



# Key messages – social media

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# Introduction

We have developed a range of promotional material to highlight Kirklees as an inspiring place to live, work, visit, study and invest.

In this pack you can find key messages that can be adapted to accompany the social media imagery on our website.

## [Advocate Assets - Business Kirklees](#)

When using our resources, please be sure not to remove any Kirklees Council and Business Kirklees logos present. You are welcome to add your own logo if you're distributing our resources yourselves.

## **Tag us on social media!**

Linkedin – [Business Kirklees](#)

Facebook – [Kirklees Council](#)

Instagram – [@kirklees.council](#)

## **Contact us**

If you have any questions please email [Invest@kirklees.gov.uk](mailto:Invest@kirklees.gov.uk)

## Location, Connectivity and Transport networks

### Images

Heart of the UK | Excellent Transport Network | Highly connected | Gigabit broadband | 1bn investment

### Key messages

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Kirklees, West Yorkshire is at the heart of the UK, within easy reach of Leeds, Manchester, and Sheffield.

- easy access to the M1, M62 and all the north's major cities, airports and seaports
- direct rail links to Manchester and Leeds within 30 minutes and London within 2 hours
- affordable gigabit-speed internet services across 80% of the district
- £1bn investment in transport and connectivity is unlocking and connecting growth opportunities across the North

### Hashtags

#kirklees #business #businesses #businesskirklees #kirkleesbusinesses #kirkleesbusiness #yorkshire #westyorkshire #railtravel #connected #travel #huddersfield #dewsbury #leeds #manchester #sheffield #london #gigabit #broadband #investment #regeneration

# Demographics

## Images:

Economy | District size | Average home | Business | Population | Towns

## Key messages

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Kirklees' £8.35 billion economy is in a pivotal central location within the UK's £339 billion northern powerhouse.

- the third largest metropolitan district in the UK covering 40,860 hectares
- made up of ten major towns and settlements, including, Huddersfield, Holmfirth, Dewsbury, Mirfield and Batley
- equipped with a diverse and skilled workforce from a population of approximately 450,000
- an affordable place to live with the average home costing £203k and average rental £699 per calendar month
- a desirable place to do and grow business, home to 15,000 firms with key sectors in manufacturing, advanced precision engineering, creative industries and health.

Vibrant, diverse and strong, Kirklees is a great place to invest / to be.

Invest in Kirklees [www.businesskirklees.com/invest](http://www.businesskirklees.com/invest)

## Hashtags

#invest #kirklees #business #westyorkshire #huddersfield #dewsbury #batley #mirfield #marsden #holmfirth #diverse #kirkleesbusiness #businesskirklees #towncentres #workforceplanning #affordablehousing #costofliving

## Key Sector – Manufacturing

### Images:

Manufacturing | Manufacturing Businesses | Manufacturing Workforce | Manufacturing R&D | Manufacturing Talent | Manufacturing subsector scrolling GIF

### Key messages

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Kirklees has a pivotal role in UK manufacturing capability with twice the national average concentration of manufacturing and engineering industry.

- 1500 manufacturing and engineering businesses employ 30,000 people and generate over £2 billion GVA a year.
- concentrated local supply chain
- a worldwide reputation for technical and scientific capabilities in metrology, robotics, materials and digitisation, supported by academic and research centres of excellence
- significant clusters in Textiles, Advance precision engineering, Furniture, Pharmaceuticals, Machinery & equipment, Speciality chemicals and Lubricants
- a talented pipeline aligned to local industry needs

Kirklees, the perfect location for manufacturing companies to start, innovate and grow.

Invest in Kirklees [www.businesskirklees.com/invest](http://www.businesskirklees.com/invest)

### Hashtags

#kirklees #business #kirkleesbusiness #businesskirklees #westyorkshire #manufacturing #ukmanufacturing #workforceplanning #workforce #textiles #engineering #education

# Key Sector – Advanced Precision Engineering

## Images

Advanced Precision Engineering | APE Workforce | APE Components | APE Innovation

## Key messages

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Kirklees, West Yorkshire, sits at the heart of the UK's advanced precision engineering capability.

- within one of the UK's biggest manufacturing employment bases, West Yorkshire of 144,000 people
- local companies produce critical components for diverse markets, including gears, bearings, valves, pumps, motors and turbo chargers for the global automotive, aerospace, defence, energy and MedTech industries.
- academic and research centres of excellence support industry innovation and collaboration, such as the National Physical Laboratory and University of Huddersfield 3MBIC
- home to leading global businesses including David Brown Santasalo; Reliance Precision; VTL; Cummins; Olympus Technoloiges Ltd

Kirklees is the perfect location for companies looking to grow and innovate. Join the precision revolution in Kirklees.

Invest in Kirklees [www.businesskirklees.com/invest](http://www.businesskirklees.com/invest)

## Hashtags

#kirklees #westyorkshire #huddersfield #engineering #precisionengineering  
#advancedprecisionengineering

## Key Sector – Textiles

### Images

Textile innovation | Textile Workforce | Textile Firms | Textile Sustainable

### Key messages

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Kirklees, West Yorkshire boasts 300 years of textile innovation, knowledge, skills and experience.

- around the globe, the name Huddersfield is synonymous with quality, and known for its rich history of cloth
- 360 market-leading, highly respected textile and supply chain businesses
- the heart of textile industry and innovation, showcasing excellence in sustainable fashion and design, innovative fabrics, textile and product manufacturing
- ranked number one in Europe for textiles patents (2023)
- a skilled and expanding workforce of 6500 within the textile industry
- world-class training in textiles skills to deliver a talent pipeline aligned to industry needs
- world-class academic and research centres of excellence support industry innovation, collaboration and new technologies: Technical Textiles Research Centre; Textiles Centre of Excellence; Society of Dyers and Colourists.

Kirklees, where history, expertise and innovation combine to lead the textiles of the future.

Invest in Kirklees [www.businesskirklees.com/invest](http://www.businesskirklees.com/invest)

### Hashtags

#kirklees #textiles #huddersfield #westyorkshire #huddersfield #business #kirkleesbusiness #businesskirklees



# Prosper in Kirklees - recruitment

## Images

Prosper career | Prosper live | Prosper affordable | Prosper responsible | Prosper cultural

## Key messages

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There's no better place than Kirklees in West Yorkshire to relocate, live and work.

- establish and advance your career in Kirklees
- employer-led training and development programmes support career pathways and progression
- an affordable place to live with the average home costing £203k and average rental £699 per calendar month
- fast, affordable, gigabit-speed broadband meets all the family's needs as well as homeworking
- vibrant, friendly, canal-side communities are nestled amongst Pennine Moors and Peak District parkland, yet a stone's throw from Leeds, Manchester and Sheffield
- towns and villages are steeped in history with a rich cultural heritage, independent shops, bars and restaurants, and regular events
- Holmfirth and Slaithwaite have been judged some of the best places to live by the Sunday Times
- high performing schools and colleges support young people's career readiness
- socially responsible businesses invest in local communities

For the ultimate work-life balance, make Kirklees your home. A beautiful place to live and work.

Invest in Kirklees [www.businesskirklees.com/invest](http://www.businesskirklees.com/invest)

## Hashtags

#kirklees #westyorkshire #huddersfield #dewsbury #mirfield #batley #slaithwaite #kirkburton #holmfirth #lifestyle #working #worklifebalance #businesses #home