

JUNE / 2021

ENTERPRISE CITY®

DEBRIEF



ST. JOHN'S

MANCHESTER

AN ALLIED LONDON PRODUCTION

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ENTERPRISE CITY'S ABC IS OPEN FOR BUSINESS

The ABC Buildings are now open after restrictions ease

[page 20]

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GOOD NEWS FROM ENTERPRISE CITY

Welcome to the June issue of DeBrief, a collection of the latest news stories from the Enterprise City district in St. John's.

Lockdown restrictions are easing, the vaccine rollout is in full swing and we've had some intermittent sunshine. Things are definitely looking up and we have plenty of good news from Enterprise City to share.

'A mature and balanced investment ecosystem that accelerates the growth of late-stage companies while supporting the next wave of tech scale-ups.'

In the first half of this year business is thriving in Manchester and the city was named as one of the highest performing tech hubs in the UK following analysis by our knowledge partner, Tech Nation.

Research found that the region's investment make-up represented a mature and balanced investment ecosystem that accelerates the growth of late-stage companies while supporting the next wave of tech scale-ups. This has been dubbed the "Scale Ratio" and is reflected almost perfectly in Manchester and the North West's respective ratios.

Given this, it is no wonder that we have seen our members do so well and achieve so much in recent months. Exchange business, PixelMax, secured £2million in funding enabling the continued development of its immersive communications and conferencing platform. The business won £250,000 from our resident investment vehicle, Solid Bond Venture Capital, earlier in the year and has since gone from strength to strength hosting several high-profile events on its platform.

Elsewhere, Reform Radio, based in Department Bonded Warehouse, has helped almost 300 young people launch their careers in the creative industries as a gateway organisation for the government's Kickstart Scheme. Reform Radio is working with several organisations as part of the scheme, including other North West-based creatives, Sonder Radio, Beatstream and Crocodile Media.

With our continued emphasis on sustainability, it has been great to welcome sustainable grocery delivery service, The Modern Milkman, as a new member at Department Bonded Warehouse. The business is on a mission to challenge our throwaway society and we look forward to collaborating to embed sustainable initiatives into our own workplaces.

And finally, you can check out all the all the latest project updates and find out more about the new concepts for St. John's, Enterprise City.



TRANSMISSION



PROJECT: LATEST #1

A BRIEF ROUND-UP OF ALL THE LATEST NEWS, UPDATES & IMAGES FROM AROUND ST. JOHN'S.

Progress at St. John's, May 2021.
Manchester Goods Yard, The Globe Building, OGS and
Transmission can be seen taking shape.



The new dome is now complete on the deck of the ABC Buildings.

ABC

[Right/below]
The ABC Buildings
May 2021.



PROJECT: LATEST #2

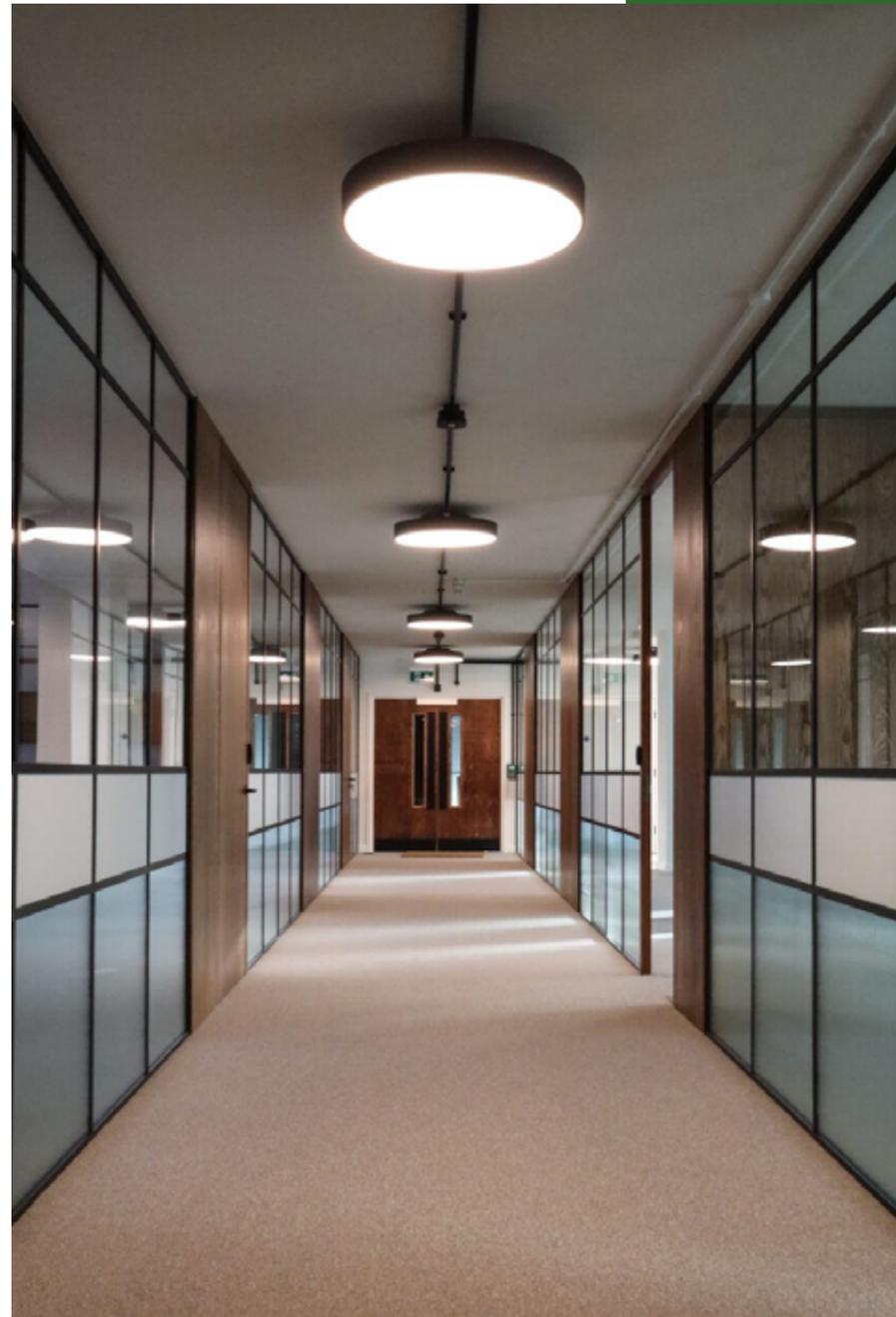


[Right / below]
The internal fit-outs are progressing through the building as tenant interest ramps up. Building A - Level 9 complete and now creating three work suites.

AB AC



[Right]
Building B - Level 4 complete and progressing to fit-out.



PROJECT: LATEST #3



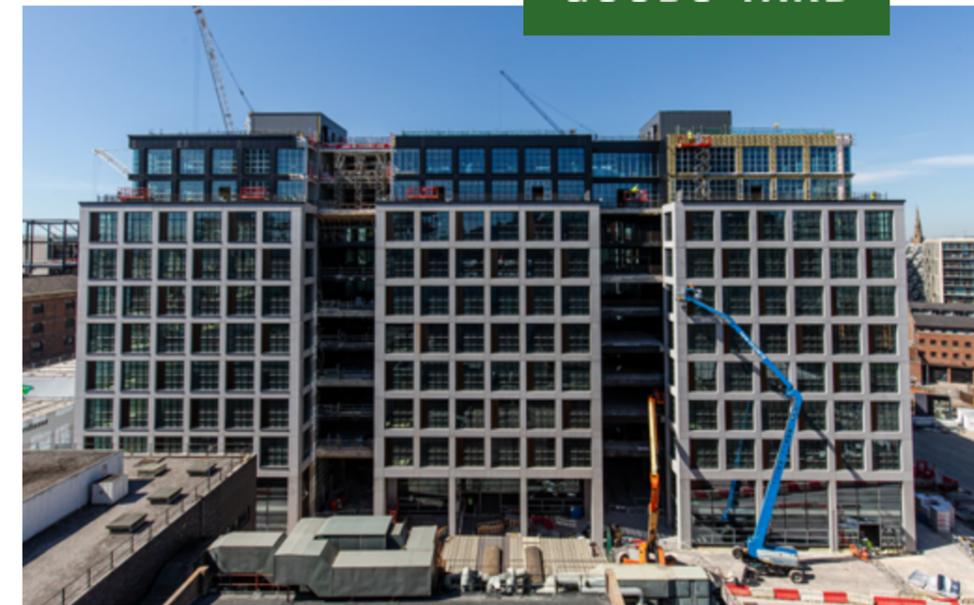
May 2021 - Old Granada Studios refurbishment can be seen in the centre and The Globe Building to the left.



Transmission can be seen taking structural shape.



The Globe Building is starting to take form and shape now on site, the steel frame is complete, concrete floors are poured to and the façade has begun to be installed.



Manchester Goods Yard, May 2021.

ST. JOHN'S

MANCHESTER

Aerial view of
St. John's May 2021.





ENTERPRISE CITY BASED 'REFORM RADIO' SUPPORTING YOUNG CREATIVES

Reform Radio supports young people to kickstart their creative industry careers.

Reform Radio, a gateway organisation for businesses taking part in the government's Kickstart Scheme, has helped almost 300 young people launch their careers in the creative industries in the past year.

The Kickstart Scheme provides funding for employers to create job placements for 16 to 24-year-olds on Universal Credit, helping them begin their careers in the creative industries.

The Manchester-based online radio station, situated at Department Bonded Warehouse in Enterprise City, has also generated £226,800 for the Freelancer Economy by providing almost 500 paid freelance opportunities for the creative industries in Greater Manchester in 2020.

Reform Radio is working with a series of organisations as part of the scheme, including a number of other North West-based creative and media companies, such as Sonder Radio, Beatstream and Crocodile Media.

Over the last financial year, Reform Radio also delivered 618 creative digital and employability workshops for young people in Manchester, provided mental health and wellbeing support to more than 100 people, and delivered 22 Work Clubs which supported 285 young adults and 218 pastoral sessions. The Work

'We're thrilled to have been able to play an instrumental part in starting the careers of so many young people in the region.'

Clubs saw 80% of those who took part progress on to employment, volunteering, education or training.

Reform Radio's achievements for young people in Manchester bodes well for the region's efforts to tackle high levels of youth unemployment. It delivers its services from a city centre base at Department Bonded Warehouse. The dynamic managed workspace gives Reform and its wider community access to the support network of creative and digital businesses also based in the building.

Rachel Roger, Director at Reform Radio said: "Being a gateway organisation for companies taking part in the Kickstart Scheme is so fulfilling for us and we are pleased to be playing a part in supporting those hit hardest by the pandemic. We're thrilled to have been able to play an instrumental part in starting the careers of so many young people in the region.

"Being based in Department Bonded Warehouse, a building



that we share with other creative businesses, has been so helpful to what we have achieved. Having that network close by to support the work we're doing and to inspire and teach the young people involved has been invaluable and we look forward to developing this network so we can continue the work in the future."

Department's workspaces are flexible to accommodate the workshops and in-person events Reform organises to facilitate its Kickstarter initiatives, including physical and virtual events.

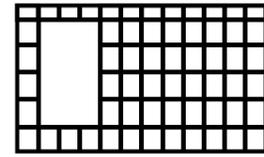
Anthony Powell, managing director at Department, said: "Young people have been disproportionately impacted by the pandemic and its effect on the job market. Reform's commitment to creating opportunities for the young people of Greater Manchester is fantastic and embodies our principles of work, wellness and social. We are proud to have Reform as a member at Department Bonded Warehouse and to have had a role in facilitating the amazing things achieved in the last 12 months."

If you're interested in taking on one or several, Government paid placements in your business for six months, then please email kickstart@reformradio.co.uk

A full list of current live Kickstart opportunities available via Reform Radio can be found here: <https://sites.google.com/reformradio.co.uk/opportunities/kickstart>.

ST. JOHN'S PROJECTS:

THE GLOBE BUILDING



The
GLOBE
Building

DESIGNED FOR MODERN INDUSTRY

The Globe Building is a new innovation workspace at the gateway to Enterprise City and St. John's. It's a state-of-the-art building purpose built to be a leading headquarters.

The modern design of The Globe Building makes it an integral part of the Enterprise City cluster, allowing sophisticated architecture to integrate seamlessly with the technological systems.

Forward-thinking, and digitally led, the building is future-proofed to sustain modern businesses and provide a platform for enterprise, innovation and growth.

The new Manchester HQ for WPP, bringing together five WPP agencies - MediaCom, Wavemaker, Code Computer Love, Kinetic and Cheetham Bell - in one modern campus building. The Globe

Building provides WPP with collaborative and dynamic co-working areas for the agencies which have grown significantly in the last five years.

The Globe Building sits in the perfect position to lead the enterprise revolution of the city.



View from Quay Street shows progress of the Globe Building.

CG render of the Globe Building.



APPLICATIONS FOR EXCHANGE ARE NOW OPEN

Tech start-up support programme, Exchange, opens applications for second cohort.

Exchange, the digital and technology start-up support programme based in Department Bonded Warehouse, has opened applications for its second cohort of ambitious tech entrepreneurs.

After a successful first intake of businesses in 2020, which raised millions in funding between them and supported more than 150 individuals in the region, the scheme returns for a second year with bigger ambitions.

The programme, designed to support and empower the next generation of UK start-ups, gives members the tools they need to scale their businesses through subsidised Manchester city-centre office space, a peer-to-peer network of founders and expert advice from industry partners.

Exchange is based at Department Bonded Warehouse in Enterprise City, Manchester's new tech, digital and media district, which combines workplaces, cultural spaces and living. Enterprise City is a place for scale-ups and global businesses to grow and root their headquarters in a community of like-minded and forward-thinking organisations, with the Exchange scheme central to that vision.

Spearheaded by leading workspace brand Department, operated by All Work & Social, Exchange will support a second wave of over 25 business, and 200 individuals, as well as continuing to cement Manchester's position as a global tech hub.

'Exchange programme is delivered in partnership with Tech Nation.'

Members of Exchange's first cohort have experienced significant growth in the past year, securing millions of pounds in funding from both Exchange's resident investment vehicle, Solid Bond Venture Builder, and external venture capital investors.

Tanya Grady, Head of Partnerships at Enterprise City, said: "Exchange has proved to be a truly valuable scheme for

Manchester's tech and digital industry. The work we have seen from the first Exchange cohort has been inspirational, despite the challenges that come from scaling during a global pandemic, so we are pleased to be extending the opportunities that come from being an Exchange member to the next generation.

"Supporting small businesses and entrepreneurs will be crucial in the coming months and years as the economy recovers from the effects of coronavirus. It is fantastic that Exchange can be instrumental in this as it creates a ripple effect, making Manchester a vibrant centre of enterprise attracting higher levels of investment."

Exchange's knowledge partner, Tech Nation, will provide members with unique training and a syllabus of workshops, up-skill sessions and high-profile speaker events and panel discussions. Other partners include CRSI, Investor Ladder, Latitude Marketing, Microsoft Advertising and tax and audit consultancy RSM.

Mo Aldalou, North West Entrepreneur Engagement Manager at Tech Nation said:



ENTERPRISE CITY®
EXCHANGE

IS YOUR BUSINESS:

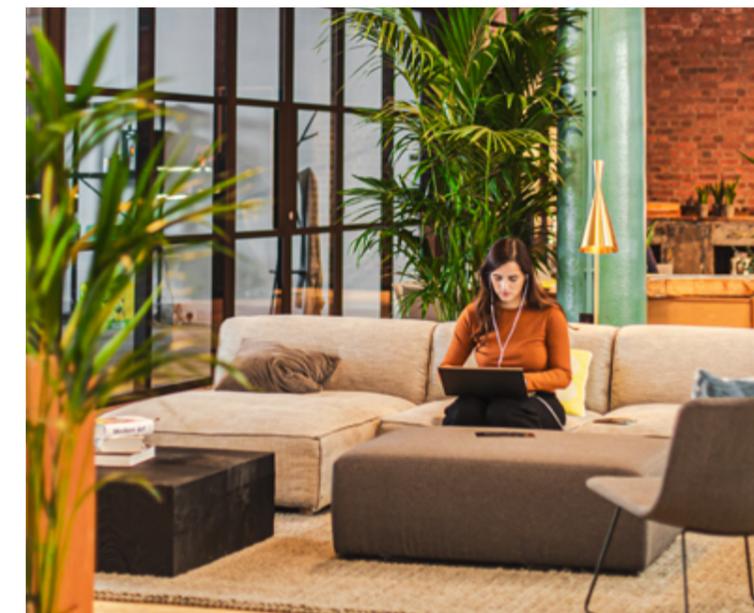
- Less than three years old?
- Headquartered in the UK?
- A digital tech business with a product or service to sell?
- Actively providing services to at least one client or running a pilot?
- Ambitious to grow and scale?

DO YOU WANT:

- Do you want unique coaching from industry experts?
- A strong peer to peer network of like-minded, forward-thinking entrepreneurs
- Subsidised office space in a Manchester city centre location

"Supporting the first cohort of startups on the Exchange programme over the past 12 months has been an absolute privilege and adventure and watching them grow in a pandemic has been impressive. Exchange is a perfect opportunity for harnessing the power of peer-to-peer networks and I'm excited to see what the incoming cohort will have to offer."

To apply for a place in Exchange's next cohort, businesses need to meet one or more of the following criteria: the business has been trading for less than three years, it is headquartered in the UK, it is a digital tech business with a product or service to sell, has at least one active client or pilot in progress, or has ambitions of growing and scaling.



Applications can be made via the Enterprise City website: www.enterprisecityuk.com/exchange

ABC OPEN FOR BUSINESS



The ABC Buildings at Enterprise City, St. John's is fully operation and open for business.

With lockdown restrictions gradually easing, the ABC Buildings and their exciting amenities are once again open for business.

The ABC Buildings are a thriving community of unique businesses, SMEs and digital organisations located in Manchester's Enterprise City district within the St. John's area of the city centre, which runs parallel to Spinningfields. Visitors and regular users of the buildings experience a modern working environment that inspires innovation and cultivates creativity.

The trilogy of structures is a collection of 1960s buildings reimagined and updated for today's industry, specifically designed to encourage growth for creative, tech and media businesses. Flexible memberships are on offer, giving businesses the space they need to thrive.

Workspaces include meeting rooms, breakout spaces, studios and suites for creative industries. The top two floors consist of an unrivalled workspace, efficiently designed to increase productivity and showcase the best views of the evolving Manchester skyline.

As well as the perfect space to work from, ABC has a full range of amenities including an Everyman Cinema, Barry's Bootcamp gym and Minka coffee house, the doors to which are all now open again.

The Metronome venue and ABC gallery on the lower floors offer an experiential venue

unique spaces for live experiences where people can escape the hustle and bustle of the city and enjoy the great atmosphere. The all year round specialist event and live performance space makes for a truly memorable experience that you won't get anywhere else.

'A modern working environment that inspires innovation and cultivates creativity.'

for the music industry. It is a collaborative place for all in the industry, from aspiring artists to music managers, to network, record, create and produce.

On the roof, you'll find the Pool Deck and ABC Dome, which are



To become a member or book a tour of Department ABC, email abc@departmentuk.com today.



MANCHESTER: A HIGH-PERFORMING UK TECH HUB

New research has found that the North West business ecosystem is ideal place for nurturing start-up and scale-up businesses.

Manchester has been named as one of the highest performing tech hubs in the UK after new analysis reveals the city's perfectly balanced start and scale-up business ecosystem.

Research by scale-up support network, Tech Nation, has found that cities and regions with the ideal 'scale ratio' are more likely to attract significant investment, and this ratio is reflected in the proportions of seed, early growth and late growth businesses operating in Manchester and the wider North West region.

According to Tech Nation's research, regions with 50% seed, 30% early growth and 20% late growth firms indicate a mature, balanced ecosystem which accelerates the growth of late-stage companies while supporting the next wave of tech scale-ups.

This 5:3:2 ratio has been dubbed the "Scale Ratio" and is best reflected in Manchester, London and Cambridge, where the largest investments were made in 2020.

Manchester's Scale Ratio is 53:26:21 and the North West's is 51:26:23, suggesting the region is

an ideal incubator for tech scale-ups. A slightly higher proportion of seed companies indicates the potential for future growth as the region's business appeal continues to grow.

This well-balanced ecosystem has helped fuel Manchester to be named the fastest-growing tech city in Europe.

'The area and ecosystem we are helping to create will generate some of the UK's next best start-ups, and this is the place for growth, investment and opportunity.'

Knowing how well-placed Manchester is to support early-stage tech companies, Enterprise City launched its Exchange programme in 2020.

The revolutionary tech and digital scheme offers ambitious, early-stage tech companies access to tools, infrastructure, and expert mentoring partners they need to succeed, as well as the opportunity to root down and grow in Manchester.

Speaking about Tech Nation's research, Tanya Grady, head of partnership at Enterprise City said: "The North West and Manchester, has been developing as an international tech hub at an incredible rate over the past few years, which is why we chose to develop the Exchange programme here with Manchester City Council. This insight demonstrates that the area and ecosystem we are helping to create will generate some of the UK's next best start-ups, and that this is the place for growth, investment and opportunity.

"Tech Nation is the knowledge partner for the entrepreneurs and



businesses on the programme, and this research suggests a very exciting and successful future for the Exchange cohort of tech, digital and creative start-ups."

Liz Scott, head of entrepreneur engagement at Tech Nation, said: "The Scale Ratio is a really interesting way for us to look at ecosystems, how they're developing, how they compare - and crucially for us to think critically about what should happen next to drive growth. We really do believe that it takes a village to support scaling founders, so we're hopeful that providing this data-set that allows us all to visualise the structure of our most invested-in ecosystems will help drive growth right across the UK. There are so many pieces of the puzzle when it comes to a healthy ecosystem - Enterprise City's Exchange programme in Manchester is already having a positive impact and we're proud to be a part of it"

The report shows that 68% of investment in Manchester tech scale-ups went to late-stage companies, a lower proportion

than London (76%). Investors' heightened interest in early tech start-ups in Manchester has been beneficial for Exchange member PixelMax, which received £250,000 initial investment earlier in the year, from Solid Bond Venture Builder.

Shay O'Carroll, director at PixelMax, said: "It's no surprise that Manchester is experiencing a tech boom as more and more firms are drawn to the appeal of the city, and its start-up friendly ecosystem. We secured funding last year as an early-stage business which has allowed us to build it further, and has propelled our development. As Manchester, and initiatives such as Exchange continue to nurture new tech firms, the region will benefit from the influence scale-ups have on economic growth and it's a very exciting development to be a part of."

'More and more firms are drawn to the appeal of the city, and its start-up friendly ecosystem..'



MEET THE MEMBER:

PIXELMAX

The pandemic has made the ability to adapt and be flexible within business essential. For many, pivoting was the difference between achieving wild successes and crashing and burning. One business that has demonstrated an extraordinary ability to pivot is Exchange member, PixelMax.

PixelMax had its inception in 2019. Originally, the business was using game engine technology to revolutionise the way life sciences are taught in universities using visual 3D software. This allowed students to see the intricate and multi-faceted metabolic systems in the human body.

Just before the pandemic struck, PixelMax were using their software to create virtual versions of factory production lines, including real-time data from machines to improve productivity. When the first lockdown came into place last March, this project was put on hold.

Also put on hold was PixelMax's move to its Manchester HQ in Department Bonded Warehouse along with the rest of the Exchange cohort as the world went virtual. The team created potential out of this adversity by modelling a virtual version of Bonded Warehouse, which gave way to its new immersive communication platform designed to bring the virtual world to life.

PixelMax co-founder, Shay O'Carroll, said: "It became clear that what we were doing was on hold due to the current

state of the world, so we had to adapt. When creating the virtual Bonded Warehouse, we realised that the idea had the potential to go much further.

"Running in-parallel with our development, our expert steering committee gave us feedback on existing video conferencing software and what they would like to see in a new platform and as a result, we have created a truly fulfilling platform."

PixelMax created the virtual venue for the Chartered Institute of Public Relations' (CIPR) National Conference in November, which featured 26 speakers from across the globe.

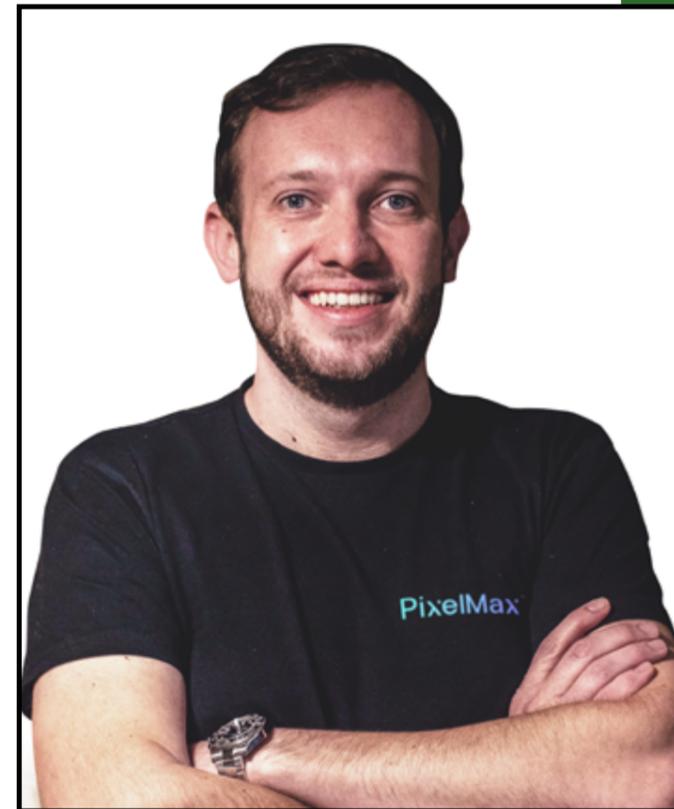
Speaking about their success, fellow co-founder, Andy Sands, added: "Being Exchange members has helped us in so many ways. We would not be as successful as we are today had it not been for our fellow entrepreneurs and the industry expert partners which the programme has introduced us to.

"We won a £250,000 investment from Solid Bond Venture Builder, which is Exchange's resident investment vehicle. This funding has since lead to a multi-million-pound investment offer. This is

the beginning of a very exciting journey for us, and we can't wait to see where it takes us."

Shay continued: "It's no surprise that Manchester is experiencing a tech boom as more and more firms are drawn to the appeal of the city, and its start-up friendly ecosystem. We secured funding last year as an early-stage business which has allowed us to build it further, and has propelled our development. As Manchester, and initiatives such as Exchange continue to nurture new tech firms, the region will benefit from the influence scale-ups have on economic growth and it's a very exciting development to be a part of."

To find out more about PixelMax, visit pixelmax.com



'Initiatives such as Exchange continue to nurture new tech firms, the region will benefit from the influence scale-ups have on economic growth.'



MILKING IT...

From farm to city centre: Department delivers a city centre base for sustainable farm-to-home food delivery company, The Modern Milkman.

Sustainable farm-to-home food delivery company, The Modern Milkman, has secured a city centre base in Department Bonded Warehouse, as businesses continue to require office space in central Manchester.

The tech and home delivery business, with a mission to rest our throwaway society, has revolutionised the traditional milk round, and continued doorstep food and drink delivery in a contemporary way.

The business, founded in 2018, has experienced continued growth over recent months with a greater number of households demanding grocery home delivery, resulting in the firm taking a premium suite with 32 desks after securing investment last year. It joins Department Bonded Warehouse and its digital and tech community from January 2021.

65 members of staff will be based at Bonded Warehouse on a flexible part-time basis, and are joined by more than 120 staff working on the operations side of the business, which will all be able to drop in to the workspace for training days.

Anthony Powell, managing director at Department, said: “We are pleased to have The Modern Milkman joining our ever-expanding roster of members at Department Bonded Warehouse. Collaboration and learning from one another is a key principle at Department, and through our relationship with The Modern Milkman we will be working to embed sustainable initiatives into our workspaces, which is an exciting and necessary step for us to take.”

“It’s imperative to have a central base as a growing business, and give employees the option to work from a safe central place. Many tech, digital and creatives live in the city centre and do not have sufficient space to work from home. We provide that space in a flexible, welcoming and friendly way, for businesses and their workers to use at their discretion as the rules on movement for work evolve.”

Simon Mellin, Founder & CEO of The Modern Milkman, said: “We

have ambitious hiring plans over the coming months and years, so it was important for us to find a location that could grow with us, as well as provide immediate access to the best talent. With 2 million people within a one-hour commute of the Manchester hub, it was a clear choice.

‘It was important for us to find a location that could grow with us, as well as provide immediate access to the best talent.’

“In the long-term, we are planning for most staff to only be in the workspace one or two days a week, so we wanted the base to be in the heart of the city centre’s shops, bars and restaurants, so our staff get the most out of their day in the office. The HQ’s proximity to reliable public transport links also keeps in with the brand’s green agenda.”



The Modern Milkman engages local communities with local produce and fresh groceries by offering deliveries from local farmers and independent suppliers straight to customers’ homes. The service goes beyond dairy rounds, and delivers fresh fruits and vegetables, eggs, cereals, and household goods sourced from sustainable suppliers, plastic free.

The deal was brokered by Joe Averill, managing director of growth advisory, Vault 23. Speaking about the future of office spaces, Joe said: “Despite the pandemic and ongoing lockdowns, most businesses will always need some kind of central physical office space to operate from. This may not look like office space as we knew it a year ago, but recent events have evolved the way people work and made the office an exciting and

dynamic place that people want to return to.

“The Modern Milkman’s creative and unique proposition is perfectly aligned to Department Bonded Warehouse. It will be highly beneficial for the business to have the amenities it needs, such as studios, right in the building that they are based in. The social elements of Department, such as the members’ Clubhouse also offers the business the opportunity to meet and exchange ideas with other tenants who operate in the tech and digital space.

“The workspace market isn’t dead; it is very much active and innovating to adapt to the new working practices which have been accelerated by the pandemic. Department Bonded Warehouse and the growing number of companies inside demonstrate that.”

To read more about The Modern Milkman and its services, visit: themodernmilkman.co.uk

For more information on Department and to find out how entrepreneurs and businesses can become members, visit: departmentuk.com



ST. JOHN'S PROJECTS:

TRANSMISSION

A MEDIA ICON REINVENTED

Transmission is a true Manchester landmark brimming with heritage and history.

Transmission is part of the Old Granada Studios complex and is a historic piece of architecture. The legacy of filming at the studios will be continued and Transmission provides a new innovative way of working.

Creative spaces for modern working, spaces for modern socialising. Places of collaboration and innovation, from flexible floors to start-up studios, imagine a place that challenges your perceptions of the workplace.

Innovative double-height workspace galleries designed as ultra-flexible interconnected studios to create light and airy environments. Inspired by sci-fi cinema, technology and the environment to create a space that is clean, fresh and innovative.

This is 'Transmission'...



TRANSMISSION

WORKING
COLLABORATING
CONNECTING
CREATING
DISCOVERING
INNOVATING
TRANSMITTING...

CG render of the main reception at Transmission.



CG render of Transmission.

1st Floor
Bright Ltd
2nd Floor
Park Elephant
Boson Ltd
3rd Floor
4th Floor
Inlight Media
Coral Productions
5th Floor
Park Media
6th Floor
Reform
7th Floor
Inlight
Pinnacle Media
8th Floor
Times Media
9th Floor
Times Media
10th Floor
Mixer Talent Agency

ST. JOHN'S CONCEPTS:

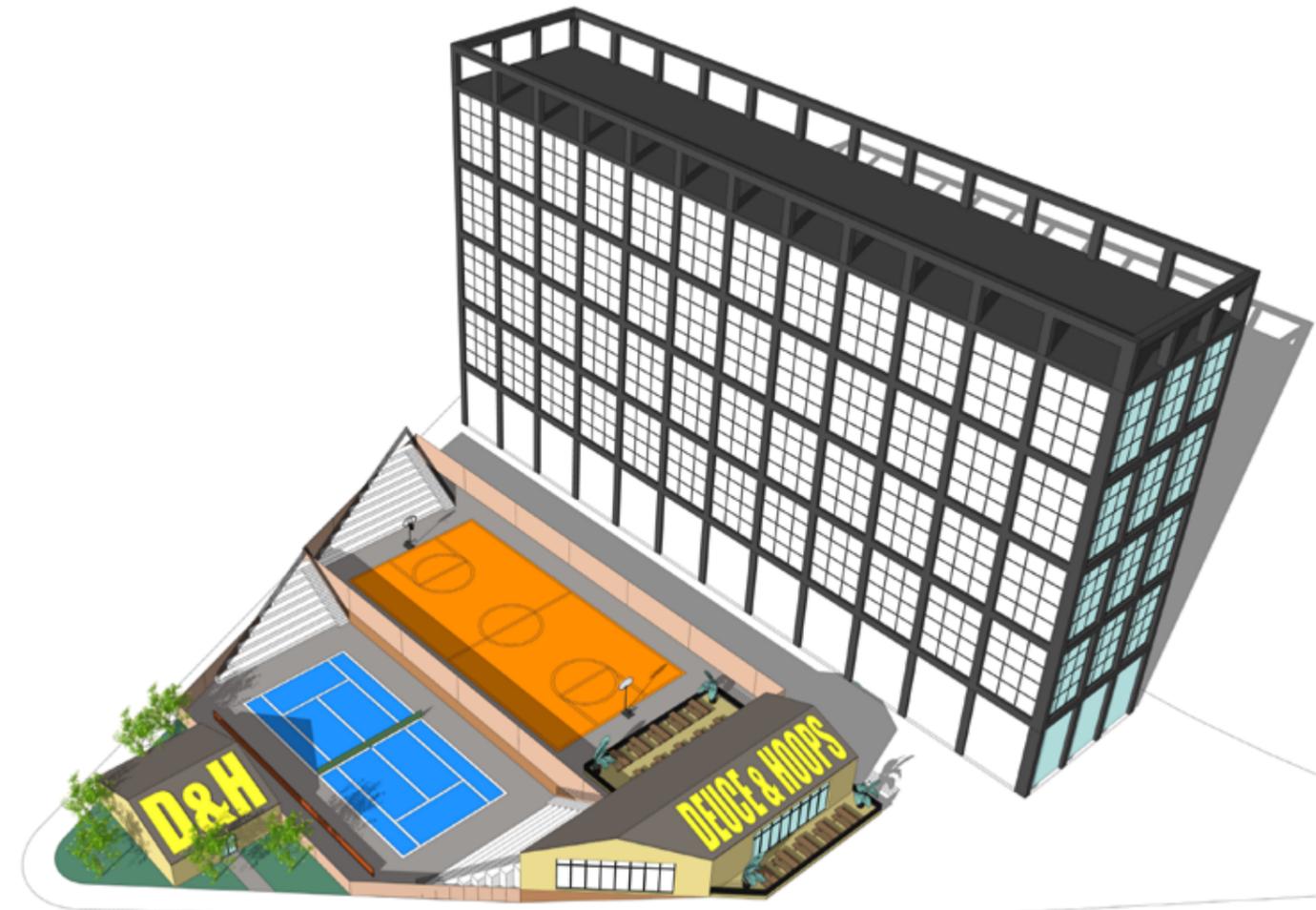


TENNIS
BASKETBALL
CLUBHOUSE
COMPETE
SPECTATE
SOCIAL

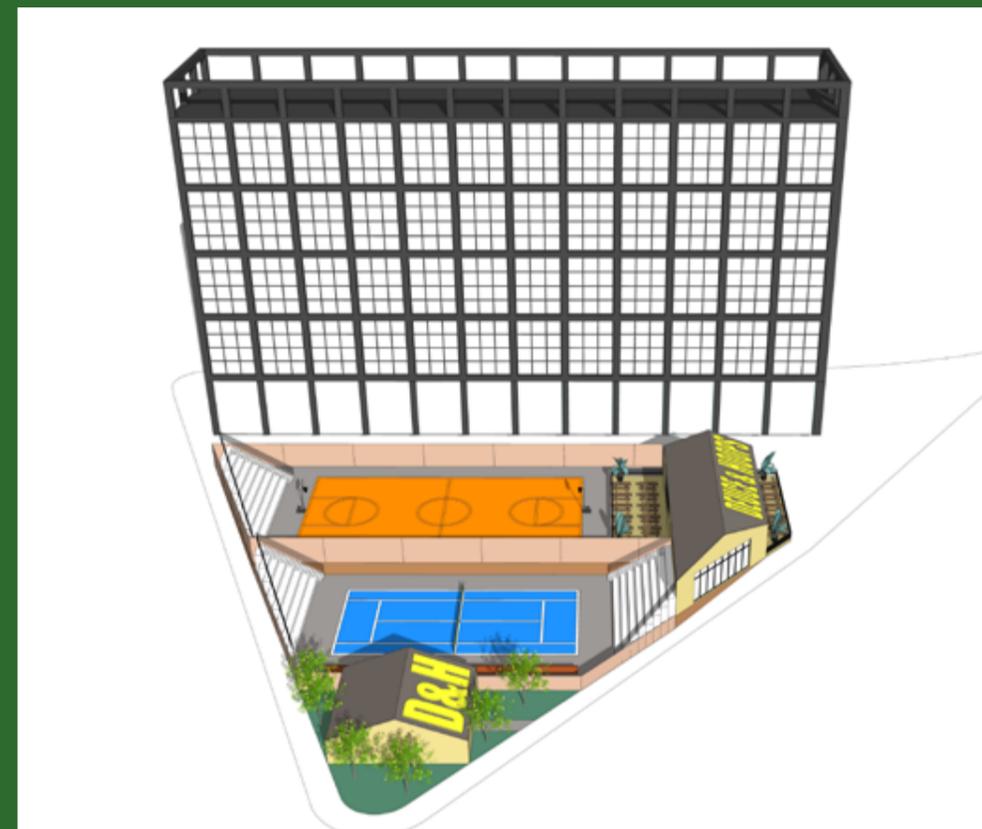


St. John's has it's own recreation ground for sport, leisure, fun, games and socialising.

DEUCE & HOOPS



DEUCE & HOOPS



Massing images of the Deuce & Hoops concept

ST. JOHN'S CONCEPTS:

RIVER GREEN

River Green will provide a new high-quality riverside destination for St. John's, with a range of new food and beverage concepts and distinctive outdoor roof terrace, it's set to become the place to visit in the city.

River Green is designed to provide active uses for this location within St. John's and create a destination. The new design embraces the river front and activates Factory Square and the surrounding spaces of The Factory.

The creation of a substantial elevated platform for daily use, from which The Factory and fast developing surrounding areas can be appreciated. River Green will see the distinctive architecture of St. John's continued down to the riverside.

The use of red brick, black framed windows and steel canopies will ensure that this new piece of architecture is very much integrated with the overall masterplan. The architecture is

humble and robust, being animated by the business owners and people who use the building. The ethos of the building is to create a blank canvas upon which the F&B uses can shine.

The concept of River Green is a series of high-quality integrated and linked food and beverage offers to ensure an inclusive yet diverse choice for everyone who lives, works or visits St. John's.



river green

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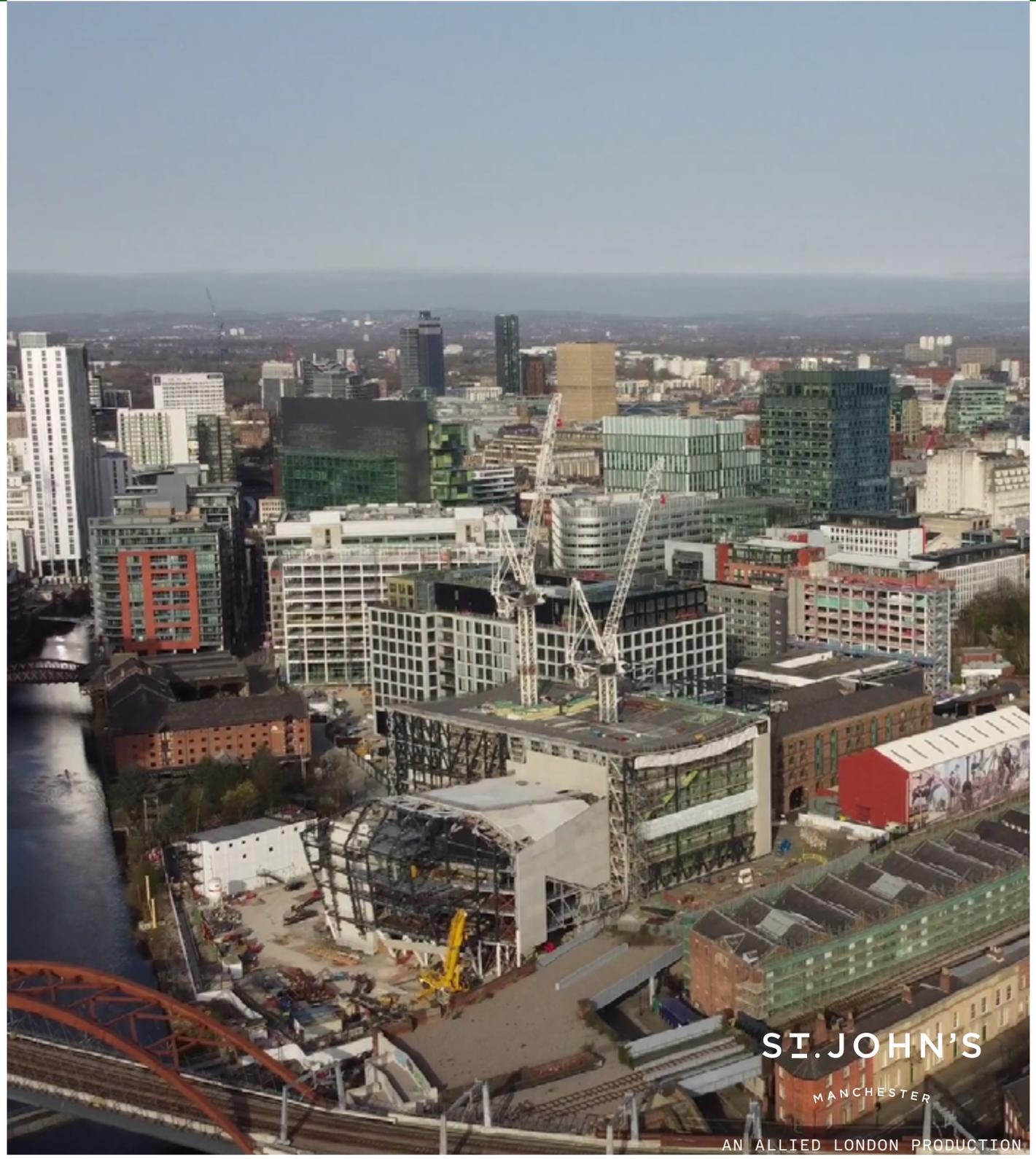
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