



# Berkshire

LOCAL ENTERPRISE PARTNERSHIP

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## Business in Berkshire

2021-2022



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# Foreword

**Berkshire LEP has published an annual Business in Berkshire report for the last four years, providing an evidence base for the area's economy to inform all those involved in supporting local enterprises.**

Having begun to recover from the COVID-19 pandemic in 2021, prospects for the UK economy went into reverse in 2022, driven largely by Russia's invasion of Ukraine and its effects on energy prices and the cost of living. **GDP growth was smaller in 2022** and is forecast to be at 3.6 per cent by the IMF and 4.4 per cent by the OECD this year. However, the Office for Budget Responsibility forecasts that we will experience **a recession lasting just over a year from the third quarter of 2022**; GDP growth is forecast to fall to

0.3 per cent by the IMF and **minus 0.4 per cent by the OECD in 2023.**

In terms of trade statistics, UK exports were valued at £101.3bn in the third quarter of 2022, an increase of £3.3bn on the second quarter, while UK imports amounted to £162.3bn in the third quarter of 2022, giving a trade deficit of £61bn. **The UK enjoyed a surplus of £37.3bn between the import and export of services in the third quarter of 2022, however.**

The South East experienced GDP growth of 9.2 per cent between the first quarter of 2021 and the first quarter of 2022. This was, of course, before the effects of the war in Ukraine were felt. **Growth in the South East was lower than in all English regions except the East Midlands, West Midlands and East of England.**

**THE SOUTH EAST**  
experienced GDP growth of  
**9.2%**  
between the first quarter of 2021  
and first quarter of 2022  
**BEFORE THE EFFECTS OF THE  
UKRAINE WAR  
WERE FELT**





**THE DECREASE  
IN REMOTE JOB  
postings in Berkshire**  
was just **0.5%**

Across England, we may have reached peak-remote working in the wake of the Covid-19 pandemic. England has seen a decrease of about 8% in remote job postings in the year to the Autumn of 2022. In the South-East, the decrease was 4.3%. In Berkshire, the fall was just 0.5%. This is a trend to be watched; as this report shows, over a fifth of Berkshire firms operate in the ‘professional, scientific and technical’ industry and just under a fifth in the ‘information and communication’ industry. Berkshire’s higher concentration of firms in both of these sectors than the national average may explain our much lower fall in remote postings which may be an enduring feature of our local economy.

According to the DIT, the estimated economic impact of UK Foreign Direct Investment (FDI) **projects increased by 82% from 2021 to 2022, creating 84,759 new jobs and safeguarding 7,765 others.** Whilst 2021/22 saw a drop in FDI in Berkshire in terms of projects, the number of new jobs created soared from 590 to 1,270. Some sectors have been more resilient than others in Berkshire,

with life sciences and digital technology industry continuing to thrive, whilst industries such as hospitality, tourism and travel were decimated by the pandemic and are still in a recovery phase. The full effects of COVID-19 on the health and economy of our area will not be evident for some time; the same is true for the effects of the cost of living crisis. But this 2021/22 report allows us to continue to chart the economic health of Berkshire.

The effects of the pandemic on our local economy continued to challenge the Berkshire business community. Working closely with Berkshire Local Authorities and other partners, the LEP led on the development of the **Berkshire Recovery & Renewal Plan** setting out a vision of how to rebuild Berkshire’s economy in the wake of COVID-19 and this Plan has informed the activity of the LEP throughout 2021/22.

At the start of 2021, the LEP brought the government funded Growth Hub contract in-house to enable more rapid responses to the changing needs of Berkshire’s small



and medium enterprises. During the year the model of delivery was adapted to offer tailored support based on business stage and a redeveloped website put in place to provide a clearer customer journey and enable self-service for a larger number of businesses.

In September 2021, the LEP launched the **Berkshire Net Zero Carbon Research Report**, to ensure that Berkshire plays a leading role in the UK's drive to net zero carbon emissions. The report launch was marked by an event at Newbury College's new Renewables Centre, which the LEP had supported using the European Regional Development Fund (ERDF). The event featured a stop off for the **Zero Carbon Tour**, the UK's first 100% electric coach as part of its journey through the UK to COP26. This provided the ideal opportunity to showcase how Berkshire is leading the global green agenda on a local level and engage local SMEs in the agenda.

Berkshire SMEs were further supported through a one off £500k Business Capital Grants scheme targeted at scale-up business in Berkshire using unspent Local Growth Funds and Getting Building Funds. In total six grants were issued totalling £211,196.

Supporting people and skills within businesses is a key priority of the LEP. We continued to do this through the **Berkshire Opportunities** portal helping people find work and upskill and through the **Berkshire Enterprise Advisor Network** supporting schools and colleges to develop effective employer engagement plans to ensure a pipeline of talent for Berkshire businesses.

Like all economies, Berkshire will need to continue reinventing itself in the years to come. The LEP is here and working with our six Local Authority partners to lead that strategic thinking about how best to supercharge our local economy which can and will drive and lead the UK's economic recovery.



**Alison Webster**  
**CEO Berkshire LEP**



# Overview

2021 posed **significant economic challenges** given the widespread impact of the **COVID-19 pandemic**.

However, the Berkshire economy has shown signs of growth and resilience in its performance on key economic indicators like productivity, employment rates, business growth and survival and investment compared to the neighbouring LEP areas and national average figures.

**This report provides key insight to help those involved in business support to understand:**

- The structure and nature of the local economy
- Which firms are powering the local economy, or have the potential to do so
- How the local business ecosystem is developing



# Overview

## Key findings for 2021-2022

**2.7% more businesses**

The number of registered businesses in Berkshire grew by an average annual growth rate of 2.7% between 2011 and 2021, with 90% being categorised as micro or small businesses

**survival higher than national average**

Business survival rates are slightly higher in Berkshire than the national average with 42.4% of firms 'born' in Berkshire in 2015 surviving for at least five years, compared to 39.5% nationally.

**highest concentration of FDI**

Berkshire continues to attract significant Foreign Direct Investment (FDI) and has the highest concentration of Foreign Owned Companies of all LEP areas, largely due to the dominance of the digital technology sector.

**top 10 European Cities of the Future**

Three Berkshire cities Maidenhead, Slough and Reading featured in the top 10 European Cities of the Future 2022/23 Business Friendliness list.

**FTSE 100 maintained**

The number of FTSE 100 companies based in Berkshire maintained the same level in 2021 as the previous year.

**slight decrease in 'scale ups'**

There has been a slight decrease in the number of firms in Berkshire are classified as 'scale ups' in 2021 from the previous year.

**increase in employee jobs**

The number of employee jobs in Berkshire increased by around 1% between 2020 and 2021 but remained 1.5% lower than 2019, showing initial signs of post pandemic recovery



# GVA summary

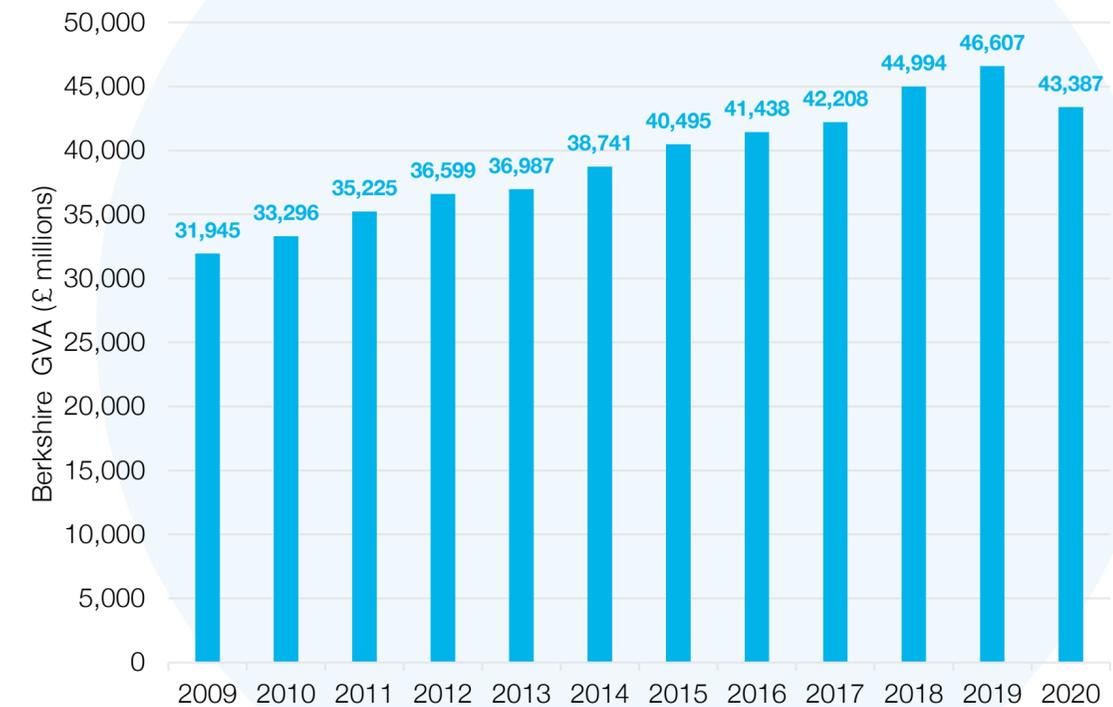


# Berkshire: total GVA, GVA per job filled & GVA per hour



**BERKSHIRE ranked no.1 AMONG LEPS BY GVA per filled job which is £25,559 (44%) ABOVE THE UK FIGURE**

**BERKSHIRE'S GVA GROWTH (CHAINED VALUE MEASURES, 2019 PRICES)**



Chained value measures: For the balanced measure, GVA(B), it is measured at current basic prices (value in £ million), which include the effect of inflation, and in "real" terms in chained volume measures (CVM), with the effect of inflation removed.

Sources: [Regional gross value added \(balanced\) by industry: city and enterprise regions, ONS](#), May 2022  
[Subregional productivity: labour productivity indices by economic enterprise region, ONS](#), July 2022

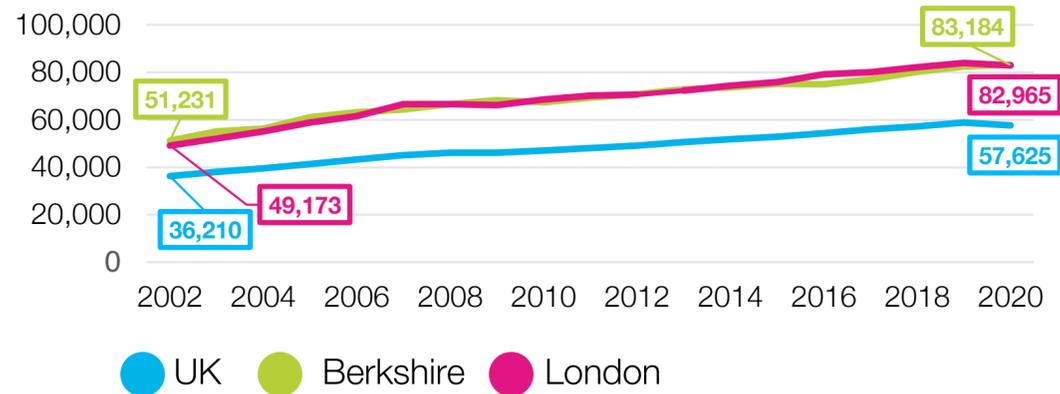


# Berkshire: total GVA, GVA per job filled & GVA per hour



## BERKSHIRE ranked 11th BY THE GVA PER HOUR WORKED (£'S) 2020 Index for LEPs ABOVE LONDON

NOMINAL (UNSMOOTHED) GVA PER FILLED JOB (£'S)



NOMINAL (UNSMOOTHED) GVA PER HOUR WORKED (£'S)



Sources: [Regional gross value added \(balanced\) by industry: city and enterprise regions, ONS, May 2022](#)  
[Subregional productivity: labour productivity indices by economic enterprise region, ONS, July 2022](#)

# Number & size of businesses



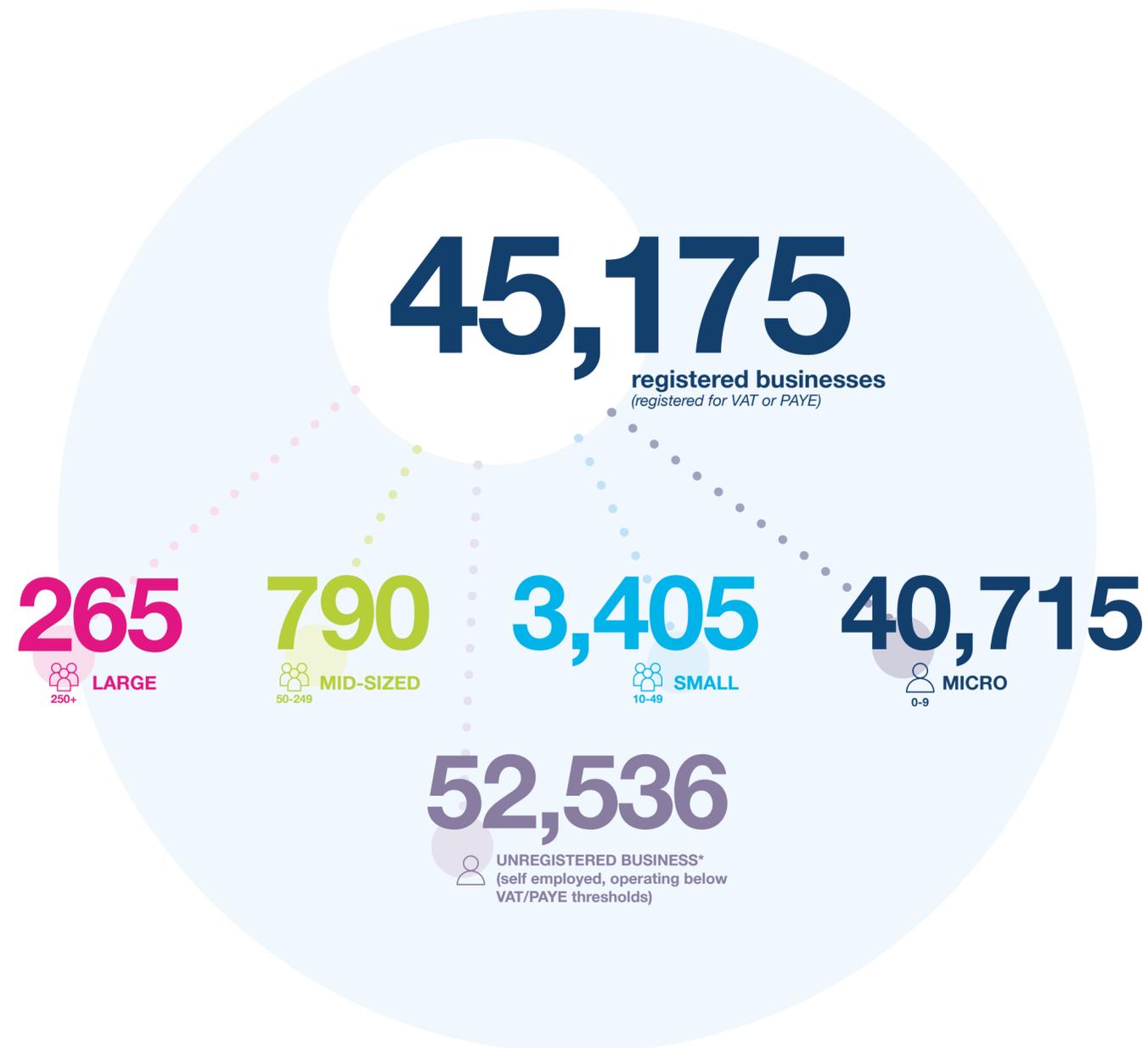
# Berkshire businesses by size

There are 97,711 businesses in Berkshire, of which 45,175 (46%) are registered for VAT and/or PAYE.

The number of registered businesses in Berkshire grew by an average annual growth rate of 2.7% between 2011 and 2021.

The vast majority (90%) of registered businesses in Berkshire are micro (0-9 employees) or small (10-49 employee enterprises).

*Note: The employment size bands for each of the four defined company sizes (right) have been altered in this years' report so they are now in line with the size bands used by the ONS. This is in the interest of data consistency and is the reason there has been a significant drop in mid sized business and simultaneous increase in micro firms.*



Sources: [UK Business Counts, 2021, Office for National Statistics](#) | [Business Population Estimates, Department for Business, Energy and Industrial Strategy, 2021](#)

\* estimated using Business Population Estimates data for the South East.



# Number of registered businesses

The total number of registered businesses in Berkshire increased steadily between 2011 and 2017 and plateaued between 2017 and 2018 before increasing again slightly in 2019 and subsequently again in 2020.

The latest 2021 figures have seen a minor YoY reduction from 2020.

Since 2011, in Berkshire, there has been:

**A 30%\* increase in the number of micro firms\*\***

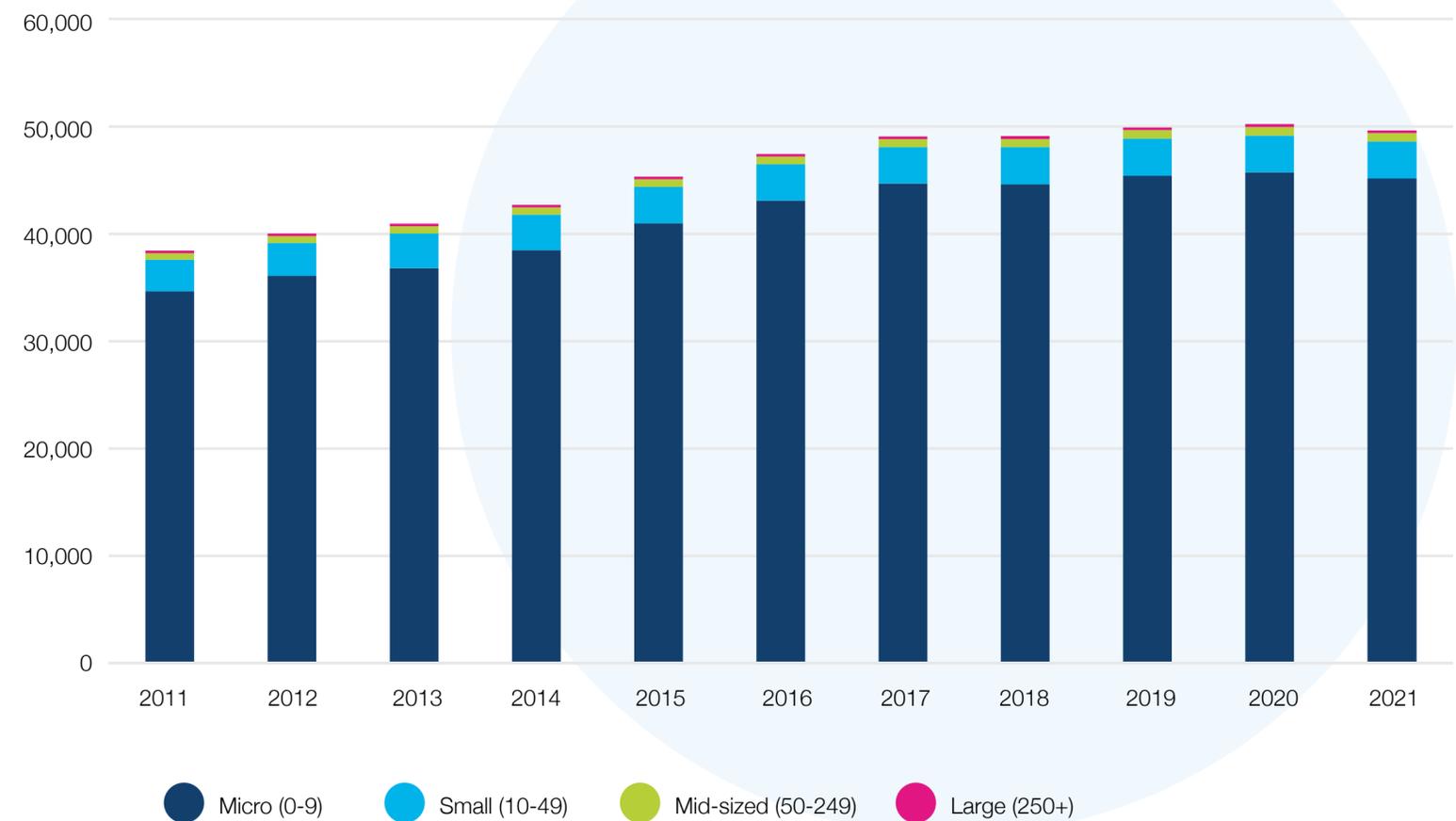
**A 15% increase in the number of small firms**

**A 30% increase in the number of mid-size firms**

**An 18% increase in the number of large firms**

Sources: [UK Business Count, 2021](#), [Office for National Statistics](#)

NUMBER OF REGISTERED BUSINESSES IN BERKSHIRE, BY SIZE AND YEAR



\*it is likely that some of this increase is a result of administrative and data collection changes made by HMRC (2013-2014) and ONS (2015)



# Number of registered businesses

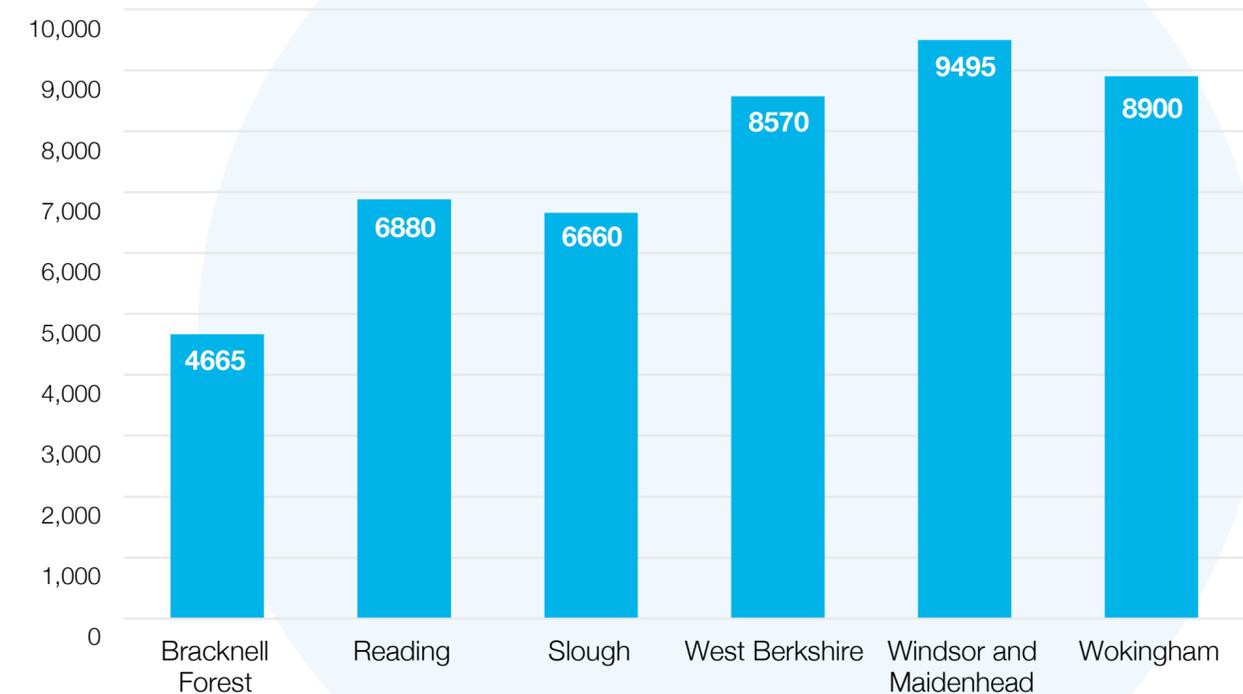
**Within Berkshire, the Royal Borough of Windsor & Maidenhead unitary authority area has the largest number of registered businesses, followed by Wokingham and then West Berkshire.**

Reading and Slough are the only Local Authorities whose number of registered businesses has not gone down since 2020.

Bracknell Forest has by far the fewest registered businesses of the six unitary authority areas.

Sources: [UK Business Count, 2021](#), [Office for National Statistics](#)

NUMBER OF REGISTERED BUSINESSES BY UNITARY AUTHORITY AREA (2021)



# Number of registered businesses

The number of registered businesses in Berkshire grew by an average annual growth rate of 2.7% between 2010 and 2020.

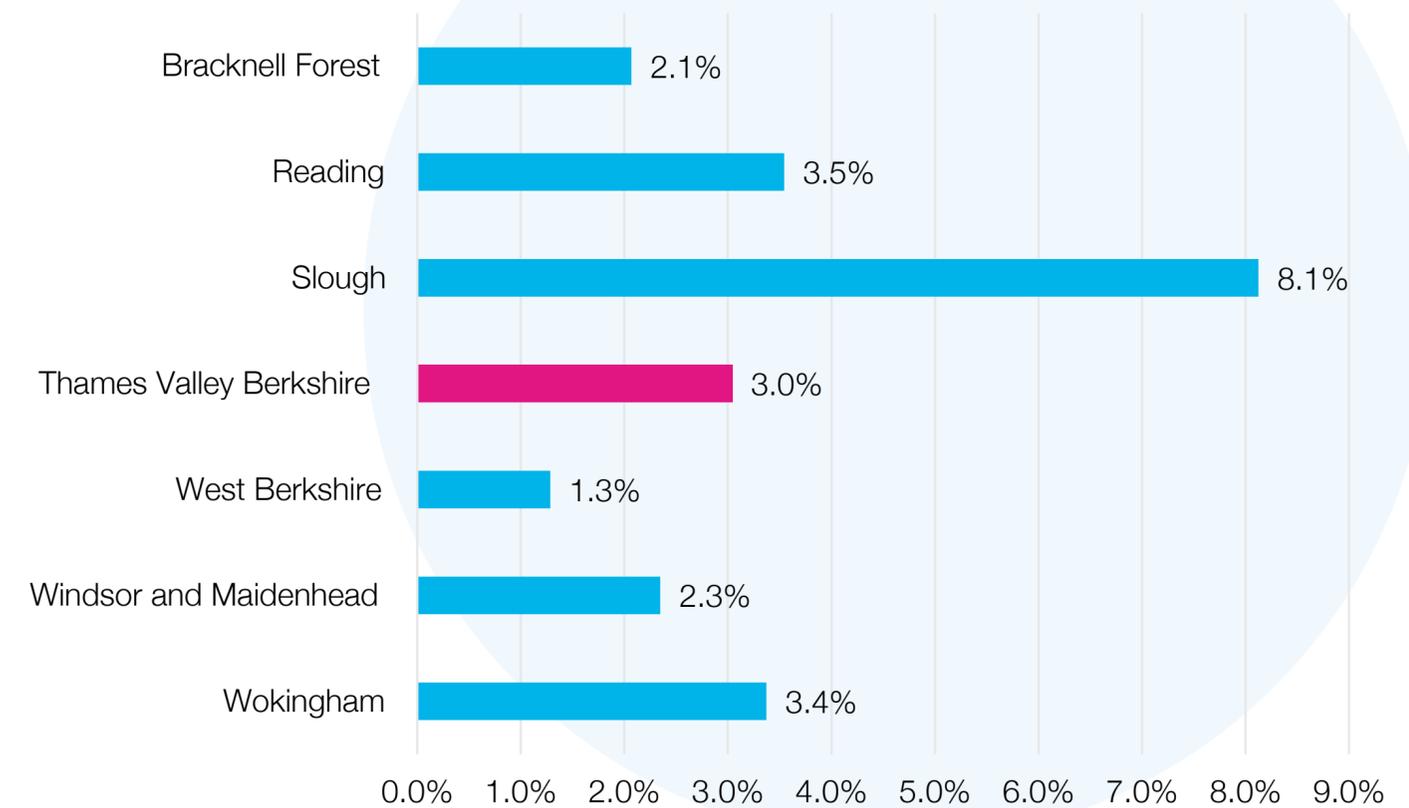
**8.1%**

Slough experienced the greatest average annual growth in registered businesses

and

West Berkshire the slowest growth over this period.

AVERAGE ANNUAL GROWTH RATE IN NUMBER OF REGISTERED BUSINESSES BY UNITARY AUTHORITY AREA (2011 TO 2021)



Sources: [UK Business Count, 2021](#), [Office for National Statistics](#)



# Business 'births' & 'deaths'

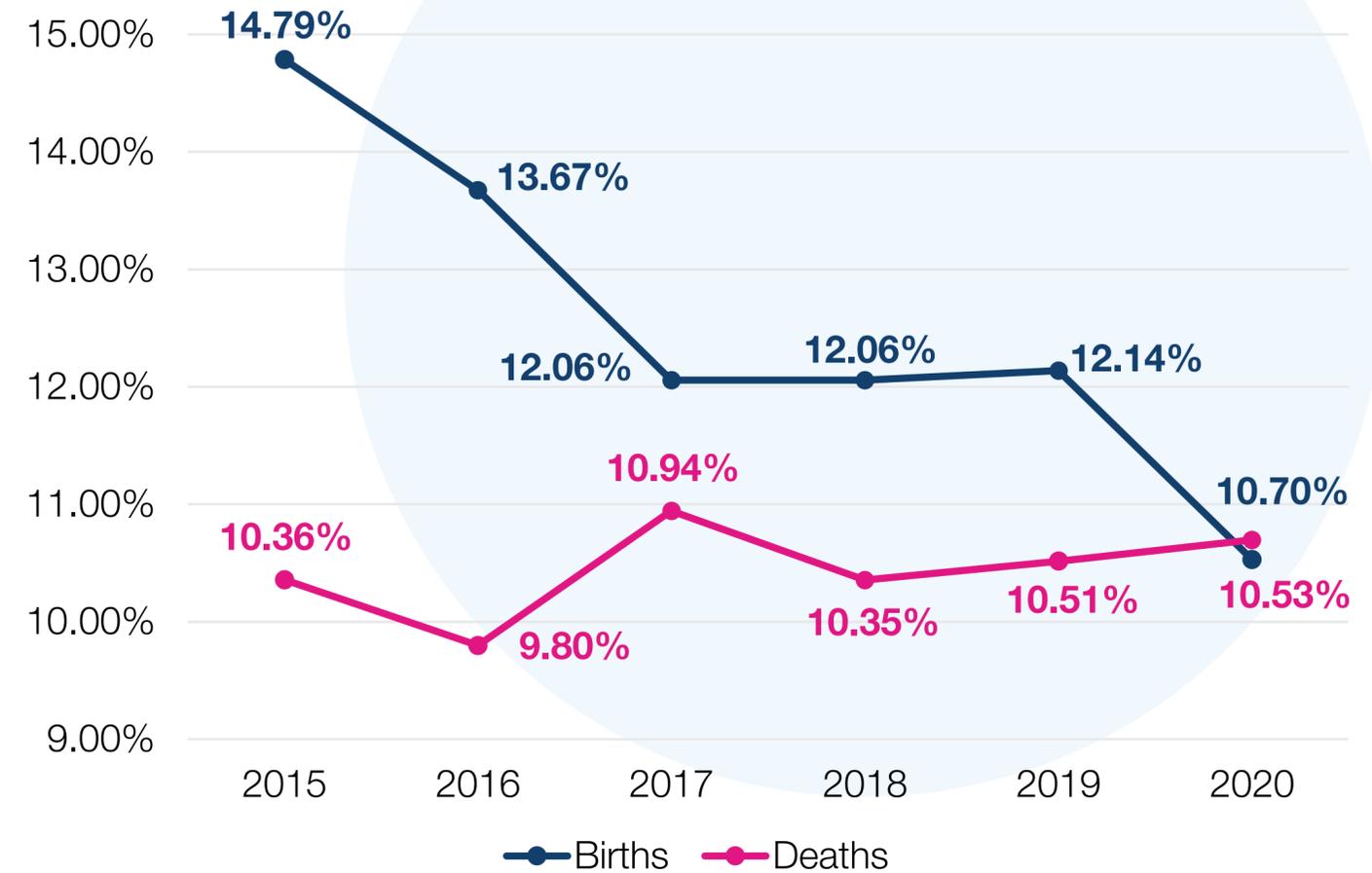
**Berkshire business 'birth' rates fell between 2015 and 2017 but plateaued in 2018 and 2019 at approximately 12.1%, before declining to 10.7% in 2020.**

Business 'death' rates fell slightly from 2017 to 2018 but have increased at a similar rate to business births in 2019 and continued to increase to 10.53% in 2020 (as is in line with the national picture).

The gap between business birth and death widened between 2017 and 2019 but deaths outnumbered births in 2020. The Office for National Statistics suggests it is likely that the (COVID 19) pandemic has contributed towards this.

Sources: [Business Demography UK: 2020](#), [Office for National Statistics](#)

**BIRTH AND DEATH RATES OF BERKSHIRE BUSINESSES (2015 TO 2020)**



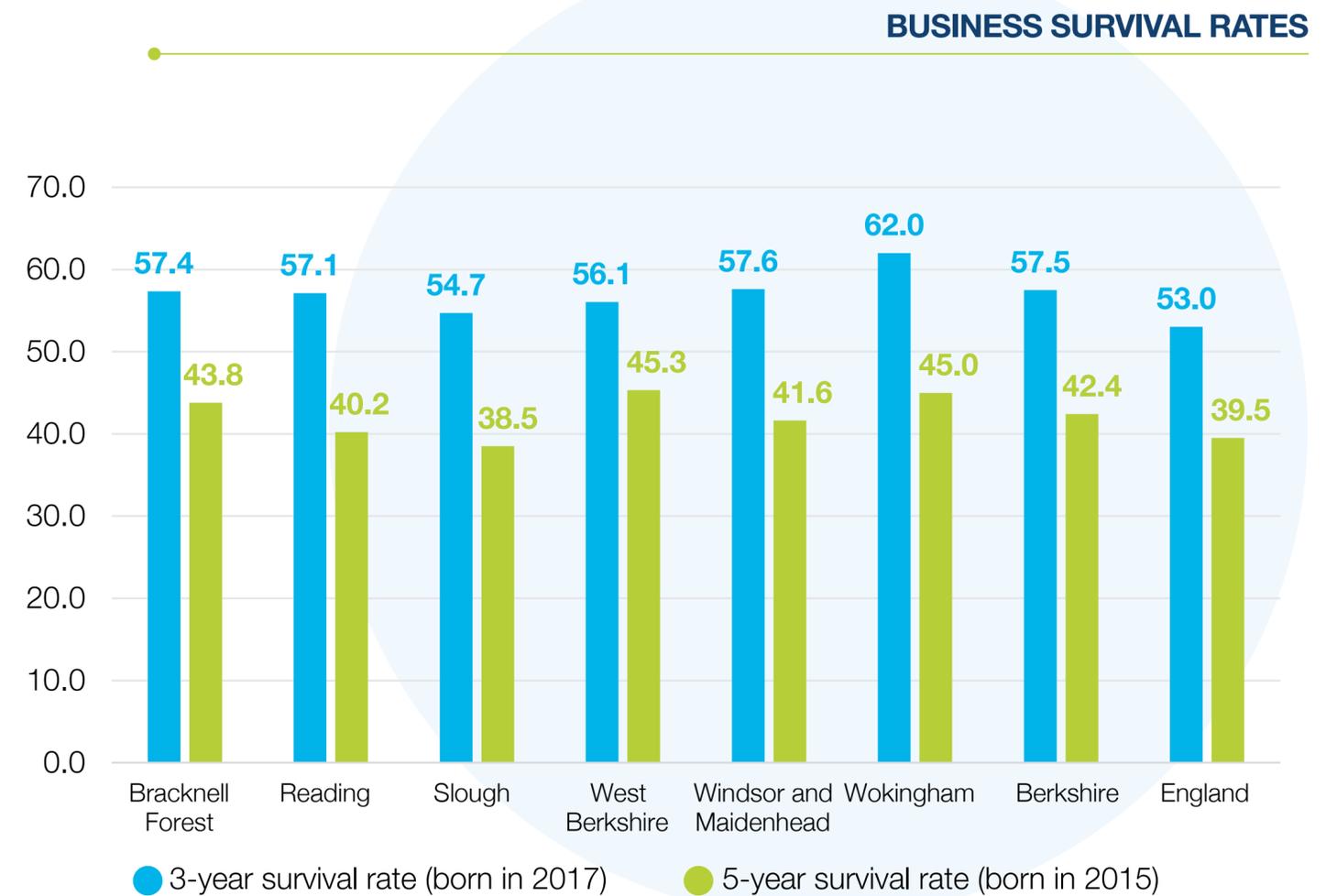
# Business survival

**Business survival rates are slightly higher in Berkshire than the national average with 42.4% of Berkshire firms 'born' in Berkshire in 2015 surviving for at least five years, compared to 39.5% nationally.**

Within Berkshire, 5 year survival rates for firms born in 2015 were highest in Wokingham and lowest in Slough.

The pattern is similar for firms born in 2017 and surviving for at least 3 years. For these firms, those based in Wokingham again have the highest survival rates, whilst those based in Slough are least likely to have survived.

Sources: [Business Demography UK: 2020](#), [Office for National Statistics](#)



# Business environment



# Key business environment stats

Bracknell Forest

Number of businesses (2021)

# 4,665

Breakdown by size

|                   |       |
|-------------------|-------|
| Micro (0-9)       | 4,210 |
| Small (10-49)     | 335   |
| Mid-size (50-249) | 80    |
| Large (250+)      | 40    |

## Businesses by Sector (2021)

| Industry   | Business count |
|--|----------------|
| Agriculture, forestry & fishing (A)                            | 50             |
| Mining, quarrying & utilities (B,D and E)                      | 15             |
| Manufacturing (C)  | 160            |
| Construction (F)   | 765            |
| Motor trades (Part G)  | 125            |
| Wholesale (Part G)   | 185            |
| Retail (Part G)  | 230            |
| Transport & storage (inc postal) (H)                           | 160            |
| Accommodation & food services (I)                              | 135            |
| Information & communication (J)                                | 690            |
| Financial & insurance (K)                                      | 110            |
| Property (L)   | 105            |
| <b>Professional, scientific &amp; technical (M)</b>            | <b>905</b>     |
| Business administration & support services (N)                 | 495            |
| Public administration & defence (O)                            | 5              |
| Education (P)  | 85             |
| Health (Q)   | 155            |
| Arts, entertainment, recreation & other services (R,S,T and U) | 280            |

Sources: [ONS, 2021](#)

**905**  
Businesses in the  
Professional, Scientific  
& Technical (M) sector



# Key business environment stats

Bracknell Forest

## Number of jobs by sector (2021)

|   |               |
|---|---------------|
| B : Mining And Quarrying  | 0             |
| C : Manufacturing   | 2,000         |
| D : Electricity, Gas, Steam And Air Conditioning Supply                         | 15            |
| E : Water Supply; Sewerage, Waste Management And Remediation Activities         | 200           |
| F : Construction  | 2,000         |
| <b>G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles</b> | <b>12,000</b> |
| H : Transportation And Storage  | 800           |
| I : Accommodation And Food Service Activities                                   | 3,000         |
| J : Information And Communication   | 8,000         |
| K : Financial And Insurance Activities  | 1,500         |
| L : Real Estate Activities  | 1,000         |
| M : Professional, Scientific And Technical Activities                           | 9,000         |
| N : Administrative And Support Service Activities                               | 5,000         |
| O : Public Administration And Defence; Compulsory Social Security               | 600           |
| P : Education   | 5,000         |
| Q : Human Health And Social Work Activities                                     | 5,000         |
| R : Arts, Entertainment And Recreation  | 1,500         |
| S : Other Service Activities  | 1,250         |

Sources: [ONS, 2021](#)

## Change in employment

| Period            | Economically active people (aged 16+) | Economic Activity Rate (aged 16-64) |
|-------------------|---------------------------------------|-------------------------------------|
| Jan 2017-Dec 2017 | 68,500                                | 86.3%                               |
| Jan 2018-Dec 2018 | 68,900                                | 86.5%                               |
| Jan 2019-Dec 2019 | 68,000                                | 86.3%                               |
| Jan 2020-Dec 2020 | 66,100                                | 83.5%                               |
| Jan 2021-Dec 2021 | 64,200                                | 80.7%                               |

# 43.8%

Business survival rate after 5 years



# Key business environment stats

Slough

Number of businesses (2021)

# 6,660

Breakdown by size

|                   |       |
|-------------------|-------|
| Micro (0-9)       | 6,010 |
| Small (10-49)     | 460   |
| Mid-size (50-249) | 140   |
| Large (250+)      | 45    |

## Businesses by Sector (2021)

| Industry   | Business count |
|--|----------------|
| Agriculture, forestry & fishing (A)                            | 15             |
| Mining, quarrying & utilities (B,D and E)                      | 20             |
| Manufacturing (C)  | 265            |
| Construction (F)   | 720            |
| Motor trades (Part G)  | 220            |
| Wholesale (Part G)   | 330            |
| Retail (Part G)  | 540            |
| Transport & storage (inc postal) (H)                           | 855            |
| Accommodation & food services (I)                              | 250            |
| <b>Information &amp; communication (J)</b>                     | <b>1,210</b>   |
| Financial & insurance (K)                                      | 85             |
| Property (L)   | 175            |
| Professional, scientific & technical (M)                       | 825            |
| Business administration & support services (N)                 | 585            |
| Public administration & defence (O)                            | 5              |
| Education (P)  | 100            |
| Health (Q)   | 230            |
| Arts, entertainment, recreation & other services (R,S,T and U) | 235            |

Sources: [ONS, 2021](#)



# Key business environment stats

Slough

## Number of jobs by sector (2021)

|   |               |
|---|---------------|
| B : Mining And Quarrying  | 20            |
| C : Manufacturing   | 6,000         |
| D : Electricity, Gas, Steam And Air Conditioning Supply                         | 500           |
| E : Water Supply; Sewerage, Waste Management And Remediation Activities         | 2,250         |
| F : Construction  | 3,000         |
| <b>G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles</b> | <b>13,000</b> |
| H : Transportation And Storage  | 12,000        |
| I : Accommodation And Food Service Activities                                   | 4,000         |
| J : Information And Communication   | 9,000         |
| K : Financial And Insurance Activities  | 900           |
| L : Real Estate Activities  | 700           |
| M : Professional, Scientific And Technical Activities                           | 7,000         |
| N : Administrative And Support Service Activities                               | 9,000         |
| O : Public Administration And Defence; Compulsory Social Security               | 1,500         |
| P : Education   | 5,000         |
| Q : Human Health And Social Work Activities                                     | 8,000         |
| R : Arts, Entertainment And Recreation  | 500           |
| S : Other Service Activities  | 1,250         |

Sources: [ONS, 2021](#)

## Change in employment

| Period            | Economically active people (aged 16+) | Economic Activity Rate (aged 16-64) |
|-------------------|---------------------------------------|-------------------------------------|
| Jan 2017-Dec 2017 | 77,400                                | 79.1%                               |
| Jan 2018-Dec 2018 | 76,400                                | 77.8%                               |
| Jan 2019-Dec 2019 | 77,600                                | 78.4%                               |
| Jan 2020-Dec 2020 | 75,200                                | 74.7%                               |
| Jan 2021-Dec 2021 | 75,000                                | 75.8%                               |

# 38.5%

Business survival rate after 5 years



# Key business environment stats

Reading

Number of businesses (2021)

6,880

Breakdown by size

|                   |       |
|-------------------|-------|
| Micro (0-9)       | 6,090 |
| Small (10-49)     | 595   |
| Mid-size (50-249) | 145   |
| Large (250+)      | 50    |

## Businesses by Sector (2021)

| Industry   | Business count |
|--|----------------|
| Agriculture, forestry & fishing (A)                            | 10             |
| Mining, quarrying & utilities (B,D and E)                      | 20             |
| Manufacturing (C)  | 220            |
| Construction (F)   | 665            |
| Motor trades (Part G)  | 180            |
| Wholesale (Part G)   | 210            |
| Retail (Part G)  | 455            |
| Transport & storage (inc postal) (H)                           | 395            |
| Accommodation & food services (I)                              | 325            |
| <b>Information &amp; communication (J)</b>                     | <b>1,395</b>   |
| Financial & insurance (K)                                      | 145            |
| Property (L)   | 200            |
| Professional, scientific & technical (M)                       | 1,210          |
| Business administration & support services (N)                 | 650            |
| Public administration & defence (O)                            | 0              |
| Education (P)  | 120            |
| Health (Q)   | 285            |
| Arts, entertainment, recreation & other services (R,S,T and U) | 395            |

Sources: [ONS, 2021](#)



# Key business environment stats

Reading

## Number of jobs by sector (2021)

|  |               |
|--|---------------|
| B : Mining And Quarrying   | 20            |
| C : Manufacturing  | 1,750         |
| D : Electricity, Gas, Steam And Air Conditioning Supply                  | 1,250         |
| E : Water Supply; Sewerage, Waste Management And Remediation Activities  | 2,500         |
| F : Construction   | 2,250         |
| G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles | 14,000        |
| H : Transportation And Storage   | 4,000         |
| I : Accommodation And Food Service Activities                            | 6,000         |
| <b>J : Information And Communication</b>                                 | <b>18,000</b> |
| K : Financial And Insurance Activities                                   | 3,500         |
| L : Real Estate Activities   | 1,500         |
| M : Professional, Scientific And Technical Activities                    | 16,000        |
| N : Administrative And Support Service Activities                        | 14,000        |
| O : Public Administration And Defence; Compulsory Social Security        | 4,000         |
| P : Education  | 6,000         |
| Q : Human Health And Social Work Activities                              | 13,000        |
| R : Arts, Entertainment And Recreation                                   | 1,500         |
| S : Other Service Activities   | 1,500         |

Sources: [ONS, 2021](#)

## Change in employment

| Period            | Economically active people (aged 16+) | Economic Activity Rate (aged 16-64) |
|-------------------|---------------------------------------|-------------------------------------|
| Jan 2017-Dec 2017 | 90,100                                | 79.5%                               |
| Jan 2018-Dec 2018 | 90,500                                | 80.7%                               |
| Jan 2019-Dec 2019 | 92,600                                | 81.7%                               |
| Jan 2020-Dec 2020 | 96,900                                | 84.7%                               |
| Jan 2021-Dec 2021 | 95,700                                | 84.5%                               |

# 40.2%

Business survival rate after 5 years



# Key business environment stats

Wokingham

Number of businesses (2021)

# 8,900

Breakdown by size

|                   |       |
|-------------------|-------|
| Micro (0-9)       | 8,115 |
| Small (10-49)     | 605   |
| Mid-size (50-249) | 125   |
| Large (250+)      | 55    |

## Businesses by Sector (2021)

| Industry   | Business count |
|--|----------------|
| Agriculture, forestry & fishing (A)                            | 85             |
| Mining, quarrying & utilities (B,D and E)                      | 45             |
| Manufacturing (C)  | 325            |
| Construction (F)   | 970            |
| Motor trades (Part G)  | 190            |
| Wholesale (Part G)   | 300            |
| Retail (Part G)  | 405            |
| Transport & storage (inc postal) (H)                           | 235            |
| Accommodation & food services (I)                              | 240            |
| Information & communication (J)                                | 1,950          |
| Financial & insurance (K)                                      | 155            |
| Property (L)   | 235            |
| <b>Professional, scientific &amp; technical (M)</b>            | <b>2,060</b>   |
| Business administration & support services (N)                 | 865            |
| Public administration & defence (O)                            | 15             |
| Education (P)  | 125            |
| Health (Q)   | 255            |
| Arts, entertainment, recreation & other services (R,S,T and U) | 440            |

Sources: [ONS, 2021](#)



# Key business environment stats

Wokingham

## Number of jobs by sector (2021)

|   |               |
|---|---------------|
| B : Mining And Quarrying  | 35            |
| C : Manufacturing   | 4,000         |
| D : Electricity, Gas, Steam And Air Conditioning Supply                         | 600           |
| E : Water Supply; Sewerage, Waste Management And Remediation Activities         | 1,250         |
| F : Construction  | 3,500         |
| <b>G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles</b> | <b>13,000</b> |
| H : Transportation And Storage  | 1,500         |
| I : Accommodation And Food Service Activities                                   | 6,000         |
| <b>J : Information And Communication</b>  | <b>13,000</b> |
| K : Financial And Insurance Activities  | 1,250         |
| L : Real Estate Activities  | 900           |
| <b>M : Professional, Scientific And Technical Activities</b>                    | <b>13,000</b> |
| N : Administrative And Support Service Activities                               | 8,000         |
| O : Public Administration And Defence; Compulsory Social Security               | 1,500         |
| P : Education   | 11,000        |
| Q : Human Health And Social Work Activities                                     | 6,000         |
| R : Arts, Entertainment And Recreation  | 1,750         |
| S : Other Service Activities  | 1,500         |

Sources: [ONS, 2021](#)

## Change in employment

| Period            | Economically active people (aged 16+) | Economic Activity Rate (aged 16-64) |
|-------------------|---------------------------------------|-------------------------------------|
| Jan 2017-Dec 2017 | 84,400                                | 82.0%                               |
| Jan 2018-Dec 2018 | 84,800                                | 82.5%                               |
| Jan 2019-Dec 2019 | 85,900                                | 82.7%                               |
| Jan 2020-Dec 2020 | 82,300                                | 80.0%                               |
| Jan 2021-Dec 2021 | 87,900                                | 83.1%                               |

# 45%

Business survival rate after 5 years



# Key business environment stats

Windsor & Maidenhead

Number of businesses (2021)

9,495

Breakdown by size

|                   |       |
|-------------------|-------|
| Micro (0-9)       | 8,625 |
| Small (10-49)     | 680   |
| Mid-size (50-249) | 150   |
| Large (250+)      | 40    |

## Businesses by Sector (2021)

| Industry   | Business count |
|--|----------------|
| Agriculture, forestry & fishing (A)                            | 75             |
| Mining, quarrying & utilities (B,D and E)                      | 40             |
| Manufacturing (C)  | 335            |
| Construction (F)   | 855            |
| Motor trades (Part G)  | 185            |
| Wholesale (Part G)   | 395            |
| Retail (Part G)  | 600            |
| Transport & storage (inc postal) (H)                           | 265            |
| Accommodation & food services (I)                              | 390            |
| Information & communication (J)                                | 1,325          |
| Financial & insurance (K)                                      | 195            |
| Property (L)   | 360            |
| <b>Professional, scientific &amp; technical (M)</b>            | <b>2,340</b>   |
| Business administration & support services (N)                 | 935            |
| Public administration & defence (O)                            | 15             |
| Education (P)  | 185            |
| Health (Q)   | 370            |
| Arts, entertainment, recreation & other services (R,S,T and U) | 635            |

Sources: [ONS, 2021](#)

**2,340**  
Businesses in the Professional, Scientific & Technical (M) sector



# Key business environment stats

Windsor & Maidenhead

## Number of jobs by sector (2021)

|   |               |
|---|---------------|
| B : Mining And Quarrying  | 150           |
| C : Manufacturing   | 2,000         |
| D : Electricity, Gas, Steam And Air Conditioning Supply                         | 900           |
| E : Water Supply; Sewerage, Waste Management And Remediation Activities         | 600           |
| F : Construction  | 5,000         |
| <b>G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles</b> | <b>12,000</b> |
| H : Transportation And Storage  | 1,500         |
| I : Accommodation And Food Service Activities                                   | 7,000         |
| J : Information And Communication   | 7,000         |
| K : Financial And Insurance Activities  | 1,750         |
| L : Real Estate Activities  | 1,750         |
| <b>M : Professional, Scientific And Technical Activities</b>                    | <b>12,000</b> |
| N : Administrative And Support Service Activities                               | 6,000         |
| O : Public Administration And Defence; Compulsory Social Security               | 1,000         |
| P : Education   | 7,000         |
| Q : Human Health And Social Work Activities                                     | 8,000         |
| R : Arts, Entertainment And Recreation  | 3,500         |
| S : Other Service Activities  | 1,750         |

Sources: [ONS, 2021](#)

## Change in employment

| Period            | Economically active people (aged 16+) | Economic Activity Rate (aged 16-64) |
|-------------------|---------------------------------------|-------------------------------------|
| Jan 2017-Dec 2017 | 79,700                                | 84.2%                               |
| Jan 2018-Dec 2018 | 79,200                                | 83.1%                               |
| Jan 2019-Dec 2019 | 79,800                                | 83.3%                               |
| Jan 2020-Dec 2020 | 78,100                                | 81.0%                               |
| Jan 2021-Dec 2021 | 80,100                                | 82.1%                               |

# 41.6%

Business survival rate after 5 years



# Key business environment stats

West Berkshire

Number of businesses (2021)

# 8,570

Breakdown by size

|                   |       |
|-------------------|-------|
| Micro (0-9)       | 7,660 |
| Small (10-49)     | 725   |
| Mid-size (50-249) | 150   |
| Large (250+)      | 35    |

## Businesses by Sector (2021)

| Industry   | Business count |
|--|----------------|
| Agriculture, forestry & fishing (A)                            | 315            |
| Mining, quarrying & utilities (B,D and E)                      | 65             |
| Manufacturing (C)  | 380            |
| Construction (F)   | 1,075          |
| Motor trades (Part G)  | 240            |
| Wholesale (Part G)   | 365            |
| Retail (Part G)  | 395            |
| Transport & storage (inc postal) (H)                           | 265            |
| Accommodation & food services (I)                              | 305            |
| Information & communication (J)                                | 1,140          |
| Financial & insurance (K)                                      | 175            |
| Property (L)   | 310            |
| <b>Professional, scientific &amp; technical (M)</b>            | <b>1,775</b>   |
| Business administration & support services (N)                 | 730            |
| Public administration & defence (O)                            | 45             |
| Education (P)  | 145            |
| Health (Q)   | 215            |
| Arts, entertainment, recreation & other services (R,S,T and U) | 635            |

Sources: [ONS, 2021](#)



# Key business environment stats

West Berkshire

## Number of jobs by sector (2021)

|   |               |
|---|---------------|
| B : Mining And Quarrying  | 25            |
| C : Manufacturing   | 11,000        |
| D : Electricity, Gas, Steam And Air Conditioning Supply                         | 600           |
| E : Water Supply; Sewerage, Waste Management And Remediation Activities         | 700           |
| F : Construction  | 5,000         |
| <b>G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles</b> | <b>14,000</b> |
| H : Transportation And Storage  | 2,500         |
| I : Accommodation And Food Service Activities                                   | 5,000         |
| J : Information And Communication   | 13,000        |
| K : Financial And Insurance Activities  | 1,000         |
| L : Real Estate Activities  | 1,250         |
| M : Professional, Scientific And Technical Activities                           | 7,000         |
| N : Administrative And Support Service Activities                               | 9,000         |
| O : Public Administration And Defence; Compulsory Social Security               | 3,000         |
| P : Education   | 8,000         |
| Q : Human Health And Social Work Activities                                     | 5,000         |
| R : Arts, Entertainment And Recreation  | 2,250         |
| S : Other Service Activities  | 3,000         |

Sources: [ONS, 2021](#)

## Change in employment

| Period            | Economically active people (aged 16+) | Economic Activity Rate (aged 16-64) |
|-------------------|---------------------------------------|-------------------------------------|
| Jan 2017-Dec 2017 | 83,800                                | 83.0%                               |
| Jan 2018-Dec 2018 | 85,700                                | 84.7%                               |
| Jan 2019-Dec 2019 | 87,700                                | 85.8%                               |
| Jan 2020-Dec 2020 | 86,300                                | 84.7%                               |
| Jan 2021-Dec 2021 | 86,900                                | 87.7%                               |

# 45.3%

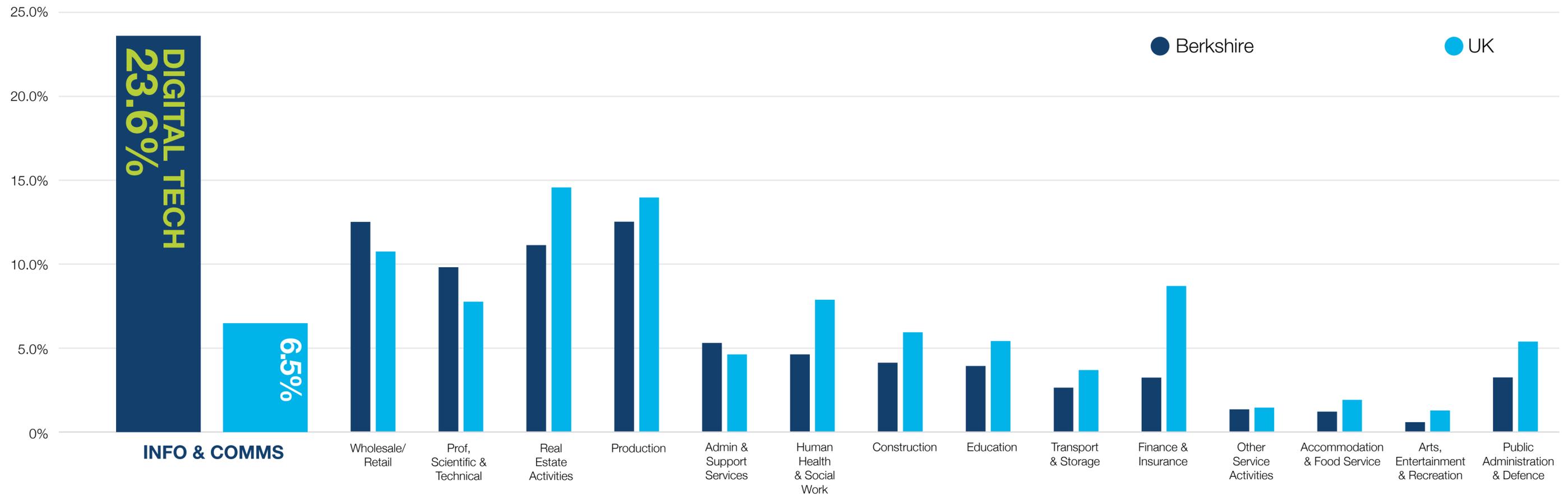
Business survival rate after 5 years



# Key sectors



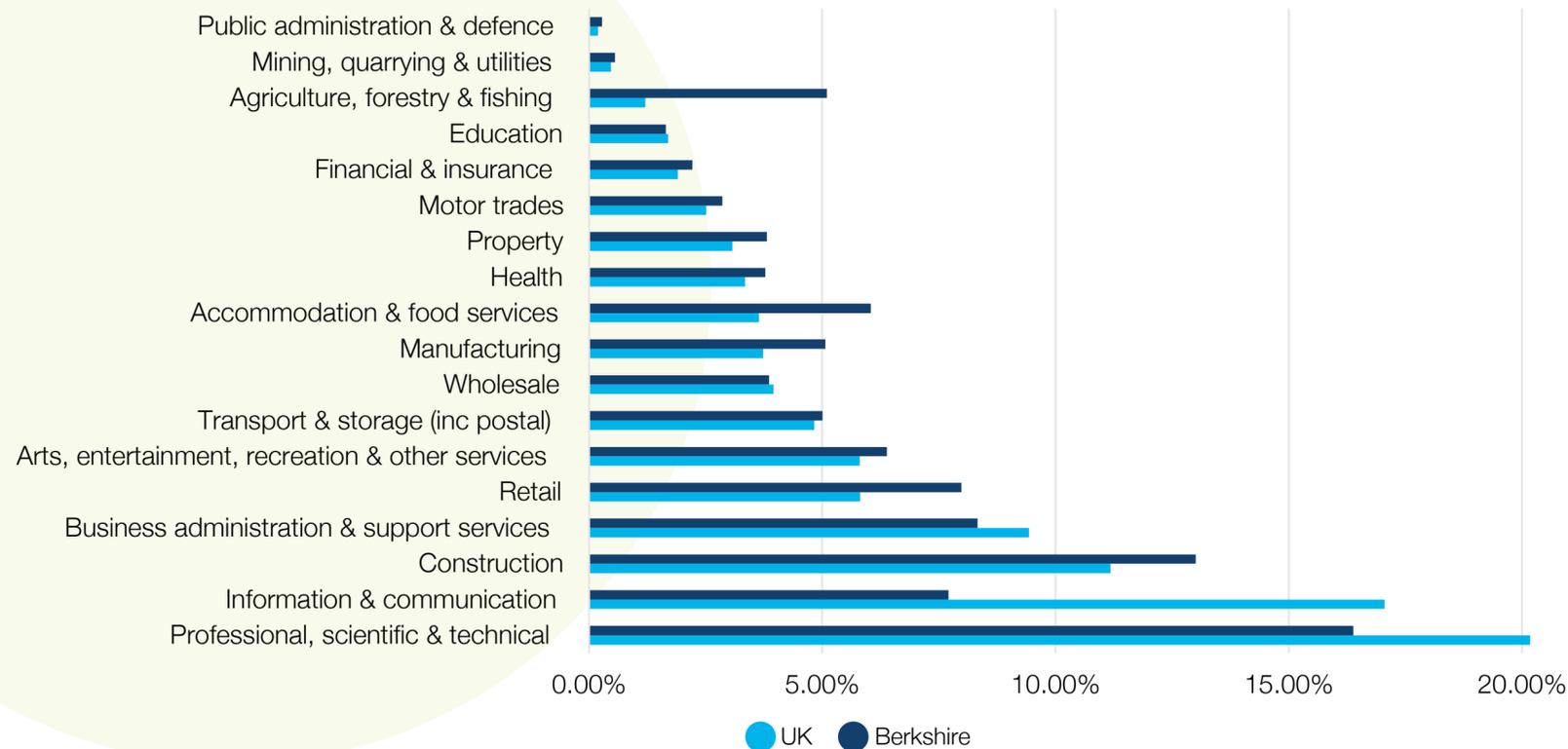
# Berkshire: GVA by sector 2020 (provisional)



Sources: [Regional gross value added \(balanced\) by industry: city and enterprise regions, ONS, May 2022 \(table B2\)](#)

# Number of registered businesses by industry

**BUSINESS COUNT BY INDUSTRY (%)**



Sources: [UK Business Count, 2021, Office for National Statistics](#)

**Analysing data using Standard Industrial Classification (SIC) codes enables a comparison to be made between the structure of the economy of Berkshire and the UK as a whole.**

Over a fifth of Berkshire firms operate in the ‘professional, scientific and technical’ industry (20.18%) and just under a fifth in the ‘information and communication’ industry (17.06%).

Berkshire has a higher concentration of firms in both of these sectors than the national average.

Berkshire’s sector with the third highest number of registered businesses is ‘construction’ (11.18%) lower than the UK figure of 13.01%. This sector is one of the largest across most areas of the country, reflecting a strong recovery post the pandemic slump.



# Sector specialisms

Using a variety of data and intelligence, Berkshire LEP has identified sector specialisms (in terms of either clusters of business activity or research expertise). These are mapped overleaf.

For three of these sectors: digital tech, life sciences & healthcare, and energy & environment, the LEP has produced Sector Propositions. These showcase the competitive advantages of being located in Berkshire to prospective inward investors.

Additionally, Berkshire has key sector strengths in creative industries especially film and TV production. This can be evidenced with the development of Shinfield Studios, expansion at Bray Studios and new studios at Winnersh Triangle and Arborfield. Furthermore, Berkshire is also strong in the 'green sector', hosting a number of big players in the field such as Syngenta and Anesco as well as notable research institutes such as the University of Reading.



**Business Environment**  
Berkshire Intelligence



**Sectors | Thames Valley Inward  
Investment Portal | Foreign Investment**

The Digital Tech sector corresponds to the **'Information and Communication'** Industry on the previous slide.

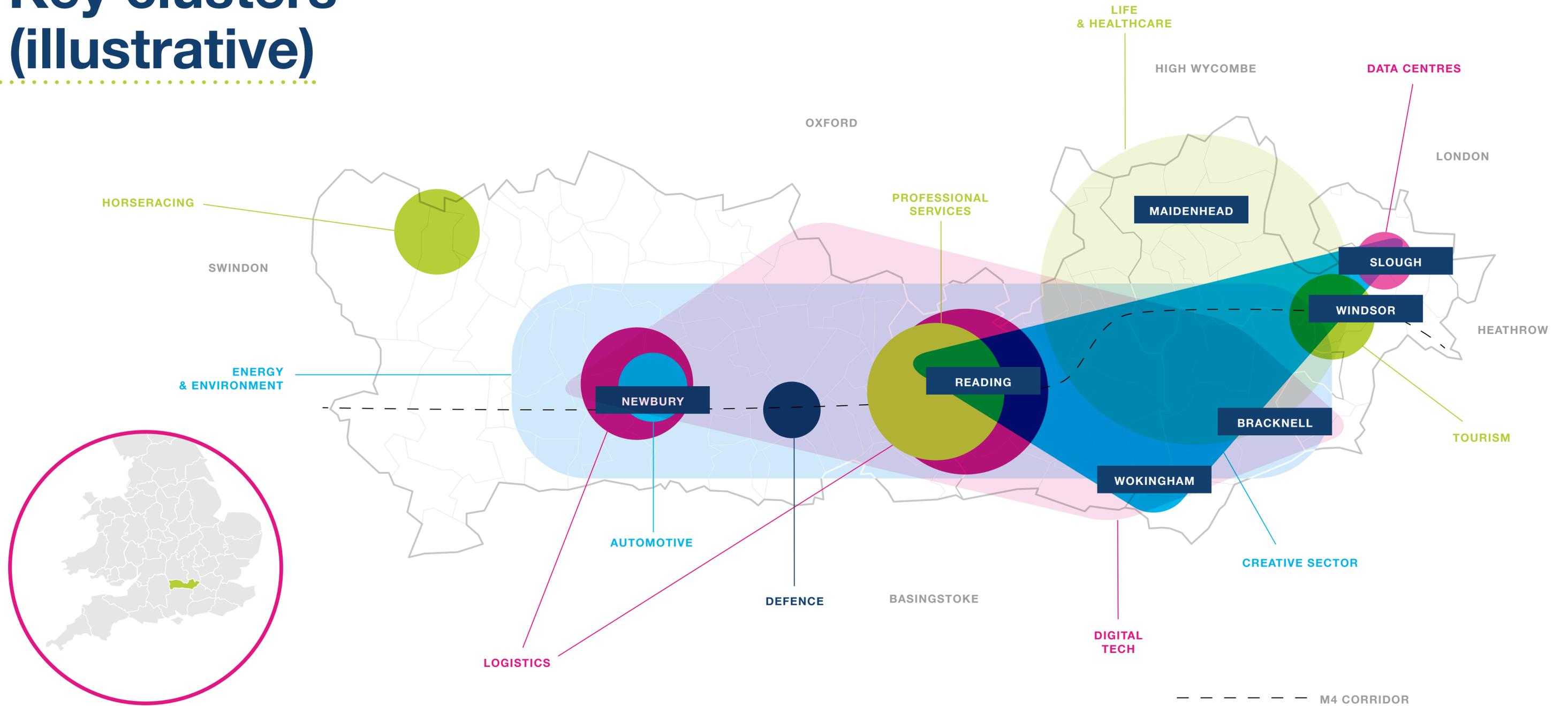
The Life Sciences and Health sector falls under **'Professional, Scientific & Technical'**, **'Wholesale'**, **'Manufacturing'** and **'Health'**.

The Energy and Environment sector falls under **'Mining, Quarrying & Utilities'**, **'Agriculture, Forestry & Fishing'**, **'Professional, Scientific & Technical'**.

The Creative Sector falls under **'Arts, Entertainment And Recreation'**.



# Key clusters (illustrative)



# International economy



# International economy

**According to the latest available ONS data from 2020, Berkshire has the highest concentration of Foreign Owned Companies of all LEP areas.**

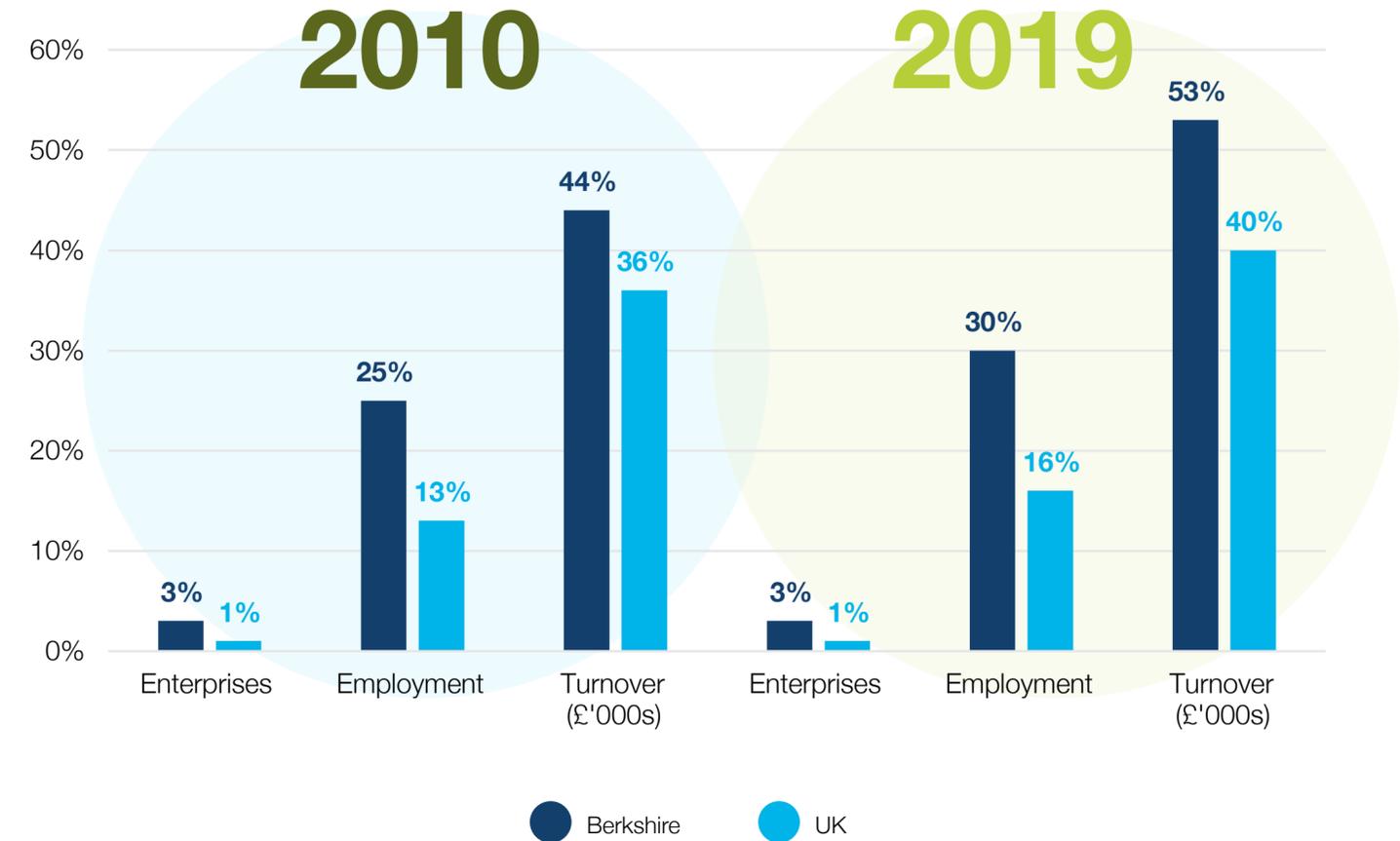
Berkshire has achieved strong Foreign Direct Investment figures in recent years, leading to an increase in the number of Foreign Owned Companies, from 945 in 2010 to 1,295 in 2019.

Whilst Berkshire's Foreign Owned Companies only represented 3% of all local businesses in 2019, they generated 30% of local employment and 53% of local turnover.

Since 2010, the proportion of local jobs in Foreign Owned Companies has increased from 25% to 30%. Slough has the greatest proportion of employment in EU owned firms and Bracknell in 'rest of the world' owned firms.

Sources: [ONS, February 2020](#)

## FOREIGN OWNED COMPANIES: CONTRIBUTION TO EMPLOYMENT AND TURNOVER



# International economy

According to the latest 2021 data SLOUGH has the greatest PROPORTION of employment & TURNOVER in EU owned firms.

|                      | EU          |                             |                                    | REST OF WORLD |  |   |
|----------------------|-------------|-----------------------------|------------------------------------|---------------|--|---|
|                      | Enterprises | % of Employment in EU firms | % of Turnover (£'000s) in EU firms | Enterprises   | % of Employment in 'Rest of World' firms | % of Turnover (£'000s) in 'Rest of World' firms |
| Bracknell Forest     | 35          | 7.25%                       | 9%                                 | 120           | 43%                                      | 68%   |
| Reading              | 75          | 5.18%                       | 12%                                | 160           | 10%                                      | 19%   |
| Slough               | 65          | 26.9%                       | 36.51%                             | 160           | 17.26%                                   | 47.25%  |
| West Berkshire       | 95          | 6.16%                       | 10.21%                             | 115           | 12.82%                                   | 13.67%  |
| Windsor & Maidenhead | 90          | 5.69%                       | 5.26%                              | 165           | 15.92%                                   | 22.98%  |
| Wokingham            | 65          | 2.28%                       | 7.62%                              | 160           | 20.34%                                   | 56.57%  |
| Berkshire            | 425         | 8.91%                       | 13.43%                             | 880           | 23.72%                                   | 37.9%   |

BRACKNELL has the largest PROPORTION from 'rest of world' owned firms.

Sources: [ONS, June 2021](#)

Some examples of foreign owned firms operating in Berkshire provided below



# Foreign-owned companies with significant operations in Berkshire

verizon<sup>✓</sup>

MARS

Microsoft



FUJITSU

Adobe



O<sub>2</sub>

ORACLE

Hewlett Packard Enterprise



COVANCE

syngenta

| Company                      | Activity in Berkshire    | Employees in Berkshire | Location in Berkshire                  |
|------------------------------|--------------------------|------------------------|--|
| Microsoft                    | UK HQ                    | 3,400                  | Wokingham Borough (Thames Valley Park) |
| Telefonica O2                | UK HQ                    | 5,000                  | Slough                                 |
| Oracle Corporation           | UK HQ                    | 2,500                  | Wokingham Borough (Thames Valley Park) |
| Fujitsu                      | EHQ & R&D                | 1,600                  | Bracknell Forest                       |
| HPE                          | EHQ                      | Circa. 1,000           | Bracknell Forest                       |
| Verizon                      | HQ                       | 1,250                  | Reading                                |
| Mars                         | EHQ, R&D & Manufacturing | 1,200                  | Slough                                 |
| Covance                      | R&D                      | 1,160                  | Windsor & Maidenhead                   |
| Hutchison 3G (Three Network) | EHQ & R&D                | 4,500                  | Reading                                |
| Syngenta                     | R&D                      | 1,680                  | Bracknell Forest                       |
| AkzoNobel                    | HQ                       | 750                    | Slough                                 |
| UCB                          | HQ, R&D & Manufacturing  | 740                    | Slough                                 |
| Adobe                        | EHQ & R&D                | 700                    | Windsor & Maidenhead                   |
| Huawei                       | HQ                       | 760                    | Reading                                |

Compiled by Berkshire LEP using available local data Note: employees are increasingly working remotely (at home or at other sites) so in some cases the employee numbers above are much higher than the total number of people on site on an average day.



# Foreign direct investment (FDI)

**2021/22 saw a drop in Foreign Direct Investment in Berkshire with the Department for International Trade (DIT) and Thames Valley Chamber of Commerce reporting 29 successful FDI projects.**

However the number of new jobs created soared from 590 to 1,270. In addition, the LEP area secured 7 'multi region' FDI projects.

Despite the global economic challenges, the UK remains one of the most attractive places in the world to invest in with 1,589 foreign direct investment (FDI) projects to the UK 2021/22.

|         | No. of FDI successes | New jobs created |
|---------|----------------------|------------------|
| 2012/13 | 56                   | 1,523            |
| 2013/14 | 44                   | 501              |
| 2014/15 | 44                   | 1,020            |
| 2015/16 | 67                   | 1,794            |
| 2016/17 | 51                   | 872              |
| 2017/18 | 81                   | 1,120            |
| 2018/19 | 55                   | 1,106            |
| 2019/20 | 39                   | 808              |
| 2020/21 | 35                   | 590              |
| 2021/22 | 29                   | 1,270            |

**The UK remains one of the most attractive places in the world to invest in.**

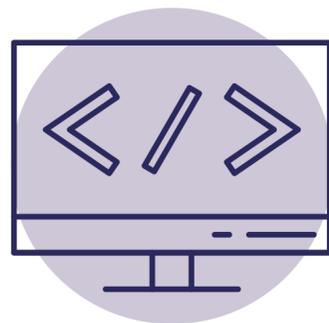
Sources: [Thames Valley Inward Investment Results 2021-22](#)



# Foreign direct investment (FDI)

## KEY SECTORS

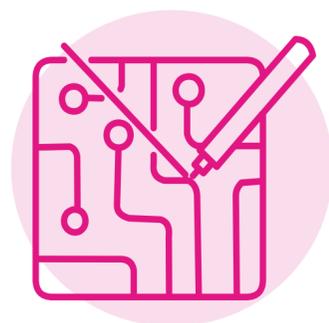
From the 29 FDI successes in Berkshire in 2021/22, 14 were split across the key sectors of 'software and computer services', and 'electronics and communications'



**SOFTWARE & COMPUTER SERVICES**

9

Number of FDI projects 2021/22

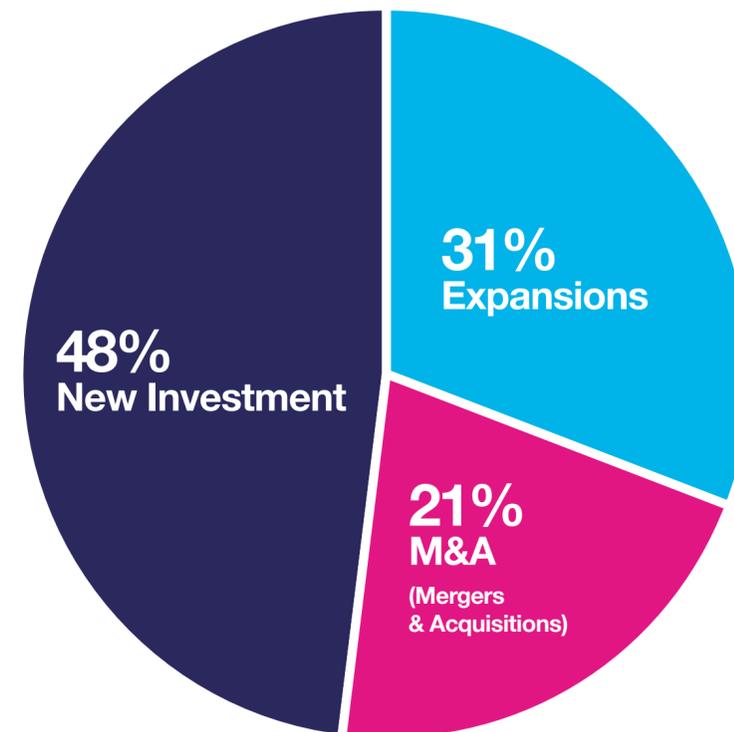


**ELECTRONICS & COMMUNICATIONS**

5

Number of FDI projects 2021/22

## % OF 2021/22 INVESTMENT FOR FDI PROECTS BY INVESTMENT TYPE



Almost half of the investment for these projects come from new investment whilst only around one fifth comes from M&A.

Sources: Further details available at [Department for International Trade inward investment results 2021/2022](#).





“Despite the impact of changes as a result of Brexit and the seismic impact of the pandemic on the UK and global economy, the Thames Valley and Berkshire has fared remarkably well, continuing its role as a tried and tested destination for FDI. Investment and high profile successes in the UK’s leading sectors such as sciences and healthcare, and creative and media have helped the Thames Valley to be one of the highest performing regions in the UK.

This is tremendously encouraging for home-grown and foreign-owned companies, rebuilding and refocusing their business models in a post-Brexit economy, and recognises the UK’s established merits a leading global business location.”

**PAUL BRITTON, CEO,  
Thames Valley Chamber of Commerce**



# International trade

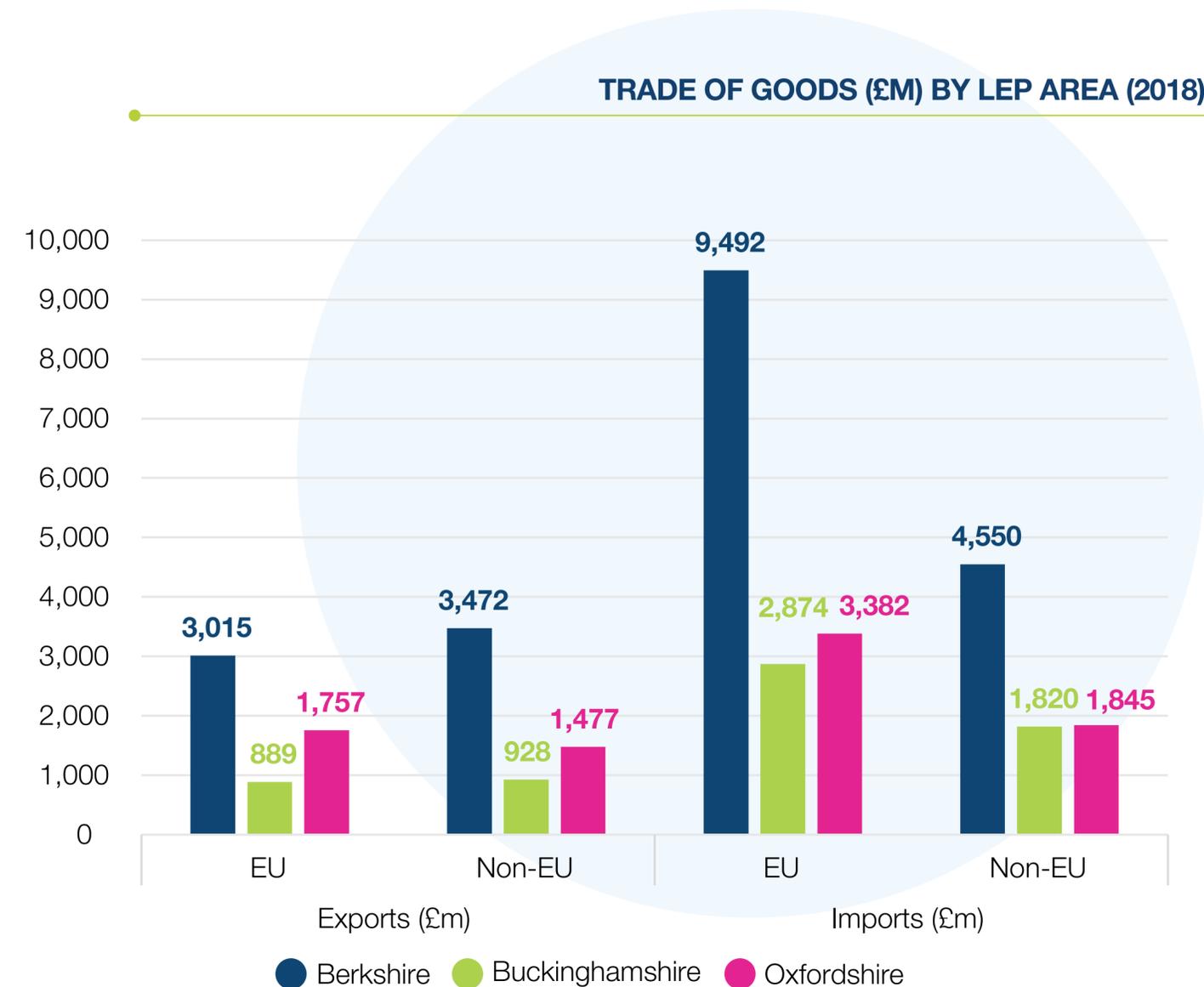
As per the latest HMRC data from 2018 (dataset is no longer published since Britain's exit from the EU), the value of goods that Berkshire firms import from the EU is considerably higher than in the neighbouring areas of Buckinghamshire and Oxfordshire. Berkshire firms also import a greater value of goods from non EU countries, although to a lesser extent.

The value of goods that Berkshire firms export to both EU and non EU countries is also noticeably greater than either Oxfordshire or Buckinghamshire firms.

All of these aspects of the Berkshire economy are likely to have been affected by Brexit and Berkshire LEP will continue to monitor for updated data.

Sources: [HMRC, 2019](#)

TRADE OF GOODS (£M) BY LEP AREA (2018)



# International trade

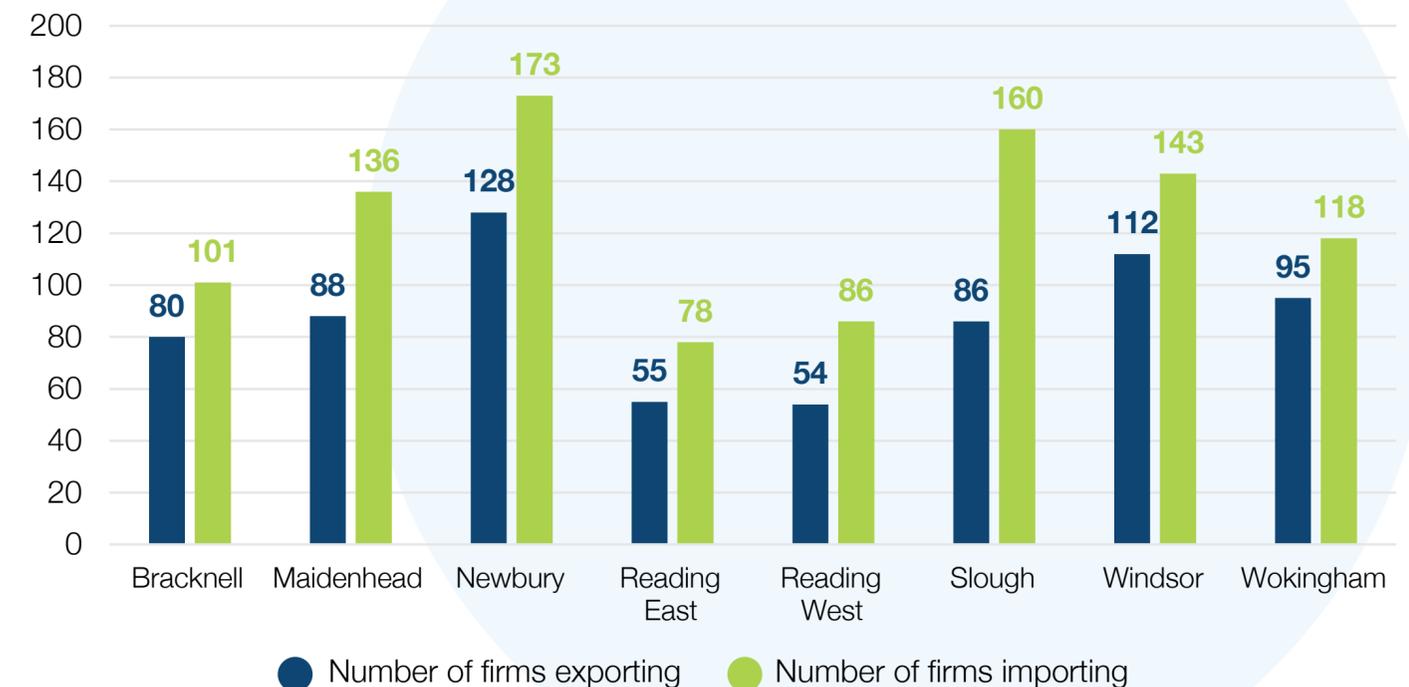
**As of the latest HMRC data from January 2018, 698 Berkshire firms were exporting to non EU countries and 995 firms were importing from non EU counties.**

Newbury had the greatest number of firms exporting and importing to non EU countries. Slough had the second greatest number of importing firms and Windsor had the second greatest number of exporting firms.

It should be noted that the Berkshire economy is likely to have been affected by Brexit since the release of these stats. While these 2018 figures are the latest, Berkshire LEP will continue to monitor for updated data.

Note: Data by Parliamentary constituency was all that was available; data by local authority was not Sources: [HMRC, 2018](#)

**NUMBER OF FIRMS IMPORTING GOODS FROM, AND EXPORTING TO, NON EU COUNTRIES BY PARLIAMENTARY CONSTITUENCY**



# Large companies



# Berkshire's largest employers\*

| Name                                | Employees (local estimate) | Location                       |
|-------------------------------------|----------------------------|--------------------------------|
| NHS                                 | 16,500                     | Various                        |
| Six Unitary Authorities             | 9,300                      | Various                        |
| Vodafone                            | 5,000                      | Newbury & Bracknell            |
| AWE                                 | 5,000                      | Aldermaston & Burghfield       |
| University of Reading               | 4,000                      | Reading                        |
| Waitrose (HQ & distribution centre) | 3,400                      | Bracknell                      |
| Microsoft                           | 3,400                      | Wokingham (Thames Valley Park) |
| Telefonica O2                       | 5,000                      | Slough                         |
| GlaxoSmithKline                     | 2,000                      | Maidenhead & Slough            |
| Merlin (Legoland)                   | 2,000                      | Windsor                        |
| Oracle                              | 2,500                      | Wokingham (Thames Valley Park) |
| Royal Mail                          | 2,000                      | Slough                         |
| SSE                                 | 2,000                      | Reading                        |
| Fujitsu                             | 1,600                      | Bracknell                      |
| Virgin Media                        | 1,500                      | Reading (Green Park)           |

\*Where local employee data is available.



The NHS employs an estimated  
**16,500**



# Berkshire based FTSE 100 companies

| Company           | Location              | Sector                              |
|-------------------|-----------------------|-------------------------------------|
| Centrica          | Windsor               | Energy services & solutions         |
| Convatec          | Reading               | Medical products & technologies     |
| GlaxoSmithKline   | Maidenhead & Slough   | Pharmaceuticals & Biotechnology     |
| National Grid plc | Wokingham             | Gas, Water & Multi utilities        |
| Prudential plc    | Reading               | Life Insurance                      |
| Reckitt Benckiser | Slough                | Household Goods & Home Construction |
| Sage Group        | Reading and Winnersh  | Software & Computer Services        |
| Segro             | Slough                | Real Estate Investment Trusts       |
| SSE plc           | Reading               | Gas, Electricity & Multi utilities  |
| Vodafone Group    | Newbury and Bracknell | Mobile Telecommunications           |



# High growth firms & scale-ups



# 640 scale-ups

*(2016-2019 IDBR data, ONS, cited in ScaleUp Review 2021 ScaleUp Institute)*

# 142 visible scale-ups

*(firms being tracked by Beauhurst in August 2022 and meeting OECD definition).*

# 649

## high growth & high growth potential firms

*(all firms being tracked by Beauhurst, August 2022)*

640 firms in Berkshire are classified as 'scale ups', of which 545 are turnover scale ups, 240 are employment scale ups and 145 scaled both their employees and turnover.

Of these, 142 are 'visible', in that we can identify who they are via the data they submit to Companies House.

These 142 are part of a wider cohort of 649 high growth or high growth potential companies we can identify using data supplied by Beauhurst\*\*

*\*using the OECD definition of: firms with at least 10 employees, with 20% average annual growth in either turnover or employees over a three year period.*

*Source: ScaleUp Review 2021 ScaleUp Institute*

*Note: IDBR stands for Inter Departmental Business Register*



# Scale-ups

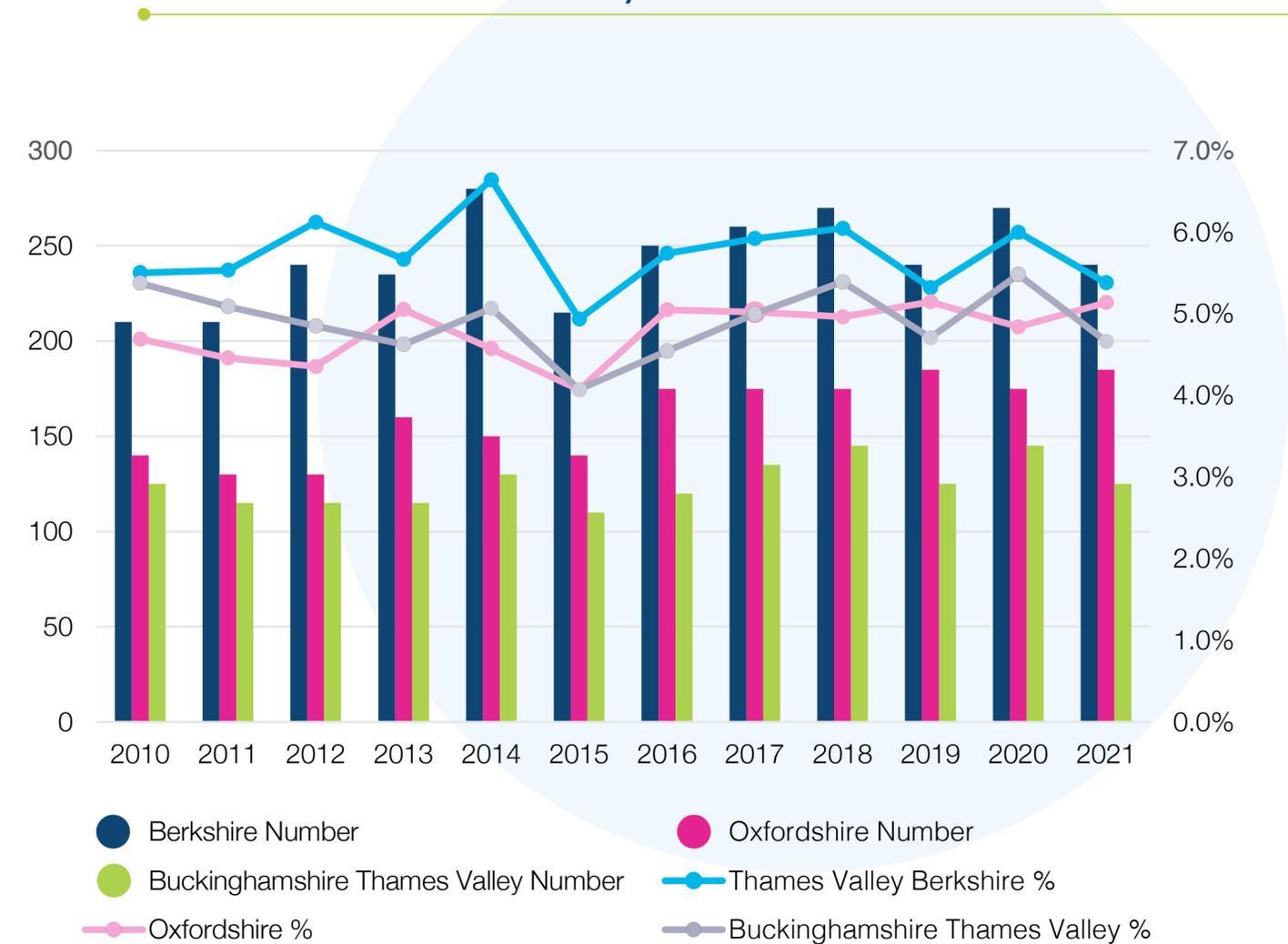
**In 2021, there were 240 scale up companies in Berkshire, based purely on employee growth (20% average annual growth in employees).**

This equated to 5.4% of companies with at least 10 employees. The number of such companies in Berkshire has increased gradually over the last four years from 215 in 2015 to 270 in 2018 but dipped to 240 in 2019.

Berkshire has more scale up companies (using the employee growth measure) than neighbouring LEP areas Oxfordshire and Buckinghamshire.

Sources: [Business Demography, UK, ONS](#) and [UK Business Count, 2021, ONS](#)

**NUMBER OF COMPANIES THAT HAVE SCALED UP (EMPLOYMENT MEASURE) AND THE PERCENTAGE\* BY LEP AND YEAR**



# High-growth/high-growth potential firms



Although all unitary authorities have seen an increase in high growth or high growth potential firms in the past year, some have seen a greater increase than others; Reading, West Berkshire and Windsor & Maidenhead with particularly noticeably increases.

Conversely, Slough followed by Bracknell Forest have the least number of high growth / high growth potential firms.

Sources: [Tracked high growth list firms by Unitary Authority, Beauhurst, August 2022](#)

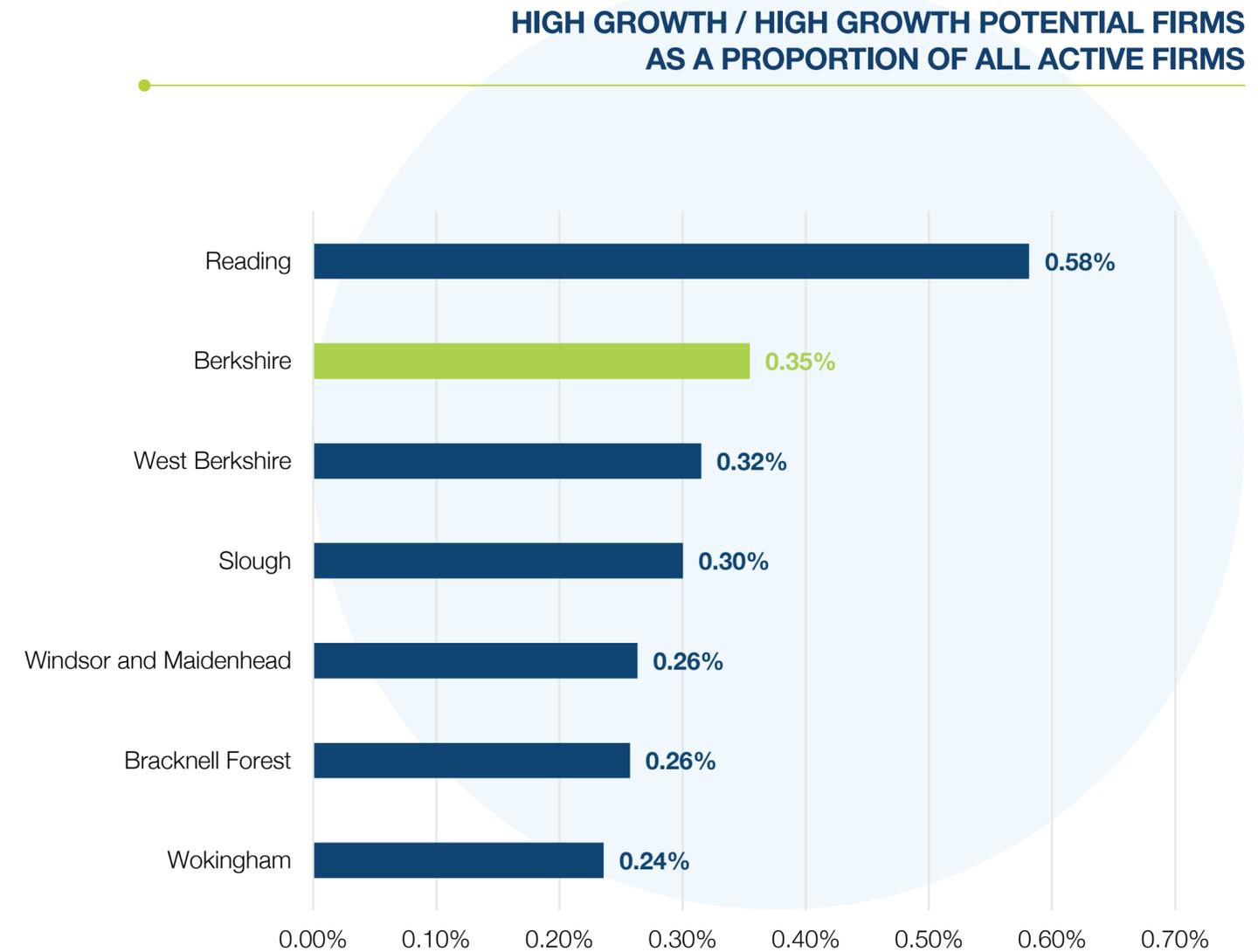


# High-growth/high-growth potential firms

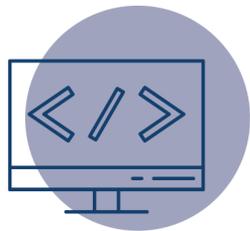
Reading has the highest concentration of high growth / high growth potential firms (as a proportion of all active firms), followed by West Berkshire and Slough.

Wokingham has the lowest concentration of high growth/high growth potential firms.

Sources: [Beauhurst, August 2022](#) and [UK Business Count, 2021 ONS](#)



# Key sectors in which Berkshire's high growth firms operate



Software-as-a-Service (SaaS)



Food and drink processors



Internet platform



Mobile apps



Analytics, insight, tools



Recruitment agencies & personnel supply services



Security services (physical & virtual)



IT consultancy services



Property/Land development & Construction



E-commerce



Technology/IP based businesses



Business, banking & financial services

Sources: [Beauhurst, August 2022](#)



# Top funders of Berkshire's high growth/high growth potential firms

RANKED BY NUMBER OF FUNDRAISINGS



Sources: [Beauhurst, August 2022](#)  
Data for Q1 2011\_Q3 2022



# Accelerators attended by Berkshire's high growth/high growth potential firms\*

| Accelerator   | Location                          |
|---|-----------------------------------|
| 5G Testbed Accelerator  | London (Camden)                   |
| Accelerator Academy   | London (Southwark)                |
| Applied AI  | London (Hackney)                  |
| Augmentor   | London (Camden)                   |
| DigitalHealth.London Accelerator                              | London (Southwark)                |
| European Space Agency Business Incubation Centre (ESA BIC UK) | Oxfordshire (Vale of White Horse) |
| Founders Factory Accelerator                                  | London (Kensington and Chelsea)   |
| Future Fifty  | London (City of London)           |
| Future of Air Mobility Accelerator                            | London (Islington)                |
| Mayor's International Business Programme                      | London (Southwark)                |

\* All active companies on any of the high growth lists seen in the annex. Only includes firms and accelerators tracked by Beauhurst.  
Source: [Beauhurst, August 2022](#)





# BRACKNELL FOREST

firms on high growth lists\* (see annex)



\* All active companies on any of the high growth lists seen in the annex that are established, venture, growth or seed businesses.  
Source: [Beahurst, August 2022](#)



# READING

## firms on high growth lists\* (see annex)

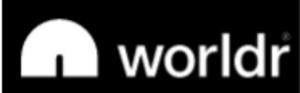
|   |  |   |   |   |   |
|---|--|---|---|---|---|
|    |    |    |    |    |    |
|   |    |    |   |    |   |
|  |  |  |  |  |  |
|  |   |   |   |   |   |

\* All active companies on any of the high growth lists seen in the annex that are established, venture, growth or seed businesses.  
Source: [Beauhurst, August 2022](#)



# SLOUGH

## firms on high growth lists\* (see annex)

|   |  |   |   |   |   |
|---|--|---|---|---|---|
|    |    |    |    |    |    |
|    |   |    |    |   |    |
|  |  |  |  |  |  |
|  |  |   |   |   |   |

\* All active companies on any of the high growth lists seen in the annex that are established, venture, growth or seed businesses.  
Source: [Beauhurst, August 2022](#)



# WEST BERKSHIRE

## firms on high growth lists\* (see annex)

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

\* All active companies on any of the high growth lists seen in the annex that are established, venture, growth or seed businesses.  
Source: [Beauhurst, August 2022](#)



# WINDSOR & MAIDENHEAD

firms on high growth lists\* (see annex)

|   |  |   |   |  |  |
|---|--|---|---|--|--|
|    |    |    |    |   |   |
|   |   |   |   |  |  |
|  |  |  |  |  |  |

\* All active companies on any of the high growth lists seen in the annex that are established, venture, growth or seed businesses.  
Source: [Beauregard, August 2022](#)



# WOKINGHAM

firms on high growth lists\* (see annex)

|   |   |   |   |   |   |
|---|---|---|---|---|---|
|  | CAPAMETRIX  |    |    |    |    |
| nervecentre   |  |  |  |  |  |

\* All active companies on any of the high growth lists seen in the annex that are established, venture, growth or seed businesses.  
Source: [Beaehurst, August 2022](#)

# Innovation



# Centres of Excellence

## Firms undertaking significant R&D activity in Berkshire:

AkzoNobel

Mars

Mondelēz

Johnson & Johnson

Thales

Syngenta

AWE

Gillette (P&G)

Costain

Vodafone (5G)

Hanovia (UV

technology)

RSSL

## Key Centres of Excellence:

Agrimetrics, University of Reading

Bracknell Enterprise & Innovation Hub

BSRIA (Engineering)

Centre for Integrative Neuroscience & Neurodynamics (CINN)

Deloitte Cyber Intelligence Centre

EIT Food, University of Reading

European Centre for Medium Range Weather Forecasting

National Foundation for Educational Research

Institute for Environmental Analytics, University of Reading

Thames Valley Science Park

Thatcham Research (Car Safety Research)

TRL (Transport Research)



# University of Reading: research themes



## Environment

Environmental research is centre stage at the University of Reading. Researchers come together to explore, understand, and address the challenges of environmental changes, both natural and those shaped by humans.

[Find out more](#)



## Agriculture, food & health

We apply our expertise to address global issues including climate change, resource degradation, hunger, poverty, diet and health. We work across disciplines to enhance well being, prevent disease, improve diagnoses, develop new therapies and advance clinical practice.

[Find out more](#)



## Heritage & Creativity

We're building a creative industries hub at the Thames Valley Science Park, creating space for the new [Cine Valley Studios](#) and working with the [British Museum](#) to build a new home for their Archaeological Research Collection.

[Find out more](#)



## Prosperity & Resilience

Our research spans a host of challenges facing modern society. This includes a focus on Housing and Cities, UN and Global Order, Climate Policy and Justice and Inequality. Inequality.

Our researchers work with many external partners, including schools, businesses, NGOs and government.

[Find out more](#)

# University of Reading: research themes



## Agrimetrics

We are the institutional host for this unique collaboration between government, academic and industry, providing data and data capabilities to meet the most pressing needs of the agri-food sector.

## EIT Food & IFNH\*

Reading is the North West Europe Cluster lead of this EU funded collaboration, supporting co created research with partners ranging from multinationals and major supermarkets through to local Agri Food start ups.

## The British Museum

A formal partnership complementing the construction of the British Museum's Archaeological Research Centre on the University estate.

## Institute for Environmental Analytics

IEA provides expertise in big data analytics and visualisation to model environmental changes in five main sectors: agri food, insurance, built environment and infrastructure, logistics and transport, and utilities.

## Royal Berkshire Hospital NHS Foundation Trust

An extensive, multidisciplinary partnership which supports collaborative projects between hospital clinicians and University researchers across health, social sciences and the arts.

## EIT Food & IFNH\*

TVSP is a destination with international appeal that builds a cluster of high growth companies and a community of innovation. With the development of Shinfield Studios, the new 'Cine Valley' is bringing together an ecosystem of organisations within the digital creative sector.

## European Centre for Medium Range Weather Forecasts (ECMWF)

Building on a 40 year partnership we are working with BEIS to make Reading home to the world's largest cluster of research to operational weather and climate scientists delivering on national and international scales.

## MET Office Academic Partnership

We have the largest contingent of Met Office staff of any university. Activities include a number of collaborative research activities mostly relating to km scale modelling systems.

\* European Institute of Innovation & Technology for Food and the Institute for of Food and Nutritional Health



# Top 10 'live' Innovate UK projects in Berkshire by size of grant

| Project Title  | Sector                              | Participant Name                              | Grant Offered (£) |
|--|-------------------------------------|---|-------------------|
| Smart Mobility Living Lab  | Manufacturing, Materials & Mobility | TRL LIMITED                                   | 5,383,730         |
| Skyway   | Manufacturing, Materials & Mobility | ALTITUDE ANGEL LTD                            | 4,467,579         |
| HADO   | Manufacturing, Materials & Mobility | OPERATIONAL SOLUTIONS LTD                     | 2,934,349         |
| Aerospace and Automotive Supply Chain Enabled Development (ASCEND)         | Manufacturing, Materials & Mobility | Airborne Composites LTD                       | 1,440,001         |
| Development of a novel ophthalmic biomarker                                | Ageing Society, Health & Nutrition  | NOVAI LTD                                     | 1,146,063         |
| ServCity   | Manufacturing, Materials & Mobility | TRL LIMITED                                   | 1,110,801         |
| Project LEO (Local Energy Oxfordshire)                                     | Clean Growth & Infrastructure       | SOUTHERN ELECTRIC POWER DISTRIBUTION PLC      | 1,092,066         |
| Explaining and Predicting the Ocean Conveyor (EPOC)                        | Global                              | University of Reading                         | 883,288           |
| Aerospace Electric Propulsion Equipment, Controls & machines (EAPEC)       | Manufacturing, Materials & Mobility | 3T Additive Manufacturing                     | 827,135           |
| Metallic Aerospace Structures Technologies for Eco social Returns (MASTER) | Manufacturing, Materials & Mobility | COMPONENT COATING AND REPAIR SERVICES LIMITED | 793,542           |

Sources: <https://datavis.innovateuk.gov.uk> and [https://www.gov.uk/government/publications/innovate\\_uk\\_funded\\_projects](https://www.gov.uk/government/publications/innovate_uk_funded_projects)

Since 2007, INNOVATE UK has provided over £39m of funding to **102** COMPANIES in Berkshire, undertaking **721** PROJECTS

# 'Live' Innovate UK projects in Berkshire by Innovate UK product type



Data extracted from Innovate UK website  
[Innovate UK funded projects 2004 \(Last updated: 15th November 2022\)](#)

N.B. Collaborative R&D: A form of partnership where the parties agree to work collaboratively to research, develop and often commercialize compounds, patents, or technology, under defined conditions  
 BIS Funded Programmes: Programmes funded by BIS (Department for Business, Innovation & Skills) which is

now called BEIS (Department for Business, Energy & Industrial Strategy)  
 Knowledge Transfer Partnership: Knowledge Transfer Partnerships (KTP) is a partly government funded programme to encourage collaboration between businesses and universities in the United Kingdom  
 Small Business Research Initiative: SBRI is a Pre Commercial Procurement (PCP) programme which provides innovative solutions to current challenges faced by the public sector  
 CR&D Bilateral: A form of partnership where two parties agree to collaborate exclusively to research, develop and often commercialize compounds, patents, or technology, under defined conditions



# 'Live' Innovate UK projects in Berkshire by Innovate UK sector



Data extracted from [Innovate UK website Innovate UK funded projects 2004 \(Last updated: 15th November 2022\)](#)



# Business support eco system



# Local business support ecosystem

## ADVICE & KNOWLEDGE EXCHANGE SERVICES WHICH CAN BE ACCESSED THROUGH THE BERKSHIRE BUSINESS GROWTH HUB

|   | Pre start-up | Start-up | Scale-up | Mature |
|---|--------------|----------|----------|--------|
| <a href="#">Berkshire Business Growth Hub</a>                   | ✓            | ✓        | ✓        |        |
| <a href="#">Tech Nation</a>                                     |              |          | ✓        |        |
| <a href="#">Thames Valley Science Park</a>                      |              | ✓        | ✓        | ✓      |
| <a href="#">Henley Business School</a>                          | ✓            | ✓        | ✓        | ✓      |
| Local authority support   | ✓            | ✓        | ✓        | ✓      |
| Professional service firms                                      | ✓            | ✓        | ✓        | ✓      |
| Business membership organisations                               |              | ✓        | ✓        | ✓      |
| <a href="#">International Trade Service</a>                     |              | ✓        | ✓        | ✓      |
| <a href="#">MeetUps</a>   | ✓            | ✓        | ✓        | ✓      |
| <a href="#">ConnectTVT Community</a>                            | ✓            | ✓        | ✓        |        |
| <a href="#">Innovate UK</a>                                     | ✓            | ✓        | ✓        | ✓      |
| <a href="#">University of Reading Knowledge Transfer Centre</a> |              |          | ✓        | ✓      |
| <a href="#">Co-working and incubation spaces</a>                | ✓            | ✓        | ✓        |        |
| Access to Finance   |              | ✓        | ✓        | ✓      |



# Access to finance

## Berkshire Funding Escalator

The LEP has created a funding escalator providing an expansion loan scheme and a short term trade loan scheme to eligible SMEs in Berkshire which is managed by The FSE Group. FSE fund managers offer guidance and support during the application process and further help after the loan is made.

## Thames Valley Investment Network

Part of the OION Ltd group of angel networks, TVIN works with entrepreneurs and companies that are looking to raise finance by connecting them with highly active potential investors.

## Henley Business Angels

A network of experienced business leaders, successful entrepreneurs and investors. Its aim is to facilitate opportunities for members to invest in and mentor (S)EIS registered early stage businesses launched by entrepreneurs who graduated from or are connected with the Henley Business School and University of Reading.

**In addition to national funding opportunities, local sources of funding for certain types of businesses (some of which is restricted to Berkshire based firms) are listed here.**

More details on these and national opportunities are available from the [Berkshire Business Growth Hub](#) and the [British Business Bank](#).



# Local business support ecosystem

|   |  |   |   |   |   |
|---|--|---|---|---|---|
|    |    |    |    |    |    |
|   |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |   |   |   |   |





“Through our collaborations with businesses, our world leading research, and the education and training we offer, the University of Reading supports the innovation and skills that enable businesses in Berkshire to grow and the region to prosper. Our Thames Valley Science Park helps to attract investment and foster collaborations with high-growth sectors and support the economic recovery following the COVID pandemic.”

**DOMINIK ZAUM**  
Pro-Vice Chancellor,  
University of Reading



# Connectivity



# Berkshire transport links

| AIRPORT CONNECTIONS            |             |             |
|--------------------------------|-------------|-------------|
| Route                          | Car         | Train       |
| Reading to Heathrow Airport    | 32 min      | 43 min      |
| Reading to Gatwick Airport     | 1 hr 5 min  | 1 hr 22 min |
| Reading to Stanstead Airport   | 1 hr 29 min | 1 hr 37 min |
| Reading to Luton Airport       | 1 hr 3 min  | 1 hr 36 min |
| Reading to Bristol Airport     | 1 hr 38 min | 1 hr 52 min |
| Reading to Southampton Airport | 55 min      | 41 min      |

| TRAIN CONNECTIONS            |             |
|------------------------------|-------------|
| Route                        | Duration    |
| Reading to London Paddington | 23 min      |
| Reading to Birmingham        | 1 hr 38 min |
| Reading to Manchester        | 3 hr 16 min |
| Reading to Leeds             | 2 hr 55 min |
| Reading to Cardiff           | 1 hr 28 min |
| Reading to Bristol           | 1 hr 9 min  |
| Reading to Edinburgh         | 5 hr 1 min  |

## Driving connections

### M4

Major motorway (M4) run horizontally through the Berkshire.

### M3 , M5 & M25

Ease of access to M3 (South East), M5 (West) and M25 (London Circular).



## TOP 10

Small European Cities of the Future (Connectivity)\*

**No. 1 SLOUGH**

## TOP 10

Micro European Cities of the Future (Connectivity)\*

**No. 6 MAIDENHEAD**

Data extracted from [fDi's European Cities and Regions of the Future 2022/23 Winners](#)



# Major business parks



# Green Park, Slough & Thames Valley Park



## Green Park

- Reading
- 53 Occupiers
- Over 1,600,000 sq. ft of accommodation



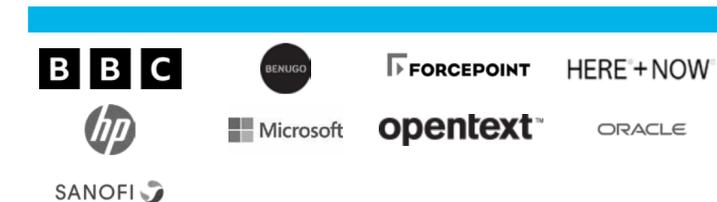
## Slough Trading Estate

- Slough
- 221 Occupiers
- 13 current property vacancies
- Europe's largest trading estate in single ownerships.



## Thames Valley Park

- Reading
- 23 Occupiers
- Over 279,000 sq. ft available
- 80 acres along the bank of the Thames





# Arlington, Arlington Square & Newbury Business Park



## Arlington Business Park

- Theale
- 102 Active Occupiers
- Over 83,000 sq. ft available



## Arlington Square Business Park

- Bracknell
- 114 Active Occupiers
- 74,000 sq. ft available



## Newbury Business Park

- Newbury
- 18 Active Occupiers
- Over 28,000 sq. ft



# Winnersh Triangle, Greenham Business Park & Ascot Business Park



## Winnersh Triangle

- Wokingham
- 35 Active Occupiers
- Over 178,000 sq. ft available



## Greenham Business Park,

- Thatcham
- Over 180 Active Occupiers



## Ascot Business Park

- Ascot
- 26 Active Occupiers
- Over 4,774 sq. ft



# Business relocations, openings & expansions



# Business relocations, openings & expansions: 2021

## Frasers Property UK Winnersh Triangle

Frasers Property UK and Stage Fifty completed leases for film and TV studios at Winnersh Triangle.

The deal will create around 120,000 sq. ft of studio space, supported by 25,000 sq. ft of offices and 50,000 sq. ft of workshops and includes the world's largest fully encapsulated virtual production (VP) stage.

## The Berkshire Clinic Winnersh Triangle

The Berkshire Clinic, set in a 2,400 sq. ft space, has opened at Winnersh Triangle business Park and provides access to cardiology consultants and diagnostic tests in one location.



# Business relocations, openings & expansions: 2021



## Octopus Slough Trading Estate

Octopus Energy signed a ten year lease for an 18,500 sq. ft unit at 201 Bedford Avenue Road at SEGRO's Slough Trading Estate, located within proximity to its existing 24,000 sq. ft facility at nearby 212 Bedford Avenue.



## Getir Slough Trading Estate

Getir, the pioneer of ultra fast grocery delivery, has agreed a five year lease for a 2,500 sq. ft unit located on Yeovil Road at SEGRO's Slough Trading Estate, which will be used as a fulfilment centre.

# Business relocations, openings & expansions: 2021



## Segro Park Bracknell

Construction was completed at SEGRO Park Bracknell, a brand new high specification industrial and logistics development of around 265,000 sq. ft, split across four units and fully occupied.



## Bray Film Studios

Bray Film Studios received planning consent for the next phase of expansion of its historic film studios, with plans for new state of the art studio facilities and nearly 3,000 permanent jobs.

# Business relocations, openings & expansions: 2021



## Shinfield Studios

Shinfield Studios received full planning approval. The £250 million film and TV studios will provide circa 85,000 square metres of space, create 3,000 new jobs and generate around £600m inward investment each year.





“We’re thrilled to be welcoming film and high end television productions back to Bray. With our investment to date, our location and film making history spanning over 70 years, we’re in a great position to respond to the demand for studio space and support Britain’s creative industries. It’s wonderful to be reviving this historic studio and preserving a part of Britain’s rich film history.”

**LINDA TEARE,**  
Director of Bray  
Film Studios

Source: [Berkshire Europe](#)



# Employment



# Employment by occupation

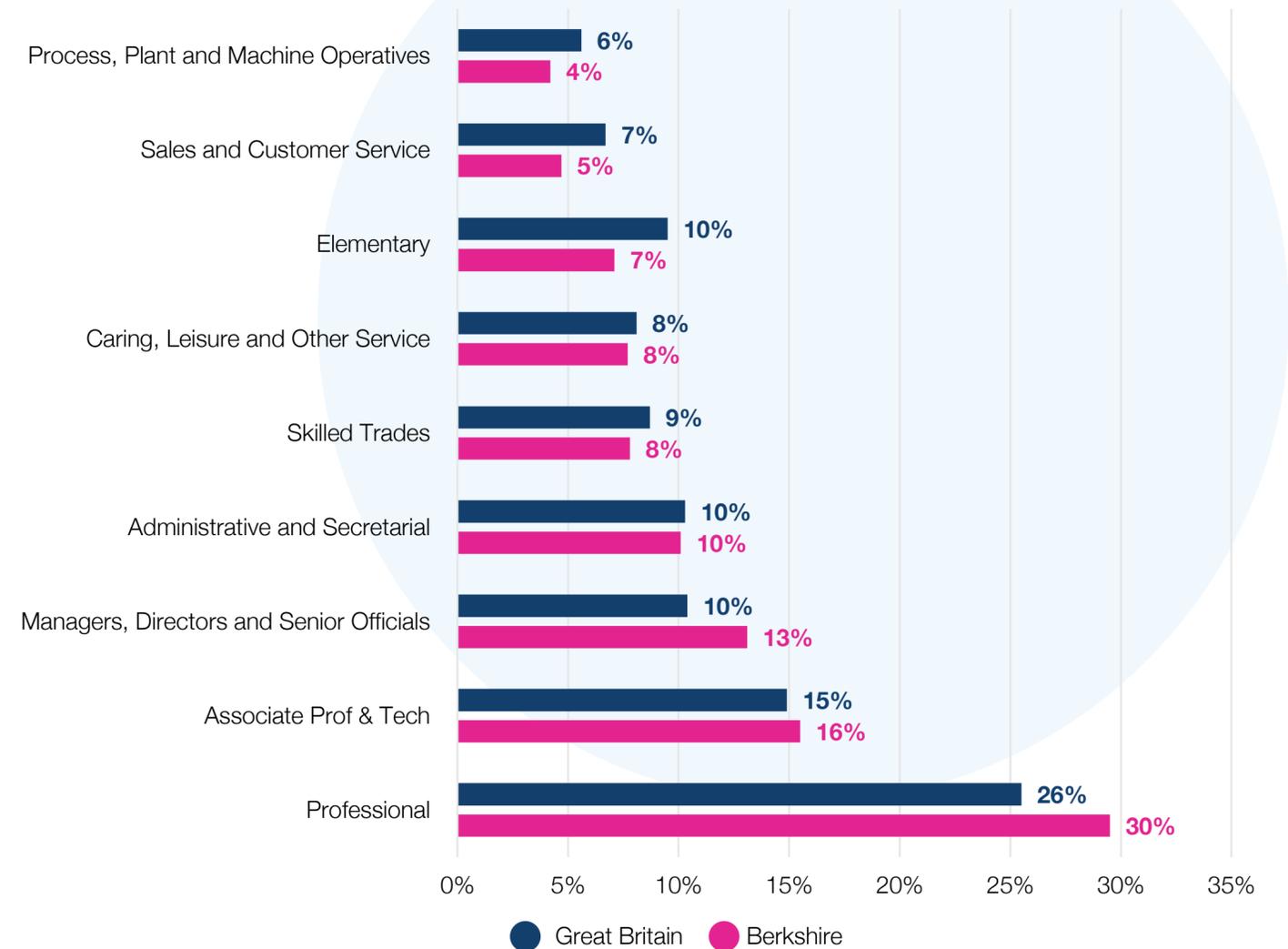
Over a quarter (30%) of employment in Berkshire is in the professional occupational group; greater than the Great Britain figure (26%)

Only 4% of Berkshire employment falls under the 'Process, Plant and Machine Operatives' occupation group.



Source: Employees Numbers [Annual Population Survey, ONS, Year to March 2022](#)  
 Notes: Numbers and % are for those of 16+ % is a proportion of all persons in employment

THE PROPORTION (%) OF BERKSHIRE EMPLOYMENT BY OCCUPATIONAL GROUPS COMPARED AGAINST GREAT BRITAIN DATA



# Employment by industry

**‘Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles’ is Berkshire’s most employed industry (15%).**

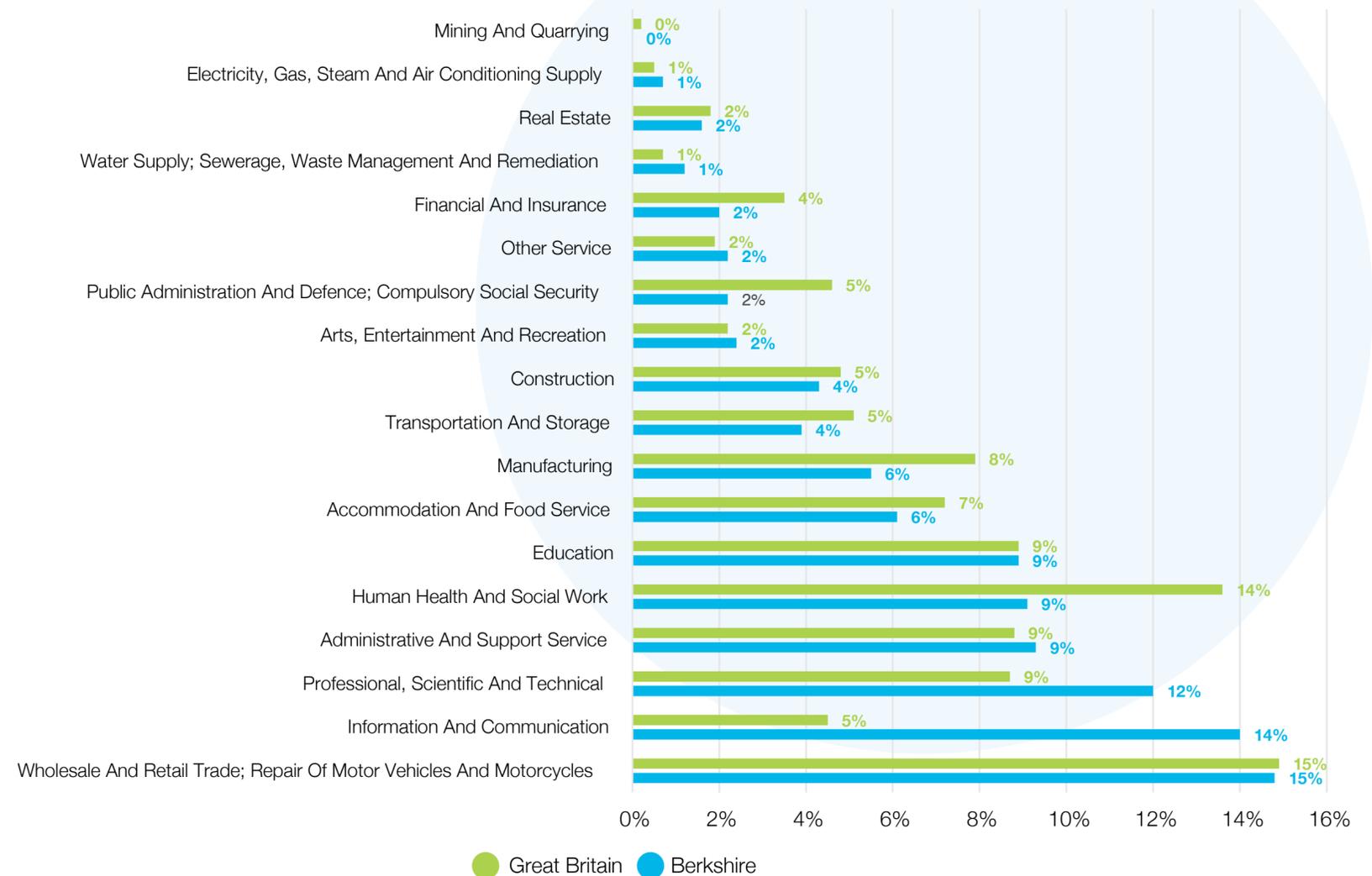
**Berkshire has more than three times the proportion of ‘Information and communication’ employment than Great Britain (14% compared to 5%).**

**Employment in the ‘Professional, Scientific and Technical Industry’ is 33% higher in Berkshire than the national average (12% vs 9%).**



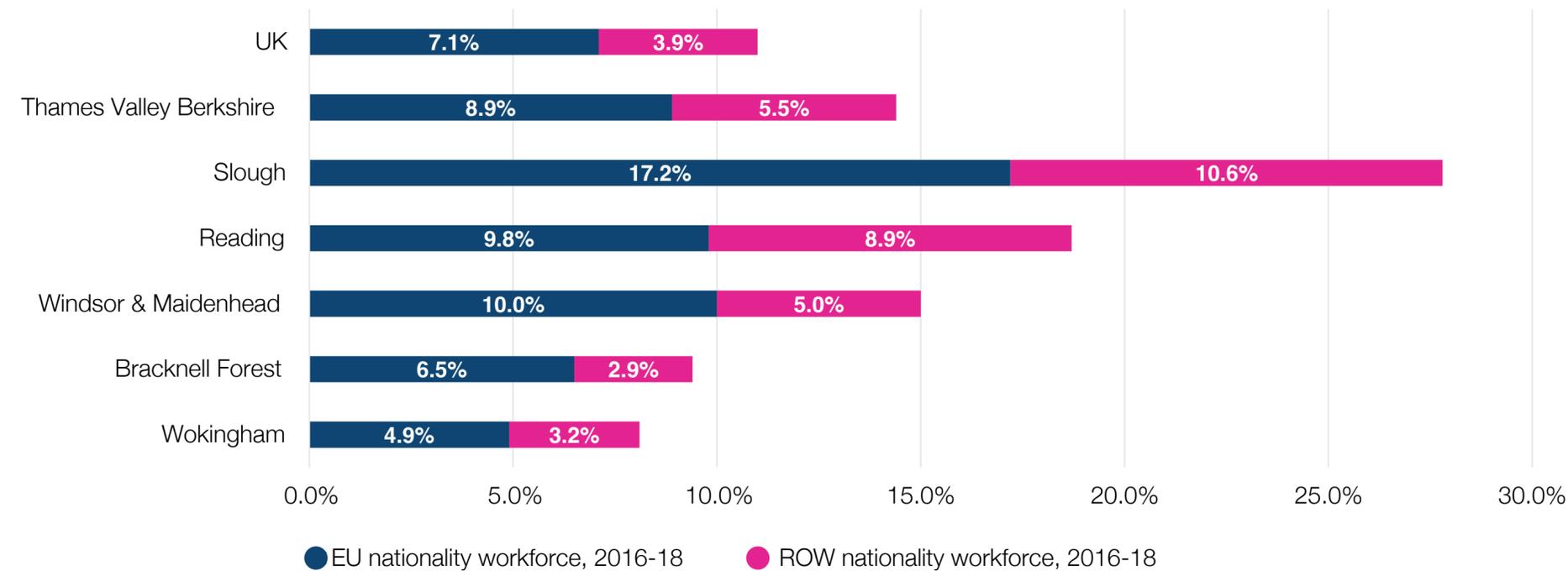
Source: Employees Numbers [Annual Population Survey, ONS, Year to March 2022](#)  
Notes: Numbers and % are for those of 16+ % is a proportion of all persons in employment

**THE PROPORTION (%) OF BERKSHIRE EMPLOYMENT BY INDUSTRY COMPARED AGAINST THE NATIONAL DATA**



# Non-UK national workforce

Since the UK's exit of the European Union in January 2020, those working in the UK are no longer categorised as members of the EU national workforce.



Source: [ONS](#) (2016-18)



# Jobs

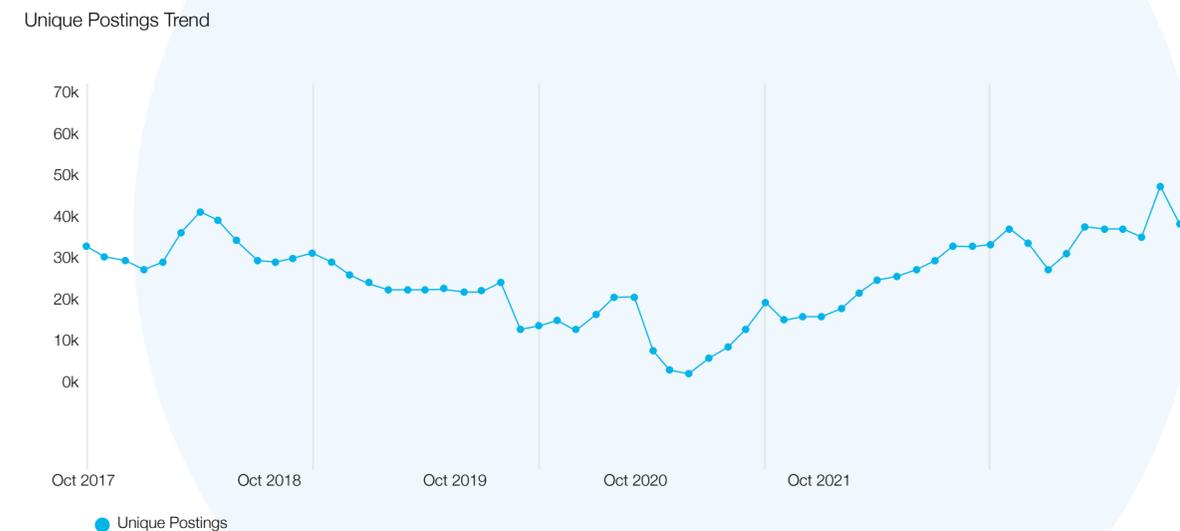
**The number of employee jobs in Berkshire increased by around 34.6% between August 2019 and August 2022, signalling a recovery beyond pre-pandemic levels.**

Job postings for August 2021-2022 have gone up by almost 44% when compared to August 2020-2021, in Berkshire.

July 2022 represented a historical peak in the number of job postings since September 2017 – 51,696 unique job postings.

Source: [EMSI, August 2022](#)

**NUMBER OF JOBS POSTINGS IN BERKSHIRE BY MONTH**





# Sunday Times Best Companies to Work For 2022 Q3 (Berkshire Firms)

| SMALL COMPANIES (25-74 full-time employees) |                           |                               |          |       |
|---|---------------------------|-------------------------------|----------|-------|
| 2022 rank                                   | Company name              | Business description          | Location | Staff |
| 21  | Orion Electrotech         | Recruitment                   | Reading  | 69    |
| 79  | Macbeth Insurance Brokers | Chartered insurance brokerage | Reading  | 30    |

Source: [Best 100 Small Companies 2022 Q3](#)

| MID COMPANIES (75-199 full-time employees) |                               |                                    |           |       |
|--|-------------------------------|------------------------------------|-----------|-------|
| 2022 rank                                  | Company name                  | Business description               | Location  | Staff |
| 1  | Premier Group Recruitment Ltd | Recruitment                        | Reading   | 114   |
| 2  | FSP Consulting Services       | Digital transformation consultancy | Reading   | 95    |
| 24   | IP Integration                | Digital contact centre specialist  | Reading   | 117   |
| 31   | Roc Search                    | Recruitment                        | Reading   | 134   |
| 56   | CitNOW                        | Personalised digital communication | Wokingham | 94    |
| 64   | Daniel Owen                   | Recruitment                        | Reading   | 89    |

Source: [Best 100 Mid Companies 2022 Q3](#)

| LARGE COMPANIES (200-1,999 full-time employees) |                            |                                      |           |       |
|---|----------------------------|--------------------------------------|-----------|-------|
| 2022 rank                                       | Company name               | Business description                 | Location  | Staff |
| 34  | Abri                       | Housing association                  | Slough    | 1,541 |
| 60  | CAE Technology Services    | IT infrastructure solutions provider | Reading   | 312   |
| 82  | Covéa Insurance            | Insurance provider                   | Reading   | 1,854 |
| 87  | Penningtons Manches Cooper | Law firm                             | Reading   | 666   |
| 99  | Charles Tyrwhitt           | Clothing                             | Bracknell | 567   |

Source: [Best 100 Large Companies 2022 Q3](#)

| BIG COMPANIES (2,000+ full-time employees) |              |                                    |          |       |
|--|--------------|------------------------------------|----------|-------|
| 2022 rank                                  | Company name | Business description               | Location | Staff |
| 11   | RSM UK       | Audit, tax and consulting services | Reading  | 4,229 |
| 19   | AWE          | Nuclear expertise                  | Reading  | 6,381 |
| 25   | KP Snacks    | Snack makers                       | Slough   | 2,197 |

Source: [Best 100 Small Companies 2022 Q3](#)

# LEP investment



# Investment: LEP funded business support

Since 2014/15, Berkshire LEP has provided on going funding to the following business support initiatives:

## Business Growth Hub

[berkshirebusinesshub.co.uk](http://berkshirebusinesshub.co.uk)

## Berkshire Funding Escalator

[thefsegroup.com](http://thefsegroup.com)

**£17.96m has been lent/invested** by the Funding Escalator into businesses across Berkshire, leveraging a further £49.61m of private finance into the local economy.

Collectively, as end September 2022, these initiatives have provided intensive assistance to **2,618 businesses** and **1,650 jobs**.

## In addition, the LEP has:

Provided investment via Local Growth Funds to support a variety of skills capital projects, **University Centre Newbury**

Enabled Getting Building Fund investment to bring Full Fibre to schools across Berkshire

Invested European Social Funds in the **Industry Educators Project**

Worked with the Careers and Enterprise Company to develop a network of **Enterprise Advisers** for schools and colleges

More details can be found within Berkshire LEP's annual impact report at **2022 Annual Report for Berkshire LEP**



# Annex



# High growth lists

• 1000 Companies to Inspire Britain

• 100 FinTech Disrupters

• 100 HealthTech Pioneers

• 100 SmartTech Innovators

• 21toWatch

• Alantra Digital Fast 50

• Alantra Food & Beverage Fast 50

• Alantra Specialist Care Fast 50

• Best Workplaces for Innovators

• BusinessCloud 100 eCommerce Trailblazers

• BusinessCloud 100 MediaTech Innovators

• BusinessCloud EdTech 50

• BusinessCloud FactoryTech 50

• BusinessCloud FinTech 50

• BusinessCloud HealthTech 50

• BusinessCloud InsurTech 50

• BusinessCloud MarTech 50

• BusinessCloud MediaTech 50

• BusinessCloud MedTech 50

• BusinessCloud PropTech 50

• BusinessCloud RegTech 50

• BusinessCloud RetailTech 50

• BusinessCloud SportTech 50

• BusinessCloud TransportTech 50

• CE50

• Chemicals & Coatings Fast 25

• Createch Ones to Watch

• Deloitte Fast 50

• Deloitte Fast 500

• Fast Growth 75 (FG75)

• Fast Track 100

• Fast Track International Track 200

• Fast Track Profit Track 100

• Fast Track SME Export Track 100

• Fast Track Tech Track 100

• Fast Track Top Track 100

• Fast Track Top Track 250

• Fortuna 50

• FT 1000

• FT Future 100 UK, Game Changers

• INSURTECH100

• InsurTech Impact 25

• Lazard T100 European Venture Growth Index

• LinkedIn Top Startups UK

• London Tech 50

• Mishcon The Leap

• NatWest SE100

• Pharma Times: Alantra Pharma Fast 50

• South East Top 200 Mid Market Companies

• Start-Up 101

• Startups 100

• Tällt Disrupt 100

• The FinTech50

• The FoodTech 500

• The IP100

• The Northern Tech 100

• The Queen's Awards for Innovation

• The Queen's Awards for International Trade

• The Regtech 100

• The Sunday Times 100

• The Waste Fast 50

• Top 100 Britain's Fastest Growing Businesses

• Tussell Tech200

• WealthTech 100



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