



# Bracknell Report

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## Executive Summary

High-profile companies such as Waitrose & Partners, Fujitsu and Epicor Software have their headquarters in Bracknell. The new business developments and leisure activities has increased the interest in Bracknell. Investment within the city centre has increased, with many new developments underway.

## Bracknell Profile

Bracknell is a large town situated in Berkshire, within the greater London Urban Area and the administrative centre of the Borough of Bracknell Forest. It is located 11 miles east of Reading and 34 miles west of central London. Originally a market village, Bracknell experienced a period of huge growth during mid-20<sup>th</sup> century when it was declared a New Town. It has an estimated population of around 83,000. It is a commercial centre and the UK headquarters for several technology companies.



There are multiple colleges and schools within the area, as well as the Silwood Park campus of Imperial College London, located 5 miles east of Bracknell city centre. The University of Reading and Royal Holloway College are 8 miles away.

## Economic Overview

Bracknell city centre is supported by coordinated town centre management. The borough is regarded as an excellent business location. Local residents have a high levels of employment and incomes. Businesses are supported and encouraged to play an active role in the community. Almost 70,000 of the residents are economically active, and unemployment rate is one of the lowest in the country.



EMPLOYMENT AND UNEMPLOYMENT (APR 2016-MAR 2017)				
	Bracknell Forest (Numbers)	Bracknell Forest (%)	South East (%)	Great Britain (%)
<b>All People</b>				
<b>Economically Active*</b>	<b>69,600</b>	87.0	81.3	78.4
In Employment*	67,600	84.5	78.5	75.0
Employees*	58,100	73.3	66.2	64.0
Self Employed*	9,200	11.0	12.0	10.6
Unemployed (Model-Based)§	1,800	2.7	3.4	4.3
<b>Males</b>				
<b>Economically Active*</b>	<b>35,900</b>	90.2	86.1	83.3
In Employment*	35,200	88.4	83.2	79.6
Employees*	29,700	75.4	67.3	65.2
Self Employed*	5,500	12.9	15.5	14.1
Unemployed§	#	#	3.3	4.4
<b>Females</b>				
<b>Economically Active*</b>	<b>33,600</b>	83.9	76.5	73.6
In Employment*	32,300	80.5	73.9	70.4
Employees*	28,400	71.2	65.1	62.9
Self Employed*	3,700	9.0	8.5	7.2
Unemployed§	1,300	3.9	3.4	4.2

Source: Bracknell Forest Economic Indicators Report

## Developments

In 2011, Bracknell town centre started being transformed into an exciting, vibrant destination. The development started in 2011, with a new £6 million Waitrose store opening. In 2017, phase 2 was completed. This was the opening of the £240 million 'The Lexicon', a development including 70 new retail and beverage outlets, 8 core buildings, 6 place making squares for events, and a £6.5 million extra investment in the highway infrastructure.



Source: Bracknell Forest Council

There are also plans for a significant number of new homes to be built. Bracknell's housing market has been dominated by new detached and terraced housing. Recent residential developments include a total of 571 homes, and there are 608 homes in the pipeline until 2019.

Bracknell is continuing to develop the town centre with the 'Bracknell Vision 2032'. The next phases of development in Bracknell will enable the town to gradually move to a more sustainable and stable condition. The creation of a normal network of streets and space will mean that individual buildings can be updated or renewed easily without disruption.

## Transport

	Times	
Location	Rail	Car
London	1hr 18min	1h 27min
Manchester	4h 1min	3h 50min
Nottingham	3h30min	2h 52min
Cambridge	2h 34min	2h 40min

Table of travel times from Bracknell

Bracknell has a wide range of public transport systems. Local buses allow access to Maidenhead, Crowthorne, Sandhurst and Wokingham. Reading buses also allow transport to Reading, Wokingham, London, Windsor, Slough and Heathrow airport.

Bracknell train station provides routes to London Waterloo and Reading. These trains also stop in Ascot, Staines and Twickenham.

Bracknell has multiple licensed hackney carriages to allow pick up from taxi ranks and when hailed in the street. There are a number of private hire taxis available for pre-booking.

The A329 allows access the M4 towards Maidenhead and Slough, as well as access to the M3 towards Basingstoke or London.

## Leisure Overview

Bracknell offers a wide range of leisure facilities that allow visitors to be fit and healthy, have fun, and relax. Coral Reef Waterworld is one of the largest interactive water worlds in England. It's a perfect place to stay active and have fun. There is an adults-only Coral spa area to relax. It's a great day out for children and adults.

Bracknell is 8 miles away from Windsor. Windsor is home to a number of historic landmarks, including Windsor Castle. It offers days out for families, as well as retail therapy for the adults.

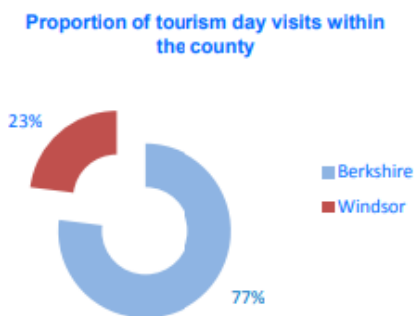
The lexicon shopping centre is the newest ongoing development in Bracknell town centre. With various shops and restaurants, it's a popular tourist destination. With a 12-screen cinema and 28-lane bowling alley, it's a perfect place for a family day out.

Bracknell Town Football Club are members of a league and play home matches at Larges Lane. There is also a local Ice Hockey club who currently play in the NHL league.

There is a number of organisations such as Army Cadet Force and the Air Training Corps, which offer a hobby for kids to participate in.

The area has multiple schools and further education centres. Bracknell is a short distance from The University of Reading and Royal Holloway College London.

## Tourism



In 2017, the borough welcomed 7.615 million tourists on day trips. 77% of these visited Berkshire, and 23% visited Windsor. These numbers have decreased by 2% since 2016.

The total expenditure for these day trips in 2017 came to £253 million, which is 5% less than 2016. 28% of this was spent in Windsor, and the remaining 72% was spent in Berkshire.

8.2 million trips were taken in the borough during 2017, 0.6 million of these were overnight stays. A total of £188.4 million was generated from these overnight stays.



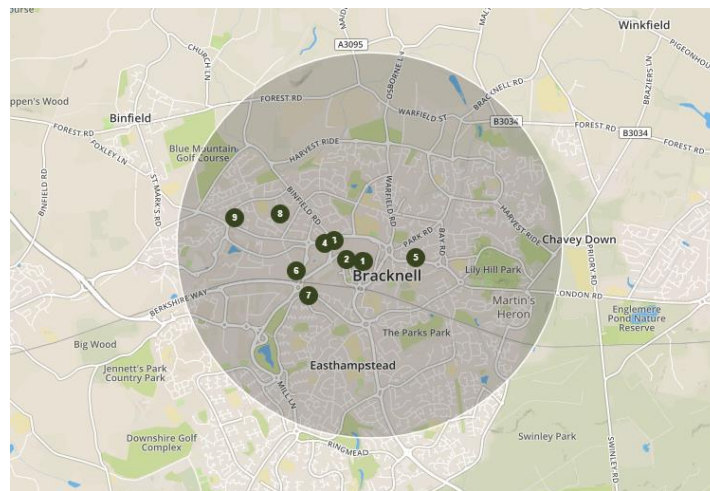
## Annual Occupancy, ADR and Room Yield Figures

Year	Average Occupancy (%)	Average ADR (£)	RevPAR (£)
2018 (Up to August)	73.2	120.2	88.4
Average	73.2	120.2	88.4

Source: STR. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

## Current Local Hospitality Market

Within a 1.5-mile radius of Bracknell City Centre there are 421 rooms from 9 aparthotels.



Source: STR. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

There are no pipeline projects within a 1.5-mile radius of Bracknell City Centre.

## The Team

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