THAMES VALLEY PROPERTY FORUM 2010
RE-DEFINING THE THAMES VALLEY

HOW WILL TECHNOLOGY, INNOVATION AND PROPERTY GENERATE NEW GROWTH AND HELP TO RE-DEFINE AND CREATE A NEW VOICE FOR THE THAMES VALLEY?

Thursday 9th September 2010
Reading Holiday Inn, IQ Winnersh
INTRODUCTION

Welcome to TVPF 2010!

TVPF 2010 will be the fourth in the successful series of public/private sector Thames Valley Property Forums that have been held under the UK Property Forum umbrella since 2004. Enabled by Battle Associates, the aim is to bring some of the key drivers in the Thames Valley, technology innovation and property, into the centre stage and understand how it will influence occupiers, communities, business, property developers and investors. As part of the agenda, TVPF will use the assembled conference delegates and speakers to help define what the drivers for the Thames Valley are and also identify who could be the ‘new’ voice for the Thames Valley as we enter a new period of political and economic change.

I am also pleased to announce that we will have a follow up mini-event on Tuesday, 9th November (PM) which will be a Focus on Reading. Hosted at the new Yell Group HQ in Reading at One Reading Central, it will be an excellent opportunity to see and understand what drove the move to the new premises by the people who made the decisions and also have an overview of Reading schemes such as the Pinnacle building. I am keen to keep the momentum going for the Thames Valley and will also be sending details about the next conference and Membership for TVPF in the New Year.

As the agenda moves towards the establishment of a new Thames Valley region, rather than the previous ‘City’ focused agenda, I am hopeful that we can begin to establish a sense of community and shared sense of values for the region which builds upon this strategic shift.

Matthew Battle, Conference Enabler and Moderator

SPONSORS

CONFERENCE SPONSORS

EXHIBITORS
The 2010 Thames Valley Forum

What is the future role of the Thames Valley in the context of a changing UK government and the constant global pressures on business? Is it true to say that without a clear voice the Thames Valley will become another ‘lost’ European trade region as the economic pressures grow?

Key Note:
David Smith, Economic Editor and Assistant Editor, The Sunday Times
Chair: Matthew Battle, Chair UK Property Forum and Director, Ibex

Thames Valley Occupation

Will technology and innovation drive future growth in the Thames Valley? What will be the effects for the property sector and how will this change the demand for new space amongst occupiers and end users?

Chair: Ian Rudland, CEO, Vail Williams LLP
Speaker: Tim Caiger, VP Real Estate & Facilities, Oracle Corporation
Panel: Matthew Wylie, Director EMEA Real Estate HP Enterprise Service and Chair, CoreNet Thames Valley Branch
Greg Skyrme, Director of Property & FM, Centrica plc
David Wright, Director, Corporate Real Estate Partners

Living on the Edge

How Bucks is re-defining the boundaries of the Thames Valley and driving new investment into developments such as Handy Cross at High Wycombe. Is it time to re-define what constitutes the make up of the Thames Valley and create a geographical image of the region and understand the value of its relationships with adjoining economic regions?

Chair: Matthew Battle, Chair UK Property Forum and Director, Ibex
Speakers: Adrian Brown, Vice Chair, Aylesbury Vale Advantage
Michael Garvey, Vice Chair, WISER
Panel: Charles Brocklehurst, Head of Property Services, Wycombe District Council
Richard Harrington, Chief Executive, Aylesbury Vale Advantage
Nigel Brooke, Corporate Director Services, Aylesbury Vale Advantage

Open Conference Debate

Round table discussion and feedback from the floor, Q&A Session with Delegates

New Directions

What drives the whole transport debate in the Thames Valley? How has the cancellation of the Heathrow Third Runway effected growth and changed priorities and is the Crossrail project the answer to the travel conundrum?

Chair: Matthew Battle, Chair UK Property Forum and Director, Ibex
Speakers: Scott Witchells, Partner. Peter Brett Associates
Brendon Walsh, Director Property & Regeneration, Ealing Council
Panel Discussion

Thames Valley Showcase

Developing the Next Big Thing: What will be the shape of new business parks developments and what will investors require to create successful schemes in the Thames Valley?

Chair: Damian Wild, Editor, Estates Gazette
Speakers: Kate Dean, Regional Director, Offices Thames Valley, SEGRO
Simon Hope, Special Project Manager, Basingstoke & Deane Borough Council
Panel Discussion

Conference Sum-up. Tea & Coffee and Networking

Conference & Exhibition Close
DELEGATE LIST  (correct 03/09/10)

Robert Whittle, Amec Entec
Conor O’Bryan, APS Chartered Surveyors
Matthew Goodwin, Arcadis
Adrian Brown, Aylesbury Vale Advantage
Richard Harrington, Aylesbury Vale Advantage
Nigel Brooke, Aylesbury Vale District Council
Mark Wathen, Aylesbury Vale District Council
Andrew Grant, Aylesbury Vale District Council
Tracey Aldworth, Aylesbury Vale District Council
Graham Cole, Aylesbury Vale Estates
Andrea Lee, B Legal
Robin Meakins, Barton Wilmore
Alyson Jones, Barton Wilmore
Nick Paterson-Nelid, Barton Wilmore
Eduardo Hernandez, Basingstoke & Deane BC
Simon Hope, Basingstoke & Deane BC
Amy Battle, Battle Associates
Matthew Battle, Battle Associates
Kate Battle, Battle Associates
Simon Dimmick, Blandy & Blandy LLP
Jane Gunnell, Blandy & Blandy LLP
Karon Jones, Blandy & Blandy LLP
Tim Young, BNP Paribas
Mark Appleton, Boyes Turner
Derek Ching, Boyes Turner
David Anderson, Broadway Malyan
John Danahy, Burges Salomons
Craig Bellamy, BW Interiors
Jerry Muscroft, Capita Symonds
Jackie Sadek, CBRE
Greg Skyrme, Centrica
Richard Blackburn, circlesquare
Tim Read, Clifton Ingram
Jo Mandorllo, Coleman Bennett International
Ian Selby, College for Estate Management
Tom Gaynor, Commercial Estates Group
Steve Rankin, Confederation of British Industry (CBI)
David Wright, Corporate Property Advisors
Charles Dady, Cushman & Wakefield
Ben Stirk, Cushman & Wakefield
Laura Boardman, Dunbar & Boardman
Jim Bailey, DWP Planning
Nicky Oliver, E3 Consulting
Amy Irvine, E3 Consulting
Brendon Walsh, Ealing Council
Helen Roxborough, EGTV
Damian Wild, Estates Gazette
Jonathan Hamer, Estates Gazette
Erik Ruane, Europa Capital
Ben Fawcett, Event Technical Support & Logistics
Stuart Bedford, Exton Estates
James Hawson, Exton Estates
Sue Brown, FD Tamesis
Vicki Wallin, FD Tamesis
Marcus Francis, Field Seymour Partners
Karen Walker, Forward Swindon
Matthew Bird, Frogmore
Mike Marshall, Gleeds
Marcus Hawkins, GVA Grimley
Nick Cook, Haywards
Peter Eblett, Herman Miller
James Beresford, Highcross
Andrew Talbot, HLW Design & Architecture
Christinia Brouilidakis, Holiday Inn Wineresses Triangle
Ed Whetham, Horstonbridge
Mike Rolls, Horstonbridge
Matthew Wylie, HP
Peter Richards, Hurst Warne
Graham Gover, Invest in Bucks
Alex Pratt, Invest in Bucks
Cameron Branson, Invest in Bucks
Steve Dixon, JDW
Les Nicholls, John Sisk & Son
Darren Beale, John Sisk & Son
Phil Bailey, John Sisk & Son
Guy Parkes, Jones Lang LaSalle
Angus Currie, Jones Lang LaSalle
Donal Bourke, Kier Southern
Charmaine Holt, Kinnarps
Steve Jones, Kinnarps
Maeve Flanagan, LAH Property Marketing
Simon Watts, Logic Group
Mark Radford, Logic Group
Stephen Stratton, Manches LLP
John Castell, Manches LLP
Richard Smith, Manches LLP
Stuart Oldridge, MCM Architecture
Nigel Baker, Microsoft
Andi George, MJF Group
Jenny Taylor, Morgan Ashurst
Mark Dyer, Morgan Sindal
David Jennings, Movers & Shakers
Leigh Jennings, Movers & Shakers
James Crisp, NB Real Estate
Kevin Mersh, NB Real Estate
Tim Caiger, Oracle
Kevin Marsberg, Overbury Plc
Stephen Hyde, Overbury Plc
Andy Meader, Pegasus Planning Group
Darren Parkinson, Parkinson Holt
Scott Witchalls, Peter Brett Associates
James Overend, Peter Brett Associates
Daniel Hayes, Peter Brett Associates
Paul Maryan, Peter Brett Associates
Martin Dix, Peter Brett Associates
James Morgan, Peter Brett Associates
Samantha Damon, Peter Brett Associates
Stephen Masterton, Pringle Brandon
Barbara Ainsworth, Progress
Melvyn Hale, Prudential plc
Rory Carson, PRUPIM
Andrew Szanto, Quintiles
Robert Lynch, Rickerbys LLP
Albert de Beer, RIM/Blackberry
Steven Lang, Savills
Jon Gardiner, Savills
Jeremy Bates, Savills
Jonathan Hill, Scott Brownrigg
Kate Dean, SEGRO
Gareth Osborn, SEGRO
David Drummond, SEGRO
Paul Lewis, SEGRO
Andrew Farmerly, Shoosmiths Solicitors
Stephen Power, Simmons & Sons
Miff Chichester, St Congar Properties
Sue Viney, Sue Viney Communications
David Smith, Sunday Times
Clare Turner, Swanke Hayden Connell
Tim Chaudhry, The Abbeyfield Society
John Burdidge, The Business Magazine
Sally Stephens, The Reading Chronicle
David Taylor, The TVPF Journal
David Newton, Tuffin Ferraby Taylor
Grant Elrick, UBM Information
Louise Thomas, Urban Renaissance Institute
Debs Wylie, Vail Williams LLP
Rebecca Halpin, Vail Williams LLP
Mark Sherwood, Vail Williams LLP
Ian Rudland, Vail Williams LLP
Chris Cave, Vail Williams LLP
James Lacey, Vail Williams LLP
David Thomas, Vail Williams LLP
Andrew Outterside, Vail Williams LLP
Barry Ross, Wates Construction
Russell Harris, West London Business
Kevin Macmahon, Willmott Dixon Construction
Michael Garvey, WISER
Charles Brocklehurst, Wycombe District Council
Stephen Meah-Sims, Wycombe District Council
Mayuri Naker, Wycombe District Council
Tony Green, Wycombe District Council
Simon Taylor, Yell Group
Jeremy Clarke, Yonda

DELEGATE LIST  (correct 03/09/10)
BUSINESS PARKS IN A MOBILE WORLD

In an age when more and more of us are working just about anywhere, what is the future for the business park? How can they be adapted? And how might the Thames Valley be involved in a vision embracing such a future?

Such questions are pertinent ones, especially against a background of important, region-affecting issues, ripe for discussion at the Thames Valley Forum. For starters, these include the cancellation of Heathrow’s third runway, the continuing uncertainty over Crossrail, the winding up of the Thames Valley Partnership, and Thames Valley’s ongoing search for a new identity.

But a crucial starting point for any image change is a close look at existing assets. And for some, that might mean looking to a new use for buildings or mono-use parks whose time may have come and gone. Argent chief executive Roger Madelin is well placed to determine whether business parks are ‘stranded islands or asset goldmines’, having been a key part in developing such schemes as Thames Valley Park and the first phase of Green Park near Reading. Now busy creating a new quarter of inner London at King’s Cross Central, he is clear that the Thames Valley has useful credentials on which to build.

‘The Thames Valley has got some pretty good fundamentals that aren’t going to go away for a long, long time’, he says. ‘A lot of people live there, and like living there, and a lot of those people are very important, high value workers. And they’re not going to move.’

Initially, predominantly US companies were attracted to the region primarily due to its accessibility to Heathrow and its attractiveness as a living environment for the more senior staff. Into the future, though, says Madelin, whilst people’s working patterns are going to change thanks to technology - there is already a ‘very significant minority’ that is very happy to work from home, the train, the café, the airport - we are still going to need to get together. Not as often, and for different reasons, but that need is still there, and these people will not all be going into Soho Square or King’s Cross. ‘I think things are really changing with the way we work’, says Madelin, ‘and one of the huge issues that will really affect all of us over the next few years is reducing cost.’ This, he predicts, will mean more speculative development as businesses are less and less able to plan three years ahead.

But another huge issue is looking to maximise business parks’ potential as markets switch. ‘There is a real opportunity for smart workplaces, meeting places, nodal points to exist in an around the Thames Valley.’

When Madelin looks back to his time in developing buildings in the region, he is saddened that although his firm was building ‘lovely environments’, it would then, frustratingly, simply ‘seal up the boxes’ to cater for what Argent was being told the market wanted. This was one person per 8 square feet stuff, with six PC terminals on each desk, and with staff beavering away all day at 17.5°C. ‘It was almost like you were in a prison.’ So, when these buildings disappear, what will replace them? ‘I think you’ve got to start looking at these meeting places, nodal points in the Thames Valley as very different things.’

Madelin predicts that the business parks which are in the happy situation of being well connected by good public transport links will remain traditional office environments, but others should look to the ‘brand experience’ - catering for migratory, no-fixed abode workers, for example.

So the trick will be to reinvent the business park into something that suits the way that modern corporations are adapting and the way people are working. Some of the business parks that are not conducive to such a reworking might find themselves the location for housing, for example, or leisure. ‘All the ones that are there today will not be there in 10-15 years time, because they are not big enough to provide the brand experience or well located enough to get very low-cost, five-days-a-week, 9-5 workers come in and do call centre operations. People are still going to want very big, very cheap buildings to cram lots of people in, to do fairly low value tasks’. These will not be built in town centres, but in highly accessible areas on the edge of town, Madelin predicts. And although he is sceptical about some of the localism aspects of the new coalition government as regards planning, he is optimistic that at least no more land will be allocated for land development in any area that has any high value, or where any active community might object to development. If this scenario does come to pass, those sites already developed will become ever more attractive.

‘I’m very optimistic about the business park and Thames Valley because that is land that you will be able to develop on.’ All will be redeveloped over the next 10-15 years, he believes.

The new-look business park might even be a green brand experience – not everywhere has to be a sealed box, stuffed full of people and air-conditioning. Often at out of town business parks there is also the space to employ wind turbines or photovoltaics and the opportunity for sites to become truly sustainable developments. And although business parks are connoted with the private vehicle, Madelin suggests that, sure, people will still drive, but with the coming of zero-emission vehicles, the car is no longer the eco-warrior’s nightmare. ‘We are not going to do without personalised public transport’, he says, and as soon as the Germans and the French are ready, cars will go this way.

Ultimately, then, business parks need to adapt to the future. Through a sensitive, appropriate and intelligent development approach, in an age of dwindling sites and changing working patterns, they could re-emerge as places where people come to work, stay, live and play. Rather like the Thames Valley as a whole.

David Taylor

David Taylor is the editor of New London Quarterly. He also writes magazine articles, books and other copywriting material on design, architecture, planning and property issues, in a freelance capacity. Previous roles have included acting editor and web editor of the Architects’ Journal, launch news editor of Planning Week and a four year stint as a member of CABE’s panel of writers.
www.tvpf.co.uk

‘Next Event: 9th November - Yell Group as part of the Reading in Focus series.
Get the results you want from the data you need

EGi Deals provides in-depth, high quality comparable data helping you spend less time researching and more time doing business.

- Use reliable deals data to support valuations.
- Review lease expiry dates and generate new business.

Experience the benefits of EGi Deals for yourself. For a free trial:

Call 020 7911 1766 or visit www.egi.co.uk/deals.html
With a proven track record in the Thames Valley and beyond we are involved in projects ranging from the development of individual office buildings to the promotion of strategic land. Our current client list includes PRUPIM, BT, Aviva, Magdalen College Oxford, Sackville Properties and De Soutter Medical.

We specialise in complex sites and situations, offering a range of services including:

- Initial identification of sites and opportunities
- Financial appraisal, land purchase and assembly
- Leading the design and planning teams
- Project managing the construction phase
- Overseeing occupation and marketing

For further information and to discuss the services that Horstonbridge Development Management can provide your company, please contact us at info@horstonbridge.com or telephone +44 (0)1494 766533

www.horstonbridge.com