

One in 10 job vacancies in Yorkshire and Humber are now in tech as some software roles see salary increases of 51%

- Tech companies in Yorkshire and Humber raised £159m in 2020, beating 2018's record level of £142m¹
- More than 53,000 people are employed in digital tech in the region with nearly 10% of open roles in tech
- Leeds is the top city in the region for IT-related job vacancies with 809 open roles, followed by Sheffield with 564²
- The average IT-related salary is £45,013, £13,000 more than the regional average salary of £32,012³

Leeds, 12 January 2020: Yorkshire and Humber's tech scene reported its strongest year yet in 2020 with digital tech businesses across the region raising a total of £159m in investment, beating 2018's record levels of £142m according to new data by Tech Nation, the UK network for ambitious tech entrepreneurs, and job search engine [Adzuna](#).

Despite the challenging effects of the coronavirus pandemic, tech businesses across the region are flourishing, with a total of 3,781 open IT-related roles according to new Adzuna data. There are 41,356 open vacancies across all industries in Yorkshire and Humber, meaning that nearly 10% of all open roles are in IT. The average IT worker in the region can expect to make £45,013, £13,000 more than the region's average salary of £32,012.

The figures on the growth of Yorkshire and Humber's tech industry are published as the Government's Digital Economy Council and Tech Nation prepare to host a digital roundtable on 12 January to discuss the challenges facing the tech sector as it works to create jobs and help the region recover from the impact of the coronavirus on jobs.

Leeds is the biggest centre in the region when it comes to tech with 809 open job roles. The average tech salary in the city is £50,447, one-tenth higher than the region's average tech salary of £45,013. Specialist software skills are in particularly high demand in the city: software consultants have enjoyed a 51% salary increase in the past year, with an average salary of £68,878. There are 223 open roles for software engineers and developers, who can command average salaries of between £59,898 to £66,728. The top hiring firms in the city include SaaS provider Premier IT, commercial property agents Sanderson Weatherall and risk intelligence platform Crisp.

As the third-biggest city in the country, a total of 333 startups and scale-ups call Leeds home. They have benefited in particular from their pick of highly skilled graduates, with 39% of the universities' 38,900 graduates coming from STEM-related degrees. In 2019, the University of

¹ Data from Tech Nation and Dealroom, datacommons.technation.io

² Data from Adzuna, November 2020

³ Data from Adzuna, November 2020

Leeds launched its Nexus innovation hub, a £40m enterprise centre which now houses growing companies such as Vet.AI. The arrival of Channel 4 in the city last year also gave Leeds a boost as a new media city to rival Salford in Manchester.

However, Leeds is far from the only city that is home to a thriving tech ecosystem in the region. Previous Tech Nation research shows that tech companies in the region turned over nearly £4 billion in 2019 and employ more than 53,000 people. Five Yorkshire-based companies were named in the Sunday Times Tech Track 100 for 2020, including Fleetondemand and Smart Search in West Yorkshire and Giacom in Hull, which was acquired by Digital Wholesale Solutions in November. It's not only established businesses that are doing well with many newly-formed startups raising seed investment at the end of 2020 including Leeds-based healthtech and wellbeing company Hero, which raised £830,000, Sheffield AI startup Opteran which raised £2.1m and Ilkley-based fintech banking platform Icuto which raised £1.8 million.

This week's virtual lunchtime discussion, hosted by Saul Klein, founding partner of LocalGlobe, is one in a series of roundtables taking part with tech executives, investors and entrepreneurs across the country. Local companies, investors, university representatives and other ecosystem participants will be brought together to learn, share and collaborate on the challenges posed on the pandemic. The learnings will be fed back to the DCMS (Department for Digital, Culture, Media and Sport).

Minister for Digital Caroline Dinenage said: "Yorkshire is becoming one of our strongest tech hubs in the UK and it is great to see the benefits of this dynamic industry expanding across the whole region. We are committed to spreading jobs and opportunities in the digital sector across the country and, with 2020's investment figures reaching record highs in Yorkshire and the Humber, I look forward to working with local tech entrepreneurs to build on this momentum throughout the next year."

Dr George Windsor, Head of Insights at Tech Nation said: "Tech companies in Yorkshire have reported one of their strongest years so far in 2020. Entrepreneurs across the region have benefited from specialist investment and the establishment of strong local networks, which have all contributed to a flourishing tech cluster. This event is an important opportunity to hear from those in the local tech community on what can be done to build on this success."

Andrew Hunter, co-founder at Adzuna said: "Tech workers across the Yorkshire region have their pick of high-paying tech jobs, whether it's STEM graduates from the universities or experienced talent looking for challenging work at a new startup or scaleup. As the UK continues to grapple with the effects of coronavirus, access to resources and skilled staff will be crucial for these businesses in the next 12 months."

Adam Hildreth, founder and CEO of Crisp, said: "Although over 95% of our business comes from overseas, our global HQ and innovation hub is based in Leeds. With a collaborative spirit within the tech community and access to graduates from the many local universities, we've been able to continue our fast growth through recruiting some of the best talent in the UK. And

not only is Leeds a great place to build a tech firm, it's also a great place to live so our staff can have a high quality of life."

Lucy Blackley, founder and director of Bombyx PLM, said: "People don't necessarily think of Hull as having a tech scene but there's a brilliant ecosystem bubbling in the city. The C4DI incubator has been integral in helping us to grow Bombyx PLM - the regular, now virtual, meetups help you to build a support network and the investment in the city is essential for new companies starting up. It's such a welcoming place, I couldn't imagine anywhere better to launch a tech company."

Paul Hallett, co-founder and CEO of Vet AI, said: "Leeds will always be the home of Vet AI. It has an amazing ecosystem and the talent pool is unrivalled, not to mention the support and partnerships we've built throughout the city, including the University of Leeds and Elmwood Design agency to name a few. Our aim at Vet AI is to build a brilliant British business that improves animal welfare by supporting the lives of pets and owners throughout the world."

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About [Tech Nation](#):

Tech Nation is the growth platform for tech companies and leaders. Tech Nation fuels the growth of game-changing founders, leaders, and scaling companies so they can positively transform societies and economies. We provide them with the coaching, content, and community they need for their journey in designing the future. Tech Nation has years of experience facilitating and helping UK tech companies scale, both at home and abroad. Over 20 cohorts and 600 companies have successfully graduated from Tech Nation's growth programmes. Alumni include Skyscanner, Darktrace, and Monzo.

About Adzuna:

[Adzuna](#) is a smarter, more transparent job search engine used by tens of millions of visitors per month. We love using the awesome power of technology to bring together every job in one place, help match people to better, more fulfilling jobs and keep Britain working.

Adzuna supply real-time data to the Number 10 Dashboard, the cabinet office and Office for National Statistics labour market indices. In 2018, Adzuna won the contract to run Find a job, one of the British government's most used online services.

Adzuna.co.uk was founded in 2011 by Andrew Hunter and Doug Monroe, formerly of eBay, Gumtree, Qype and Zoopla and is backed by leading Venture Capital firms Passion Capital, LocalGlobe, Index Ventures and Smedvig Capital.

We've spent a decade developing smarter, more transparent job search so jobseekers worldwide (we're in 16 countries) can zero in on the right role faster.

Yorkshire startup case study: Vet AI

vet-ai.com

Pet sales soared in the UK in 2020 as people sought to buy puppies and kittens to liven up their new work-from-home lifestyles. But how do you seek information and treatment for your new beloved member of the family under stay at home orders?

Step forward Vet AI. The Leeds-based company offers an app that gives pet owners access to professional veterinary advice, treatment, and care through their smartphone, almost like Babylon Health but for animals. A Tech Nation Rising Stars winner in 2019, Vet AI is transforming access to veterinary care whilst making treatment more affordable for thousands of people.

Vet AI was founded in 2017 by a team of entrepreneurs Paul Hallet and veterinarians Robert Dawson and Sarah Warren. The team has since grown to 70 people, with around 65% on the clinical side, and the rest making up the tech, operations, marketing, and design teams. Whilst facilitating a video call service with vets 24/7 was growing in popularity in 2019, demand skyrocketed for Vet AI's offering last year, which also includes medicine delivery. The startup grew over 1000% month-on-month in 2020 and now counts 120,000+ pets on its Joii app. One of its partners is Animal Friends Insurance, which has over one million cat and dog insurance policies and shares Vet AI's values around improving animal welfare.

Over the past 12 months, Vet AI doubled its workforce, with plans to add more personnel to each team in order to better serve the platform's customers. In particular, clinical and technical skills, such as iOS and Android developers and data analysts are in high demand. It helps though that the company has the benefit of being able to hire from anywhere in the UK, not just Leeds, as even before the arrival of the coronavirus pandemic its employees were trusted to work from anywhere. Prior to March 2020, employees in the city were welcome to balance work from home days with days at the office in Nexus Leeds, a £40m University of Leeds innovation and enterprise hub. The team will be able to go back to working in person as and when it is safe.

Though Vet AI has its eyes on international expansion over the next few years, Leeds will always remain its home. The company has a great affinity to the city, citing partnerships with local businesses such as lawyers and design agencies as being key to helping it get off the ground, not to mention its links with the University of Leeds. The media and events such as Digital Fest have all contributed to the supportive ecosystem of the city, which is helping imaginative startups like Vet AI build innovative solutions that are disrupting traditional business models.

Yorkshire startup case study: Bombyx PLM

bombyxplm.com

After spending 10 years working in the fashion industry as a garment technologist and clothing engineer, Bombyx PLM founder Lucy Blackley was well versed in the issues people face when it comes to manufacturing products. Her own experience of the out-dated, clunky software that affected her productivity, and as well as colleagues in other businesses, demonstrated the need to create something that would transform the product design industries.

Blackley set out to create Bombyx PLM in 2016, with the aim to launch a product lifecycle management tool that would collate everything someone would need to take a product from concept to production in a quick and easy way. The product went live two years later and counts the likes of Ansell, a PPE manufacturer, amongst its client base that spans the UK, Canada, and the Netherlands.

Over the past year, Bombyx PLM has grown nearly 50%, as well as won tech startup for the year at the Hull and Humber Awards and recently been named as one of Yorkshire's rising stars by Tech Nation. A new team member is set to join next month and there are plans to increase the team to at least 10 people by the end of 2021, including new sales and marketing staff to complement the work of the developers. Blackley says it's not entirely difficult to hire someone with the necessary skills - and she would be willing to hire someone who isn't based in Hull if they were right for the roles- but it's more about finding someone with the right energy and passion to understand and engage with startup life. Growing a business from scratch is no easy task and it's important to have people around you who are engaged and equally excited about the company as you are.

It helps that Hull has such a welcoming atmosphere for new tech companies. It may be known for its maritime industry, but its starting to make a name for itself when it comes to tech, Bombyx PLM is based in the C4DI innovation hub, at the Barclays Eagle Labs, which has been crucial in helping the startup grow and succeed. The regular meetups, in-person before March 2020 and now virtual, have allowed Blackley to build a support network around her, which came in particularly handy over the past 12 months when businesses across the UK have been grappling with the effects of the pandemic. As well, the city's low living costs - a Zoopla report in 2019 found that Hull is one of the most affordable places to rent in the UK - and the improved levels of investment coming into the city, make it a brilliant place to launch a company.