



KENNET ISLAND

**WHY INVEST IN READING  
WITH BERKELEY?**



## THE UK'S BEST PERFORMING ECONOMY

With the arrival of the Crossrail in 2019, plans to improve the town centre overall, and a considerable house price growth forecast, the latest reports show that Reading has become one of the top places to invest in the UK.

### **The Crossrail effect on property prices**

Reading has experienced strong price growth over the last decade, outperforming both the South East and wider England and Wales<sup>1</sup>. Yet, it still offers relative value against other similar locations in the region.

Reading's integrated transport links have taken shape and the launch of Crossrail by December 2019 is anticipated to increase property values in Reading by 29.9% by the end of 2020.<sup>2</sup>

### **A top place to live and work**

Reading was named the best place to live and work in the Good Growth for Cities 2016 Index (PwC/Demos) of the 36 largest economic areas in the UK. The index measured 10 indicators key to economic success and wellbeing, including employment, health, income and skills.

The town has also received numerous accolades in the last two years, including being voted one of the fastest growing town in the UK<sup>3</sup> and the second most prosperous place to live in the UK<sup>4</sup>.

*"Fantastic investment opportunities at Kennet Island with attractive rental yields of up to 4.6%"*

*"Reading is forecast to be the fastest growing economy 2017-19."<sup>5</sup>*



<sup>1</sup>JLL's latest report. <sup>2</sup>Savills. <sup>3</sup>Barclays Wealth report in August 2015. <sup>4</sup>The Business Magazine, Reading No1 City Edition. <sup>5</sup>EY UK and Regions Economic Forecast 2016, <sup>6</sup>KPMG Tech Monitor.



## EXCELLENT CONNECTIONS & STRONG EMPLOYMENT

### Superbly connected

London Paddington can be reached by train in just 26 minutes from Reading's new £800 million station.

Reading is close to Junction 10 and 11 of the M4 linking to London, Bristol and beyond to South Wales. Central London is 42 miles away and Heathrow 28 miles away, taking just 38 minutes by car.

Along with Heathrow's proposal to build a third runway, Reading's international links should thrive.

### Growth and improvement plans

Network Rail plans to modernise the Great Western route to create even faster and better stations, and increase freight capacity. Network Rail are also developing plans to build a 3.8km rail tunnel as part of a new Western Rail Link to London Heathrow<sup>4</sup>.

Large infrastructure plans include the renovation of Reading Central's showpiece station, where work is on-going to develop wider transport links along with the M4 "Smartway" plans.

### A strong employment market

The notable rate of growth in Reading is due to the town's strong employment market which is a key driver of demand in the area. It is home to world-leading multinational businesses such as Microsoft, PepsiCo, Oracle, Cisco and BG.

Reading tops the table as the UK's number one tech centre<sup>6</sup> with more than one in five enterprises classed as tech companies. Information and communication also represents a large part of employment in Reading. This means that the town has strong demand from young professionals wishing to rent.

Oxford Economics forecast a 3% rise in total employment in Reading to 2020.

Reading is also home to many prestigious business parks, including Green Park, Thames Valley Park, Reading International, Winnersh Triangle and Arlington Business Park.

### BY TRAIN 26 minutes to London

Maidenhead	14 mins
Oxford	23 mins
London Paddington	26 mins
Guildford	35 mins
Bristol	58 mins

### BY CROSSRAIL (2019) 53 minutes to Bond St

London Paddington	50 mins
Bond Street	53 mins
Liverpool Street	61 mins
Canary Wharf	67 min





## DISCOVER THE BERKELEY DIFFERENCE

### Find out why 98% of our customers would recommend us to a friend

We understand that buying a home is one of the most important decisions you will ever make. When you buy a Berkeley home, you can be safe in the knowledge that it is built to very high standards of quality, has low environmental impact and that you will enjoy an exceptional customer experience.

### Customer service is our priority

When you buy a home from Berkeley, you can look forward to an exceptional customer experience. A dedicated Customer Relation Representative and our Customer Care team will ensure that you always have an expert to talk to about your new home.

### Quality is at the heart of everything we do

Our interiors are always leading edge and encompass a wide range of items other developers count as extras. Our homes all benefit from higher ceilings and impeccable finishes.

At Kennet Island, we offer flooring throughout, stylish kitchens with fully integrated Bosch appliances, bathrooms are fitted with elegant white sanitaryware and the master suites have full height mirrored wardrobes.

### A commitment to creating sustainable communities

Kennet Island is a thriving well established community with a wide range of amenities including a gym, nursery, café and convenience store. Residents also have access to the Hilton Hotel and its restaurant, bar and spa.

### Unparalleled choice of homes in the most sought after locations

Kennet Island is an urban village located in Reading, the UK's best performing economy. Central Reading is only 3 miles away, where there are 26 minute train services to London Paddington.

### Green living and sustainable development is top of our agenda

Our homes have a variety of features so you can reduce environmental impact and live more sustainably, including high levels of insulation, energy efficient heating systems and appliances.

At Kennet Island, we are creating 17 acres of ecological areas, including ponds and reed beds allowing residents to observe a variety of wildlife in its natural habitat.

## CONTACT DETAILS

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