

Made in Sheffield

MADE IN SHEFFIELD

Sheffield First For Investment

These are exciting times for investing in Sheffield

Don't miss the window of opportunity in the city

Phil Roberts, Chief Executive of Sheffield First For Investment, the city's investment promotion agency, urges businesses to capitalise on the success of one of the fastest growing cities in the UK.

"These are exciting times for Sheffield, both for established businesses in the city, and those looking to relocate. A recent report by property agents Knight Frank has highlighted that Sheffield has the fastest rising office rents outside London. The rise is fuelled by a surge in demand for accommodation in Sheffield, with the Knight Frank report forecasting over 8,000 office jobs over the next decade.

This optimism comes as no surprise to Sheffield First for Investment. For a few years now

we have been stressing the point that there is rising interest in Sheffield from potential investors, in almost all sectors and size categories, and that considerable benefits would be gained from developers providing new offices and industrial units.

At the moment Sheffield has a very attractive set of features – a real window of opportunity. Firstly, although office rentals are rising, the city still provides very cost effective accommodation compared to other major cities such as Leeds, Manchester or Birmingham.

Secondly, prosperity and employment in the city are at unprecedented high levels but the city can still provide the highest level of grant support in Europe. Finally, although the city is growing significantly it still provides a quality of life to beat any other city - low traffic congestion and crime levels, and

of course being the greenest city in the country.

So where does Made In Sheffield come in? Despite many cities seeing a total disappearance of manufacturing from their economy, Sheffield has a vibrant and increasingly high-value manufacturing base. Like the Sheffield office market, we could accommodate more inward investment and expansion in manufacturing if we had more industrial business units – another opportunity for property developers to read the market signals.

As part of our promotion of Sheffield as the pre-eminent location for high value manufacturing, we were delighted to be involved in the revival of the long-respected Made in Sheffield brand. This world famous badge of excellence has been modernised to reflect the character and aspirations of the city and its businesses in the twenty-first century.

Many companies have already been approved to use the new Made In Sheffield Mark, which is establishing itself as a symbol of the quality and excellence of Sheffield products. It gives producer companies in the city a chance to show their Sheffield credentials by using the mark on their products and in promotional literature, and capitalise on the reputation of one of the world's great brands."

Application to use the Made In Sheffield Mark is open to high quality producer companies in the Sheffield 'S' post-code area. To apply, or for further information, please visit www.madeinsheffield.org

■ For more information on investment opportunities within the city, please visit www.makeitinsheffield.com, or call 0114 223 2345.



Sheffield
FIRST
SHEFFIELD FIRST FOR INVESTMENT

Capitalise: Phil Roberts, Chief Executive



SHEFFIELD: CITY
OF OPPORTUNITY

Sheffield First

FOR INVESTMENT

Sheffield First for Investment is the investment agency for the City. Our dedicated team offers advice and support on:

- The availability of suitable existing commercial and industrial property
- The availability of development sites for the provision of bespoke facilities
- Relocation of key staff moving to the City
- The extensive range of financial assistance available for investors, from both UK and EC sources
- The recruitment and training of staff (through our JOBMatch service)



Sheffield First for Investment
MADE IN SHEFFIELD is a supporter of the MADE IN SHEFFIELD initiative

SHEFFIELD FIRST FOR INVESTMENT
1 St James Row, Sheffield, S1 2EU

Tel: +44 (0) 114 223 2345

FAX: +44 (0) 114 223 2346

Email: info@makeitinsheffield.com

Website: www.makeitinsheffield.com

