

AUGUST / 2022

ENTERPRISE CITY®

# DEBRIEF



*St. John's*

AN ALLIED LONDON PRODUCTION

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## THE NEWS FROM ENTERPRISE CITY

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

**With building launches, business growth and unique events, Q2 2022 has been a busy and exciting one across the Enterprise City district.**

The ABC Buildings and their various spaces, including the ABC Gallery, Roofdeck and Dome and Side Street Studio were opened to the public with the ABC Weekender event in June. The three-day launch was filled with everything from industry speakers, food and drinks, comedy and a rave for the whole family.

The ABC Gallery opened its doors to an exhibition for the first time. 70 The Exhibition celebrated the Queen's seven-decade reign with over 50 artworks created by 29 artists curated by Monica Colussi.

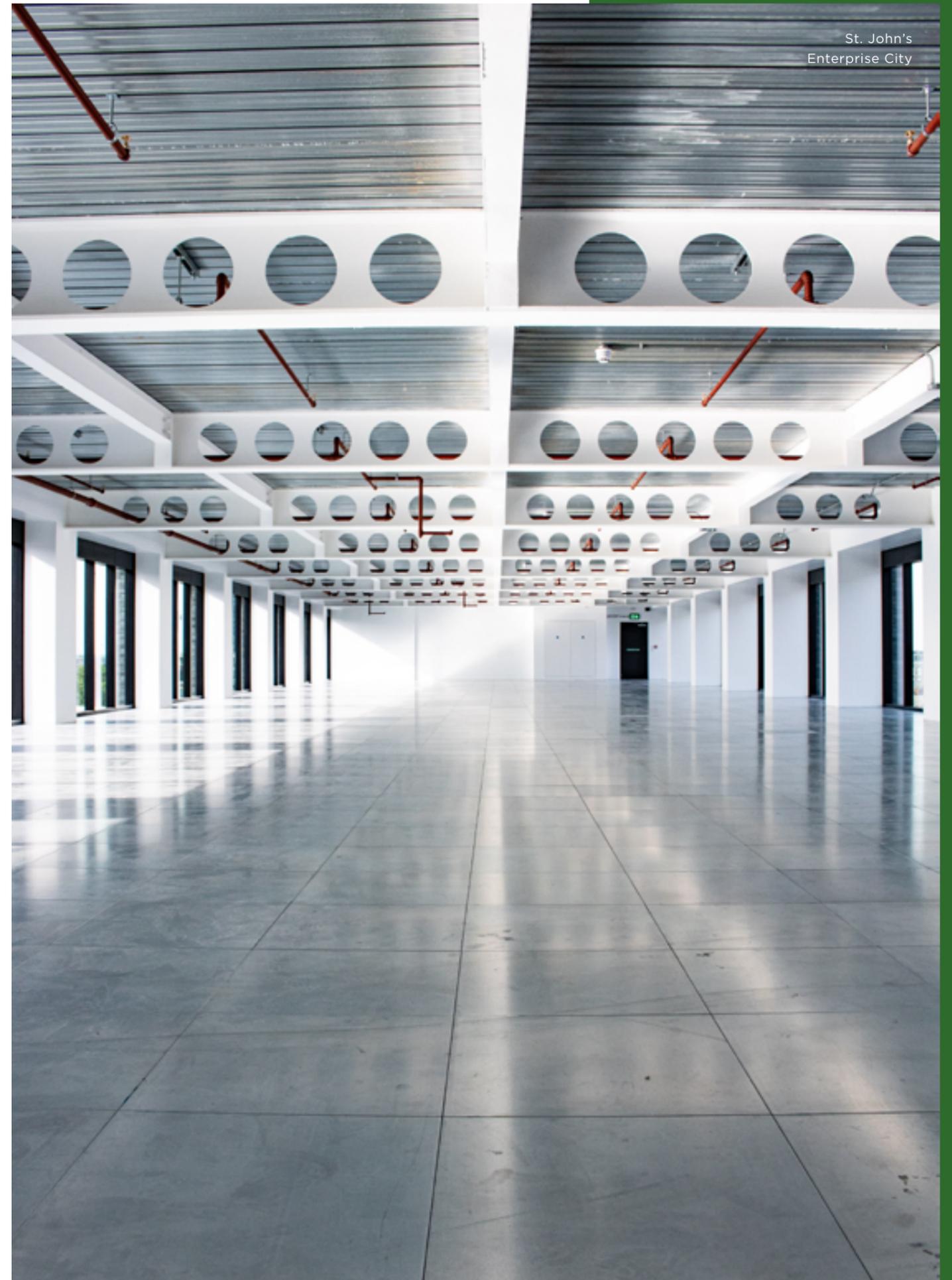
Business wins from across the district include creative production agency, What Media, moving into its dedicated studio space at Department Bonded Warehouse so the team can create content for the growing roster of clients directly from the district and Gravity Media making ABC its new home.

Exchange member, Versori, has been developing and launching its first product, Switchboard, which allows any and every business operation to be automated. Looking forward to the next quarter, the start-up support scheme will welcome its fourth cohort of trailblazing tech businesses to follow in the footsteps of the likes of Versori. The previous three cohorts have raised a combined £7m in funding while on the scheme, and we can't wait to meet the next clutch of businesses.

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*'The ABC Buildings and their various spaces, including the ABC Gallery, Roofdeck and Dome and Side Street Studio were opened to the public'*

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# PROJECT: LATEST #1

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

Left: Mollie's & Soho House Under Construction.  
Back: Manchester Goods Yard  
Right: The Globe Building  
July 2022



Progress at St. John's, July 2022.  
OGS and Transmission (left) can be seen nearing completion.



Transmission  
July 2022



# PROJECT: LATEST #2

## CAMPFIELD YARD



Campfield Yard, July 2022. A defined cluster for tech, media, digital and creative industries

## TRANSMISSION



Transmission, July 2022. Opening in 2022 and is now available for pre-letting.

## The GLOBE Building



The Globe Building, July 2022. Opening in late 2022 with new letting to WPP and also open by All Work & Social.

## THE FACTORY



The Factory, July 2022. Set to open Spring 2023.

## FEATURE:

# CREATIVE MEDIA AGENCY SECURES PERMANENT STUDIO SPACE AT DEPARTMENT BONDED WAREHOUSE

What Media has taken a two-year lease on a production studio in the Enterprise City district, giving the business its own space to create content for clients.

**Creative media agency, What Media, has expanded its business into its own production space at Department Bonded Warehouse, giving it a dedicated studio to create content for its clients.**

The agency has had resident desk spaces at the Manchester city centre workspace since 2020 and is now taking advantage of one of the six newly acquired production studios at the site. In that time, the business has grown to a team of 12 and worked on major campaigns with household name clients.

What Media produces commercials, social media video content, animations, product videos, drone fly-throughs, events and more for clients such as Leeds University, The Fragrance Shop, Missguided, Quorn and New Balance.

The studios at Department Bonded Warehouse give creative and media members easy access to state-of-the-art facilities in a flexible and agile way. They can be used for one-off sessions

or leased in the long-term to give businesses ownership of their creative space. Initially, Department started with a content photography studio but given its popularity, the offer has since been expanded to dedicated production spaces for TV, media and broadcasting requirements.

**Chris Townsend, co-founder and director at What Media, said:**

“Department Bonded Warehouse is a hub for creative work in Manchester and has been an excellent location for us to have our desk-based home over the past couple of years. We are so excited to now also have a dedicated studio space within the building, allowing us access to top tier facilities that we can call our own. We have worked on some really exciting projects and have more in the pipeline and having this space is a huge step in our business journey that we are pleased to be taking with the support of the team at Department.”

**Anthony Powell, managing director of Department, said:**

“It is so rewarding to see our

members expand and grow and to be able to offer them the facilities to accommodate that development. What Media have been with us since the early days of Department Bonded Warehouse and we look forward to seeing what the business goes on to achieve and create in their new facilities.”

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*We are so excited to now also have a dedicated studio space within the building, allowing us access to top tier facilities that we can call our own.*

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For more information about What Media visit [wearewhatmedia.com](http://wearewhatmedia.com)

# ST. JOHN'S PROJECTS:



## ABC BUILDINGS LAUNCHES ITS NEW EVENT SPACES WITH THREE-DAY WEEKENDER OF MUSIC, FOOD, WELLNESS, AND FASHION

ABC Buildings, the eponymous 1960s mid-century creative hub situated on Quay Street, Enterprise City launched its Roofdeck & Dome, ABC Gallery and Side Street Studio with a three-day weekender of art, wellness, food, fashion, music, comedy, and family fun.

The action-packed three-day weekend of activities kicked-off with a keynote talk and panel session on the sunny roofdeck from Monique Carayol, Ex-NHS board executive director, and a coach for theMakings. Monique discussed brave leadership as she aims to inspire and encourage confidence within people to progress their careers and leadership journey.

The panel discussion on Empowering Your Future

Leaders was led by founders of theMakings, Lucy Allen and Sinéad Millard. The coaches were joined by some esteemed guests from the media and creative industries to discuss their experiences and leadership journeys.

Martin Bruce, content editor at BBC Studios, Victoria Poole, head of marketing at Gravity Media and Fiona McAllister, script executive at Quay Street Productions, shared their first-hand stories

of leading and managing in a creative organisation.

The second day of events began with a vintage flea market on the Roofdeck & Dome with sellers offering one-off and unique pieces from decades gone by. There was also delicious street food and cocktails on offer all day with pop-up bars and food vendors including The Pasta Factory and Charlie Mac's. Saturday came to a close with a Northern Soul takeover at Side



CG render of the Globe building

Street Studio courtesy of DJs from Reform Radio. The ground floor events space on Lower Byrom Street was buzzing until late with the soulful sounds of the 1960s.

The last day began with relaxing morning yoga with Yogasoul, followed by healthy juices and breakfast served on the rooftop. Yoga mats replaced the vintage clothes rails that had filled the dome just hours before and guests were treated to a zen start to the final day of the ABC Weekender.

As Sunday was also Father's Day, families had the opportunity to celebrate the occasion with crafts and a kids rave hosted by Big Fish Little Fish. Strobe lights, balloons and a foam machine proved that you don't have to be over 18 to know how to throw big box, little box dance moves.

To end the weekend, there was an exclusive stand-up comedy show in Side Street Studio bringing a barrel of laughs to the bar and creative venue.

Throughout the weekend The ABC Gallery hosted 70 The Exhibition by Monica Colussi. The display was developed to celebrate the life and reign of Her Majesty the Queen, in honour of the Platinum Jubilee. It showcases the Queen's private persona as well as her public one through over 30 pieces. The exhibition is open to the public until 28th July.

All Work & Social, the experience operating partner curated the weekend on behalf of ABC Buildings. Specialising in elevated experiences, All Work & Social have crafted several unique hospitality venues within Spinningfields and Enterprise City,

Manchester. With a dedicated food and beverage team, they provide hospitality, bar service and catering for any events.

To enquire about how you can host your next event at the ABC Buildings Roofdeck & Dome, ABC Gallery or Side Street Studio get in touch with All Work & Social's events team at [events@allworkandsocial.com](mailto:events@allworkandsocial.com)

To find out more about the ABC Buildings visit: [abcbuildings.co.uk](http://abcbuildings.co.uk)

To find out more about the ABC Gallery visit: [abc-gallery.co.uk](http://abc-gallery.co.uk)

## FOUNDERS ARE THE STARS OF THE SHOW, INVESTORS ARE THERE TO SUPPORT

### A VC's funding advice for early-stage tech companies

**At some point along their journey, start-up businesses are more than likely to need to seek investor funding to grow their business and get their products or services out into the world. This may be pre-seed investment right at the beginning of the process to get up and running, or Series A, B and C funding rounds later down the line to allow scaling.**

The investment space is noisy, with hundreds of entrepreneurs trying to prove what makes them and their business worthy of an investor's trust, support and money. We caught up with Ben Davies at Praetura Ventures, a partner to Enterprise City's Exchange start-up support scheme, to talk about how businesses can stand out and secure the investment they need to scale.

**What do founders need to know when applying for venture capital funding?**

"The first thing that is really important is that entrepreneurs do their research and don't just apply to any and every investor out there. They need to know who each type of funding structure is for and what it can be invested in. At Praetura Ventures, for example, we give Enterprise Investment

Scheme (EIS) funding - we might love a founder and their idea, but if they don't qualify for that type of funding we can't help. Taking the time to research what kind of funding and support you need and which VCs can help you is a much more effective approach than applying to everyone.

"Founders should also think ahead when applying for funding. If you think you are going to need money in 12 months, start researching and reaching out to VCs now. Then, over the next year, you can share press cuttings, progress reports, hiring plans and anything else relevant so they have an awareness of and relationship with you and your business before you actually need the money. The funding process isn't all about personal relationships but involving a VC in your business journey earlier on will help gain trust and stand out when the crucial time for funding arrives."

**What else can entrepreneurs stand out and set themselves apart from the rest?**

"How you show up for yourself and your business is really important. You need to make sure you have a good story and a clear, concise and compelling narrative. Test your pitch on people who don't know you and your

business. Can they then go and tell someone else who you are, what you're doing and for who? If not, that story needs to be worked on to shape better word of mouth around the proposition. Remember that VCs want to get excited, believe stories and invest in people and ideas, and to do this it needs to sound valuable, unique and exciting when you talk to them about it. Originality is key here - we hear "we are the Uber of X" far too often when really we want to hear about something different and distinctive.

"Pitch slide decks don't need to be 50 slides long. It is better to be short, punchy and coherent, focusing on what the story is, how you can solve it, where the addressable market is and a brief background on the business's journey so far. At Praetura, we have an investment playbook that guides what we think about when investing - first we look at the business model, the market and what the money will do, then we think about management and momentum - who the people are behind the business and whether we believe in and support them, and then the 'more than money value' or what the founder will get out of the relationship besides the cash injection.

"Something else that is crucial when talking to investors is

honesty and transparency around risks involved in the business. If anyone says there are no risks to their start-up, they are lying. It instils much more confidence and trust when an entrepreneur is upfront about potential challenges as we know that they are aware of what may need extra caution and attention."

**Are there any specific considerations tech firms need to make during funding rounds?**

"The ongoing talent shortage in tech means that attracting and retaining employees is a crucial sign of success when VCs are considering funding applications. We are often impressed by those businesses bringing in and keeping strong talent.

"The tech industry and tech start-ups have a tendency to be bogged down by jargon, which can get in the way of a clear message and vision of what is being done, so this needs to be minimised.

"We also look for a realistic plan and understanding of distribution channels, as well as awareness of what an internationalisation strategy looks like for the business as this is typically when tech start-ups find true success."

**What are the best things you see in the investment process?**

"There is an intangible feeling when you meet someone and what they're doing is exciting and you want to be part of their trajectory. It is a pleasure to see founders go from ambitious entrepreneurs with a vision to successful and resourceful leaders of a group of people.

"Chemistry is so important in the VC and founder relationship as it is a partnership that might last longer than a marriage. When we first meet potential businesses to join our portfolio we have to think about if we can put up with and trust this person in the medium to long term or when things don't go to plan. Because this is so important to the overall process, we work with people we get on well with and are genuinely thrilled to see succeed, which

is a really rewarding part of the overall job."

**What are some common mistakes you see during funding applications?**

"There is a lot of misinformation out there about the funding process out there which leads to mistakes that aren't necessarily the founders' fault. Avoiding this goes back to the research point, and research does not just mean a couple of Google searches. Get out there, connect with founders who have successfully raised funds and talk to them about their lived experience, use sites such as Landscape, which is the Glass Door of investors, and reach out to organisations such as Tech Nation and Investor Ladder which can provide reliable insight into the process.

"This is where spaces such as the Exchange programme, where founders can plug into a network of peers and partners are so valuable. Entrepreneurship can be a lonely experience, so seeking out these communities will help founders to find dependable advice, support, peace of mind and even work referrals, all of which will accelerate their journey."

**Do you think being based in the North has an impact on funding success?**

"It is a common and at times damaging misconception that you need to be in London to access the best VC funding. True, there is a £300-600million early-stage VC equity funding gap in the North, but this is changing, and it is changing quickly. Networks and communities are coming together and realising the potential to play on national and international stages from the North.

"I would urge founders to look at what is available on their own doorstep before going looking further afield and also to think about what different investors on their cap table bring. For example, it could be beneficial to have a local investor for that day-to-day support as well as someone with a wider reach to help propel internationalisation.

"Manchester is a brilliant city to scale a business in - spaces are cheap, there is a lower cost of living, good infrastructure and an easy-to-access airport. The race for talent has been pushing wages up and money going further here than in London makes for a better quality of living which has been attracting tech talent for a few years now. The cost-of-living crisis is likely to make this even more prevalent. To be part of a city's tech scene with such a promising trajectory is a very good thing, especially in its still relatively early days.

"The Covid after-effects mean investors are becoming more comfortable working with people they've never met, so being based here doesn't necessarily rule out London VCs if that's what a business wants.

"People need to be more open to the North and being here definitely isn't a disadvantage -

lots of people move their businesses to London and fail as a result as it is so competitive and expensive. To make it work, however, it is crucial that founders are tapping into the networks that are developing in the region to connect with the right investors."

**What is one key piece of advice you would give to founders raising funds?**

"Founders are the stars of the show, investors are there to support. Do not take funding from a VC that wants to tell you how to run your business and be careful about taking too much feedback. At the end of the day, your business is yours and your vision is clearest to you, so don't change and pivot based on what may not be well thought through or the best advice for you right now. Of course, take feedback on board especially if it is consistent, but it is not always the be-all and end-all."

To find out more about Praetura Ventures visit: [praeturaventures.com](https://praeturaventures.com)

# ENTERPRISE CITY SHOWCASE EXHIBITION



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## FEATURE:

# EXCHANGE OPENS APPLICATIONS FOR THE FOURTH COHORT OF AMBITIOUS TECH START UPS

June saw Enterprise City's start-up support scheme, Exchange, open applications for the fourth cohort of trailblazing early-stage tech businesses.

The Exchange team along with knowledge partner, Tech Nation, are whittling down to find the leaders and disruptive who will benefit from the scheme over the next six months.

Across the first three cohorts, over 70 businesses have been supported and over 100 jobs created. The businesses have also raised a combined £7m in funding to support their growth ambitions.

Based at Department Bonded Warehouse, Exchange offers ambitious growing tech businesses a physical base in its tech, media and creative cluster, as well as access to industry experts, networking and learning events, opportunities and introductions for funding and a place in a network of likeminded entrepreneurs.

Programme partners span marketing, hiring, legal and funding functions, giving successful businesses a complete toolkit of resources to excel and become the UK's next most exciting start-ups.

The scheme's alumni include Pixel Max, a 3D virtual workplace tech business which raised more than £2 million while it was an Exchange member, My First Five Years, which secured £1.4 million at the beginning of this year and current cohort three members, Versori and Sparkbox, which have both recently completed £1.5 million deals to enable them to grow to the next level.

As applications opened, Exchange hosted a pitching showcase event, in partnership with Tech Nation at Department Bonded Warehouse where six current Exchange members gave a three-minute pitch and received feedback from their peers and pitching experts. These are regular opportunities that arise for Exchange members to hone their skills and receive professional support that will help them take their businesses to new strengths.

Alice Pickersgill, community outreach lead at Exchange Enterprise City, said: "Starting a tech business and scaling it is no easy feat, especially against the current economic backdrop and cost-of-business crisis. However, ambition, ideas and determination

coupled with the resources, community and introductions we can provide give entrepreneurs an extra edge to become leaders of their industries. Since Exchange launched, it has been a privilege to see businesses develop into enterprises that have brought their incredible ideas to life.

"Exchange plays an important role in the wider ecosystem at

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*'The new Enterprise City space is the perfect home for game development, with its deep investment in businesses focused on media, technology and creativity.'*

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Enterprise City, creating jobs and contributing to the region's tech scene. Many previous members have remained in the community of tech, media, creative and digital industries after achieving successes on the programme, and we are looking forward to working with our next group of company leaders on their scaling journey."

Mo Aldalou, Senior Scaleup Engagement Manager, at Tech Nation, said: "The Exchange programme offers a unique opportunity for founders in that it focuses on giving businesses with already strong foundations the necessary tools to accelerate growth through being part of a network. Entrepreneurialism can be lonely, but members of Exchange have one another to share their trials and tribulations with, experts to offer guidance and a wider ecosystem to be a part of, all of which is incredibly valuable to the scaling process."

Sean Brown, founder at business infrastructure technology firm and Exchange member, Versori, said: "The opportunities that we have had through Exchange have supported our growth and the encouragement of the wider community is something really special. Being able to participate in events such as the Tech Nation pitching session has crafted the skills we need to take the business from strength to strength and it is brilliant to be able to do that with a network where everyone wants their peers to succeed."



To find out more about Enterprise City and the Exchange scheme, visit: [enterprisecityuk.com](http://enterprisecityuk.com)

# FEATURE:

## 70 THE EXHIBITION

The ABC Gallery, a brand-new city centre space for showcasing art from worldwide artists, hosted its debut exhibition this month to celebrate the opening of the ABC Buildings on Quay Street in Enterprise City.

The display was curated to celebrate the life and reign of Her Majesty the Queen, in honour of the Platinum Jubilee and ran from 17 June - 28 July 2022.

70 The Exhibition is a group show featuring over 30 unique pieces incorporating sculpture, photography, painting, drawing, video, neon art, mosaics and textiles from a broad spectrum of artists. The collection was curated by Monica Colussi to celebrate the Queen's private persona as well as her public one.

**Monica Colussi said:** "In the thirty years I have been in London, my respect for the Queen has grown and so it is a privilege

to be invited to work on this exhibition. Reaching 70 years on the throne is unusual and special, and it seems fitting that this display of artworks will reflect that. You don't often see group shows in which the majority of artworks have been especially commissioned, as is the case for 70 The Exhibition, which will display a diverse range of styles and mediums with The Queen, her image and her legacy being uniquely captured by each artist."

The exhibition opened with a private viewing on June 16th, which was well-received as guests from Manchester's art and media scene explored the depictions of Her Majesty.

Artists featured in the collection included: Alison Jackson, who works with look-a-likes to create images of famous people in provocative positions; Greg Brennan, whose portrait of The Queen is part of the Royal Photographic Collection, and British contemporary multidisciplinary artist, Lauren Baker.

Also involved in the collection were Mancunians, Paul Houghton and John Humphries, who contributed a mosaic piece and a warped bust of the Queen respectively.

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*'You don't often see group shows in which the majority of artworks have been especially commissioned, as is the case for 70 The Exhibition, which will display a diverse range of styles and mediums with The Queen, her image and her legacy being uniquely captured by each artist.'*

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All pieces from 70 The Exhibition are now for sale. For more information please contact [info@allworkandsocial.com](mailto:info@allworkandsocial.com)



To find out more 70 The Exhibition, visit: [abc-gallery.co.uk](http://abc-gallery.co.uk)

For more information please contact: [info@allworkandsocial.com](mailto:info@allworkandsocial.com)

## MEET THE MEMBER:

# VERSORI

We had our 'Einstein moment' on the Exchange programme. Meet Versori the critical infrastructure for all businesses

We recently spoke to Sean Brown, CEO of Versori and an experienced start-up leader, about his latest mission to provide critical infrastructure for businesses across all sectors through any-to-any system integration. Of course, we also quizzed Sean on his experiences of the Exchange scheme and being part of our start-up community too.

What is any-to-any integration?

Put simply, it is the linking of different IT systems. Any-to-any integration is the ability to consolidate business systems across an organisation to fulfil newer requirements. It involves converting source data to the same format as target data, and the integration of structured, unstructured, and standardised files and information.

What is the team currently working on?

We're currently focusing on the launch and development of Switchboard, Versori group's first product that allows businesses to automate any and every system within business operations. The no-code automation means businesses can customise workflow with ease by selecting the connection, trigger, and event all in one place. Businesses can navigate the any-to-any system

*'We joined Exchange earlier in the year as part of the third cohort, and since then we have hired and expanded, making Department Bonded Warehouse our home. We also had our 'Einstein moment' in our technology development process recently as a new system worked successfully for the first time and Switchboard began working with its first businesses.'*

integration without the need to develop individual systems for each process.

What's the current size of the team?

We currently have a team of seven people and they pride themselves on being inventors. They are proud to make their own new technology that is independent and unique. Lots of start-ups label themselves as 'the uber of X' or 'the google of X' industry, but we would rather serve as an individual concept in our own right.

What stage are you at with the product?

This model is proving effective as Switchboard is currently in its alpha launch stage and will commercially launch in the next six months when the team will begin working through the long waiting list of potential clients.

How has being part of the Exchange community helped?

We joined Exchange earlier in the year as part of the third cohort, and since then we have hired and expanded, making Department Bonded Warehouse our home. We also had our 'Einstein moment' in our technology development process recently as a new system worked successfully for the first time and Switchboard began working with its first businesses.

Why did you start Versori?

Having worked within the start-up space for a few years, I wanted to switch focus and build a company that could be of use for all types of businesses. Versori will do just that and is going to create multiple products that will speed up the day-to-day operations of any business.

For example, we have recently been able to work with an airport to automate the recording of the plane landing process. This is the beauty of any-to-any integration as we can truly make Switchboard work for any organisation from an e-commerce business to an airport. I can't wait to see what other applications we can achieve.

Why did you join Exchange?

I started looking for an incubator programme once our team grew as I knew we could all benefit from the support offered by a scale-up programme - its community and great workspace are a bonus. Exchange has done just that. For my team it has really been the non-tangible benefits that have been the best for us. Different members of the team have been able to take place in workshops depending on their role and I have been able to collaborate with other start-up entrepreneurs. I also took part in the recent pitching showcase which gave me the chance to present our pitch deck with the group and tech community and

get some great feedback on how we can refine what we do.

Versori has recently secured a £1.5 million seed funding round as it embarks on its alpha launch. We look forward to seeing how this energetic startup continues to grow Switchboard and its pipeline of products.

To find out more about Versori and Switchboard visit: <https://www.versori.com/>, and to apply for a place on the Exchange scale-up support scheme visit: [www.enterprisecityuk.com/exchange](http://www.enterprisecityuk.com/exchange).



To find out more about Versori, visit: [versori.com](http://versori.com)

## MEET THE MEMBER:

# FUTURE ARTISTS ENTERTAINMENT

## Meet the Enterprise City member making Manchester a hub for film production

When people think of film production, minds tend to leap straight to the year-round sunshine of Hollywood and the famous studios in London. Despite a history steeped in culture and arts, Manchester is not typically associated with the glitz and glam of the film industry.

production, *Breaking Point*, a Sky breakdancing movie, the company is trailblazing filmmaking in the country as it works towards completing 10 films in three years by the end of 2022.

The company is the producer behind acclaimed true story film, *Save the Cinema*, and Michael Sheen's Sky Christmas movie, *The*

other producer in the country, including four films for Sky with three more in post-production. As well as Sky, Future Artists Entertainment is working with Netflix and Amazon over the next 18 months.

**Matt Williams, CEO at Future Artists Entertainment, said:** "I'm a typical London creative who doesn't really like leaving London, but it is undeniable that Manchester is charging ahead as a creative hub and there is good reason for that. Enterprise City itself is cleverly designed that attracts a good balance of creativity and infrastructure, which makes it very media-friendly. Manchester crews are great and work across the wider northern corridor from Leeds to Liverpool. The city is vibrant, up-and-coming and full of fresh talent, which is why we chose to open satellite offices here."

To support the high volume of quality films being produced in Manchester, the company will be expanding its permanent PAYE staff in the city, and working with a wide range of contractors. Future Artists Entertainment is growing to become a major media employer in the area.

Last Train to Christmas, as well as currently having a Russell Crowe film in post-production.

Future Artists Entertainment is a relatively new production company with its head office in Soho, London and a view of establishing Manchester as its production home. In two years, it has made more films than any

However, Enterprise City member, Future Artists Entertainment, based on the third floor of the ABC Building with plans to expand into Manchester Studios, is crewing up to make Manchester its second home and a hub for film production in the UK. Currently shooting its first fully Manchester-based

*'Manchester is charging ahead as a creative hub and there is good reason for that. Enterprise City itself is cleverly designed that attracts a good balance of creativity and infrastructure, which makes it very media-friendly.'*



As well as its management office space at the ABC Buildings, Future Artists Entertainment has facilities in Castlefield. The triangle of Quay Street, Manchester Studios and Castlefield are ideal for running a film production company as a result of the infrastructure, outstanding production studios and the bustling nature of Spinningfields.

In addition to building talented film crews to continue cementing Manchester as a production hub, it will be bringing some major names to the city. In August, Amazon movie, *How To Date Billy Walsh*, will be shooting featuring major teen talent,

Tanner Buchanan, star of *He's All That* and *Cobra Kai*, and iconic British actor, Nick Frost. With talent frequently being flown in from the US, a city-centre base is incredibly beneficial due to the abundance of good hotels and transport links.

**Matt continued:** "There is still a level of snobbery within the film industry when compared to TV which tends to be more rough and ready. However, the spaces we use in Enterprise City are well presented, so we're always comfortable bringing clients in and we love that Soho House will be opening down the road. The finance district is a stone's throw away and there are cool areas

such as the rooftop dome. It's a service-friendly place to have a home and has the boutique-ness expected by the film industry while being reasonably priced at the same time."

To find out more about Future Artists Entertainment, visit: [faefilm.tv](http://faefilm.tv)

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In order to deliver major positive change to a city environment, you first need to understand the fundamental values of a city. Allied London has core commitment to the cities in which it invests - London, Manchester and Leeds. Allied London dedicates time and resource to nurturing relationships across these great places to ensure that the entire portfolio of projects are refreshing, innovative and above all, relevant.

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