MediaCity UK—Economic Hub example

FEATURES

- MediaCityUK is an economic hub found in Salford Quays, Manchester. It falls within the Liverpool-Manchester-Leeds growth corridor of north England.

- Home to over 250 media and digital businesses, it is also regional headquarters for both the BBC and ITV. Emerged as a centre for hi-tech industry with over 1500 bio tech and IT firms now based there

- .7,000 people live, work or study in MediaCityUK, and from 2002-2012 Greater Manchester's economy grew at 2.2% above the national growth rate.

- The area is easily accessible by plane, rail, tram and road. These transport links encourage both product, and people, influx into the region.

CHANGES

- Work began on MedaCityUK in 2007.

- Area was previously dockland where 5,000 people were employed in the 1960s.

- In the 20th century imports and exports from docklands declined—unemployment rose and people lived in poverty.

- Plans are in place for the economic hub to double in the next ten years, with over £1billion further investment

Assess   Evaluate   Describe   justify

SIGNIFICANCE

REGION:

- Regional headquarters employ over 4,000 staff at the BBC and ITV.

- Brand new campus has opened at University of Salford, for 1,500 students and staff with provision of TV and radio studios, media laboratories and production suites.

- £70 million developments of old Soap factory into new centre for leisure and creativity.

- Creation of jobs, attracts visitors and promotes development.

- Expensive housing now within the area, price growth above national average—cost of living increased for locals.
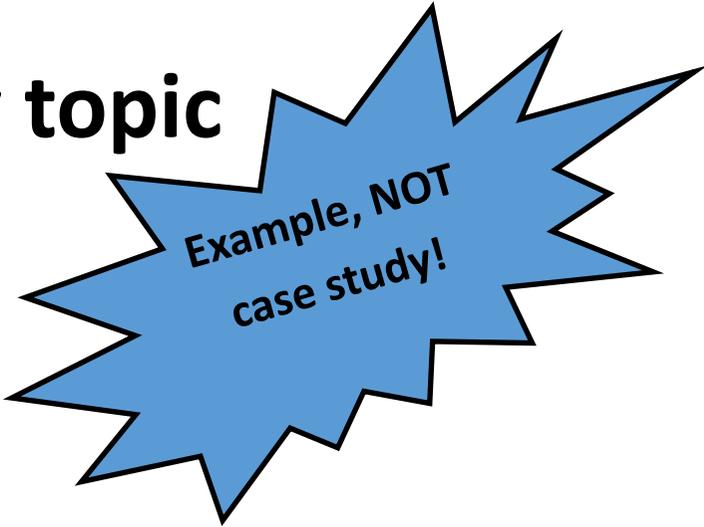
UK:

- Extends growth, work and job opportunities between Manchester and other cities e.g. Liverpool

- Environmental impacts—most congested city in the UK outside of London.

- Investment necessary into infrastructure to support : High Speed 2.

- Boosting Northern Powerhouse

Example, NOT case study!

Changes in an economic hub and its significance to its region and the UK:

MediaCityUKECONOMIC HUB

UK in the 21st century topic

Example, NOT case study!