

# PRIME TOWN




GROWING

POPULATION OF  
**217,000**  
GROWING BY 22% TO  
**265,000**  
BY 2031

**1.9** MILLION  
  
PEOPLE WITHIN  
1 HOUR DRIVE  


  
**36%**  
INCREASE IN  
BUSINESSES FROM  
**2010**

  
**22k**  
NEW HOMES  
BUILT BY  
**2026**

INVESTING

MORE THAN  
**£0.5**  
BILLION

INVESTMENT IN TOWN CENTRE  
REGENERATION CREATING  
MORE THAN

**7000**  
NEW JOBS



**£100** MILLION  
ON ROAD  
INFRASTRUCTURE



TO 2020

OVER  
**1**  
MILLION



FT<sup>2</sup> OF NEW TOWN  
CENTRE GRADE A  
OFFICE

# PRIME LOCATION



CONNECTED

LONDON PADDINGTON

45  
MINUTES



BY DECEMBER 2018

# BRISTOL



IN LESS THAN  
30 MINS

HEATHROW AIRPORT



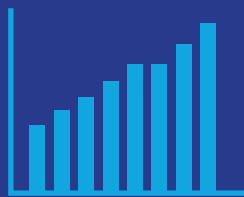
IN UNDER



1 HOUR

PRODUCTIVE

6.4%  
GROWTH  
IN



PRODUCTIVITY



FASTEST IN  
UK 2014-5

10<sup>TH</sup>

MOST PRODUCTIVE  
UK ECONOMY

5<sup>TH</sup>

HIGHEST  
EMPLOYMENT  
RATE IN THE UK

4:1

PRIVATE TO PUBLIC  
SECTOR JOBS

SKILLED



HIGHEST SHARE OF  
GRADUATES IN HIGH  
SKILLED OCCUPATIONS  
IN THE UK

5

OF THE UK'S TOP TEN

UNIVERSITIES 1HR

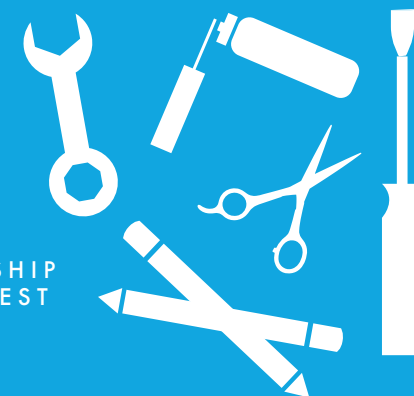
WITHIN 1 HOUR

3<sup>RD</sup>

LARGEST

INCREASE IN APPRENTICESHIP  
GROWTH IN THE SOUTH WEST

2015 TO 2016



# PRIME OPPORTUNITY



INNOVATIVE COMPETITIVE



ECONOMY

7<sup>TH</sup>



IN THE UK

OFFICES  
RENT PER FT<sup>2</sup>



|         |                        |
|---------|------------------------|
| SWINDON | £18.50 FT <sup>2</sup> |
| BRISTOL | £28 FT <sup>2</sup>    |
| READING | £33.52 FT <sup>2</sup> |

HOUSE  
PRICES



|         |          |
|---------|----------|
| SWINDON | £193,870 |
| BRISTOL | £249,150 |
| READING | £343,540 |

5<sup>TH</sup> HIGHEST NUMBER OF



GRANTED  
(PER 100,000 OF  
POPULATION) 61.6

8<sup>TH</sup>



HIGHEST  
CONCENTRATION OF  
KNOWLEDGE  
INTENSIVE BUSINESSES

NATIONALLY SIGNIFICANT  
CLUSTERS IN



ADVANCED  
MANUFACTURING

AND  
FINANCIAL  
SERVICES



3<sup>RD</sup>



NATIONALLY  
FOR EMPLOYMENT IN ICT