



Credit: Gurveer Birdi Photography

# LEEDS CITY REGION

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## TRANSFORMING FINANCIAL SERVICES IN THE DIGITAL AGE



# WELCOME TO THE LARGEST CITY REGION OUTSIDE LONDON

At the heart of the Northern Powerhouse, it has one of the largest clusters of financial and professional services talent in Europe.

A leading hub for financial, professional and business services contributing £19.8bn GVA to the national economy and employing over 300,000 people including the **largest pool of banking talent outside of London.**



## FINTECH CAPITAL OF THE NORTH

Technological innovation and disruption are rapidly transforming the financial services sector, unlocking the power of intelligent data and robotics based solutions and driving competitive advantage – areas in which Leeds City Region excels.

The **Leeds Institute of Data Analytics** and the Quantum Communications Hub, offer the capabilities to support the innovations of the future. An existing ecosystem of fintech businesses such as Sandstone Technology, WorldPay, TSYS, Payment Sense and Contis provide a rich environment for corporate financial services firms undertaking digital transformation and new entrants into this exciting market.

## AMBITIOUS BUSINESS GROWTH

Leeds had the **fastest growing private sector** in the UK in 2016, with over **6%** annual growth and has recently been highlighted as the home to **the most scale up businesses outside London.**

## DELIVERING DIGITAL TRANSFORMATION AND THE FINANCIAL TECHNOLOGIES OF THE FUTURE

A strong heritage in financial services, primed to be a centre for innovation across banking, insurance.

Home to 30 national and international banks including 3 of the UK's 5 largest building societies related professional services.

1 in 6 of global foreign exchange transactions are executed using software developed by Leeds-based BJSS.

£750m worth of card transactions processed daily by TSYS.

Major hub for Lloyds Banking Group - Europe's largest digital bank and home to firstdirect, the pioneer of telephone banking.

IX Leeds is one of only three independent internet operators in the UK and the only major operator outside of London offering resilience and autonomy.

## A DIVERSE MULTI-CENTRED BANKING AND FINANCIAL SERVICES INDUSTRY

Leeds City Region has an embedded and well connected financial services ecosystem; from Yorkshire Building Society and Computershare in Bradford, Lloyds Banking Group and Covéa in Halifax, Aviva and Hiscox in York to the financial and legal hub of Leeds, businesses in region can readily access experienced and new talent to grow and transform their businesses.



With the largest population of millennials in the North and 9 universities producing **38,900 graduates a year**, the region is home to a significant talent pool equipped with the skills required in financial services from accounting, management, business and law in addition to technology based disciplines critical to the evolution of the industry.



"Leeds City Region is home to a world class financial and professional community. As a firm, we are committed to growing our presence here. We recognise the wealth of talent; the availability of high quality space and strong connectivity links and the superb offer as a place to live and work."

**Chris Hearld, Northern Chairman and Office Senior Partner, KPMG Leeds**

## A FINANCIAL POWERHOUSE

Located between the financial centres of Edinburgh and London and a major player in the Northern Powerhouse combining the financial and professional services hubs of Leeds and Manchester, Leeds City Region can play a key role in the future of the UK's financial services industry and the rebalancing of the economy of the North of England. In addition to being a powerful sector and driver of economic growth in its own right, the financial and professional services sector is recognised as a critical enabler for the growth and success of a wide range of industries based here from advanced manufacturing, digital technologies, energy and health.

## ATTRACTIVE COST OF LIVING



**YORKSHIRE AND HUMBER**  
AVERAGE HOUSE £177k



**GREATER LONDON**  
AVERAGE HOUSE £649k

## A LIFESTYLE TO ATTRACT AND RETAIN THE VERY BEST TALENT

Leeds City Region is more than just a great place to locate your business.

The Lonely Planet recognised Leeds in its Top 5 European Places to Visit in 2017, the Hepworth Wakefield won the prestigious Art Fund Museum of the Year 2017 and Craven is ranked as the

happiest place in the UK to live. From the urban cosmopolitan lifestyle on offer in our cities to the rural tranquility and outdoor pursuits within the North Yorkshire Moors and Yorkshire Dales, Leeds City Region offers a compelling quality of lifestyle accessible to all.



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### FINANCIAL AND PROFESSIONAL SERVICES

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