



# World Smart City 2015 Top 10 city - Huawei UK Smart Cities Index 2017

## Peterborough, UK - home to a thriving Digital & Creative Sector

Peterborough is a leading light in the UK's digital revolution. Our gigabit speed pure fibre internet network places us in the global premier league for digital connectivity, removing barriers to growth and enabling innovation.

Around 750 digital and creative businesses call Peterborough home and their expertise spans design, publishing, IT services, high tech software development, website creation and telecommunications & networking.

As well as nurturing start-up and micro companies, Peterborough is home to established big name businesses like CompareTheMarket.com – part of the BGL Group; Bauer Media – Europe's largest, privately owned publishing company; CDW – a global IT services and solutions company; and Park Air Systems – part of the Northrop Grumman group – is based on the outskirts of the city.

Benefiting from a highly skilled and inspired workforce, our digital and creative businesses also enjoy fast access to London – but at a fraction of the cost attached to an address in the capital. It's little wonder that digital and creative businesses are flourishing in Peterborough.

Peterborough is an ambitious city with a diverse economy and exciting plans for growth. Situated in the East of England at a crossroads of primary north-south and east-west routes, Peterborough

is just 45 minutes from London, 1hr 45m from the Port of Felixstowe - the UK's busiest container terminal. We boast the fastest commuting speeds in the country and lowest carbon emissions per vehicle in the UK.

With below average wage costs, Peterborough retains an excellent house price to earnings ratio and has some of the best value commercial property within a 50-minute commute of central London. Around £200 (US\$276) million has been spent on schools in the city, in addition to developing University Centre Peterborough and the University Technical College: Peterborough is investing in its future.

A billion-pound regeneration programme is underway in Peterborough, delivering major new housing, leisure and employment opportunities. With Cathedral Square, in the heart of the city attracting significant investment from the retail and restaurant sector, development of the city's riverside on the South Bank is now the focus for major regeneration.

A medieval city with a cosmopolitan population of 197,100 people, Peterborough is a city focused on investment, growth, connectivity and opportunity. With an increasing reputation as the city of choice for major global players, SMEs and innovative start-up companies, Peterborough is the ideal location to invest, work and live.

## Peterborough Made for Business

One of the UK's fastest growing cities

UK's first 'Gigabit City'

13th most innovative city in the UK by patents registered per 100,000 population

GVA of £5,382m (US\$7,456m)

Population of 197,100

Retail catchment area of 950,000 people

Located 45 minutes from London by train

5 international airports within 75 minutes of the city

Median weekly wage: £467 per week (US\$647)

To find out more about moving your business to Peterborough:

Visit: [www.investinpeterborough.co.uk](http://www.investinpeterborough.co.uk)

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# 世界智慧城2015 首10個城市-華為英國智慧 城市指數2017

## 數位與創新部門

彼得伯勒是英國數位革命領先城市之一。我們的千兆速度純光纖網路讓我們處於首要數位連結聯合體內，一直在消除增長的障礙並促進創新。

約有750家數位與創新企業以彼得伯勒為大本營，並經營設計、出版、IT服務、高技術軟體開發、網站創意以及電訊網路等專業領域。

彼得伯勒擁有初創培育公司和微型公司的同時，有著以此處為基地的大型公司，包括CompareTheMarket.com-BGL Group成員；Bauer Media-歐洲最大私人持份出版公司；CDW-全球IT服務與解決方案公司；以及Park Air Systems-Northrop Grumman集團成員-其總部設於該市市郊。

我們的數位與創新行業得益於其擁有高水準技能與靈活性的人員，因而可快速進入倫敦市場——然而這裏的費用僅僅是首都某一地址的一部分。毫無疑問，數位與創新行業正在彼得伯勒蓬勃發展。

彼得伯勒擁有多元化的經濟與令人振奮的發展計畫，是個蓬勃發展的城市。位於英格蘭東部南北主幹線與東西環迴線相交之處的彼得伯勒，由倫敦前往僅需45分鐘，由英國最繁忙

的貨櫃碼頭菲力斯杜港需時1小時45分鐘。我們有著英國國內最快的通勤速度以及最低碳排放量（按每輛車計算）。

由於工資水平低於平均水平，彼得伯勒保持著絕佳的房價與收入比例，其中部分擁有最佳價值的商用物業與倫敦之間的通勤路程在50分鐘以內。除了發展University Centre Peterborough與University Technical College兩所院校外，該市花費了大約2億英鎊（276億美元）發展學校教育；彼得伯勒正在為未來而投資。

彼得伯勒正在進行一項耗資十億英鎊的重建計畫，提供新的重大住屋、休閒娛樂以及就業機會。位於市中心的Cathedral Square正在吸納來自餐飲零售業的大量投資，South Bank的市區河岸是重大重建項目的焦點所在。

彼得伯勒，一個擁有197100人口的中世紀城市，正因其投資、發展、連結與機會而廣受矚目。彼得伯勒作為全球參與者、中小企與創新初創培育公司首選城市的聲譽日益俱增，是投資與安居樂業的理想地方。

## 彼得伯勒-商機處處

英國國內快速成長城市之一

英國首個「千兆級城市」

英國最具創新力城市排第13名  
（按每十萬人口已註冊專利計算）

附加價值毛額（GVA）為5382  
億英鎊（7456億美元）

197100人口

零售業覆蓋950,000人

自倫敦乘搭火車前往需時45  
分鐘

附近5個國際機場，僅需75分  
鐘即可抵達市中心

週薪中位數：每週467英鎊  
（647美元）

進一步瞭解在彼得伯勒開展您的事業：

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