Hotels, B&Bs, bars, cafes and restaurants grew by 31% over the past five years, standing out as an important sub sector, now contributing over £180m to the Salford economy.

The city has a considerable sporting reputation with the Salford Community Stadium being home to Super League rugby league team Salford Red Devils and Premiership rugby union side Sale Sharks, whilst Swinton Lions rugby league club and Salford City FC also represent the city.



RHS Bridgewater



University of Salford



TALENT AND SKILLS

Education

The University of Salford and Salford City College are major employers and together with schools and other educators provide 11,000 jobs in the city.

Across the five Greater Manchester Universities, there are approximately 124,000 students, including almost 30,000 international students which provides a large source of graduate talent.

Level 4 qualifications or above are held by 33.5% of Salford residents aged 16 years and over (72,000 people).

Workforce and labour market

Salford has access to a large and diverse commuter workforce, with over 7 million people living within an hour's travel time.

Salford is a multicultural city with 88 languages spoken, well placed to welcome international organisations and investors.

Salford's population is 278,000, set to grow to 300,000 by 2040, whilst Greater Manchester has a population of 2.8 million and a working age population of 1.8 million.



LOCATION AND CONNECTIVITY



Salford's location next to Manchester and at the heart of the North West, is supported by excellent global, UK and local connectivity.

- » A short drive to Manchester Airport, which is connected to 190+ destinations worldwide.
- » Salford has its own small City Airport (Barton Aerodrome)
- » Easy access to major motorways, M602, M60, M61, M62, M6 and the national motorway network.
- » 60% of all UK businesses are within a two-hour drive time.
- » Just two hours to London by rail.
- » Good road, tram, bus and rail links across Salford and Greater Manchester, supported by the Bee Network, Greater Manchester's integrated public transport system.
- » Range of cycling and walking routes across Salford and Greater Manchester.
- » Access and proximity to countryside; 60% of Salford is green space, whilst the Lake District and Peak District national parks are both just an hour away.
- » Port Salford will be the UK's first tri-modal inland waterway port being served by ship, rail, and road. This ground-breaking development is to include an inland port, rail link, container terminal facility and logistics floor space.
- » When it comes to digital connectivity, MediaCity has been named the first 'connected neighbourhood' in Europe, and only the second in the world. This means ultra-fast internet speeds and best-in-class internet throughout all indoor and outdoor spaces.

Location	Distance by road	Distance by rail
Manchester Airport	35 minutes	30 minutes
Birmingham	1 hour 42 minutes	1 hour 25 minutes
Leeds	59 minutes	55 minutes
Liverpool	50 minutes	47 minutes
London	3 hours 38 minutes	2 hours 7 minutes

Source: RAC Route Finder

SUPPORT FOR YOUR BUSINESS

Salford City Council is here to support investment opportunities across the city. We have the knowledge, expertise and experience to help you expand, relocate or invest in Salford.

The city's ambition is to build a more inclusive economy, creating good quality jobs for Salford's residents, working with businesses, employers and partners to make this happen.

Account management

Salford City Council can provide you with a dedicated account manager to provide advice and support before, during and after the establishment of your new site.

Support is bespoke to your requirements and will utilise strong partnerships with Greater Manchester's business support agencies including MIDAS - Greater Manchester's inward investment agency, the Business Growth Hub, Universities and Colleges, property agents, developers and others.

People

We understand the importance of attracting and retaining the best talent for your business and Salford City Council has a proven track record in assisting new and expanding investors who are growing quickly and in need of appropriately trained staff.

Recruitment and training support

We can help design a bespoke recruitment and training package including apprenticeships (entry to degree level), sector-specific training and targeted recruitment campaigns for your existing workforce, as well as new staff. The service includes free recruitment for a broad range of entry level or specialist roles through the Salford Employment Hub.

For graduate recruitment we would provide a single point of contact to target the Salford and Greater Manchester student population.

We will work in partnership with skills and training providers to create a package for your employees, helping to develop new courses where provision does not already exist.



Embankment



OTHER RELOCATION SUPPORT

Salford City Council can also:

- » Assist with regulatory services, business rates, planning and licencing.
- » Provide information, presentations or familiarisation tours on Salford and Greater Manchester.
- » Provide information on universities, schools, nurseries and approved day care facilities.
- » Organise personalised travel planning through Transport for Greater Manchester (TFGM) including sustainable travel.
- » Help raise your company profile, supporting PR strategy, including links to the Salford City Mayor and the Greater Manchester Mayor.
- » Provide launch support - recommend venues and high-profile local guests.
- » Facilitate business to business introductions and links to Greater Manchester business support agencies.
- » Work with The University of Salford to develop a comprehensive academic / industry partnership, including access to graduate talent, research, innovation funding and student engagement.
- » Introductions to local community groups and initiatives, schools, colleges and other partners, to support your company values and Corporate Social Responsibility.

EXAMPLES OF INVESTORS SUPPORTED

Company	FTE	Business type	Sector
AECOM	Current headcount 580	Infrastructure consultancy	Business Services
BBC	Current headcount 3,500	Regional Hub and HQ	Broadcasting, TV and Film
BT	Current headcount 2,000	Regional Hub	Technology and Business Services
Bupa	Current headcount 3,200	Shared service centre	Healthcare
Deloitte	Current headcount 1,500	UK HQ – business services and consultancy divisions	Financial and Professional
HM Revenue and Customs	Current headcount 5,000	Northern Hub	Government
Kellanova (formerly Kellogg's)	Current headcount 450	Uk & Ireland Business Centre	Manufacturing
RAC	Current headcount 300	Regional HQ – roadside assistance, finance and sales	Business Services
Raytheon UK	Current headcount 120	Cyber centre	Technology
Swinton Insurance	Current headcount 1,200	HQ and call centre operations	Financial and professional

Contact us

For further information on investing in Salford, for testimonials from previous investors supported, or for any questions, please contact:

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