



# Northamptonshire

The central location for the  
financial services sector



Northamptonshire   
let yourself **grow**.com



"Northampton has been Barclaycard's base since its launch in 1966 and as we have grown to become Europe's number one credit card, we have been quick to realise the benefits of the region: a great pool of local talent; a central location with easy access to our Barclaycard sites in the North West and the North East; international airports on our doorstep and close proximity to London and our parent company Barclays."

Peter Crook, Managing Director  
Barclaycard



# Northamptonshire – A Competitive Business Proposition

For financial services companies, Northamptonshire offers a competitive business proposition. At its core, Northamptonshire offers the combined benefits of population growth, a strategic location and a competitive cost base. Through the practical experience and success of brand name financial services businesses already located here, Northamptonshire can demonstrate how the area delivers a strong competitive edge.

## Experienced, skilled, competitively priced labour

Northamptonshire's growing reputation as a financial services location is based on directly addressing the key requirement for success in the industry – access to experienced competitively priced labour. This labour is drawn from the 650,000 people living in the county – which will rise to over 800,000 over the next twenty years – as part of the Government's Sustainable Communities Plan.

Financial services companies can also take advantage of the large pool of skilled graduates, drawn from the University of Northampton and from 33 other major universities within one hour's drive – including Oxford, Cambridge, and London.

The availability of skilled and experienced staff at competitive costs is Northamptonshire's key strength and competitive advantage – particularly in comparison with London and the South East of England.

## Comparing Labour Costs Northants v London

(£ per annum composite average)

Position (3-5 years experience)	Northants	London
Investment Banking Advisory Services	50,000	80,000
Management Accountant	30,000	58,000
Credit Analyst	35,000	50,000
Client Services	34,000	40,000
Business Analyst	27,000	35,000
Loans Administration	34,000	40,000
Core Administration, Operational and Accounting	21,000	35,000

Source: Michael Page 2005, Morgan McKinley Salary Survey 2006, ONS, PwC research



"Northamptonshire is home to many key parts of Nationwide's business, including mortgage administration and a major customer contact centre. Our association with the county goes back over 150 years and during this time the organisation has grown to become the world's largest building society. With great transport links and great people Northamptonshire provides businesses like ours with a winning formula to be successful".

Philip Williamson, Chief Executive  
Nationwide Building Society



# Northamptonshire – The Key Advantages

Northamptonshire also offers other key advantages for financial services companies including:

## Property

Northamptonshire provides financial services companies with direct access to competitive priced property – at well below the UK national average cost.

Northamptonshire has a portfolio of readily available sites and buildings, ranging from high quality town centre offices to prestigious out of town locations. This includes the Northampton Business Park, the Kettering Venture Park and high profile developments in Wellingborough, Daventry, Corby and East Northants. Choosing Northamptonshire can result in property rental savings of between 30-45% compared to London and the South East.

## Accessibility

Northamptonshire is at the heart of the UK's transport and business infrastructure – located between London and Birmingham.

The M1, the main north-south motorway route in the UK, provides easy access to London and the South East. The major UK airports at Heathrow, Stansted, Birmingham, Nottingham East Midlands and London Luton are all under one hour's drive away, connecting businesses to national and international customers and suppliers.

## Communications Infrastructure

Northamptonshire provides the infrastructure financial services businesses require and has the capacity for future expansion.

State-of-the-art communications is a core requirement for financial services businesses where sophisticated and robust communications infrastructures form the backbone of any operation.

Northamptonshire provides direct access to the UK's world class telecoms infrastructure, including extensive broadband networks and support services across the full range of digital and media platforms.



"Handelsbanken specialises in providing highly personalised and competitive banking services to both Corporates and Individuals. We launched our business during 2007, and our purpose built offices in Northamptonshire will formally open in early 2008. Northamptonshire was chosen for a number of reasons including the fact that the area is designated a key zone for growth and expansion over the next 30 years. It is also a great location with good road, rail and air access. The support we have received from Northamptonshire Enterprise Limited during the opening of our new venture has been invaluable, and has assisted us with links to other partners in the area."

David Arscott, Branch Manager,  
Handelsbanken

**Handelsbanken**

# A Great Place For Business, A Great Place To Live

Northamptonshire is not just about successful business. It is also about the health and well being of your employees and staff. Northamptonshire offers unsurpassed quality of life where housing is affordable and within easy reach of some of the most beautiful and historic countryside in England. There are a wide range of sporting, recreational, educational and cultural activities to suit all interests.

## Support from Invest Northamptonshire

- When you add the support available from Invest Northamptonshire, you'll find that the county really is the best place for business growth.
- Invest Northamptonshire is the county's investment promotion agency - a product of successful partnership between public bodies and private business. **Our primary aim is to promote business growth and job-creation through increasing investment by new and existing businesses.**
- Our dynamic multi-skilled, commercially-minded team can provide tailored information and contacts for your specific business needs whenever and however you want it. We can help you to find premises, recruit staff or even relocate your workforce.
- In short, **Invest Northamptonshire can deliver the support and service your business needs to make the most of the endless opportunities that Northamptonshire brings for the financial services industry.**

Forecast a brighter future  
for your business?  
Call us now to find out more on  
01604 609393 or visit  
[www.investnorthamptonshire.co.uk](http://www.investnorthamptonshire.co.uk)

For a low risk opportunity for your  
business in Northamptonshire  
For more information contact:

## Invest Northamptonshire

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