



Peterborough



# 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-**

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

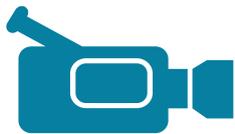
## Growing our own talent pool

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