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ENABLED BY



UK Property Forums



# DRAWING TOGETHER

As the UK economy shifts up a gear, Thames Valley Berkshire is in an excellent position to benefit from this growth and move ahead of the pack. The region is able to offer commercial space to suit all types of occupier whether looking to leave the overpriced confines of London, arriving from other parts of the globe (just turn left when departing Heathrow) or relocating from other parts of the UK.

Led by a proactive and driven Local Enterprise Partnership, which recently agreed a £96.9 million Growth Deal with Central Government, Thames Valley Berkshire is underpinned by a network of strong and economically sustainable towns that include Reading, Slough, Windsor and Maidenhead. The largest of these towns is Reading that acts as the capital of the region, its success ensuring that Thames Valley Berkshire remains one of the top European destinations for occupiers and investors.

With the River Thames at its heart, the region provides potential investors and occupiers with an excellent platform to start and grow a business. This is complemented by a great lifestyle offer, with both town and country living and many social and educational assets.

We hope that you enjoy MIPIM UK and take time to speak with one of the representatives from our Partners and Supporters who can tell you about the benefits of the region or the individual towns represented on the Thames Valley Berkshire stand.

## Matthew Battle, Director, UK Property Forums

### PARTNERS



### SUPPORTERS



### MEDIA PARTNER



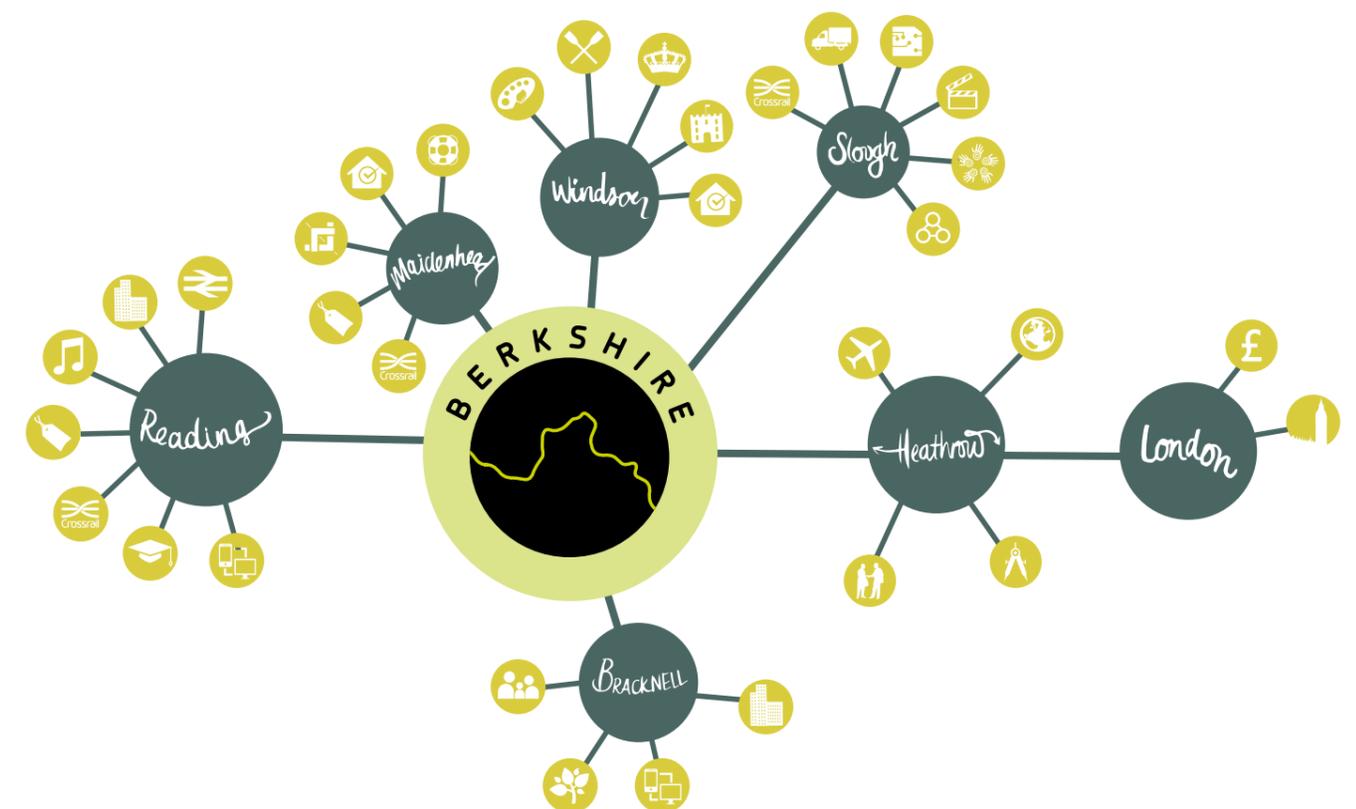
### ENABLED BY



It's enormously encouraging to see regeneration schemes in Bracknell and Slough underway, ground being broken in Maidenhead and new development in Newbury. I don't think that many of us would have predicted ten years ago that in 2014 a major redevelopment of Reading Station would be complete whilst many private sector schemes have stalled. Looking to the future, there will be a Thames Valley Science Park built out in the next few years, which will be a vital addition to the area. The higher and further education institutions across the Thames Valley are working incredibly hard to be receptive and respond to the business and economic needs and this lies at the heart of the economic strategy that we have devised and are committed to delivering.



**Tim Smith MBE, Chief Executive, Thames Valley Berkshire LEP**



# THAMES VALLEY BERKSHIRE



## Facts & Figures

### High performing

- Thames Valley Berkshire is the best performing Local Enterprise Partnership area when ranked on ten key indicators of economic success and wellbeing.

### Excellent connectivity

- On the doorstep of London and less than an hour from Heathrow Airport, the world's business airport.
- Significant investment in transport (including Western Rail Access to Heathrow, Southern Rail Access to Heathrow, Crossrail and improvements to the M4 motorway) over next five years will further reduce travel times to London and Heathrow.
- Good rail and road links across the sub-region (14 minutes from London to Slough and 25 minutes to Reading by train).

### Strong history of attracting investment

- Thames Valley Berkshire has consistently been one of the UK's top locations for inward investment.
- There are over 200 European or global HQ operations in Thames Valley Berkshire.
- The region is home to the UK headquarters of some of the world's largest companies, including Microsoft, Oracle, Vodafone, Adobe and Telefonica.

### Businesses thrive here

- A high proportion of Thames Valley Berkshire firms are 'fast growing' in employment terms.
- Thames Valley Berkshire has the highest proportion of small businesses significantly increasing their turnover over a three year period of all sub-regional areas.
- A vibrant population of over 40,000 SMEs.

### Sectors and clusters

- Thames Valley Berkshire has high concentration of firms and employment in the following sectors: Telecommunications; PC and IT hardware; Software; Pharmaceuticals and Healthcare; Energy and Financial and Business Services.
- Sub-regional clusters include:
  - Mobile phone related businesses in Newbury
  - Data centres in Slough
  - HQ services in Slough

### Innovation

- Thames Valley Berkshire has the 2nd highest business start-up rate outside London.
- Thames Valley Berkshire has the 5th highest rate of patents per residents of all Local Enterprise Partnership areas.

### Talent pool

- A talented and well-educated workforce, with 43% residents educated to degree level or above.
- A large pool of individuals with specialist IT skills.

### Property

- Economic growth and business expansion are fuelling an increasing number of business relocations across the Thames Valley region.

### Quality of life

- There are excellent schools across the sub-region. Slough and Reading are in the top 10 local authorities in England for GCSE and A-level results respectively.
- In addition to attractions such as Windsor Castle and Legoland, the racecourses at Ascot and Newbury provide excellent venues for corporate events.

### Reference data - Population

Bracknell Forest	116,600
Reading	159,200
Slough	143,000
West Berkshire	155,400
Windsor and Maidenhead	146,300
Wokingham	157,900
Thames Valley Berkshire	878,400

Source: ONS, Mid-year Population Estimates 2013

### Thames Valley Berkshire has a GVA of £30bn.

Official data is not available at a local authority level.



## High performance capital

Capital of the Thames Valley, Reading has a long history of attracting and supporting growing businesses, from multinational HQs to tech startups and it outperforms most European cities in attracting investment (fDI European Cities & Regions of the Future 2014/15).

Reading is the UK's best performing economic area (Good Growth for Cities 2014) with 8 million sq. ft. of development with planning permission, over 2 million sq ft of which is within 500 metres of the new town centre station. Reading's business parks are all well connected to the town centre and provide a high-quality alternative. Between its town centre and business parks, Reading has strong existing business clusters in areas such as finance, professional services, TMT, pharma, green technologies and energy, as well as transport and logistics.

Reading's new landmark central station is the gateway to London (under 30 minutes), the UK's hub airport at Heathrow and other UK and international markets. By 2019, Crossrail will link Reading directly to the City, Canary Wharf and beyond.

Employers based in Reading recruit from the UK's fifth best qualified workforce with graduates making up more than a quarter of Reading's population, including many from Reading's world-leading University. Chic shopping, a vibrant café culture and cultural offering in the town centre, as well as beautiful surrounding countryside and a fast-developing housing stock, supports employee retention and recruitment.

## Nigel Horton-Baker, Executive Director – Reading UK CIC



## Facts & Figures

- Best performing large economic area in the UK (PWC/Demos)
- One of the highest employment rates in the UK
- 5th best qualified workforce of all UK major towns and cities
- Home to one of the world's top 1% universities
- Over a fifth of all University of Reading graduates stay in the local area after graduation
- Over 200 trains a day link Reading's new £900 million station with London
- Crossrail is due in 2109 and electrification of the GWR line by end of the decade
- Ranked 10th in Europe for Foreign Direct Investment
- 5th highest start-up rate in the UK and is in the top 10 for patents granted.
- 2nd highest density of SMEs in the UK behind London.
- Knowledge-intensive business services make up 40% of central Reading businesses and tech businesses are heavily represented on local business parks.
- Reading and Wokingham are ranked 8th and 1st in the UK as a tech employment cluster

## A Selection of Projects and Investment Opportunities

- Station Hill mixed use development by Stanhope / Benson Elliot
- R+ office development by M&G Property investments
- Thames Tower office development by Landid / Brockton Capital
- Forbury Place office development by M&G Property Investments / Bell Hammer
- Chatham residential development by Muse Developments
- Green Park Reading business community developed by Oxford Properties
- Thames Valley Science Park developed by University of Reading
- Investment in Winnersh Triangle Business Park by new owners Patrizia
- South Reading Growth Areas including Reading Gateway
- Reading Civic Offices site to be developed by Kier
- Boulton Brooks recent purchase of Kings House new offices
- Reading prison site, major town centre site with world-class heritage following closure
- Royal Mail site, north of Reading Station to be developed by Hermes Real Estate
- Taylor Wimpey and David Wilson Homes to develop major residential scheme of 1350 homes to the south of Reading at Shinfield (close to Junction 11 M4) in 2014

## READING | CAPITAL



TRANSPORT  
HUB



OFFICES



MUSIC



RETAIL



CROSSRAIL



EDUCATION



DIGITAL  
& IT



## Slough means business

Slough, the 'New York' of the Thames Valley with the vibrancy and diversity of a London borough, transformational regeneration activities, and the economic powerhouse of the south east.

At the entrance to the thriving Thames Valley we are the third most productive town in the UK and have the highest concentration of corporate headquarters in the country outside London.

Home to globally-renowned companies including SEGRO, O2, UCB, Hytera, HTC, Akzo Nobel, arvato UK and Lonza and home of the Mars Bar for more than 80 years, Slough has pharma, finance, telecomms and technology clusters as well as R&D companies and a strong knowledge economy.

It is all about location, location, location in Slough with easy access to Heathrow airport, three motorways and mainline rail direct into London Paddington in just 15 minutes.

Crossrail is coming to Slough by 2018, transforming journey times into London and the east with times to the city at just 37 minutes.

And Slough will be a key stop on the planned western rail access to Heathrow – putting the town just a six minute journey from Terminal 5.

Our population is also young, growing and aspirational with GCSE results in the top ten nationally.

You don't have to take our word for it – check out what our businesses say at [sloughmeansbusiness.co.uk](http://sloughmeansbusiness.co.uk).

**Ruth Bagley, Chief Executive, Slough Borough Council**



## Facts & Figures

- £9billion contribution to the UK economy by Slough
- 7th best GCSE results in the country and highest transfer of 18 year olds into university in Berkshire
- Most accessible small city in Europe with close Heathrow Airport links
- Highest concentration of HQs in the UK
- Third most productive town per capita in UK and 2nd highest business start up rates, outside of London
- High cluster of telecomms, data, biopharma, precision engineering, automotive, film and HQ services businesses across the Slough region
- Largest trading estate in single private ownership in Europe and available office stock
- Simplified planning zone to encourage growth and investment
- Excellent connectivity via Crossrail to London, proposed WRAtH link to Heathrow and GWR electrification upgrade to Bristol and the West
- Mass Rapid Transit scheme to provide a transport service link across Slough and potentially to Heathrow
- Simplified planning zone to encourage growth and investment – on average only 9 months from agreement to occupancy of a building
- Biggest data hub outside of London, enabling data to travel to NYC in 34 milliseconds
- Self sufficient power and clean water supply

## A Selection of Projects and Investment Opportunities

- 300,00sq ft Brunel Place major office development by Development Securities
- £400million Heart of Slough Regeneration Project in partnership with Slough BC
- Canal Basin mixed use development by Slough BC and partners
- £600million SEGRO Trading Estate with industrial, office, hotel and leisure opportunities
- Upgrade of Slough station by Network Rail for arrival of Crossrail and WRAtH
- 1000+ dwellings to be constructed

## SLOUGH | GLOBAL HQ



CROSSRAIL



LOGISTICS



DATA + IT



FILM  
+ CREATIVE



TRANSPORT  
HUB



INDUSTRY  
+ R & D

# WINDSOR & MAIDENHEAD



## Unique mixture of heritage and business

The Royal Borough has a bright future as a centre for business, commerce, culture and leisure.

We have a thriving economy with more than 7,700 VAT-registered businesses – the highest in Berkshire – including many technical, communication and IT companies, and many national and international business headquarters or major offices. Maidenhead has a higher proportion of businesses in these fields than the national and regional averages.

The availability of a skilled and qualified workforce, excellent road, rail and air transport links plus close proximity to London and Heathrow contribute to the borough being an attractive place to do business. We have a local workforce of 87,000 people, 80% of them in active employment.

The visitor economy is a significant feature with Windsor Castle and Legoland among the top 20 visitor attractions in Britain, and Ascot Racecourse and Windsor Racecourse also on our patch. We draw in more than seven million visitors each year.

The Partnership for the Rejuvenation of Maidenhead (PRoM) is leading on an ambitious regeneration programme for the town with major investment taking place ahead of the arrival of Crossrail in 2019.

Windsor offers many centrally located offices with excellent working environments and access to amenities and green open spaces.

Future regeneration in Maidenhead and the cultural offering in Windsor and Ascot will only increase the number of developers and investors wanting to join the Royal Borough success story.

**Cllr David Burbage MBE, Leader of The Royal Borough of Windsor and Maidenhead.**



## Facts & Figures

- Key location for highly-skilled workforce and professional staff
- Location of choice for many high-value businesses including Adobe and 3 Telecom
- Excellent residential and river lifestyle
- Links to Royal Palaces offering a world class cultural and heritage experience
- Connectivity via Crossrail to London, proposed WRAtH link to Heathrow and GWR electrification upgrade to the west of the UK
- First class education and Olympic standard sporting facilities based at Eton
- Access to training through the region's excellent universities, including Oxford, London and Reading
- A prestigious location offering a global brand for global businesses

## A Selection of Projects and Investment Opportunities

- Windsor Business Quarter developed by Salmon Harvester Properties
- The Point office development by Kames International / Capella Estates
- Maidenhead Town Centre Redevelopment by London + Aberdeen Group
- Upgrade of the Maidenhead station by Network Rail for arrival of Crossrail
- Maidenhead Waterways opportunity led by RBW+M
- West Street redevelopment area
- Maidenhead Waterway opportunity in partnership with The Waterways Restoration Group and RBWM

## WINDSOR | HERITAGE



CULTURE



SPORT



ROYALTY



HERITAGE



QUALITY

## MAIDENHEAD | RIVERSIDE



CROSSRAIL



RETAIL



SKILLED  
WORKFORCE



QUALITY  
LIVING



RIVERSIDE  
LIFE

# OUR SUPPORTERS



## **Barton Willmore**

The Thames Valley is such a viable alternative to London and we're so keen for more people to understand why. High tech, pharmaceuticals and entrepreneurs are all attracted to the diverse work and lifestyle opportunities for them and their employees. We have retail, leisure and heritage as well as tranquil countryside, and great connectivity by rail, air and road. Significantly less expensive than London, we are still able to offer all the amenities and a skilled extensive labour force to offer a really viable alternative.

The Thames Valley has so many opportunities to offer an investor. I urge you to come and take a look!

**Kim Cohen, Planning Partner**



## **Haslams Estate Agents**

Reading sits in the heart of the Thames Valley – the most significant trading zone in the UK outside London, and is one of the most dynamic residential market places with some of the fastest growth in the last 12 months outside London.

Following an £850m investment in Reading's mainline station and track along with the extension of Crossrail significant interest is focused on the town and its' surrounding area. The outlying area combines fantastic connectivity with rural living and some areas such as Wokingham are identified as some of the most prosperous areas of the UK with the highest living standards.

Haslams specialise in the new homes sector and has the most comprehensive and detailed market data for the Reading, Wokingham, Bracknell and surrounding areas. Working with national, regional and local developers we can provide a range of services for developers. Having completed the largest residential block sale in the Thames Valley (139 town centre apartments in Chatham Square) we can also advise investors on larger scale acquisitions.

We are proud to be a sponsor of the Thames Valley stand at this exciting new event.

**Steve Woodford, Managing Director**



## **Development Securities**

As infrastructure and mobility improves it's no longer unreasonable to consider splitting activities between a Thames Valley location and Central London. Occupiers looking at their portfolios must balance the benefits of prime, central locations where costs are high, with accessible, lower cost environments that offer an alternative.

**Julian Barwick, Executive Director**



## **Castle Retirement Living**

The Thames Valley offers tremendous appeal to investors for a number of reasons. The communications and infrastructure are excellent and its proximity to London and Heathrow airport make it a highly desirable area to be located. Many see the London property market as over heated and, with Cross Rail opening in the near future, the Thames Valley will continue to attract leading businesses and high levels of sustained investment.

From a resident's perspective, the area has magnificent towns, villages and countryside, with easy access to the capital, making it an interesting, desirable and very popular place to live.

**Robin Hughes, Chief Executive**



## **The Business Magazine**

The Thames Valley is probably the most entrepreneurial, buoyant region in the country. Not only is it home to many well-known multinationals, it has seen the birth of thousands of successful home-grown businesses over the past two decades or more.

The Thames Valley has the unique combination of good access; a highly skilled workforce; proximity of key transport hubs such as Heathrow; and excellent quality of life. It is a great place to live and work.

**David Murray, Managing Director and Publisher**

# CONTACT DETAILS

## Partners

### Thames Valley Berkshire LEP

**Tim Smith MBE**, Chief Executive  
m: 07500 870172 e: tim@thamesvalleyberkshire.co.uk  
**Bill Smith**, Communications Manager  
m: 07715 083085 e: bill@thamesvalleyberkshire.co.uk

### Reading

**Nigel Horton Baker**, Executive Director, Reading UK CIC  
t: 0118 937 4341 e: nigel@livingreading.co.uk  
**Alex Brannen**, Communications Manager, Reading UK CIC  
m: 07921 493450 e: alex@livingreading.co.uk  
**Sue Brackley**, Economic Development Manager, Reading UK CIC  
t: 0118 937 4341 e: sue@livingreading.co.uk

### Royal Borough of Windsor & Maidenhead

**Chris Hilton**, Regeneration and Economic Development Director  
t: 01628 683811 e: chris.hilton@rbwm.gov.uk  
**Gail Kenyon**, Regeneration Manager  
m: 07802 304630 e: gail.kenyon@rbwm.gov.uk  
**Kiran Hunjan**, Regeneration Project Manager  
m: 07825 938568 e: kirandeep.hunjan@rbwm.gov.uk

### Slough Borough Council

**Shabnam Ali**, Economic Policy Development Officer  
t: 01753 875 849 e: shabnam.ali@slough.gov.uk  
**David Martin**, Principal Asset Manager  
t: 01753 875 849 e: david.martin@slough.gov.uk

## Media Partners

### The Business Magazine

**David Murray**, Managing Director & Publisher  
t: 0118 9766410 e: david@elcot.co.uk  
**Dan Teuton**, Business Development Executive  
m: 07871 829799 e: dan@elcot.co.uk

## Supporters

### Barton Willmore

**Jenni Montgomery**, Business Development Director  
t: 0118 943 0000 e: jenni.montgomery@bartonwillmore.co.uk

### Castle Retirement Living

**Robin Hughes**, Chief Executive  
m: 07920 801544 e: info@rcvp.co.uk

## Development Securities

**Julian Barwick**, Executive Director  
t: 020 8782 4777 e: cjb@devsecs.co.uk  
**Lucy Grimble**, Head of PR & Communications  
t: 020 8782 4777 e: lg@decsecs.co.uk

## Haslams Estate Agents

**Steve Woodford**, Managing Director  
m: 07768 998394 e: steve@haslams.net  
**Tim Harding**, Head of Operations  
m: 07768 658152 e: tim@haslams.net  
**Claire Pulleyn**, New Homes Market Analyst  
m: 07500 909003 e: claire@haslams.net

## Friends of Thames Valley Berkshire

### MEPC

**Layne Howarth**, Corporate Marketing Manager  
m: 07824 447907 e: lhowarth@mepc.com  
**Nancy Leadley**  
m: 07824 447907, e: nleadley@mepc.com

### JDP

**Steve Dixon**, Director  
m: 07801 228957 e: steve.dixon@jdp-ltd.co.uk

### Overbury

**Kevin Marsberg**, Business Development Manager  
m: 07968 621952 e: kevin.marsberg@overbury.com

## Enabled by UK Property Forums

**Matthew Battle**, Director  
m: 07768 37172 e: matthew@ukpropertyforums.com  
**Amy Charles**, Project Director  
m: 07508 021084 e: amy@ukpropertyforums.com  
**Sarah Rutt**, Communications Director  
m: 07885 745472 e: sarah@ukpropertyforums.com