



# BERKSHIRE PROSPECTUS 2022

AMBITION, COLLABORATION AND GROWTH



# THE BERKSHIRE PROSPECTUS: 2ND EDITION

Since the inaugural Berkshire Prospectus was published in February 2021, we have seen significant changes to how investment will flow into the English regions, especially from Government. Gone are Growth Deals, Local Growth Funds and even the Industrial Strategy. Instead, Government funding will come through new funding vehicles, such as the Levelling Up Fund, Community Renewal Fund and the much-anticipated UK Shared Prosperity Fund. Within the Government's Levelling Up agenda, economically successful regions in the Southeast will have to fight even harder for a share of future public investment.

## COLLECTIVE AMBITION

Berkshire's first Prospectus clearly articulated the collective ambition across multiple partners, to deliver innovative and impactful projects across multiple themes. These linked to Berkshire's agreed Recovery & Renewal Plan developed by Thames Valley Berkshire Local Enterprise Partnership (LEP). For this second edition of The Berkshire Prospectus, the partners have coalesced through the Berkshire Place Making Board and the Berkshire Public Service Network in partnership with Thames Valley Berkshire LEP. The result is a fully updated and refreshed selection of investment opportunities, ready for both Government and private sector investment as and when it becomes available. ►

**THIS A FULLY  
UPDATED SELECTION  
OF INVESTMENT  
OPPORTUNITIES,  
READY FOR BOTH  
GOVERNMENT AND  
PRIVATE SECTOR  
INVESTMENT**



Reading Green Park Railway Station



Arborfield Cross Relief Road

## ONE PUBLIC ESTATE DELIVERING SUCCESS

For this new edition we have focussed on a recent and continuing success story through Berkshire's dynamic One Public Estate (OPE) partnership. Over the 2020/2021 period, OPE has attracted nearly £8m of Government revenue and capital funding to support ten projects, in addition to a number of successful projects now delivering significant outputs and outcomes from the initial £500k of OPE revenue funding granted in 2016. One Public Estate has shown how investing in Berkshire will deliver thousands of new homes, millions of pounds of capital receipts, and savings of millions thanks to reduced running costs for OPE partners over the programme period.

## TOWARDS NET ZERO

Following the UK-hosted UN Climate Change Conference (COP26) in Glasgow and the launch of the inaugural Earthshot Prize by Prince William, Duke of Cambridge, the importance of Berkshire moving towards a net zero economy cannot be overstated. In recognition of this, Thames Valley Berkshire LEP commissioned environmental experts Bioregional to undertake a pan-Berkshire review of our collective net zero plans and credentials.

This produced a 50-point action plan which was launched in September 2021 when the Race to Zero electric bus visited Newbury College's brand-new state of the art Renewables Centre. The facility will train a whole new generation in the renewable technology skills needed now and into the future to achieve net zero.

The projects highlighted in this prospectus represent unique and attractive opportunities for new investment, which will appeal to a wide range of partners, locally, regionally and nationally. The LEP and Local Authorities will work alongside private and public sector colleagues to facilitate the development and successful delivery of these outstanding opportunities.

As highlighted in the Recovery and Renewal Plan, Thames Valley Berkshire is more than the sum of its parts. There is great diversity across our communities: seven major towns across the area, each with a vibrant economy of its own, contribute to Berkshire's strength. ►



The new Renewable Centre, Newbury College

## Introduction

04

Our cutting-edge industries, including digital technology, the newly emerging film and TV creative sector, pharmaceuticals and life sciences, are supported by institutions such as the University of Reading, TRL, Royal Berkshire Hospital, Atomic Weapons Establishment (AWE), European Centre for Medium Range Weather Forecasting and Rutherford Cancer Centre. Together they create thriving business eco-systems. Rural Berkshire is home to many small and medium sized businesses, again often specialising in future technologies. The county also offers excellent access to green spaces that make Berkshire a great place to live and visit, as well as to work.

## MOVING FORWARDS TOGETHER

Like all parts of the UK, we still have our challenges. The cost of living – especially the cost of housing – is high in Berkshire, traditionally making it difficult for us to compete with London in attracting and retaining young talent. This may change now as we all adapt to differing life and work choices, post pandemic.

And despite our overall economic success, there are deprived neighbourhoods where quality work opportunities have failed to materialise; unemployment has risen in some of our localities, such as Slough, as a consequence of the economic downturn created by COVID-19.

This second prospectus continues to represent an opportunity to reset and rebalance our economy post COVID-19, building back Berkshire even better, ensuring that no member of our community is left behind and becoming truly sustainable, in line with the government's target of a net zero carbon economy by 2050.

We hope this new edition of the Berkshire Prospectus inspires you.

Signed

*Alison Webster*



**Alison Webster**

Chief Executive Thames Valley  
Berkshire LEP

*[Signature]*



**Cllr Lynne Doherty**

Leader, West Berkshire Council

**THIS IS AN  
OPPORTUNITY TO  
RESET AND REBALANCE  
OUR ECONOMY POST  
COVID-19, BUILDING  
BACK BERKSHIRE  
EVEN BETTER**

Find out more about how Berkshire is  
investing in the future:

[Investing in Growth](#)

[Our Recovery and Renewal Plan](#)

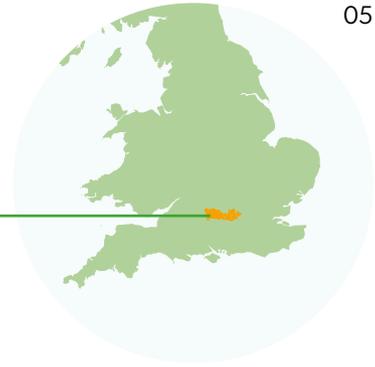
[info@thamesvalleyberkshire.co.uk](mailto:info@thamesvalleyberkshire.co.uk)

# INVESTMENT OPPORTUNITIES

- Bracknell Forest Council
- Reading Borough Council
- Royal Borough of Windsor and Maidenhead
- Slough Borough Council
- West Berkshire Council
- Wokingham Borough Council
- Partner Projects

## Pan Berkshire Projects

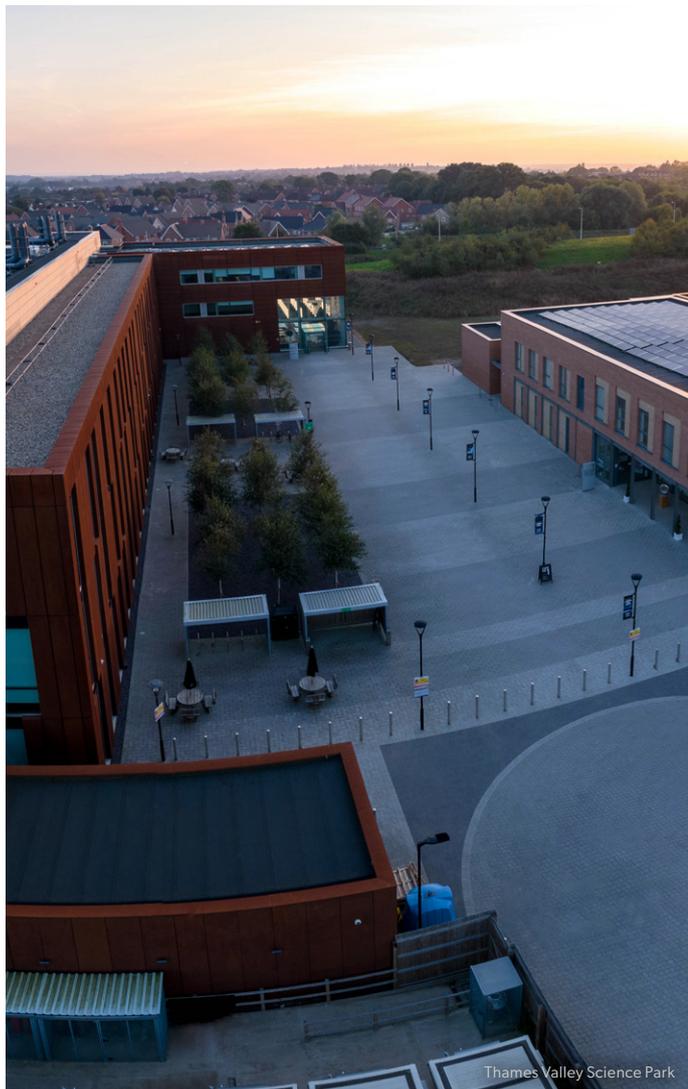
Digital Infrastructure	08
Smart Cities	09
Net Zero	10
Decarbonising Transport	11
One Public Estate	12



## CONTENTS

SW Maidenhead	14	Cine Valley	20	Gorse Ride	25	Grazeley Solar	31
Stoke Wharf	15	Nicolson Quarter	21	Reading Gaol	26	250k Tree Planting	32
Southern Quarter	16	Montem Lane	22	Shinfield Grange	27	Affordable Housing	33
Newbury	17	The Deck	23	Ascot High Street	28	Jealott's Hill	34
BXG Fit	18	Newbury N/S Active Travel	24	Britwell GP Hub	29		
Minster Quarter	19			Civic Quarter	30		

# WHY INVEST IN BERKSHIRE?



Thames Valley Science Park

**Collaboration is key to making the most of our considerable resources. This is why Thames Valley Berkshire LEP, the six Berkshire Local Authorities and other key stakeholders are committed to working together to ensure Berkshire continues to thrive in the future.**

**This second prospectus continues to evidence the commitment to greater collaboration across Berkshire. Working alongside private and public sector colleagues, the LEP and Local Authorities will help to develop and deliver these inspiring schemes to enhance Berkshire's status.**

## A strategic location

Connectivity is a key strength. By train, Heathrow and Southampton Airports can be accessed from Reading in less than an hour. Gatwick, Stansted, Luton and Bristol Airports can all be accessed within two hours. Crossrail will fully open in 2023 – connecting Reading to Liverpool Street in 61 minutes. Close to London and Oxford, we are an attractive destination for foreign direct investment. We are also well placed to attract businesses looking to give up London HQs in response to post COVID-19 shifts in work styles.

## Vibrant lifestyle opportunities

Across the area, Berkshire offers a mix of vibrant towns, cultural hubs, urban green spaces and rural areas. Berkshire's residents have a wealth of arts, culture and history on the doorstep, from world-famous attractions such as Windsor Castle, which provide a visitor economy, to smaller arts venues and leisure facilities. ►

## Why invest in Berkshire?

### A skilled workforce

Berkshire residents are much more likely to possess a degree than the national average (49% of the working population versus 39% nationally). This is the third highest area in the country, after London and Oxfordshire. Our pipeline of future talent in the sub-region is abundant and high performing.

### Thriving business ecosystems

Berkshire has the highest concentration of foreign-owned companies of all LEP areas. While Berkshire's foreign-owned companies represented 3% of all local businesses in 2019, they generated 30% of local employment and 53% of local turnover. Each of our seven major towns contribute to Berkshire's strength in cutting-edge industries, such as digital technology and life sciences. Those industries are supported by anchor institutions, including the University of Reading, and the European Centre for Medium Range Weather Forecasting, to create thriving business and innovation environments.

### Positioned for growth

Data indicates that the Berkshire economy will grow in key sectors such as technology; engineering and science; business and finance; healthcare and sales. The digital technology sector dominates our economy and is responsible for nearly a quarter of Berkshire's economic output, compared to only 7% nationally. It is predicted this sector will continue to grow, putting us in an excellent position for future growth.

Berkshire has more scale-up companies (measured by employee growth) than either Oxfordshire or Buckinghamshire. The LEP area has a good record of employment in knowledge and science-based industries and business and professional services. This resilient mix of skills and industries, many of which span international borders, should enable us to adapt to the post COVID-19 landscape. ♦



South Wokingham Distribution Road

## Our Recovery and Renewal priorities

In our Recovery and Renewal Plan, published in February 2021, we set out our plans for protecting and rebuilding our economy in the wake of COVID-19.

The actions in the Plan fall into three priorities:

 **Connected Berkshire** – where physical and digital connectivity give our businesses a cutting edge and the Berkshire workforce enjoys greater flexibility in where and how they work.

 **Collaborative Berkshire** – where businesses and other organisations including central and local government work together to accelerate innovation and commercialisation.

 **Skilled Berkshire** – where employers get the critical skills they need and employees can train and retrain in order to navigate new career paths.

  Running through each of the priorities are the cross-cutting themes of **sustainability** and **inclusivity**.

Each of the projects in this prospectus will play a role in helping us reach our goals for recovery and renewal.

[Read the Recovery and Renewal Plan](#)

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# CONNECTING BERKSHIRE

## THE DIGITAL INFRASTRUCTURE GROUP

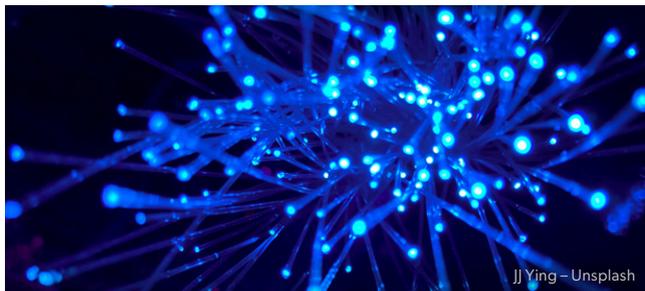
**The strategy of the Digital Infrastructure Group (DIG) will minimise barriers to digital infrastructure investments and reduce rollout costs and delays, leading to further investment into the county. This digital strategy is being implemented with market providers and the DCMS Barrier Busting Task Force.**

DIG's aim is to create a joined-up approach to the challenges caused by current infrastructure restrictions to ensure that, post-pandemic, Berkshire's businesses and residents can continue to connect digitally across all platforms. The group will look to provide physical and digital connectivity to give our businesses a cutting edge and to help the Berkshire workforce enjoy greater flexibility to how and where they work.

By working closely together, we can make a [Connected Berkshire](#) a reality.

## SUPERCONNECTED BERKSHIRE

Berkshire is home to some of the world's biggest technology companies, including Microsoft, Vodafone and Huawei. Berkshire is already superconnected, with close to 100% of premises able to receive superfast broadband (above 24Mbps). In line with the Government's target to have at least 85% of premises fibre connected by 2025, DIG is managing the rapid rollout of full-fibre connectivity across the six local authority areas.



JJ Ying - Unsplash

Working with the six authorities, Thames Valley Berkshire LEP, the Government's Building Digital UK (BDUK) agency and many private sector internet providers, DIG is delivering an ambitious cross-cutting digital strategy to get 95% of Berkshire full-fibre enabled by 2025. This new full-fibre infrastructure will give both Berkshire residents and businesses access to Gigabit connectivity with all the speed and capacity benefits this technology brings.

DIG is also working with the Mobile Network Operators to improve mobile voice and data coverage, as well as looking forward to the roll-out of 5G, the next generation of ultra-fast, ultra-high-capacity mobile connectivity, offering a step-change transformation of our mobile digital world. ♦

### What is The Digital Infrastructure Group (DIG)?

Known as DIG, the group comprises the six Berkshire local authorities [Bracknell Forest Council](#), [Reading Borough Council](#), [Slough Borough Council](#), [Royal Borough of Windsor and Maidenhead](#), [West Berks Council](#), [Wokingham Borough Council](#) and the [Thames Valley Berkshire LEP](#) and [BDUK](#).

### DIG has four key goals

- Full-fibre and Gigabit capability: 95% by 2025
- Elimination of 4G 'not spots' by 2022
- Establish a 5G test bed by 2023
- Establish a Digital Inclusion Task Force

### DIG successes

- Over 315km of fibre has connected over 9000 homes and businesses in Berkshire
- DIG has secured £1.7m from the Getting Building Fund
- More than 98% of premises can receive superfast broadband

[Find out more about DIG.](#)



# SMART CITY CLUSTER

## ADDRESSING REAL-WORLD CHALLENGES

**Berkshire is one of the few areas in the UK with more than 90% population coverage of Long Range Wide Area Network, known as LoRaWAN. This low-energy communications network allows easy connection to Internet of Things (IoT) devices.**

The Thames Valley Smart City Cluster project received £2 million of LEP funding to develop projects that address real-world issues utilising Berkshire's LoRaWAN network. Nine projects were successfully developed, six of these moved forward for further commercial development and three of the six are now seeking further commercial investment. The project has won a number of prestigious awards, including the ADEPT Presidents Award 2021 and MJ Achievement Awards 2021 in the digital transformation category.



Three inspiring Smart City Cluster projects.

## PROJECT JOY

Built to tackle loneliness, the Project Joy app brings together older people with community-based services. Unlike a traditional referral, where people are handed a leaflet, a care professional uses the app to contact a service digitally and directly – the result is a far higher take-up rate. Having seen the potential of the app, Wokingham Borough Council has extended funding to fully evaluate the benefits with a view to permanently delivering the service.

## INTELAGENT

This citizen service automation platform brings together digital channels such as webchat, apps, social media, chatbots and email, automating responses to citizen's requests. Automating answers to common questions, for example about bin collections, street lighting and potholes, has freed up time for council officers to focus on those enquiries that need human-centred support. A COVID specific chatbot was one recent key innovation. West Berkshire Council continues to add services to the platform.

## MYWAY

The MyWay student safety app is designed to help women walk confidently at night. It uses more than 100 connected sensors that measure people movement, street light and noise levels. Users can report suspicious people or activity, view other reported incidents in order to avoid areas, see where friends are, provide walking route guidance, and automatically notify of safe arrival home. The app has been positively received by students in trials and is being further funded by Reading University for wider roll-out. ◆

For more details, contact:

[info@thamesvalleyberkshire.co.uk](mailto:info@thamesvalleyberkshire.co.uk)



Thames  
Valley Berkshire  
SMART CITY CLUSTER

Find more information on the  
Thames Valley Berkshire [Smart City Cluster](#)

# CLEANER. GREENER GROWTH

**Aligning with the ethos of the UN Climate Change conference COP26 and the Race to Zero campaign, Berkshire has taken a significant step forward in its net zero ambitions with the launch of the Net Zero Carbon Research Report. Commissioned by Thames Valley Berkshire LEP and produced by leading environmental consultants Bioregional, the independent, in-depth report explores how Berkshire's six local authorities are responding to the net zero challenge.**

The study also celebrates the positive steps that have already been taken across the area, including extensive green public transport projects and progressive policies for the rollout of electric vehicles (EV). The report also highlights a number of areas where collaborative greater focus is needed to help the region secure its green future.

The launch of the report coincided with the opening of the new state-of-the-art Renewables Centre at Newbury College, where the UK's first 100% electric coach made a stop on its UK-wide Zero Carbon Tour on its route to Glasgow for COP26.

Thames Valley Berkshire LEP has a track record of investing in clean growth schemes and will continue to invest in business solutions that move the UK towards net zero carbon emissions. To date they have invested over £83.5million directly into green initiatives across Berkshire such as the new Renewables Centre at Newbury College, as well as the Sustainable Energy Solutions Lab at Berkshire College of Agriculture, the Langley Electric and Hybrid Vehicle Training Centre at Windsor Forest, and Bracknell's Upskilling for the Sustainable Economy.

Sustainable growth is integral to the LEP's strategic activities, which are outlined in the Berkshire Recovery and Renewal Plan, which mirrors the Government's commitment to achieving net zero carbon by 2050. ♦



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Read more about [how we are supporting businesses in Berkshire towards net zero carbon.](#)



# DECARBONISING TRANSPORT

## INNOVATING TOGETHER

### CREATING A STRATEGY FOR ELECTRIC VEHICLES

In July 2021, the Government published its ambitious Decarbonising Transport plan, which builds on its earlier commitment to phase out the sale of all new petrol and diesel cars by 2030. To respond to this national challenge, the international race to net zero and sales of electric vehicles (EV) vehicles and demand for EV charging facilities increases year on year, the six Berkshire local authorities have formed a proactive EV working group to share knowledge and best-practice.

Although the local authorities need to retain individual flexibility on the detailed local themes, there is a need for a more strategic approach to the wider provision of EV charging points in garage forecourts, public parking facilities and attracting private investment in EV infrastructure such as via the Gridserve model. As the Government's EV infrastructure plans progress to the funding stage, Berkshire is fully EV investment ready and prepared to be at the forefront of future EV adoption.

### TOWARDS A HYDROGEN INFRASTRUCTURE

Government policy has identified electric vehicles as their preference for domestic and small commercial vehicles, the challenge to decarbonise larger diesel vehicles such as HGVs, buses and coaches in order to reach our 2050 net-zero targets remains. Hydrogen presents technical solutions and commercial opportunities but also many challenges for those sectors needing more powerful engines and longer ranges than EV can practically provide.

Thames Valley Berkshire LEP is now working with Swindon and Wiltshire LEP – and other LEPs along the M4 Corridor – to review emerging hydrogen plans and start to progress appropriate Strategic Outline Business Cases (SOBCs) to explore how these LEPs can jointly build hydrogen infrastructure to stimulate the demand and supply for hydrogen fuel along the M4 from London through to Bristol, the Western Gateway and eventually through to South Wales. Following the publication of the Government's UK hydrogen strategy in August 2021, Berkshire partners are looking for opportunities to further stimulate and progress hydrogen sector innovation. ♦



For more details, contact:  
[info@thamesvalleyberkshire.co.uk](mailto:info@thamesvalleyberkshire.co.uk)



# ONE PUBLIC ESTATE

## BERKSHIRE SUCCESSSES

**The One Public Estate (OPE) programme provides practical and technical support and funding to councils to deliver ambitious property-focused programmes in collaboration with central government and other public sector partners.**

Launched in 2016 with a £500k 'seed-corn' fund the Berkshire programme has started to deliver results across the six Local Authority areas. In 2020 and 2021 through its One Public Estate Partnership it has also won nearly £8m of Government capital and revenue investment to support ambitious development projects across the whole county area.

Some, such as Slough's Stoke Wharf, Montem Lane and Britwell Hub, and Reading's Minster Quarter are featured separately within this Prospectus. Below is a selection of other Berkshire OPE projects that are underway and about to deliver benefits to residents and businesses.



Artist's impression – Heathlands

## HEATHLANDS – BRACKNELL FOREST

Heathlands will provide a welcoming home for people with dementia, as well as providing shorter term intermediate healthcare services for people coming out of hospital or to prevent them being admitted. Creating 66 new residential care units, this project will save many millions of pounds of care and operational costs to the council and local NHS over the project period. Expected to open in April 2022.

## TOUTLEY CUSTOM BUILD – WOKINGHAM

The Toutley East site has been identified by the council for a major development of circa 130 new homes and 70 bed specialist dementia care home. An opportunity was identified to include 13 self & custom build homes within the wider development, to which OPE Self & Custom Build funding was applied for. The council's bid was successful with the project being allocated funding to support the additional costs associated with the provision of self and custom-build housing. The Toutley East masterplan and planning application preparation are underway.

## PHOENIX LAND – WEST BERKSHIRE

The Phoenix Land site had lain derelict for over ten years, failing to come forward for much needed housing because of infrastructure deficits. A successful bid to the OPE Land Release Fund allowed for these issues to be addressed, resulting in a new residential scheme coming forward for 18 affordable residential units with council development partners Sovereign Housing. Planning permission being considered. ►

Artist's impression – Phoenix Land



## ESTATE REVIEW – NHS FRIMLEY CCG

NHS Frimley CCG covering Slough, Royal Borough of Windsor & Maidenhead and Bracknell Forest needed OPE funding to support a programme to transform health and care provision, release outdated not fit for purpose estate through a detailed options report and feasibility study, enabling the development of a business case for the preferred options. The programme aims to release surplus NHS sites for eventual redevelopment and make annual cost savings to the CCG and council partners.

## DEPOT SITE – BRACKNELL FOREST

The Bracknell Forest council depot was dated, not fit for purpose and needed significant investment. Identifying surplus land adjacent to the depot the council applied for OPE Brownfield Land Release funding to address site infrastructure issues around contamination, noise management and environmental issues. Their successful BLRF bid will help fund essential improvements to the site to allow residential development to come forward. The council are now reviewing design options to bring forward for planning permission.

## WINNERSH FARM – WOKINGHAM

This housing development site forms an important part of the council's housing strategy yet was faced with significant infrastructure deficits including noise from the nearby M4 motorway, contamination, flooding and drainage issues across the site. A successful bid to the OPE Land Release Fund has helped the council address these issues and press forward with an outline planning application and procurement of a development partner. ♦



Artist's impression – Winnersh Farm

### Other Berkshire projects supported through One Public Estate programme:

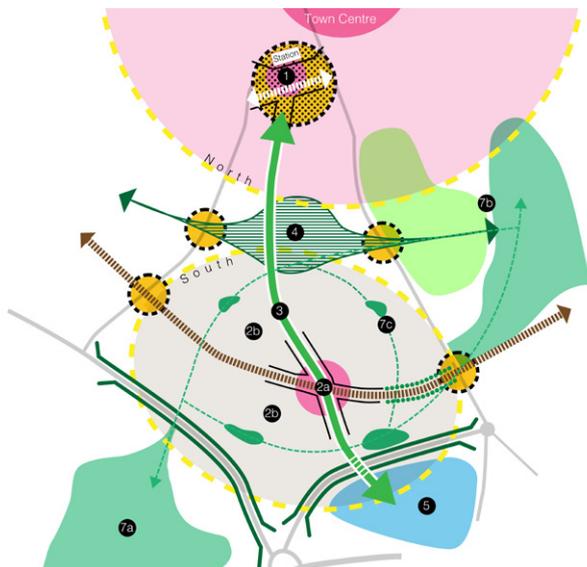
- **Town Centre Place Review**  
Bracknell Forest Council
- **St Martins Place Review**  
Slough Borough Council
- **Britwell Health Hub**  
Slough Borough Council/NHS Frimley
- **Trelawney Avenue sites**  
Slough Borough Council
- **York Road Development**  
Royal Borough of Windsor & Maidenhead
- **Civic Quarter rationalisation**  
Reading Borough Council
- **Non-Clinical Estate Review**  
Royal Berkshire Hospital
- **Stoke Wharf and Montem Lane**  
Slough Borough Council
- **Minster Quarter Phase 1**  
Reading Borough Council
- **Opladen Way social housing**  
Bracknell Forest Council
- **Market Street redevelopment**  
Bracknell Forest Council
- **Hungerford Community Fire Station**  
Fire/Police/Ambulance services

### For more details, contact:

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OPE consultant for Berkshire:  
[smatthews@matthewsassociates.co.uk](mailto:smatthews@matthewsassociates.co.uk)



# SOUTH WEST MAIDENHEAD STRATEGIC PLACEMAKING AREA



## SOUTHWEST MAIDENHEAD OPPORTUNITY AREA

**This project will see the completion of 2,600 homes, a new local centre, employment floorspace and associated infrastructure.**

Southwest Maidenhead provides an exciting opportunity for investment with the delivery of a new sustainable neighbourhood with approximately 2,600 new homes, two new schools and publicly accessible green space, as well as sustainable transport and energy infrastructure.

The Borough Local Plan, which allocates the site for development, should be adopted by the end of the year. To support delivery of the development, the Council is progressing a Southwest Maidenhead Supplementary Planning Document, that will provide a Framework Masterplan for the site, and help ensure a comprehensive, high-quality scheme.

As part of the proposals, there will be a new north-south green transport spine connecting to the town centre and railway station, an opportunity to explore low-carbon heating and energy generation as well as protection and enhancement of the natural environment. ◆

**PUBLICLY ACCESSIBLE  
GREEN SPACE AS WELL  
AS SUSTAINABLE  
TRANSPORT AND ENERGY  
INFRASTRUCTURE**

**Location:** Maidenhead,  
Royal Borough of Windsor & Maidenhead

**For more details, contact:**  
[planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk)



# CANAL-SIDE LIVING AT STOKE WHARF

## STOKE WHARF

Slough Borough Council's Local Asset Backed Vehicle, Slough Urban Renewal, in partnership with Waterside Places (Canal and River Trust and Muse) achieved planning approval from the Local Planning Authority planning committee in February this year for a comprehensive residential-led mixed use regeneration scheme around the western end of the Slough Arm of the Grand Union Canal.

The scheme designs comprise 312 new apartments and houses, 4,000 ft<sup>2</sup> of ground floor commercial and significant canal side public realm adjacent to Bowyer Park and the Canal, both of which will receive significant investment and improvement.

Stoke Wharf's initial infrastructure costs are being supported by £1.185m of One Public Estate funding. The scheme will open up the canal to new and existing residents, creating a new vibrant destination at this currently inaccessible and rarely used canal basin. ♦

**THE SCHEME WILL OPEN  
UP THE CANAL TO NEW  
AND EXISTING RESIDENTS,  
CREATING A NEW VIBRANT  
DESTINATION**



**Location:** Stoke Road, Slough

**Key dates:** Planning Committee approval: February 2021

**For more details, contact:**

[assetmanagement@slough.gov.uk](mailto:assetmanagement@slough.gov.uk)

[Visit the website](#)

**Slough**  
Borough Council

# IMPROVING TOWN-TO-STATION ACCESS AND UNLOCKING DEVELOPMENT POTENTIAL

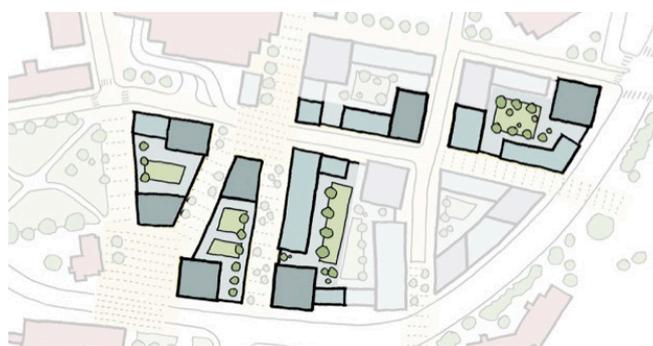
## SOUTHERN QUARTER

The proposal presents several opportunities to enhance Bracknell's transport system, including the chance to connect the train station to the town centre; change the bus interchange facility to an on-street provision; and deliver highway changes that will unlock further sites and complete improvements to the permeability of the town.

The existing area, comprising the bus station, is dominated by highways and subways and the large areas of unused land. It serves as a major barrier between the railway station and the town centre.

The framework for the area proposes a series of urban blocks and the establishment of a normal network of streets and spaces. Pedestrian and cycle connections are made more direct, improving the town-to-station links.

A series of development opportunities can be delivered within the constraints of the current road network. Remodelling of The Ring and Station Way will unlock further phases of development, completing an integrated urban area. This is a prime site for redevelopment, bringing a further mix of uses to Bracknell Town Centre. The Council is currently commissioning a masterplan for the site. ◆



**PEDESTRIAN AND CYCLE  
CONNECTIONS ARE MADE  
MORE DIRECT, IMPROVING THE  
TOWN-TO STATION LINKS**

**Location:** Bracknell, Bracknell Forest Council

**For more details, contact:**

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[Andrew.Hunter@bracknell-forest.gov.uk](mailto:Andrew.Hunter@bracknell-forest.gov.uk)



# SUSTAINABLE WORKING AND LIVING IN THE HEART OF NEWBURY

## NEWBURY TOWN CENTRE AND LONDON ROAD INDUSTRIAL ESTATE

**The vision is for a vibrant, welcoming and sustainable town centre that meets the needs of existing and future residents and businesses, connecting to a London Road Industrial Estate that has been transformed into a successful and diverse mixed-use neighbourhood.**

The Newbury Vision and Masterplan has been developed in collaboration with residents and stakeholders, to guide public and private investment in Newbury Town Centre to 2036. The Masterplan identifies principles, opportunities and actions that will deliver a low carbon, integrated town centre supporting sustainable economic activity.

The Council-owned London Road Industrial Estate site is approximately 11 hectares comprising a mixture of light industrial, retail and office buildings and yard spaces. The adopted development brief identifies the potential

for up to 544 residential units, 6,023m<sup>2</sup> of B1a/E office use and 6,690m<sup>2</sup> of B2/B8/Sui Generis employment use with associated green space. The Council intends to work alongside a developer partner over the next ten plus years. ♦

**Location:** Newbury Town Centre, West Berkshire Council

**Key dates:** The Newbury Master Plan is expected to be formally endorsed in early 2022. The search for a development partner for London Road Industrial Estate is expected to begin 2022.

**For more details, contact:**

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[info.westberks.gov.uk/towncentres](http://info.westberks.gov.uk/towncentres)



## Regional Projects

# ENHANCING SOCIAL COHESION

## BXGFIT BOXING HUB

Inspired by boxing successes at recent Olympic games, demand for combat sports and fitness sessions has increased rapidly. Despite this, a lack of quality facilities has discouraged people from taking up the sport.

The BXG Fit studio has seen Wokingham Borough Council invest £630,000 into creating a new boutique boxing fitness hub in the heart of the regenerated Wokingham town centre. The hub is equipped with a range of bespoke equipment aimed at making the sport more accessible to a wider range of people, including a variety of bags and functional equipment such as Fluid weights. It offers combat exercise classes as well as free box sessions for training and exercise.

Punching above its weight, the Boxing Hub also aims to support the council ambitions to create strong and safe communities with the project helping address local anti-social behaviour by working with young individuals to engage them in the community and by offering subsidised cost sessions for youth offenders. ♦

**HELPING ADDRESS LOCAL  
ANTI-SOCIAL BEHAVIOUR  
BY WORKING WITH YOUNG  
INDIVIDUALS TO ENGAGE  
THEM IN THE COMMUNITY**



**Location:** Peach Place, Wokingham Town Centre

**Key dates:** Opened in 2021

**For more details, contact:**

[BXGFIT@wokingham.gov.uk](mailto:BXGFIT@wokingham.gov.uk)  
[wokingham.gov.uk/boxing](http://wokingham.gov.uk/boxing)

## Regional Projects

# BREATHING NEW LIFE INTO READING TOWN CENTRE

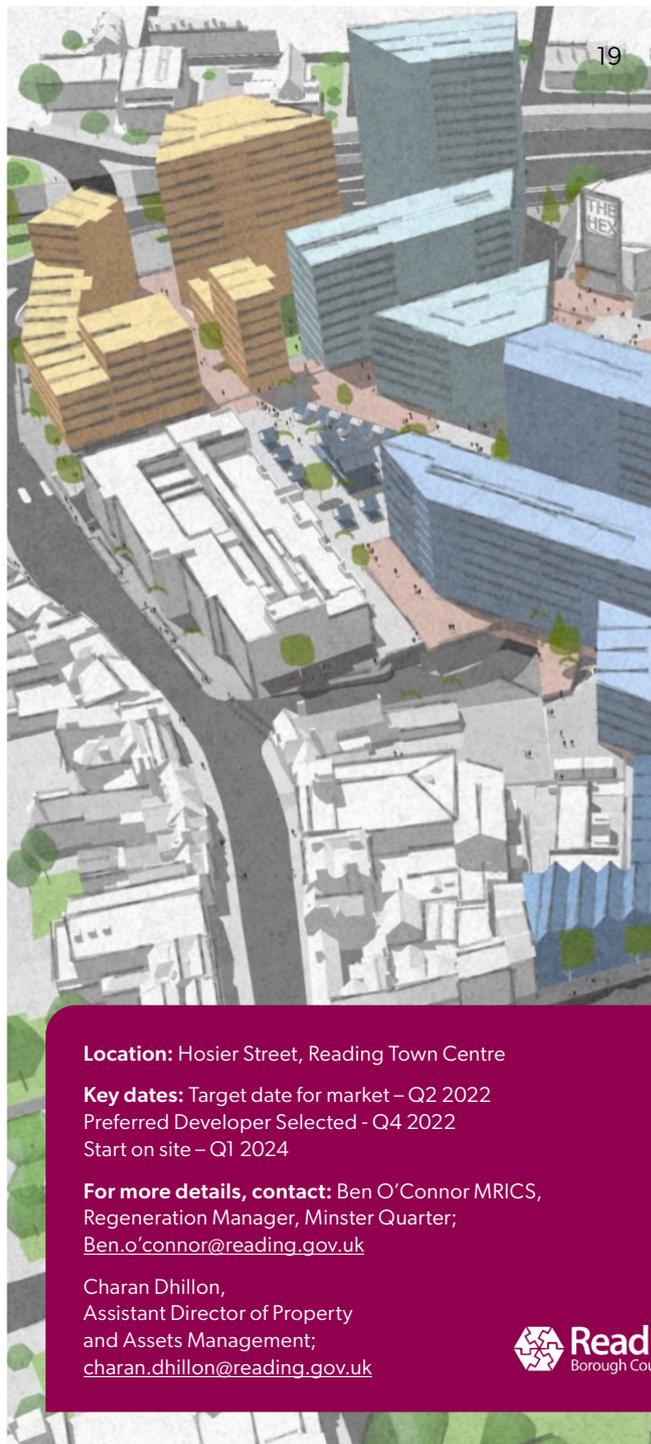
## MINSTER QUARTER, READING

The Minster Quarter Regeneration Area comprises several separate land ownerships which together have potential for around 1,100 new homes.

Reading Borough Council (RBC) owns approximately two hectares of development land with potential for 450 new homes. The remainder is owned by Thames Valley Police and the Broad Street Mall shopping centre. RBC's land at Minster Quarter will be brought to the market by way of a development agreement in spring 2022. Reading has identified the following key objectives and being a priority for the scheme:

- i. Divesting the long-term liability from Reading Borough Council
- ii. High quality public realm (including seeking to address the impact of the Inner Distribution Ring Road (IDR) in the context of the Minster Quarter SPD)
- iii. Zero carbon development
- iv. Masterplan solution across the wider Minster Quarter area
- v. Affordable housing
- vi. Cultural Offer

Due to the complex nature of the scheme and infrastructure, RBC will be applying for grant funding to support some of the costs associated with this development. Phase 1 of Minster Quarter has already secured £2m of One Public Estate Funding to address site infrastructure issues. ♦



**Location:** Hosier Street, Reading Town Centre

**Key dates:** Target date for market – Q2 2022

Preferred Developer Selected - Q4 2022

Start on site – Q1 2024

**For more details, contact:** Ben O'Connor MRICS,  
Regeneration Manager, Minster Quarter;  
[Ben.o'connor@reading.gov.uk](mailto:Ben.o'connor@reading.gov.uk)

Charan Dhillon,  
Assistant Director of Property  
and Assets Management;  
[charan.dhillon@reading.gov.uk](mailto:charan.dhillon@reading.gov.uk)

## Regional Projects

# A NEW FILM AND TV PRODUCTION HUB

## CINE VALLEY

**Cine Valley is a new film and TV production hub in Shinfield, Berkshire. Launched this year by the University of Reading, the project will provide a range of new jobs to the Thames Valley, attract inward investment to the UK, and help support the fast-growing creative industries.**

Cine Valley represents the next phase of development at the University's Thames Valley Science Park with its expertise in education, research and collaboration with industry.

Shinfield Studios will be the main 'anchor' tenant for Cine Valley. Four sound stages and associated workshops are already nearing completion, with filming expected to start this year. A further 14 sound stages and supporting workshops, offices and screening facilities were given planning approval in October.

The University has also secured planning permission for a new TV studio, to be built at the Thames Valley Science Park. The TV studio will provide further opportunities for careers in TV and supporting trades, while giving local people the chance to join the audience for prime-time TV shows. ♦

**CINE VALLEY REPRESENTS  
THE NEXT PHASE OF  
DEVELOPMENT AT THE  
UNIVERSITY'S THAMES  
VALLEY SCIENCE PARK**



20



Location: Shinfield, University of Reading

For more details, email:  
[tvsp@reading.ac.uk](mailto:tvsp@reading.ac.uk)



## Regional Projects

# AN URBAN QUARTER CONNECTING PEOPLE AND PLACES

## THE NICHOLSON QUARTER

Described by *The Times* as a project that “could become the blueprint for regeneration of town centres”, the Nicholson Quarter will repair lost connections in Maidenhead, with new streets and spaces, each with their own character and purpose, seamlessly integrating into the town centre.

This £400 million redevelopment of the Nicholson Shopping Centre will see the creation of around 3,000m<sup>2</sup> of business use, 4,400m<sup>2</sup> of flexible retail use and 350 residential units with a new town centre car park and new public realm.

As the latest phase of the Maidenhead regeneration, the project will transform the heart of the town from shopping centre to town centre. Nicholson Quarter will create a fantastic new urban quarter for Maidenhead, delivering new homes, workspace, shops and restaurants. This is part of the council’s wider aspirations to deliver thousands of homes in Maidenhead and develop a thriving and vibrant place to live, work and visit. ◆

**THE PROJECT WILL  
TRANSFORM THE HEART OF  
THE TOWN FROM SHOPPING  
CENTRE TO TOWN CENTRE**



**Location:** Maidenhead, Royal Borough of Windsor Maidenhead

**Investment amount:** £400 million

**For more details, contact:**  
[planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk)  
[nicholsonquarter.co.uk](http://nicholsonquarter.co.uk)



## Regional Projects

# MIXED TENURE HOMES IN A PARKLAND SETTING

## MONTEM LANE

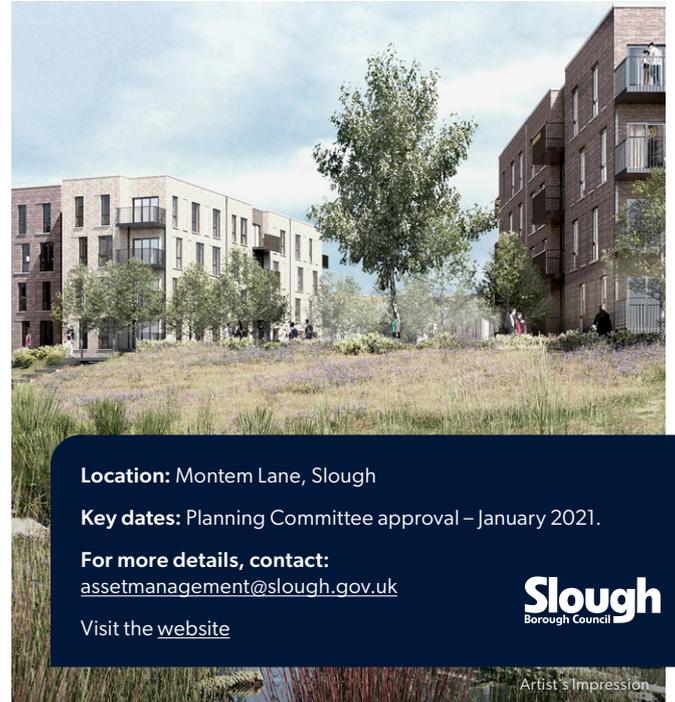
Slough Borough Council's Local Asset Backed Vehicle, Slough Urban Renewal, achieved planning approval from the Local Planning Authority planning committee in January this year for the redevelopment of an under-utilised brownfield site. Formerly a leisure centre and associated car parking, it will be transformed into mixed tenure homes in a new parkland setting.

The scheme designs comprise 212 new apartments and houses set around a village green adjacent to Chalvey Brook with new bridges to the existing nature reserve which will receive significant investment and improvements as part of the planning obligation agreement. Montem Lane is already being supported by £0.9m of infrastructure funding from One Public Estate. ♦

**THE EXISTING NATURE  
RESERVE WILL RECEIVE  
SIGNIFICANT INVESTMENT  
AND IMPROVEMENTS**



22



**Location:** Montem Lane, Slough

**Key dates:** Planning Committee approval – January 2021.

**For more details, contact:**  
[assetmanagement@slough.gov.uk](mailto:assetmanagement@slough.gov.uk)

Visit the [website](#)

**Slough**  
Borough Council

Artist's Impression

# A NEW LEISURE DESTINATION TO MARK THE NEXT STEP IN BRACKNELL'S REGENERATION

## THE DECK – BRACKNELL TOWN CENTRE REGENERATION

**As part of the next phase of the regeneration of Bracknell town centre, the Council is continuing to support the development of Princess Square and the area around the old Bentall's department store.**

The Deck development will create new leisure and night-time economy uses and complete the figure of 8 pedestrian routes through the town centre. The site is now cleared for development.

This proposal is the latest step in the successful regeneration of Bracknell's centre and investment of £240 million, which saw the launch of The Lexicon retail destination. The Deck will seize on

the opportunities created by this recent reinvigoration and encourage further high-quality development by others in the town centre and beyond. ♦

**Location:** Bracknell, Bracknell Forest Council

**Key dates:** Due to complete in autumn 2022

**For more details, contact:**

Chris Mansfield,

[Chris.mansfield@bracknell-forest.gov.uk](mailto:Chris.mansfield@bracknell-forest.gov.uk)



Artist's Impression

# ENCOURAGING A MORE ACTIVE WAY TO TRAVEL

## NEWBURY NORTH/SOUTH ACTIVE TRAVEL ROUTE

Encouraging active travel has been a key theme of recovery since the initial lockdown in March 2020. Building on the good work in developing a Local Cycle and Walking Infrastructure Plan (LCWIP) in partnership with Reading Borough, West Berkshire Council has published a LCWIP for the Newbury and Thatcham area..

From this work, the proposal is to create a strategic north/south route through Newbury that extends from the highly successful Hermitage to the Hamstead Norreys active travel corridor through to the south of Newbury.

Working in partnership with Sustrans, the route will connect strategic development sites. These include North Newbury and the London Road Industrial Estate, connecting to Newbury Town Centre and on to the Sandleford Park development in the south of Newbury. ♦

**WORKING IN PARTNERSHIP  
WITH SUSTRANS, THE ROUTE  
WILL CONNECT STRATEGIC  
DEVELOPMENT SITES**



**Location:** Newbury and surrounding areas,  
West Berkshire Council

**Investment amount:** £4-5 million

**For more details, visit:**  
[info.westberks.gov.uk/walkingandcycling](http://info.westberks.gov.uk/walkingandcycling)



## Regional Projects

# FOSTERING STRONGER COMMUNITIES

## GORSE RIDE

**A range of new high quality, affordable and market homes will transform the community. Alongside a new green public space, the new accommodation is planned to meet the needs of existing and future residents.**

A first phase of 46 new homes completed autumn 2021 sees residents who were living in old Phase 2 properties moving to the new houses and apartments while remaining in their community.

The ambitious Phase 2 involves replacing 178 poor-quality properties with 249 new energy-efficient homes. A landscaped village green will create a park while addressing longer term flooding and drainage issues. The scheme is carefully laid out to help foster a strong community and minimise the impact on neighbouring properties. 74% of the new properties are proposed to be affordable – a mix of shared ownership, affordable rent and social rent homes.

Phase 2 construction work will provide opportunities for partnerships and benefits to the wider community, including employment, apprenticeships and work placements, relationships with schools, education providers and other key local partners. ♦

**74% OF THE NEW PROPERTIES ARE PROPOSED TO BE AFFORDABLE**



25



**Location:** Finchampstead, Wokingham Borough Council

**Key dates:** Phase 1 completed autumn 2021, works onsite for phase 2 started spring 2021

**For more details, contact:**  
[Gorseride@wokingham.gov.uk](mailto:Gorseride@wokingham.gov.uk)



# AN HISTORIC HUB FOR URBAN LIVING

## READING GAOL

**This is an opportunity to create a hub for arts and culture, zero-carbon housing, high-quality, sustainable design and economic regeneration. The Grade II listed building is an integral part of the Reading Abbey Scheduled Monument.**

The site presents significant commercial, housing and regeneration opportunities including:

- New cultural space including a new Reading Gaol and Oscar Wilde Museum.
- The potential for new theatre facilities.
- Residential circa 80 new build residential units (circa 5,500 m<sup>2</sup>).
- Commercial offices.
- Boutique hotel.
- Digital hub and start-up incubation space.

Reading Borough Council submitted a conditional bid to the Ministry of Justice (MoJ) to transform the Gaol into a beacon of arts, heritage and culture in March 2021. The MoJ confirmed that they would not be taking the Council's bid forward and put the Gaol back up for sale in Summer 2021. The Council's bid remains on the table and the Council hopes the MoJ will see the value of working with the Council to develop this iconic site. The council is ready to take ownership or work with the preferred bidder to realise the vision. ♦

**Location:** Reading

**For more details, contact:**

Donna Pentelow, [donna.pentelow@reading.gov.uk](mailto:donna.pentelow@reading.gov.uk)

**[Read the Reading Gaol Vision](#)**



# AN ENVIABLE SITE AT THE CENTRE OF INNOVATION

## SHINFIELD GRANGE

The Trustees of the University College of Estate Management (UCEM) are working with Savills to engage a joint venture partner to deliver an exemplar, sustainable development at Shinfield Grange, Berkshire.

This is an exciting opportunity to deliver a sustainable development that will contribute to future growth in a rapidly changing macro and micro location, while upholding UCEM's legacy and charitable obligations.

The site totals 13.5 acres and is located c. 2 miles south of Junction 11 of the M4. Shinfield Grange sits opposite the Thames Valley Science Park and adjacent to the new British Museum archive facility and Shinfield Studios, a new film and television production hub currently under construction.

UCEM chose to pursue a joint venture to ensure its future development is closely aligned to its key objectives of legacy, social value and environmental contribution. Over the last four years, UCEM has undertaken key stakeholder engagement and feasibility assessments regarding the development potential for Shinfield Grange. ♦

**Location:** Shinfield Grange, University College of Estate Management (UCEM) & Savills

**For more details, contact:**

Ed Keeling, Director, Savills;

Tel: +44(0) 7807 999 070 / [e.keeling@savills.com](mailto:e.keeling@savills.com)



# UNLOCKING OPPORTUNITIES FOR THE LOCAL COMMUNITY

## ASCOT HIGH STREET

The vision is to provide a vibrant, active high street with a public square and unlock local plan development for 300 homes as well as 3,700m<sup>2</sup> of employment use and community uses. It will also provide the infrastructure for active and sustainable travel.

The proposals will create a vibrant two-sided high street, with active night and day-time economy; this will make Ascot an even more attractive place to live and work. The vision will be achieved by providing cohesive public realm improvements that promote walking and cycling, improve safety and reduce the dominance of the motor vehicle. The scheme unlocks the potential for additional housing as well as bringing retail and business opportunities. A new public square and community hub will provide a new focal point for the local community and economy. ♦

## A VIBRANT TWO-SIDED HIGH STREET, WITH ACTIVE NIGHT AND DAY-TIME ECONOMY

**Location:** Ascot, Royal Borough of Windsor and Maidenhead

**Investment amount:** £6.5 million

**For more details, contact:**  
[planning.policy@rbwm.gov.uk](mailto:planning.policy@rbwm.gov.uk)



Artist's Impression

## Regional Projects

# HEALTH AND COMMUNITY SERVICES UNDER ONE ROOF

## BRITWELL GP HUB

**This Britwell Expansion scheme is a part refurbishment and part extension of the Britwell Community Centre at Wentworth Avenue, Slough.**

The extension will provide a modern, purpose-designed medical centre to accommodate the relocation of clinical services currently provided at The Avenue Medical Centre Practice. The refurbishment works includes the re-provision of the meeting rooms and assembly hall in another part of the existing building.

This will allow healthcare and community services to operate under one roof in a partnership with the NHS East Berkshire Clinical Commissioning Group, comprising a 'modern and fit for purpose facility to better meet the health needs of the community'. The co-location of the new clinic with the community access point and library provides a 'one public estate' solution in line with the Council's Localities philosophy, providing for a broad localities-based offer. ♦

**A MODERN AND FIT FOR  
PURPOSE FACILITY TO  
BETTER MEET THE HEALTH  
NEEDS OF THE COMMUNITY**



**Location:** Slough

**Key dates:** Works commenced April 2021.  
Completion March 2022

**For more details, contact:**  
Andrew Rokins, [Andrew.rokins@slough.gov.uk](mailto:Andrew.rokins@slough.gov.uk)

**Slough**  
Borough Council

## Regional Projects

# A PRIME LOCATION IN BRACKNELL'S CENTRE

## EASTHAMPSTEAD HOUSE BRACKNELL CIVIC QUARTER

### Easthampstead House

Redevelopment of Easthampstead House and surrounding land could release circa 1.7ha of land in a prime location in Bracknell's town centre for mixed use development. An allocation of up to 200 dwellings, including 35% affordable homes, has been identified as part of the emerging local plan.

The site is currently partially occupied by Thames Valley Police, who have expressed an interest in relocating within Bracknell, potentially to the site. The Library is also situated here. Releasing this space creates the potential to provide just over 16,700m<sup>2</sup> of retail floorspace over two levels.

### Civic Quarter

Linked to Easthampstead House/Library, the Civic Quarter development is an opportunity for a large-scale redevelopment next door to Fenwick's department store. This area picks up the council's ownership of a number of land holdings including Highway land and the old Magistrates Court. The project would deliver additional residential, commercial and community space; enhance access and permeability; and create a landmark development for this end of the town. The Council is commissioning a full masterplan for the site, to build on their wider Bracknell Place Review supported by One Public Estate funding. ♦

**Location:** Bracknell, Bracknell Forest Council

**Key dates:** 2023 onwards

**For more details, contact:**

Andrew Hunter,  
[Andrew.Hunter@bracknell-forest.gov.uk](mailto:Andrew.Hunter@bracknell-forest.gov.uk)



New mixed use development on the site of Easthampstead House including options for a replacement library and potential for new cultural activities.

Road network remodelled to remove the existing roundabout and reduce the number of junctions

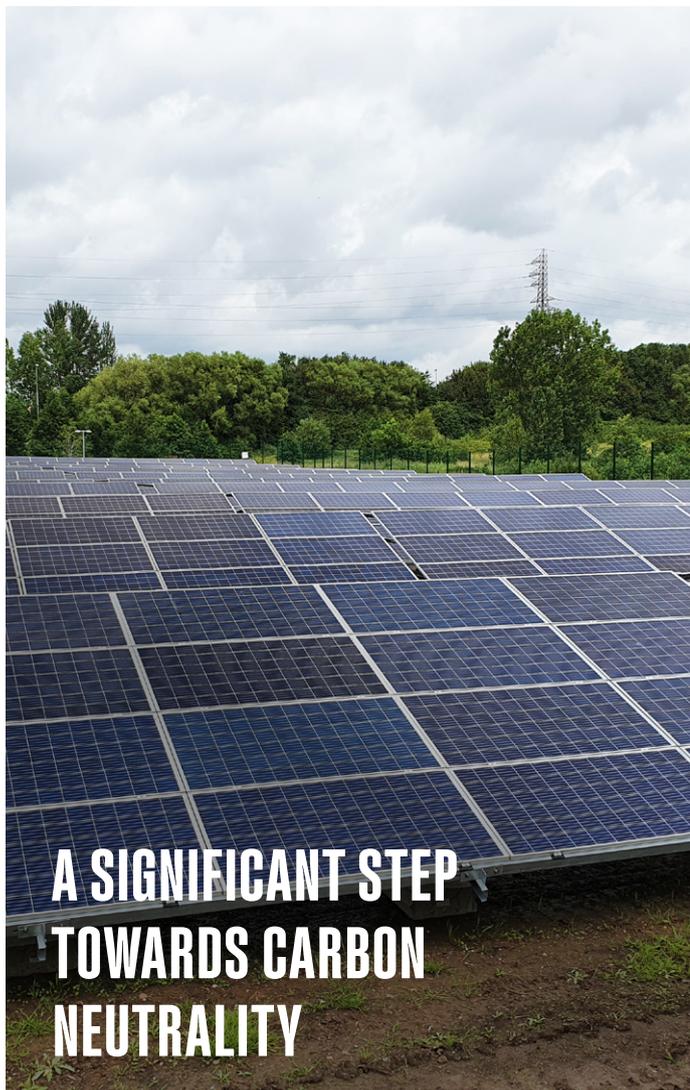
30



## AN EVIABLE SITE WITH GREAT POTENTIAL



# A CLEANER WAY TO POWER BERKSHIRE



**A SIGNIFICANT STEP  
TOWARDS CARBON  
NEUTRALITY**

## DECARBONISING ENERGY GRAZELEY SOLAR FARM

**Currently used as farmland, this 70-acre site near Grazeley has the potential for use as a 16 Megawatt peak (MWp) solar farm.**

The project would save over 95,000 tonnes of carbon over a 30-year period and generate enough electricity to power over 4,300 average UK family homes per year over the life of the installation.

West Berkshire Council declared a climate emergency in July 2019 and adopted its Environment Strategy in July 2020 setting an ambitious target of carbon neutrality by 2030. With ambitious targets come ambitious plans: decarbonising our energy is one of these ambitious targets.

Solar photovoltaic (PV) power has already been rolled out in key buildings in the Council's property portfolio. A further pipeline of projects have also been identified. The Grazeley project will represent an important step towards carbon neutrality by significantly reducing the Council's carbon emissions. A development partner has been appointed and planning permission will be submitted in Spring 2022. ♦

**Location:** Grazeley, West Berkshire Council

**Investment amount:** £10–12 million

**Key dates:** Feasibility and cost benefit analysis has been completed and will move to detailed design and planning approval stage in 2022

**For more details, contact:**  
Energy Management Team,  
[energymanagement@westberks.gov.uk](mailto:energymanagement@westberks.gov.uk)

## Regional Projects

# A CLEANER, GREENER BOROUGH

## 250,000 TREE PLANTING PROJECT

Wokingham Borough Council has committed to planting 250,000 trees over the next five years to increase carbon sequestration levels across the borough. From year 5, the project is expected to sequester an additional 3.1kg CO<sub>2</sub>e per year, cumulatively capturing around 220,455 tonnes of carbon over a 75-year period. It is expected that around 250ha of improved grassland or arable land would be required for conversion to reach the maximum carbon sequestration benefits. WBC have been awarded a £300k grant from the Woodland Trust and, overall, a £2.1m investment is being sought to achieve the full objectives of the project.

Working with Town & Parish Councils, schools and private landowners, WBC will be implementing several schemes across the borough including woodland creation, community orchards and a 'Garden Forest' scheme whereby residents will be supported to plant trees in their gardens. Wider benefits from the delivery of the project include enhancing and safeguarding local biodiversity, improving air quality and reduction in flood risk. ♦

**ENHANCING AND  
SAFEGUARDING LOCAL  
BIODIVERSITY, IMPROVING  
AIR QUALITY AND  
REDUCTION IN FLOOD RISK**



**Location:** Wokingham Borough wide

**For more details, contact:**

Laura Buck, [Laura.buck@wokingham.gov.uk](mailto:Laura.buck@wokingham.gov.uk)



**WOKINGHAM  
BOROUGH COUNCIL**

## Regional Projects

# ENABLING BETTER LIFESTYLES FOR ALL

## NEW BUILD PROGRAMME

To date, Reading Borough Council (RBC)'s new build and acquisitions housing programme has delivered 174 new Council-owned homes. RBC now plans to deliver over 307 new homes with an expected capital spend of £80.2m.

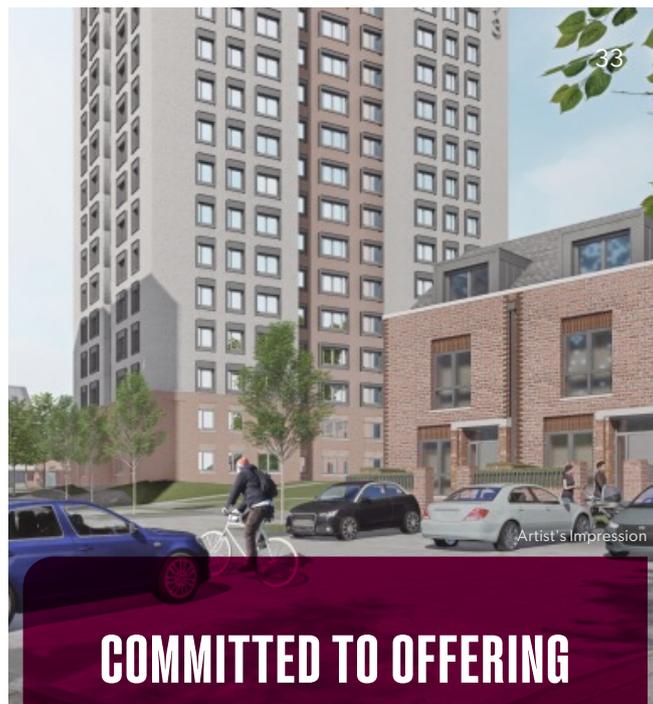
The Council is committed to offering sustainable locations for residents in terms of access to employment, schools, and other local services via good public transport, pedestrian and cycling networks and additionally a supply of electric charging points. In unlocking the next phases of the programme support will be required from Homes England to enable the Council to continue to fund delivery of new homes.

A two-phased estate renewal at Wensley Road will deliver:

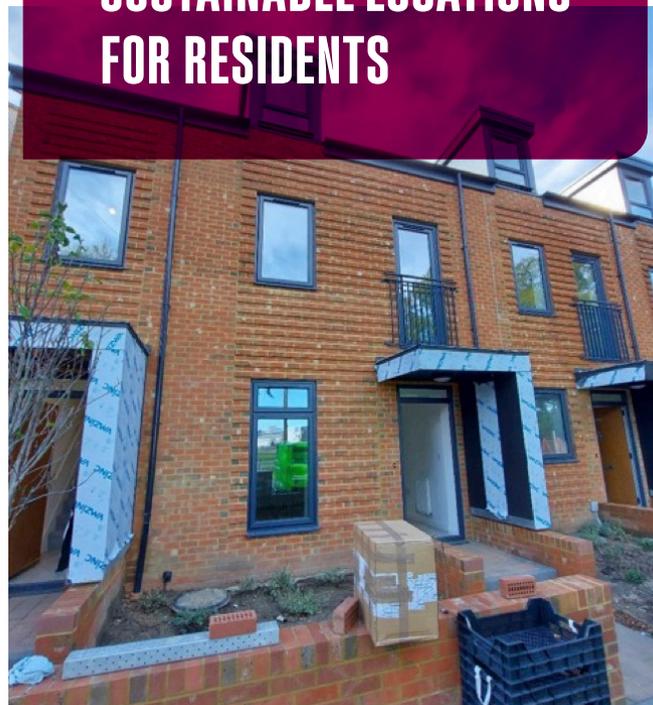
- 46 net zero carbon homes
- Improved parking for new and existing residents
- Refurbishment of 3, 15-storey tower blocks using passivhaus principles
- New parks
- Improvements to overall public realm
- Increased cycle parking
- Electric vehicle charging points
- Water butts to reduce potable water consumption
- Improved recycling and waste management ♦

**Location:** Reading,  
Reading Borough Council

**For more details, contact:**  
Zelda Wolfe, [zelda.wolfe@reading.gov.uk](mailto:zelda.wolfe@reading.gov.uk)



COMMITTED TO OFFERING  
SUSTAINABLE LOCATIONS  
FOR RESIDENTS



# BUILDING A SUSTAINABLE ENVIRONMENT FOR GROWTH

## SCIENCE AND INNOVATION PARK AT JEALOTT'S HILL INTERNATIONAL RESEARCH CENTRE

**The vision is to create an open campus that will draw people together to innovate, collaborate and boost the post-Brexit economy.**

A cluster for agri-tech and clean growth, with Syngenta at its heart as an anchor institution, will make Bracknell a world leading centre of R&D excellence and new, exportable skills and knowledge. Using highly innovative technological design and construction, the Science and Innovation Park will provide state-of-the-art facilities and a wide range of innovative workspaces and labs designed for complementary businesses, new research collaboration projects and innovative start-ups. It will ensure we attract and retain talent so that the UK can continue to play a leading role in tackling the 21st-century key global challenges of food security, sustainable agriculture and clean energy.

The diverse and skilled workforce drawn to the Science and Innovation Park will benefit from a unique sustainable live-work environment, with attractive homes and facilities such as education, healthcare, shops and services within a thriving garden community. ♦

**Location:** Jealott's Hill, Bracknell Forest Council

**Key dates:** 2022 onwards, subject to BFC Local Plan

**For more details, contact:**  
Victoria Walker, [Victoria.Walker@ceg.co.uk](mailto:Victoria.Walker@ceg.co.uk)



## Contact us

Thames Valley Berkshire LEP  
100 Longwater Avenue, Green Park,  
Reading, Berkshire RG2 6GP

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[info@thamesvalleyberkshire.co.uk](mailto:info@thamesvalleyberkshire.co.uk)  
[thamesvalleyberkshire.co.uk](http://thamesvalleyberkshire.co.uk)

## Connect with us



Thames Valley  
Berkshire Local  
Enterprise Partnership



@TVBLEP



One Public Estate is a partnership between

