

# your move: make it the City of London

be at the heart of things  
a world leading  
international financial  
and business centre



The City of London is a world leader in international financial and business services; a global powerhouse at the heart of the UK economy. The best companies in the world do business in the City of London because the City is the place to do business best.

Businesses cluster together in the City for good reason. Financial and business services firms depend on law firms, consultants, accountants and technology providers. In the City, all these inter-related services and more are located within one Square Mile.



your move:  
**make it the City of London**  
be at the heart of things  
a world leading international  
financial and business centre

### **A new chapter in a 900 year story**

Business has been at the core of the City of London for more than 900 years. The City is the only local authority area dedicated to the needs of business. Headed by the Lord Mayor, the City of London Corporation promotes the interests of City businesses at home and across the globe.

### **A European base for international business**

If you are based overseas and looking to locate in London then you are in good company. The City is home to businesses from every part of the world. Today, a quarter of London businesses are foreign owned. There are 20,000 such companies in the capital and in the City they account for roughly 40% of employment.

### **Support from the City of London Corporation**

The City Corporation supports and promotes the City and its businesses. All our services are free and confidential. Contact us at

[inward.investment@cityoflondon.gov.uk](mailto:inward.investment@cityoflondon.gov.uk)

[www.cityoflondon.gov.uk/locatehere](http://www.cityoflondon.gov.uk/locatehere)



# your move: make it the City of London

hire the best people  
a workforce with an  
international perspective



For your business to prosper you need the most talented people. Finding staff with the right technical qualifications is part of the battle. But to succeed in a global economy you also need employees with an international perspective who are comfortable dealing across the world's global financial centres, including New York, Tokyo, Paris and Frankfurt. London has the deepest pool in the world of these talented individuals.



**your move:**  
**make it the City of London**  
**hire the best people**  
a workforce with an  
international perspective

## Europe's largest regional workforce

London has the largest regional workforce in Europe. Over nine million people are employed in the capital. Of these, more than a third of a million work in and around London's financial services industry. That means that a significant proportion of the UK's financial services workforce is gathered in one place. If you locate in the City, these people will be living, working, and looking for jobs within easy reach of your business.

## Global talent in one Square Mile

The workers who make the City of London one of the world's leading financial centres come from all corners of the world. Of those who work in London's financial services sector, 72,000 were born overseas. Around 300 different languages are spoken in the capital.

The City attracts experienced professionals with international backgrounds, and is also a magnet for ambitious young people who are keen to build a career in financial services. London's excellent universities attract more than 90,000 students from outside the UK each year. This global reach means that London's student body is the most diverse in the world, encompassing more than 200 different nationalities. Enticed to stay by the vibrant culture and high quality of life in and around the capital, today's students go on to become the City professionals of tomorrow.

## Europe's best city for qualified labour

London is the world's leading city for top ranked MBA programmes, and this means its businesses have access to a pipeline of highly qualified graduates. London is also home to a wealth of people with professional qualifications. Professional institutions covering financial and business services have over 950,000 members in the capital.

London's universities and higher education colleges offer academic excellence but are also commercially focused. They win £700m of research funding every year, and also offer professional training programmes so people can develop new skills throughout their careers.

Of course, it's not just skills that count, but the right skills. The financial services sector in London is represented by a number of trade bodies. They work with training providers to ensure the skills profile of the workforce matches the needs of businesses now and for the future.

## Support from the City of London Corporation

The City Corporation works closely with businesses, trade bodies, universities and education colleges to keep London's pool of talented labour the envy of the world. We can provide the very latest breakdown of London's workforce, advise you of salary expectations and put you in touch with a range of professionals who can help with your recruitment needs. Contact us at

[inward.investment@cityoflondon.gov.uk](mailto:inward.investment@cityoflondon.gov.uk)  
[www.cityoflondon.gov.uk/locatehere](http://www.cityoflondon.gov.uk/locatehere)



# your move: make it the City of London

connect across London,  
the UK, Europe and  
the world



Thanks to information technology, the world's businesses are closer together than ever before. Your business can collaborate with partners on the other side of the world. Your staff can work from cafés, taxis and kitchen tables. But face to face interaction remains critical to building trust and a sense of business community. As long as shaking hands on a deal remains important, transport will be one of the most critical factors in any business location decision.



your move:  
**make it the City of London**  
connect across London,  
the UK, Europe and the world

## Accessible from the air

With five separate airports, there is no corner of the world that cannot be reached quickly and efficiently from London. Companies in the Square Mile take full advantage of this international connectivity. They took 2.7 million journeys in 2006.

Heathrow is the busiest international airport in the world. From this London hub, more than 80 airlines transport nearly 70 million people to 180 destinations worldwide every year. Four other airports help increase London's reach. The City Airport is just a few miles from the financial centre itself, and Gatwick, Luton and Stansted airports are all connected by efficient public transport links to the City itself.

Of course, when you are not flying out to international meetings, colleagues from overseas will be taking advantage of London's connectivity to fly in. When your colleagues and customers touch down, they will find thousands of hotel rooms are available throughout London. In the City alone there are more than 2,000 rooms, with three further hotels under construction or planned.

## Linked up on the ground

There is no part of London that cannot be reached by public transport. The City of London is right at the heart of the network. Every day, 90 per cent of employees working in the City use public transport to commute to work in the Square Mile. Served by seven underground lines and 13 tube stations, the City can be reached quickly and easily by commuters from any part of London.

For those who live a little further away, major rail termini at London Bridge and Waterloo can be reached quickly and frequently by commuter rail services. Underground, bus and commuter rail services are complemented by the Docklands Light Railway, which transports people from the south and east of London into the very heart of the City at Bank and to the financial services hub at Canary Wharf. The choice doesn't end there. From St Pancras to

the north of the City, Eurostar international rail services link London with Paris and other European cities. London's famous black cabs can be hailed from any of the City's street corners and river boat services collect people from the length of the Thames and bring them to piers at Blackfriars, London Bridge and Tower Hill.

## An exciting future

Already one of the world's most connected cities, London is about to become even more accessible thanks to major infrastructure investment. In 2017, the Crossrail project will be completed. This major new artery will link London from east to west, increasing access to the financial centre.

## Support from the City of London Corporation

The City Corporation can advise you on London's transport network. We can point you towards figures on journey times and transport reliability, and introduce you to transport decision makers if your business has particular needs. Contact us at [inward.investment@cityoflondon.gov.uk](mailto:inward.investment@cityoflondon.gov.uk) [www.cityoflondon.gov.uk/locatehere](http://www.cityoflondon.gov.uk/locatehere)



your move:  
make it the City of London

find a space  
in which to thrive



Inspirational thinking is a lot easier when you work in an inspirational place. In the City of London, it is impossible to cross the road without glimpsing an iconic building from London's past or exciting new architecture that will help to define the City's future.





your move:  
**make it the City of London**  
find a space  
in which to thrive

## A wealth of options

There is no other place on earth where so many financial and business services firms are clustered so closely together. And yet, with 80m sq ft of office space in one Square Mile, there is still space for your business to locate amongst its customers and peers. With volume comes variety. There is certain to be something to support your needs among the many types of space and commercial terms on offer.

Smaller firms, new start ups and those in need of a representative office often find serviced office space to be a flexible, cost effective option. Larger and more established companies may want a base in one of London's iconic buildings such as Tower 42, the Lloyd's Building and 30 St Mary Axe, known more popularly as the Gherkin.

The space on offer is closely in tune with the needs of modern service companies. Half of the City's buildings have been renewed in the last 20 years and a further 22 million sq ft is either proposed or due to be completed by 2015. This means a continuous supply of contemporary space, designed for the needs of modern businesses. Ambitious companies with plans to grow will find a steady flow of new space comes available to meet their changing needs.

## Reliable infrastructure

Dependable electricity supply is essential for any financial services company. London provides the capacity and resilience you would expect from one of the world's leading financial centres.

In keeping with its position as a global centre for innovation in communication, the City is served by 12 separate telecommunication providers. These give businesses unrivalled choice and diversity for IT and communications, and the capacity to succeed.

The City of London is home to Europe's most advanced outdoor WiFi network. Workers and visitors across the City can be linked to the worldwide web in seconds from the City's streets and open spaces.

## Support from the City of London Corporation

The City Property Advisory Team can help you handle issues ranging from planning queries to security.

If you are looking for advice on the type of property that would best suit your business, or if you need more information on rental rates in the City, we can help. When it comes to finding the right deal and getting the paperwork signed, we can put you in touch with a range of property professionals with the expertise you require. Contact us at

[inward.investment@cityoflondon.gov.uk](mailto:inward.investment@cityoflondon.gov.uk)

[www.cityoflondon.gov.uk/locatehere](http://www.cityoflondon.gov.uk/locatehere)



your move:  
make it the City of London

get a life  
outside the office



The City of London's offer of modern office space, a concentration of financial and business services companies, skilled employees and transport connectivity is compelling. However, if your business is really to thrive, you and your staff need to be working in an exciting, vibrant and safe environment that can inspire them. The City offers a wealth of attractions to enhance the working day.



your move:  
**make it the City of London**  
get a life  
outside the office

## Shopping

The magnificent Royal Exchange is an unrivalled shopping experience. Tourists and City workers are offered a diverse choice of luxury brands set against a backdrop of breathtaking 19th century architecture. On Cheapside, the retail offer is being enhanced by a further 140,000 square metres of shopping space including One New Change. Leadenhall Market has been restored to its original Victorian splendour and its shops, bars and eateries are bustling at lunchtime and in the evenings.

## Restaurants

Workers and visitors benefit from the City's eclectic mix of restaurants. You could schedule a lunch meeting and dinner date every working day for a year and not eat in the same place twice. Cuisines from every corner of the globe can be found here. Internationally renowned chefs have chosen the City of London to showcase their skills. Restaurants of the highest quality are housed in buildings of historic and architectural importance.

## Socialising

The City's pubs are steeped in history. Some have changed little since serving Charles Dickens and Mark Twain. With some 250 pubs and bars, you will never be short of options for meeting up with colleagues after work.

## The Arts

The City of London is home to a wide range of cultural opportunities. They include the Barbican, Europe's largest multi-arts venue, The Guildhall Art Gallery and the Museum of London. The architecture of Tower Bridge and the Guildhall itself bring visitors from across the world. There are a host of events and festivals throughout the year. Highlights include the City of London Festival and the Lord Mayor's Show which provide opportunities for businesses from across London to immerse themselves in the life and history of the City.

## Security

The City of London has its own police force. This dedicated force, the only one of its kind, is responsible for day-to-day policing in the Square Mile and has particular responsibilities for countering business fraud throughout the UK.

## Support from the City of London Corporation

If you want to get the most out of life in the City, the City Corporation can point you in the right direction. Perhaps you are concerned about the issues to consider when moving to the UK. Or maybe you simply need help to find the right restaurant in the City of London. Whatever your need, if we can't advise you directly, we will know someone who can. We have a City Information Centre at St Paul's which contains a wealth of information about what's on and what to do in the City. And when it comes to the serious business of safety and security, our dedicated security and contingency planning team can help the emergency planning of your business dovetail with the plans of all emergency services. Contact us at [inward.investment@cityoflondon.gov.uk](mailto:inward.investment@cityoflondon.gov.uk) [www.cityoflondon.gov.uk/locatehere](http://www.cityoflondon.gov.uk/locatehere)



# your move: make it the City of London

get help and support  
every step of the way



Expanding your business in a new location is a serious undertaking. On top of their day-to-day workload, your staff will be busy researching markets, visiting premises, considering legal issues and forging new business relationships. The City of London Corporation can be a valuable resource during this pressured time.



**your move:**  
**make it the City of London**  
get help and support  
every step of the way

## Who we are

The City Corporation is a diverse organisation with three main aims:

- to support and promote the Square Mile, the financial and business heart of the UK, by maintaining and enhancing its status as a world leader in international financial and business services
- to provide the highest quality local government services within the Square Mile for the benefit of workers, residents and visitors alike
- to provide valued services to London and the nation as a whole, especially regeneration of the surrounding area in partnership with its neighbouring boroughs.

The City Corporation pre-dates parliament and its experience and tradition underpins its modern and efficient services. It operates on a non-party political basis through its Lord Mayor, aldermen and elected council members, including the Chairman of Policy and Resources.

## Enhancing your research

The City Corporation is an essential source of useful information on the Square Mile, and also a valuable source of tailored research on issues pertinent to the City and financial services. We can provide facts and figures on the markets you are hoping to exploit and the current trends that you need to consider when planning for the long term.

## Finding your perfect location

By taking the right professional advice, you can smooth the process of finding new premises and expanding your business. The City Property Advisory Team can handle issues from planning queries to physical infrastructure and security issues. The team can keep you up to date on available office space across the City.

## Making connections

Starting out in a new location can be daunting, but the City Corporation can help you find your feet. We can introduce you to the government departments, trade bodies and organisations that will be your new partners. We can also put you in touch with organisations that have direct experience of supporting companies in the financial and business services sectors. Through our offices in China and India, we can help you strengthen trading and investment links with these markets.

## Supporting your recruitment and training

From the very start of your search for premises, the City Corporation can introduce you to organisations that will advise you on recruitment and regulatory issues relating to employment. With their advice, you will find the right staff and proceed smoothly through the legal process of employment in the UK.

From the moment you first consider locating in the City of London, the City Corporation is your trusted partner. We can guide you through every stage of establishing your new base. And in the future, when the City becomes your business home, we will work to provide the right environment in which it can thrive. All our services are free and confidential.

## Beyond the Square Mile

the City of London can also advise of organisations who can also assist you in setting up your business throughout the rest of London and UK. Contact us at [inward.investment@cityoflondon.gov.uk](mailto:inward.investment@cityoflondon.gov.uk)  
[www.cityoflondon.gov.uk/locatehere](http://www.cityoflondon.gov.uk/locatehere)



**your move:**  
**make it the City of London**  
a compelling offer for  
financial and business  
services companies

