



The Guild of Entrepreneurs

# Is the City of London Entrepreneur Friendly?

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PRIME | Policy and Research Into the Mindsets of Entrepreneurs

Paper 01



## Introduction from the Master of The Guild of Entrepreneurs

Welcome to the first in a series of Prime Papers produced by the PRIME committee on behalf of the Guild of Entrepreneurs.

In this series of papers we aim to explore issues of interest to entrepreneurs and the wider community in the City of London, covering entrepreneurship and business issues linked to the Corporation of London and the City. The objective is to inform and enlighten around topics of interest, to assist us all understand our issues and the potential responses a little better and to foster engagement between those working in and around the City and those who deliver the planning and services to support them.

We trust that you find this initial paper of interest.

**Lee Robertson, FCSI, FRSA**  
Master Entrepreneur

## Survey Context

The Guild of Entrepreneurs consists of both entrepreneurs who live and/or work in the City... and those who don't.

- » those that did were asked to score on experiences
- » those that don't were asked to score on perception

But even if they don't live, or work, in the City ALL our members are Freemen of one of the City's newest Guilds and many have gone on to take the Freedom also.

## Survey Headlines

Overall there was a **55%** response level.

The survey was split into 2 halves;

- » about the provision of services for Entrepreneurs in the City
- » about the attitude of the Corporation to the Entrepreneurial sector

Overall over half, **58%** think that in the round the City is Entrepreneurial friendly.

However experiences are better when our members are asked about provision of Services in the City;

- » **69%** considered the City well provided

Members were not as sure about the Corporation attitudes;

- » **27%** considered that the Corporation were not well engaged with the Entrepreneurial sector



## Detailed Results on Services

Does the City contain a wide number of professional service firms (such as lawyers and accountants), who supply services to Entrepreneurs? **86%**  
yes

Does the City contain a wide range of accommodation options for business premises? **72%**  
yes

Is the City well provided with Broadband and 4G access? **65%**  
yes

Does the City contain a wide variety of business service firms (such as office and computer suppliers), who supply services to Entrepreneurs? **63%**  
yes

Does the City contain a wide variety of finance support offerings for both start up and established Entrepreneurs? **59%**  
yes

**69%**  
Overall



## Detailed Results on the Corporation

Does the Corporation of the City of London recognise that Entrepreneurs are a key part of their business landscape? **38%**  
yes

Is the Corporation of the City of London actively engaged with Entrepreneurs as well as Multinationals and PLCs? **25%**  
yes

Is the Corporation of the City of London Entrepreneur friendly? **25%**  
yes

Does the Corporation of the City of London encourage start ups and Entrepreneurs to locate/relocate to the City? **19%**  
yes

**27%**  
Overall



## Conclusion

Overall this report is great news for the City. It shows that Entrepreneurs recognise that the City is a place where they can do business. It also shows that the Corporation has a superb opportunity to grow a new sector.

## About The Guild Of Entrepreneurs

The Guild of Entrepreneurs is a Guild of the City of London and an aspirant Livery Company. It is made up of men and women who have invested their own money and time in setting up and running successful businesses. Its aims are to:

- » promote excellence in the profession of Entrepreneurship
- » support the Lord Mayor, encourage the growth of the City and promote its full potential to entrepreneurs and growth businesses
- » foster fellowship among entrepreneurs
- » give money and time for charitable works that support the development of entrepreneurs and help to bring the opportunities of entrepreneurship to young people.

An entrepreneur will have identified new market opportunities, sourced and organised the required people and resources, and experienced both the risks and rewards associated with such ventures

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### **Guild of Entrepreneurs**

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