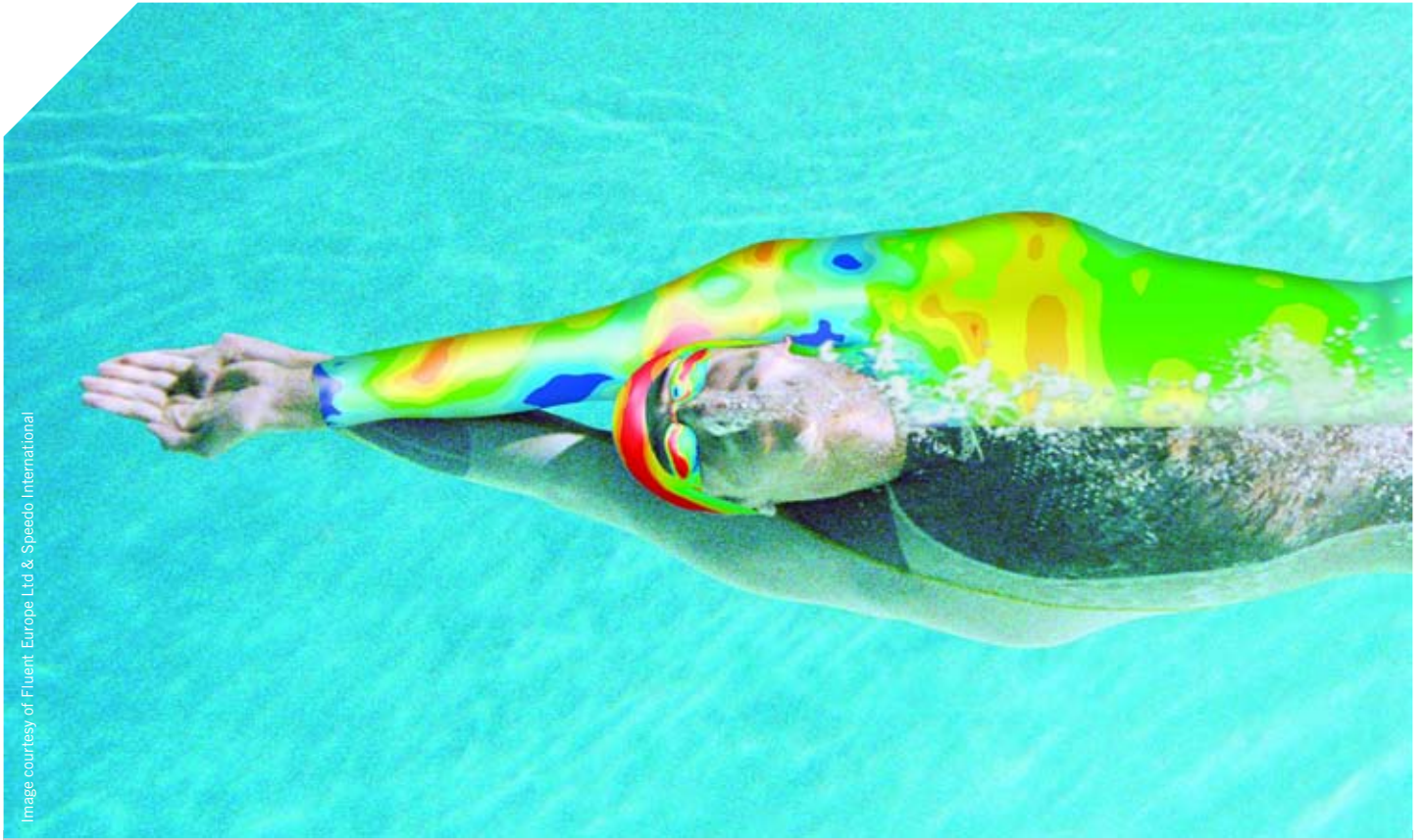


Image courtesy of Fluent Europe Ltd & Speedo International



# SHEFFIELD

CITY REGION

WHERE SPORT MEANS BUSINESS

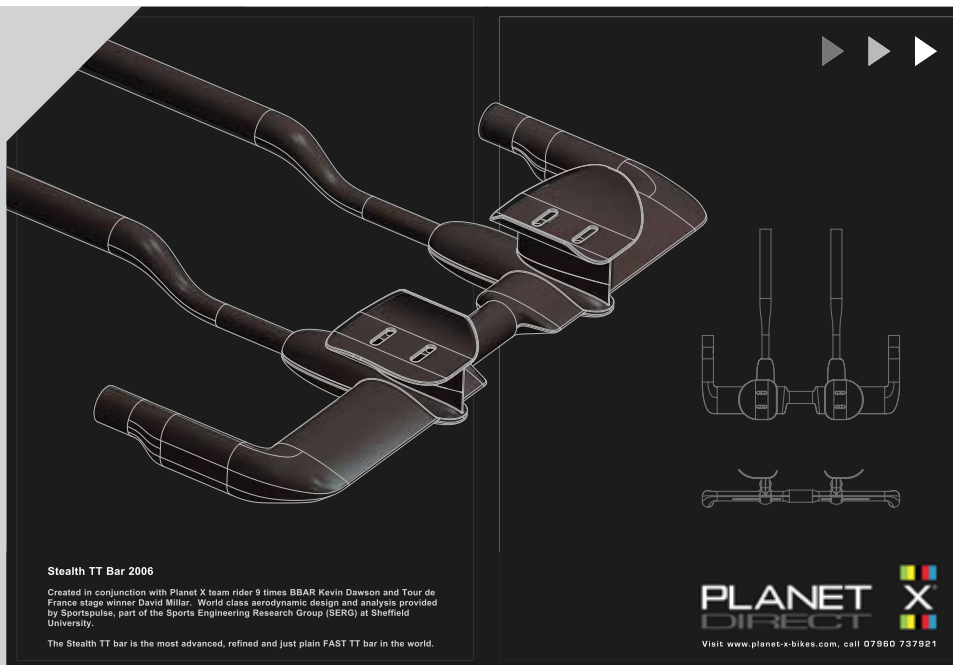
## SPORTS BUSINESS

There are 760 companies and organisations in sport related business in the city region, where sports business activity and expenditure is nearly twice the national average, and employs over 10,000 people.

Through SportsPulse the Sheffield city region sports sector is co-ordinated, networked, collaborative, and the most dynamic location in the UK for innovative sports business.

SportsPulse with other key regional organisations such as Sport England, have successfully lobbied to the RDA (Yorkshire Forward) to raise the profile of sport within the Regional Economic Strategy.

A virtual Enterprise Network (VEN) for Sport has now been created by Yorkshire Forward, managed by MLS in Sheffield. It aims to facilitate new business for its members from supplying goods and services to major events.



## RESEARCH, DEVELOPMENT & INNOVATION

Sheffield has a unique cluster of four sports-related University research and consultancy centres in sports engineering, sports science, sports economics and sports medicine.

Companies obtain high-quality R&D assistance for new product innovations such as the Zen Tour Blade putter (as used by Stuart Appleby, right) the Planet-X stealth TT handlebars.

Elite sports teams such as Sailing, Cycling, Skeleton Bobsleigh, Squash, and Diving regularly benefit from the expertise in the engineering and science research centres.

Sport England, UK Sport, RDAs, and local government have all used expertise in the analysis of the economic benefits of sport, and the impact of events on host cities.

Sheffield is also home to the Inclusive Fitness Initiative, a national project to improve disabled access to facilities, design inclusive fitness equipment, and develop alternative inclusive sporting opportunities.

## EDUCATION & SKILLS

Inspiring young people to consider furthering their education in the physical sciences is of fundamental importance in a competitive global economy.

Sport provides an ideal medium through which scientific concepts can be explored. Topics which all too often are perceived as 'boring' or 'difficult' can be brought to life through the powerful hook of sport.

Sheffield sports engineering experts in conjunction with the Centre for Science in Education are now bringing the physical sciences to life.

150+ interactive lectures delivered to 15,000+ young people. Latest developments in sports technology direct to the classroom. Development of exhibits for @Bristol and Eureka.



## ELITE PERFORMANCE

Sports experts based in Sheffield delivered technology and sports science support services to 17 of Britain's medallists at the 2004 Athens Olympics, and 6 at the Paralympics.

The £28M English Institute of Sport Sheffield is one of the best facilities of its kind in the world. It is a daily training base for athletes, where Kelly Holmes prepared ahead of her Double Olympic gold medal success. It is also a host of regular training camps, and sports events such as the AAA indoor athletic championships.

Further support to elite athletes is given at the Centre for Sports & Exercise Science, in Sheffield Hallam University. Its expertise is used extensively by the GB sailing team, diving, boxing, leading amateur and professional golfers, and rugby.

Sheffield's world-leading orthopaedic surgeons Derek Bickerstaff and Christer Rolf also treat many of the UK's best sportsmen, helping them prolong careers at the highest level.

## FACILITIES

The region has an enviable set of world-class venues for competition and training that includes: Don Valley Stadium, Ponds Forge ISC, the English Institute of Sport Sheffield, Ice Sheffield, Hallam Arena, Doncaster Racecourse, Sheffield Ski Village, and Crucible Theatre.

Through these outstanding venues the region is able to host high-profile events such as the World Snooker Championships, Grand Prix Athletics, short track speed skating, World Indoor Bowls., English Open Squash, and British Open Show Jumping to name but a few.

The thriving national and international events programme is driven by Sheffield International Venues and the city's Major Sports Events Unit.

The implementation of Yorkshire Forward's new Major Event Strategy will see Sheffield lead as the sports events hub, and further realise its potential.



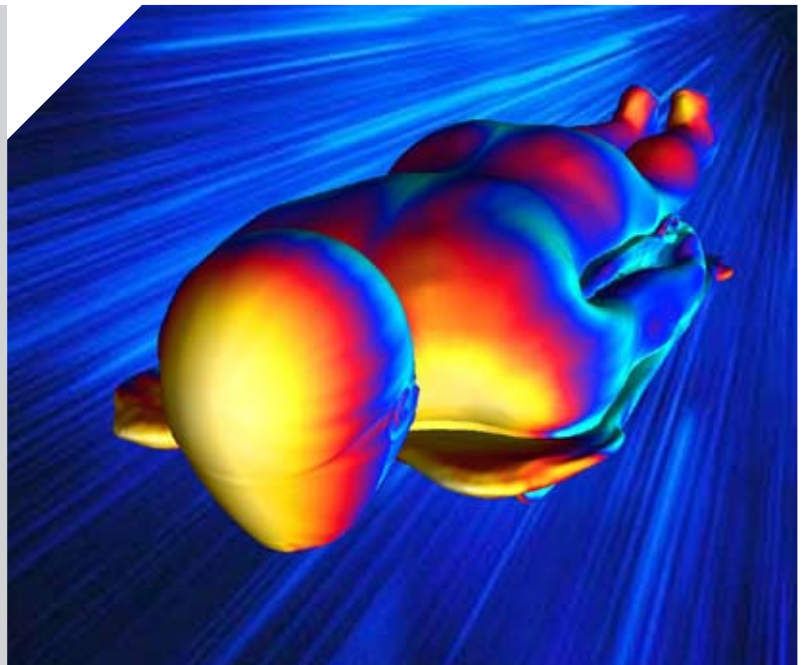
## THE FUTURE IS IN SHEFFIELD.

SportsPulse and its partners are establishing the Sheffield city region as a major UK and International centre for the business of sport. Innovation in products and services is the foundation of our strategy, which is underpinned by an extensive knowledge base, and a willingness to embrace collaboration.

We will play as significant role as possible in supporting the London 2012 Olympics, and maximise the legacy opportunities for regional businesses and communities. Our expertise is also available to benefit the UK as a whole.

SportsPulse will seek to harness the region's superb sporting infrastructure, and its cluster of world-class expertise in research, business and events to drive the growth of the sector.

When it comes to Sport in the UK we want people to be thinking Sheffield, as they do Melbourne for Australia.



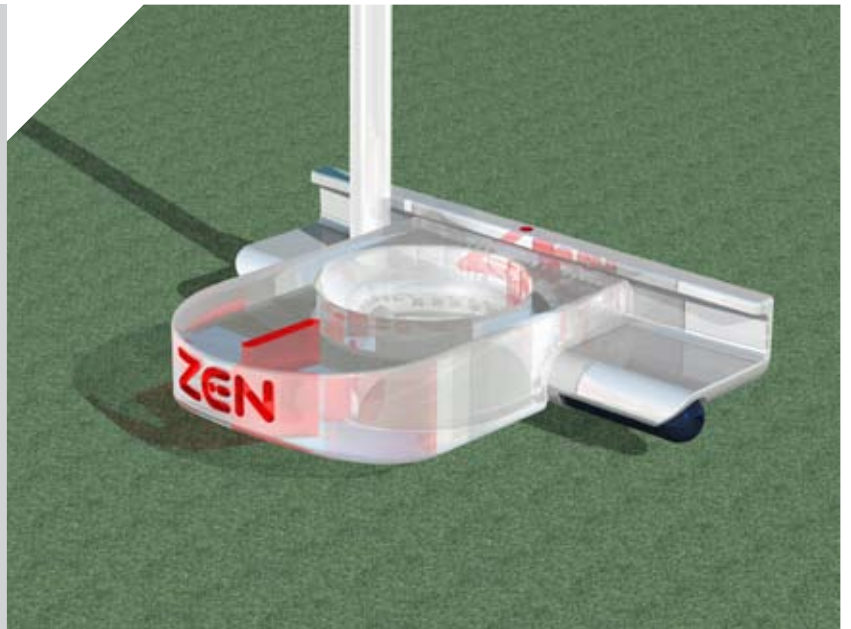
## SPORTSPULSE

SportsPulse has played a strategic role in generating new interest in sport as an important contributor to the regional economy. It has a vision to see Sheffield surpass its nominal title as a National City of Sport, and become a world-class and UK centre for the business of sport.

SportsPulse is helping to transform the Sheffield city region sports sector. It can make the UK sports Industry more innovative and more competitive through its approach to collaborative working, and the harnessing of a unique knowledge base in sport.

Let SportsPulse help your organisation raise its game to exploit many new opportunities that are rapidly developing in the UK and international sports industry.

[www.sportspulse.org](http://www.sportspulse.org)



## SHEFFIELD FIRST FOR INVESTMENT

SF4I was instrumental in securing the World Snooker Championships for Sheffield from 2006-2010, and views sport as an exciting business sector in Sheffield's regeneration. SF4I can support the growth of your business at the heart of the UK's leading sports industry cluster.

Sheffield is one of the fastest growing cities in the UK, and offers the highest level of financial assistance to business in Europe. Grant funding is available to support technology R&D, capital projects, employment and training costs.

Investors can also access loan and equity finance on favourable terms, through the South Yorkshire Investment Fund (SYIF).

SF4I can provide you with advice and support in identifying and securing funding for your investment and ongoing business development in the city.

[www.makeitinsheffield.com](http://www.makeitinsheffield.com)



## RENAISSANCE SOUTH YORKSHIRE

For businesses seeking to increase operations or relocate, the best chance of long term success is to be based in an economically dynamic region that fulfils a company's requirements in terms of location, costs, transport and the availability of a skilled and trained workforce.

South Yorkshire offers this and much more besides. That's why today the area is emerging as one of the UK's most attractive environments in which to locate or expand.

[www.surprising-sy.com](http://www.surprising-sy.com)



For more information contact: [info@sportspulse.org](mailto:info@sportspulse.org) or telephone 0114 225 2255.

PRODUCED BY REMEMBER THE NAME LTD.