GB Marketing Enterprise: Are Entrepreneurs Falling Out of Love With London?

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New research has found that nearly two thirds of London entrepreneurs are planning to leave London in the next few years. Event marketing specialists GB Marketing Enterprise look at the statistics from the study.

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/about-us/

Two thirds of small business owners in London and the South East are considering leaving central London over the next five years. The figure rises to 78% for technology start-ups. Published by Sussex Innovation, the business incubation network wholly owned by the University of Sussex revealed the figures at the unveiling of its first off-campus incubator hub in Croydon. The poll, which quizzed the bosses of businesses in London and the South East of England, found that the key factors pushing entrepreneurs out are rising property prices (78.5%), difficulties accessing funding and investment (26.6%), and securing top talent (24.1%). The majority (64.3%) of those thinking about leaving the capital would consider making a short move to the South East as an alternative.

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GB Marketing Enterprise, a successful sales and event marketing company feel that new businesses should consider the West and see what cities such as Cardiff have to offer businesses. Cardiff Airport is still a working progress, but it is expected that it will soon land airlines providing the business community with far more routes into hub airports globally.

Cardiff is close to the UK's only hub airport at Heathrow with the UK Government committed to a new rail spur from Reading station to the airport, which potentially could see in the future direct trains from South Wales. The English capital is in easy reach of South Wales and train journey times will be reduced further with the electrification of the line to Paddington. Cardiff is the closest of any world capital to London. So for businesses within the financial services or professional advisory firm in the City of London there couldn't be a better time to relocate functions to South Wales, particularly to the dedicated enterprise zone for the sector in the centre of Cardiff. Cardiff is the best city for young people to 'work and play' according to recent research from Legal and General, better than Edinburgh, London and Belfast. The city scores highest with young people for its low-cost of living, good job opportunities and decent wages. It also has one of the highest graduate entrepreneurship levels in the UK, helping to boost the numbers of non-Welsh graduates that stay after finishing their degrees; in a cosmopolitan city with all of the great facilities professionals would expect from a modern European capital.

GB Marketing Enterprise think it is worth considering the perks of entrepreneurship and their families moving to Wales. Parents who bring their business to Cardiff from London and places their child in the Welsh education system for two years, when it comes to University they will only have to pay fees of £3,685 a year, rather than up to £9,000 for English students. This could provide a saving of nearly £5,500 a year, or £16,500 over the course of a degree!

GB Marketing Enterprise is an outsourced sales and event marketing firm based in Cardiff. The firm specialises in a personalised form of marketing whereby they connect with consumers face-to-face at events and private site venues. This one-to-one connection often leads to long-lasting and personal relationships between brand and consumer as well as increased customer acquisition, brand awareness and brand loyalty for their clients.

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