CHOOSE
WOKING
See your business flourish.

McLaren Technology Centre and McLaren Production Centre

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Why Woking?

"Woking Borough Council is committed to an ambitious economic vision to secure Woking's position as the location of choice in the South of England.

"Over the past five years, the Council has made major investments in Woking Town Centre, creating a public realm that can be enjoyed by all. We believe this approach is vital in underpinning our economic growth, as Woking extends its high quality, modern environment where businesses choose to locate and people aspire to live.

"The next phase of improvement includes the exciting Victoria Square development, which is underway and will bring continued prosperity to Woking. We invite you to be part of this premier business location."

Councillor David Bittleston
Leader of Woking Borough Council

The location of choice

Commuter connections

A train to London Waterloo takes just 25 minutes. Heathrow, Gatwick and Southampton international airports are just an hour away. Local airport, Fairoaks, and key arterial road routes, including the M25, M3 and A3 can all be reached within 15 minutes of Woking.

The environmental edge

It's not just the commuter connections which make Woking an ideal base for the 5,000 business that are based here – it also has excellent environmental credentials. As one of the 'greenest' Boroughs in the UK, Woking leads on the application of innovative transport and energy initiatives that could benefit your business. So it's no surprise that environmentally-focused businesses, including WWF-UK and McLaren, chose to locate here.

World class innovation

WWF-UK's Living Planet Centre was built using state-of-the-art sustainable building technologies, and achieved the BREEAM rating 'outstanding'[1].

The McLaren Group employs around 3,500 people located largely at its iconic McLaren Technology Centre headquarters in Woking. Innovative and entrepreneurial, the largest part of McLaren is McLaren Automotive, the creator of luxury sportscars and sportscars alongside McLaren Racing, the Formula 1 race team.

Other international HQs that call Woking home include Asahi, Fidessa, Petrofac, Capgemini, Mustang Engineering, and Ambassador Theatre Group – the largest theatre group in the world.

1. Building research Establishment Environmental Assessment Methodology worldwide rating of excellence.

Commercial space

Woking offers a wide range of quality commercial premises at competitive rates within the M25 commercial property market.

There's an excellent choice of properties available across industrial, retail and office uses, with both freehold and leasehold options.

448,500ft²

of available commercial space

£25 per ft²

Woking Grade A Office Space, with central London at c.£65 per ft²

Offering much more than simply a managed office facility, **Woking's Connect 2 Innovation Incubator** is an entrepreneurial environment offering high quality offices and co-working space, advisory support and services tailored for growth-focused businesses.

Its aim is simple: to support the launch, survival and rapid growth of new businesses. Members share two attributes: growth potential and ambition.

Also situated in a convenient central location, **Collaborate** additionally offers great desk space for small businesses, freelancers and entrepreneurs.

Richard Stonehouse/WWF-UK

"Woking is a great place for WWF, offering excellent public transport links and local amenities alongside fantastic natural surroundings."

Robert Hardy,
Executive Director of Operations, WWF-UK

Woking's green credentials

Woking has long been committed to protecting the environment.

The Borough boasts Beacon Status for the adoption of sustainable energy and tackling climate change, and leads on the application of innovative transport and energy initiatives that could benefit your business, such as electric car charging points, car share schemes, and the town's Combined Heat and Power Plant.

Natural Woking is a biodiversity and green infrastructure strategy for the Borough. This seeks positive outcomes for habitats and people, by:

- enhancing provision and accessibility to green spaces
- conserving appropriate existing biodiversity and habitats
- creating opportunities for species to return to the Borough.

There are thousands of acres of woods and heathland to explore across Horsell Common. Plus the Basingstoke Canal and River Wey run through the Borough, offering a wealth of walking, cycling, boating and other leisure opportunities.

Woking Works

Woking Works is a partnership between Woking Borough Council's Business Liaison Team, five key local businesses, two independent business advisors and local business organisations, designed to support business people as they live, work and play in our Borough.

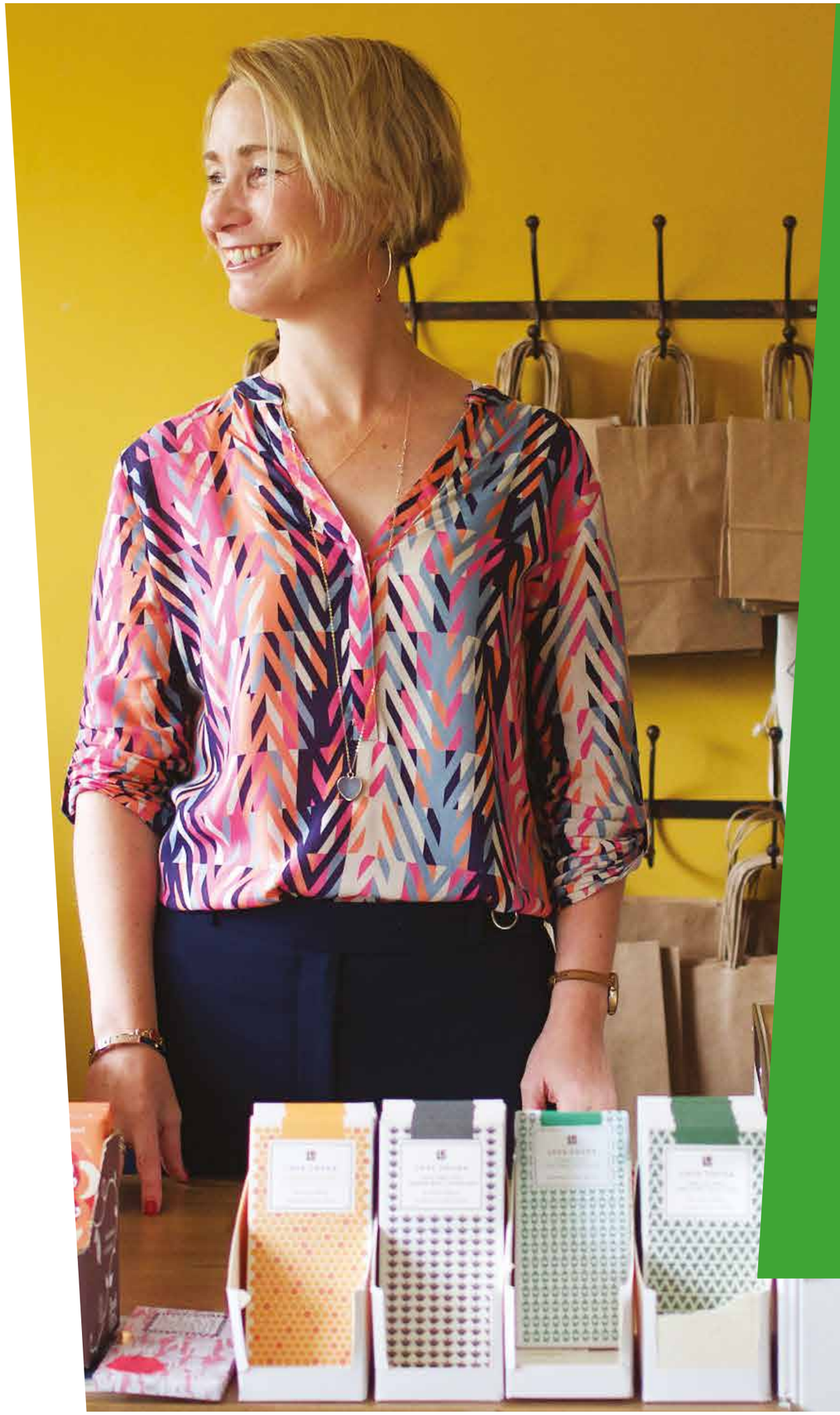
Woking Works aims to encourage start-ups, support existing business and attract new businesses through relocation, in order to boost the growth, prosperity and vitality of our ambitious Borough.

Woking Works began in 2007 as a simple business directory, but now offers a wide range of services:

- expert advice for start-ups
- support for SMEs via partner-led business surgeries
- networking events and evening receptions
- breakfast briefings
- workshops on essential topics like data protection and social media, and updates on the national and local economy
- property portal listing commercial premises
- high profile events like TEDx Woking.

"Hamlyns' accountancy firm began as a start up in Woking 26 years ago. We chose to start our business here because the town offers the best of both worlds. We not only enjoy the benefits of a thriving local business scene but also the town being just a short ride from London's opportunities."

Chris Shrubb,
Hamlyns Chartered Accountants



See your business take off with Start Up Woking

Start Up Woking is a free programme of business advice and support for new businesses and entrepreneurs. It is provided by the Woking Works partnership to businesses of any size or sector, and is reinforced by a network of local professional organisations and expert advisors.

Start Up Woking offers a wide range of advice and help to people who have either been running their own business for up to three years, or who have yet to begin. Set up in 2012, the programme has supported around 300 businesses to date which were looking to grow their idea into a profitable enterprise. An impressive 69% of these are still trading.

The free programme includes:

- one-to-one appointments with a business advisor
- comprehensive online information
- networking events.

Speaking about the advice she received from Start Up Woking, Claire Leigh said: "My new business - Two Ducks - was trading well as a pop-up shop but outgrowing the space I was in, so I decided to move into a shop in St John's Village and share the space with another business. I contacted Start Up Woking to help me review where the business was at, look at where it could be improved and check I was on the right track.

I found the free business review to be really helpful, as it provided me with further actions plus some reassurance we were on the right track and advice on how to incentivise and retain customers. A year on I took over the whole shop in the village, and now employ several part-time members of staff! I would recommend Start Up Woking to anyone in Woking who is thinking of starting or growing their business."

Established businesses can also take advantage of the Woking Works programme of business support, through its regular, partner-led business surgeries, as well as the extensive calendar of networking events and seminars that are open to all local businesses.

To find out more about how Start Up Woking can help your business flourish, please see www.wokingworks.com/startup and get in touch with the team today.

Woking lifestyle

Woking has approximately 40,000 households with a growing choice of quality homes, from ultra-modern apartments to large family homes and unique character properties.

Affordable housing schemes and shared ownership options are also part of Woking's offer to help more people live and work here. Our 'Woking 2027' strategy identifies 5,000 new homes planned to meet the future needs of residents and incoming workers.

TO BUY IN WOKING[1]

15% MORE AFFORDABLE THAN NEIGHBOURING BOROUGHS

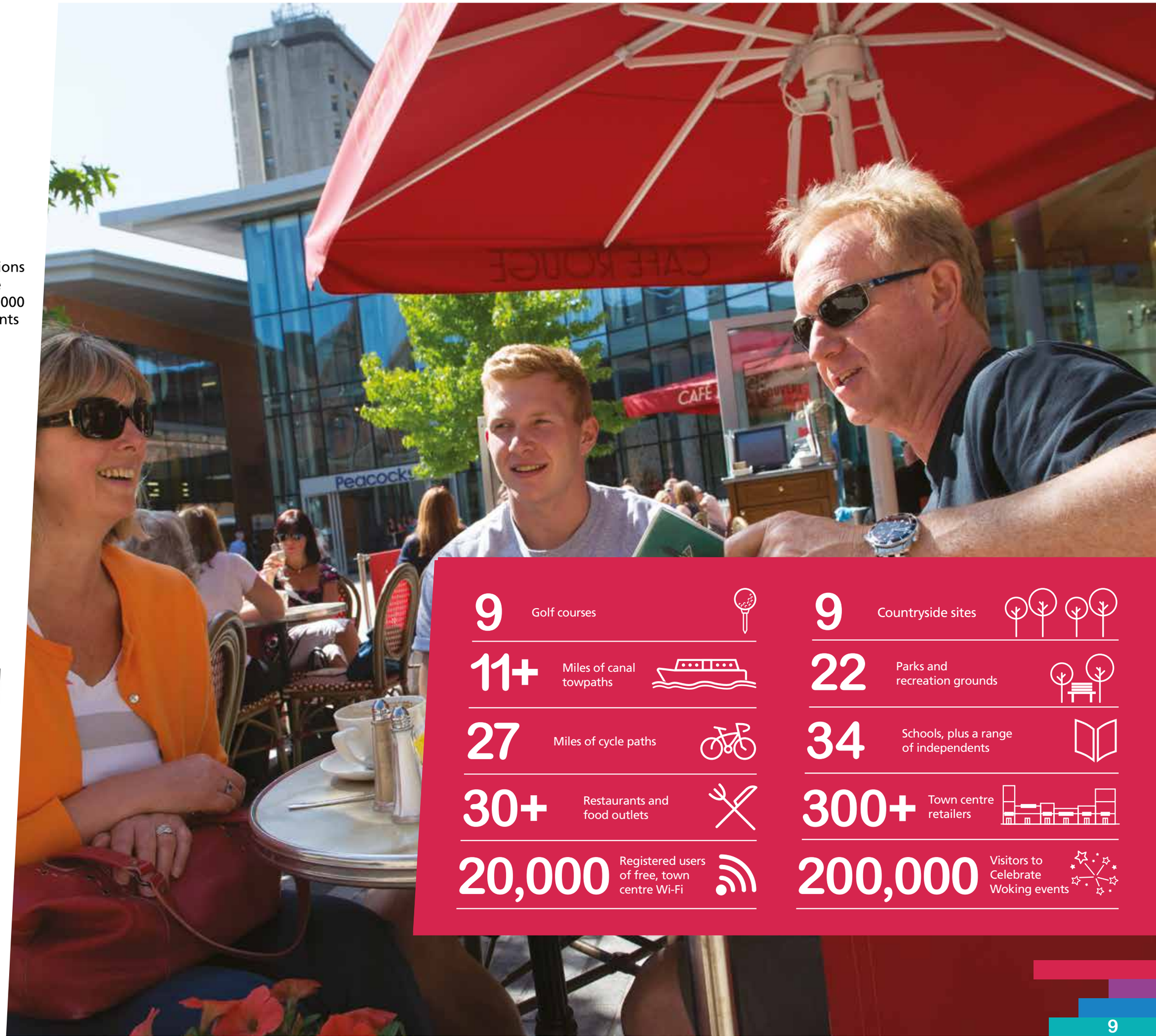
21% CHEAPER THAN OUTER LONDON BOROUGHS

TO RENT IN WOKING[2]

10% MORE AFFORDABLE THAN NEIGHBOURING BOROUGHS

36% CHEAPER THAN SE LONDON BOROUGHS

1. UK House Price Index, January 2018. Based on flat / maisonette.
2. Home.co.uk, March 2018. Based on 1-bed property.



9 Golf courses

9 Countryside sites

11+ Miles of canal towpaths

22 Parks and recreation grounds

27 Miles of cycle paths

34 Schools, plus a range of independents

30+ Restaurants and food outlets

300+ Town centre retailers

20,000 Registered users of free, town centre Wi-Fi

200,000 Visitors to Celebrate Woking events

Celebrate Woking

Woking can be justifiably proud of its London 2012 Olympic legacy, which includes Woking Borough Council's successful Celebrate Woking programme.

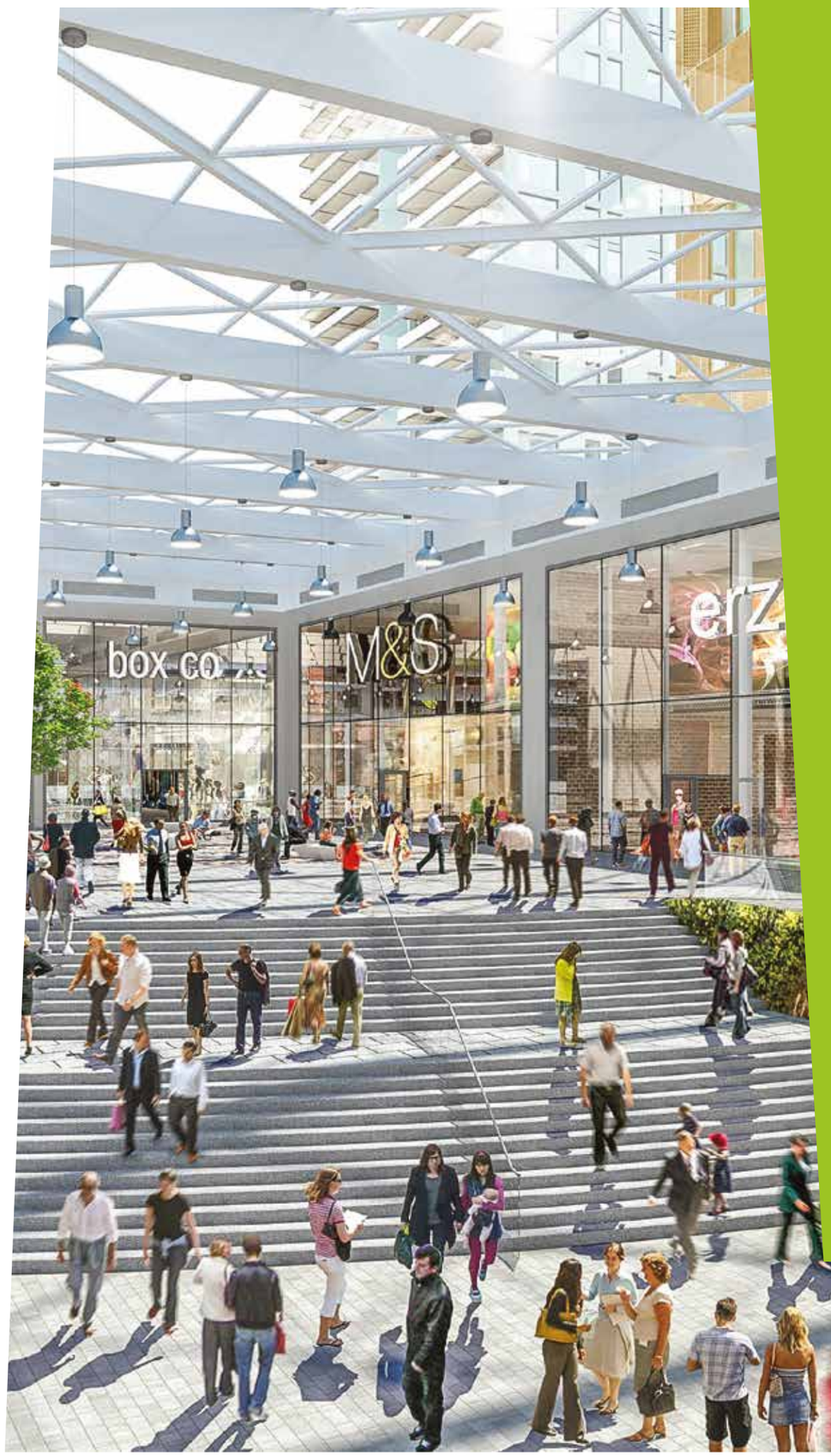
Celebrate Woking is an established annual calendar of community events, which attracts in excess of 200,000 visitors to a range of free, family-friendly events, including its two signature festivals: **Party in the Park** and the multi award-winning **Woking Food and Drink Festival.**

A number of other cultural events take place during the year, including **Diwali** and **Remembrance Sunday** in Jubilee Square, as well as **Summer Sounds** at Woking Park's bandstand.

Woking's permanent attractions include **The Ambassadors** theatre and cinema complex, which hosts touring shows from London's West End on the largest stage in the region, and **The Lightbox** gallery and museum, which attracts exhibitions from well-known national and international artists.

In Woking Town Centre, you'll find convenient, high-quality shopping facilities alongside a superb range of dining options across a world of cuisines.

CELEBRATE WOKING
BE PROUD... BE PART OF IT



Towards tomorrow today

Woking Borough Council's vision is 'towards tomorrow today', and with construction underway on one of the region's most ambitious retail and residential developments – Victoria Square – our future is now.

Victoria Square is just part of a £460m town centre transformation, which will create an exciting new employment, retail and leisure sector, featuring high street retailer Marks & Spencer. International operator, Hilton, has also signed up to operate a 196-room hotel, including 12 suites, a lobby bar, all-day dining restaurant, stylish Sky Bar, and an on-site coffee shop.

Adding to Woking's credentials is news that the development's construction partner, Sir Robert McAlpine - one of the country's leading construction firms, and famous for constructing the London 2012 Olympic Stadium and McLaren Production Centre – has chosen Woking for its new south-east regional office, creating new employment opportunities for local people.

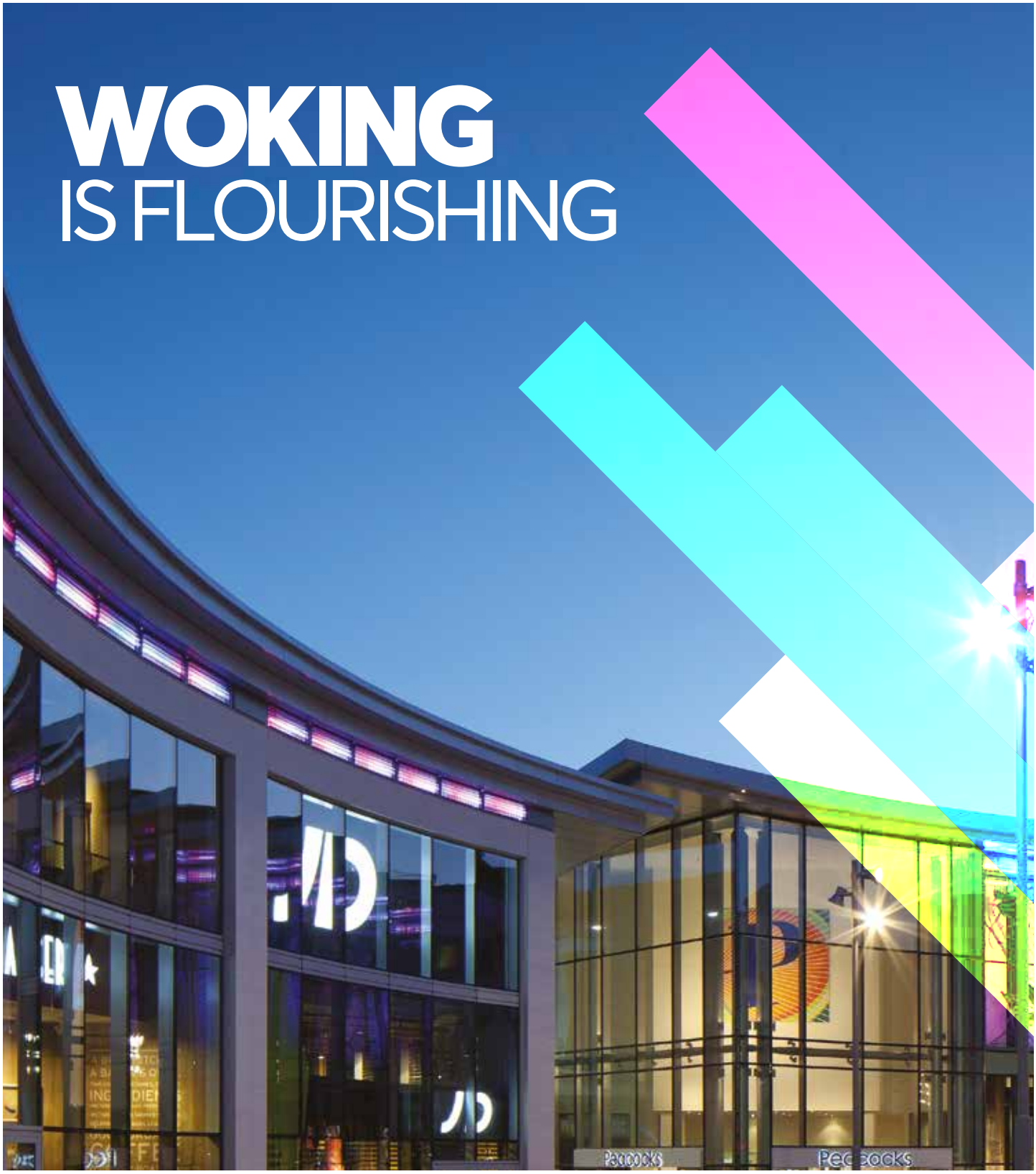
The development will deliver more than 75,000 square feet of new retail floor space, 390 residential apartments, a medical centre, 284 additional car parking spaces and two new public plazas.

Woking will offer a new and improved vibrant town centre fit for the 21st century.

For updates on progress, travel and transport advice, and information of retail and residential lettings, search:

#WEAREWOKING

WOKING
IS FLOURISHING



CONTACT US

To access support and to find out more about the benefits Woking can offer your business:

01483 743487 businessliaison@woking.gov.uk
www.wokingworks.com

@WokingWorks

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#WEAREWOKING

WOKING WORKS
Proudly **supporting business** in Woking