

Gloucester Profile

Gloucester offers investors something that very few places can aspire to with its excellent location and transport infrastructure, ambitious plans for growth, large catchment area, affluent hinterland, young profile, highly skilled and flexible workforce, fantastic education and training provision, supportive local authority, attractive rents, high quality regeneration schemes and attractive portfolio of investment and development opportunities.

Over the course of the past 18 months, over 140 businesses have either chosen to start up in the city or to expand their existing operations. The list is impressive. It boasts hotels, the creative sector, sport, financial services, regeneration, electronics, retail, food outlets and more.

The evidence shows more companies are choosing Gloucester as an investment location. With an attractive portfolio of regeneration and investment opportunities, there has never been a better time to take advantage of the benefits being generated in Gloucester.

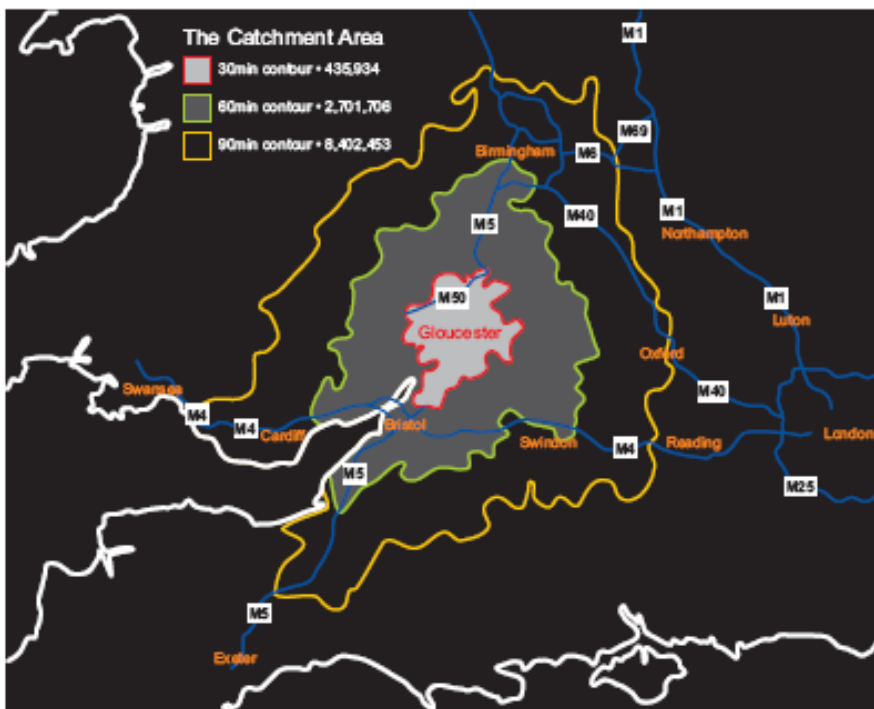
Gloucester's Key Facts & Statistics

A Growing City of Opportunity

- Higher than average “Wealthy Executives”, “Affluent Greys”, “Flourishing Families”, and “Secure Families” within the City’s core catchment area (Source: CACI)
- In 2009 Gloucester’s population was 117,300 people but is expected to grow to 144,900 by 2026 (Source: Gloucestershire County Council and ONS)
- 19 major commercial development sites ranging from 0.13ha to 32.83ha with many available immediately
- 2009 retail spend £330 million (Source CACI, 2010)
- 2008 disposable income: Gloucester (£485), South West (£447) and Great Britain (£479)
- Gloucester: 5.9million visitor trips annually, spending £207 million (Source: South West Tourism, 2008)

An Enviably Business Location

- 8.4 million people live within 90 minutes travel time (Source: CACI)
- Immediate proximity to M5 and excellent access to other motorway networks
- The gateway to the urban hubs of Bristol, Birmingham, Cardiff and London
- Local airport, plus easy access to regional airports.



A Young City with fantastic education and training provision

- A young city, 38.8% of people under 30
- Over a third of Gloucestershire's economically active population has achieved NVQ4 or higher (Source: ONS, 2009)
- Gloucester employment rate is 80.5% (South West 79.2%; National Rate 76.7%) (Source: Nomis, 2009)
- 15,200 college and university students
- Home to the County's largest multi-purpose FE college, Gloucestershire College
- Numerous education providers and establishments including 4 non-fee paying grammar schools, a new academy and FE / HE colleges and universities
- UK's first Language Immersion Centre will provide support to business in accessing overseas markets
- 47 languages are spoken within the city, reaching out to markets right across the globe.

Hotels and Conferencing

Gloucester offers plenty of choice in both residential and daytime conference venues; these range from modern business hotels to GL1's multi-purpose Glevum Hall to unique historic venues such as The Guildhall or the medieval Parliament Rooms at Gloucester Cathedral, for a truly memorable setting.

For further information on conference facilities within Gloucester or to request the latest edition of the conference guide contact the Gloucester Tourist Information Centre on:

Tel: 01452 396572

Email: tourism@gloucester.gov.uk

Web: www.gloucester.gov.uk/conferences

Gloucester – Area Overview

Good for Business, Good for Life

Cradled by the picturesque Cotswold Hills, with its skyline dominated by its Norman Cathedral, Gloucester is a very special City with an abundance of heritage, award-winning attractions, exciting festivals, must-see events, new retail outlets and sporting excellence.

Who Does Business Here

Design and technology, technical engineering, manufacturing and the finance industry all have a strong base within and round the city through companies such as Ecclesiastical Finance, PRO Insurance Solutions, Severn Glocon, Avon Metals and Messier-Dowty. Companies which have enjoyed success here for a number of years are now choosing to re-invest as they expand or consolidate their operations. Notably, Unilever has chosen Gloucester as one of its main European centres.

The Knowledge Economy

Figures released in July 2008 by The Work Foundation placed Gloucester as eighth out of the 56 main knowledge economies in the country. The figures are backed up by a league table of the productivity of different cities across the UK showing that in the past decade, Gloucester has increased its GVA, a standard measure of productivity, by 73%.

Gloucester is fast becoming one of the country's success stories as it has achieved substantial gains in growth over the last 10 years by attracting higher value businesses and highly skilled people. The statistics rank Gloucester with the likes of Reading, Newcastle, Bristol, and Manchester. Gloucester's knowledge-based economy is largely focused on advanced engineering and finance and includes companies such as Lincoln Financial, Poeton Industries, Darchem Insulation Systems, Permali Gloucester, ARRK Rapid Prototyping, and British Energy.

Making Business Success Possible

THE GLOUCESTER OFFER: HERE'S WHAT SOME OF OUR BUSINESSES SAY...

"Ecclesiastical has been part of the City of Gloucester and its community for more than 30 years... Our recent decision to build our new office here in Gloucester reflects our commitment to the city and its people and our firm belief in the development potential and the future of Gloucester." **Michael Tripp, Group Chief Executive, Ecclesiastical Insurance**

"Gloucester is an excellent location for our company as the city has a highly skilled workforce within the sectors in which we operate. The city's dynamic approach to regeneration and business support is seeing it become a leading

contender within the South West. The Group has its origins in the South West and is delighted to see the area benefit from inward investment.” **Bob Holt, Chairman, Mears Group**

“Gloucester has many exciting development sites that are highly attractive to developers, while the city’s projected population growth is a massive incentive for us.” **Persimmon Homes South Midlands**

“When we opened Gloucester Quays Designer Outlet in May 2009 we were creating a new shopping and leisure experience – a mixture of high street names and designer brands with 60% off recommended retail price, coupled with waterside bars, hotels and restaurants. Gloucester offered the ideal location with its demographics, unique dockside setting and heritage – it made sense!” **Alison Tennant, Peel Holdings (Management) Limited**

“I am a worldwide exporter of the highest quality men’s shirts, exporting to America, Japan and India and with a shop in London’s Jermyn Street. There is a vibrant feeling about Gloucester that attracted me to the city and makes it a superb investment for businesses.” **Emma Willis, Shirt Designer & Managing Director, Emma Willis Shirts**

Gloucester City Council Supports Business

Click the appropriate link for information on:

- [Business start-up grants](#)
- [Investment opportunities](#)
- [Quality supported work space for small innovative and creative businesses](#)
- [Vacant property and site searches](#)
- [Networking opportunities](#)
- [Recruitment and skills development](#)
- [Business development support including access to finance, export opportunities and environmental advice](#)
- [Key city facts and figures](#)
- [Gloucester’s Business Parks and Industrial and Trading Estates](#)

For further information please contact Gloucester City Council’s Economic Development Service:

T: 01452396974 / 396972

E: eds@gloucester.gov.uk

W: www.gloucester.gov.uk/business

A great place to live and work

Local, National and International Events

The Summer Festival and Fireworks, Heritage Open Days, The Christmas Festival, The Hempsted Motorcycle Festival and the renowned Tall Ships Festival are just some of the events put on or supported by the City Council.

GL1 is Gloucester’s £15 million leisure centre, offering the very best in sports and activities facilities. GL1 and the City are registered pre-training camps for the 2012 Olympics. The centre has also played host to a number of national and international events. World class sport is also provided at Gloucester Rugby Club and the Gloucester Cricket Festival.

Music and Arts

The City Council’s Gloucester Guildhall is one of the liveliest arts venues in the county and offers a vibrant programme of entertainment, attracting people from across the region. It is one of the premier venues for top-name stars along with up-and-coming groups, staging everything from live music, films and dance to comedy. Some of the names that have recently appeared include Lily Allen, Pete Doherty, Athlete, Germaine Greer and Tony Benn MP.

Eating Out

With a range of over 100 restaurants, wine bars, pubs and coffee bars, eating out in Gloucester has never been more varied and more inviting. From waterside restaurants in the Docks and Quays, to independent eateries in traditional surroundings in the city centre you’ll find a range of local and regional fayre on offer as well as varied international cuisine. There’s something to suit all tastes whatever the required ambience. The new designer outlet centre saw investment of around £400 million pounds in 2009 and over the coming months the second phase will be completed seeing the arrival of waterside bars and restaurants.

Life After Dark

The nightlife of the city is about as varied as it can be. From intimate restaurants, traditional 17th century pubs and a restored Victorian theatre, to modern multi-screen cinemas, leisure complexes, bowling alleys and a really lively club scene.

Filming Location

With its historic streets going back to Roman times, a magnificent Norman Cathedral, Victorian Docks and impressive list of award winning museums and attractions, Gloucester has provided the choice setting for a number of film and TV programmes, including the Harry Potter series of films, Doctor Who, Amazing Grace, The Colour of Magic, Outlaw, These Foolish Things, The Onedin Line, Vanity Fair, Maurice and Hannay.

Shopping in Gloucester

Shopping in Gloucester is fun and full of pleasant surprises, with the city's main streets laid out in a cross structure and pedestrianised, which makes getting about both safe and easy. Alongside the usual high street stores you would expect to find in any well known UK city, Gloucester also boasts a wide range of unique and fascinating specialist shops and boutiques which are ideal for finding something unexpected and different. It's also well worth taking the few minutes to walk down Westgate Street and along Berkeley Street to the Victorian Docks. Here you will find everything from a new designer outlet village to the unique antiques centre. The City Council has a Shopmobility scheme providing battery-powered scooters and wheelchairs to help people who have limited mobility.

Café Culture

The city has a growing outdoor café culture, particularly in the central shopping area. This has been supported by the City Council through its decision to waive the licence fee for pavement tables and chairs outside pubs, cafés and restaurants in the city.

Markets

The city has a proud market tradition and boasts a variety to choose from. The indoor market in Eastgate Mall is the place to visit for the things you just can't find anywhere else, from fresh fish to haberdashery; the Cherry & White's market in Kings Square on Fridays and Saturdays is another firm favourite and adds a splash of colour to the city centre; for smells to tantalise the taste buds there is nothing to beat the Farmers' Market based around The Cross in the centre of the city every Friday; and on Wednesdays and Sundays the popular car boot and open market can be found at the new Hempsted Meadows site just off the South West bypass.