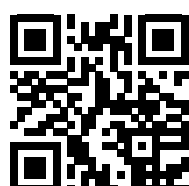


HUNTLEY WHARF

READING RG1

huntleywharf.co.uk

NEWSLETTER - AUTUMN 2020



SCAN CODE
FOR MORE
INFORMATION

WELCOME TO HUNTLEY WHARF

*Reading's dynamic new
riverside development*

A RESILIENT RENTAL MARKET

*A compelling proposition
for landlords*

TECHNOLOGY DRIVING LIFESTYLE CHANGE

*Why Reading is set for
continued growth*

Berkeley
Designed for life



FEATURES

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02	Dynamic Riverside Living
04	Investing in Reading's Future
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08	Attractive rental returns
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WELCOME TO HUNTLEY WHARF

Welcome to the Huntley Wharf newsletter, aimed at updating you on all that is happening at this exciting new Berkeley development in central Reading, and keeping you up to date with the local Reading property market.

Reading is steeped in history and culture yet it's possibly the most forward-thinking area in the country. It is no surprise that the town is rated as the UK's top technology centre by KPMG* given how many tech companies are based there, driving innovation and employment. In fact, Reading is seeing major investment and modernisation across the board.

Berkeley is proud to have the opportunity to bring new homes and amenities to the centre of this thriving location. For over 40 years, we have applied our knowledge and skills to build high-quality properties with low environmental impact, and create strong, successful communities. Our heritage and longevity in the market are founded on a total commitment to excellence in everything we do and this is reflected by multiple awards, our place in the FTSE 100, and the fact that 98% of our customers would recommend us.

Huntley Wharf launched in Autumn 2019 and was an immediate success, popular with a range of buyers. Thanks to its expansive collection of quality homes, it is set to enhance the property landscape at Reading.

Over the following pages, see how the development is progressing and learn why investing in Reading's future at Huntley Wharf makes sound sense.

SOURCE:
*KPMG Innovation Hubs report 2019

DYNAMIC RIVERSIDE LIVING

Huntley Wharf offers a truly impressive opportunity for the smart investor unveiling the tremendous potential to be found in Reading.

Huntley Wharf is one of Reading's prime residential opportunities where quality of life takes centre stage. Just a few minutes' walk from the town centre, this will be an amazing place to call home. A mix of 1, 2 and 3 bedroom apartments are located on the banks of the River Kennet and surrounded by beautiful landscaped public realm. The site itself has a rich and illustrious heritage, once the home to the world-renowned Huntley & Palmer biscuit manufacturer, one of the first global brands and purveyor to Royalty.

Designed and built to Berkeley Homes' renowned quality standards, and with Berkeley's exemplary customer care and 10-year guarantee, peace of mind is assured from initial viewing to turning the key in the door.

A proposed café, restaurant, gym, co-working studio and daycare nursery will all be integral to the development. And to assist people in their busy lives, a friendly, personal concierge service will be on hand 12 hours a day.

UNIQUE AT HUNTLEY WHARF

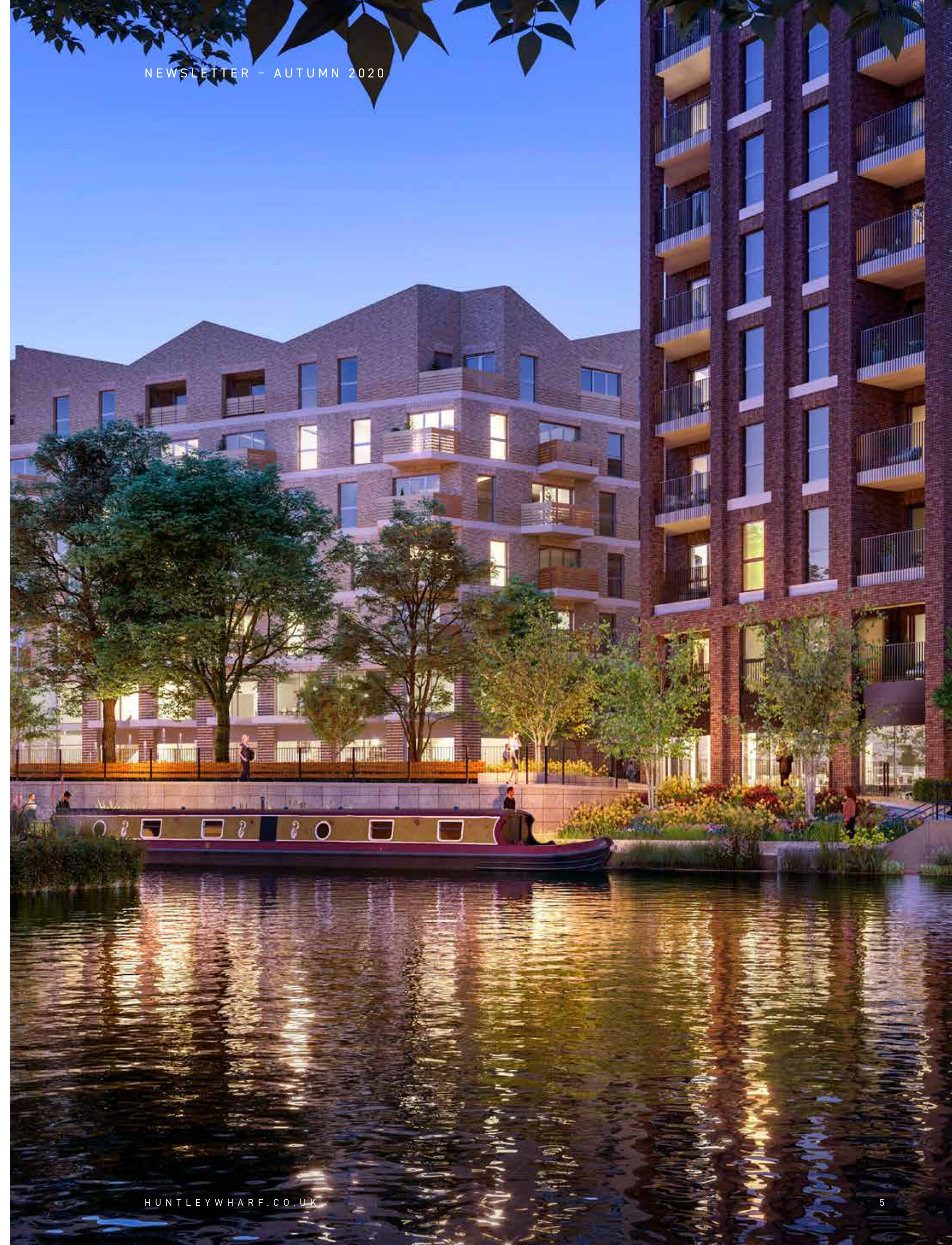
- Central south-facing riverside location
- 1, 2 and 3 bedroom apartments, duplexes and penthouses
- Most apartments benefit from either balconies or terraces
- Rich heritage and characterful architecture
- 12-hour concierge
- New riverside square and proposed amenities include a café, restaurant, residents' gym, co-working studio and a daycare nursery
- 10-minute walk to Reading mainline station, Crossrail and Oracle shopping centre, restaurants, bars, cinemas.
- 10-minute drive to Reading University (1.5 miles)*



SOURCE:

*www.google.com/maps

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HUNTLEYWHARF.CO.UK



Huntley Wharf is the perfect place for home working with flexible living areas to create your office at home.

NEW WAYS TO LIVE AND WORK

Surveys, including one by Reading-based technology company Huawei, indicate that homeworking may be the new normal with the majority of desk-based workers preferring to work at least one day a week from home.

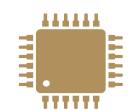
Huntley Wharf has been meticulously designed with the needs of the modern professional in mind. All apartments benefit from flexible living areas, superfast fibre broadband and some come with their own study, making it easy to create an office at home.

For home workers that miss the buzz of office life, the Huntley Wharf co-working studio will be a place where you can also work in comfort, or mix with others.

After a busy working day, space to unwind is a key requirement. What better than to step from your front door and onto beautifully landscaped podium gardens, exclusive to residents only, or take a walk along the riverside and into the town centre. Go for your daily workout at the on-site gym equipped with state-of-the-art fitness equipment, or quite simply meet up with friends and neighbours at the café or proposed riverfront restaurant.

Huntley Wharf is so much more than a beautiful place to live. It is the perfect lifestyle choice.

3rd
in UK



Reading is now the UK's third largest digital technology city

Source: The Data City / 2019 Census

A WORLD-
CLASS CITY



Reading has been ranked **13th overall** in a major international ranking of non-capital cities around the world

Source: FDI Intelligence.com / Aug 2020

23

MINUTES
TO LONDON
PADDINGTON
BY TRAIN

Source: google.com/maps

170%

House price growth
forecast over the next
5 years in South East

Source: Knight Frank UK Residential Market Forecast 2020-2024

Crossrail will provide a direct link
from Reading to Canary Wharf



Five-year house price forecasts

House Price Growth	H1 Actual 2020	H2 2020	2021	2022	2023	2024	5-YEAR
South East (inc. Reading)	2.3%	3.5%	0%	2.5%	5%	3%	17.3%
London	3.7%	1.5%	0%	1%	4%	2%	12.7%
East Midlands	1.5%	1.5%	0%	5%	7.5%	5.5%	22.6%
West Midlands	0.7%	1.5%	0%	5%	7.5%	5.5%	21.7%
North West	3.9%	0.5%	0%	6%	8%	6.5%	27.3%

Source: Savills Residential Forecast - September 2020



CHERRY REYNARD

Financial journalist for the FT Group,
Telegraph and Investors Chronicle

Commuter Belt property
prices have risen by 313%
over the last 20 years.

SOURCE: Sevenscapital.com

TECH AND LIFE QUALITY KEEP READING THRIVING

The Covid-19 crisis has forced many people to re-examine the way they live and work. It has disrupted long-held certainties about job security, quality of life and what matters most. For some, this has extended to an urge to relocate.

Which cities can thrive in the 'new normal'? Successful cities of the future will need to be plugged in to the digital economy. Companies with a strong digital capability have been able to survive, and even thrive, in an environment where the virtual became as important as the physical. Companies without that capability are contemplating ambitious digital transformation programmes to build resilience into their businesses.

Reading is now the UK's third largest digital technology city – rivalling London and Manchester

despite its smaller size. A new census published by The Data City shows that the town has 11,656 organisations in the sector, covering AI and data, ecommerce, cyber, digital, gaming, internet of things (IoT), medtech and fintech. Increasingly, it is becoming a place where digital leaders meet and share ideas.¹ This is likely to be a major source of opportunity.

However, quality of life is likely to be as important as opportunity. Former office workers may now spend more time working from home and may be asking themselves whether they would prefer a bigger garden, a nicer view or quieter neighbours. The long hours of lockdown have prompted many to contemplate whether their current environment really meets their needs.

New developments in Reading have been carefully planned with quality of life consideration in mind – green spaces, childcare provision, proximity to shops and strong transport links.

The town centre is undergoing a major revamp and Crossrail is due to open in 2022 with up to six Elizabeth Line trains passing through Reading each hour. Already voted the second-best city to work and live by the PwC Good Growth for Cities 2019 index, this puts Reading firmly on the map.²

These are tough times, but Reading has the ingredients to ensure it can thrive through this crisis and beyond.

SOURCE:

- <https://www.berkshirebusinesshub.co.uk/news/reading-revealed-uks-third-largest-digital-technology-city-new-census>
- <https://www.getreading.co.uk/news/business/reading-named-one-top-cities-17244489>



MIKE SHEARN

Chief Operating Officer of Haslams,
Reading's largest independent estate agency

*Huntley Wharf offering
investment rental yields
of up to 4.5% pa*

Source: Haslams Lettings Agent - October 2020

A RESILIENT RENTAL MARKET

*Reading offers a great quality of life, value for money
and it is amazingly connected – demand for rentable
properties remains strong.*

Haslams is the leading lettings agent in Reading and even in lockdown, we have seen demand from tenants and I am delighted that the market has proved to be resilient and has bounced back with vigour since the easing of lockdown measures.

This is because the fundamentals of Reading remain extremely strong and the area continues to outperform most locations in the UK due to it being the economic capital of the Thames Valley which in turn drives investment, skilled jobs, and local spending power. A huge number of companies and industries are already based in Reading: from IT start-ups to global corporations such as Pepsi and Microsoft.

New companies continue to move to Reading all the time and I don't see this changing. Reading offers a great quality of life, value for money, it is amazingly connected and yet surrounded by beautiful countryside. This proposition is compelling for companies and individuals alike

and consequently it also offers huge potential for investors looking for capital growth and strong income.

The growing population means that there is always strong demand for rentals and in particular for town centre apartments. In recent years there has been an under-supply of high quality town centre apartments which are in constant demand from young professionals.

Berkeley Homes' Huntley Wharf development responds really well to this market. The homes are high quality and built by a respected developer and the development itself offers valuable space, tranquillity and the ability to walk or cycle to large employment hubs. All of these aspects are emerging as a key requirements for tenants. We therefore expect apartments at Huntley Wharf to achieve some of the very best values anywhere in Reading, especially those with waterside views.



*Haslams is
Reading's largest
independent estate
agency, operating
across the region
and representing
more landlords
than any other
agency in the area.*

0.8%

In the prime markets up to an hour out of London, rents increased by 0.8% (as of June 2020) marking the second consecutive quarter of rental growth.

Source: Savills: Spotlight: Prime Residential Rents: Q2 2020

0.9%

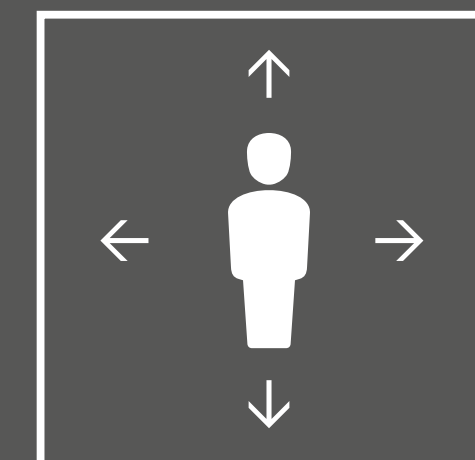
This now leaves rents 0.9% higher than a year ago.

Source: Savills: Spotlight: Prime Residential Rents: Q2 2020

79%

Proportion of
agents reporting an
increase in demand
for a separate space
to work from.

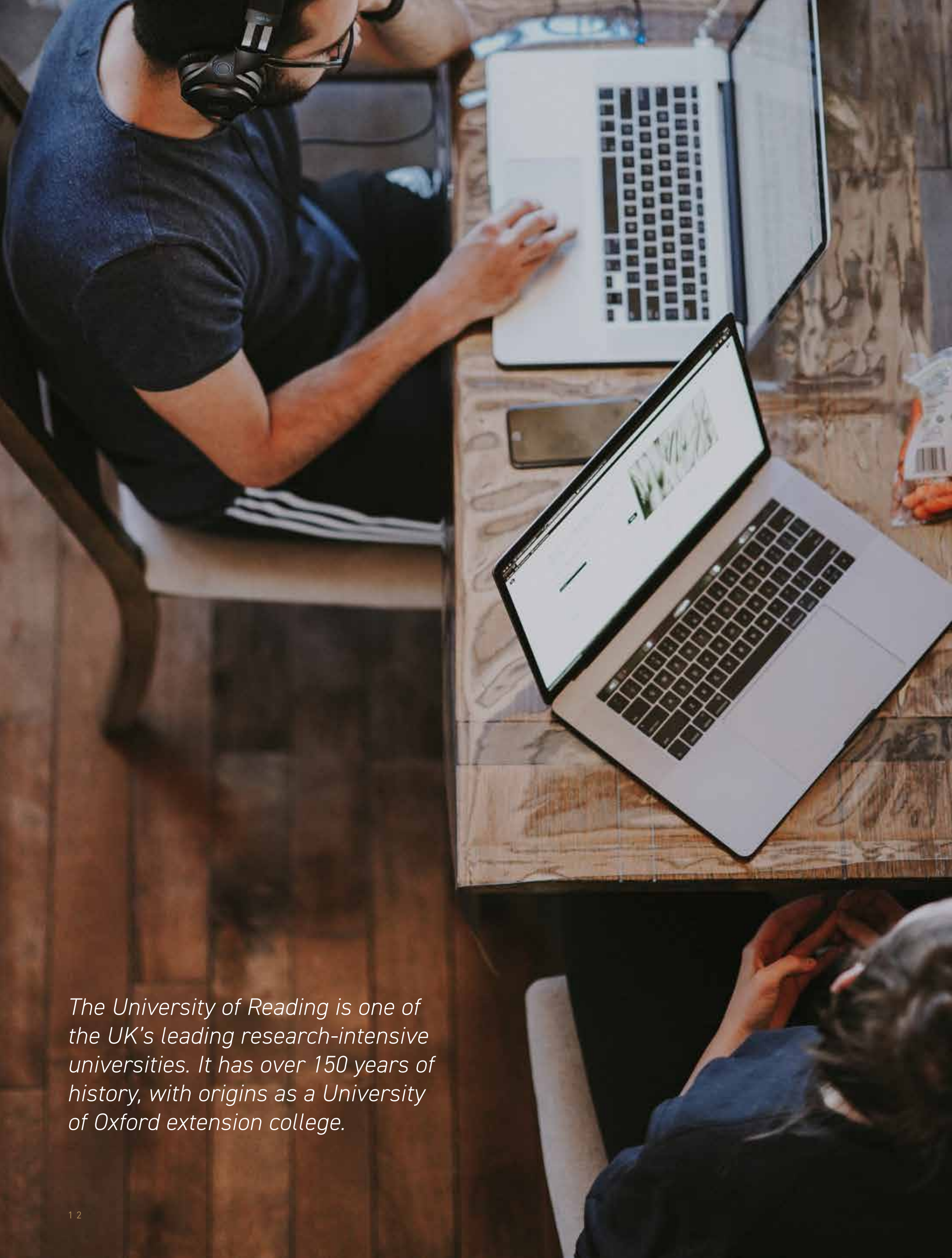
Source: Savills: Spotlight: Prime Residential Rents: Q2 2020



TENANTS SEEK
**MORE
SPACE**
INSIDE & OUT

RENTS ACROSS THE COMMUTER BELT

**INCREASE
AS A RESULT OF
STRONG
DEMAND**



The University of Reading is one of the UK's leading research-intensive universities. It has over 150 years of history, with origins as a University of Oxford extension college.



EDUCATION EXCELLENCE

The UK is world-renowned for its excellence in education. Reading can rightfully rank itself as one of the country's foremost educational hubs, attracting global talent particularly in the technology and research fields.

The University of Reading was established in 1926 as an extension of the University of Oxford. It has since become an integral part of Reading and is now home to 19,000 students from over 150 countries who enjoy a place at one of the top 30 universities in the UK, a pioneering environment, and a thriving community.

Over the decades the university has pushed academic boundaries and social change through innovation. Specialists in research, the University of Reading aims to solve modern global issues including climate change, human health and food security. In fact, 98% of the research that's released from the institution is internationally recognised.

The university has exceptional on-site facilities and resources and is receiving a further £200 million investment through their 2026 Transform programme.

The new Thames Valley Science Park, situated on university grounds, comprises 30,000 sq ft of office and laboratory space, and the Reading Enterprise Centre offers a further 45,000 sq ft of business incubation space. A vibrant student hub has been established which links entrepreneurial students and graduates with the Centre for Entrepreneurship.

Part of the University of Reading, the world-renowned Henley Business School is also widely recognised for its diversity and international reach, which can be demonstrated by their UK top 20 positions for research quality across all subject areas.

SOURCES:
QS World University Rankings 2021

NEW TERM BEGINS FOR STUDENTS AT READING

As students returned to the University of Reading, strides are being made to ensure that they continue to receive the best education.



The University of Reading has been working hard to be able to provide its students with a flexible, supportive and high-quality teaching and learning experience, alongside protecting the health and wellbeing of the whole university community. Almost every part of student life in Reading has had to adapt and change, from the core teaching and learning, to making arrangements meaning students can safely access the facilities, services and opportunities they will need to live, study and socialise.

We are happy to welcome students back to Reading and hope they are settling into university life, whether they have joined for this first time this year or are returning to continue their studies in the world-class university.



WHAT'S HAPPENING IN READING?

LIFE ON THE WATERFRONT

CELEBRATING 30 YEARS OF RIVERLIFE

The focus of Water Fest is the Kennet itself and a huge array of traders, charities and community organisations line the river alongside beautifully painted moored riverboats. Visitors have a chance to browse hand-crafted items such as jewellery, jams, prints and toys.



"Reading's waterways played a significant part in the development of the town and it is fabulous that we have consistently celebrated that fact for 30 years."

Cllr Karen Rowland
Lead Councillor for Culture, Heritage and Recreation

AUTUMN RIVERLIFE: LOOK OUT FOR WATER VOLES

Early Autumn is a good time to look out for water voles as the vegetation along river banks is starting to die back. There are also lots of young water voles around as they've grown large enough to leave their burrows and find food for themselves. Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust runs a water vole recovery project, the longest-running such initiative in the UK.



FURTHER INFORMATION

Reading arts and cultural organisations have come together to create a brand new live streaming venue, bringing events and activities from many of Reading's top arts and cultural communities straight to your home. For more information on what's on in Reading visit:

whatsonreading.com
readingculturelive.co.uk



BELLES-ON-BIKES

Check-out this new Not For Profit – Women Only cycling group started to encourage women to rediscover their love of cycling, build confidence and make new friendships. Cycling most Sunday mornings, this is a great opportunity to discover cycle routes through Reading, along the rivers and into the countryside.



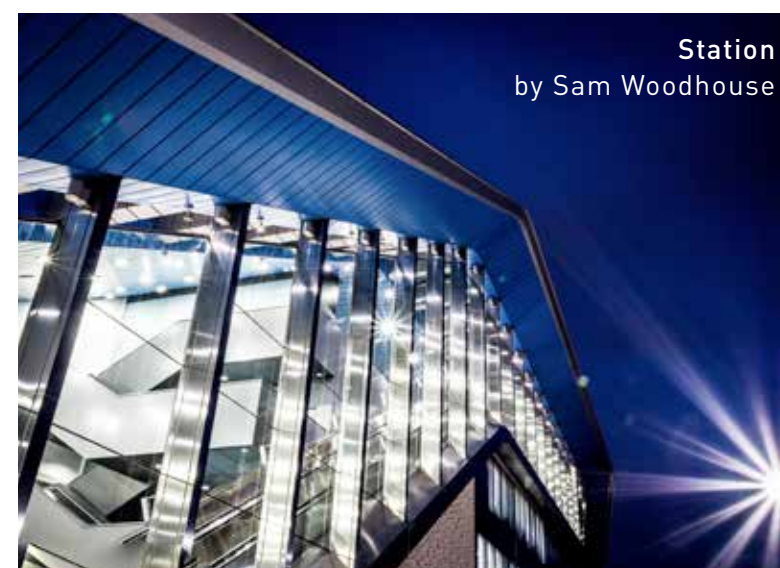
Cultural Place,
Business Space,
Living Base



NEWSLETTER - AUTUMN 2020

WINNERS OF THE PRIDE OF READING AWARDS

Berkeley was proud to sponsor the 'Love Where You Live' photographic competition, part of the Pride of Reading Awards 2019 which celebrate exceptional courage, standards and success from individuals and businesses across Reading.



Station
by Sam Woodhouse



Gasometer
by Rhiannon Stocking-Williams



Heart of Reading
by Catherine Burrow

Bluebells
by Victoria Blanco-Robertshaw



Kings Road View
by Callum Cromwell



Sunset
by Jennifer Fraser



HUNTLEY WHARF LAUNCHES A NEW SHOW APARTMENT

We were delighted to open our very first Show Apartment at Huntley Wharf this Summer.

The spacious one bedroom apartment showcases the distinctive specification offered at this new landmark scheme, built on the former site of the world-renowned Huntley & Palmer factory.

Designed by renowned designers, Suna Interiors, the beautiful interior scheme also pays homage to the site's heritage by using traditional details and industrial textures contrasting with the latest in contemporary urban design.



- Shaker-style kitchens in a choice of striking colour palettes
- Full range of high specification Bosch appliances
- Glazed crackle-effect feature tiling
- Brassware with knurl detailing
- Super fast fibre broadband
- USB ports in most rooms

CONSTRUCTION NEWS

ENDING SUMMER ON A HIGH NOTE



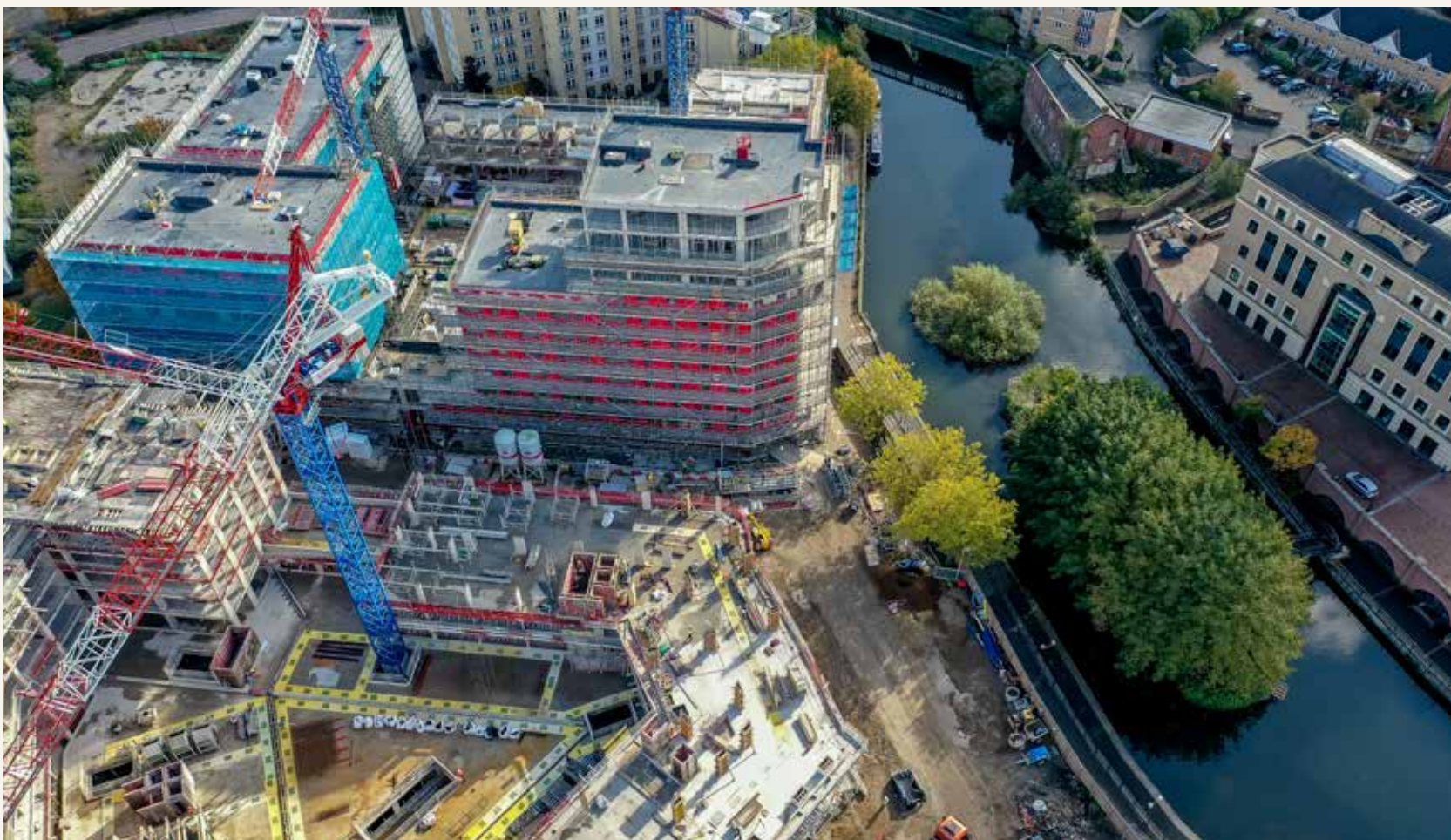
ANTHONY BYRNE
Project Director at Huntley Wharf
Berkeley Homes

Despite the unprecedented challenges that we have faced this year, I am pleased to say that the construction site at Huntley Wharf in Reading adapted incredibly well and we have been able to continue works on site without experiencing significant delays.

A great deal of planning and work has gone into ensuring that all of our environments are Covid-secure and we are always looking for ways to continue to protect the vulnerable, placing health, safety and wellbeing at the heart of our working practices. As we are able to continue production under Government approved procedures, the various teams on site are continuing to make great progress. The concrete frames of the Bakers

Yard and Discovery House blocks have recently been completed, making ways for bricklayers to complete their work on the buildings' envelopes.

As the Project Director for this exciting riverside development, I am particularly delighted to play a part in bringing a new and vibrant quarter to Reading where community and wellbeing are set to be a focus, and I look forward to seeing it come to life in the months to come.



BEING A CONSIDERATE NEIGHBOUR

We always aim to be a considerate neighbour. We will ensure that the works are managed safely and to the highest standards, minimising noise and disruption throughout the construction period.

CUSTOMER SERVICE IS OUR PRIORITY

We are committed to providing our customers with a Berkeley home built to the highest design and quality standards possible, whilst maintaining a low environmental impact. Our knowledgeable team delivers an exceptional experience to our customers which includes tailored information relating to their individual purchase and a dedicated point of contact throughout the customer journey.

MEET THE HUNTLEY WHARF TEAM



DANIELLE WANSBROUGH
Project Sales Manager



DEBBI WALSH
Customer Relations Manager



GEORGIA CLARK
Customer Relations Manager



FIONA RIDLEY
Customer Service
Department Manager

READING RG 1

Sales & Marketing Suite and Show Apartment open daily by appointment

(Parking available on Kenavon Drive, RG1 3DH)

Virtual appointments also available. Call for details.

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