

Buckinghamshire

The Entrepreneurial Heart of Britain



Locate in
Buckinghamshire

Britain

The lead destination in Europe for foreign direct investment

For businesses looking to expand their international operations, Britain has proved to be a highly appealing destination. Britain remains the lead destination in Europe for foreign direct investment (FDI), is top of the league for doing business in the EU and the G8; and rates fourth best in the world. (World Bank report Doing Business 2011).

The country's emphasis on backing entrepreneurs; fostering enterprise; investment in R & D; commitment to free trade; and a highly skilled, English speaking workforce make Britain the top investment location in Europe.

Business starts and success rates are amongst the highest in Europe. A reputation for innovation, vision and can-do attitude ensures that this remains the case.

With a local, ready market of 58 million people, easy access to a potential European market of over 380 million, and a world class integrated transport network, Britain consistently attracts over 40% of U.S, Japanese and Asian investment into the EU.

Britain consistently attracts over 40% of U.S, Japanese and Asian investment into the EU.

"Britain's continued position at the top of the European FDI rankings both for projects and employment is good news, and underlines the country's resilience and sustained attractiveness to companies from all over the world."

Staying ahead of the game Ernst & Young's 2012 attractiveness survey, UK.



Buckinghamshire

The British destination of choice for foreign direct investment

Few, if any places on the planet are better for living and working than Buckinghamshire which is one of the most resilient economies in Britain. More businesses are started in Buckinghamshire than in any other county in the country. Businesses in Buckinghamshire don't just survive; they thrive at a higher success rate than anywhere else in the country. This success has created the fastest jobs growth of any county in Britain.

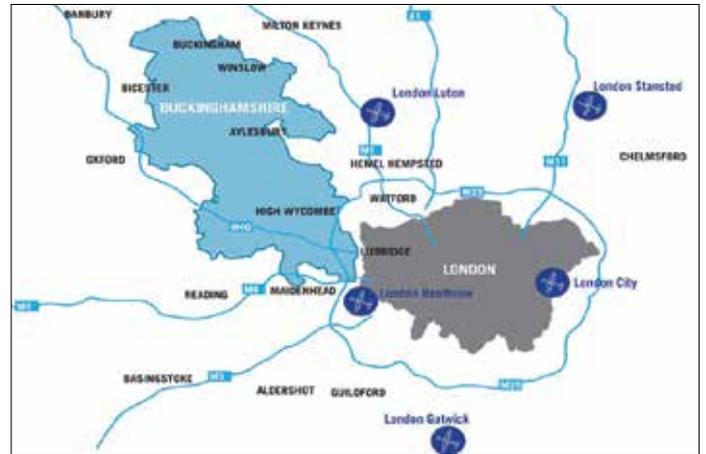
Buckinghamshire's established reputation as a preferred location for overseas investors has led to over 700 foreign companies choosing to locate their European Head Offices here. Many of these companies are established, world class, corporations. Others are small, high-growth enterprises, keen to develop links with the strong Thames Valley research community.

Close proximity to London without the congestion.

Many of the blue chip companies' executives choose to locate in Buckinghamshire because of our strong, enterprising talent pool and highly skilled workforce. They also recognise the benefits of the first class export links provided by the M4 corridor; our close proximity to London and Heathrow airport (which is only a 45 minute drive away); and our lack of congestion. They also enjoy living in one of the country's largest Areas of Outstanding Natural Beauty and benefit from the strongest schools' performance of any region in Britain.

"Buckinghamshire is part of the Thames Valley Region of England, a region which continues to attract more first time investment into the UK (by number of companies) than any other region outside of London"

Paul Briggs, Chief Executive of the Thames Valley Chamber of Commerce Group which includes Buckinghamshire Chamber.



Buckinghamshire is open for business

Given its strategic location, Buckinghamshire really is at the heart of Britain's business

With excellent road, rail and airport links to London, Oxford and onward to the Midlands and South East, Buckinghamshire is an ideal location for any business looking to establish a British operation. The county has three major international airports on its doorstep (Heathrow, Luton and Gatwick) and is less than an hour's drive from London and Oxford. Yet it's the entrepreneurial outlook of its people and outstanding local support for business that puts it on the map as a preferred destination for many overseas companies. Many of these new companies have located in Buckinghamshire because of its reputation for creating an environment conducive to rewarding the ingenuity, creativity, ambition and dedication of its entrepreneurs.

The Facts

- > 29,000 businesses are active in Buckinghamshire
- > Buckinghamshire is the 4th most productive economy in Britain
- > Over 870 foreign owned businesses are already flourishing in Buckinghamshire
- > Buckinghamshire has the strongest schools performance in the country, and over 41% of working-age residents in 2012 had achieved a University Degree or equivalent qualification

**More businesses start in
Buckinghamshire than any
other county in Britain
72:10,000.**

"Location is good for a global company with American parentage – GMT allows business to be conducted with all parts of the world during the day – Far East in early morning, USA afternoon/evening. The location is close to London, Heathrow and other airports making international travel easier. The area has good infrastructure, schools and a pleasant environment, attractive to workforce. There is a range of towns and villages to live plus easy access to London and South East."

(GE Healthcare)

Where success comes as standard

Buckinghamshire is the only area in the country to be ranked in the top five for each of the major domains of business resilience - business resilience; community resilience; people resilience; and place resilience (Local Enterprise Partnership Benchmarking Report 2012). On this evidence you will not find a better place to do business in the UK.

Such an outcome doesn't happen by mistake. A lot of time, energy, ingenuity, and much blood, sweat and tears, have gone into making businesses in Buckinghamshire so productive, while maintaining the fabric of our wonderful environment.

Buckinghamshire is part of the South East region which has the strongest economic growth in Britain.

The Facts

- > After 5 years 50% of early stage businesses are trading and exhibiting growth: the 3rd highest rank in Britain
- > Top productive workforce: Gross Value Added per head is ranked 3rd in Britain when taken with neighbours Oxford and Berkshire
- > Buckinghamshire is part of the South East region which has the strongest economic growth in Britain at 4.6%



Bucks by numbers

Over the years Buckinghamshire has placed itself at the top table for business

- > £11.8 billion economy
- > 29,000 registered businesses
- > 4th most productive county in the UK
- > 870 foreign companies are flourishing
- > 4 sectors of excellence: ICT including film & digital media, advanced engineering, food & drink and assisted living
- > 506,600 total population
- > 30 minutes drive to London
- > 5 airports within 1.5 hours drive (45 minutes to Heathrow and Luton, 85 to Gatwick and Stansted, 90 to Birmingham)
- > 4th largest area of Outstanding Natural Beauty in Britain
- > 1st in schools performance as monitored by government
- > 1,500 graduates per year from 2 universities: Buckinghamshire New University & The University of Buckingham
- > 12,500 students enrol in 2 colleges every year
- > 1st in schools performance in Britain

Buckinghamshire is credited with the strongest schools' performance in the country as recognised by government.



The companies that we host

Buckinghamshire has particular strength in a number of sectors backed by globally recognised brands; high performance engineering centred on Silverstone, assistive technologies associated with the spinal injuries specialisation of Stoke Mandeville Hospital and the creative industries clustering around Pinewood Studios.

This drives forward innovation, enterprise, collaboration and fosters an unmatched entrepreneurial spirit.



The Facts

- > Entrepreneurs – We start more than 72 enterprises per 10,000 residents, the highest enterprise rate of any area
- > Talent – Buckinghamshire stands fourth in the country for its share of the working population with the equivalent of degree level qualifications or above
- > Inventors – we rank sixth in the country for the highest rate of patents per 100,000 residents. This ingenuity ensures that fresh ideas made in Buckinghamshire can change the world
- > In Buckinghamshire, we quietly live for hard work and work for a great life, despite the deceptive leafy look to our wonderful environment



Buckinghamshire stands third in the country for its share of the working population.

Advanced Engineering

Buckinghamshire is a major centre of excellence for Advanced Engineering including defence and security

Case Study

Magellan

Magellan has over 80 years of collective knowledge and experience in the aerospace industry and develop and produce complex and integrated products and services that bring value to their customers. They serve the civil aerospace and defence market as well as industrial power applications of aerospace engine technology.

Magellan's Buckinghamshire site manufactures parts for Airbus and Boeing as well as producing specialist parts for the defence industry. This Chalfont St Peter site is also home to a specialist design team who are constantly pushing the boundaries of technology.

Other organisations in this sector include:

- > Martin-Baker Aircraft
- > COMDEV Europe
- > Instron

Buckinghamshire is a major centre of excellence for Advanced Engineering including defence and security.



Life Sciences

Buckinghamshire's life sciences sector started at the internationally renowned National Spinal Injuries Centre at Stoke Mandeville Hospital which is not only the birthplace of the Paralympic movement but it is also a Centre of Excellence in the UK

Case Study

GE Healthcare

Buckinghamshire is an important base for GE Healthcare. With their Global Headquarters in Chalfont St Giles, Medical Diagnostics in Amersham and Life Sciences and Healthcare IT in Little Chalfont, they have enjoyed a long history of working closely with UK wide Healthcare professionals in the Department of Health, NHS and the private sector to develop and implement better patient management, using improved diagnosis, and monitoring.

"Buckinghamshire's location is good for a global company with American parentage - GMT allows business to be conducted with all parts of the world during the day – Far East in early morning, USA in the afternoon and evening. Our location is close to London Heathrow and other airports making international travel easier. The area has good infrastructure, schools and a pleasant environment, attractive to our workforce. There is a range of towns and villages to live plus easy access to London and the South East."

GE Healthcare have a broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services that help their customers to deliver better care to more people around the world at a lower cost. In addition, they partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Other organisations in this sector include:

- > De Soutter Medical Ltd
- > Allergan
- > National Spinal injuries Centre



Our location is close to London Heathrow and other airports making international travel easier .

Food and Drink

Home to international brands such as Premier Foods, McCormick and United Biscuits, Buckinghamshire has managed to continue its dominance in this sector with the establishment of the world's largest dairy by Arla Foods

Case Study

Arla

Arla Foods UK plc is home to some of the UK's leading dairy brands including Cravendale, Lurpak and Anchor. Processing approximately two billion litres of milk a year Arla continues to be one of the UK's leading dairy companies and a supplier of fresh liquid milk and cream to the top seven retailers.

"As well as offering the opportunity to seek to attract suppliers to the dairy to inward invest, the site at Aylesbury provides direct access to the A41. Aylesbury also offers the best logistical and sustainable solution, situated between the farmers who will supply the milk and the growing population in the South East, which will be the dairy's main customer base."

Arla's latest project is a £150million mega dairy in Aylesbury that as well as being the world's first billion litre liquid milk dairy, will also be at the forefront of technology as Arla are aiming for the dairy to be the first zero carbon facility in the world, with zero waste to landfill.

Other organisations in this sector include:

- > Premier Foods
- > McCormick
- > United Biscuits



ICT including Creative and Media

Buckinghamshire has cemented its position as an ICT powerhouse especially in the software, gaming, film and digital media sectors

Case Study

Pinewood Studios

A leading location for the makers of film, television and commercials since 1936, Pinewood has played a huge part in a succession of blockbuster films and television programme successes. Located only 20 miles from Soho in Central London and 8 miles from Heathrow airport, the studios provide good connections and direct access to locations across the UK and beyond. Facilities include 18 stages, 3 back lots, 5 post-production theatres, 2 digital television studios and one of Europe's largest exterior tanks.

"For Pinewood and more than two hundred creative companies based at the studios, there are obvious geographical advantages to our business being based in Buckinghamshire. Our transport links to London are good and we have the space to accommodate large film and television productions. More than this though, we are proud to be part of a local community that has at its heart, talented, creative, skilled and entrepreneurial people. Ultimately Pinewood's success is based on attracting and retaining these people. By being based in Buckinghamshire we have that opportunity."

There are over 280 independent companies based at Pinewood, Shepperton and Teddington Studios which provide expertise, services and resources to film, television and commercial productions. From film finance to freight, prosthetics to special effects, they form a unique cluster of media businesses that reinforce the studios ability to host even the largest Hollywood epic and act as a centre of excellence for film and television productions.

Other organisations in this sector include:

- > ESRI
- > McAfee
- > National Film and Television School

There are over 280 independent companies based at Pinewood, Shepperton and Teddington Studios.



There's life outside work

Buckinghamshire is not only the Entrepreneurial Heart of Britain it also offers an outstanding quality of life

Because it's a great place to reside, this helps create a motivated workforce of skilled employees who enjoy a high living standard. This raises productivity and creates some of the highest staff retention rates in Britain.

Buckinghamshire is credited with the strongest schools' performance in the country as recognised by government. The choice is wide across 185 Primary schools and 34 Secondary schools. There are also 20 fee paying schools in Buckinghamshire.

Over a third of the area is covered by the government designated Chilterns Area of Outstanding Natural Beauty which stretches across the southern part of the county.

Over a third of the county is covered by the Chilterns Area of Outstanding Natural Beauty.



Buckinghamshire offers many and varied leisure pursuits. From the southern border created by the picturesque River Thames with the Olympic and Paralympic rowing centre at Eton Dorney to the northern border where Silverstone is home to the F1 British Grand Prix. For ball sports enthusiasts there is Wasps rugby club, Wycombe Wanderers football club and also a choice of top flight golf clubs in the county.

There is a very wide variety of residential property available to buy or rent from traditional country houses, elegant town houses, and riverside cottages to modern urban apartments.

Buckinghamshire has an equally varied range of facilities for business visitors and conference guests; from historic houses to modern hotels or bijou heritage hotels.

The key towns are Aylesbury with its bustling shopping centre and historic open air market and High Wycombe which is a regenerated, well connected modern town. Smaller, less urban and more traditional towns include Amersham, Beaconsfield, Buckingham, Marlow, Princes Risborough and Wendover. A full metropolitan "fix" is available with London being just 30 minutes by rail or road.



We share your ambition

Buckinghamshire Business First is here to help

Entering a new country and market can be daunting. The most seasoned professionals can't always identify all the challenges involved in establishing and managing growth in an overseas operation. This is where Buckinghamshire Business First can help, by reducing hassle and smoothing the path to establishing your presence here.

Buckinghamshire Business First has a straightforward purpose where inward investment is concerned. To attract and assist business investment and to help companies realise their potential in the British market.

Buckinghamshire Business First's office will work to build your competitive advantage and ensure your business has everything it needs to grow.

From initial planning stages to on-going support Buckinghamshire Business First is your enterprising business partner .



Promoting inward investment
around the world



From initial planning stages to on-going support Buckinghamshire Business First is your enterprising business partner providing you with free confidential advice no matter what the size of your company. It can play an important role in helping you formulate plans for growth by partnering you to develop a strategy and put it into operation. Its people know the local market in great depth and they have a real up to date insight into the wider British situation.

Buckinghamshire Business First provides a single point of contact for companies interested in what Buckinghamshire can offer. It can also connect you with local specialist businesses already operating in your sector should that be of benefit. Here are some of the key issues you can expect help with:

- > Market feasibility studies
- > How to set up a legal entity in Britain
- > Britain and region specific economic and market information
- > Site location finding
- > Local supply chain development
- > Recruitment and training support
- > Availability of Government financial assistance
- > Introductions to private avenues of funding
- > Introductions to networks of local professionals and peer networking
- > Logistics and communications information
- > Legal/customs/taxation information
- > Export assistance
- > R & D support programmes
- > Links to universities, colleges and centres of excellence

Buckinghamshire Business First provides a single point of contact.



Building strong relationships with key influencers



Recognising success in the local business community



Providing information, business support and funding



For further enquiries

t: +44 (0) 1494 568937

e: locateinbucks@bbf.uk.com

w: bbf.uk.com/relocate-to-bucks

a: Buckinghamshire Business First
The Saunderton Estate
Wycombe Road
Saunderton
Buckinghamshire
HP14 4BF