

A GUIDE TO CITY ROAD AND  
THE SURROUNDING AREA

*Insiders*  
DIGITAL  
SPACES  

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*Guide*



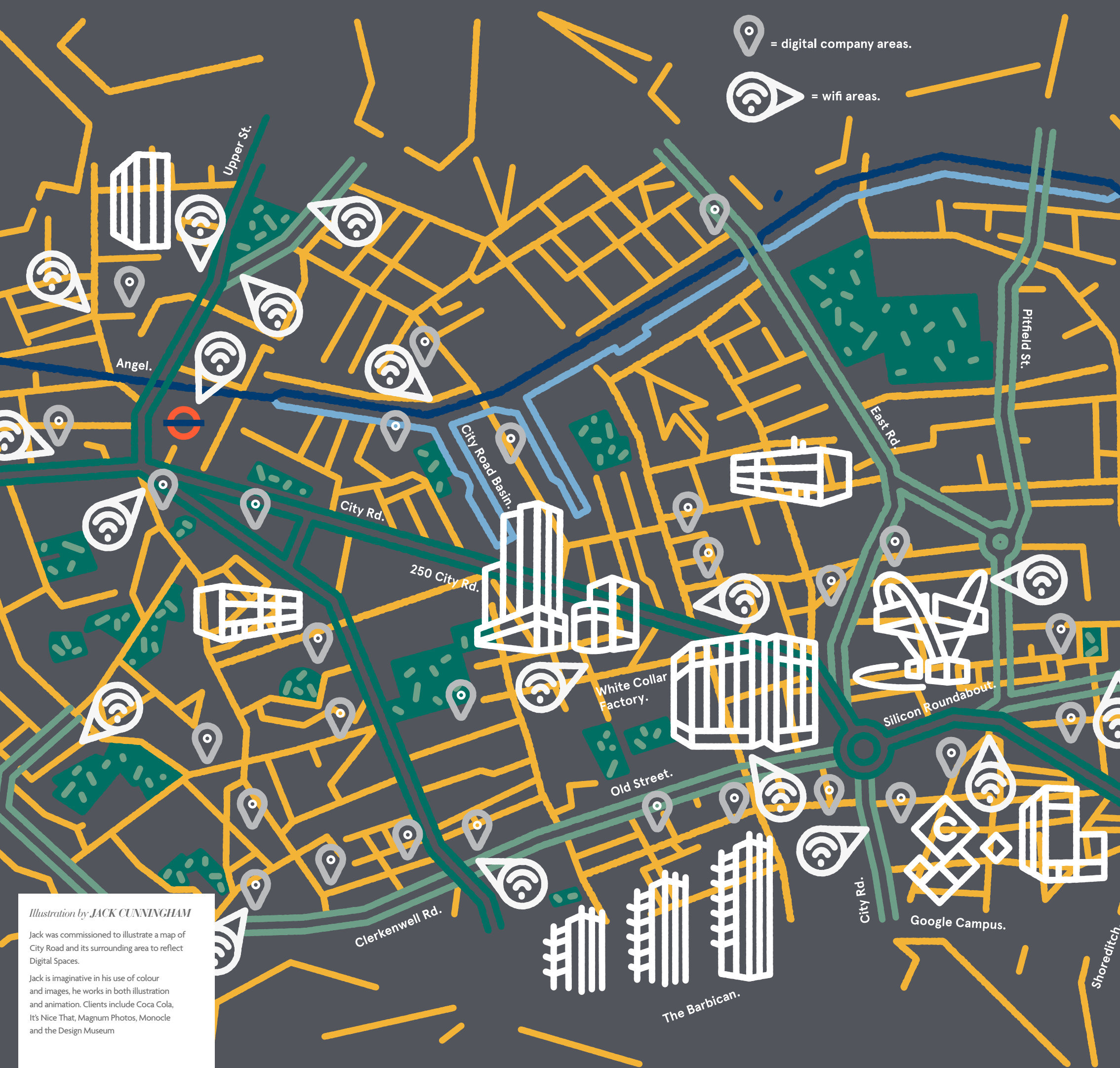


Illustration by **JACK CUNNINGHAM**

Jack was commissioned to illustrate a map of City Road and its surrounding area to reflect Digital Spaces.

Jack is imaginative in his use of colour and images, he works in both illustration and animation. Clients include Coca Cola, It's Nice That, Magnum Photos, Monocle and the Design Museum

 = digital company areas.  
 = wifi areas.

## DIGITAL SPACES



SILICON ROUNDABOUT, TECH CITY, CALL IT WHAT YOU WANT, CITY ROAD IS RIGHT ON TOP OF ONE OF THE WORLD'S BIGGEST DIGITAL DESTINATIONS.

Home to the third most important tech hub in the world today after Silicon Valley and Singapore, Tech City has fast made a name for itself in the world of digital innovation and invention.

Tech giants like Cisco, Facebook, Google and Intel have all invested in the area. The result? A creative, inventive and exciting place to explore and enjoy.

The information in this document is indicative only and is intended to act as a guide only. Maps are not to scale and show approximate locations only. 250 City Road is a marketing name and will not necessarily form part of the approved postal address. Lifestyle photography is indicative only.

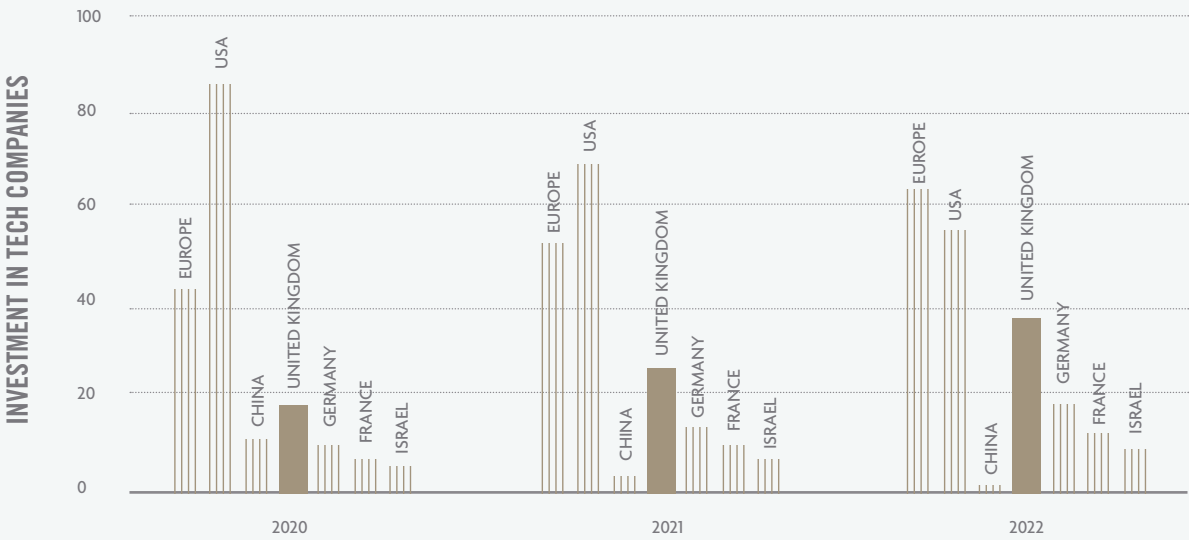
\*Source: Brand Minds 2021



TECH NATION REPORT

If the UK and China see the same changes in tech investment between 2019 and 2020 as they did between 2018 and 2019, the UK will overtake China as the second tech nation, behind only the US - with £14bn compared to China's projected £8.3bn.

PROJECTED VC INVESTMENT (EXTRAPOLATING TRENDS FROM 2018-2019) INTO TECH COMPANIES BY COUNTRY FROM 2020 TO 2022



Sources: Tech Nation 2020, Dealroom 2020

UK tech employment grew by 40% in the last 2 years, now accounting for

9%

of the national workforce with 2.93m jobs created

The UK is 3rd in the world for tech unicorns behind only the US and China, with

77

companies valued at over \$1bn

Tech sector GVA grew nearly six times as fast as that of the UK economy as a whole - £104bn in 2010 to £149bn in 2018, +43% in eight years

According to analysis carried out by the ONS, the UK employment rate has increased since Q1 last year. Employment is up

76.1%

from 75.3% This means that the jobless rate of 3.9% is well below the EU average of 6.5%



GREATER LONDON DIGITAL TECH COMPANIES

NUMBER OF DIGITAL TECH COMPANIES

589,730

People employed

DIGITAL PERCENTAGES OF COMPANIES

9%

Digital employed

£156bn

Turnover

7%

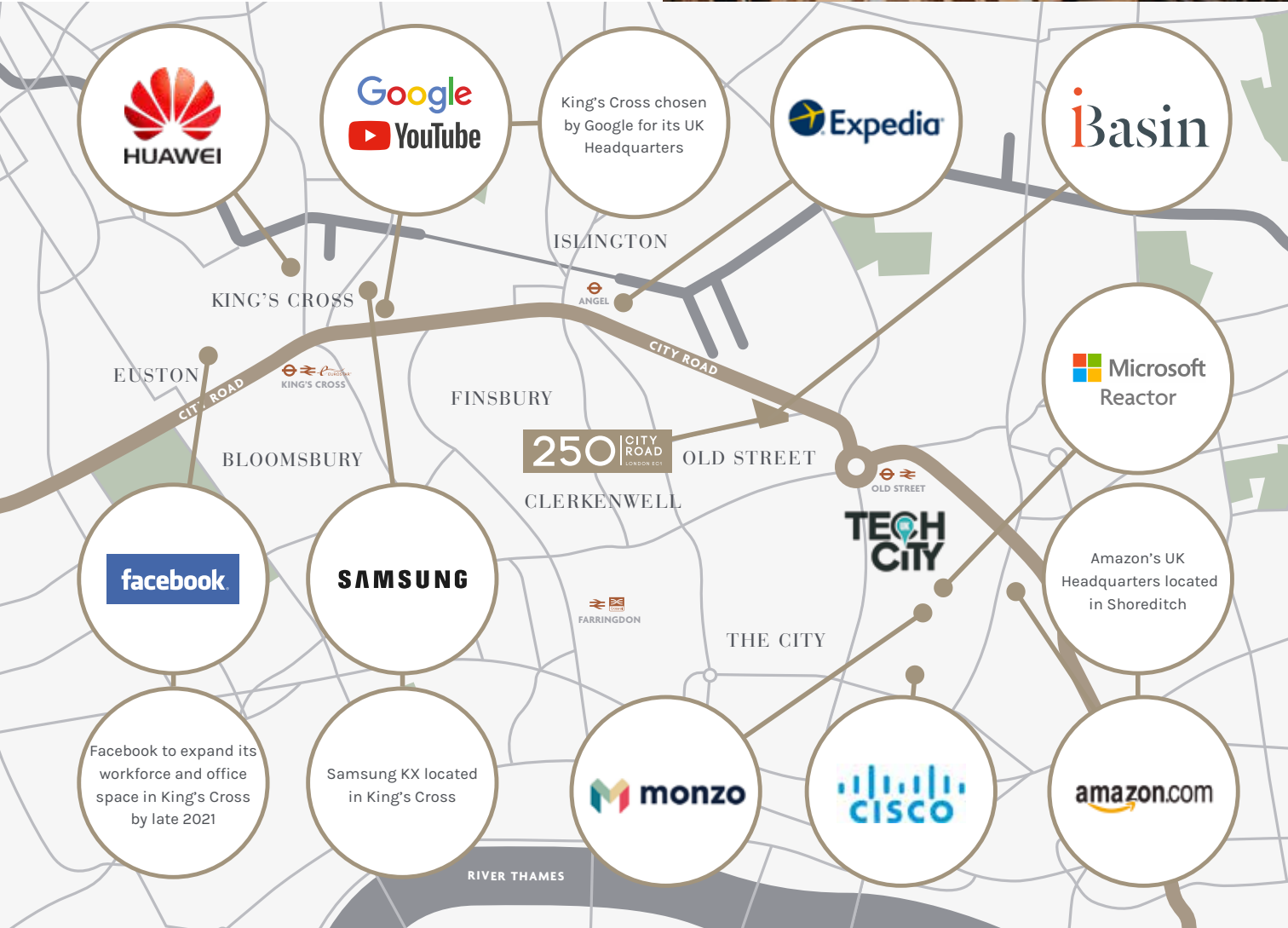
Digital percentage of turnover

LONDON TECH HUB - 2020 INVESTMENT

£8.6bn

Invested in London, 2020 and are ranked Number 1

Sources: Tech Nation, Office for National Statistics 2019, Tech Nation, Dealroom 2021





DIRECTORY

CITY FRINGE

This ultra-vibrant and inventive quarter of London, sitting at the northern fringes of the City, inclusive of King's Cross, Angel, Clerkenwell and Tech City in Shoreditch, is a hotspot of creativity and technological prowess.

The City Fringe, which had suffered from years of underinvestment, has seen a renaissance over the last 10 years, transforming it into one of the most sought-after destinations for tech start-ups, creative industries, eclectic nightlife and as a place to live.

The resurgence of The City Fringe owes its success in large part to the creation of Tech City in Shoreditch – a cluster of technology firms that have congregated in the area. There are now 76,660 technology businesses in Tech City employing 589,730 people and generating £8.6bn investment and £156bn turnover in 2020. Another digital giant with a big London presence at their 92,000-square metre “landscaper” King’s Cross headquarters

The proximity of the City Fringe to the City of London, its concentration of creative and innovative industries, most notably Tech City, and its central location, all make this part of London one of the most desirable places for homebuyers looking to embrace city

life at its most energetic, imaginative and inspirational.

The area is now in hot demand from City workers who have steamed in over recent years. With employment in the City set to grow by a further 50,000 by 2026, demand for homes in the City Fringe is on the sharp increase. In fact, the average house price has increased by 62% since 2008, as popularity in the area continues to boom.

Away from the flourishing business sector, the City Fringe is also a much-loved destination for shopping, socialising and night life. There’s an extensive array of restaurants, bars, cafés and retail outlets for a wide range of appetites, including critically acclaimed restaurant, Mark Hix’s Tramshed, members’ club Shoreditch House and retail outlet Boxpark.

This most attractive of central London locations is showing no signs of slowing down, continuing to make its mark as the go to destination for business, entertainment and most importantly, as a place to call home.

CO-WORKING SPACES

The fast-paced rise of Tech City has seen a need for flexible, creative spaces giving freelancers and contractors alternative new ‘co-working’ environments in which to work. These co-working spaces offer the opportunity for you to work, meet clients and collaborate in a creative space, away from the normal every day.

- 1. **Albert House**  
256 -260 Old Street, London EC1V 9DD  
T: 020 3457 0200  
www.theofficegroup.co.uk
- 2. **Campus London**  
4-5 Bonhill Street, EC2A 4BX  
www.campus.co
- 3. **Central Working - Farringdon**  
86-88 clerkenwell Road, EC1M 5RJ  
T: 020 3095 6449  
www.centralworking.com
- 4. **Spaces London City Point**  
1 Ropemaker Street, EC2Y 9HT  
T: 020 8895 4000  
www.regus.co.uk
- 5. **Runway East**  
58 City Rd, EC1Y 2AL  
T: 020 3137 9953  
www.runwayea.st

- 6. **Shoreditch Works**  
32-38 Scrutton Street, EC2A 4RQ  
www.shoreditchworks.com
- 7. **Soho Works - Shoreditch**  
Unit 4.07 (4th floor) The Tea Building  
56 Shoreditch High Street, E1 6JJ  
T: 020 3841 7600  
www.sohoworks.com
- 8. **The Black & White Building**  
74 Rivington Street, EC2A 3AY  
T: 020 3701 6800  
www.theofficegroup.co.uk
- 9. **The Cube**  
Studio 5, 155 Commercial Street, E1 6BJ  
T: 020 7377 9279  
www.thecubelondon.com
- 10. **The Hoxton Mix**  
3rd Floor, 86-90 Paul Street, EC2A 4NE  
T: 020 3475 3374  
www.hoxtonmix.com
- 11. **The Trampery**  
239 Old Street, EC1V 9EY  
T: 020 3111 9883  
www.thetrampery.com
- 12. **WeWork - Moorgate**  
1Fore Street, EC2Y 9DT  
T: 020 3695 7895  
www.wework.com

- 13. **WeWork - Old Street**  
41 Corsham St, Hoxton, N1 6DR  
T: 020 3695 7895  
www.wework.com
- 14. **81 Rivington Street**  
81 Rivington Street, EC2A 3AY  
T: 020 3773 1788  
www.theofficegroup.co.uk
- 15. **DoSpace Co-Working**  
4 Elder Street, E1 6BT  
www.dospace.io/london

TECH COMPANIES NEAR SILICON ROUNABOUT

- |                                |              |
|--------------------------------|--------------|
| 16. CBS Interactive / Farfetch | 22. Uber     |
| 17. Inmarsat                   | 23. Amazon   |
| 18. Capco                      | 24. Google   |
| 19. Tech City UK               | 25. Havas    |
| 20. Cisco                      | 26. Facebook |
| 21. Nasdaq                     |              |



81 Rivington Street



The Black & White, The Office Group



Albert House, The Office Group



Source: technation.io/report2021





# 250 | CITY ROAD LONDON EC1

Situated in the heart of Zone 1, 250 City Road is within walking distance of 'Tech City' and the 'Square Mile'.

Designed by renowned architects Foster + Partners, 250 City Road offers studios, 1, 2 and 3 bedroom apartments, with residences on the upper floors offering a spectacular, uninterrupted panorama of the Capital.

250 City Road is home to a state-of-the-art gym and rooftop fitness terrace with views towards the City and canal basin. Residents can wind down after a hard day in the luxurious 20 metre swimming pool and spa or work away from the office in the business' lounge. A screening room, residents lounge and 24 hour concierge service is on-hand to meet your every need.

Outside, a little under two acres of beautifully landscaped green spaces including the Wi-Fi enabled Central Plaza which creates a sense of calm, connected and contemporary living.

250 City Road will host a range of cafés, restaurants, retail outlets and is set to become the new quarter in which to live, work and play.

*[www.250cityroad.co.uk](http://www.250cityroad.co.uk)*



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COMMISSIONED BY BERKELEY HOMES