



# WELCOME TO LEEDS CITY REGION



**Tracy Brabin**  
**Mayor**  
of West Yorkshire

Working in  
partnership  
with the

**West  
Yorkshire**  
Combined  
Authority



**Leeds City Region**  
**Enterprise**  
**Partnership**



**At the heart of the UK and at the centre of the Northern Powerhouse, Leeds City Region is a brilliant place to live, work and invest.**

We are one of the UK's most vibrant and diverse regions, with a thriving economy, a young, fast-growing population and the talent, expertise and partnerships that can ensure success for inward investors.

Our region has one of the fastest rates of private sector jobs growth in the UK, driven by tech start-ups, the continued growth of large-scale technology-driven businesses, and international strengths in key sectors that have the potential to tackle some of the biggest challenges facing the world today.

As Mayor, my vision is for West Yorkshire to be the best place in the UK for businesses to invest, grow and thrive, where good businesses go hand in hand with a strong focus on community, so we can build a green economy where everyone has a chance to succeed.

We are already seen by many businesses looking to establish or grow their presence as the preferred UK location for inward investment. We hope you will join us and be part of our success.



**Tracy Brabin**  
Mayor of West Yorkshire





**As a trusted partner of the LEP Trade and Investment team, we are delighted to have your support in championing Leeds City Region. With our joint ambition and bold action, we will make our region the most vibrant, innovative and healthy economy in the United Kingdom.**

During the pandemic, we have worked tirelessly to continue to attract significant investment from the sectors of the economy that are naturally thriving. However now, more than ever before, the strength of support from our region's business networks will be a critical factor in helping us to secure future investment.

This pack provides you with real time insights and material that businesses will find useful to base their investment decisions on and will help investors recognise the true potential of our fantastic region.

Thank you for your on-going support and the critical role you play in fostering the cohesive business environment which we are globally renowned for. We look forward to working with you to expedite the economic recovery and make Leeds City Region the most attractive location in the UK for investment.



**Sir Roger Marsh OBE DL**  
Chair Leeds City Region  
Enterprise Partnership (LEP)  
and NP11



Section 1

## Our services



Section 2

## A future-proof location



Section 3

## Connectivity



Section 4

## Talent pool



Section 5

## Pride in our people



Section 6

## Culture and lifestyle



Section 7

## Leading quality of life

### Disclaimer

Information in this document is correct as of July 2021.

Photography within this document was taken before the COVID-19 restrictions. The information contained in this document is private and confidential. This document is strictly only for the intended recipient. Any third party recipient must be approved by the LEP before the document is shared.



A background image of two men in a meeting, overlaid with a teal color filter. The man on the left is wearing glasses and a light blue shirt, smiling. The man on the right is wearing a dark shirt and is partially visible in profile.

# How we can help your clients

**Contact us**

Email: [invest@the-lep.com](mailto:invest@the-lep.com)

With direct access to the latest economic data, a range of business support packages and networks with existing businesses in the region, we can help your clients make the case for investing in Leeds City Region.

The package of support we offer means your clients will be able to hit the ground running if they choose to invest here. Once they arrive in the region they will be part of a thriving business ecosystem with the largest and most powerful City Region economy in the UK outside London.

Our free and confidential package of services are tailored to the needs of your clients. We have the expert knowledge that will add value to your client relationships, helping you to de-risk your clients' investment decisions and ensure a fast and successful business move.

**We are your trusted resource for local market intelligence.**

## The Leeds City Region Investment Team can help with:

- Investment case development
- Industry insight
- Talent benchmarking
- Lifestyle data and quality of life information
- Sourcing of properties
- Advice on recruitment and training
- Introductions to business networks, suppliers, agencies and educational establishments
- Advice on incentives



With access to hard economic facts, case studies from leading companies and a range of business support packages, **we can help your clients make the case for investing in Leeds City Region.**

**We want to work with you to assist your clients  
who are operating in key growth sectors**

The home of  
Fintech North

Leading location  
for tissue wound  
care regeneration

Forefront of  
next generation  
technologies  
such as quantum  
communications and  
encryption

Home to the  
UK's second  
largest digital  
festival

Home to  
the UK's  
National Health  
Infrastructure



Leeds Digital Festival



Nexus Innovation Hub  
*credit Nexus*



An aerial photograph of a city, likely Leeds, with a red gradient overlay. The text is overlaid on the image.

# The perfect location for the new normal

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Cleckheaton

## Covid-19 has changed the way business and employees think about the world of work.

Finding the right business ecosystem, access to the right talent and properties remain important factors in making investment decisions.

The pandemic has shone a **light on the need for flexible working, access to open spaces and the quality of life locations can offer.** As companies evaluate how their business operates in these unprecedented times, the Leeds City Region Investment Team is here to work with you to provide the best possible service to your clients.





# Business and professional services

- The UK's second city for finance and legal services and the new home the UK Infrastructure Bank
- Over 352,000 people employed in this sector
- Home to a growing FinTech ecosystem
- We have a substantial presence from the big 4 accountancy firms PwC, EY, KPMG and Deloitte
- Our region boasts a large insurance sector with names such as Aviva, Covea, Direct Line and Hiscox
- A thriving professional services sector with recent new investors including Reed Smith, Link Assets Services, Knights Plc and leading fintech lender iwoca
- Host over 40 financial institutions with proven strengths in retail banking, consumer and business lending, insurance, substantial back and middle office services and credit referencing
- Leeds City Region is home to the headquarters 3 of the UK's top 5 building societies as well as hosting offices of the UK's top 3 credit referencing agencies
- A strong legal sector with 1,560 legal companies based in the region, including 28 of the UK's top 100 law firms







Leeds City Region has  
341 scale ups, **more  
than any other area  
outside London and  
the South East.**

Beauhurst's Scale Up Index 2020



True North



The Assembly



30 Chapel Street

## Key sectors

# UK's digital heartland

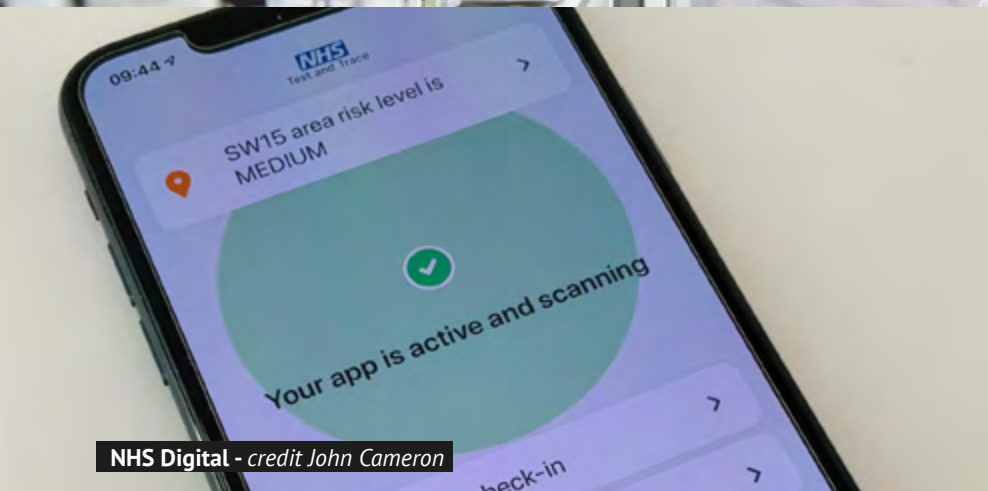
- Home to over 8,695 digital tech businesses employing over 53,000 in digital and tech roles
- Home the largest digital festival in the North and second largest tech festival in the UK – The Leeds Digital Festival
- Strengths include Data Analysis, Software development, Digital Health, Gaming and Fintech
- Attracted more than \$43.5 million in venture capital investment in 2020
- Identified as the 2nd best location in the world to launch an Artificial Intelligence operation in financial services and professional services
- The fastest rate of scale-up growth outside London and the South East







Biovale, York



NHS Digital - credit John Cameron



De Puy

## Key sectors

# Healthcare and life sciences

- Leeds City Region is home to an internationally recognised healthcare and innovation ecosystem with over 20 clinical commissioning groups, 600 life sciences companies, 250 MedTech firms and 62 digital health enterprises
- Leeds City Region is home to NHS England, NHS Digital, Public Health England, The NHS Leadership Academy as well as large teaching hospitals and 20 clinical commissioning groups
- The region is also home to the world's largest healthcare data platforms – NHS Spine and NHS Database alongside leading tech companies such as EMIS and TPP
- This sector offers huge opportunities for investment and growth with over 196,000 people employed in health and science roles





Produmax, Bradford



Canvasman, Bradford



3M

## Key sectors

# Advanced manufacturing

- Leeds City Region manufacturing businesses generate £7 billion a year and employ 144,000 people, representing the largest manufacturing base in the UK
- The region is home to over 7,300 manufacturing and engineering businesses, two-thirds of which are specialists in advanced processes, R&D and product development
- Leeds City Region is a centre for the manufacturing of mission-critical components across a range of high value supply chains and essential infrastructure including Automotive, Pressure systems and Aerospace

# Leeds City Region:

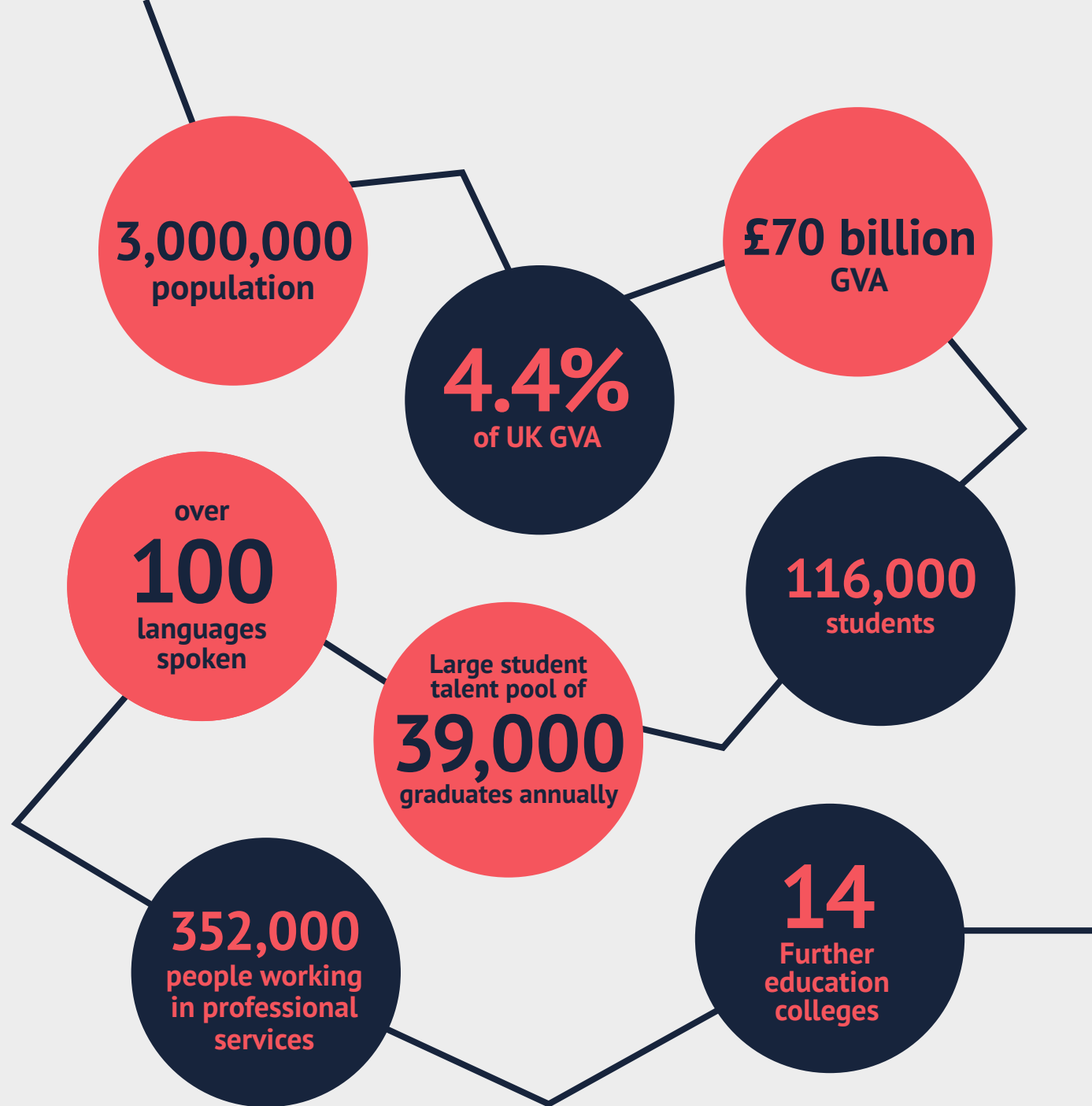
## The facts

### Brain gain

**9** Universities

**56%** Graduates stay in Leeds City Region

**70%** of graduates who leave return to Leeds City Region

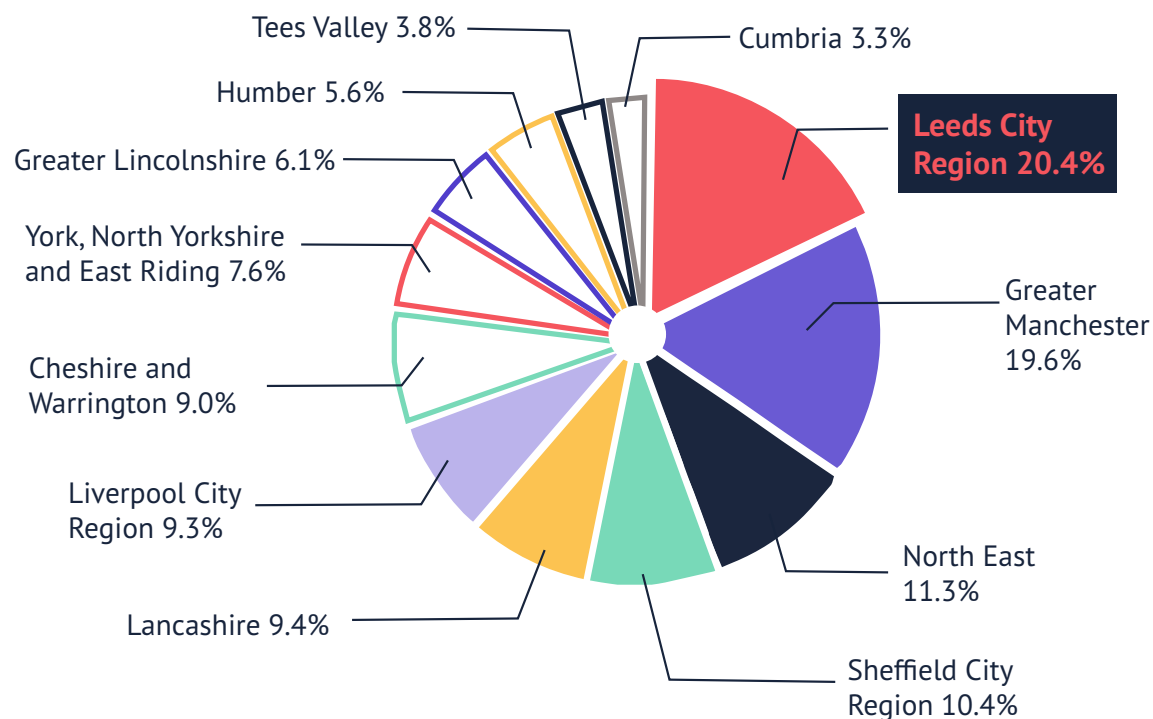


# A strong and fair economy

At £70 billion, the Leeds City Region economy is the largest economic contributor in the Northern Powerhouse and the third largest City Region in the UK. The ambitious West Yorkshire Devolution Deal secured in 2020 will strengthen this further and unlock more than £1.8 billion in investment to accelerate growth. This gives our region more of the investment and powers we need to create extraordinary economic opportunity for our people, businesses and communities.

With over three million people, our population is larger than Greater Manchester, double the size of Glasgow, and almost triple the size of Bristol and the West of England combined. In total, seven million people live within one hour's drive of our region.

## Share of Northern Powerhouse GVA by LEP



Source: Office for National Statistics 2019  
Total sums to more than 100% due to overlapping areas

## Scale

This wider commuter catchment area draws on a **working age population of 1.9 million people** and the **largest financial, business and professional services sector outside the capital.**



# In good company



iwoca and Sir Roger Marsh OBE DL



Hiscox





Leeds has a **strong heritage in financial services and banking**, but we wanted to play a major role in the city's fintech evolution. We looked at several cities and **Leeds stood out as a natural second home from where we could support even more small businesses across the UK**. We were particularly impressed with the size and quality of Leeds' talent pool, its strong and improving infrastructure, as well as the city's own distinctive culture and soul.

**Seema Desai**

Chief Operating Officer, iwoca





# The best connected region in UK

**Contact us**

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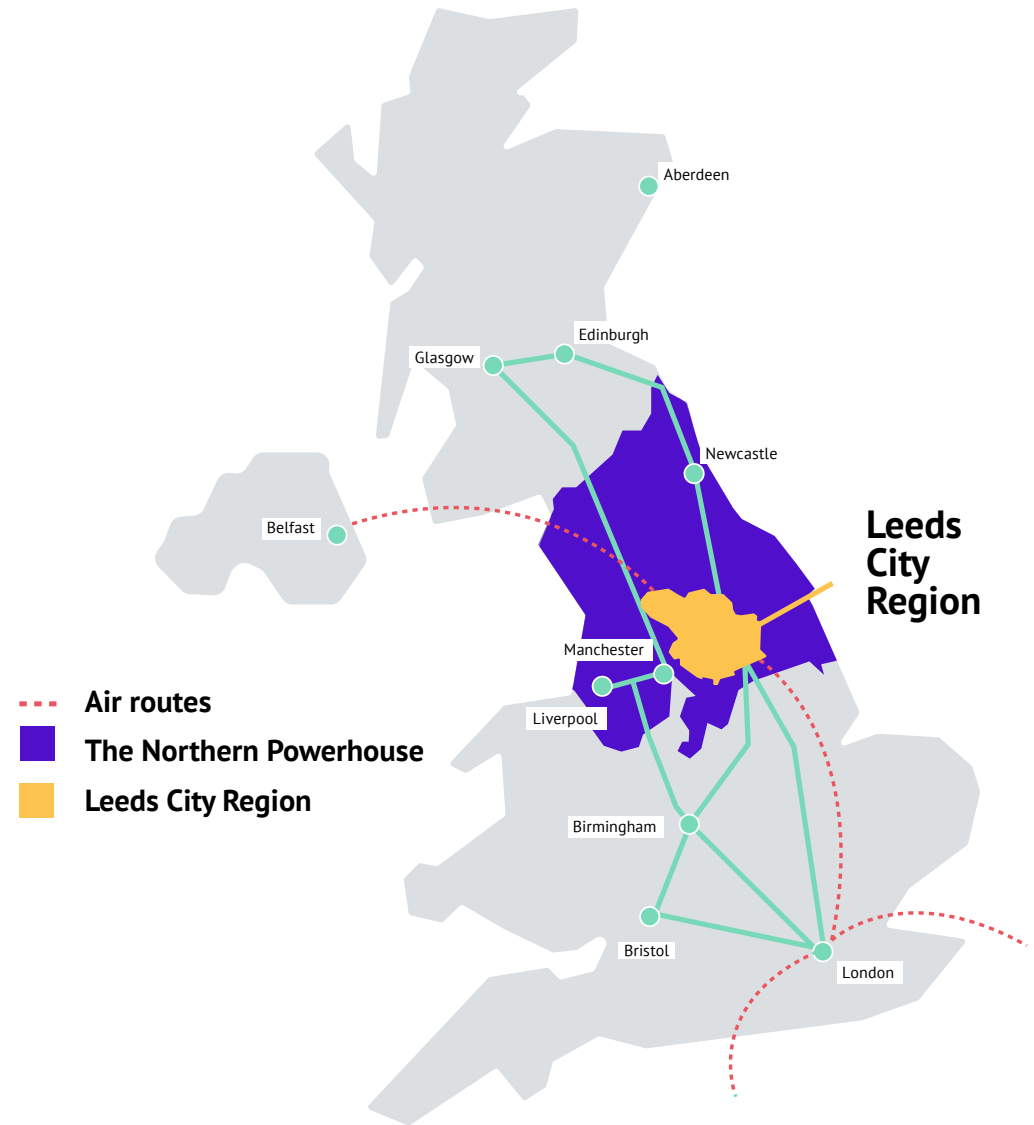


# Leeds City Station

Leeds City Station is the busiest in the North of England. Many of our large businesses operate across multiple sites in the UK, with thousands of employees regularly travelling between Leeds and London.

The average age of those passengers is 34 – much lower than elsewhere in the country and a good indicator of the type of footfall you would have on your doorstep, daily.

You will also be able to draw from a completely new pool of talent as Leeds is far enough away from London and the South East to avoid talent attrition but close enough to other major UK cities (Manchester, Newcastle, Sheffield) to provide a wide pool of talent to recruit from.



## Travel time from Leeds

Fastest time by rail



**2 hours**  
from Kings Cross



**72 trains**  
per day



**47 minutes**  
to Manchester







Bradford Leeds Cycle Superhighway

# Active travel



**Leeds City Region will benefit from  
£317 million of investment from the  
Transforming Cities Fund**

The Leeds City Region Transforming Cities Fund is a major new programme of investment that aims to deliver transformational, new infrastructure and help create a step change in travel across the region. It is essential to reducing reliance on car travel and meeting the Leeds City Region commitment to become a net zero carbon city region by 2038.



# Investing in Infrastructure



White Rose Station



Thorpe Park Station



Leeds Bradford Airport Parkway Station

Leeds City Region is investing in **three new major transportation hubs** over the **next five years** which will provide sustainable access to the next generation of workspace in the region.

## White Rose Station


The White Rose Station will be a destination station that also connects local communities. It represents significant transport investment in south Leeds and the construction will create employment opportunities and increase skills.

## Thorpe Park Station

Thorpe Park Leeds sits on the trans-Pennine route across the North of England. The new train station will provide sustainable access to key towns and cities supporting economic development, job creation and new housing. When completed in 2024 this will provide access to Leeds city centre in less than 10 minutes and York in less than 30 minutes.

## Leeds Bradford Airport Parkway Station

The new parkway station will ease congestion and provide a vital link to the proposed employment hub and Leeds Bradford Airport.




# The largest pool of graduates in the North

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Top 10 in the UK for  
all business subjects

University of Leeds- credit University of Leeds



Home to world-leading  
applied research  
groups in biomedical  
sciences, engineering  
and physical sciences

University of Huddersfield- credit University of Huddersfield



York is a six-times  
winner of the Queen's  
Anniversary Prize  
for research

University of York-credit University of York

# Our graduates


Leeds City Region has an unrivalled supply of talent. Home to nine universities teaching 116,000 students and a further 14 further education colleges, there is no better place to locate to ensure a sustainable supply of skilled candidates.

The region is a net importer of graduates, one of only two areas outside of London that can boast this. We retain an exceptionally high level of students; 56 per cent of students who study here, stay to live and work after graduating.

Just as importantly, our talented young people come back, with 70 per cent of graduates that leave the region to study elsewhere returning to live and work in the City Region.



# Student numbers




**Leeds Trinity University**  
3,715 students



**University of Bradford**  
11,215 students



**Leeds Conservatoire**  
1,200 students




**Leeds Arts University**  
1,320 students




**University of York**  
17,155 students



**University of Huddersfield**  
19,270 students



**Leeds Beckett University**  
25,920 students



**University of Leeds**  
31,790 students



**York St John University**  
5,980 students

“

Our choice of Leeds underlines  
**our belief in the strong talent available  
in the North of England** and we see it as  
an attractive destination for our business.

**Julie Brown**  
CFO and COO, Burberry



# Our team can help with:

Statistics broken down by:

- Occupation

- Skill level

- Demographics

From sources such as **Beauhurst, Nomis, Croners Salary Search and LinkedIn Talent Insights** – representative examples on following slides.

All statistics are benchmarked against other areas.





# Demographic benchmarking – example

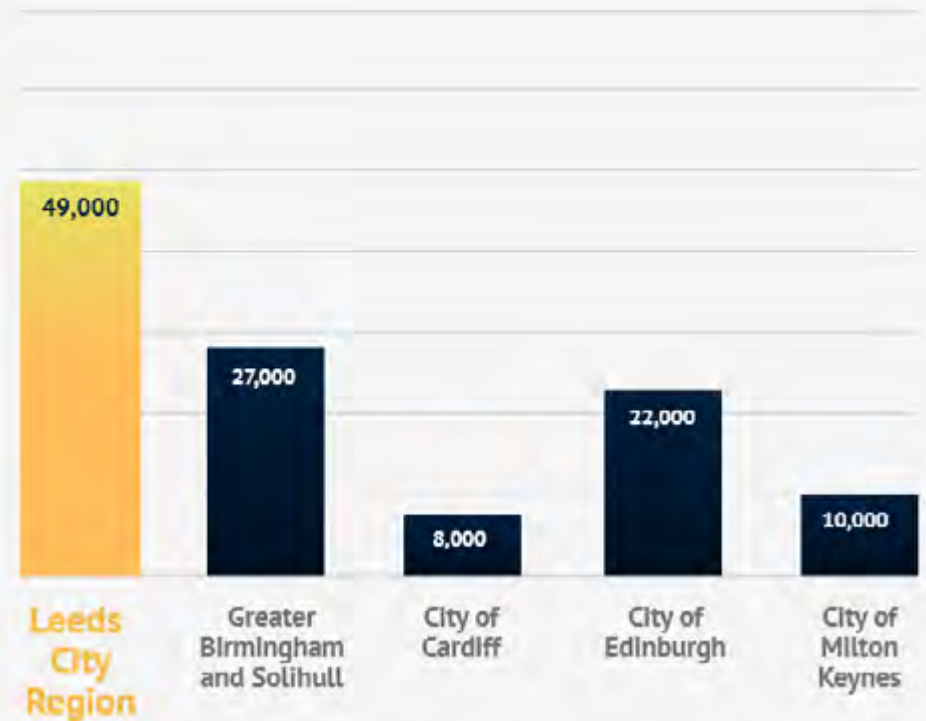
Leeds City Region	Total population: 3,098,500	Total working population: 1,938,900
Wales	3,152,200	1,926,700
Greater Birmingham and Solihull	2,046,600	1,277,100
City of Edinburgh	524,900	366,500
City of Cardiff	366,900	247,100
City of Milton Keynes	168,500	168,500

# Benchmarking of Job roles – example

## Finance and Insurance



## Information and Communication



Source: Nomis

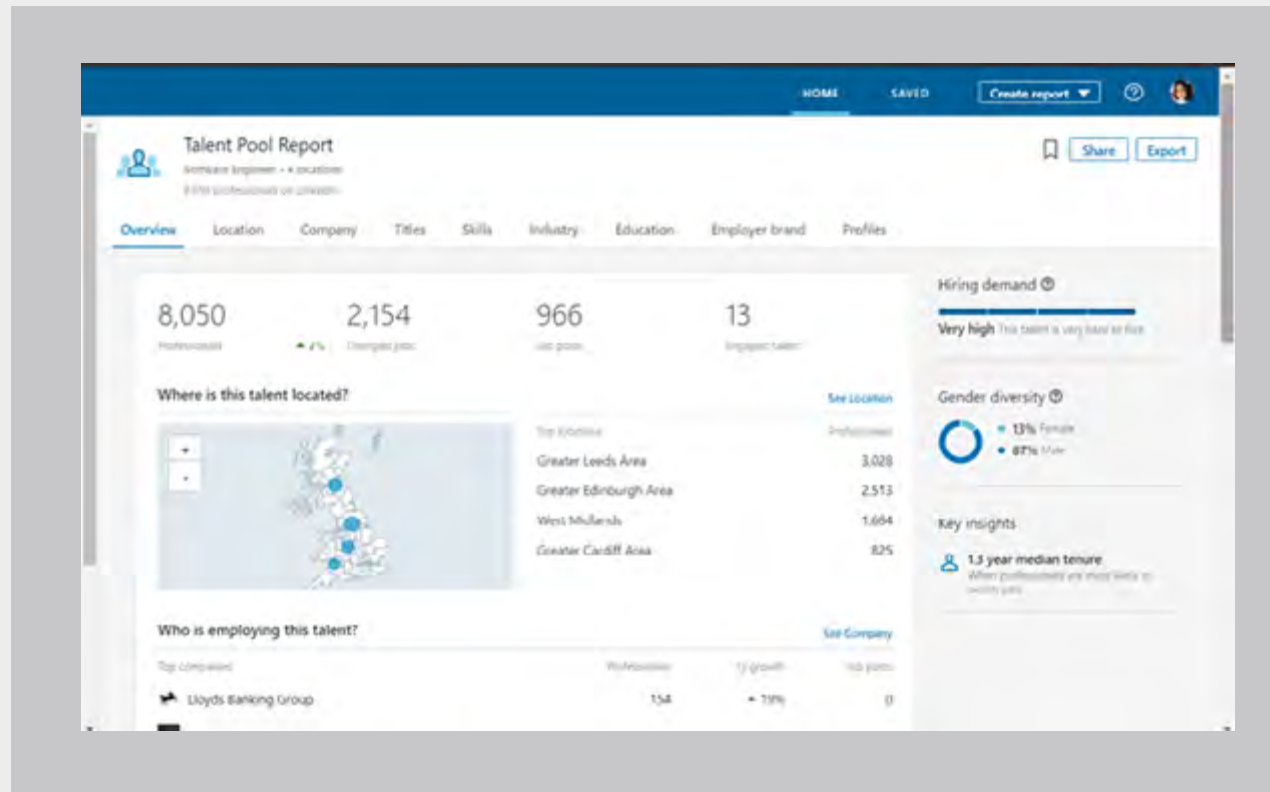
# Salary benchmarking – example

	Software Engineer Rank 4	IT Specialist and Systems Analyst Rank 4	Software Programmer/Developer Rank 5	Senior Software Programmer/Developer Rank 3
Leeds	33,353	34,700	30,739	41,234
London	50,020	49,097	40,446	64,989
Birmingham	36,105	35,438	31,710	44,820
Manchester	40,618	39,868	32,680	46,164
Bristol	36,105	35,438	32,357	43,027
Edinburgh	40,994	40,237	34,945	51,991

Source: Croners Salary Search



# Real time data sets from LinkedIn





# Pride in our people

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The sense of pride, positivity and strength that our diversity provides in terms of recruitment and loyalty is unmeasurable enabling organisations locating in Leeds City Region to be truly representative.







credit Bradford 2025

119,000  
students from  
150 countries

Leeds and Bradford  
are more ethnically  
diverse than England  
as a whole with  
22% of residents  
identified as  
non-white



credit Bradford 2025

1 in 6 people  
identify with  
being an ethnic  
minority in  
West Yorkshire

Home to over  
170 ethnic groups  
with over  
104 languages  
spoken



credit Yorkshire Post



Leeds is proud to be recognised as one of the top 100 cities in the world for the LGBTQ+ community





**Leeds Trinity University  
recognised for excellence  
in diversity and inclusion  
during the pandemic  
in the 2021 Whatuni  
Student Choice  
Awards**



**More people  
aged under 20  
than anywhere  
else in the North**



**The average age of  
commuters travelling  
in to Leeds is 34, much  
lower than elsewhere  
in the country**





# Open spaces, amazing places

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**Our region is regularly voted among the happiest and best places to live in the UK. The combination of a vibrant cultural programme, award-winning restaurants, three National Parks and a contemporary urban buzz makes it a great place to live.**



York Designer Outlet  
credit York Designer Outlet



Yorkshire Dales



Rugby League  
credit Yorkshire Post





Leeds West Indian Carnival



Cartwright Hall, Bradford



Leeds International Festival

# Art and culture

- Leeds International Festival celebrates ground-breaking ideas and boundary-breaking diversity through an exciting programme of 45 events over ten days.
- The Bradford Literature Festival grows every year. It curates an atmospheric blend of voices to boost literacy and a passion for education and reaches an audience of over 70,000, 51 per cent from ethnic minority backgrounds.
- The Leeds Playhouse is recognised by The Guardian as the 'Best family attraction for 2019'. Along with Opera North, Northern Ballet, Leeds West Indian Carnival, Leeds Digital Festival, Aesthetica in York and more, the region guarantees a non-stop cultural programme.
- The architecturally stunning Grand Theatre in Leeds is the home of Opera North and regularly hosts performances from Northern Ballet, as well as touring plays, musicals and comedy.



“

West Yorkshire stood out for many reasons in 2019, **but the arts scene really sparked our attention.**

Pat Riddell,  
Editor, National Geographic Traveller (UK)

**National Geographic Traveller  
names West Yorkshire on  
Cool List 2019**



Live at Leeds



Yorkshire Sculpture Park



Bingley Music Live





# Food and drink

Bundobust



- The highly popular Leeds Indie Food Festival brings together the best of the independent food scene.
- Fresh from receiving its first Michelin star, Leeds city centre restaurant The Man Behind the Curtain continues to innovate 14 course culinary adventures. Much-loved Skosh of York received a Bib Gourmand for its delicious small plates.
- Of course, nothing beats a Yorkshire pub with a roaring log fire or a beer garden at the foot of the Yorkshire Dales National Park. Both can be found at the picture perfect Wellington Inn in Harrogate.
- With a proud history in brewing, it's no surprise local producers are making award-winning real ale. Leeds based Northern Monk made history by winning a World Beer Cup Medal for its IPA, something no other English brewery has ever done.



# Head for the hills

Escape city life with a trip to the countryside or visit one of our three national parks. The Yorkshire Dales, North York Moors and Peak District National Parks all offer stunning natural beauty, biking trails, walks and adventure activities to suit all tastes.



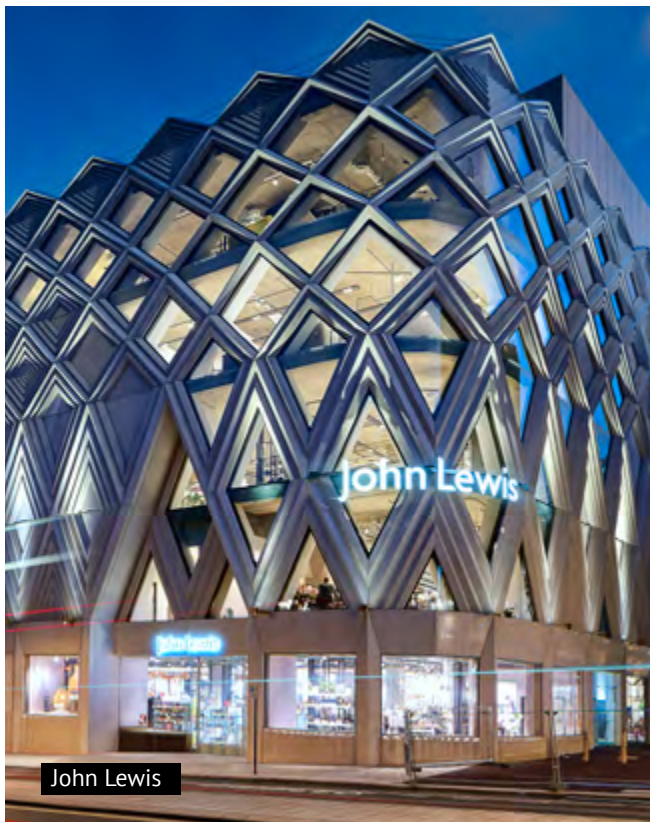




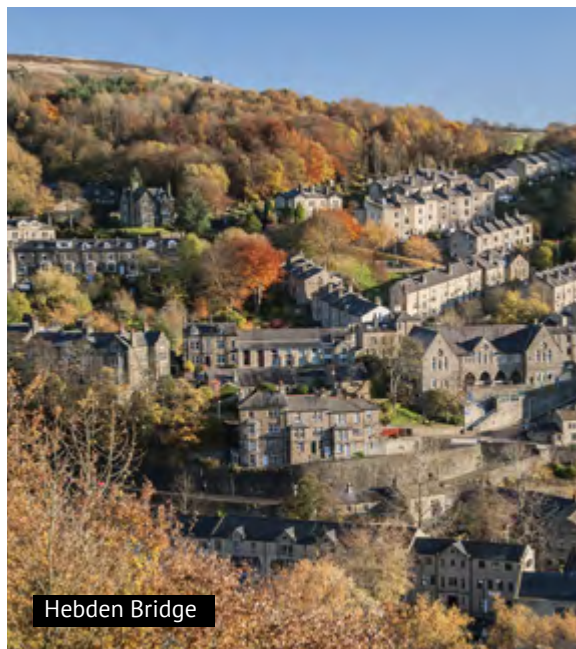
Haworth



Trinity Leeds



John Lewis



Hebden Bridge

# Retail therapy

For luxury, head to the impressive Victoria Quarter in Leeds – home to Harvey Nichols and the nearby Victoria Gate hosts a flagship John Lewis. Combine high end boutiques, historic architecture and afternoon tea in the classic Yorkshire towns of Ilkley and York. Alternatively, go independent and locally made in the characterful villages of Haworth, Saltaire and Hebden Bridge.



# Sport

**We have hosted several major international sporting events:**

The Cricket World Cup, the Union Cycliste Internationale World Championships, the International Triathlon Union World Triathlon Series, Tour de France Grand Depart in 2014, Tour de Yorkshire, Third Specsavers Ashes Test Match and 2019 The International Federation of American Football Women's European Championship.







# Your own place, your own space

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Leeds sits at the heart of a wider region that encompasses the major cities of Wakefield and Bradford as well as diverse towns including Hebden Bridge and Halifax and some of the most stunning countryside in the country.

From house prices to public transport, our region offers the range and choices you would expect from a major global city, at a lower cost.

Leeds City Region and Yorkshire featured strongly in The Sunday Times' Best Places to Live in Britain Guide 2021. Yorkshire towns and villages featured included Ilkley, Todmorden and Slaithwaite.

“

**The Times’ 2019 Best Places to Live in the North and North East, lists Leeds city centre, Saltaire and Boston Spa as exceptional places to live.**

The Times



Leeds city centre



Boston Spa  
credit Croft Residential



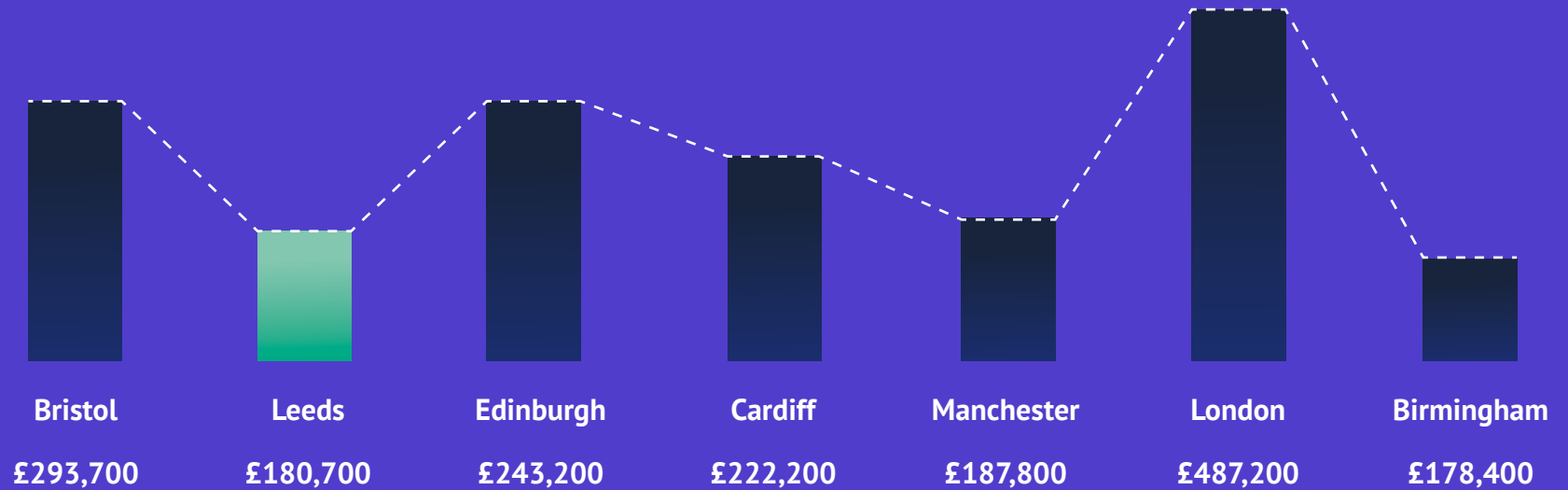
Saltaire



## Average house prices

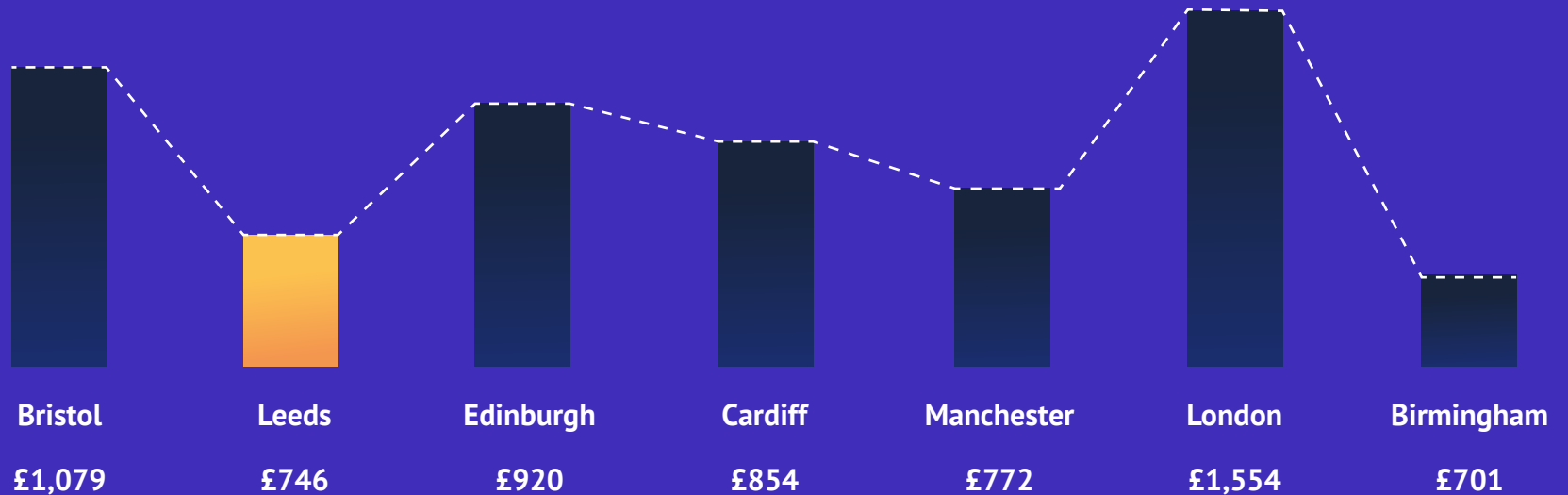
Three bedroom semi detached

Source:  
[www.hometrack.co.uk](http://www.hometrack.co.uk)  
2021



## Average rent prices

Source:  
*Zoopla Rental Market Report*  
Q1 2021



“

I've been blown away by the welcome we have received here – it has been astonishing. I even had colleagues from the LEP offer to help me house hunt! It's just such a vibrant region – there's always something going on.

**Sinead Rocks**

Managing Director, Nations & Regions at Channel 4





## Kirkstall and Horsforth (LS5/LS18)

Kirkstall and Horsforth are areas popular with professionals and families.

Kirkstall provides access to a number of stations with direct trains taking just six minutes to reach Leeds city centre and 15 minutes to Bradford city centre. Amenities include parks, bars, cafés, supermarkets, a cinema, and a bowling alley.

Horsforth is home to numerous well-regarded schools, large parks, and flagship brewery pubs, restaurants and shops. Horsforth is an easily accessible town, with a good range of local buses and trains connecting to both Leeds and Bradford, and just a 10 minute drive from Leeds Bradford Airport.

### Horsforth

Average price for a three bedroom house: **£327,843**

Average rent for a three bedroom house: **£1300** per calendar month

### Kirkstall

Average price for a three bedroom house: **£207,703**

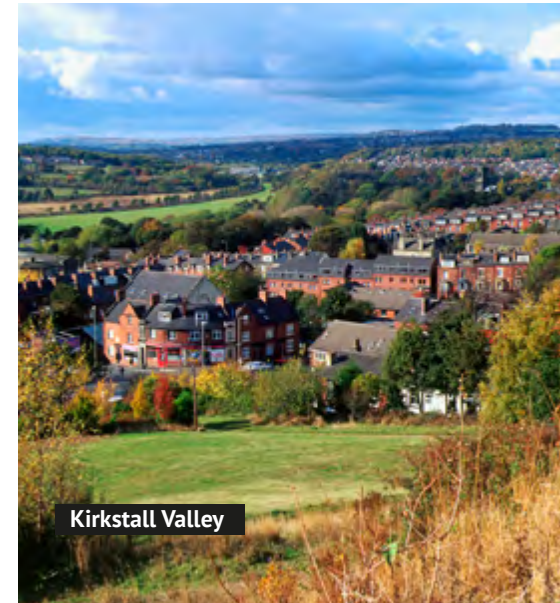
Average rent for a three bedroom house: **£863** per calendar month

### Local stations and travel times to Leeds:

Kirkstall Forge: 6 minutes

Horsforth: 12 minutes

Headingley: 10 minutes



# Commuter locations



## Saltaire and Shipley (BD17/BD18)

The Sunday Times praised Saltaire for its connectivity, affordable period properties, creative arts scene and quirky bars. Located in the heart of the Aire Valley, Saltaire and Shipley benefit from excellent transport links into both Bradford and Leeds, by road and by rail. Because of this, the area appeals to both commuting professionals and families. Saltaire is a UNESCO World Heritage site and is well-known for its beautiful scenery and art galleries.



### Saltaire

Average price for a three bedroom house: **£217,153**

Average rent for a three bedroom house: **£757** per calendar month

### Shipley

Average price for a three bedroom house: **£178,058**

Average rent for a three bedroom house: **£757** per calendar month

### Local stations and travel times to Leeds:

Saltaire: 17 minutes

Shipley: 14 minutes



# Commuter locations

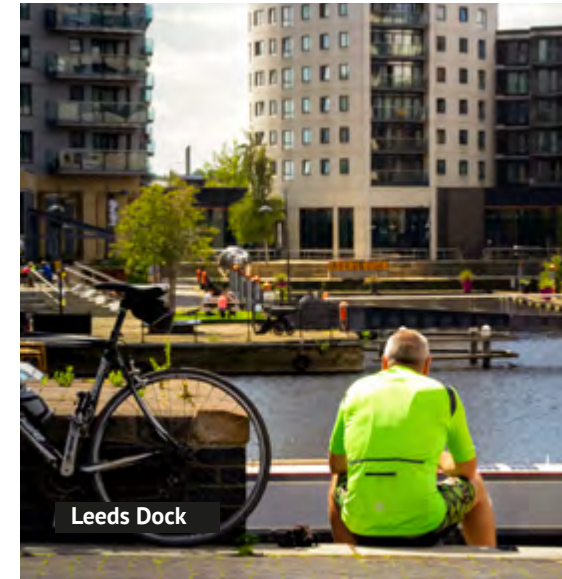
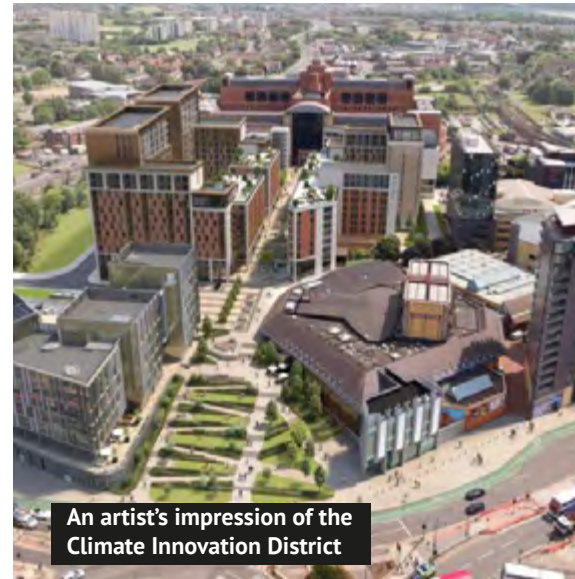


## Leeds city centre (LS1)

Leeds has a vibrant, diverse and booming city centre, well known for its evolving cultural and business offer. The city centre possesses a distinctive culture with its lively nightlife, complemented by a unique selection of celebrated restaurants and cafés. Leeds city centre also has an extensive retail offer, alongside a wide range of entertainment and music venues including an arena, numerous theatres and cinemas.

Average price for a two bedroom flat: **£250,367**

Average rent for a two bedroom flat: **£1,178** per calendar month



## Commuter locations



## Ilkley (LS29)

Ilkley is a picturesque spa town just 28 minutes from Leeds city centre by train or a 40 minute drive. Amenities include immediate access to the beautiful countryside of North Yorkshire, excellent schools, award winning restaurants, boutique shopping and independent retailers.

Average price for a three bedroom house: **£380,135**

Average rent for a three bedroom house: **£828** per calendar month

### Local stations and travel times to Leeds:

Ilkley: 28 minutes



# Commuter locations



## Harrogate (HG1)

Harrogate District is one of the most spectacular areas of England with attractive towns and villages, imposing historic houses, castles, abbeys, beautiful countryside and a host of other natural and man-made attractions. Harrogate is frequently voted one of the happiest and best places to live and is home to a number of excellent schools at both primary and secondary levels. Harrogate is a beautiful spa town with a vibrant town centre, and an excellent retail and food and drink offer.

Average price for three bedroom house: **£287,701**

Average rent for a three bedroom house: **£981** per calendar month

### Local stations and travel times to Leeds:

Harrogate: 30 minutes

Hornbeam Park: 28 minutes



Harrogate credit Illiya-Vjestica

## Commuter locations

# Example Properties



## Two bedroom apartment Whitehall Waterfront Leeds city centre

A two bedroom river facing apartment in Whitehall Waterfront. Situated on the first floor this apartment has great views onto the river. The lounge has plenty of room for dining space and has split level living in the lounge, and in both bedrooms. Numerous bars, restaurants and gyms are all within a five minute walk, offering excellent amenities.

£155,000

Two bedrooms  
Two bathrooms



## Four bedroom house Horsforth/Kirkstall

Spacious four bedroom detached house with garage, situated between the Kirkstall and Horsforth border. Upstairs there are four large bedrooms, with a modern bathroom. Downstairs has a large open plan kitchen with separate dining and living area. The garden extends to three sides, with development opportunities viable subject to planning permission. Leeds city centre is just ten minutes away with excellent train and bus links available.

£289,999

Four bedrooms  
Two bathrooms



# Leeds

Tetley Gallery

THE HOME OF TETLEY'S ESTABLISHED 1822

Leeds Dock

LEEDS D

EMMERDALE

Emmerdale at Leeds Pride

Wimbledon screening at Millennium Square

First Direct Arena

Leeds welcomes Channel 4

Leeds Christmas Market

Roundhay Park

Trinity Leeds



# Bradford

City Park

Bradford Festival

Peaky Blinders filmed at Bradford Town Hall

Ilkley Lido

National Science and Media Museum

Little Germany

The Alhambra Theatre

Lister Park

Cycling on Ilkley Moor



# Wakefield

Hepworth Gallery

Yorkshire Sculpture Park

Yorkshire Sculpture Park

Sandal Castle

Hepworth Gallery

A view of Wakefield

Wakefield Rhubarb Festival

Theatre Royal Wakefield

Wakefield Cathedral



# Calderdale

DEAN CLOUGH

Dean Clough

Stoodley Pike

Norland Moor

Widdop Reservoir

Tour de Yorkshire

Hebden Bridge

Yorkshire Day Festival

Chow Down Festival, at the Piece Hall, Halifax



# Kirklees

Blackpool Bridge

The John Smith's Stadium

University of Huddersfield

Dewsbury Town Hall

Marsden Imbolc Fire Festival

Holmfirth

Holmfirth Arts Festival

Batley



For further information  
please contact:

## Leeds City Region Enterprise Partnership

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**Tracy Brabin**  
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