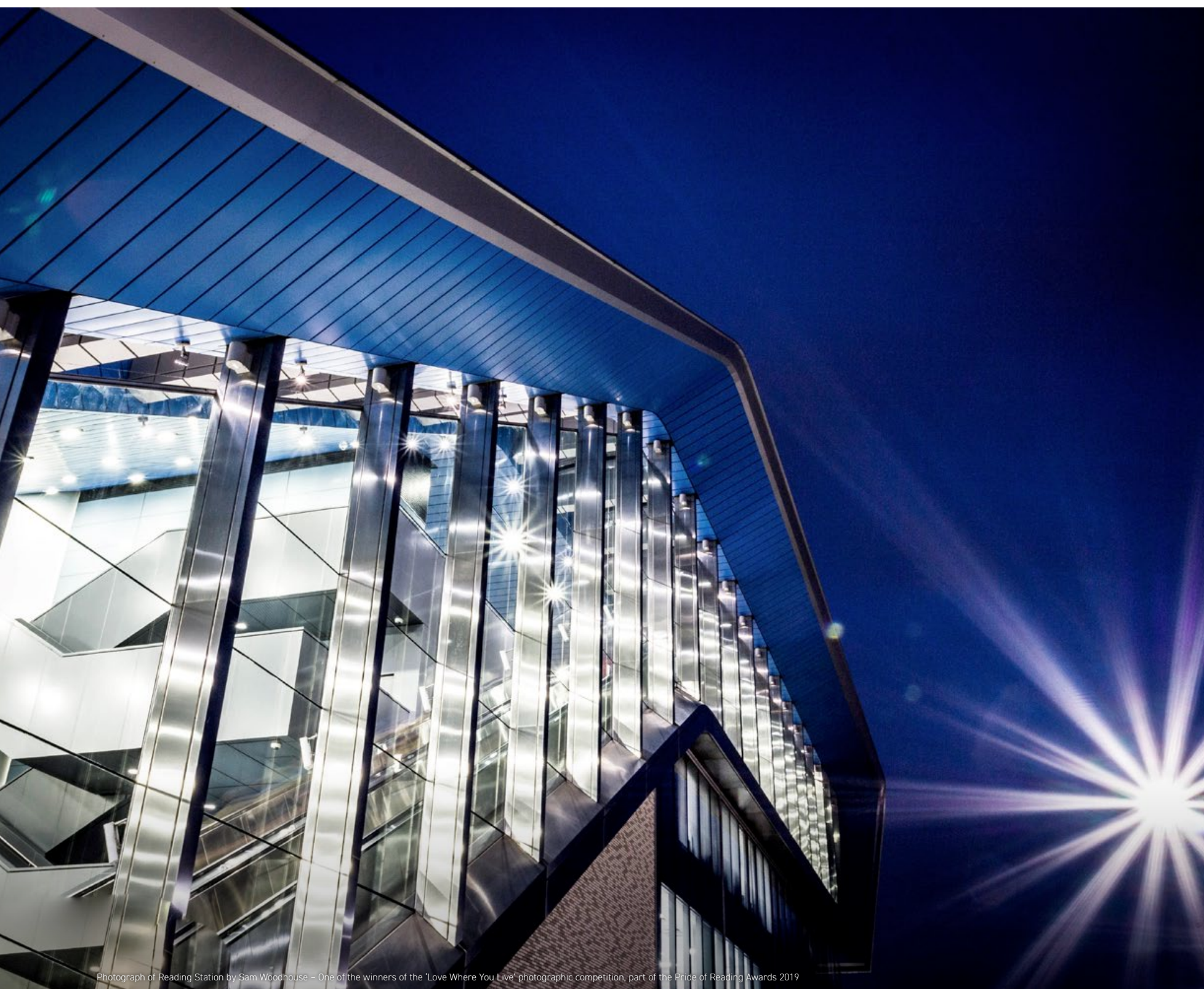


HUNTLEY WHARF

READING RG1

huntleywharf.co.uk

NEWSLETTER - SPRING 2021



Photograph of Reading Station by Sam Woodhouse – One of the winners of the 'Love Where You Live' photographic competition, part of the Pride of Reading Awards 2019



SCAN TO VIEW
OUR SHOW
APARTMENT
FILM

READING'S RESILIENT ECONOMY

*Economic vibrancy
will help businesses
bounce back*

NEW RELEASE AT HUNTLEY WHARF

*Discovery House South
waterside apartments
coming soon*

RENTAL DEMAND STILL STRONG

*Reading's rental market
remains buoyant
despite pandemic*

Berkeley
Designed for life



Computer generated image is indicative. Landscaping design is subject to change.

FEATURES

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WELCOME TO HUNTLEY WHARF

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

With Spring on its way and the days getting longer, we reflect on the challenges of the past year.

Reading, one of the UK's largest towns, has remained strong and resilient throughout. According to the latest reports, Reading is even expected to recover from the pandemic quicker than many other UK cities. The rental market is thriving and there are lots of exciting things happening in the town including a new public realm by the train station, a film studio and new leisure facilities - even Banksy paid Reading a visit!!

Less than 40 miles from London, Reading is the perfect home for those who wish to leave the bustling city life while still enjoying cosmopolitan living.

Similarly, Huntley Wharf by Berkeley Homes continues to inspire and excite, with a range of quality one and two bedroom apartments, surrounded by seven acres of beautifully landscaped gardens. It features a central riverside square and a host of proposed amenities such as café, restaurant, shop, gym and nursery. Residents will also have exclusive access to a concierge and a co-working studio. The scheme is proving popular with a range of buyers - some buildings are nearly sold out and there will be an exciting new riverfront collection launching soon.

Over the following pages, we share how the development is progressing and show you why investing in Reading's future makes sense. Reading and Huntley Wharf have bright times ahead.

2nd in UK

for the concentration of SMEs

Source: Centre for Cities 2021

READING: EXPECTED TO RECOVER FASTER

One of the least impacted areas by pandemic and expected to recover faster than many other UK cities

Source: PWC/Demos, Good Growth for Cities 2020

READING RANKED IN THE TOP 5

performing innovation
economies in the UK
in 2020

Source: Centre for Cities 2021

17%

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

Source: Savills, UK Residential Market Forecast 2020-2024

South East is forecast to be the 2nd fastest growing economy in 2020 - 2023

Source: EY UK and Regions Economic Forecast 2020/2021



Only the South East and London are expected to employ more people over the next two years than prior to the pandemic.

Source: EY Regional Economic Forecast



CHERRY REYNARD

*Financial journalist for the FT Group,
Telegraph and Investors Chronicle*

ECONOMIC VIBRANCY ENABLES READING TO STAY STRONG

Covid-19 has taken a toll on lives and livelihoods across the UK. However, with the vaccine roll-out underway and more promising economic data, there should be brighter times ahead. In particular, the South East looks set to bounce back quickly, reflecting its dynamic economy and highly skilled workforce. Cities such as Reading are likely to lead the way.

While the shock of the pandemic cannot be underestimated, the economy of the South East has already proved relatively resilient. The region has a higher share of sectors such as professional services and IT, where the transition to working from home has been relatively straightforward. Equally, broader adoption of digital technologies has supported the flourishing IT sector across the region.

From here, the recent EY Regional Economic Forecast showed that the economy of the South East is set to outpace all other non-London regions as the UK returns to normal. Only five out of nine English regions will be larger in 2023 than they were in 2019, with London and the South East showing markedly stronger growth than anywhere else. Crucially, only the South East and London are expected to employ more people over the next two years than prior to the pandemic.

At the heart of the region's strength is its economic vibrancy. Reading is a good example. It is a supportive climate for start-up businesses, with local funding sources and a rich seam of local talent. A period of economic recovery is typically a good moment to start up a new business, taking advantage of structural

changes in the economy. This is likely to be a fertile time for Reading and the wider region.

Strong local government and support are also likely to be important in the recovery. Reading has already done much of the hard work, investing in skills and training in growth sectors. The People Economic Recovery Strategy, published by Reading UK in November 2020, shows the local commitment to building the skills required for the post-pandemic world, including new digital and green economy skills along with sustainable infrastructure investment.



MIKE SHEARN

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

*Huntley Wharf offering
investment rental yields
of up to 4.7% pa*

Source: Haslams Lettings Agent – March 2021

GOOD DEMAND FOR RENTAL CONTINUES

Despite the global challenges of Covid-19, the rental market in Reading has remained resilient and has outperformed many areas.

For many, the pandemic has highlighted the reasons why Reading is such a great place to work and live which in turn means that it continues to be viewed as a sound investment for both income and capital growth.

There continues to be good demand for Reading town centre apartments from our tenants. As the area's leading lettings agent, we let a huge number of apartments from our local office and we have experienced a noticeable increase in demand for apartments similar to those being built at Huntley Wharf, where a dynamic lifestyle is on offer, with flexible accommodation that is close to nature and yet in a highly accessible urban environment.

Whilst the vibrancy of city living is still a must-have, tenants now demand more from a rental property. They want to be close to nature, have outside space, access to walking or cycling routes and enough room to work from home. In short, they place value on accommodation that helps them have a better work/life balance, whilst improving their sense of wellbeing.

Reading is the economic capital of the Thames Valley and is home to major global companies such as Huawei and Microsoft, who will soon be joined by giant mobile network operator Three UK. It continues to have a strong economy and attract inward investment.

Consequently, the local population is growing as highly skilled, affluent and young professionals move into the area. This particular demographic was used to working from home before the pandemic, however this lifestyle is now firmly established and tenants will be attracted to Huntley Wharf due to it being a great place to live and work, both inside and out.

Huntley Wharf responds to many of the key evolving needs and the apartments have the ability to achieve some of the highest rental values in Reading, and will appreciate by capital growth in the future.



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

7.7%

increase in average rental values in the South East when compared to February 2020

Source: HomeLet Rental Index Feb 2021



Younger workers are taking advantage of the increased flexibility of renting which allows moving between locations without any of the costs associated with buying or selling a property.

Source: Knight Frank Multihousing Report 2020

45%

45% of households in Reading are occupied by affluent young professional renters.

Source: JLL, CACI

Rental demand has proven to be more resilient in times of uncertainty

Source: Knight Frank Multihousing Report 2020



STRONG WIFI CONNECTION

IS NOW A HIGHER PRIORITY FOR TENANTS

AT HUNTLEY WHARF, ALL THE HOMES BENEFIT FROM SUPERFAST FIBRE BROADBAND

Source: Savills: Spotlight: Prime Regional Residential Q2 2020

Over 2 acres of new curated public realm and 100,000 sq ft of lifestyle-led, retail and leisure.

Source: www.stationhill.co.uk

MAJOR £750 MILLION INVESTMENT IN CENTRAL READING

A huge regeneration scheme at Reading's Station Hill will begin this spring, bringing exciting improvements, amenities and long-overdue redevelopment of the area between the station and town centre.

Station Hill is an outstanding project that will create exciting, new opportunities for Reading. A mixed-use development, it will become a new district – blending contemporary living, working and leisure, with an open, cosmopolitan public realm for the whole community to enjoy.

The site will house a new hotel, residential areas and 600,000 sq ft of quality office space, helping to bring around 9,000 employees back to the office in a safe and inspirational space in a post-Covid world.

The public realm in and around the site will be activated by 100,000 sq ft of restaurants, retail, food halls, community and leisure spaces, all set around a large central piazza.



Computer generated image is indicative only.

© Thames Valley Property No 194 (tvproperty.co.uk)



CROSSRAIL & PADDINGTON

54
MINUTES TO
BOND STREET

The £150m Paddington Crossrail station build is completed! It will link Reading directly to the London Underground network in the first half of 2022.



Construction work has finally been completed at Paddington, the third of the newly built stations ready for handover to Transport for London, who will operate the Elizabeth line. It follows on from Custom House in east London and Tottenham Court Road in central London. Farringdon station is due to follow next month.

As part of the £19 billion western Crossrail Elizabeth line project, Paddington is an historic and much-loved part of our rail network. This new Elizabeth line station is a spectacular new addition to the area, with a stunning, space-age interior.

The new Crossrail station is part of the 60-mile project designed to link Reading and Heathrow in the west with Shenfield in Essex to the east. It is also the terminus for the Heathrow Express and TFL Rail

services between Heathrow and Reading and has two Tube stations providing connections to the Bakerloo, Circle, District and Hammersmith & City lines.

The Elizabeth line will stop at 41 accessible stations, including investment hot spot, Reading, and is expected to serve around 200 million people each year. When the entire line is complete, up to six Crossrail trains will pass through Reading each hour, with direct services to the West End in about 50 minutes, or the City and Docklands in just over an hour.

For those living in Reading, journey times into central London and Canary Wharf will be significantly reduced.

Travel times source: [google.com/maps](https://www.google.com/maps)

WHAT'S HAPPENING IN READING?

There is plenty of excitement in Reading right now. As if the new film studio, media campus and two new leisure centres wasn't news enough, Reading is now home to artwork by notorious street artist, Banksy.

A NEW HOME FOR MOVIE MAKERS

New film studios planned for Reading University's Science Park

The University of Reading has leased land at their Thames Valley Science Park campus to a film studios investor, based in Los Angeles. It will be known as 'Shinfield Studios' and will open in late 2022, subject to planning approval. The studios will bring Hollywood film productions to the UK, creating around 1,500 new jobs.



NEW ARTWORK IN READING BY STREET ARTIST, BANKSY

On 1st March 2021, new artwork by street artist Banksy appeared on the side of Reading Prison. This has firmly placed the Huntley Wharf area on the map, as the prison is just a stone's throw from the development. The mural shows an escaping prisoner, believed to be a reference to Reading Prison's former inmate, Oscar Wilde. The now-disused jail famously housed Wilde between 1895 and 1897 and was immortalised by his poem 'The Ballad of Reading Gaol' about his imprisonment.



READING'S NEW LEISURE CENTRE BRINGS OUTSTANDING NEW FACILITIES



Plans to invest £40 million to deliver modern new leisure facilities for Reading are moving forward, with the submission of two major planning applications by Reading Borough Council (RBC).



The redevelopment plans include a new build leisure centre at Rivermead, offering:

- A 25m eight-lane competition pool with moveable floor
- A combined teaching and diving pool
- Splash pads
- A six-court sports hall
- A 120-station gym with three studios
- A café and information hub and soft play area

At Palmer Park, in addition to the refurbishment of the existing stadium building, there will be:

- A 25-metre, six-lane community pool
- A 100-station gym with three studios
- An activity zone for children with party rooms
- A new café and information hub



DISCOVERY HOUSE WEST

A SUPERB INVESTMENT OPPORTUNITY

NEWSLETTER - SPRING 2021

Discover a collection of beautiful one bedroom apartments in Discovery House West, designed for contemporary urban living, with stylish open-plan interiors, spacious balconies and exclusive access to the beautifully landscaped podium garden.

Marking the entrance to Huntley Wharf, Discovery House West is a striking building conveniently located for the proposed amenities on site, including a co-working studio, concierge, store, café, gym and restaurant and just a 10 minute walk to the town centre and train station.

Prices from £265,000*

Est. rental yields of up to 4.5% pa.

Furniture pack incentive available for a limited time only. Contact the sales team to find out more.



Photography of show apartment at Huntley Wharf.

COMING SOON

DISCOVERY HOUSE SOUTH

A superb collection of waterfront 1, 2 and 3 bedroom apartments and duplexes, ideally located on the bank of the River Kennet and beside the Riverside Square.



Preliminary computer generated image is indicative only and subject to change.

*Price correct at time of going to press. Price subject to change.

Computer generated image is indicative. Landscaping design is subject to change.

CONSTRUCTION NEWS

ACHIEVING KEY MILESTONES



ANTHONY BYRNE
Project Director at Huntley Wharf
Berkeley Homes

The past 12 months have been challenging in many ways, thanks to our team's ability to adapt and find innovative ways to work and overcome these adversities. I am pleased to say that the construction works at Huntley Wharf are progressing as planned and key milestones have been achieved.



Scan QR code
to watch the
construction
progress of
Huntley Wharf

We have completed the first Bakers Yard building elevations and have now started to remove the scaffolding, allowing balconies to be fitted. In addition, our Energy centre is now complete, with heat being generated and serving the five Bakers Yard buildings.

As the Spring approaches, the landscaping works have also started in the Bakers Yard podium garden, a fantastic space that will be available for our residents to

unwind and relax. The concrete frames of the Discovery House blocks have been completed, making ways for bricklayers and other external trades working on the building's envelopes.

Over the coming months, we look forward to seeing the first buildings in Bakers Yard coming to life as they near completion, and starting to open up areas of the development for everyone to enjoy.



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



MELANIE HERRING
Senior Sales Executive



DEBBI WALSH
Customer Relations Manager



GEORGINA CLARK
Customer Relations Manager

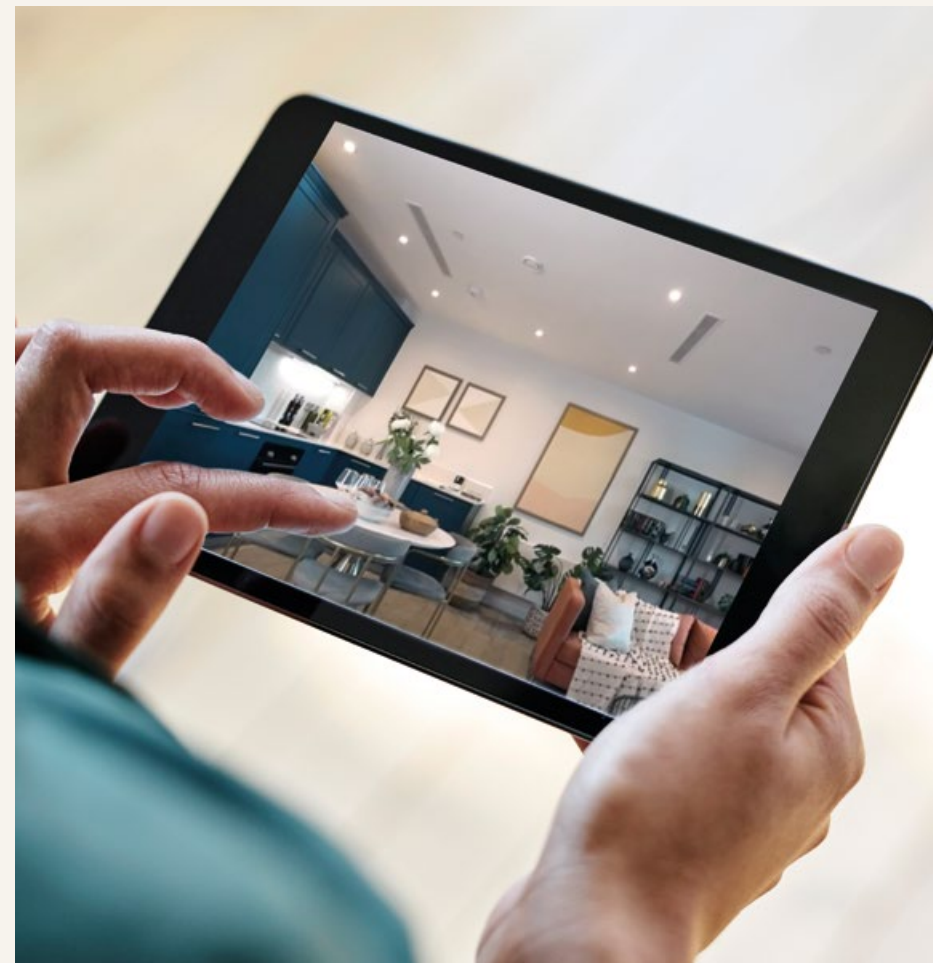


GABRIELLA LEAMAN
Customer Relations Manager

WE ARE HERE TO HELP

In line with Government guidance and to keep everyone safe, our Sales & Marketing Suite and Show Apartment are open daily by appointment. In addition, we're happy to arrange virtual appointments, where we can share our interactive system, show the apartment views and the 3D site plan.

Our team is always on hand to help, either on the phone, online or via video calls. Please get in touch to arrange a chat, book a virtual appointment or to register your interest.



HUNTLEY WHARF

READING RG1

huntleywharf.co.uk

Huntley Wharf is a striking collection of one, two and three bedroom apartments and duplexes set in beautifully landscaped gardens beside the River Kennet.

Prices from £265,000*

Sales & Marketing Suite and Show Apartment open daily by appointment

Kennet Place, 121 King's Road, Reading RG1 1ES

(Parking available on Kenavon Drive, RG1 3DH)

Virtual appointments also available. Call for details.

T: 0118 321 1544

E: huntleywharfsales@berkeleygroup.co.uk

W: huntleywharf.co.uk

*Price correct at time of going to press. Subject to change.

