

BRISTOL

Bristol is a thriving city in the heart of the south west of England, which has a mix of rich heritage and contemporary culture attracting visitors, investors, businesses, students and migrants from across the globe.

Bristol is also increasingly recognised as an international centre of excellence with its world class universities, outstanding investment opportunities and market leading tech innovation. Working across the city, partners

are building a clean and sustainable city which aims to be carbon neutral by 2030.

Offering modern urban living, a growing economy and diverse workforce, Bristol is fast becoming the first option for businesses and people looking to relocate from London, which can still be easily reached with fast rail connections in less than two hours.

Bristol; visit, live, work, thrive.

Bristol

LIVE
STUDY
WORK
INVEST

#BristolGlobalCity

BRISTOL

500 years ago John Cabot set sail from Bristol to become the first recorded European to set foot on the mainland of North America. Since then Bristol has been connecting with the world, welcoming travellers and migrants from across the globe.

Today Bristol is a city rich in diversity where 91 different languages are spoken. International students flock to the region's top universities with many

deciding to stay on after their studies, contributing to a diverse talent pool. Many businesses are choosing Bristol as the place to grow their assets, and a wealth of investment opportunities in key city developments have attracted global investors.

With the continuing advances in technology and connectivity, now is the time to accelerate opportunities for stronger links between Bristol and the rest of the world.



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GETTING TO BRISTOL

Bristol Airport is the UK's ninth largest airport and Europe's best airport in the 5–10 million passenger category according to industry body ACI. Direct flights serve more than 120 destinations in the UK, Europe and beyond, while multiple daily services link Bristol with international hubs including Amsterdam, Brussels, Paris, Frankfurt and Dublin (where US customs and immigration can be pre-cleared during a brief layover), providing connecting options to and from the US.

Bristol is 118 miles/189 km from London which is easily accessible via motorway and fast train connections. It is also close to Wales which is 17 miles/ 27km away. Bristol is often described as the gateway to South West England, a large area which has an abundance of historical, rural and coastal attractions.

Bristol Harbour sits in the centre of the city and is a popular visitor attraction. On the commercial side, over £550m has been invested in the Bristol Port in recent years, which offers a full range of global shipping, distribution and logistics services.

DIGITAL LEADERS

Bristol, and the wider region, is the most productive tech cluster in the UK with 36,000 people currently employed in the digital tech cluster with a turnover of \$10.2bn. There are already major investments in digital tech from Cray and Oracle, HP Labs, Dyson, Strava and many others.

Bristol and the wider region is one of several leading centres of 5G/Internet of Things research in the UK, with the region recently announced as one of six winners for the first phase of the 5G Testbed and Trials programme. The 5G sector has grown by over 32% since 2010, significantly higher than the UK average of 17% and looks set to grow further.

ONE CITY

In 2019, Bristol launched its first ever One City Plan setting out ambitious targets for the future of Bristol, decade-by-decade up to 2050. Partners from across the city's business, charitable, academic and public sectors all contributed to the first draft of the plan which aims to make Bristol fair, healthy and sustainable, with reduced inequality.

The plan has a vision for each decade and goals which fall under six priority themes; Health and Wellbeing, Economy, Homes and Communities, Environment, Learning and Skills and Connectivity.

The One City approach has gained international recognition and has been shortlisted for the European City of Innovation 2019 Award.

CREATIVE THINKERS

Bristol is one of the largest creative and digital media hubs in the UK, and an official UNESCO City of Film. Over 500m people around the world watch digital content produced in the region. With cutting edge studios, world leading animation companies, and the city and surrounding region made famous in many movie scenes, it's no wonder filmmakers are flocking to the region.

UK national broadcaster Channel 4 is soon to open a large Creative Hub in the city and already 40% of the world's natural history programming is made in Bristol.

Bristol has a number of theatre, entertainment and music venues, and a £48.8m pound refurbishment of Colston Hall is currently underway. Some of the world's biggest music and comedy stars have performed on its stage, including The Beatles, David Bowie, Elton John and Ella Fitzgerald.

GREEN CITY

Bristol City Leap is a project to deliver a zero-carbon, smart energy city by 2030. City Leap is a world first – Bristol is looking for and working with investors to help create a decarbonised local energy system while at the same time addressing important social and economic challenges. The project is led by Bristol City Council and Bristol Energy, the city's energy company, and will establish a joint venture with other organisations to support the delivery of the UK's first carbon neutral city by 2030.

Alongside this, Bristol Green Capital Partnership has bought together over 850 member organisations who have committed to working towards Bristol becoming a sustainable city with a high-quality of life for all. Projects include promoting more sustainable food, transport and energy options.

INDUSTRY INNOVATORS

The region is a centre for industry 4.0. The aerospace cluster - the largest in the UK - is developing the next generation of aircraft. It is home to centres of excellence in robotics, additive layer manufacturing and composite material.

Bristol is home to Europe's largest multi-disciplinary robotics lab. The National Composites Centre is a global leader in industrial application of composite materials.

Airbus Wing Integration Centre and GKN's future technology centre are developing and applying ground-breaking capability in additive layer manufacturing.

Strong links between the universities and city administrations have attracted multi-million pounds of project funding for city innovation around smart energy, transport and infrastructure, with citizens at the heart.

LEARNING CITY

Bristol boasts teaching and research excellence within the University of Bristol and University of the West of England. With advanced research departments leading in robotics, life sciences, and assisted living among many other innovations, it is easy to see why there is a strong global cohort of students who come to study and decide to stay and work.

The universities sit at the heart of the region, for example Engine

Shed, a collaboration between Bristol City Council, the University of Bristol and the West of England Local Enterprise Partnership (LEP), is a hub where businesses, entrepreneurs, academics, social innovators and corporates collaborate.

Bristol is also England's first UNESCO Learning City – part of a worldwide network that champions learning as a way to transform lives, communities, organisations and cities.

INVESTMENT OPPORTUNITIES

Bristol, and the surrounding region, is ripe with investment and development opportunities worth over \$50.7bn. It draws investors from across the globe because of its highly skilled workforce, diverse cultural and heritage landscape, and high growth sectors including technology, aerospace and the creative industries.

Based on predicted growth, over the next 20 years, over \$12.6bn investment in infrastructure will be needed and private sector investment will be essential to deliver this. At the same time there are ambitions to build over 100,000 new homes and regenerate new areas of the city.

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