



## **FOCUS ON.....Cushman and Wakefield's European Cities Monitor 2010**

This briefing note aims to summarise the key elements of the European Cities Monitor 2010 and highlight the key evidence based findings from a Leeds perspective.

Leeds has achieved its best ranking to date in the European Cities Monitor, the influential index of business competitiveness published by global commercial property consultants Cushman and Wakefield.

The annual survey - 2010 edition, released October 2010, shows Leeds has moved up the rankings of 'best European cities to locate a business' for a third year running.

The city has improved its overall ranking in the list of Europe's leading cities from 24th place in 2009 to 23rd place, ahead of Edinburgh and Glasgow and European capital cities such as Copenhagen, Rome, Moscow and Athens.

Leeds has also improved its ranking in terms of 'quality of telecommunications' and 'external transport links', two of the key factors when companies are deciding where to locate a business. Importantly, the city's office market has retained its position as number one in Europe for value for money, again for the third year in succession.

The European Cities Monitor is based on interviews with senior executives from 500 of Europe's biggest companies and looks at the range of factors considered by companies when deciding where to locate their business operations. Key factors are cost and availability of qualified staff, access to markets, external transport links and quality of telecommunications.

The success may be partly attributed to European business leaders becoming aware of high profile activity in the city notably the restarted £650mn Trinity Leeds scheme, the first major retail-led development in the UK to get the go-ahead following the economic downturn, the new Leeds Arena development and the Eastgate quarters development.

Leeds was once again the top ranked city in terms ‘best city for value of money for office space’. It jointly held the number one spot with Birmingham in 2009 but this year can claim to singularly be the best city in terms of value for office space. The leading 10 ranked cities in terms of ‘best city for value of money for office space’ are outlined below with their score for 2009 and 2010 provided. Although Leeds score fell from 88 to 80, it is some way clear of other British cities; 20 points ahead of Glasgow, 21 ahead of Birmingham and 27 ahead of Manchester (table 1 below).

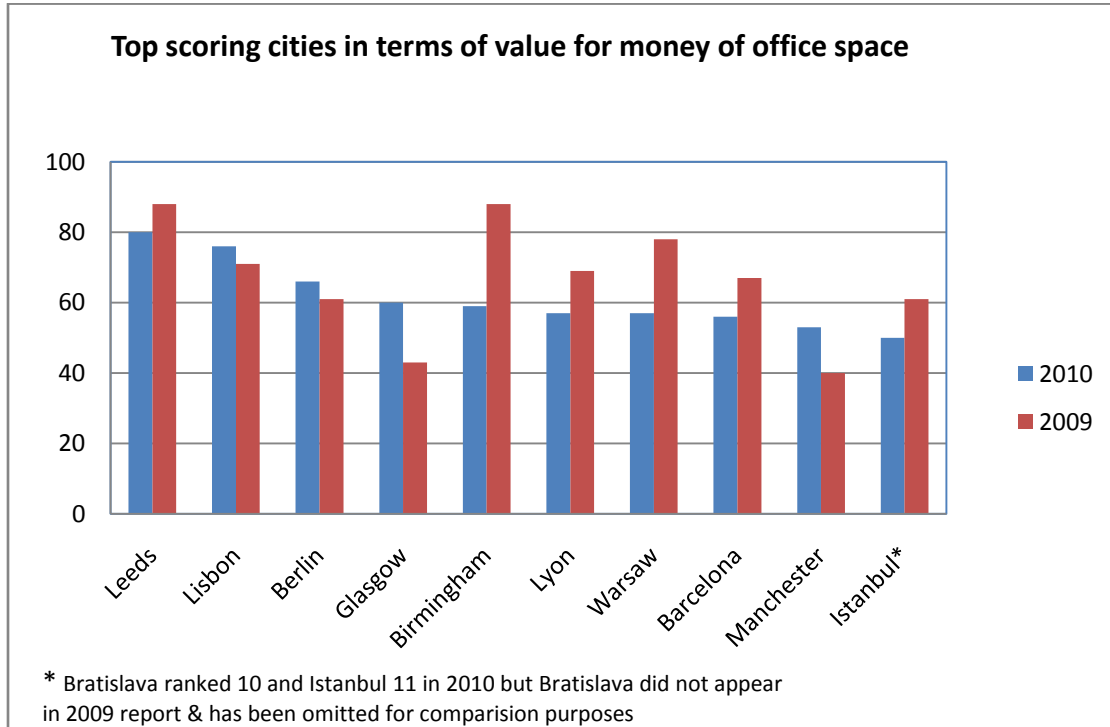


Table 1: Top ranked cities in terms of value for money of office space, Cushman and Wakefield, October 2010

In addition to Leeds remaining top ranked in terms of ‘Best cities in terms of value for money of office space’ further analysis reveals

- In terms of ‘Best cities in terms of quality of telecommunications’, Leeds has been elevated in the rankings from 25 (2009) to 20 (2010).
- In terms of ‘Best in terms of external transport links’, Leeds has risen from 23 (2009) to 18 (2010).

Taking 2007 as a base year, Leeds remains the only city of all 36 European cities in this year's monitor to have experienced increases in headline ranking of 'best European cities to locate a business' year on year - not an easy accomplishment within such a competitive environment. London, Paris and Frankfurt have consistently achieved the top three rankings and have therefore experienced no change within the three year time series period, however it might be expected that many of the other cities would consistently see improvements in the perception of European business leaders.

Only 5 other cities in this year's top 25 have been awarded an increase in their overall rankings across two of the three year time series, but 4 of these have seen a fall in rankings in the subsequent year. Stockholm has experienced an increase in its overall rankings across two years and a 'no change' in its ranking between 2009 and 2008 (table 2 below).

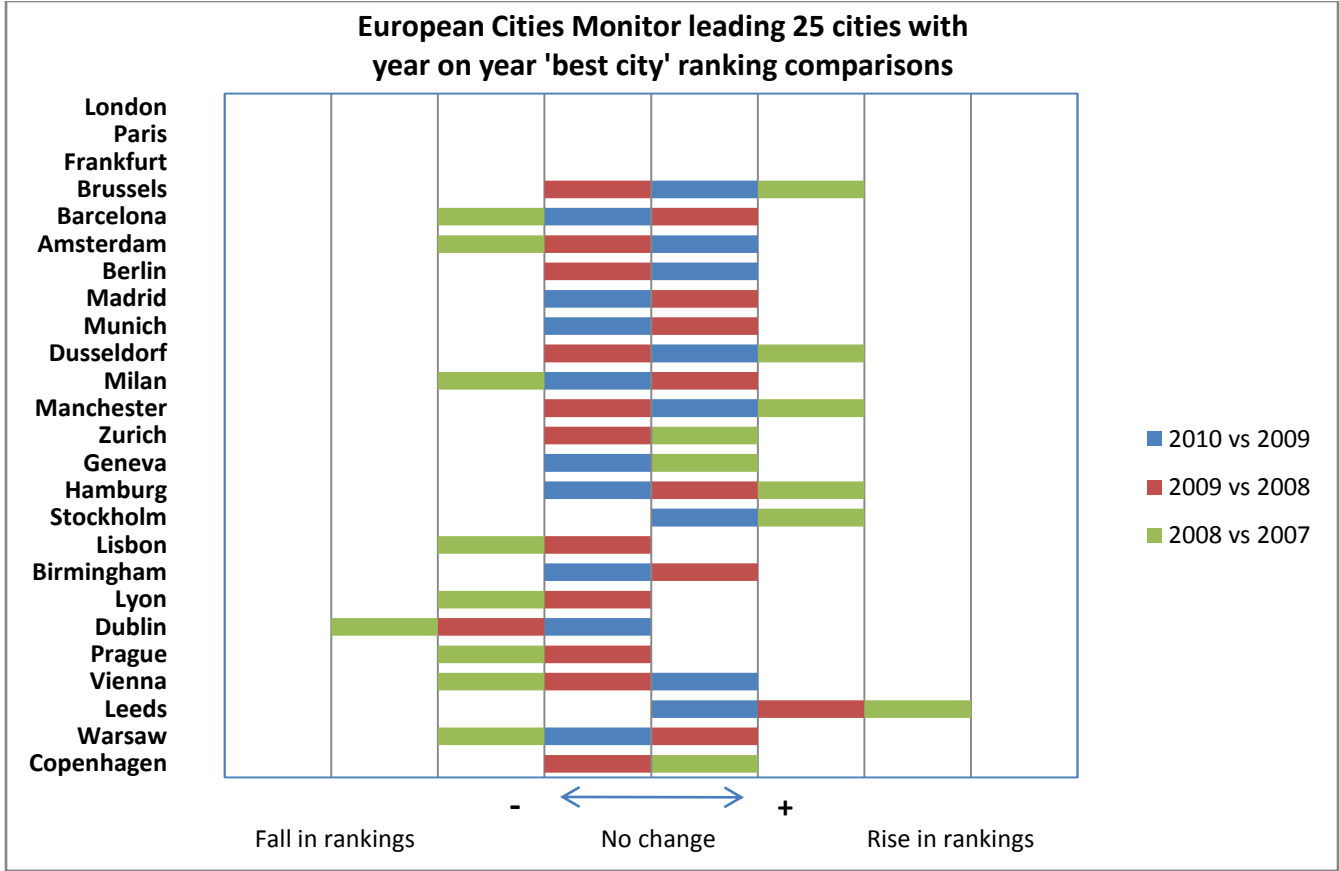


Table 2: Year on year ranking comparisons, Cushman and Wakefield, October 2010