



Financial Leeds

Connect with opportunity



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A World-Class Financial Centre

As one of the most dynamic and successful regions in the UK, Leeds city region has become one of the first choices for global business investment. The region is one of innovation and ingenuity, boasting a wealth of advantages and unparalleled potential for investors. The sheer economic diversity of the region together with a highly qualified workforce, advantageous labour costs and first class business accommodation make Leeds city region one of the UK's most competitive investment locations.

For over 150 years Leeds city region has been at the forefront of the financial and professional services sector. It has played a major role in the evolution of the industry being a key player in the building society movement and home to the UK's first dedicated telephone banking operation. With world renowned expertise across all sectors of the industry the Leeds city region offers outstanding strengths for global investors.

Discover what makes Leeds city region a world-class business location.



Howard Kew
Chief Executive, Financial Leeds





£5 billion

worth of inward investment in recent years

A Giant In The Financial Sector

Ranking as number two in the UK to the financial powerhouse of London, Leeds city region stands out as a world-class financial and professional services centre.

Globally renowned as the financial capital of the north in the UK, Leeds city region has become an international centre of excellence and a powerhouse for financial services, attracting over £5 billion worth of inward investment in recent years. The region's cluster of financial and professional services organisations is among the largest and most dynamic in the UK covering accountancy, stockbroking, corporate and retail finance, insurance, legal services, wealth management, venture capital, telephone and internet based financial services. The region's economic stability, together with its strength and diversity in the sector, make it a strategic location for international investment.

The financial and professional services sector is one of the largest contributors to the Leeds city region economy employing 240,000 people which represents more than 20% of the region's workforce. With an output in excess of £13 billion the sector contributes over

25% of the total regional output. Within the Leeds city region there are 55 million customer relationships served by leading financial and professional services businesses. The city of Leeds alone has over 290 large corporate firms within a 20km radius of the city centre providing powerful opportunities for business growth with unrivalled access to markets and clients.

Home to leading international financial services businesses

There are around 25,000 businesses ranging from international organisations to smaller players within the financial and professional services sector. Some of the UK's largest and most successful financial institutions are located here including HSBC, Lloyds Banking Group, Santander, KPMG, Deloitte, Ernst & Young and PricewaterhouseCoopers. Leeds city region is also one of the largest centres for telephone based customer services with 18,000 employed within Leeds alone and a further 10,000 in Bradford. The strength of the financial services sector is underpinned by an educated and highly skilled workforce, excellent infrastructure, high standard of living and competitive business advantages.

- 5 of the UK's largest law firms
- 30 national and international banks
- 150 accountancy firms including 9 of the top 10 largest UK practices
- 10 stockbroking firms
- The largest concentration of call centres in the UK
- 3 of the 8 largest building societies in the UK
- HQ for the UK's largest provider of risk capital to SMEs
- The only Bank of England note issuing centre outside London



Leeds provides significant cost advantages over other UK cities. In particular business costs, prime office rents and skilled labour costs are low, making the region highly competitive as a business location.

Variety, Diversity And Affordability

The region offers an abundance of affordable office accommodation at a fraction of the cost of London, with Leeds being ranked as number one in terms of value for money and third for availability of office space.

City	Rank 2009
LEEDS	1
Birmingham	1
Glasgow	15
London	23
Manchester	17

Source: Cushman and Wakefield European Cities Monitor 2009

Prime rental space is 30% cheaper than London and 12% less expensive than similar space in other leading financial centres, making Leeds city region highly cost effective.

City	Sept 09 £psf
LEEDS	£27.00
Bristol	£27.00
Birmingham	£27.50
Edinburgh	£28.00
Manchester	£28.00
Glasgow	£28.50

Source: GVA Regional Office Report

The diversity and affordability of office accommodation is a major strength of the region, making it easy for large and small organisations to set up business here. Grade A office space with easy access to Leeds city centre is available from only £13 per square foot.

No other region can boast the quality and variety of office accommodation that Leeds city region has to offer. From urban office chic in Leeds city centre to out of town convenience on the edge of the M1, there is an outstanding choice

of premises to meet individual business needs. One of the largest business parks in Europe, Thorpe Park, is superbly located on the edge of Leeds city centre giving direct access to major motorway networks whilst providing outstanding business and leisure facilities. In the heart of Leeds city centre new developments such as Broad Gate and Toronto Square deliver contemporary and highly desirable office accommodation attracting large corporations into the city.

The cost benefits of locating here go far beyond office space. Businesses benefit from access to a diverse pool of skilled labour with over 95% of those living in the Leeds city region also working here. Average employment costs are 39% lower than London and 7% below the UK average making it one of the most competitive regions in the UK. The critical mass of financial and professional services businesses attracts high calibre individuals; across the region there is a pool of 200,000 senior executives and managers making it easy to attract and retain highly skilled staff.



From Grade A to Boutique

Office space in Leeds, Bradford or the riverside in historic York to boutique office space on Harewood estate, all at a fraction of the cost of London



7 universities

in the region and the largest base of graduates in the UK

Leadership In Education And Skills

With one of the most highly educated workforces in the UK, the Leeds city region offers outstanding quality and capability from its people and is home to one of the largest concentrations of universities in Europe.

- **36,000 people a year qualified at all levels from Higher Education**
- **9% of the UK's graduates**
- **140,000 degree applications**
- **5,000 international students studying at the University of Leeds alone**

Globally recognised business schools

The universities of Leeds, York and Bradford have internationally respected degree courses in banking, financial services and business economics ensuring an excellent supply of qualified graduates to the sector.

The region's two world renowned business schools in Leeds and Bradford are among the best in the UK and are ranked in the top 100 globally by the Financial Times. Leeds University Business School is third in Europe for the quality of its research and is one of only sixteen business schools in the UK to have EQUIS accreditation from the European Foundation for Management Development. The Business School is also home to The International Institute of Banking and Financial Services and The Credit Management Research Centre, both of which undertake specialist, leading edge research into the industry and their respective markets.

Voted the 'greenest' university in the UK, Leeds Met has strengths in Business, the Creative Arts, Education and Sport and places great emphasis on pioneering new partnerships internationally. The University recently opened the new

Rose Bowl Business School, the home of 5000 students. Bradford University School of Management offers a unique degree course in financial planning, which gives guaranteed professional experience in the Independent Financial Advisor sector.

Strong levels of investment

The knowledge transfer between businesses and universities has been one of the key factors in Leeds city region's track record of innovation, competitiveness and economic success. The National Skills Academy for Financial Services in Leeds delivers world class education and training aligned with sector needs. Led by the Financial Skills Council, the academy places employers at the forefront of developing relevant training and education in order to meet the current and future qualification requirements of the finance industry.

Home to a skilled financial and professional services workforce

The region's strength in education and training provides a powerful and competitive advantage giving businesses unparalleled access to a wide range of skills and experience specific to the financial and professional services sector.

Home to the UK's first telephone banking operation



World-Class Innovation

Leeds city region has a long history of innovation in the financial and professional services sector with the first telephone bank, First Direct, being launched in Leeds in 1989. With an enviable track record in the development of the sector, the region is one of the most established research and innovation centres in the UK.

Access to world-class research and development

Businesses have access to world leading research, information and opportunities. Home to three established research centres the Leeds city region is a global hub for innovation and enterprise. In Leeds, the International Institute of Banking and Financial Services provides invaluable market analysis and facilitates academic research and training in order to ensure that businesses remain at the forefront of international research.

The dedicated regional Credit Management Research Centre (CMRC) drives innovation and research in commercial credit, risk scoring and consumer credit. CreditScorer Ltd, evolved from this research and provides credit ratings and risk management services for corporate lenders. Furthermore CMRC maintains www.paymentscorer.com to monitor the payment performance of UK Plcs.

Also based in Leeds, the Centre for Advanced Studies in Finance facilitates the application of advanced analytical techniques to the study of finance, with significant emphasis being placed on international research.

The internationally renowned Business School and the Leeds School of Law set the standard for the UK financial and professional services industry.

The University of Leeds' Enterprise and Knowledge Transfer initiative brings together businesses, academics and entrepreneurs to effectively transfer innovation into business. This allows the university to develop long term partnerships with businesses and public sector organisations.

Science City York has successfully positioned York as an internationally recognised centre of excellence for R&D and enterprise in fast-growing new technologies such as bioscience, creative industries, IT and digital.

The Learning Quarter, a flagship £150 million project based in Bradford will provide new learning, business and incubation facilities. The quarter incorporates a visionary space for creative and knowledge-based industries alongside innovative and sustainable residential developments and iconic public green spaces. The University of Huddersfield shows an innovative approach to creating bespoke partnership solutions within the financial and professional services sector.

All these initiatives will play an important role in the growth and future success of the financial and professional services sector in the Leeds city region.







One of the top

30 best cities

in Europe to do business

Leeds, The Global Village

As the UK's leading financial and professional services centre outside London, Leeds city region has firmly established itself as the location of choice for overseas financial institutions and investors. With a strong international focus and a world-class reputation for innovation, expertise and performance, the region provides exceptional opportunities for growth and prosperity.

A gateway to the world

A powerful attraction is the region's strategic location at the centre of the UK, 200 miles from both London and Edinburgh. The excellent transport infrastructure plays a significant role in attracting world-class businesses who wish to enjoy fast and efficient national and global connections giving access to skilled staff, clients and suppliers.

The city region is exceptionally well connected by road, rail and air and lies within an hour's drive of over 7 million people. Easy access to other

major centres of commerce such as Manchester, Sheffield and Hull make it even more attractive. With £80 million being invested to further enhance the transport infrastructure, it is clear why Leeds city region has become an international hub for the financial and professional services industry.

By road

The region is linked by road to London and Edinburgh via the M1 and A1 and to the east and west coast ports via the M62. Motorways across the region provide good access to all UK destinations together with an efficient public transport network which ensures easy access to all of the major towns and cities.

High speed rail

Leeds city station is the region's largest station with over 90,000 passengers passing through it daily and 900 trains. Trains to London take just 2 hours and run every half hour from Leeds. Other towns and cities within the region including Wakefield and York have direct trains running to London daily

with the fastest journey from York to London taking only 1hr 44mins. Direct connections to Eurostar from London St Pancras make Leeds city region less than six hours from Paris and Brussels.

Globally connected

Leeds Bradford International Airport provides a gateway to the world serving 70 destinations in 30 countries across Europe, North America and Asia. Located at the heart of the region, just 20 minutes drive from Leeds city centre, the airport handles 2.8 million passengers each year. A further six airports are within easy reach of the region including Manchester International Airport, East Midlands, Humberside and Robin Hood Doncaster Sheffield Airport.

Well placed to connect with all major cities and ports, the region is fast becoming an economic driver for the UK and is internationally recognised for the opportunities it presents as an investment location.

A major centre for e-business as well as financial and legal

High Speed Communication Infrastructure

Access to sophisticated, state-of-the-art information technology and communications infrastructure is a determining factor of business success in a global marketplace.

Vast reliable data centres

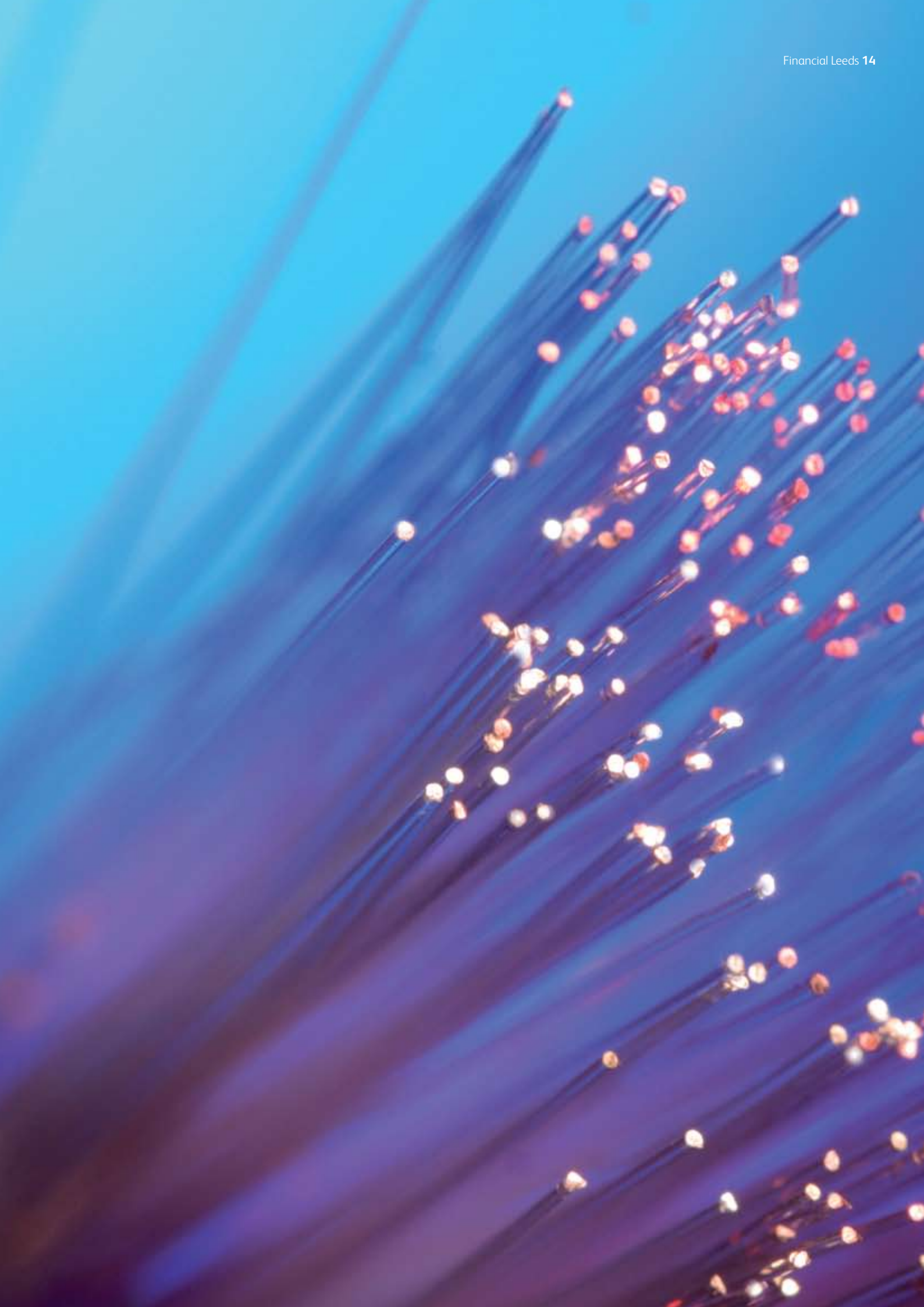
Across the Leeds city region significant investment has been made in infrastructure in order to meet the demands of businesses now and to support future growth. The region's forward thinking approach has led to it benefiting from one of the most advanced telecommunications networks in Europe. State-of-the-art telecommunications services and applications are widely available to businesses across the region.

Major services providers including BT and Cable and Wireless have invested heavily in Internet Protocol

(IP) in order to produce a network that is entirely digital. At the forefront of technological advances in telecommunications, the region is leading the UK in the deployment of next-generation access (NGA) of fibre broadband. It is also part of Northern Net; a new and developing secure data network providing a minimum of 100Mbs fibre connectivity for the delivery of large and sensitive data files securely from point to point.

The UK's first ISP, Freeserve, was founded in Leeds. Today, BT, Cable & Wireless, Orange and O2 have significant operations in Leeds. BT regards Leeds as its second city and is making significant investment in network extensions and enhancements to support data and multimedia services. On the outskirts of Leeds, Thorpe Park has been selected as one of BT's strategic e-locations.

- Home to one of the biggest internet server farms in Europe
- Yorkshire has the fastest broadband connections outside of London
- All exchanges in the city are broadband or ADSL enabled



A Region of Opportunity



Growth-oriented, dynamic and cosmopolitan, the Leeds city region is the economic heartbeat of Yorkshire and Humber; the largest county in the UK. It is a region of opportunity with one of the most diverse economies in the UK and a significant presence in key sectors of financial and professional services, manufacturing, IT, health, public services and communications. New emerging sectors are also showing significant growth including bioscience and medical research, digital and media.

One of Europe's busiest ports

Major cities of Bradford, York and Leeds present significant economic opportunities and are located on the doorstep of the UK's largest ports complex; the Humber Estuary handles over 91 million tonnes of freight a year equivalent to over 16% of the UK world trade tonnage. The Wakefield Europort incorporates a 350 acre rail freight terminal which provides a daily direct import/export service between Wakefield and the principal markets on the European mainland via the Channel Tunnel.

Across the region Yorkshire Forward and Local Authorities are committed to the continued development of a successful and prosperous city region that supports innovation and enterprise and is able to compete with the best in Europe.



The City Region That Has Everything





A great place to live, work and do business

The best quality of life

Boasting four dynamic cities and some of the finest countryside to be found in the UK, quality of life in the region is unsurpassed. From the cosmopolitan and vibrant city of Leeds to the beautiful rural countryside of the Yorkshire Dales, people living in the region are able to enjoy an excellent standard of living. Superior health care, world-class education provision, affordable property and endless opportunities for sport and recreation make the region a fantastic place to live and do business.

A unique and beautiful place to live

Situated on the edge of three National Parks, the region lies at the gateway to some of the finest countryside in the UK. This amazing geography coupled with the extensive cultural attractions make the region a leading European city for quality of life. The city of Leeds is one of the greenest cities in Europe, with vast areas of open space, gardens and public parks with green belt land covering over two thirds of its total area.

World-class sporting facilities

Widely renowned as one of Europe's sporting capitals, the region is home to some of the UK's best sporting venues. Rich in sporting heritage, it is famous for hosting cricket, rugby league and horse racing. The world-class Headingley Carnegie cricket club and Rugby's Super League ground are located in Leeds whilst York and Wetherby racecourses are two of the best in the country.

A dynamic cultural centre

Home to a wealth of museums, stately homes and theatres including the West Yorkshire Playhouse which is the largest regional repertory playhouse outside London and Stratford, the region offers a comprehensive year round programme of world-class performances, open air events and festivals. The varied selection of museums includes the National Railway Museum in York, The National Media Museum in Bradford, The National Coal Mining Museum in Wakefield and The Royal Armouries in Leeds.

Bradford is home to the world's only UNESCO City of Film located at the National Media Museum which is one of the most visited museums outside London. The Thackray Museum, which tells the story of medicine, has been named UK Museum of the Year, England's Visitor Attraction of the Year and been shortlisted for European Museum of the Year.

In Leeds alone, £27million has been invested in the new Leeds City Museum and Discovery Centre and over £31million has been invested in the Grand Theatre which is home to Opera North.

The city of Leeds boasts the region's largest retail centre with over 1000 shops and contemporary, designer-led shopping complexes including The Light and Victoria Quarter. Dubbed as the Knightsbridge of the North by The Lonely Planet guide to Britain, Leeds is home to the first Harvey Nichols outside London and was rated 4th in a report on UK's most popular cities for shopping.



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