



Discover the possibilities

Londonunlimited





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Front cover  
'Mirror Balls' by Tom Dixon -  
Design Museum Tank

# Discover the possibilities



London's population is set to grow by 800,000 in the next decade and a half. This growth will present London with enormous challenges, and an enormous opportunity to improve the quality of life of all of those who live and work in our city. It will mean providing enough offices and skilled workers, improving our transport system, revising the decline of public services and delivering more homes, especially affordable homes.

The policies that will help us to manage London's growth are outlined in the London Plan. Adopted in February 2004, it is London's first planning framework for two decades. It will recast the way we build in our city, ensuring that we house our people and our businesses without consuming the green belt around our city or by building on London's parks and green spaces.

Learning to build more densely is one solution, but London is also uniquely blessed with major development opportunities close to the heart of the city such as at Kings Cross, Elephant and Castle, Wembley and the Thames Gateway.

With nearly ten sq km of undeveloped land, much of it on brownfield sites, the Thames Gateway in the east of London offers the city room to grow, and it is my priority for development. Revitalising the transport infrastructure will be critical to opening up the area, and is already taking shape.

Work has started on the extension of the East London Line and the Docklands Light Railway will be extended to London City Airport. In the last few months, the government has also given its financial backing to the Thames Gateway Bridge, which will link the north and south sides of the river and deliver a major boost to regeneration in the east of London. The new Channel Tunnel Rail Link will connect east London to Europe in 2007. It will run from Stratford to Kings Cross in just seven minutes, and to Paris in approximately two hours and 15 minutes.

The biggest gains of all would come from Crossrail, which would provide an east-west link between Heathrow, the city and the Isle of Dogs and the Thames Gateway. Within the last year the government has approved the business case for Crossrail, putting us one step closer to starting construction.

Understanding the scale of growth that London faces has revitalised the partnership between the Mayor, the government, London's local authorities and the private sector. The London Plan spells out how we can work together to seize the opportunities that growth will create.

Please read on to find out how you can become part of this unique partnership too.



**Ken Livingstone**  
Mayor of London



# London past, present and future



## If you think you know London, think again.

As Europe's financial, business and creative capital, and the engine room of the UK's economy, London is one of the world's most important cities. Right now London is alive with possibilities.

The city is growing at an extraordinary rate – by 2016 an estimated 800,000 more people will be living in London and its surrounding areas. To accommodate them, and the businesses and public services they will need, an unprecedented programme of regeneration will transform the London landscape, bringing new opportunities and new vibrancy.

These changes will give the city an innovative new look, and will enhance London's position as a hub for international trade – a financial powerhouse, but also a thriving centre for creative industries and the knowledge-based economy.

And of course this means that in future, as in the past, if you want to service the global economy you have to do business in London. The world meets in London because it is better connected than any other city, and because it speaks the world's languages and embraces the world's cultures. Of all the major global cities, it is the most outward looking.







It is also a city full of confidence, demonstrated by the exciting buildings that have helped renew the cityscape, including City Hall, 30 St Mary Axe (the Gherkin), Laban and the Tate Modern. The coming years will see the capital's skyline changed forever by the breathtaking new Wembley stadium, now under construction, and bold new skyscrapers, including London Bridge Tower and the Heron Tower.

All these developments are part of the constant reinvention that gives London its cutting edge, cements its place as the foremost business location in Europe and makes it a magnet for inward investment. For investors, London is truly open for business.



**Top**  
Tate Modern  
**Far left**  
St Paul's Cathedral and  
Millennium Bridge



# Turning potential into success



**All over London a series of new destinations have been delivered through successful property developments - major investments producing solid returns and adding to London's rich business and cultural mix.**

## **The South Bank**

London's South Bank, which stretches from Tower Bridge to Westminster Bridge, has been transformed in the past ten years and is a new 'city within the city'. A key attraction for tourists and Londoners, the landscaped riverside path is flanked by world-class facilities for business and leisure.

You will find City Hall, home of London's government, the stunning Tate Modern, the evocative Shakespeare's Globe theatre, the cultural powerhouse that is the South Bank Centre, including the Royal Festival Hall and the Hayward Gallery, the Coin Street development, and the capital's favourite tourist attraction, the London Eye.

But South Bank is also a thriving business community with eye-catching office developments for a range of businesses, as well as new schools and institutions.





#### **Paddington**

Paddington Basin is being transformed by one of Europe's largest redevelopment programmes into a bright new commercial and residential quarter, offering new homes, shops, restaurants and leisure facilities in a fully integrated living and working environment.

Paddington is uniquely connected within London's transport infrastructure, being close to both the City of London and the West End, and well served by the underground and a main line railway station. The jewel in its crown is the Heathrow Express service that can speed passengers to the world's busiest airport in just 15 minutes.

#### **Wembley**

Always the home of football, the new Wembley national stadium will be a world-class venue, visible across London and of which the whole country can be proud. Development of the new stadium has kick-started the transformation of the whole area into a complete living and leisure destination with public squares, bars, restaurants, shops and homes for more than 8,000 people. Wembley will be a great example of how a major national project can bring local, regional, national and international benefits.

London has the key advantage of being able to provide an environment in which these developments can succeed. It is home to a sophisticated and mature real estate development and investment industry, which enables innovative partnerships between the private and public sectors to be brokered and delivered. London leads the way in demonstrating how well the two work together, with other recent successes including Hammersmith, Paternoster Square, London Bridge City and Holborn.



**Top far left**  
City Hall and Tower Bridge  
**Top right**  
London Eye  
**Left**  
Wembley national stadium





# A city of unrivalled opportunities



**There are still many fantastic opportunities to invest in London. The capital is taking forward ambitious regeneration projects that will transform huge areas of land and provide the space for the city to grow.**

Helping to spearhead these key developments is the London Development Agency, which has a proven track record of delivering integrated projects successfully across London, bringing new jobs, homes and prosperity to the capital.

London's biggest development project is the Thames Gateway, which extends from the City of London eastwards, following the line of the River Thames and covering an area of 10,000 hectares. Billions of pounds have already been committed by the public and private sectors supporting projects that balance the area's industrial, commercial, education, leisure and housing needs. Landmark projects include:

## **The Royals**

The former Royal Docks are home to London City Airport, the capital's fastest-growing business airport, the 65,000 sq m ExCel exhibition complex and the flagship living and leisure complex at Silvertown Quays. Work is also almost complete on The Royals Business Park, in the heart of London's fastest-growing business district.

## **London Riverside**

The largest development opportunity in the Thames Gateway has already seen the creation of CEME, the Centre for Engineering and Manufacturing Excellence, and will see the opening of the Beam Reach Business Park, the first results of an urban strategy that aims to create 20,000 new homes and 25,000 new jobs.







#### Thames Gateway South

The centrepiece of development in this area is the Royal Arsenal, formerly contaminated land on the banks of the River Thames at Woolwich, which is now becoming a thriving mixed-use development, bringing renewed prosperity to this corner of London.

#### Greenwich Peninsula

Since 1997 this area has been transformed from an industrial wasteland to a balanced environment providing new homes, a school and a health centre, and bringing with it thousands of jobs. Future developments will include mixed-use, residential and commercial areas with leisure and retail facilities.

#### Lower Lea Valley

Lower Lea Valley, also within the Thames Gateway, has outstanding potential. Situated just three miles (approximately 5kms) from central London and covering 600 hectares, it has been identified as a priority by local, regional and national government and is the centrepiece for London's 2012 Olympic Games bid.

Among the keys that will unlock the Lower Lea Valley's potential are excellent transport links, in particular through Stratford, which already enjoys fast links to Docklands, the City

and West End by London Underground and Docklands Light Railway. In 2007, Stratford will also have a direct connection to Paris and Brussels when the Channel Tunnel Rail Link opens.

It also has miles of waterways, around which community parkland will be created, and the river canals and the ecology of the area restored, providing a new leisure destination for both Londoners and visitors to the city.



**Top**  
Canary Wharf, Silvertown Quays,  
the Millennium Dome and  
The Royals Business Park  
**Far left**  
Student at CEME  
**Left**  
Royal Arsenal



# Knowledge is London's power



**London is a place where knowledge and skills can flourish. It is home to speakers of more than 300 different languages and has a higher density of graduates than anywhere else in the UK. Almost half of its workforce is employed in management, professional or technical jobs.**

London's workers are not just the UK's most highly qualified; they also achieve 25% higher productivity than the national average. And they are the most cosmopolitan too, with a quarter born overseas, each one bringing something extra to London's ever-changing cultural DNA.

Perhaps that is why so many major multinational companies send their high flyers to work in London as part of their career progression, in the certainty that they will develop a truly 'international' outlook.

London has also become Europe's leading destination for inward investment in the knowledge sector and the number one location for the media, creative, software, telecoms and pharmaceuticals industries.

Feeding this ever-growing appetite for knowledge, is London's unrivalled collection of world-class educational and academic facilities, offering one of the broadest range of courses found anywhere in the world and a total student population of 330,000.





Collaboration and partnership with businesses is key to the success of London's higher education institutions and is a relationship which keeps getting stronger. A prime example of this is the London BioScience Innovation Centre, at the Royal Veterinary College, which offers laboratory facilities to fledgling companies, helping them to grow.

There is a strong entrepreneurial culture within London's universities - at Imperial College, staff and students are currently spinning out new companies at the rate of nearly two per month and London Business School has established Sussex Place Ventures,

a £27.5m venture capital fund offering seed capital and development finance to support students' business ideas.

And investment continues in new and expanded centres of learning throughout the capital. The recently opened Graduate School at London Metropolitan University in north London is a superb example of the vitality of London's architecture and is the first London building designed by Daniel Libeskind. Or there is the new home at Finsbury Square, the heart of London's financial centre, for City University's Cass Business School. The capital is also home to Laban, the world's largest

purpose-built facility for contemporary dance, located in the heart of Thames Gateway. One of Europe's leading centres for contemporary dance artist training, it won the 2003 RIBA Stirling Prize, the UK's premier architectural award.

All of this makes London one of the world's true knowledge capitals, a place for people to learn and develop, and for businesses to find the skills they need to succeed.



Top  
Students at Laban  
Left  
London BioScience  
Innovation Centre





# Make your connections in London



**London is the gateway to the world. It has the best international accessibility of any city worldwide, and its location at the centre of the world's time zones makes it uniquely placed for global business.**

London's five regional airports are the world's busiest, handling some 88 million international airline passengers a year - twice as many as the nearest competitor - and from London you can fly to 273 destinations, representing 80% of the world's GDP.

It is possible to directly access the businesses and consumers of the European Union – the biggest trading bloc in the world – from London to anywhere within continental Europe via air in under four hours or, via rail, to Paris or Brussels in under three hours.

And a massive programme of investment is also transforming connections within London. Work has started on the extension of the East London Line, the Docklands Light Railway will be extended to London City Airport and the government has now backed the Thames Gateway Bridge, which will link the north and south sides of the river, delivering a major boost to the regeneration of the Thames Gateway.

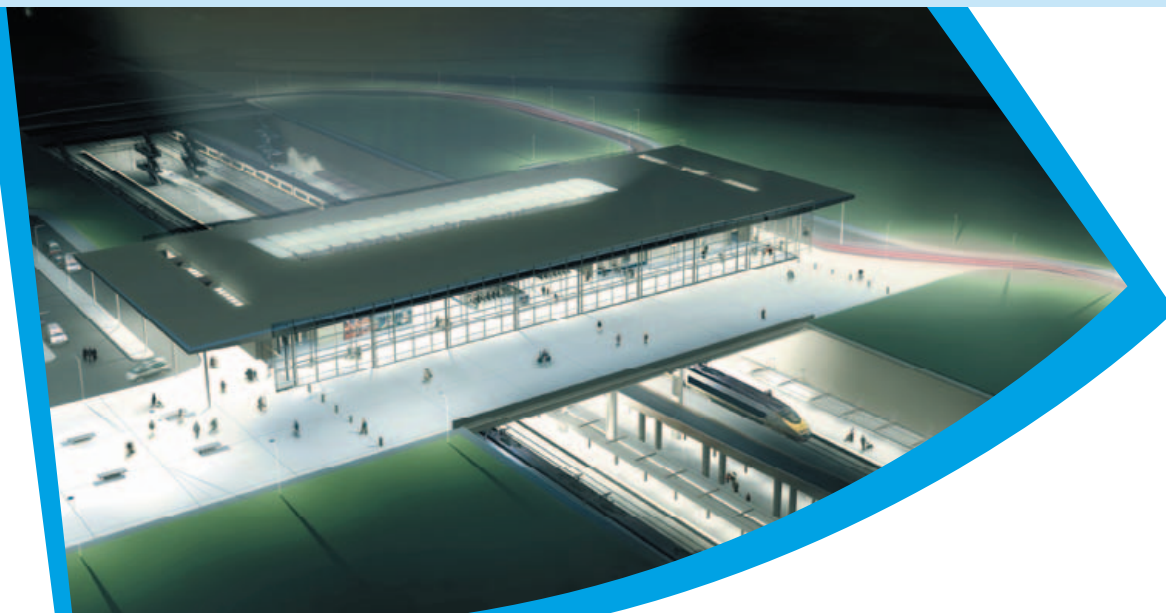






Backing these world-class transport connections are London's state-of-the-art telecommunication networks, which also mean fast, reliable contacts to the rest of the world, 24 hours a day. London was recently voted, for the 14th year running, Europe's best city for business, and was rated by business leaders as having the best telecommunications infrastructure of any European city. Its central area has benefited from some of the most intensive fibre optic network development in the world and more than 99% of addresses in Greater London can access a broadband internet service. London is a key junction in the global information superhighway, and a city that is ready to do business.

These virtual connections have also cemented London's role as the European hub of the global financial markets – a trading powerhouse in equities, bonds, foreign exchange and commodities. That is why there are more foreign banks with offices in London than any other city, and why 375 of the top 500 global companies have a London presence.



**Top**  
Thames Gateway Bridge  
**Far left**  
London City Airport  
**Left**  
Stratford International Station,  
opening 2007



# Something for everyone

## **Why do more people visit London from overseas than any other European city? And why is the capital a magnet for the brightest and most ambitious Britons?**

The answer is that people come to experience London's incredible mix of history, culture and vitality; and they stay for a quality of life that is rated more highly than Berlin, Frankfurt, Milan or Brussels (Source: European Cities Monitor 2003, Cushman & Wakefield Healey & Baker).

London is breathtaking, vital and memorable. It is a city of extraordinary choice, known worldwide for the richness, breadth and diversity of its cultural and creative resources. It is what many people enjoy most about living and working here.

Our theatres, cinemas and sports facilities make the city an exhilarating place to live in. Our museums, galleries, historic and contemporary buildings, parks, the Thames and London's nightlife stimulate our senses and enhance our quality of life.

In the world of sport, London is home to venues that are icons in their own right, including Wembley, Wimbledon, Lord's and Twickenham. It is where the world's greatest sports stars perform, such as Thierry Henry at Highbury, Lawrence Dallaglio at Wasps and Paula Radcliffe at Crystal Palace. But there are also some 5,500 other sports and recreation sites across the capital, from bowling alleys





to ski slopes, not to mention 8,000 acres of parkland and green space.

London is the theatre capital of the world. The West End has more shows and bigger audiences than anywhere else, including Broadway, and Hollywood stars can regularly be seen treading the boards here, testing themselves against the best.

Britain's history is brought alive by the capital's world-class museums, the Royal Parks, and the countless fine buildings that are global landmarks, from the Tower of London to the Palace of Westminster, and St Paul's Cathedral to the Royal Opera House.

London is also a thriving centre for the fine arts, with the largest community of artists anywhere in Europe and more than 250 galleries. And whatever your taste, from Justin Timberlake to the London Symphony Orchestra, you will find what you are looking for in one of the city's many music venues.

And London's social scene is buzzing seven days a week, with more than 5,000 pubs and bars, plus 12,000 restaurants and cafes, of which 34 have been awarded Michelin stars, offering something for all tastes.

**There's nowhere else in the world quite like London, the best place in the world to do business, invest in success and live life to the full. Come and see London for yourself – the possibilities truly are unlimited.**



Top  
Tate Modern  
Far left  
Shakespeare's Globe  
Left  
London Aquarium



# Team London

Working together to tell London's story under the banner of **Londonunlimited** is Team London. Team London is a non-profit group of partners that represents all kinds of activity in the capital, including business, education, arts, film, sport and tourism. Building on the city's unique characteristics, **Londonunlimited** encapsulates the diversity of London and the endless richness of experience it offers to everyone who visits, lives and works here.

Led by Ken Livingstone, Mayor of London, the partners in Team London are committed to working together to promote London as a place to visit, invest in, study in, locate to, trade with or act as the host city for major events.

The following organisations are members of Team London:

## **The Mayor of London**

[www.london.gov.uk](http://www.london.gov.uk)

In May 2000 London became the first city in Britain to elect its Mayor, with Ken Livingstone taking the post for an initial term of four years. The Mayor's job is to set out plans and policies on key issues such as transport, buildings and land use, economic development and regeneration, culture and the environment. All these plans must knit together to maintain London's position as a leading world city, while also contributing to sustainable development and the health of Londoners.

The Mayor sets the annual budgets for a number of the capital's key bodies, The Metropolitan Police, The London Fire Brigade, Transport for London and the London Development Agency. Additionally, the Mayor judges major planning applications in the city's boroughs, and oversees the management of two of the capital's most important public spaces, Trafalgar Square and Parliament Square.

## **London Development Agency**

[www.lda.gov.uk](http://www.lda.gov.uk)

The London Development Agency (LDA) is the Mayor's agency for jobs and business. Established in July 2000, the LDA invests over £300 million a year to support the growth of new and existing businesses, in the creation of new jobs and in the development of new communities.

The LDA prepares the Mayor's business plan for London. It mobilises the support and resources of hundreds of partner organisations to help build a thriving economy for London and is dedicated to improving sustainability, health and equality of opportunity for Londoners.

London is the world's leading financial centre, and the LDA works to enhance the capital's position as a magnet for domestic and foreign investment. The LDA also has a keen focus on knowledge and learning, helping people gain jobs through training and placement programmes, and ensuring they have the skills London employers are looking for.





#### **Arts Council England (London office)**

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

Arts Council England is the national development agency for the arts in England, distributing public money from government and the National Lottery.

#### **CBI London**

[www.cbi.org.uk](http://www.cbi.org.uk)

The CBI has established itself as the voice of British business and a vital source of expert advice and information, in addition to being a forum for the generation of ideas, best practice exchange and high-powered networking.

#### **Central London Partnership**

[www.c-london.co.uk](http://www.c-london.co.uk)

Central London Partnership provides a vehicle to consider and promote the needs of central London, as well as devise solutions to make it a better place in which to live, work, invest and visit.

#### **Corporation of London**

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

The Corporation of London provides local government services for the city and is committed to maintaining and enhancing the status of the business city as the world's leading financial centre, through the policies it pursues and the high standard of services it provides.

#### **Film London**

[www.filmlondon.org.uk](http://www.filmlondon.org.uk)

Film London is the new strategic agency for film and media development in the capital. Its aim is to provide a range of services and funding for projects that can enhance the capital's status as a world-class, film-making and film-cultural centre.

#### **Gateway to London**

[www.gtlon.co.uk](http://www.gtlon.co.uk)

Gateway to London provides a free, tailored and confidential service to investors in Thames Gateway London with everything they need to maximise opportunities and benefit from the energy and momentum of this unique area.

#### **Government Office for London**

[www.go-london.gov.uk](http://www.go-london.gov.uk)

The Government Office for London aims to make the capital a better place by ensuring the effective delivery of national policies, whilst representing London's interests with the government and representing central government in London.

#### **London 2012**

[www.london2012.org](http://www.london2012.org)

London 2012's objective is to win the honour of hosting the 2012 Olympic Games and Paralympic Games. It has three stakeholders: the British Olympic Association, The Department of Culture, Media and Sport and the Greater London Authority.

#### **London Chamber of Commerce and Industry**

[www.londonchamber.co.uk](http://www.londonchamber.co.uk)

London Chamber of Commerce and Industry was created by businesses in London to help each other and to make London a place where business thrives. Its mission is to help the capital's businesses succeed by promoting their interests and expanding their opportunities as members of a worldwide business network.

#### **London First**

[www.london-first.co.uk](http://www.london-first.co.uk)

London First mobilises businesses and other organisations to commit to using their leadership, knowledge and networks of contacts to improve and promote the capital.

#### **London First Centre**

[www.lfc.co.uk](http://www.lfc.co.uk)

London First Centre is the inward investment agency for Greater London and provides a free and confidential consultancy service to companies and associations considering London as a business location.

#### **London Higher**

[www.universitiesinlondon.ac.uk](http://www.universitiesinlondon.ac.uk)

London Higher provides a strategic forum to bring London's 42 universities and colleges together, acting as their voice on matters of common interest and concern and promoting London's higher education cluster.



# Team London

## North London Limited

[www.northlondon.org.uk](http://www.northlondon.org.uk)

North London Limited is the sub-regional development agency for north London, responsible for inward investment, company retention and tourism. The company was set up on 1 January 2004 and is based at Enfield Chase.

## South London Business

[www.southlondonbusiness.co.uk](http://www.southlondonbusiness.co.uk)

South London Business is a partnership between the two key business organisations in south London, the South London Economic Development Alliance (SLEDA) and the South London Chamber of Commerce and Industry (SLCCI). Both organisations share the same aims and by joining forces operate more effectively, providing better services to the south London business community.

## UK Sport

[www.uksport.gov.uk](http://www.uksport.gov.uk)

UK Sport is the agency charged by the government with responsibility for creating a strategy for developing high-performance sport in the UK. Its purpose is to lead the UK to sporting excellence by supporting winning athletes, world-class events, and ethically fair and drug-free sport, as well as establishing it as one of the world's top five sporting nations by 2012.

## UK Trade & Investment (London Region)

[www.trade.uktradeinvest.gov.uk](http://www.trade.uktradeinvest.gov.uk)

UK Trade & Investment is the government organisation that supports both companies in the UK trading internationally and overseas enterprises seeking to locate in the UK. Its role is to help companies realise their international business potential through knowledge transfer, and on-going partnership support.

## VisitBritain

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

VisitBritain is the new organisation to market Britain to the rest of the world and England to the British. Formed by the merger of the British Tourist Authority and the English Tourism Council, its mission is to build the value of tourism by creating world-class destination brands and marketing campaigns.

## Visit London

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

Visit London is the official visitor organisation for London, which works closely with a number of key partners. Its role is to promote and market London to leisure and business visitors, advocate quality improvements to tourism infrastructure and services, and maximise the benefits of tourism for Londoners and the local economy.

## West London Business

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

West London Business is a business membership organisation that works to increase the economic competitiveness of the area by providing a forum for businesses to network more effectively, lobby on business issues and assist businesses to locate into the area.

To find out more about Londonunlimited, visit [www.londonunlimited.org.uk](http://www.londonunlimited.org.uk)

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# Other languages and formats

A summarised version of this document is also available in large print, braille, on disk, audio cassette and in the languages listed below.

For a copy, please email [communications@lda.gov.uk](mailto:communications@lda.gov.uk), telephone +44 (0)20 7954 4500, or write to London Development Agency, Devon House, 58-60 St Katharine's Way, London E1W 1JX.

## Gujerati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

## Greek

Αν θα θέλατε ένα αντίγραφο του παρόντος εγγράφου στη γλώσσα σας, παρακαλώ να τηλεφωνήσετε στον αριθμό ή να επικοινωνήσετε στην παρακάτω διεύθυνση.

## Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

## Vietnamese

Nếu bạn muốn bản sao của tài liệu này bằng ngôn ngữ của bạn, hãy gọi điện theo số hoặc liên lạc với địa chỉ dưới đây.

## Turkish

Bu broşürü Türkçe olarak edinmek için lütfen asagidaki numaraya telefon edin ya da adrese basvurun

## Hindu

यदि आप इस दस्तावेज़ की प्रति अपनी भाषा में चाहते हैं तो कृपया निम्नलिखित नम्बर पर फोन करें अथवा दिये गये पता पर सम्पर्क करें।

## Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

## Chinese

如果需要此文檔的您的母語拷貝，請致電以下號碼或和下列地址聯係

## Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، الرجاء الاتصال برقم الهاتف أو الكتابة الى العنوان أدناه:

## Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دیئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ قائم کریں۔

## Credits

**Outside front cover**  
Features 'Mirror Balls' by Tom Dixon - Design Museum Tank

**Discover the possibilities**  
Portrait by Gianni Muratore ([www.giannimuratore.com](http://www.giannimuratore.com))

**London past, present and future**  
Tate Modern - designed by Herzog & de Meuron  
St Paul's Cathedral and the Millennium Bridge image - courtesy of Visit London  
Relaxing at Canary Wharf image - courtesy of Visit East London - Tour East

**Turning potential into success**  
City Hall - designed by Foster and Partners  
Wembley national stadium image - courtesy of WNSL  
London Eye image - courtesy of Visit London

**A city of unrivalled opportunities**  
The Royals image - courtesy of Adventis Group Plc

**Make your connections in London**  
London City Airport image - courtesy of Adventis Group Plc  
Stratford International Station image - courtesy of Rail Link Engineering

**Something for everyone**  
Features 'Concept for Anarchy 1990' by Rebecca Horn - Tate Modern  
London Aquarium

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