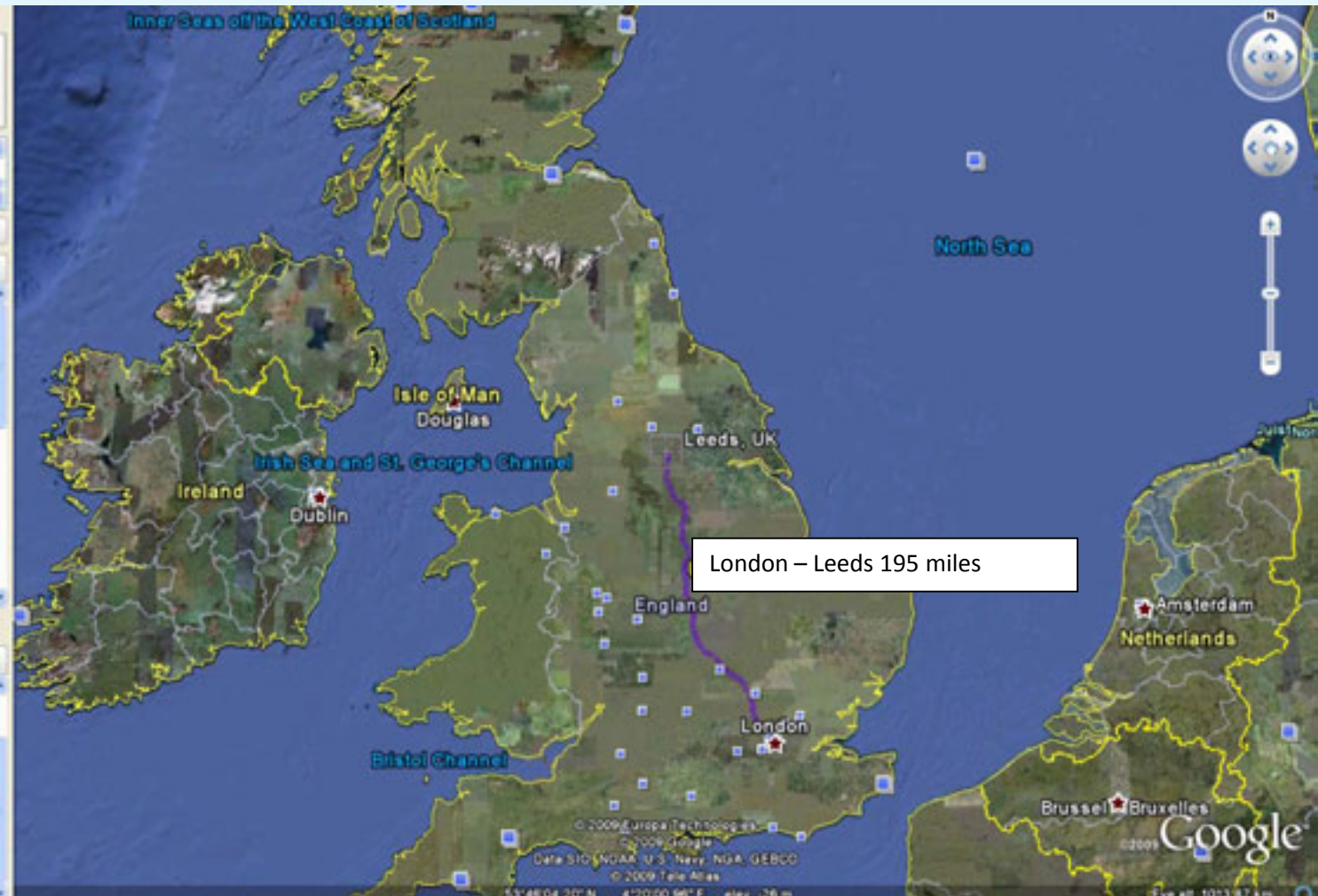
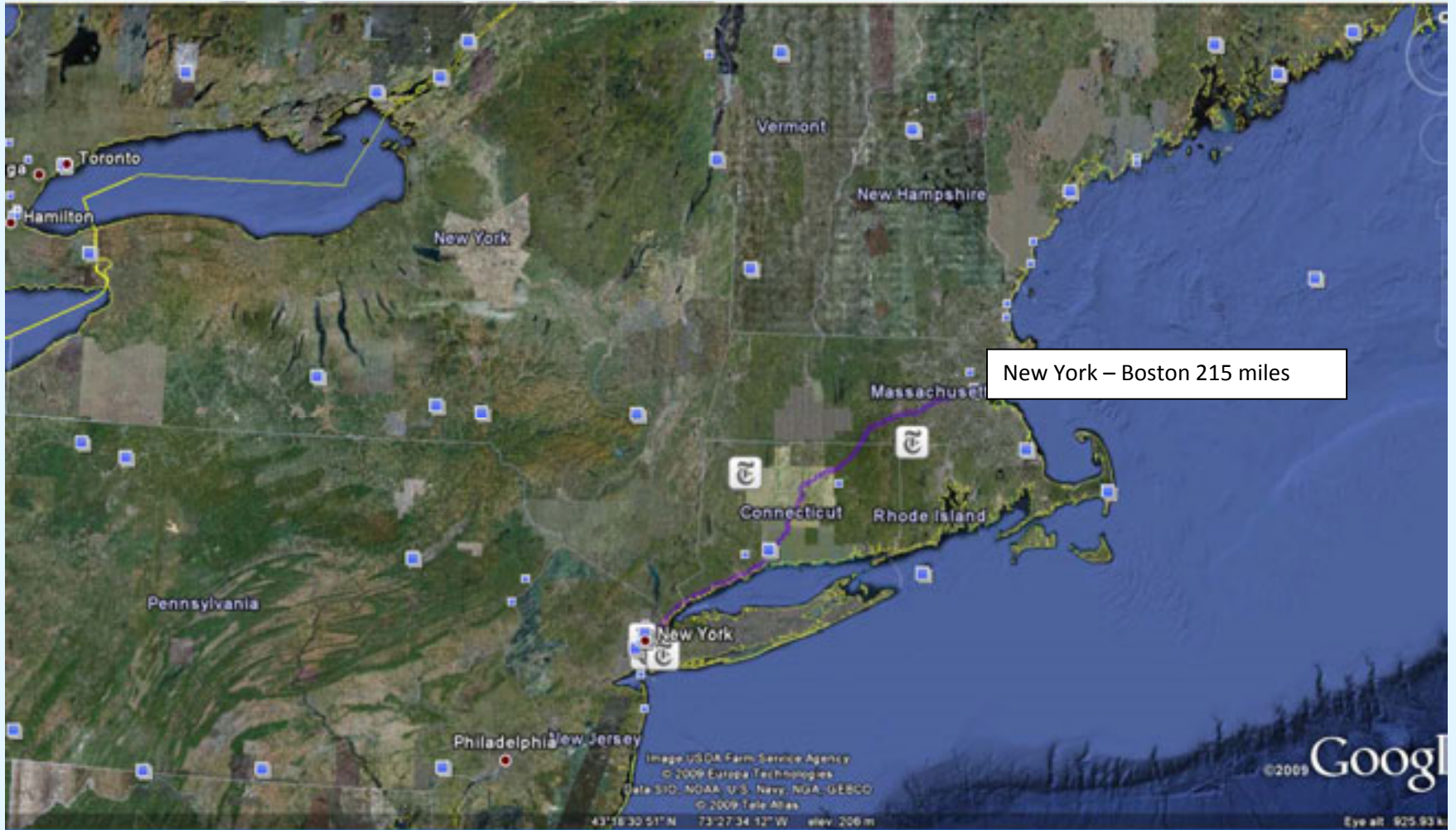


LEEDS – at the Centre of the UK and not so far from London.....



...In comparison to US distances



A Renowned History



- **Emperor Constantine proclaimed Augustus in Eboracum in 306AD.**
- **Romans established the City as capital of their Britannia Inferior**
- **Renamed Jorvik after capture by the Vikings 866AD**
- **Archbishop ordered building of York Minster in 1215, 2nd largest Gothic cathedral in Northern Europe.**
- **War of the Roses, 1400s and the birth of the Yorkshire White Rose**

World Firsts



- **Heartland of Industrial Revolution**
- **Philanthropist Titus Salt born in Leeds**
- **Birthplace of aviator Amy Johnson undertook a number of solo firsts**
- **Humber Bridge when opened was the largest single span suspension bridge in the World**
- **Legacy of diversity and capability leading to regional strength today....**

Financial services development



Financial services developed to service growth in businesses and population

- **By 1800 Yorkshire had well established network of over 40 banks**
- **Bank of England opened its first branch in Leeds in 1827 acknowledging its importance as a financial centre**
- **Region led the development of the mutual movement, rapid growth during 19th century notably the Leeds & Holbeck Permanent Building Society founded 1875**

Largest financial services centre outside London



Financial Services Sector in Leeds City Region valued at £13 bn.

Equivalent to 27% of total regional GVA

Supports 240,000 FTE jobs (20% of total jobs)

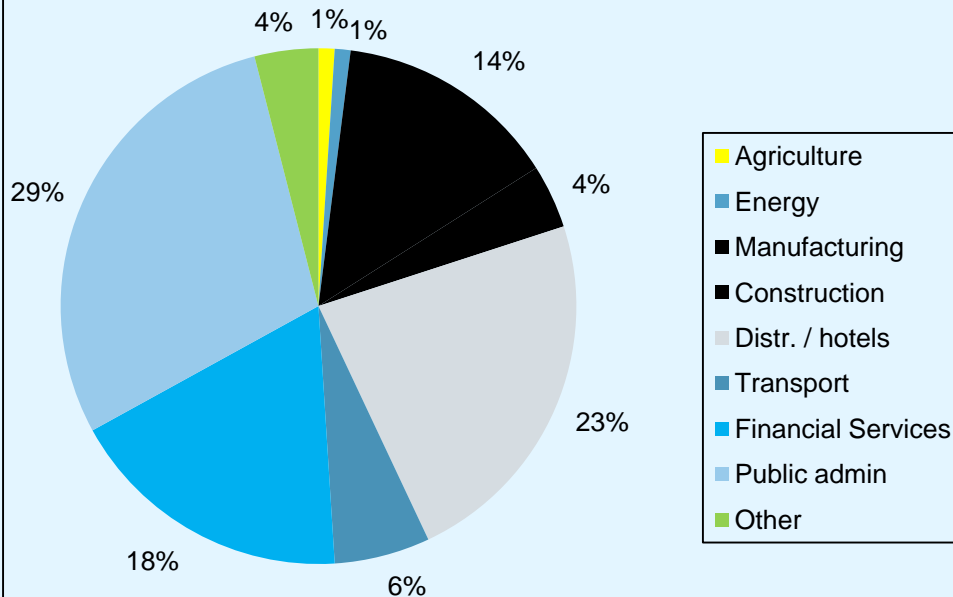
Diverse insurance sector employing 10,000 people

Strong retail banking sector

The UK's strongest law centre outside of London

Regional Economy

Yorkshire & Humber regional economy breakdown



- 2.4mn employed throughout Y&H
- 29% in Public admin, 23% in Distribution inc hotels / restaurants and 18% in Financial Services
- Region produces 40,000 graduates annually
- At the crossroads of communications where north – south road and rail links intersect

An Efficient Location



Along with diversity and quality Leeds city region is also an efficient location for business of any nature

- **Low operational costs (wages 93% of national average)**
- **Leeds is one of Europe's best locations for business** (Cushman & Wakefield, 2008)
- **Lower cost of living**
- **High quality grade A through to boutique office accommodation.**

Regional Innovation recognised worldwide



LFSI part of a wider innovative culture within Yorkshire led by the Regional Development Agency

- **Key industries**

Financial Services, Advanced Engineering, New Media, Environmental technologies, Food and Drink, Healthcare, Chemicals



- **Maximising economic value and supporting business growth**

- **Supported by globally recognised Universities and 2 of the World's top 100 ranked Business schools**

The Global 'Village'



The Leeds city region is the largest city region in the UK excluding Greater London and offers not only a great place to do business but key links across the globe in terms of national and international infrastructure.

- **Rapid air and rail links to London**
- **3 International Airports within 45 minutes of the city region**
- **Strong links with key trade routes to the Humber Ports.**
- **Regional integrated transport within the city & “The Leeds Village”**
- **15,000 aircraft seats available between Manchester and New York & Chicago per week**

Information Technology and Support



Leeds City Region has an increasingly sophisticated IT and communications infrastructure

- **ICT employment in the region
120,000**
- **A leading centre for customer contact centres and financial data handling**
- **One of the prime areas in the UK for high-speed broadband.**
- **Universities produce high quality graduates and innovation across the IT sectors.**
- **Experience in the region embedding and operating high quality service and infrastructure**

Quality of Life



Leeds City Region is a vibrant and dynamic area offering a diverse and affordable location to both work and live.

- **A natural, beautiful landscape**
- **Undoubted world heritage and places of interest**
- **Multi-cultural locations to live and work.**
- **Integrated regional transport network**

Quality of Life

	Aggregate ranking over 5 key factors	Overall ranking
LEEDS	11	1
Bristol	17	2
Edinburgh	19	3
Manchester	20	4
Nottingham	25	5
Sheffield	29	=6
Newcastle	29	=6
Birmingham	35	8
Liverpool	40	9

- *A quality of life 'ranking of rankings' has been established gathering secondary data from recognised sources such as UCAS and the Centre for Cities institute. 5 separate rankings when aggregated indicate Leeds as Number 1.*
- **Attractiveness to Talent**
- **Purchasing Power Potential**
- **Quality of the Workforce**
- **Standard of Living**
- **Employment**

Commercial vision for growth



LFSI works very closely with local authorities in the city region and the RDA. Our aim is to achieve a thriving and commercially dynamic city region.

- **Joined up approach from the city region supporting investment and growth in FPS.**
- **A stable political & economic environment for relocation and growth**
- **Pro active engagement with employers in the region**
- **Wide variety of funding and advice available through equity, private and public sector.**