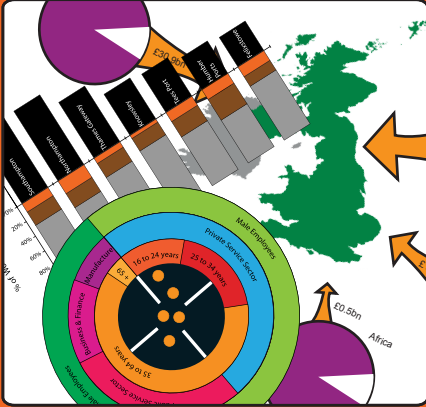




# east west locations ltd

independent data and analysis of all uk locations..

east west was found in 1998 as a unique type of economic development consultancy. We specialise on projects requiring location-based data, assessment and advice.



We deliver high quality, robust and impartial assistance to a range of clients including property developers, their agents, inward investment agencies and expanding private sector businesses.

Through analysis of data and market research our work informs labour market and economic development projects, the location decision making and site selection process and inward investment activities.

From our strategic work for the largest cities around the UK helping define and market their locations to inward investors through to recent work identifying unique attraction factors of various Business Parks and logistics developments in the UK, our team have worked across every region in the country and in many different business sectors.

**Our main aim remains clear.**

**All projects we become involved with are focused on one thing.**

**The attraction and generation of jobs and economic opportunity.**

## core services

location reviews  
economic development  
inward investment research  
location and relocation strategy  
property and site marketing  
labour market analysis

people

places

property

## nottingham location review series

east west offer inward investment agencies something very different to standard data sources. Our work on mapping real life journey to work catchments over the past 12 years has resulted in an in-house catchment database of more than 250 locations around the UK. We develop marketing reports at this level of economic geography allowing a potential inbound company to assess the viability of specific sites and premises against their recruitment needs. We minimise the risk in the location decision.

For Invest in Nottingham we recently prepared a series of seven Location Reviews, detailing the scale and characteristics of the workforce available to a number of different types of company; from biomedical technology manufacturers through financial services and contact centre operators to green and renewable technology businesses.

*client: Lorraine Baggs, Head of Inward Investment, Invest in Nottingham*

*comment: The valuable analysis of location demographics produced by east west locations has been used and highly valued by both corporate clients and our indigenous businesses alike. The reports are presented in an extremely user friendly format. The EWL team were helpful in steering us in the right direction and worked with us to ensure the product was personalised and tailored to our needs. east west are always willing to work to turn things around quickly and accommodate tight deadlines.*

## in-location recruitment catchment advice

During 2009 and 2010 east west were asked by an inward investor company in Merseyside to analyse their current recruitment patterns against the achievable recruitment catchment surrounding two sites. Our in-house knowledge of the local economy and our GIS database was matched against their recruitment requirements which were falling short of target and leading the company to believe they should close their contact centre operation in the current location.

We were able to show the company where they were falling short of recruitment when matched against the potential from demographic analysis of focused residential areas. A confidential report was drawn up which developed a targeted recruitment campaign and brought employee numbers back on target - avoiding a costly relocation exercise for the company and loss of at least 400 jobs from the Liverpool city region.

*client: Stephen Joyce, HR Director, Vertex*

*comment: Working with the east west team was immensely valuable. Through their detailed demographics we were able to understand more than the local labour market but the reasons why people from certain areas discounted us as a potential employer, the level of detail provided was to that good a level we were able to complete targeted attraction campaigns for our busy periods even at street level. This piece of work has been of value for the last 18 months and still enables us to get results.*

## airport and business park studies - peel developments

EWL provide a series of site specific Location Reviews that detail the labour markets and accessibility issues for each site in Peel's Business Park portfolio as well as their land holdings at three major UK airports.

The airport Review series built on previous work provided for Peel around Trafford Quays and Salford Quays in Manchester. In each case, detailed aspects of the local economy serving occupiers was built from the EWL Location Database© alongside in-depth consultations with employers, business support agencies and other organisations on the availability, quality and cost of staff in these locations.

No other company can provide data at the level of the real journey to work catchment that people travel over to work each day. east west own the only database of actual commuter behaviour in existence in the UK and, as a result, only east west can develop detailed economic assessments looking at service sector, manufacturing or warehousing recruitment patterns based on non-standard geographies.

*client: Mark Whittaker, Director of Investments, Peel Developments*

*The Reviews are an essential tool to marketing and instilling confidence in what are destinations of continued developments. Since our first instructions to EWL we have secured lettings to Marks & Spencer, JT International, Securicor, SSL International, Ceridian Centrefile and BUPA, and on each occasion the information provided has proved invaluable in meeting the ever increasing requirements of these occupiers.*

