



Camberley Report

October 2019



MRP
GROUP

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Executive Summary

Camberley is home to multiple local and trusted businesses. It is also host to major head offices like Krispy Kreme and The MSG Group. The city is famous for the Royal Military Academy. It is one of many military academies in the UK, and is the British Army's initial officer training centre.

Camberley Profile

Camberley is a town in Surrey, England. It is located 31 miles southwest of Central London, between the M3 and M4 motorways. It is close to the borders of Hampshire and Berkshire. It is the main town in the borough of Surrey Heath. Camberley's suburbs include Crawley Hill, York Town, Diamond Ridge, Heatherside, and Old Dean. It is at the northern edge of the Blackwater Valley, 5 miles north of Farnborough, 8 miles south of Bracknell, and 17 miles east of Basingstoke.



Economic Overview

With average weekly incomes and economic activity being higher than national average, Camberley is ranked 3rd in the UK for quality of life.

Major employers such as Siemens and Krispy Kreme UK headquarters are based in Camberley.



17,205 people work and live within Surrey Heath, and 23,295 travel into the borough for work. It has a small but productive economy with highly skilled workforce and is home to large employers. Camberley is a highly enterprising place.

The town centre is host to The Mall shopping centre, a late 1980s development with stores such as House of Fraser. The High Street has numerous shops, bars, and clubs. There are multiple other shopping streets located around the area.

Developments

Surrey Heath council put forward plans for major redevelopment of Camberley town centre in December 2014.

There are significant plans for new investment in the immediate future. The plan for Camberley is to accommodate retail redevelopment.



In May 2018, Surrey Borough Heath Council advertised they were seeking a partner for a £200m Camberley development. This investment is to improve the area along the A30 London Road between the High Street and Park Street. Also, the development includes a mixed-use redevelopment of a 5.5-acre site. The scheme has the capacity for 350 residential units and 10,000 metres squared of commercial space, with public and private car parking.

Transport

Location	Time	
	Rail	Car
London	1h 8min	1h 9min
Manchester	3h 39min	4h 3min
Nottingham	3h 40min	2h 52min
Cambridge	3h 1min	1h 56min

Transport times from Camberley

Camberley railway station is on the Ascot to Guildford line. With trains between Ascot and Aldershot operate Monday to Saturday every 30 minutes. On Mondays to Fridays there are 3 peak trains to London Waterloo in the morning and 2 from London in the evening.

Bus companies operate routes in and around Camberley. These include routes to Bracknell, Guildford, Aldershot, Basingstoke and Farnborough.

Northern parts of the town are located near the A30, and the whole area is between junctions 3 and 4 of the M3 motorway.

Farnborough Airfield and Blackbushe Airport are nearby. Heathrow airport is 16 miles from Camberley.

Leisure Overview

Camberley has its own public library, museum, and theatre. The Camberley Theatre is owned and managed by the Borough Council. The theatre consists of a 408-seat auditorium, conference rooms, studio theatre, and multi-media editing suite. There are various music concerts, dramas, comedy evenings, and annual pantomimes that are shown here.

A well-known landmark in Camberley is the concrete pipe white elephant on the A30. This was created by a pipe company which previously rented the premises.

Camberley has an active sporting scene mainly based around club and sports venues such as The Arena, a leisure centre, an swimming pool close to the city centre.



Tourism

In 2017, around £232.5 million was spent on trips to the Surrey Heath Borough by overnight and day visitors. This was down 9% from 2016. Out of this, £226.6 million directly benefited local businesses such as hotels, restaurants, cafes, shops and tourist attractions.

A total of 106,500 overnight trips were made to the borough by people outside of the UK in 2016, up 3% from 2015. However, domestic visitors show a decrease in the number with 245,000 staying overnight in 2017, down 1% from 2016.

The overall amount spent by overnight visitors in 2017 fell by 2% from 2016 to £93.2 million.

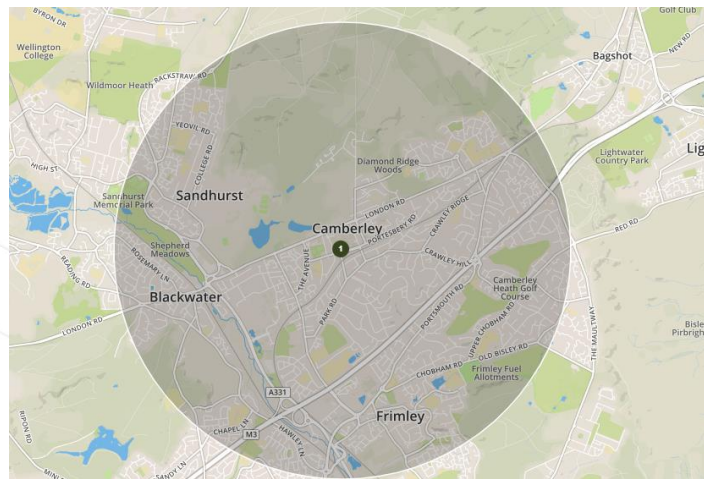
The number of people who visited the borough for a day trip fell by 2% from 2016 to 4.8 million.

The total value of tourism in 2017, including visits to second homes and families, was worth around £307.5 million. This was down 9% from 2016.

It is estimated that tourism generates 5,679 jobs in the borough spread around a wide range of sectors.

Current Local Hospitality Market

Within a 2-mile radius of Camberley City Centre, there is currently 1 serviced apartment block, with 15 rooms. This block is owned by House of Fisher Serviced Apartments.



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There is currently no pipeline serviced apartment blocks in the 2-mile radius. This creates more room in the marketplace for investment.

The Team

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