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**B**

reveals plans for one of the  
largest city centre redevelopment  
schemes in Europe

November 2000

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regeneration jigsaw

Those who arrive at ...

spectacular city centre

can see little of the city

to reinvent itself

beyond the plank fences

premier location

the sackcloth screens

major international investment

the scaffolding

an invited audience

the metal armatures

key financial institutions

the wooden catwalks

property developers

hanging from ropes

and investors

or supported by saw-horses

The Preferred Location

the ladders, the trestles

continuing renaissance

If you ask 'Why is construction taking such a long time?'

significant progress

the inhabitants continue hoisting sacks

prestigious redevelopment

lowering leaded strings

the challenge of the next decade

moving long pushes up and down, as they answer

critical success factors

'So that its destruction cannot begin'

benchmarked

And if asked whether they fear

providing investors...

that once the scaffolding is removed

with the best sites

the city may begin to crumble and fall to pieces

one of the best business locations in Europe

they add hastily, in a whisper 'Not only the city'

development schemes

If dissatisfied with the answer

setting new standards

someone puts his eye to a crack in a fence

towards the future

sees cranes pulling up other cranes

the City will have reinvented

scaffolding that embraces other scaffolding

accelerate B's growing status

beams that prop up other beams

international City

'What meaning does your construction have?' he asks

capturing office relocations

'What is the aim of a city unless it is a city?

high growth industries

'Where is the plan you are following

new international business

the blueprint?

a new dimension

'We will show it to you

the finest commercial office development

as soon as the working day is over

improve B's ability...

we cannot interrupt our work now'

to compete

they answer."

exciting times for B

the next ten years

working with...

business partners

investment prospects

investment performance

strength to strength