



# Digital & Creative

## Overview

Peterborough is a leading light in the UK's digital revolution. Our gigabit speed pure fibre internet network places us in the global premier league for digital connectivity, removing barriers to growth and enabling innovation. Benefiting from a highly skilled and inspired workforce, our digital and creative businesses also enjoy fast access to London King's Cross – but at a fraction of the cost attached to an address in the capital. It's little wonder that digital and creative businesses are flourishing in Peterborough.

As well as nurturing start-up and micro companies, Peterborough is home to established big name businesses like **CompareTheMarket.com** – part of the **BGL Group**; **Bauer Media** – Europe's largest, privately owned publishing company; **Kelway** – a global IT services and solutions company; and **Park Air Systems** – part of the **Northrop Grumann** group – is based on the outskirts of the city.

## A collaborating community

More than 750 digital and creative businesses call Peterborough home and their footprint spans design, publishing, IT services, software development and telecommunications and networking. Whilst these businesses are growing and innovating, importantly, they're collaborating; two grass roots software development and creative networks – **Agile Peterborough** and **Digital People in Peterborough** – have more than 600 combined active members and meet regularly to share ideas and network.

As well as high tech software developers and website design agencies, the city's digital and creative industries sector also comprises a number of smaller printing and publishing companies who have invested in state-of-the-art equipment, including **Fisherprint** – an independent commercial and specialist-pharmaceutical printing company – and **PrintOnDemand** –

**Wordwide Ltd** – recognised within the industry as a leading specialist short-run book printer.

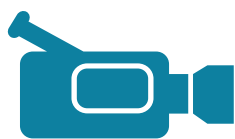
## Growing our own talent pool

Businesses based in Peterborough have access to a fantastic pool of talent. **University Centre Peterborough** offers well regarded degree-level qualifications in computing and information systems, multi-media journalism and media studies, whilst **Peterborough Regional College** provides Level 3 qualifications in ICT, media, music, art and design, production arts and performing arts via its **Media and Journalism Centre** located in the heart of the city.

All of Peterborough's further and higher education providers have close working relationships with the industry, making every effort to ensure their curriculums are up-to-date and meet the current and future skills demands of local employers.



Peterborough is the UK's first Gigabit City



More than 750 digital and creative businesses operate in Peterborough



Above UK average numbers of businesses and employees operating in the sector



45 minutes to London by train



Peterborough is the 6th most innovative city in the UK



Peterborough



## PETERBOROUGH... Made for business

- One of the UK's fastest growing cities
- UK's second highest rate of jobs growth during the last century
- GVA of £4,972m
- Population of 188,400
- Retail catchment area of 950,000 people
- UK's first 'Gigabit City' delivering internet speeds of 1000Mbps
- Located 45 minutes from London King's Cross by train
- 5 international airports are within 75 minutes of the city
- One of only four UK Government Future City Demonstrators
- 6th most innovative city in the UK by patents registered per 100,000 population
- Median weekly wage
  - Peterborough: £498 per week
  - England: £523 per week
- House price/earnings ratio
  - Peterborough: 5.25
  - England: 6.72

Peterborough is an ambitious city with a diverse economy and exciting plans for growth. We were the first UK city to install a city-wide, pure fibre gigabit speed internet network. This new digital highway is driving growth, enabling innovation and revolutionising the way we do business.

Situated at a crossroads of primary north-south and east-west routes, Peterborough is just 45 minutes from London King's Cross, 1hr 45m from the Port of Felixstowe - the UK's busiest container terminal - and 75 minutes from five international airports. We boast the fastest commuting speeds in the country and lowest carbon emissions per vehicle in the UK.

With below average wage costs, Peterborough retains an excellent house price to earnings ratio and has some of the best value commercial property within a 50-minute commute of central London. Around £200 million has been spent rebuilding and refurbishing every secondary

school in the city, in addition to developing University Centre Peterborough and the University Technical College: Peterborough is investing in its future.

A billion-pound regeneration programme is underway in Peterborough, delivering major new housing, leisure and employment opportunities. With Cathedral Square, in the heart of the city, now transformed and already attracting significant investment from the retail and restaurant sector, development of the city's riverside on the South Bank is the next focus for major regeneration.

A medieval city with a cosmopolitan population of 188,400 people, Peterborough is a city focused on investment, growth, connectivity and opportunity. With an increasing reputation as the city of choice for major global players, SMEs and innovative start-up companies, Peterborough is the ideal location to invest, work and live.

