



I'm Alan Easter, Managing Director of Arkom Creative Technology Ltd.

The improved transport links and connectivity benefits of HS2 will be hugely important to a business like ours. The reduced journey times and improved service reliability will better enable us to travel to meet our clients – and will make it easier for our customers to come and visit us.

We are travelling at least once a month to one of the key cities on the HS2 route – London, Birmingham and Leeds. I expect this to increase in the coming years so our reliance on good transport links is only set to grow.

Having a much faster and more frequent service from the Sheffield City Region to the Midlands, the rest of the North and the Capital will be a major boost for us. It will make doing business easier and will help us expand our network and hopefully attract new clients from other regions. We are committed to staying in the Sheffield City Region and HS2 will only strengthen that commitment.

The economic benefits to the region will, I believe, be two way. HS2 will enable us to import goods, services and people from the capital and to export our world class products and talent outside of the region. At the moment the magnet is very much one way with London attracting people, capital and opportunities from across the rest of the UK. HS2 gives us the opportunity to turn this around.

Manufacturing remains a vital industry for the Sheffield City Region but the growth of IT businesses and software companies like ours has been striking in recent years. Sheffield is becoming a real hub for IT, engineering and manufacturing, with IT playing an important role in supporting the manufacturing sector. Sheffield is growing and if the momentum is to be maintained rail links are vital.

HS2 should also help attract students to our two world class universities as well as the Advanced Manufacturing Park in Rotherham. Being better connected to the rest of the UK will draw people here for education and employment and give them even more reason to stay. Once new arrivals get here they soon realise how much the region has to offer – from its laid back, cosmopolitan and friendly atmosphere to the natural beauty of the nearby Peak District.

I believe HS2 will be a major boost for employment in the region – both during the construction phases and once the line is built and operating. By reducing the time and costs of business travel throughout the UK it will provide a shot in the arm for the local and national economy.

Fact file

A bit about the company:

We create scalable IT systems and websites. Our specialisms include CRM systems and integration, eCommerce and web development.

Where our offices are based:

We are based at Aizlewood's Mill in Sheffield.

How many people do we employ: 10 people.

How long have we been in the City Region: I set up Arkom Creative Technology Ltd in 1993.