

CREATIVE & TECHNOLOGY



**SKILLS PIPELINE
DRIVEN BY A RANGE
OF LOCAL INSTITUTIONS**

AI

**SALFORD NAMED AS ONE OF THE
UK'S MOST AI READY CITIES**



**32,000+
JOBS**



**50% INCREASE
IN BUSINESS
BASE SINCE 2019**



**SECOND LARGEST
CREATIVE INDUSTRIES
SECTOR IN GM**



Since the relocation of the BBC to Salford over a decade ago, Salford has experienced significant growth in its creative and tech sector.

It has developed into Salford's core strength with the city home to a number of large companies that provide rapidly growing employment, increasing by almost 50% since 2019 to over 32,000 jobs.

Overall, there are over 2,000 businesses in the sector based in Salford. Specialist areas include broadcasting and related fields, alongside specialist digital and consultancy activities.

Film, TV, Video, Radio and Photography account for over 50% of the creative industry sector in Salford, forming a specialist creative cluster – especially when compared to Greater Manchester (GM) where it is 16% of the total and the UK, where it is 12%. In total, Salford has the second largest creative industries sector in GM.

A number of industry leading companies are clustered around the BBC at MediaCity and Salford Quays, including ITV and Dock 10, at what is Europe's largest purpose-built digital hub which also features the University of Salford.

Salford has been named as one of the UK's most AI ready cities and has a strong network of businesses working in this growing area.

In immersive tech pioneering work is underway through the MediaCity Immersive Technologies Innovation Hub.

MediaCity itself continues to see investment from creative and tech businesses and is set to expand further with additional office space.

**BBC HAS AN
ESTABLISHED PRESENCE
PROVIDING GLOBAL
BRAND AWARENESS**

**STRONG CLUSTER OF
250+ CREATIVE AND
TECH COMPANIES AND
ASSOCIATED TALENT**

In 2011, the BBC opened a base at MediaCity in Salford to better serve audiences in the North of England, as well as benefit the local economy.

The BBC was MediaCity's anchor tenant and a catalyst to the development becoming a world-recognised leading creative, media and digital cluster.

The BBC have continued to re-locate key departments and programmes and today over 3,500 staff work at MediaCity, producing thousands of hours of content for television, radio and online.

Major departments include BBC Sport, BBC Children's and Education, BBC Radio 5 Live, BBC Children in Need, and the BBC Philharmonic Orchestra. Famous programmes include Match of the Day, BBC Breakfast, Blue Peter, You & Yours, Football Focus and A Question of Sport.

The BBC's local and regional services are based in Salford including North West Tonight and Radio Manchester. In 2024, the BBC also relocated The News at One - the BBC's first daily network TV news bulletin to be produced and broadcast from outside London.

The BBC in Salford is a digital powerhouse; home to some of the BBC's biggest digital products including iPlayer, Bitesize, BBC Sport Online and BBC Children's Online. The BBC's move to Salford has transformed the local economy by driving investment and economic activity that boosts the whole region. A KMPG report published in 2021 found that since the BBC moved to Salford, employment in the creative sector in the city has grown by 142% and the number of creative businesses has grown by 70%.

Quay House, MediaCity, Salford, M50 2QH

bbc.co.uk



**OPENED A BASE
AT MEDIACITY
IN 2011**



**3,500
EMPLOYEES**



**70% GROWTH IN
NUMBER OF CREATIVE
BUSINESSES**



**142% GROWTH IN
EMPLOYMENT IN THE
CREATIVE SECTOR**



**ONE OF THE LARGEST HDTV
PROGRAMME MAKING
FACILITIES IN EUROPE**



Apadmi

Born alongside the dawn of the smartphone in 2009.

Apadmi has become one of Europe's fastest growing digital product consultancies. Moving to its Salford Headquarters in 2020 has seen the business expand rapidly from just 50 to more than 400 people at the beginning of 2025. Apadmi has created a fierce reputation for designing, developing and optimising digital mobile products for leading brands across the North West, the UK and Europe. The bespoke mobile experiences Apadmi creates unlock new value for clients through strategy, platforms, middleware and systems integrations that transform the way they work.

From customer growth, increased engagement and loyalty, improved self-service and more revenue per customer, Apadmi has helped brands such as Domino's, Asda, Sykes Cottages, iD Mobile and Argos Financial. Apadmi has collaborated with local Salford and Manchester businesses such as the BBC, Co-op, TalkTalk and GigPig, finding value in supporting neighbouring organisations in achieving their mobile ambitions.

Alongside its international expansion, Apadmi remains very active in the Salford community. They offer their purpose-built event space in Anchorage Two to clients and local businesses, and regularly host tech-focussed events in the space to encourage knowledge-sharing, networking and collaboration, including the 'girls in tech' initiative from Salford-based TalkTalk which saw students from a local high school attend workshops to inspire future careers in technology. Apadmi also supports the nurturing of local tech talent through affiliation with Northcoders as well as taking local graduates into the Apadmi Academy graduate scheme.

Apadmi. Experts in everything mobile.

Level 9, Anchorage Two, Salford Quays, M50 3YW

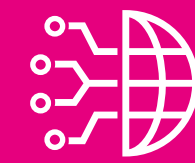
[apadmi.com](https://www.apadmi.com)



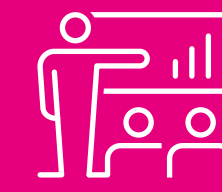
400 + EMPLOYEES ACROSS EUROPE
INCLUDING 280 AT SALFORD QUAYS



FEATURED THREE
TIMES IN SUNDAY
TIMES BEST PLACES
TO WORK LIST



ONE OF EUROPE'S
FASTEST
GROWING DIGITAL
CONSULTANCIES



APADMI ACADEMY
SCHEME SUPPORTS
TALENT DEVELOPMENT



36%
REVENUE
INCREASE
IN 2024






Photo by Mark Waugh

Contact us

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

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