Move office from Shepherds Bush to Ealing, London

# Introduction

## Background

Shepherds bush area is under re-construction and a number of buildings are going to be demolished. Companies within this area are mostly technology start-ups with close link to Imperial college. The rental price in Shepherds Bush has gone up sharply due to the extension of the shopping mall and the newly built high-end residential area. Therefore, technology companies are in need for a new site which has lower/similar rent and close to the current area.

The closest alternative for the new site would be located in W3 area. This is because of several reasons. First it is close to Imperial college for the university facility and source of highly qualified employees. Second the rental price would be similar to the current location, if not less. The commuters within the company can take the same line to get to work.

There are few requirements for the new location that resemble the current site. First the distance from the underground to the new office needs to be within walking distance so that commuters can get to the new office easily. It is good to restrict the office location to be within zone 2 where no extra travel subsidies is required to be added at the new site. Second the new location needs to have venues like café or restaurants for employees or business lunch. Overall, it is ideal to find a new location that is similar to the current location as much as possible.

## Problem

The new location needs to be easily accessible to the commuters and visitors to the companies. Because the technology startups rely on the resource from imperial colleges, it needs to be convenient to the employees and visitor for both travelling and the food.

## Interest

This project can benefit a number of start-ups that span out from imperial college and suffer from high rent and the re-construction.