



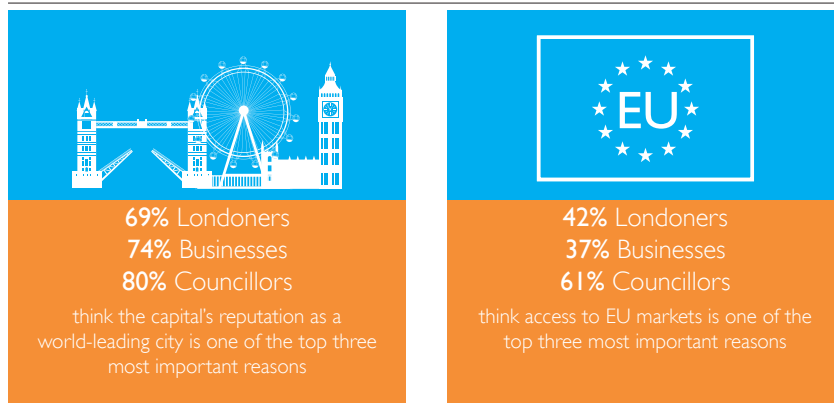
LONDON TOMORROW

SHAPING FUTURE CITIES

HOW CAN LONDON REMAIN COMPETITIVE AS AN ENTREPRENEURIAL CITY?

ComRes undertook the polling for LCCI and interviewed 1,005 London adults, 514 London business decision makers, and 150 London Councillors online between August and September 2015. For more information on London Tomorrow, please visit www.londonchamber.co.uk/londontomorrow.

WHY BUSINESSES WANT TO BE BASED IN LONDON



MAINTAINING ITS INTERNATIONAL REPUTATION



BUT LONDON'S AFFORDABILITY ISSUES MAY DAMAGE ITS DOMESTIC AND INTERNATIONAL COMPETITIVENESS



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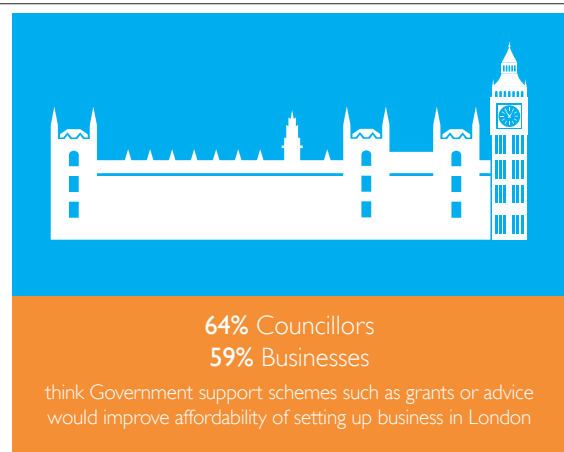
BIGGEST CHALLENGE TO NEW BUSINESSES



BIGGEST CHALLENGE TO BUSINESS EXPANSION



WHAT GOVERNMENT CAN DO TO HELP AFFORDABILITY FOR START-UPS/SMALL BUSINESSES IN LONDON



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