

Technology and media  
hubs in the UK and Ireland:

# Choosing the right location



# Where should you locate in the **UK & Ireland?**

It's crucial to have the right offices in the right locations, and there are a number of factors to consider.

Access to skilled staff at the right cost is a key part of the equation, along with proximity to the knowledge hubs that are often associated with top universities.

The location of competitors and any clusters of potential business partners is also of vital importance, as is closeness to national and international transport hubs. Your location also significantly informs your image and identity. All elements need to work for you.

This interactive guide concentrates on the three most important tech hubs in the British Isles - London, The Thames Valley and Dublin - and the many individual locations within them.

It will help you understand the dynamics and characteristics of each location, including examples of existing occupiers, and provides a valuable overview of the potential choices. We hope you find it useful.

With offices in each of these locations, we are excellently positioned to advise further — so please do not hesitate to



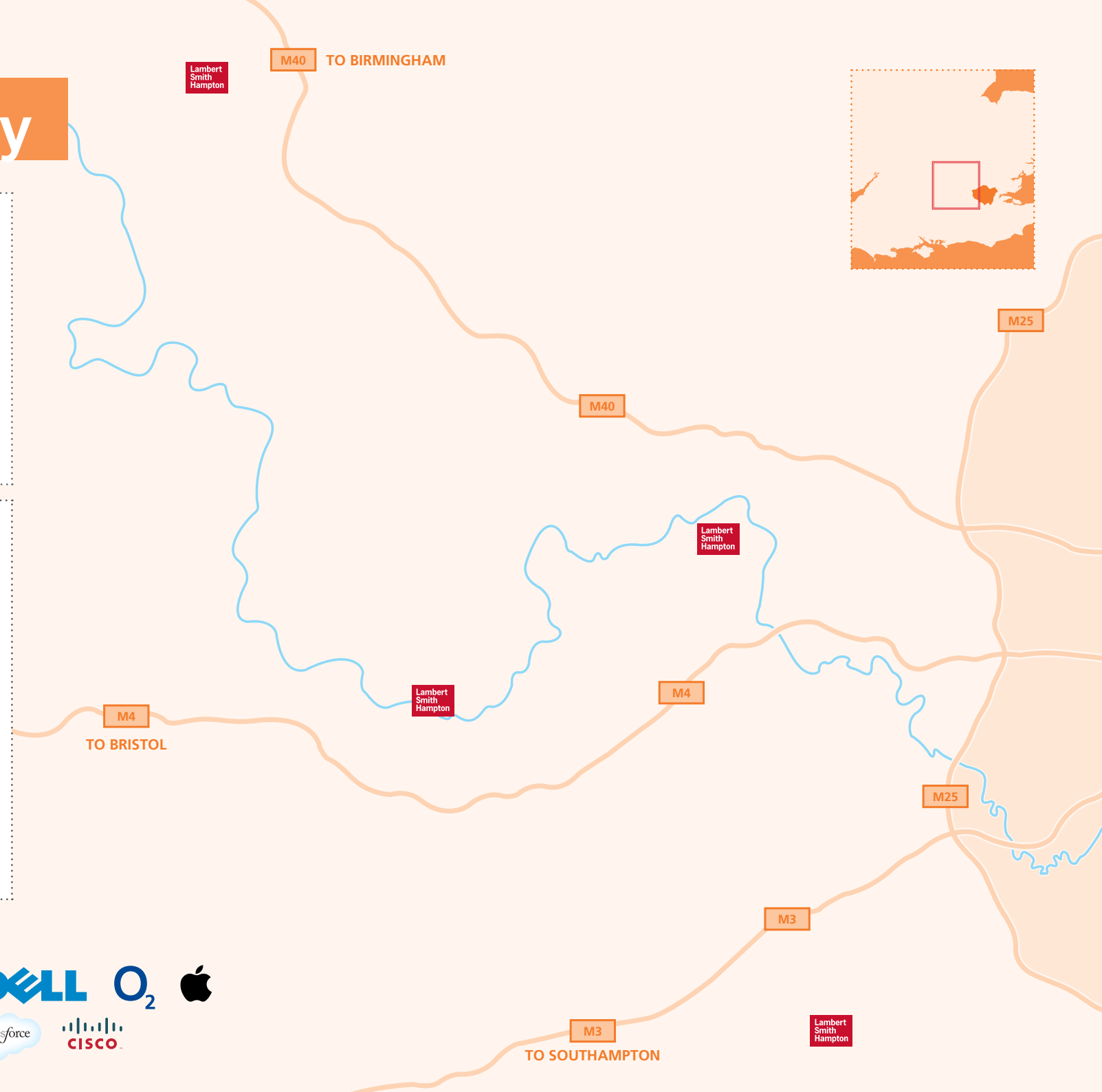
# The Thames Valley

## Overview

- Known as the UK's Silicon Valley, the area is made up of a series of English counties running loosely along the course of the Thames, stretching westwards from London.
- Home to eleven out of the world's top fifteen tech companies including Microsoft, Apple and Oracle, its economy is dominated by wealth-generating, knowledge-based industries.
- Contains a number of established TMT and business hotspots.

## Why locate here?

- Easy road and rail connections to Central London are a major attraction.
- Has a skilled workforce and contains excellent educational establishments, including the University of Reading and University of Oxford.
- Good accessibility to Heathrow and Gatwick airports and connectivity into the UK's motorway network.
- Named as the best performing small region in the UK in a Financial Times report and is one of the wealthiest parts of the EU.
- Offers good value occupancy costs.
- It is an area of outstanding natural beauty, making it a desirable place to live.



# Reading

## Overview

- Regarded as the capital of the Berkshire section of the Thames Valley, it is a significant TMT location.
- Home to both established and newer companies including Microsoft, Oracle, Verizon and Symantec.
- Prime locations in the town centre are based mainly around the railway station which is being significantly modernised.
- There are large out-of-town business parks close to three motorway junctions – J10, J11, J12 of the M4.

## Why locate here?

- Ranked fifth of all regional towns and cities in the UK by Lambert Smith Hampton's Vitality Index, which takes into account economic, demographic and social factors.
- Contains the prestigious University of Reading.
- Has excellent existing transport links which are being improved further:
  - Electrification of the Great Western line by 2016 will cut journey times to London.
  - Crossrail, which will link the West and East of London, will come to Reading and there are plans for four trains an hour to Heathrow Airport.
- The town contains extensive shopping facilities (top 10 retail destination in UK), restaurants, stretches of river and parkland.



## Useful information



28 minutes to London Paddington



27 miles to Heathrow,  
41 miles to London



University of Reading



Microsoft ORACLE Virgin media



verizon HUAWEI CISCO



PEPSICO CLEARSWIFT



## Total occupancy costs



Town Centre | £45<sup>psf</sup>



Out of Town | £46.50<sup>psf</sup>



# Maidenhead

A404

A4

J8/9

M4



## Overview

- Gateway town for the Thames Valley.
- Home to a number of TMT companies such as Three and ARM.
- Significant occupiers from other sectors, including GlaxoSmithKline, Mattel and Toys R Us.

## Why locate here?

- Excellent transport connections, including road links to Bristol and London via the M4 motorway. Heathrow is 15 miles away.
- Significant future investment in transport infrastructure.
- Access to the national rail network will be boosted by the advent of Crossrail.
- Good existing housing stock and excellent educational opportunities.
- Regeneration projects will provide new office and residential space.

## Useful information



45 minutes to London Paddington,  
16 miles to Heathrow



30 miles to London

## Price



Total  
occupancy cost | **£48<sup>psf</sup>**



**ARM**

**HITACHI**

# Woking

## Overview

- Surrey town with occupiers from a wide range of sectors – home to SAB Miller, KFC and CAP Gemini among others.
- Main driver of the technology sector is McLaren Group, the F1 and automotive company, which is also the largest employer.
- Other growth sectors include petroleum engineering services.



## Price



Total occupancy cost | **£43** psf

## Why locate here?

- Good economic outlook with significant inward investment into town centre amenities.
- Well-located, close to the M25, M3 and A3 roads.
- Frequent rail services to London Waterloo, 25 minutes away, Heathrow Airport, 20 minutes away, and London Gatwick, 40 minutes away.
- Very good residential areas and schools, with attractive surrounding countryside.

## Useful information



24 minutes to London Waterloo

M25

30 miles to London  
18 miles to Heathrow

A3

**2H**  
offshore

**Capgemini**  
CONSULTING TECHNOLOGY OUTSOURCING



**Fidessa**

**McLaren**



# Guildford

## Overview

- Prosperous county town, 30 miles to the South West of London.
- More than 100 technology businesses housed at Surrey Research Park, a 70 acre, 700,000 sq ft technology park owned by the University of Surrey.
- Also home to a wide range of other occupiers including Colgate Palmolive, Philips Electronics and Allianz Cornhill.

## Why locate here?

- Good skills base.
- Transport links to Heathrow and Gatwick Airports, as well as fast rail link to London Waterloo.
- High quality residential area with good schools.
- Riverside features in town centre and attractive surrounding countryside.
- Strong regional business location.
- Thriving legal and professional services sector could provide administrative support.

## Useful information



34 minutes to London



27 miles to Heathrow,  
32 miles to London



University of Surrey



PHILIPS

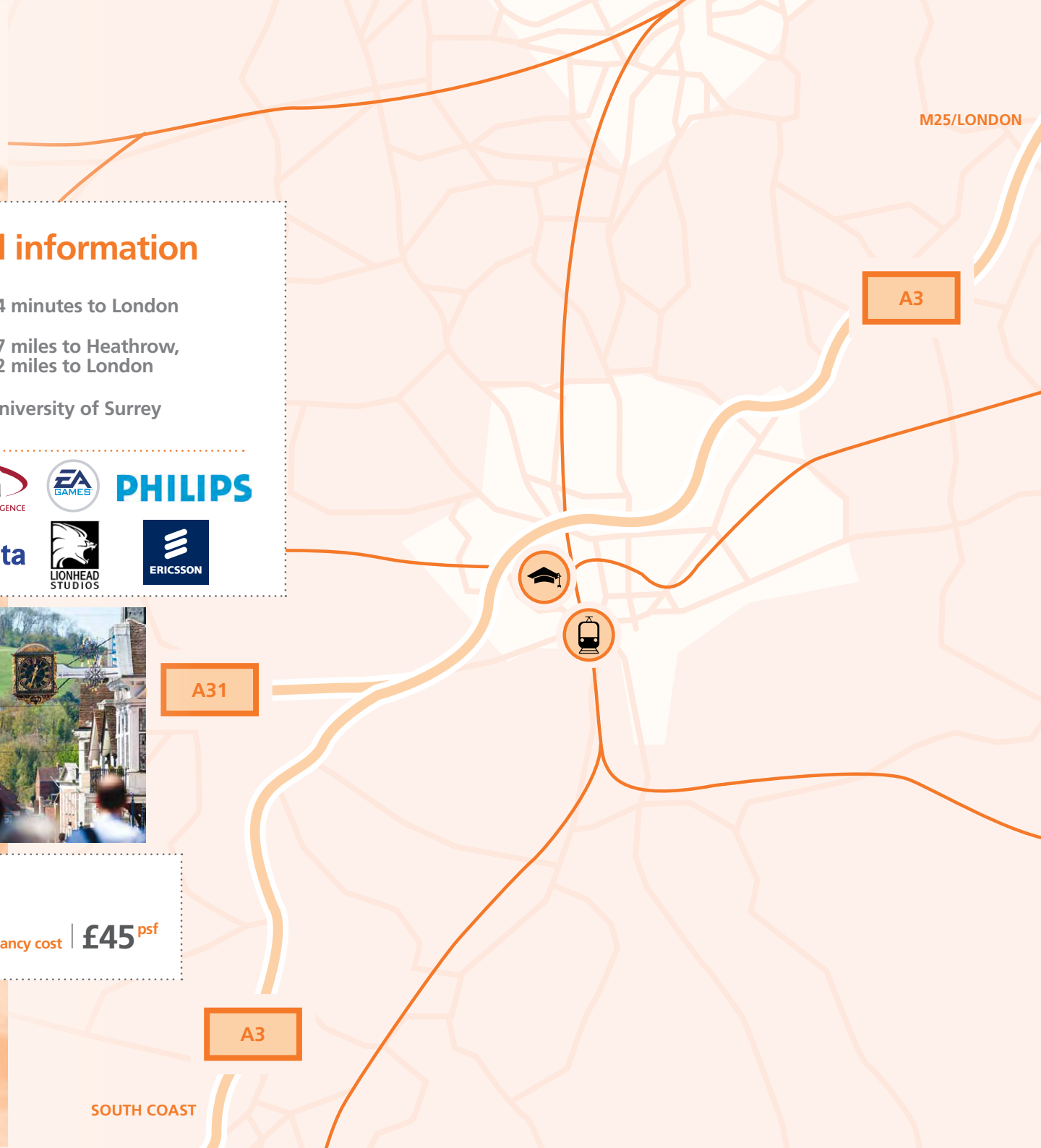
syngenta



## Price



Total  
occupancy cost | **£45<sup>psf</sup>**





# Blackwater Valley

## Overview

- Business location on the boundaries of Surrey, Hampshire and Berkshire.
- Includes the towns of Farnborough, Camberley, Frimley, Farnham, Fleet and Aldershot.
- Occupiers include IBM, Novartis Pharmaceuticals, BAE Systems and Siemens.
- Historical links to the aviation industry remain with the tech sector a major driver of growth.

## Useful information



34 minutes to London



To London



SIEMENS

TOSHIBA

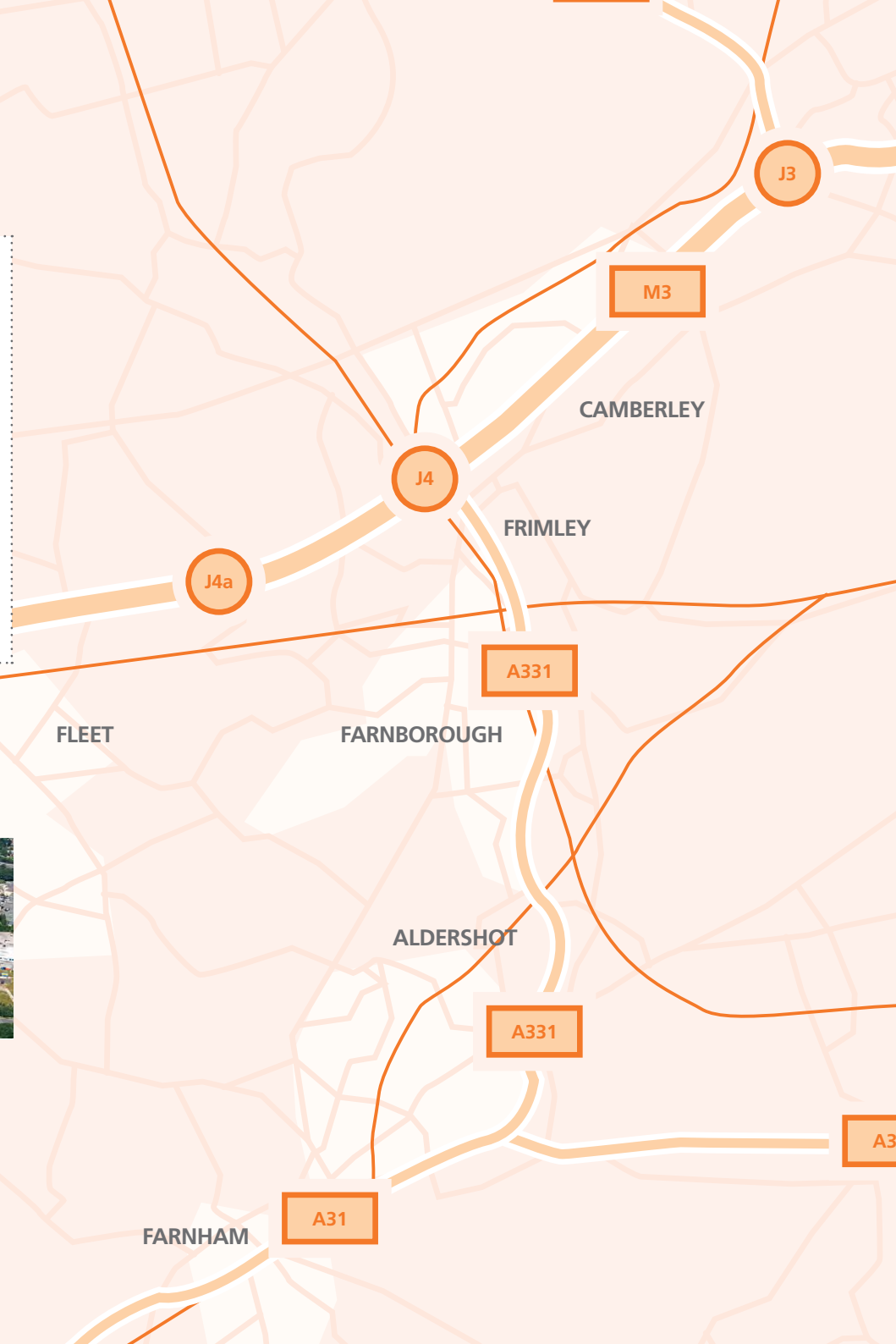
## Why locate here?

- Benefits from excellent communications around the M3 motorway and the north/south A331 link road.
- Decline in the area occupied by the British Army is leading to significant regeneration opportunities.
- Availability of a varied workforce, particularly skilled technical staff.
- Lower costs of business occupation compared to some locations and access for staff to lower-priced residential areas.
- Able to provide single site locations offering value for money – BMW is relocating its UK headquarters to a 300,000 sq ft former Nokia campus.

## Price



Total occupancy cost | **£39<sup>psf</sup>**



# Bracknell



## Overview

- Home to several high-tech occupiers including Hewlett-Packard, Dell and Honeywell.
- Created as a purpose-built new town 10 miles south east of Reading after the Second World War.
- Currently undergoing a £750m regeneration project, with demolition of part of the town centre completed.
- Waitrose, Marks & Spencer and Cineworld already secured for the new development.

## Why locate here?

- Good position between the M4 motorway, four miles away, and the M3, seven miles away.
- Good parking ratios due to its history as a new town.
- Large supply of Grade A stock – currently around 570,000 sq ft – compared to many locations in South East England.
- Discounted rental levels.

## Useful information



60 minutes to London Waterloo



40 miles to London,  
25 miles to Heathrow

## Price



Total occupancy cost | **£32** psf

**Panasonic** **FUJITSU** **DELL**  
**NETGEAR** **hp** **Novell**

# Windsor

## Overview

- Historic Royal town containing Windsor Castle.
- Tourist attraction due to the presence of The Queen and a popular retail destination.
- Offices tend to be below 25,000 sq ft, often on smaller floorplates.
- Major occupiers include Centrica, Nintendo and CA Computer Associates.

## Price



Total occupancy cost | **£45.50** psf

## Why locate here?

- Windsor address offers global recognition.
- Proximity to Heathrow Airport, 11 miles away.
- Good motorway connections and train links to London Paddington and Waterloo.
- Excellent choice of housing in a town that sits beside the River Thames and overlooks the playing fields of Eton College.

## Useful information



30 minutes to London Paddington



26 miles to London,  
12 miles to Heathrow



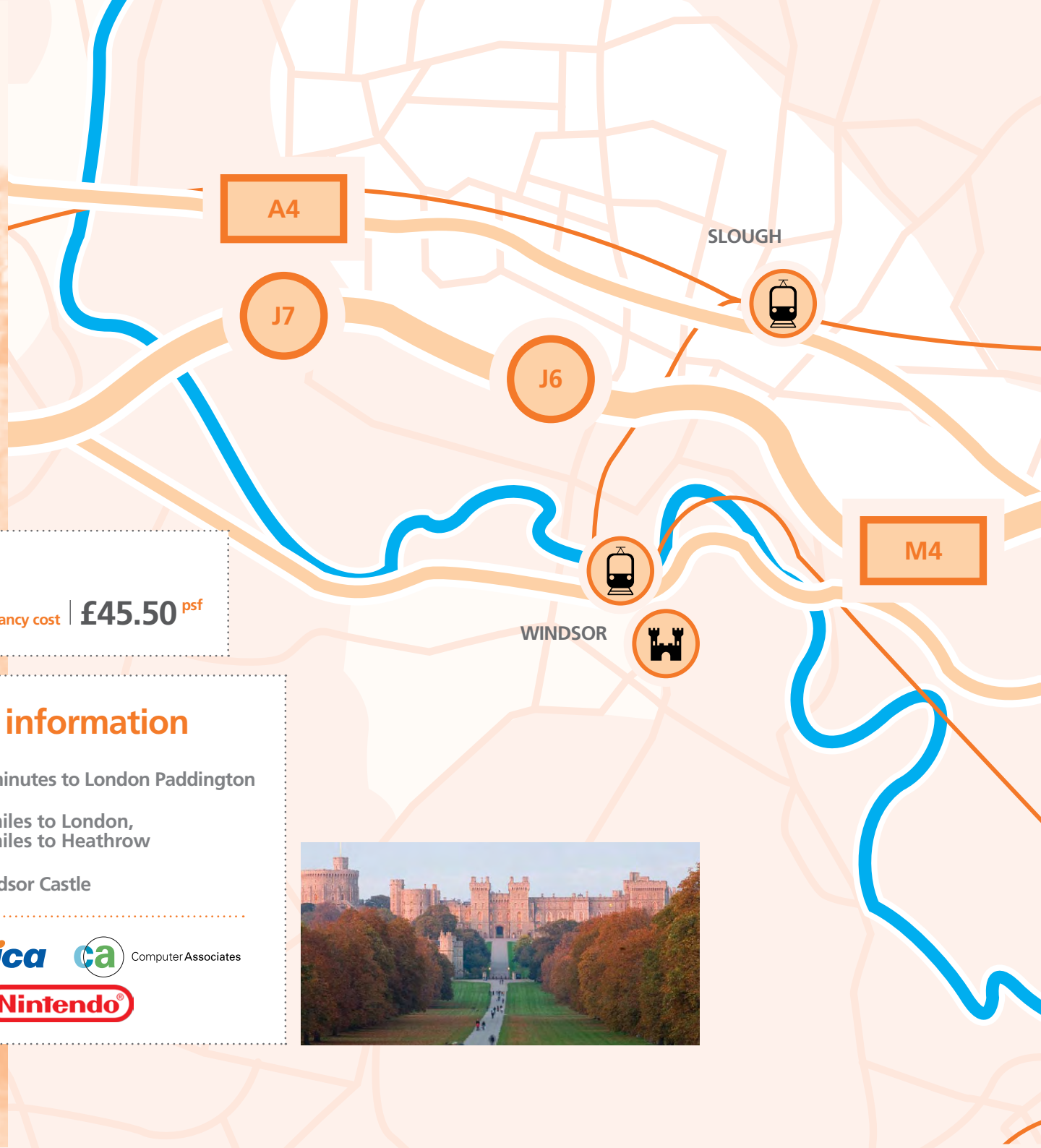
Windsor Castle

**centrica**



Computer Associates

**Nintendo®**





# Slough

## Overview

- Large Berkshire town located 22 miles from Central London and eight miles from Heathrow.
- Home to HTC, Computer Associates and McAfee.
- Other international brands include LG, Mars and Reckitt Benckiser.
- Around 500,000 sq ft of pre-let opportunities within a minute's walk of the station and high street.
- Massive out-of-town market headed by Slough Trading Estate.

## Price



Total occupancy cost | **£35.50** psf

## Why locate here?

- Short rail journey to London Paddington of 18 minutes.
- Transport services to be boosted by advent of Crossrail in 2018, providing links to the City of London and West End.
- Proposed direct rail link to Heathrow will offer journey times of six minutes.
- Large existing centre for business with 4,000 companies employing 83,000 people and an annual economic output of around £2.5 bn.

## Useful information



19 minutes to London Paddington



8 miles to Heathrow,  
22 miles to London



Computer Associates

FUJITSU





# Staines

## Overview

- Affluent M25 town on the banks of the River Thames.
- Important location for occupiers looking for space in West/South West London.
- Home to established companies such as Dow Chemical, Logica and Hitachi Capital.
- Prime office location is by the River Thames between the town centre and The Causeway road which leads to the M25.

## Useful information



35 minutes to London

M25

M3

8 miles to Heathrow,  
22 miles to London



salesforce

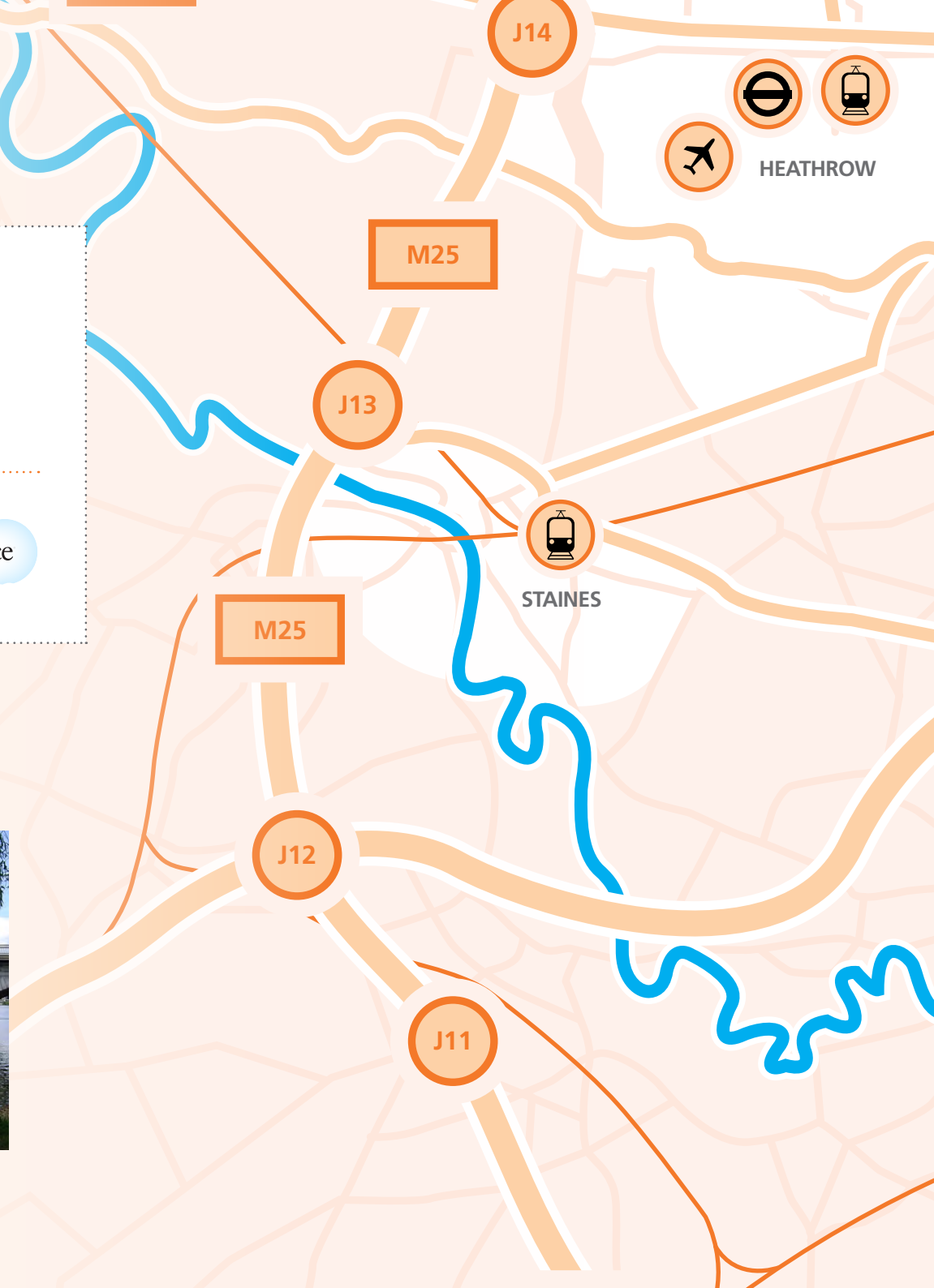
## Why locate here?

- Proximity to the M25 and Heathrow which is 10 minutes drive away.
- Four office developments – Flow, Pine Trees, Lotus Park and Strata – can offer supply for TMT occupiers.
- Possible future rail service from Staines to Heathrow Terminal 5.
- Skilled labour force from South West London or along the M3/M4 Corridors in the Home Counties.
- Two shopping centres within walking distance of the majority of the office product.
- River towpath walks along the Thames to the town centre.

## Price



Total occupancy cost | **£45<sup>psf</sup>**



# Stockley Park

## Overview

- Truly global business park.
- Located 2 miles from Heathrow and 14 miles west of Central London.
- Currently accommodates 1.74 million sq ft of offices in 26 buildings.
- Home to a wide array of international brands such as Apple, GlaxoSmithKline and IBM.

## Why locate here?

- Offers 450 acres of attractive landscaped parkland and lakes, together with cafés, bars, shops and restaurants, a golf course and gym.
- Proximity to Heathrow Airport which serves 180 destinations.
- Located within 1 mile of the M4 motorway and 2.5 miles from the M25, allowing access to London, the West and the UK's national motorway network.
- Rail journeys from Hayes and Harlington take 20 minutes to reach London Paddington. Also close to Heathrow Express.
- Benefits from a skilled labour pool.
- Several buildings currently being refurbished to a Grade A standard.

## Useful information



22 minutes to London

M25

M4

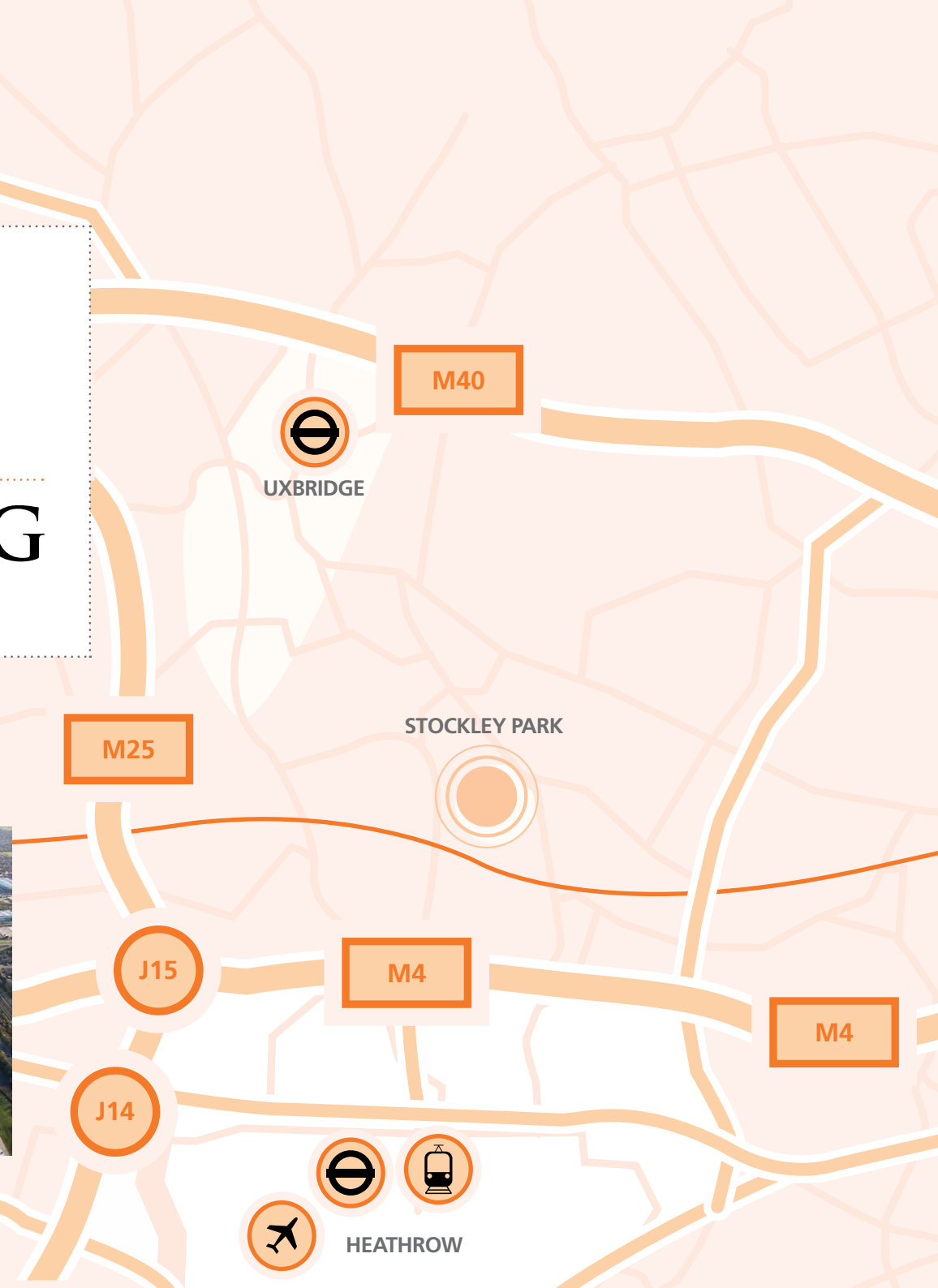
17 miles to London



## Price



Total occupancy cost | **£45<sup>psf</sup>**



# Heathrow

## Overview

- Three major office hubs within the area.
- Stockley Park is a prime location to the north of the M4.
- Bedfont Lakes is a business park South of the airport. Occupiers include Cisco, SAP and BP.
- Further accommodation on the A4, north of Heathrow where British Airways, Lufthansa and BAE are located.

## Why locate here?

- Global hub airport, serving more than 70 million passengers a year.
- Road connections via the M25 to the M3, M4 and M40 motorways.
- Heathrow Express runs trains to London Paddington every 15 minutes.
- Skilled labour force suitable for the TMT sector.
- Excellent hotels for overnight stays or conferences.

## Useful information



22 minutes to London



17 minutes to London



Lufthansa



BAE SYSTEMS



## Price



Total occupancy cost | **£37** psf





# Uxbridge

## Overview

- Uxbridge is a large town in west London and the administrative headquarters of the London Borough of Hillingdon.
- Home to several international companies including Canon, Unisys, Bristol-Myers Squibb and the Coca-Cola Company.
- Prime location is the town centre itself with Harman House, 1 York Road and Uxbridge Business Park offering quality space.
- Cowley Business Park provides accommodation outside the town centre.

## Why locate here?

- Excellent amenities, including two shopping centres and an attractive town centre, within walking distance of the majority of office buildings.
- Regular Underground trains into Central London via the Piccadilly and Metropolitan Lines
- Rail journeys from nearby Denham Station take 25 minutes to London Marylebone.
- Easy reach of Heathrow Airport giving direct access to European and international destinations.
- A skilled labour pool from West London and along the M4 into the Home Counties.

## Price



Total occupancy cost | **£48.50** psf

## Useful information



Metropolitan and Piccadilly lines

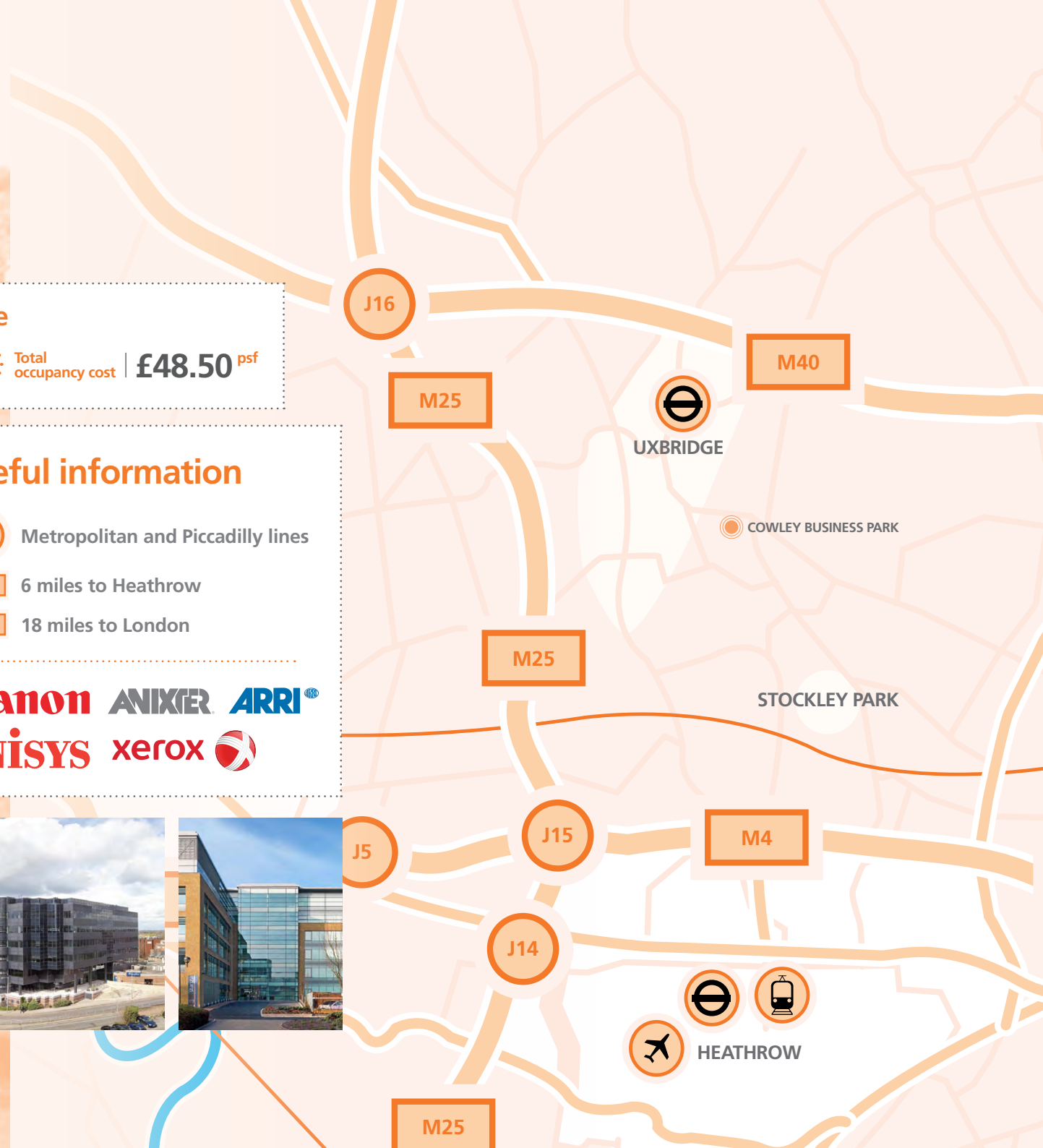
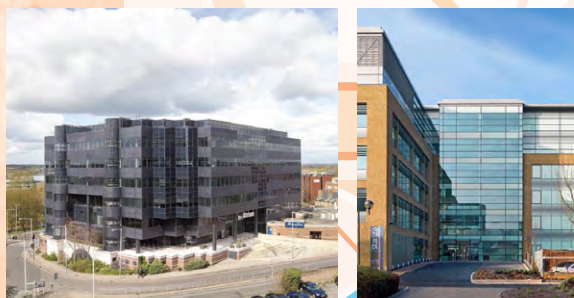


6 miles to Heathrow



18 miles to London

**Canon** **ANIXET** **ARRI**  
**UNISYS** **xerox**



# Marlow

## Overview

- Closely linked to the Maidenhead office market.
- Out-of-town business district at Globe Park, a pioneering office park where units are gradually being refurbished.
- Speculative refurbishment expected to start in 2014/15.
- Major occupiers include Dun & Bradstreet, Allergen, Phones International and Grass Roots.

## Useful information



35 minutes to London



37 miles to London,  
22 miles to Heathrow



THE GRASS ROOTS GROUP PLC



## Why locate here?

- Attractive market town by the side of the River Thames.
- High quality residential opportunities with good schools.
- Located between the M4 and M40, providing easy access to Oxford, Birmingham, Heathrow Airport and the City of London.



## Price



Total occupancy cost | **£39** p<sup>sf</sup>

M40

MARLOW



A404

MAIDENHEAD

# Newbury

## Overview

- Berkshire town 62 miles west of London and 16 miles from Reading.
- Main office location Newbury Business Park.
- Contains the UK headquarters of Vodafone which employs 6,000 people.
- Other occupiers include National Instruments, Micro Focus, Cognito Mobile and Quantel.

## Why locate here?

- Good access to the M4 motorway, four miles away.
- Large presence of telecoms firms wanting to be close to Vodafone.
- Discounted rental values compared to some Thames Valley towns, despite rents rising in 2013.
- Attractive town centre including the Kennet and Avon Canal and many 17th Century buildings.

## Useful information



58 minutes to London



62 miles to London,  
47 miles to Heathrow,  
16 miles to Reading

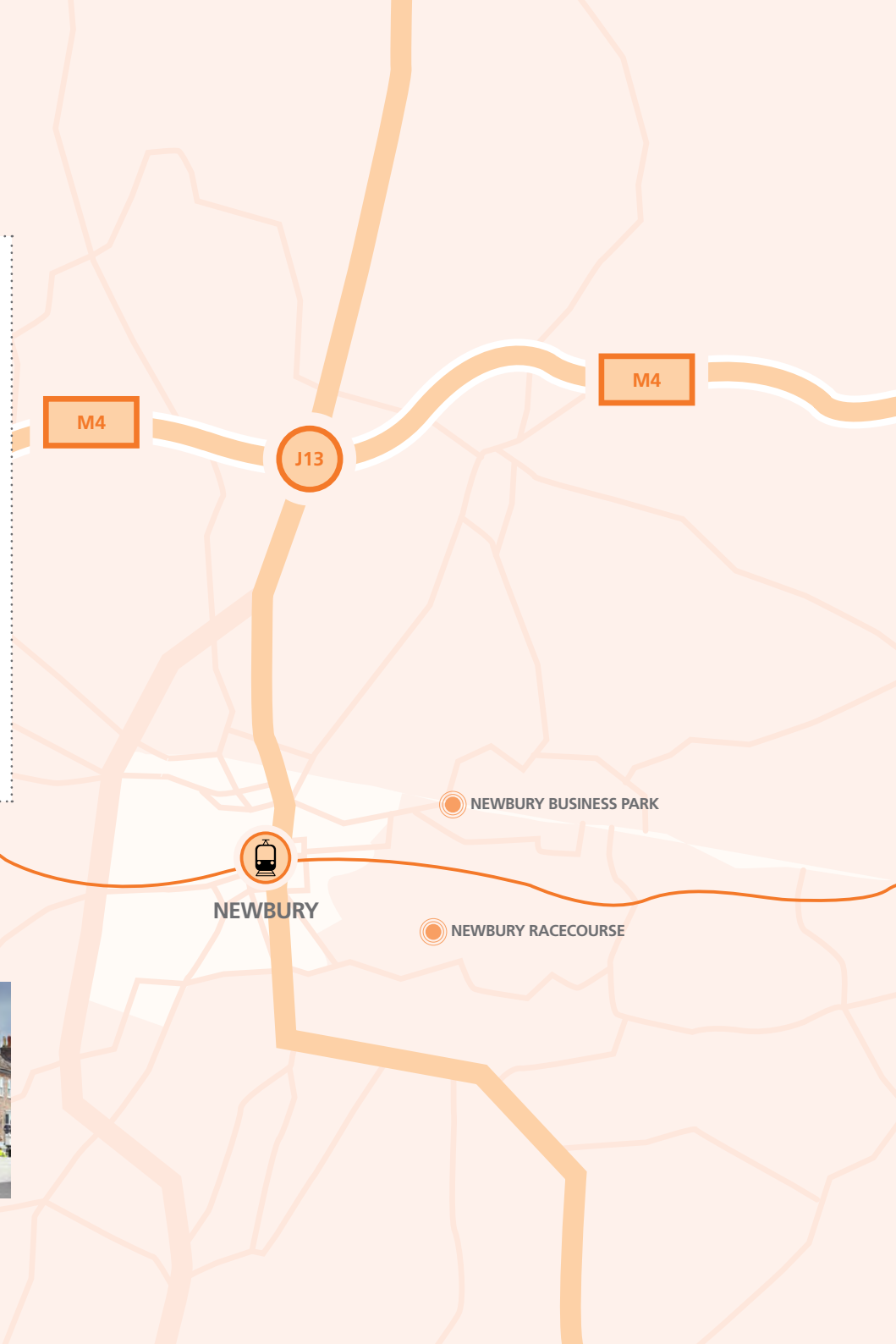


vodafone

## Price



Total occupancy cost | **£26.50** <sup>psf</sup>





# Oxford

## Overview

- Internationally-renowned university city.
- TMT sector becoming increasingly important.
- Home to IBM, Sharp Laboratories and Electrocomponents.
- Out of town locations include Oxford Business Park on the eastern edge of the city and Oxford Science Park, to the south.

## Why locate here?

- Strong local economy that also includes bioscience and motor manufacturing, along with research and development by companies created by Oxford's universities.
- Good road connections via the A34, A40 and M40.
- Excellent rail communications with journey times of 56 minutes to London, 71 minutes to Birmingham and 23 minutes to Reading.
- Attractive location – Oxford is the sixth most visited place in the UK, due to its historic city centre.

## Useful information



23 minutes to Reading,  
56 minutes to London



62 miles to London



University of Oxford



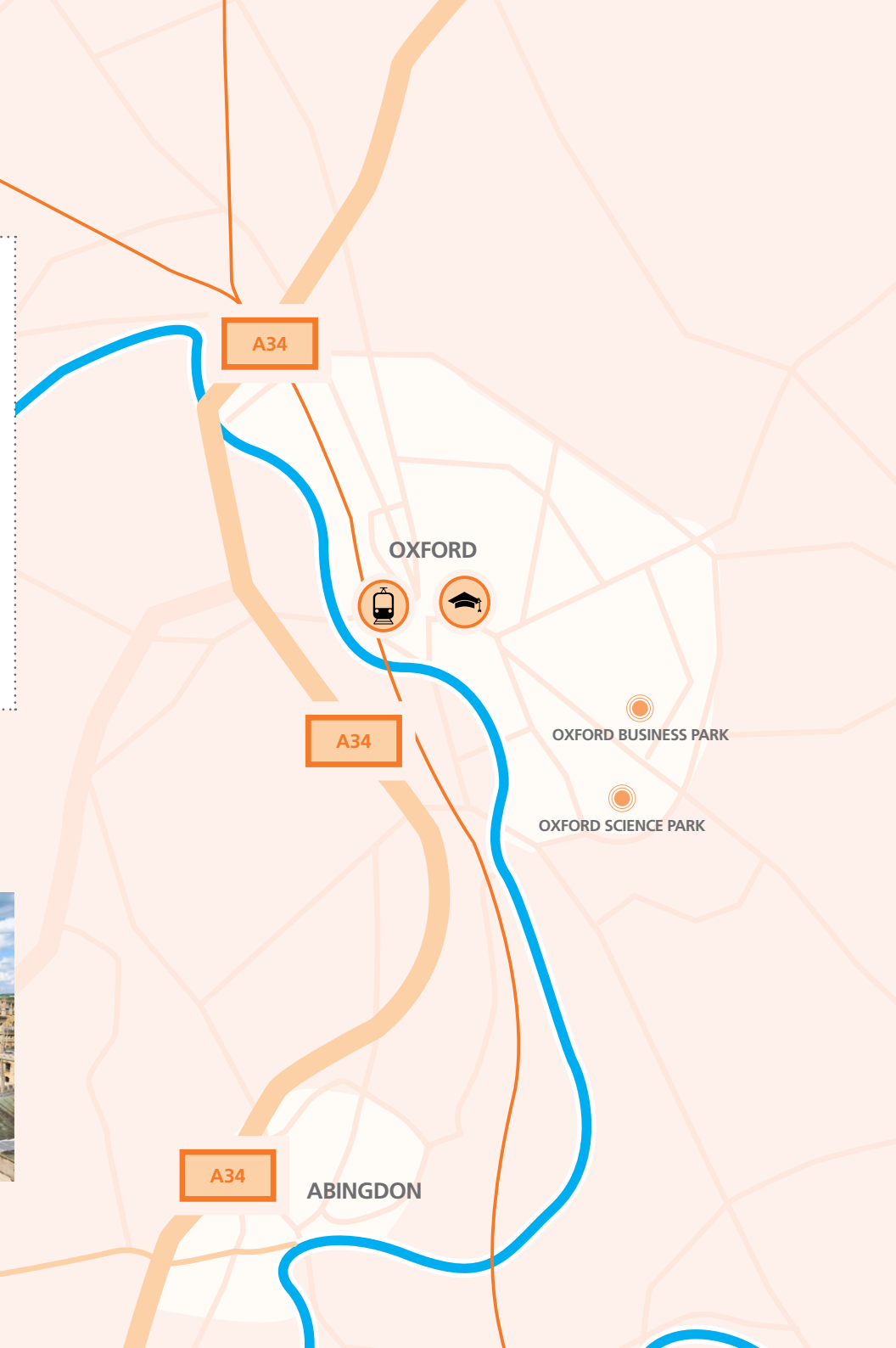
SHARP



## Price



Total  
occupancy cost | **£34<sup>psf</sup>**





# South Oxfordshire

## Overview

- Part of the Science Vale Enterprise Zone that brings together key employment and housing sites in Oxfordshire.
- Occupiers include Kapersky Lab, P2i, SoftScan UK and TM Solutions.
- Large Business Park market made up of Milton Park, Harwell Science Park, Abingdon Science Park and Abingdon Business Park.

## Why locate here?

- Clustering of tech companies, leading to sustainable long-term opportunities.
- Proximity of Diamond Light Source – the UK's biggest science investment for 30 years – at Rutherford Appleton Laboratory, which is located in Harwell Science and Innovation Centre.
- Access to the A34, M4 and M40 roads.
- Train links to London Paddington via Didcot Parkway railway station.

## Useful information



23 minutes to Reading,  
56 minutes to London Paddington



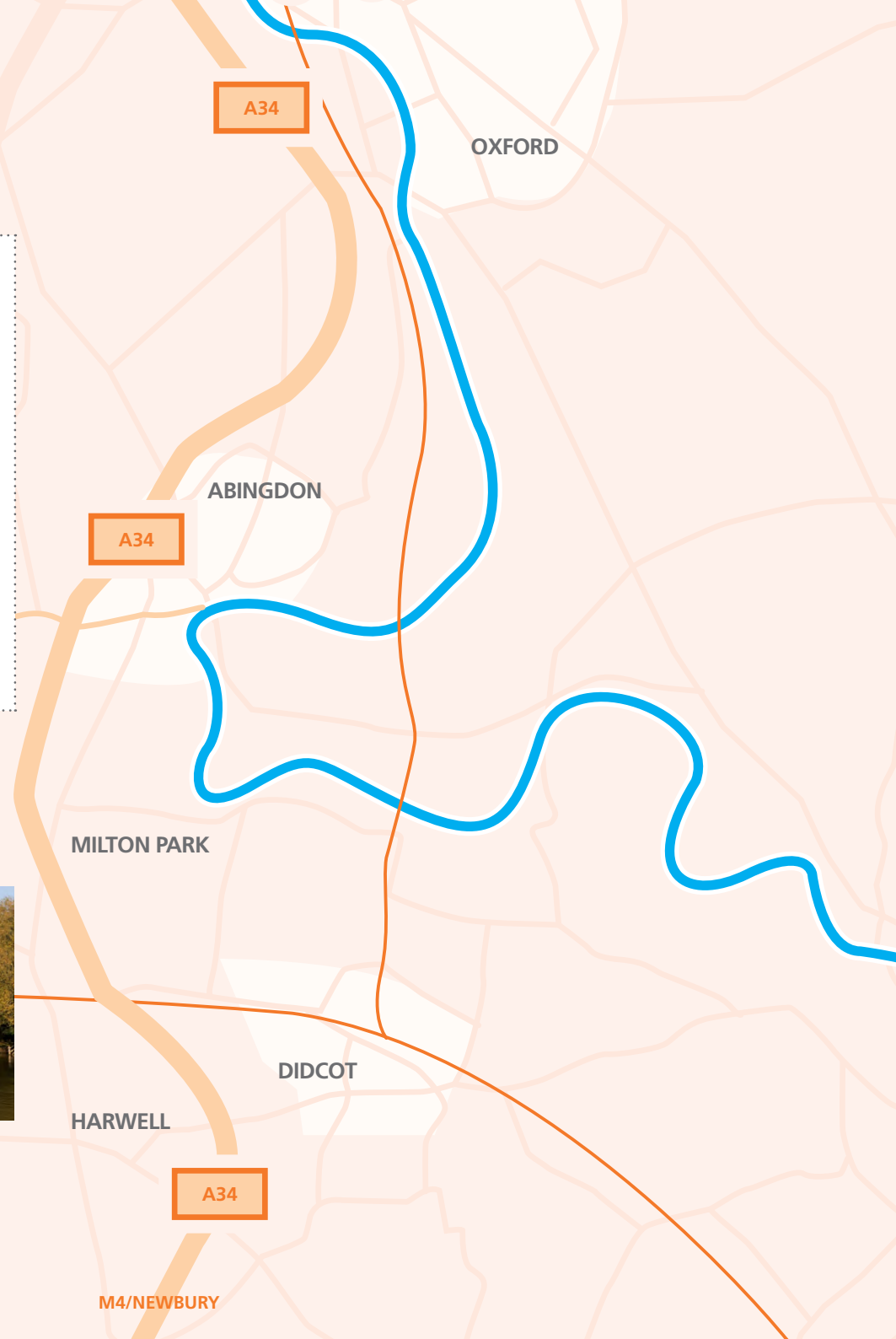
Approx 70 miles to London



## Price



Total  
occupancy cost | **£37.50** psf



# London

## Overview

- Europe's largest city and the sixth richest in the world.
- Significant financial sector, accounting for 21.6% of London's total GVA (gross value added).
- Total built stock in Central London is circa 91 million sq ft. Current availability of office space is 14 million sq ft.
- The TMT sector is the most active sector for office take-up in Central London at circa 30% of the market – total take-up was 13.1 million sq ft in 2013.
- Currently, 9.25 million sq ft is under construction in Central London.

## Why locate here?

- Large pool of skilled workers – London is home to 43 universities, the largest concentration in Europe.
- Population is forecast to exceed 9 million by 2021 and to be almost 10 million by 2030.
- Benefits of living in London make it a magnet for attracting and retaining key staff.
- Excellent transport links to the rest of the UK and Europe.
- First class financial and legal advice "on your doorstep".
- London address is important for the profile of a business and if a company has an IPO listing.
- Ease of collaboration with other like-minded businesses through tech hubs.



Google

facebook

Microsoft

amazon.co.uk

LinkedIn

# Old Street

## Overview

- Also known as Tech City or Silicon Roundabout.
- Clustered development being encouraged by both local and national government.
- Cisco, Facebook, Google (incubator), Intel and McKinsey & Company among those investing in the area.
- City University London, Imperial College London, Loughborough University and University College London are academic partners in projects based in the cluster.
- Widening of area to include Finsbury Square, where finance and banking meets tech and new media (Fintech).

## Why locate here?

- Future supply of larger floorplates being improved by sizeable developments directly adjacent and close by to Old Street roundabout.
- White Collar Factory, being developed by Derwent, will offer 226,000 sq ft of space when it opens in summer 2016.
- Developer Helical Bar will begin construction of 286,000 sq ft of mixed-use space in 2014.
- Considerable landscaping and public realm enhancement along with ground-floor retail will add to the vibrant urban environment.
- Mix of residential, independent cafes and bars creating a vibrant atmosphere.
- High concentration of tech minded staff wanting to associate with micro area.

## Price



Total occupancy cost | **£75** psf



huddle™

yammer®  
The Enterprise Social Network

techhub



Photo by Jack Torcello. License: CC-BY-SA 3.0

OLD STREET  
TUBE STATION



WHITE COLLAR  
FACTORY



SHOREDITCH HIGH ST  
OVERGROUND



FINSBURY SQUARE

BARBICAN  
TUBE STATION



MOORGATE  
TUBE STATION



LIVERPOOL ST  
TUBE STATION



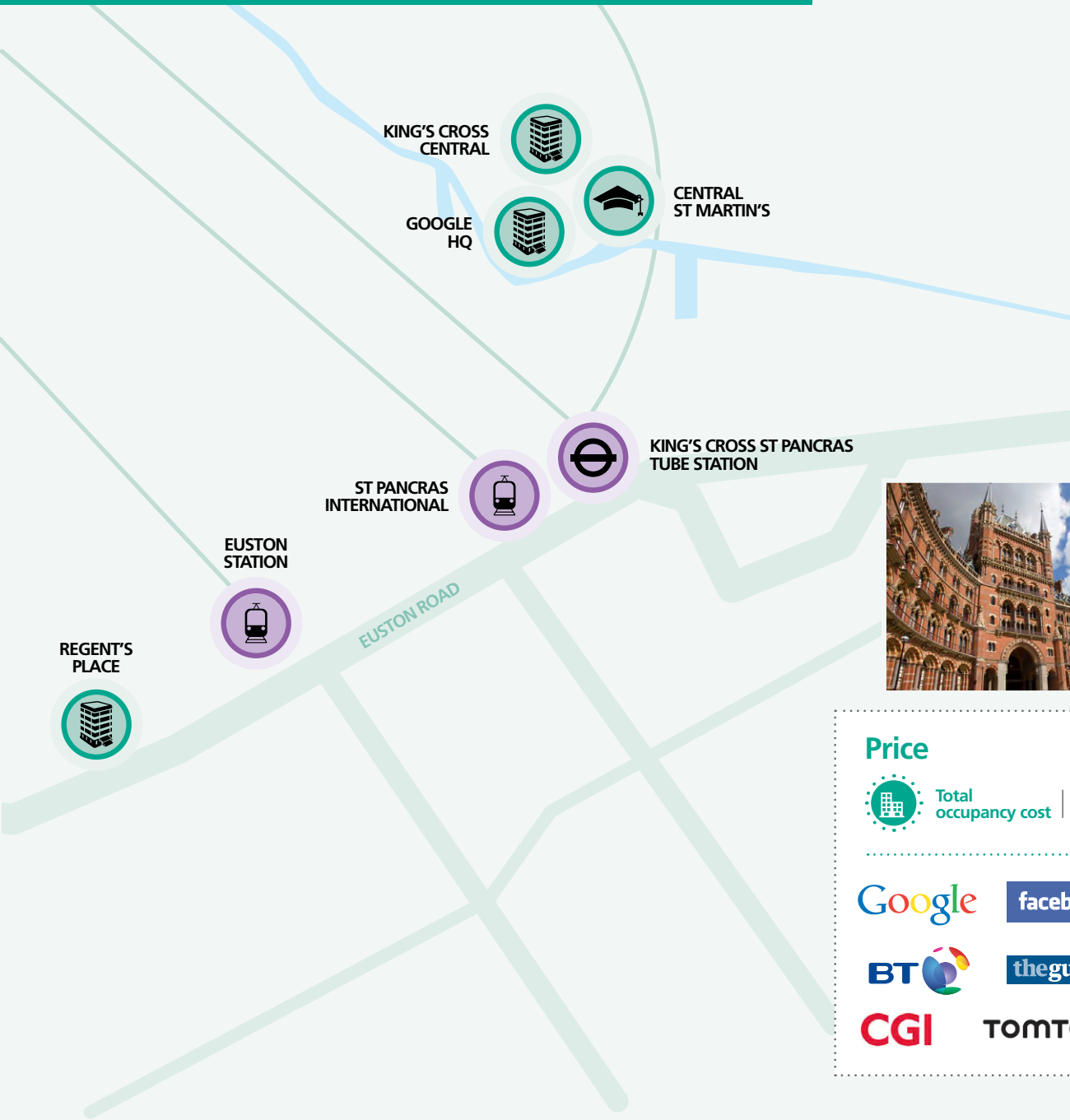
THE GHERKIN



CITY OF LONDON



# King's Cross/Euston



## Overview

- The King's Cross Central project will involve 50 new buildings, 20 new streets, 10 new public squares and 45,000 people and create a new postcode.
- Google will move its entire UK staff into a new 800,000 sq ft 'village' being developed by Argent by 2018/19. It will be twice as big as Google's headquarters in California.
- Around 30,000 people will work at the King's Cross Central waterfront area.
- Largest regeneration since Canary Wharf.
- Regent's Place is a 13 acre, fully managed mixed use campus occupied by 12,000 workers and residents.

## Why locate here?

- Clustering effect from Google's move already taking place.
- Convergence of tech companies with educational establishments such as Central St Martin's University of the Arts, creating a 'warehouse of ideas'.
- King's Cross/St Pancras transport hub links six Underground lines with two mainline train stations and international high-speed trains.
- One-hour journey to five international airports.
- Five minute's walk to Euston, offering train services to Manchester, Liverpool and Birmingham.
- 14 bus routes and an 800-bike cycle interchange.



## Price

 Total occupancy cost | **£95** psf

Google

facebook


BT

theguardian

CGI

TOMTOM

## Useful information

 **KING'S CROSS/ST PANCRAS**  
Paris – 2hr 20min  
Edinburgh – 4hr 20min

 **EUSTON**  
Manchester – 2hr 10min,  
Birmingham – 1hr 22min,  
Liverpool – 2hr 15min

# Canary Wharf

## Overview

- Home to banking and finance since the 1990s when it offered large floor plates at low rents as an alternative location to the City.
- Contains 15m sq ft in 35 buildings built since the early 1990s.
- Now aiming to attract TMT sector.
- Currently 60% of occupiers are from financial services, 7% from TMT including Daily Mirror publisher Trinity Mirror, Thomson Reuters and Samsung.

## Why locate here?

- Canary Wharf Group is creating a 'tech city' at a 16.8 acre site, known as Wood Wharf, east of the existing Canary Wharf.
- Completion not yet confirmed but could be in line with the nearby Crossrail station opening in 2018.
- Crossrail will substantially reduce staff journey time from West to East London.
- Flexible space, much of it wireless, will be aimed at TMT sector's needs.
- Level39 in existing One Canada Square tower has been set up to encourage small firms to link tech skills with existing financial services sector.



## Price



Total occupancy cost | **£66** psf



THOMSON REUTERS

ONE CANADA  
SQUARE



WOOD  
WHARF



CANARY WHARF  
TUBE STATION



THE O2  
ARENA



# Noho/Fitzrovia



UNIVERSITY  
COLLEGE LONDON

GOODGE STREET  
TUBE STATION



Lambert  
Smith  
Hampton

OXFORD STREET



TOTTENHAM CT RD  
TUBE STATION



OXFORD CIRCUS  
TUBE STATION



BOND STREET  
TUBE STATION

OXFORD STREET

## Price



Total  
occupancy cost

£110<sup>psf</sup>

facebook

essence.



Microsoft



## Why locate here?

- Set to benefit from the overhaul of King's Cross.
- Good bus, underground, rail and road connections including main line trains to Birmingham, Liverpool and Manchester from Euston Station.
- Could benefit from planned redevelopment of Euston Station, subject to the HS2 high speed rail link going ahead, which would further enliven the area.

## Overview

- Adjacent to King's Cross and north of the office and retail areas of Holborn and Oxford Street.
- Attracting interest from TMT sector.
- Facebook has moved into 88,000 sq ft of offices at 10 Brock Street, part of the mixed-use Regents Place development on Euston Road.

# Whitechapel

## Overview

- A fringe area to the south-east of Shoreditch and the City, expected to develop over the next five years.
- Part of the 'Tech Belt' that runs from Old Street through Shoreditch and then down to Whitechapel.
- Existing regeneration started with residential tower blocks and restaurant/café hubs. Office development expected to ripple out from the Aldgate area which is already seeing major investment.

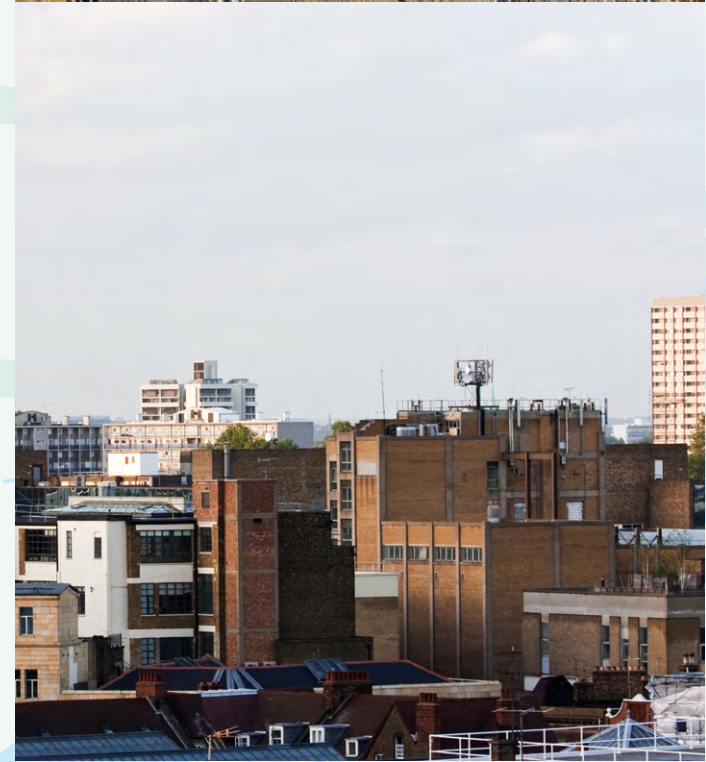
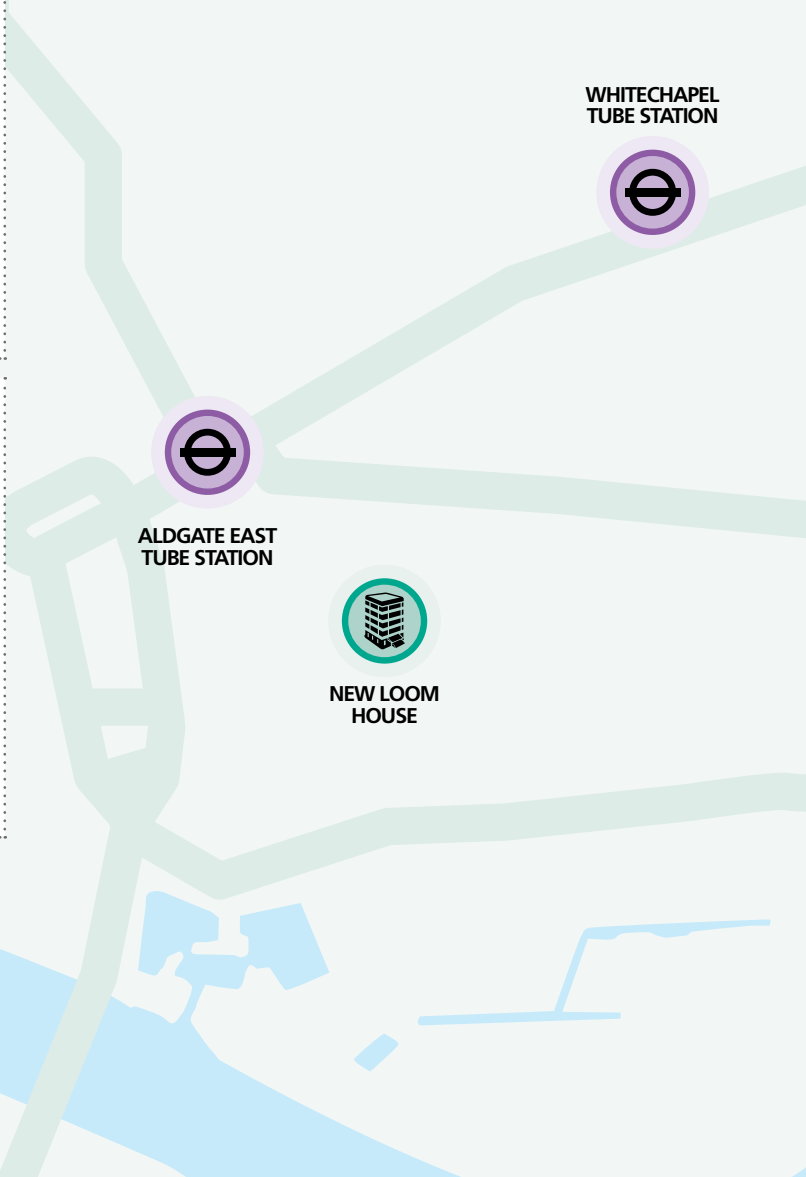
## Why locate here?

- New Loom House, a listed Victorian building being refurbished by developer Helical Bar, can provide 112,000 sq ft of smaller units for creative firms – ideal for incubator units.
- The area is set to benefit over time from extensive residential development.
- Crossrail is to come to Whitechapel in 2017 improving accessibility East to West.
- Current low rents and occupational costs make it a good time to create an office hub.

## Price



Total occupancy cost | **£60** psf





# Farringdon/ Clerkenwell

## Overview

- City fringe location offering art galleries, street food markets and media-style stock.
- Eclectic village-like district offering loft style living, offices, bars, restaurants and coffee houses.
- Currently attracting both West End and City occupiers looking for a more media friendly location.
- Saatchi & Saatchi and Publicis Group among those who have migrated and committed to taking space.

## Why locate here?

- Farringdon's new station will open in 2018 with 140 trains an hour flowing through the interchange.
- Farringdon will be the only station to offer access to Thameslink, Crossrail and the London Underground.
- New development in the area includes a 500,000 sq ft mixed-use scheme by Helical Bar at the St Barts Hospital site, with phased completion from 2016-2018.
- Plans by Henderson Global Investors to redevelop part of Smithfield Market are aimed at revitalising currently derelict buildings with public realm areas and retail.
- Strong identity for tech workforce recruitment



Photo by Neville. License: GNU FDL

## Price



Total occupancy cost | c. **£75** psf

SAATCHI & SAATCHI

TESCO



thetrainline.com

amazon.co.uk

HILL+KNOWLTON  
STRATEGIES

TURNMILL  
BUILDING



FARRINGDON  
TUBE STATION



ST BARTS  
HOSPITAL



BARBICAN  
TUBE STATION



ST PAUL'S  
TUBE STATION



CANNON STREET  
STATION

# Victoria



## Overview

- Lies between St. James's and Belgravia and is well-known for its bus and rail hub.
- New buildings such as Zig Zag, a striking office and retail complex by Land Securities, are replacing 1970s government offices.
- Other new development includes 123 Victoria Street, with 200,000 sq ft of offices, also by Land Securities – with Jimmy Choo and John Lewis among the tenants.
- A traditional destination for government, corporate, retail and oil occupiers are now acquiring new space.
- £2bn makeover of London Victoria station



## Why locate here?

- London Mayor Boris Johnson has earmarked Victoria for revival.
- Victoria is one of the only West End fringe areas that can accommodate floor-plates of 20,000 sq ft or more.
- Nova, a 296,000 sq ft mixed-use scheme by Land Securities, will provide an exciting mix of shops, businesses and restaurants not previously seen in this area when it opens in 2016.
- Office floorplates at Nova will range from 11,000 sq ft to 32,000 sq ft.
- Some occupiers have relocated to other areas of the West End but this has enabled an improved residential offering and more bars and retail.

## Price

 Total occupancy cost | **£105** psf

 **intuit**  
The Telegraph



# Soho/ Covent Garden

## Overview

- Soho and Covent Garden have long-term strong associations with film and media sectors.
- Tottenham Court Road is currently home to Google, NBC and Mindshare, all at Central St Giles.
- LinkedIn, in New Oxford Street, and TripAdvisor, in Soho square, also present in the area.
- Central location with easy access to Midtown, City and King's Cross.

## Why locate here?

- Despite rent increases caused by current space shortages, new development likely in the future.
- Occupiers and developers have enough land to create one million sq ft of mixed-used development.
- Crossrail's completion of a new station at Tottenham Court Road in 2018 will enhance accessibility to the area.
- The location is likely to see continued representation from mature tech companies seeking large floor plates in a central and vibrant area.



Photo by David Iliff.  
License: CC-BY-SA 3.0

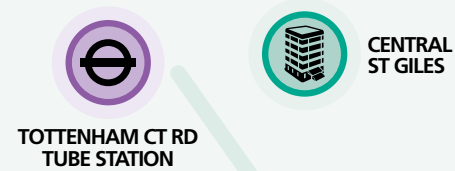
## Price

 Total occupancy cost | **£105** psf

INGENIOUS **LinkedIn**

Google

Telefonica



SOHO

COVENT GARDEN

COVENT GARDEN  
TUBE STATION

LEICESTER SQUARE  
TUBE STATION

PICCADILLY CIRCUS  
TUBE STATION

CHARING CROSS  
STATION

EMBANKMENT  
TUBE STATION

# Southbank/ London Bridge



## Overview

- Lies between Waterloo and Tower Bridge and has two main rail terminus in London Bridge and Waterloo.
- New buildings such as The Shard and The Place have transformed the area and raised the profile.
- Other new development includes 240 Blackfriars Road and More London.
- New residential tower blocks have created a young and professional make up.
- Borough market, Tate Modern, Bankside offer diverse eating, café and leisure facilities.
- Office tenants include News International, United Business Media, IPC magazines, ITV and Zoopla.
- Jubilee underground line links Southbank to Canary Wharf, City and West End.

## Why locate here?

- Tower development is supported on bankside by London Mayor Boris Johnson.
- Iconic skyline and public realm is creating a business hub around London Bridge.
- New development has created large office floor plates, in the past were hard to find 10,000 sq ft to 25,000 sq ft.
- West End occupiers migrating because of competitive occupancy costs.

## Price



Total occupancy cost | **£78** psf



IPC | MEDIA

Ogilvy & Mather UK

Zoopla.co.uk

News UK



FINANCIAL TIMES

UBM



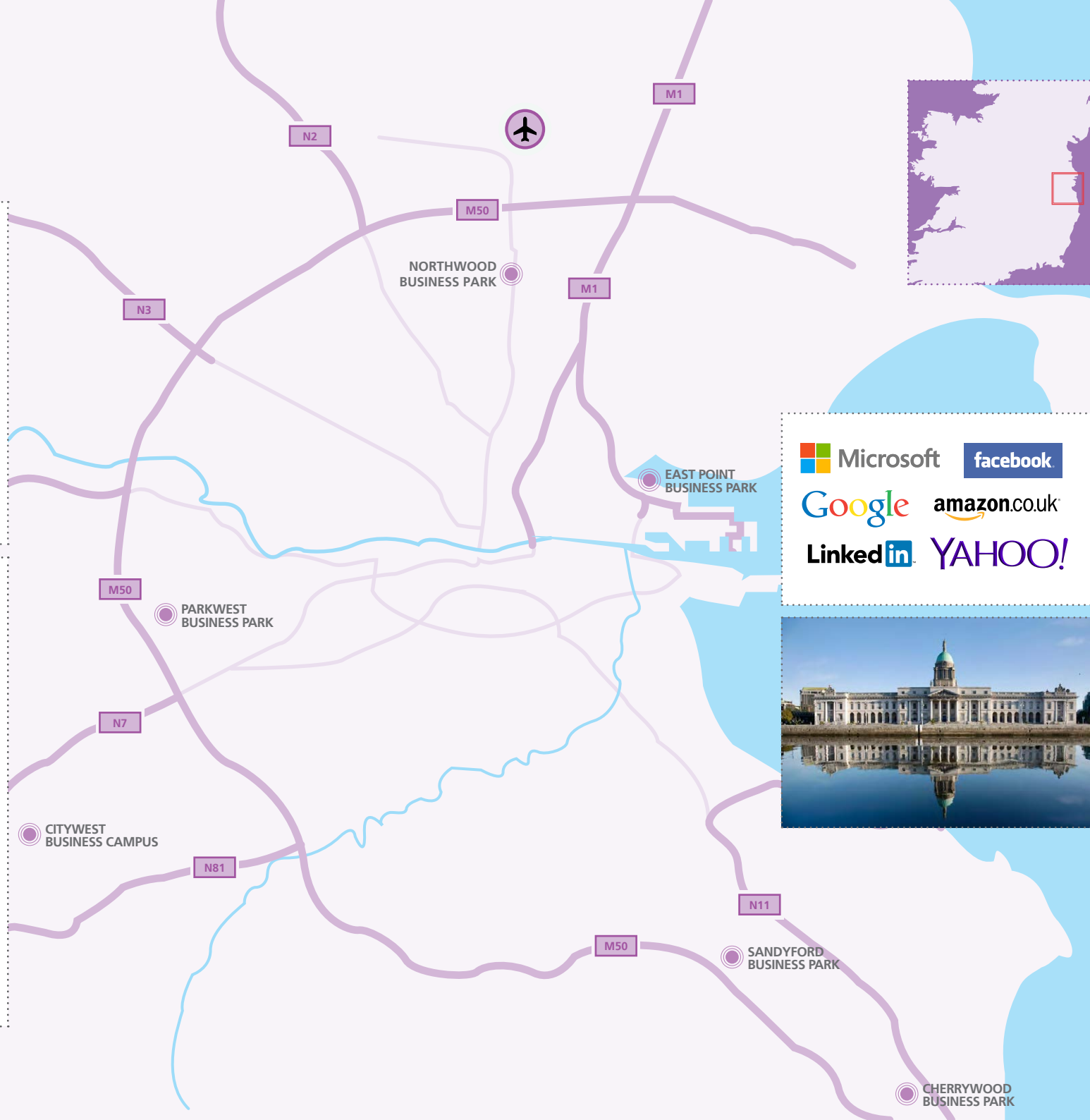
# Dublin

## Overview

- Ireland's capital with a population of 1.8 million or 39% of the country's population.
- 63% of all ICT jobs in Ireland are located in Dublin.
- Occupier demand focuses on Dublin 2 and particularly the South Docks, where Facebook, Google and Ancestry.com are based.
- Home to numerous international brands including Microsoft, Amazon and Twitter.

## Why locate here?

- Highly skilled and educated workforce, the youngest in Europe.
- A Eurozone country but English-speaking.
- Free movement of goods and services to the EU plus the ability to connect to the US and Asia markets in the same day.
- The lowest inflation rate in the EU.
- Attractive regimes governing Intellectual Property and holding companies.
- Availability of 25% R&D tax credits as well as R&D grants.
- Corporation tax of only 12.5%.
- Road connections to provincial towns and cities via the M50, M1, M7, M4 and M11 motorways.



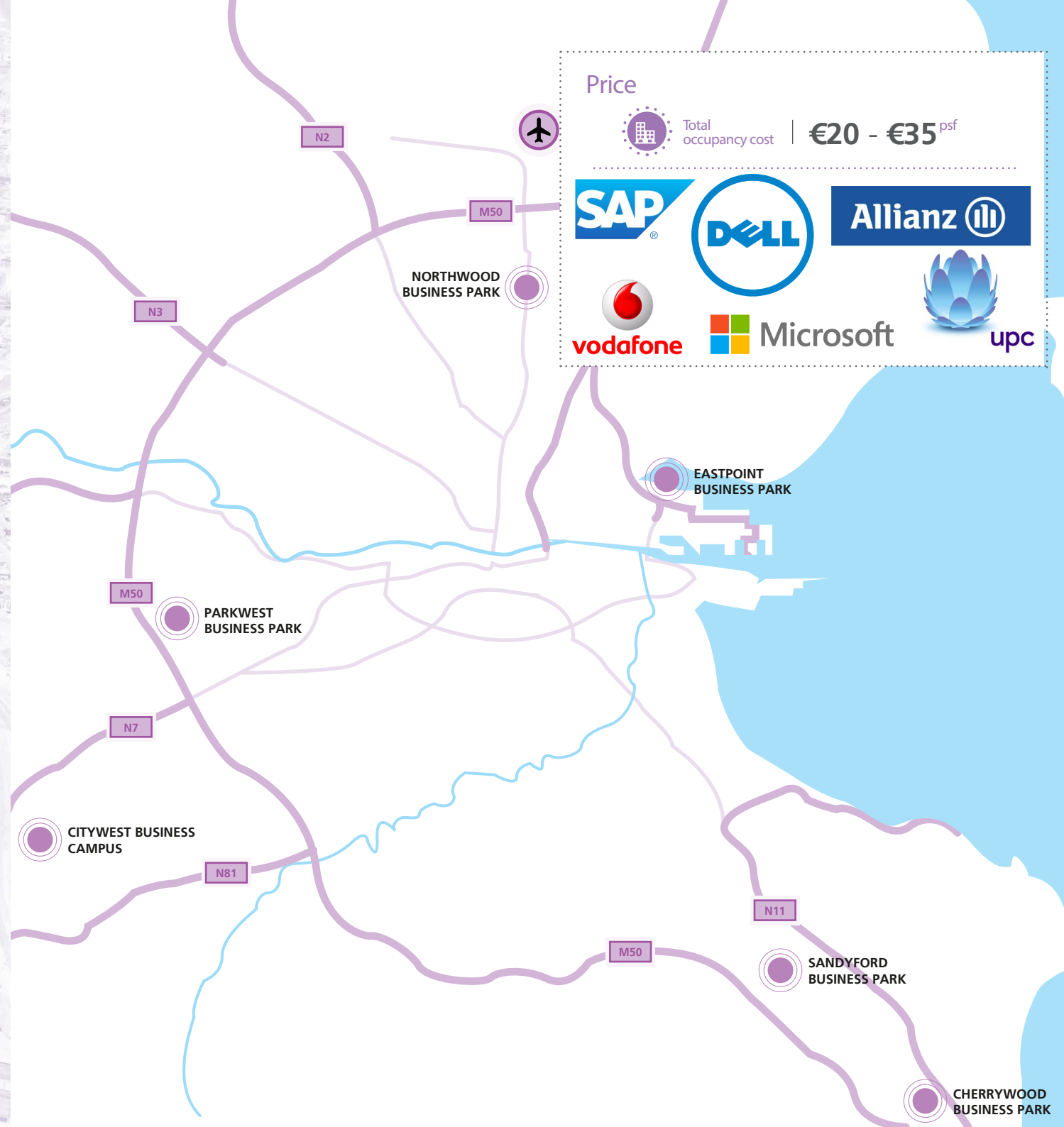
# Suburbs

## Popular suburban locations

- Northwood Business Campus - BMW.
- City West Business Campus - SAP, UPS.
- Park West Business Park - Alliance Worldwide Care.
- Sandyford Business Park - Vodafone, Microsoft.
- Cherrywood Business Park – Dell, Covidien.
- Eastpoint Business Campus - UPC, Yahoo.

## Why locate here?

- Suitable for tenants who do not require a city centre presence.
- Easy access to M50, principal ring motorway on the outskirts of the city.
- Home to many large occupiers such as Vodafone, SAP, Alliance Worldwide Care, UPS and Microsoft.
- Access to T-50 Broadband ring.
- Accommodation can vary widely and is readily available.

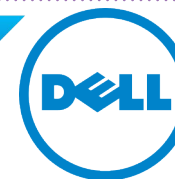


### Price



Total occupancy cost

€20 - €35<sup>psf</sup>



vodafone



Microsoft



upc



# St. Stephen's Green

## Overview

- Iconic building choices in the traditional central business district.
- Presently attracting both tech and financial occupiers.
- Home to established companies including KPMG, Certus, Dropbox and LinkedIn.

## Why locate here?

- Close to excellent transport connections.
- Easy access to north and south city.
- Extensive amenities, St. Stephen's Green, Iveagh Gardens, cafes and restaurants.
- Close to Dublin's main shopping street, namely Grafton Street.



## Price



Total occupancy cost | €58<sup>psf</sup>

**LinkedIn**



**Dropbox**

**KPMG**

**CERTUS**



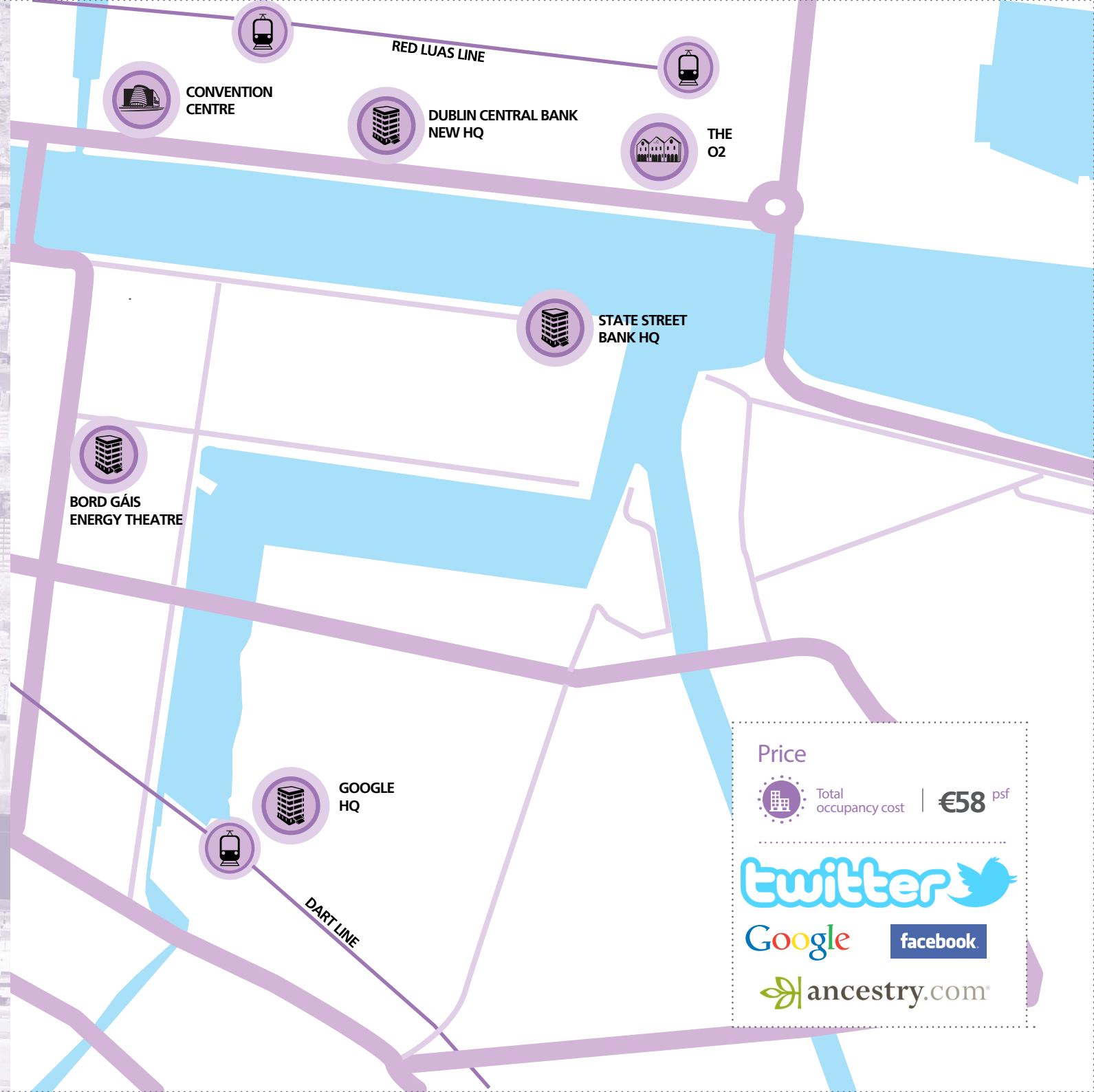
# South Docks

## Overview

- The area is known as Dublin's Silicon Docks.
- Home to tech companies such as Google, Ancestry.com, LogMeIn and Facebook.

## Why locate here?

- Excellent public transport facilities.
- Superb staff and client amenities within 5 minute walk.
- Convenient to Samuel Beckett Memorial Bridge which links the North and South Docks.
- Attracting major interest from TMT sector.
- The area will further benefit from substantial commercial/residential development over the coming years.



## Price



Total occupancy cost | €58<sup>psf</sup>

twitter

Google

facebook

ancestry.com

## Price



Total  
occupancy cost

€48<sup>psf</sup>



Bank of Ireland

dotMobi™

pwc

HubSpot



CONNOLLY STATION  
(LUAS AND DART)

SEVILLE PLACE

BUSÁRAS



AIB INTERNATIONAL  
CENTRE



CUSTOM HOUSE



LUAS RED LINE



BOI



CITIGROUP



LUAS RED LINE

CUSTOM HOUSE QUAY

NORTH WALL QUAY

AIG



CONVENTION  
CENTRE

# IFSC

## (International Financial Services Centre)

### Overview

- The IFSC district was established in 1986 and is one of the leading financial service centres in Europe.
- Home to a mix of financial and tech companies such as Hubspot, Dotmobi, PwC, KPMG and Dublin Central Banks new HQ.

### Why locate here?

- The area benefits from excellent transport links with Dublins main rail, bus and Luas stations within a few minutes walk.
- Superb amenities in the heart of the IFSC, CHQ Building, cafes and restaurants.
- Lower costs compared to prime south city buildings.

# Contact us

## About us

Lambert Smith Hampton is a commercial property consultancy with a network of offices across the UK and Ireland.

We have a specialist understanding and the technology, media and telecommunications sector, and have helped many big brands, including the BBC, TripAdvisor, Hibu, Pegasystems, Autodesk, Computer Associates, Fleetmatics, Fiskit, Siemens, Renesas Mobile, Merced Systems, Microchip, Oracle and UPS.

With offices in London, Dublin and across the Thames Valley, we are perfectly positioned to advise on the key hubs in the UK and Ireland.



## Useful links

### London

Tech City UK  
Kings Cross Central  
Shaping Wood Wharf

### Thames Valley

Thames Valley Inward Portal  
Stockley Park  
Reading UK

### Dublin

Dublin.ie  
IDA Ireland  
Enterprise Ireland