

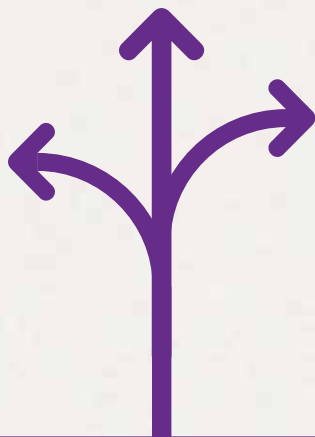
# LEEDS. EXPAND YOUR HORIZONS.

FILLED WITH FACTS AND FIGURES TO SET YOUR MIND RACING, THE MEMORABLE INFORMATION ON THESE PAGES WILL GIVE YOU A FANTASTIC INSIGHT INTO OUR THRIVING CITY.

Discover how and why the Leeds City Region is one of the UK and Europe's leading locations for business. Be amazed at the growth of investment and developments in the city and feel safe in the knowledge that Leeds is practicing sustainability.

With its diverse economy complemented by an educated and talented workforce, Leeds is committed to becoming the best city in the UK.

EXPAND YOUR HORIZONS AND DISCOVER EVERYTHING THAT LEEDS CAN OFFER.



THE LEEDS CITY REGION HAS THE UK'S LARGEST POPULATION AND WORKFORCE OUTSIDE OF LONDON.

# WELCOME TO YOUR GUIDE TO LEEDS.

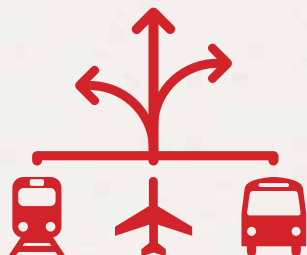
## 1 READY FOR BUSINESS

The Leeds City Region has the largest population and workforce outside of London and the South East and a thriving business community comprising 106,000 companies. The economy is worth £53 billion per annum, bigger than eight European countries, and Leeds itself has a GVA of £17.9 billion.



## 2 WELL CONNECTED

Centrally located in the UK, Leeds has one of the busiest rail terminals outside of London with a journey time to the capital of just under 2 ½ hours. Transport links with overseas cities are also easy, with Leeds Bradford Airport - the fastest growing regional airport in the UK - just on the door step.



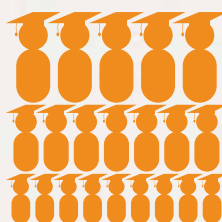
## 3 A SOUND INVESTMENT

Leeds is the UK's most important centre for financial, professional and legal services outside London. The city's diverse economy includes leading healthcare and medical technology companies, advanced manufacturers, low carbon industries and a strong print, digital and creative sector.



## 4 KNOWLEDGE IS POWER

Leeds is widely recognised as a city of education. With two internationally acclaimed universities, two of the UK's leading business schools, over 70,000 full time degree students and one of the country's largest FE colleges, the city is filled with qualified staff and well educated graduates. It also has the largest teaching hospital in Europe.



## 5 MORE BANG FOR YOUR BUCK

Leeds' office market is ranked as number one in the UK for value for money, making it the ideal location for companies relocating, consolidating or expanding their operations.

\*Cushman & Wakefield European Cities Monitor 2011



## 6 BUSINESS IS BLOOMING

Leeds has £6 billion worth of investment projects currently under construction and in the pipeline. Exciting projects under development include Leeds Arena; the first purpose built super-theatre in Europe and Trinity Leeds; a 1 million sq ft retail and leisure scheme which will take Leeds to fourth in the UK retail rankings. Both are due to open in Spring 2013. Future projects include Wellington Place and Eastgate Quarters, which is set to regenerate a further 1 million sq ft of the city.



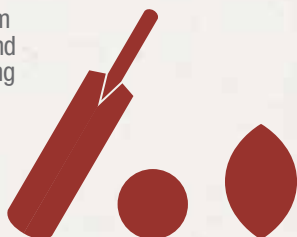
## 8 KEEPING IT GREEN

Leeds is set to become one of the UK's most sustainable cities. Local businesses and public sector organisations have committed to a 40% reduction in carbon emissions by 2020 and there are already over 1 million sq ft of new developments with BREEAM 'Excellent' status.



## 10 A QUESTION OF SPORT

Leeds is passionate about sport and boasts outstanding professional rugby, cricket and football teams. Elland Road and Headingley Carnegie Stadium are famous with sports fans worldwide, and the city is also home to the Rugby Football League. With internationally recognised facilities, the city will host the Chinese Olympic team plus training camps for the Dutch swimming team and Russian and Australian diving teams during London 2012.



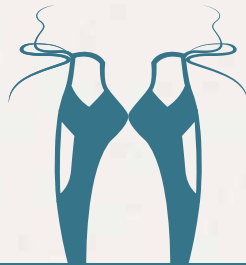
## 7 UNLOCKING POTENTIAL

The Aire Valley Leeds enterprise zone goes live in April 2012 and covers 142 hectares of prime development land in a strategic location close to the city centre and the national motorway network. With planning permissions already in place and an experienced team of landowners and developers poised to deliver state of the art business premises, the enterprise zone presents an unrivalled opportunity for business relocation and expansion.



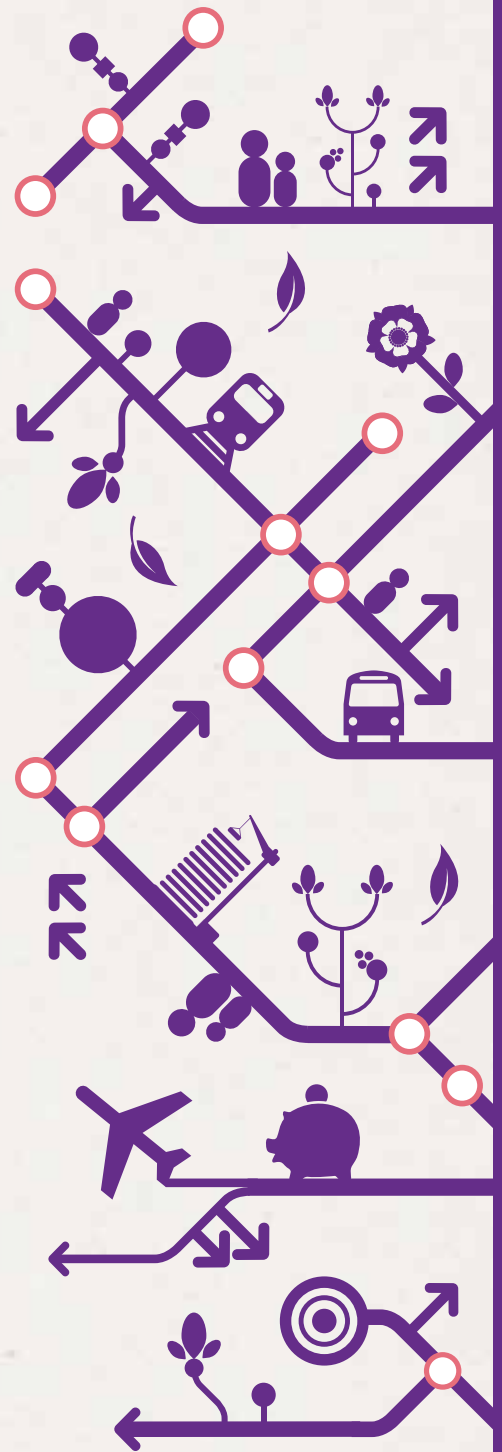
## 9 A TALENTED CULTURE

Leeds has a lively and continually evolving cultural scene. From the internationally acclaimed Opera North, Northern Ballet, Henry Moore Institute and West Yorkshire Playhouse to a growing number of visual arts collectives and a thriving music scene, there is real passion for all things creative.



## 11 HEAD TO THE HILLS

Leeds is one of the greenest cities in Europe and has green belt covering over two thirds of it's area. With three National Parks within a one hour drive, it's easy to escape from city life.



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[www.marketingleeds.com](http://www.marketingleeds.com)

For more information about  
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[www.locateinleeds.com](http://www.locateinleeds.com)

Produced in March 2012  
Expand your horizons and discover everything  
that Leeds can offer.

