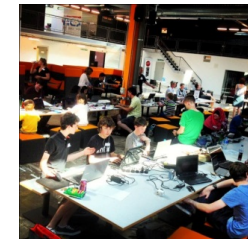


SharpFutures 

# SharpFutures



# ECONOMIC GROWTH

Manchester's digital and creative economy has never been more important to its economy, and, through growth and investment, its influence is guaranteed to increase in the future. Job creation, inward investment and skills development are key to this and, as the largest digital and creative cluster outside London already, a bright future for Manchester looks assured.

## URBAN BROADBAND FUND

**£12m**  
INVESTMENT RESULTING IN

**262**  
BUSINESS START UPS

**220**  
JOBS CREATED

**£125m**  
INCREASE IN GVA

## THE DIGITAL AND CREATIVE ECONOMY

H. NORTH WEST IS THE  
SECOND LARGEST CREATIVE  
CLUSTER IN EUROPE...

...AND IN THE UK, MANCHESTER IS  
THE SECOND LARGEST CREATIVE  
& DIGITAL CLUSTER OUTSIDE LONDON

## FOCUS ON EMPLOYMENT

RECENT NEW INVESTMENTS AND DIGITAL PROJECTS INCLUDE:

EON REALITY:  
240 JOBS CREATED

BRITITRUE  
SOFTWARE  
300 JOBS CREATED

APP CROWD:  
30 JOBS CREATED

KEY SUB-SECTORS IN  
GREATER MANCHESTER  
INCLUDE:

Printing and reproduction of recorded media and publishing activities

Motion picture, video and television programme production, sound recording and music publishing, programming and broadcasting activities

Computer programming, consultancy and related activities

25,000 JOBS  
3,000 BUSINESSES

MANCHESTER

45,500 JOBS  
7,300 BUSINESSES

GREATER MANCHESTER

305,500 JOBS  
31,000 BUSINESSES

NORTH WEST

## BY 2020 THE SECTOR IS FORECASTED FOR

**44%** GROWTH

**11,000** ADDITIONAL JOBS

**3.7bn** ANNUAL GVA

## THE DIGITAL & CREATIVE INDUSTRIES

**300**

NEW CREATIVE START UPS IN THE CITY EVERY YEAR



**5%**

OF EMPLOYMENT IN GREATER MANCHESTER IS IN THE CREATIVE & DIGITAL INDUSTRIES

GREATER MANCHESTER CREATIVE & DIGITAL ACCOUNTS FOR

**£2.7bn** OF REGIONAL GVA

# Economic Impact of Creative Digital Sector

# Creative Digital Sector

Why does this sector need intervention?

1. Fast Growth sector
2. Micro-Business / SME backbone of sector
3. Existing Skills Development Initiatives require specialist knowledge and support

# Talent Pool Examples

- Apprentice
- Job Seeker
- Graduate



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[www.sharpfutures.org.uk](http://www.sharpfutures.org.uk)

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