



UK PROPERTY FORUMS.



Invest in Bracknell Choose Bracknell

Choose Investment, Collaboration & Growth

Waitrose Conference Centre, Bracknell, 10th November 2022

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natural baby shower



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Welcome to the Invest in Bracknell Event

Bracknell BID and UK Property Forums warmly welcome you to the Invest in Bracknell Event at the Waitrose Conference Centre. This event aims to highlight the highly desirable benefits and opportunities for investment in the area, to illustrate why Bracknell is one of the best business locations in the country.

Invest in Bracknell will bring together some of the leading voices from the property sector and global business to discuss occupancy and property investment in Bracknell, the optimistic future of Bracknell's commercial property market, and the strategic insights that will shape long-term investment.

Whether you are a business looking to relocate or an investor looking for new prospects, the two panel discussion sessions from occupiers and investors, as well as a guided walk around the BID area, will showcase what Bracknell has to offer.

Bracknell Business Improvement District (BID) was set up in April 2020 following a successful ballot by local businesses. The BID has delivered a number of pivotal projects aligned with its vision and business plan objectives; infrastructure and business growth and investment. We are very proud to highlight a number of these projects at this event and in the proceeding pages.

Maria Sabey

**Head of UK&I Property, Fujitsu,
and Chair, Bracknell BID**



Event Agenda

9.30am: Arrival

Arrival and networking over tea & coffee

10.00am: Welcome

Session One

Bracknell – A great place to do business:
Why Bracknell attracts global business

10.10am: Speaker One

Andy Smith, Head of Workplace and Facilities,
John Lewis Partnership

10.25am: Panel One

Chaired by Nick Hardy, Director, Page Hardy Harris

Session Two

The future of Investment in Bracknell: The changing
shape of Bracknell's business landscape

11.15am: Speaker Two

Heather Harvey-Wood, Partner, National Logistics and
Industrial, Cushman & Wakefield

11.30am: Panel Two

Chaired by Matthew Battle, Managing Director,
UK Property Forums

12.20pm: Closing Remarks

12:30pm: Lunch and Networking

1.30pm: Walks

An opportunity to tour the Southern Business Area in
Bracknell with representatives from the Bracknell BID

Speakers on the Panels

PANEL 1



Nick Hardy
Director, Page Hardy Harris
(Moderator)

Nick Hardy is one of the founding members of award-winning commercial property agents Page Hardy Harris, who have been operating in the Thames Valley for over twenty years. Nick is a qualified Chartered Surveyor and an expert in commercial property investment.



Andy Smith
Head of Workplace and Facilities,
John Lewis Partnership

Andy Smith is Head of Workplace and Facilities for John Lewis Partnership, responsible for the facility management at the head office campuses for Waitrose & Partners in Bracknell and for John Lewis in London Victoria. Andy is a RICS chartered, executive level, built environment specialist experienced in all

aspects of property operations, management and development, with over 30 years' experience of strategic and operational leadership. Andy is also a Board Director of Bracknell BID.



Maria Sabey
Head of UK&I Property, Fujitsu,
and Chair, Bracknell BID

Maria Sabey is Head of UK&I Property at Fujitsu, with over 20 years' experience working with the multinational technology company. Maria is a specialist in facilities management, managing all property operations for Fujitsu through proficient strategic leadership in environmental and safety policy. Maria is also

Chair of the Bracknell BID Board, displaying her passion for supporting Bracknell's business community, and drive to boost collaboration and investment locally.



Clifton Vaughan
Co-Founder, Natural Baby
Shower

Clifton Vaughan is Director and Co-Founder of Natural Baby Shower, which specialises in natural eco-friendly products for babies. Clifton has over 18 years' experience of IT solutions, and is an expert in creating e-commerce and business database solutions. Clifton has led Natural Baby Shower through

its rapid expansion from a team of two to over 70 since its inception in 2007, and has opened a brand-new 43,000 sq. ft Headquarters in Bracknell last year.



David English
Safety and Wellbeing
Consultant, Panasonic

David English is a Health, Safety and Wellbeing Consultant with over 21 years' of experience. David coordinates all aspects of health, safety and employee wellbeing at the Panasonic UK Headquarters in Bracknell, as well as supporting the European offices. David is also a Board Director of Bracknell BID.



Nigel Wild
Head of National Accounts,
Morgan Lovell

Nigel Wild is the Head of National Accounts for Morgan Lovell, a leading office design and build organisation. With over 27 years' experience of workplace interiors, Nigel is responsible for mobilising the best of what Morgan Lovell has to offer in assisting large occupiers to transform their physical space in pursuit of

superior business performance.

Speakers on the Panels

PANEL 2



Matthew Battle
Managing Director, UK Property Forums (Moderator)

Matthew Battle is the Founder and Managing Director of UK Property Forums; experts in the delivery of news, events and forums across the property and construction sector in the UK. Matthew is an experienced moderator and an expert on property development, with over 34 years' experience working in the sector.



Nicholas Scott
Senior Development Director, Kier Property

Nicholas Scott is a Senior Development Director for Kier Property with over 22 years' experience in the UK property market. Nicholas has a highly successful track record in delivering enhanced returns from real estate projects with expertise in asset attribution and property fundamentals.



Heather Harvey-Wood
Partner, National Logistics and Industrial, Cushman and Wakefield

Heather Harvey-Wood is a Partner at Cushman and Wakefield, a global real estate services firm, working in the National Logistics and Industrial division. Heather has over 14 years' of experience providing expert advice on leasing, acquisitions, sales,

refurbishments, new builds and transactions within the Thames Valley Logistics and Industrial market.



Helen Barnett
Marketing Manager, Frasers Property UK

Helen Barnett is Marketing Manager for Frasers Property UK, managing the UK Southern Business Parks Portfolio, with over 30 years' experience in developing placemaking strategies for real estate. Helen has expert knowledge of the local area, formerly working as Head of Communications

and Marketing for 12 years with the Bracknell Regeneration Partnership that has transformed Bracknell's town centre.



Jo Jackson
Director, SEGRO (Thames Valley)

Jo Jackson is a Director in the Thames Valley business unit for SEGRO and has responsibility for asset management, property management, leasing and investment of the c. £3.5bn portfolio. Jo joined SEGRO 18 months ago, having worked for over 15 years' at CBRE and Deloitte Real Estate, providing valuation advice to property

companies, institutions and banks.



Max Baker
Assistant Director: Planning Bracknell Forest Council

Max Baker is Assistant Director: Planning for Bracknell Forest Council with over 30 years' experience within planning and regeneration. Max has worked for four different local planning authorities in the South-East and has also worked in private sector planning consultancy. Before joining Bracknell Forest he had

worked on regeneration and improvement projects in Guildford, Chertsey and Egham.

Bracknell – a great place to do business

Bracknell is one of the best business locations in the country, at the heart of the Thames Valley, ranked number 1 in the UK for Foreign Direct Investment outside London. Bracknell experienced a period of huge growth when it was declared a New Town in 1946, and now with Reading, is home to largest cluster of digital businesses outside London.



World-renowned global brands have set up their headquarters in Bracknell, including Honda, Fujitsu, 3M, Waitrose, Honeywell, Panasonic and Boehringer Ingelheim. Bracknell is also business friendly to SMEs from a diverse range of industries, as seen by its high share of skilled employment from different sectors. Bracknell was ranked 6th for business friendliness in the small European cities rankings in Financial Times fDi's European Cities and Regions of the Future 2020/21.

Overall, Bracknell was ranked 10th in the small European Cities rankings in Financial Times fDi's European Cities and Regions of the Future 2020/21.

A Regenerated Town Centre

Bracknell is the first post-war New Town centre to be regenerated significantly; over £770 million has been invested in the regeneration of Bracknell Forest. This includes the town centre and improvements across the wider area, including residential, commercial, retail and leisure developments – making it one of the largest urban regeneration schemes built in the UK.

Within these regeneration projects is The Lexicon, a retail and leisure complex, completed in 2017, a £240 million investment that has transformed



Bracknell Town Centre into an award-winning shopping and leisure destination, with over one million sq. ft of high-end retail space.

Excellent connectivity

Bracknell is a popular choice with overseas companies looking to set up a UK hub due to its excellent connectivity. Bracknell is at the centre of the M3/M4 corridor, and is only 19 miles away from

Heathrow and in close proximity to ports and airports due to its location outside London. It also has excellent rail links, with travel times to central London in under an hour, as well as popular traffic free footpath and cycleways.

fDi's European Cities and Regions of the Future 2020/21 ranked Bracknell as 9th in the small European cities ranking for connectivity.



Bracknell – a great place to do business

A highly qualified and affluent workforce

Bracknell has a well-educated workforce: 54.1 per cent of residents are managers, directors and senior officials, in professional occupations or associate professional and technical staff. In addition, Bracknell is anticipating a large population growth, due to London movers seeking affordability.

Talent is drawn from nearby universities, including University of Reading and London Royal Holloway, as well as Oxford University being just an hour away.



A great place to live

Set in the countryside of Berkshire, at the fringes of London, Bracknell Forest encompasses small towns and villages offering modern and traditional homes, as well as new housing builds set within beautiful surroundings.

According to PwC, Bracknell was ranked at the top of the index for health, and second-best place for 'most improved city region in the UK' in 2019, taking into account jobs, health, income and skills, work-life balance, housing affordability, travel to work times, income equality and pollution.

Quality working spaces

Bracknell Forest has a wide range of office space, with a competitive price advantage over neighbouring towns such as Reading and Slough. Much of the available commercial space is located in Bracknell's Western and Southern Business Areas.

Bracknell is one of the best places to do business, and is part of the fastest growing economic region in Britain outside London.



Bracknell BID

– the place where businesses develop and grow through collaboration and investment

Bracknell Business Improvement District (BID) was set up in April 2020 following a successful ballot by businesses to deliver improvements across the Western and Southern Business Areas (BID area). Bracknell BID's vision is for the Bracknell BID area to be recognised as the place

where businesses develop and grow through collaboration and investment. The BID investment programme will be delivered through two key strategic objectives and their related activities: Objective 1 – Infrastructure; Objective 2 – Business Growth and Investment. BIDs

are business-led organisations, funded by a levy on all eligible businesses following a successful ballot, running for terms of five years. Bracknell BID is currently in its first term.

Objective 1 Infrastructure

Provide a great infrastructure and a smart working environment for businesses to operate and people and services to communicate, access and move around, safely, and effectively.

The BID has delivered several successful projects relating to its first objective. These include improving navigation, enhancing road side verges, planting and connectivity, improving lighting infrastructure, maintaining cleanliness, defining and profiling the area, and commissioning creative projects.



Objective 2 Business Growth & Investment

Support businesses in Bracknell to grow, develop and invest by creating a great working environment to operate effectively and attract and retain the best people.

The BID has delivered several successful projects relating its second objective. These include encouraging recruitment through a jobs fair, encouraging inter-trading through BID facilitated networking events and a Loyalty Card to promote local business, funding public safety initiatives, including public access defibrillators and a crime reduction service, building relationships between the business community and the Police, and developing amenities and benefits for staff and visitors.





**Bracknell
BID**

Bracknell Investment Group

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Contact Bracknell BID

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