Digital Tech 2017
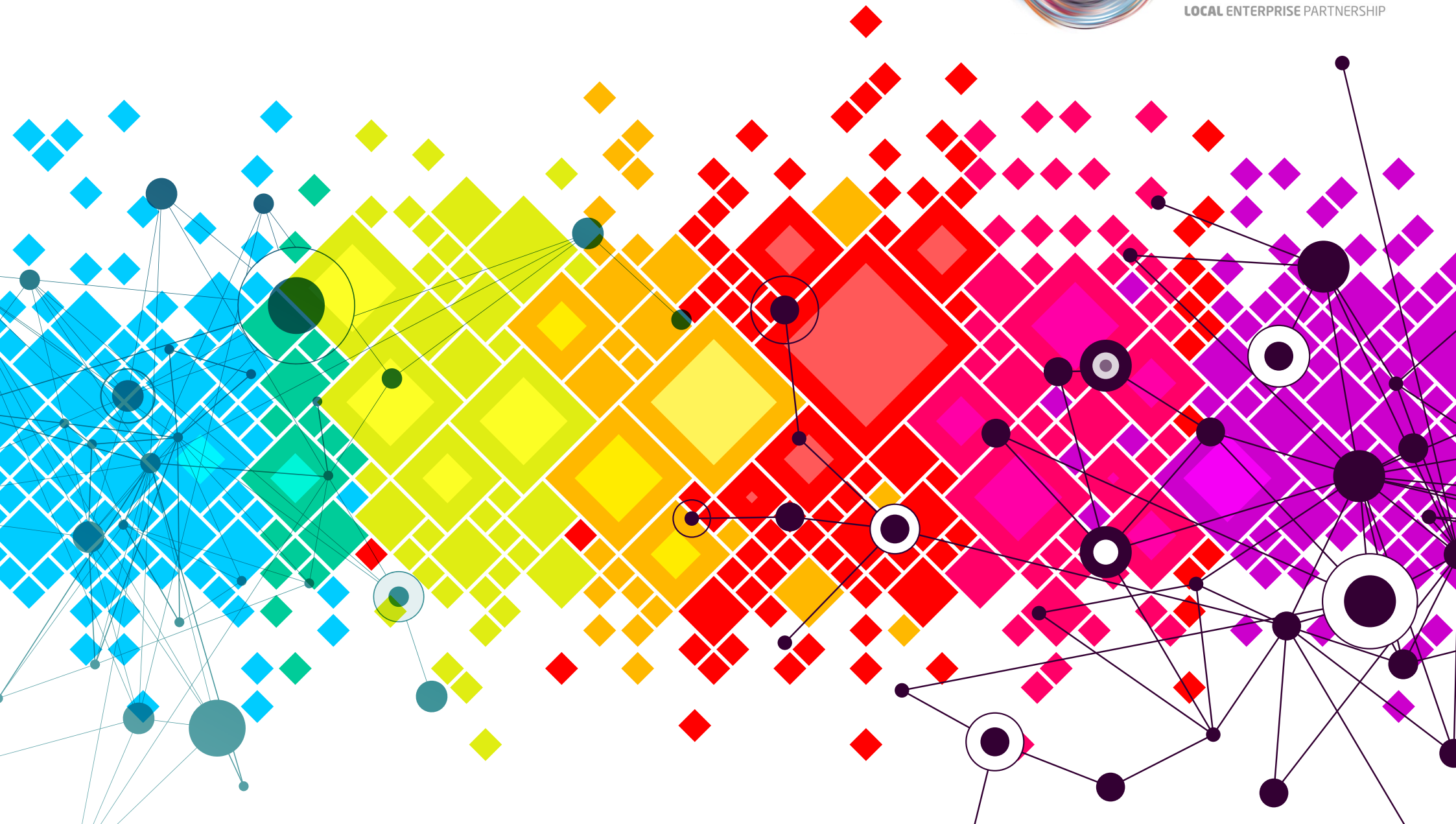
Thames Valley Berkshire

LOCAL ENTERPRISE PARTNERSHIP

Contents

Thames Valley Berkshire

Sitting at the heart of one of Europe's largest tech clusters, Thames Valley Berkshire has long been the location of choice for iconic global market leaders and fast growing ambitious mid-sized firms and more recently, entrepreneurial, disruptive tech start-ups.

And it's easy to see why. Close to, yet cheaper than, London and within easy reach of Heathrow Airport, the locational advantages are second to none.

"Berkshire has the country's largest cluster of digital businesses outside London, contributing about £10bn in annual turnover to a British tech economy valued at £161bn."

Financial Times, 2016

Added to that, the volume of talent in the local labour market (particularly in the areas of data analytics and cloud computing), the advantages of being located close to market-leading tech firms and a growing vibrant networking scene, contribute to the area being recognised as the UK's leading digital tech cluster outside of London.

In terms of living environment, the urban centres of Reading, Slough, Maidenhead and Bracknell have been transformed over recent years and, along with Newbury and Wokingham, offer a wide range of contemporary work spaces, a mix of high quality accommodation options, good nightlife and growing cultural scene.

All of which makes Thames Valley Berkshire the perfect place to locate and grow your business.

Iconic global leaders, inspirational scale-ups and the next big thing

Thames Valley Berkshire is home to iconic global tech leaders, along with an array of exciting new start-ups, young firms and scale-ups.

"Globally recognised as a tech hub, with great connectivity, transport and talent at its heart and we're seeing the region continue to attract international companies, right across the tech eco-system. While multinationals like Microsoft, Oracle and Cisco have long understood the benefits of Reading and home-grown talent like Artesian and Sage People are flourishing, it's great to see this new breed of tech company being attracted here too."

Nick Coote, head of Thames Valley for Lambert Smith Hampton

3

A flavour of who's here
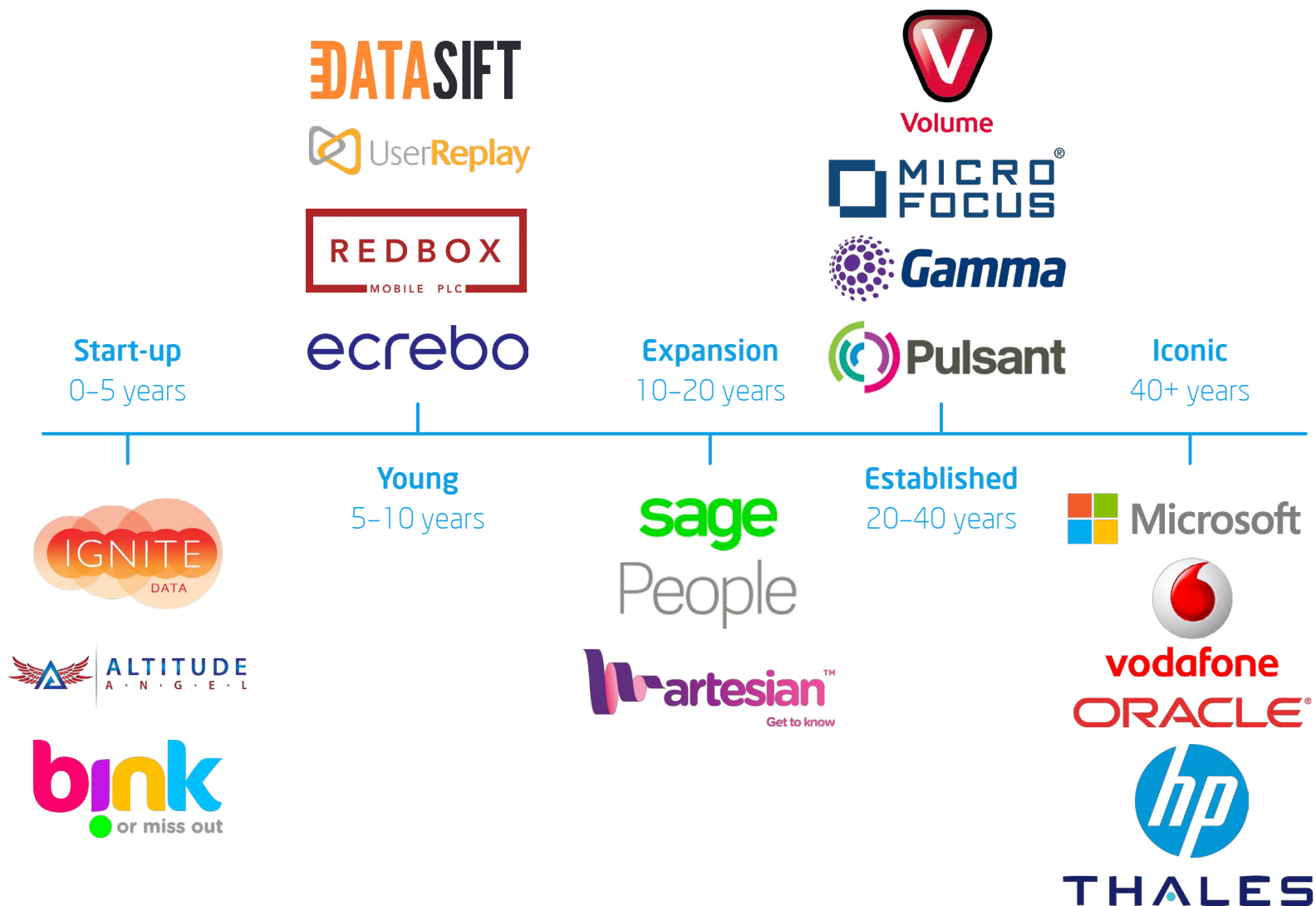
Recently landed

Black Swan, one the UK's most exciting data science start-ups, established a workspace at GROW@GreenPark in 2016.

Founded in 2011 by Steve King and Hugo Amos, Black Swan now has a team of 250 with office locations including New York, Toronto and Budapest.

The company described Reading as "a beneficial location" and said the move was part of its global strategy to collaborate with clients and business partners.

New York Stock Exchange-listed software company MuleSoft expanded its UK operations with the opening of a new office in Reading in 2017.

"The Thames Valley has been compared to Silicon Valley, and the technical talent pool of its inhabitants made Reading the obvious place to begin the next stage of our European growth."

David Wyatt, vice president of EMEA, MuleSoft

Talent

For many companies, the key reason for deciding to locate in Berkshire is the size of the tech talent pool, which is the largest in the UK outside of London.

Since the arrival of American tech giants such as Microsoft and Oracle over 30 years ago, talent has spun out and new companies have formed. Berkshire is now home to nearly 8,000 tech companies and 56,000 tech specialists*.

The current trend of large tech firms down-sizing is creating a rich pool of experienced workers for high tech companies moving into the area.

Many of those in the local labour market have experience of working in international environments. A quarter of the private sector workforce currently work for foreign-owned firms, and others work for UK-owned firms with strong overseas links.

Berkshire is home to the UK's most productive workforce outside of London**

48% of Berkshire residents have a degree level qualification, compared with only 38% nationally**

*DueDil and EMSI Analyst, 2017

**Office for National Statistics, 2017

Talent

Skill	Number of Berkshire-based people with skill
Oracle	13,200
SAP	12,600
Digital marketing	10,000
JAVA	7,300
Microsoft C#	5,200
JavaScript	5,100
Mobile (iOS/Android)	3,500
PHP	3,100
User experience	2,600
Python	2,400

56,300
digital technology specialists within a 25 mile radius

Highest concentration of programmers and developers in the UK

3 times the concentration of digital tech specialists in Berkshire than the national average

1 in 10 jobs in Berkshire are technology roles

Table source: LinkedIN (analysis undertaken by Austin Fraser)

Facts source: EMSI Analyst

Talent

Reading-based Austin Fraser specialise in IT, engineering and life sciences recruitment.

"The Thames Valley tech sector is in the midst of a digital disruption. It is currently transitioning from an industry centred around enterprise development languages, such as .net and Java, inherently used by large corporations, to one with a greater focus on digital. Whilst corporates will remain a huge part of the local ecosystem, a surge of start-ups, preferring to use the more accessible open source and creative technologies, are modernising the Thames Valley tech sector.

"This shift is revolutionising the local talent pool. Not only are people working within a vast spectrum of technologies, but in addition they have strong core commercial awareness and business skills, which makes them perfect for hybrid roles.

"The surge of start-ups has led to exciting infrastructure developments. Four co-working spaces have been developed in the last year, with more planned, in addition to regular meetups, awards ceremonies and events focused around growing the scene in the Thames Valley."

Mark Thomas, Regional Leader South – Digital, Austin Fraser
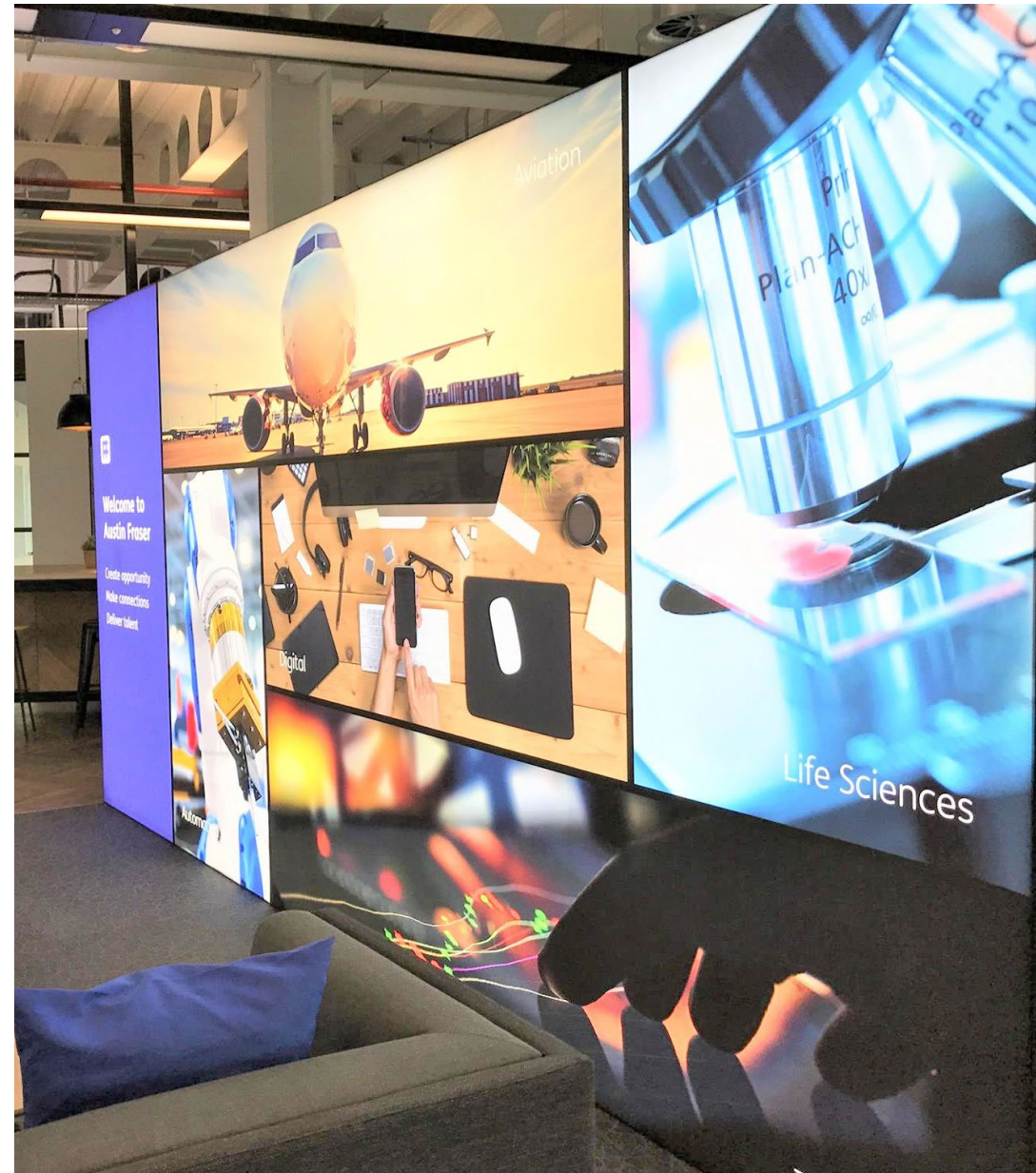
A thriving economy

With the UK's most successful economy outside of London and strong future growth prospects, Berkshire repeatedly tops national economic league tables.

Whilst the digital tech sector dominates the local economy, other sectors with a strong presence include: life sciences & healthcare, energy & environment and defence. Innovation often occurs at the margins.

With some of the highest business start-up and scale-up rates in the country, the strong and evolving local entrepreneurial eco-system provides excellent conditions for ambitious firms to set-up and grow.

Currently boasting the highest concentration of foreign-owned companies in the UK, Berkshire is now home to 450 foreign-owned digital tech companies. The majority (60%) are US or Canadian owned, a quarter are European owned whilst a growing number hail from Asia and the Middle East.

Over 20 major businesses from the US West Coast moved or expanded operations in Berkshire in 2015/16.

"A thriving and economically prosperous region with UK-leading growth forecasts, Reading and the Thames Valley are expected to outperform the rest of the UK until 2019."
EY Region and City Growth Forecast, 2016

Source: DIT Inward Investment team and ONS

The UK's number 1 digital tech cluster

Central Berkshire (Reading) is nationally recognised (by KPMG and Tech City UK) as the UK's number one digital tech cluster.

In TechNation 2017, Tech City UK report that Reading has the highest density of digital tech businesses in the UK – with seven times the national average, far greater than second place Bristol & Bath which has four times the national concentration.

There is a strong and growing culture of entrepreneurialism in the region, evidenced by Reading having the most digital tech start-ups outside of London and the third highest proportion of tech businesses that are classified as 'high growth' out of the UK's top 10 tech clusters.

"Located at the heart of the UK's traditional enterprise and science tech belt, Berkshire has a strong history in digital technology."

Tech City UK

Concentration of digital tech businesses in the UK's top 10 tech clusters

Cluster	Value
Reading	7.3
Bristol & Bath	4.4
Cambridge	1.8
Southampton	1.6
Oxford	1.5
Hull	0.9
Brighton	0.9
London	0.9
Birmingham	0.8
Nottingham	0.8
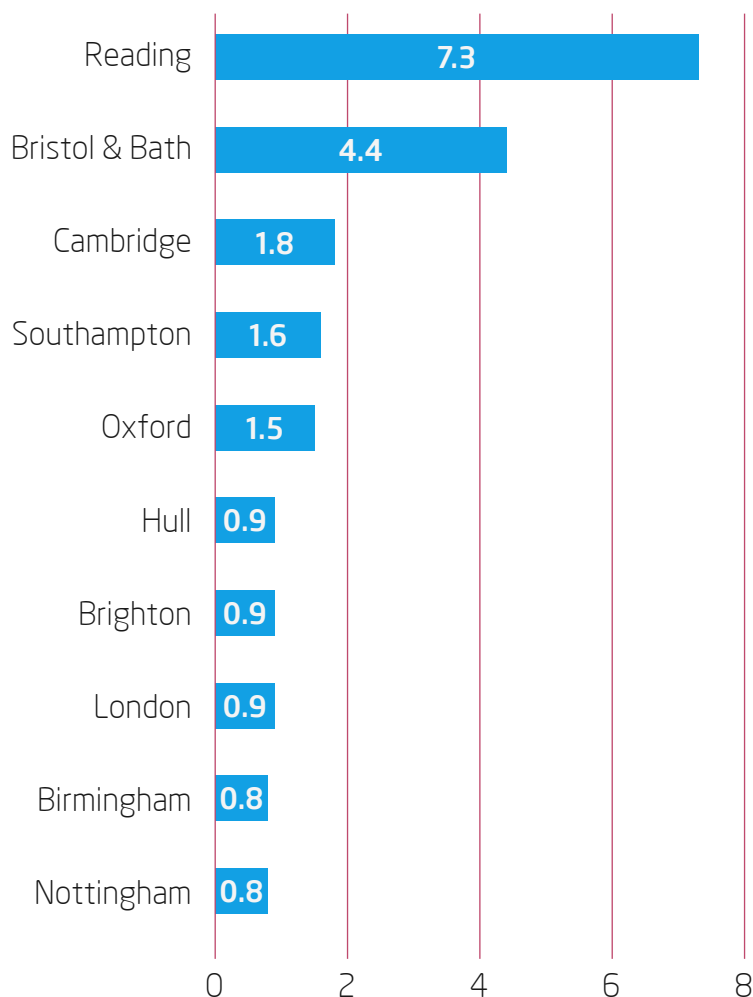
Graph source: TechNation 2017 (UK average=1)

Comparison with the top 10 UK tech clusters

Top ten UK clusters	Concentration of digital tech businesses (1 = UK average)	Number of digital tech specialists	Percent of tech businesses that are high growth	Tech start ups (per year)	Average advertised tech salary	Number of meetups	Office rent (per sq/ft)	Average house price
Reading	7.3	56,300*	18.2%	605	£53,300	3,600	£36	£390,600
Bristol, Bath	4.4	15,200	17.4%	225	£47,100	3,900	£27	£315,500
Cambridge	1.8	17,800**	14.8%	353	£46,700	2,700	£36	£522,800
Southampton	1.6	3,900	10.4%	270	£45,600	n/a	£22	£242,200
Oxford	1.5	18,700***	18.2%	232	£47,800	1,300	£25	£521,700
Hull	0.9	2,900	n/a	72	£34,900	n/a	n/a	£113,300
Brighton	0.9	7,700	18.5%	218	£44,600	n/a	£27	£419,200
London	0.9	311,100	20.0%	7,682	£61,800	21,900	£88	£582,800
Birmingham	0.8	16,300	11.4%	557	£43,700	1,200	£32	£183,700
Nottingham	0.8	7,500	14.7%	241	£44,000	n/a	£20	£136,200

Table source: TechNation 2017

* Data for Berkshire

** Data for Cambridgeshire

*** Data for Oxfordshire

Digital tech in Thames Valley Berkshire – in numbers

7,800
digital tech companies

56,300
digital tech specialists

450
foreign-owned
tech firms

Highest concentration
of tech firms
in the UK

40 minutes from
central Berkshire to
Heathrow Airport

1 hour from
central Berkshire to
central London

600
digital tech start-ups
per year

3,600
digital tech meetups

18%
of digital tech firms
are high-growth

Tech specialisms

Berkshire has particular strengths in six areas:

1. **Data analytics**

2. **Cloud computing**

3. **Data centres**

4. **Cybersecurity**

5. **Telecommunications**

6. **Enterprise software**

Be that in terms of the volume and notability of companies located in the sub-region, research and development activity or collaboration opportunities.

With a vibrant mix of market leaders, new entrants and award-winning companies in each specialist area, there are many opportunities to benefit from agglomeration.

Specialism 1: **Data analytics**

University of Reading research expertise in data science and computational science

University of Reading collaborate with Transport Research Laboratory on Road Infrastructure Analytics

Home to seven of the world's leading
25
big data companies

80
big data/data analytics companies

Institute for Environmental Analytics based at the University of Reading

Cluster of firms specialising in retail/marketing data analytics

splunk>

ORACLE

Microsoft

MAPR

Informatica

DATASIFT

Datameer

BrandView

Qlik

Hewlett Packard Enterprise

talend

BLACK SWAN

Specialism 2: **Cloud computing**

200
cloud computing companies

90
Software as a Service
(SaaS) companies,
the largest number
outside London

University of Oxford,
1 hour from
central Berkshire,
leading UK university for
cloud research

Three of the world's
Top 20 Cloud Companies
have a base in Berkshire:
Appdynamics, Fuze and
Mulesoft

Adobe

AppDynamics

CARBON
BLACK

fuze

MuleSoft

advanced
People. Partnership. Solutions.

Pulsant

Cloud
DISTRIBUTION

DATATEC

Microsoft

Specialism 3: **Data centres**

Slough Trading Estate, owned by SEGRO, is the largest data centre cluster in Europe with 23 facilities on site.

Within close proximity of London, it boasts circa 2 million sq ft of accommodation and fibre-optic connections to Europe and the US. It provides a high security environment, outside of the Central London risk zone, the Thames Valley flood plains and flight paths and has industry-leading security, strong enough for the US Government.

"Businesses today expect and require low-latency and reliability from data centre providers, with zero tolerance for downtime. We chose to build our next data centre on the Slough Trading Estate because it combines low cost availability of ample space and power – needed for our hyper efficient data centres – with rich connectivity.

"Globally, Slough is Europe's leading data centre hub and a major cog in the world's internet infrastructure. For local and international businesses based in London, it's far enough from the city centre for disaster recovery purposes, but close enough to be easily accessible."

Neil Cresswell, CEO of VIRTUS Data Centres

Specialism 4: **Cybersecurity**

120 cybersecurity companies	Home to 5 of the world's top 10 'hottest and innovative' cybersecurity companies
Two cybersecurity unicorns (Tanium and Crowdstrike) located on Green Park Business Park, Reading	World leading security leader Thales Group undertakes R&D at Green Park Business Park, Reading
Three Academic Centres of Excellence in Cyber Security Research within 1 hour of central Berkshire: University of Oxford; the University of Surrey; and Royal Holloway, University of London	Intelligent Systems Research Laboratory at the University of Reading undertakes R&D in: Privacy-by-Co-Design, Trustworthy Internet of Things, Machine Learning and Video Analytics

FORCEPOINT
POWERED BY Raytheon

HERJAVEC GROUP

RSA

FireEye

TANIUM

CROWDSTRIKE

BLACKDUCK

verizon

VERITAS

ARMOR

RAPID7

Symantec

Specialism 4: **Cybersecurity**

Expanding within Thames Valley Berkshire

Fast growing cybersecurity business Carbon Black has pointed to Reading's talent pool as a key reason the firm has set up its EMEA headquarters in the town.

The firm, which launched in 2002 in Boston, Massachusetts, is now moving its Europe, Middle East and Africa (EMEA) headquarters from Maidenhead to a 5,410 sq ft office at The White Building in King's Road, Reading, one of the town's most vibrant modern refurbishments.

"The Thames Valley has always been viewed as a great location and an alternative to London where those who worked there often could not afford to live there."

Carbon Black president for EMEA, Mark Reeves

Growth means Carbon Black, which has 800 staff worldwide, seeks to increase numbers in the Thames Valley office from 35 to 50 by the end of 2017, driven by the new attention being paid to IT security.

CARBON
BLACK

Specialism 5: **Telecommunications**

Home to 3 of
the worlds top 10
telecom companies

600
telecom companies

Cluster of telecom
companies in West Berkshire

Many EMEA and UK
headquarters

R&D at Reading University
(communications, embedded
systems and signals and
systems)

5G Innovation Centre at
the University of Surrey (1
hour from Central Berkshire)
the UK's only research
centre dedicated to the
next generation of mobile
communications

Specialism 6: **Enterprise software**

Home to 4 of
the worlds top 10
largest enterprise
software companies

Berkshire is the UK base
for many fast growing
enterprise software
start-ups

Cluster of firms around
Reading, Bracknell,
Wokingham and Datchet

Many EMEA and UK
headquarters

accesso

Adobe

ca technologies

INSIDE SALES .COM

IRIS

MICRO FOCUS

opentext™

Centrify®

sage

Microsoft

ORACLE®

TANIUM™

Opportunities

In addition to the large talent pool and locational advantages, opportunities arising from locating in Berkshire include:

- Close vicinity to large tech corporates (current or future partners, customers, prospects, source of talent)

- Presence of a large lifescience cluster presenting opportunities in the area of digital health

- Centre of Excellence for energy and environmental research

- A new Smart City project in Reading, Bracknell and Newbury

Smart City – Reading, Bracknell and West Berkshire

A new Internet of Things (IoT) based project, located in Reading, Bracknell and Newbury, will bring together state of the art and emerging transport, environment, energy and assisted living technologies to demonstrate, at a large scale, how the challenges of the modern city can be met.

The project will result in direct benefits to citizens (working and living in a smart environment), local councils and businesses (benefiting from being located in a 'smart town's cluster').

It will deliver a platform for business start-ups and create big data opportunities for younger generations to become involved in developing mobile and web services.

Homegrown success

Wokingham-based Volume has been named one of the '50 hottest UK AI companies'.

Others on the list includes big names such as, Deepmind (acquired by Google), Swiftkey (acquired by Microsoft) and Magic Pony (acquired by Twitter).

Volume's vision has evolved since it was established in 1997 as it strived to become a leader in cognitive – automating the first touch and extending the self-serve cycle using artificial intelligence and machine-learning technologies.

"The world's first conversational AI platform using IBM Watson was created in Thames Valley Berkshire. The AI IP is all in the TVB area. Volume is in the only company globally with three 'With Watson' validated AI applications fit for commercial use."

Chris Sykes, CEO

In March 2017, Sage acquired Fairsail, the UK's fastest growing tech scale-up, for £115m. In the last three years Fairsail grew from 15 to 140 people and £1m to £10m revenue, setting the standard in the Thames Valley and beyond.

"As part of the 50 Game Changer family, we're super proud of what we have achieved so far and we're an example of the potential that remains in this fast-changing region. In less than three years, we've seen ConnectTVT help create a shift in culture, grow confidence, and foster the desire to invest here. Later this year we will be moving from the Reading Enterprise Centre to the new Thames Valley Science Park and look forward to that becoming another centre of innovation and business success in the region."

Adam Hale, EVP at Sage People

Homegrown success

ƎDATASIFT

heathwallace

DataSift is a global leader in Human Data Intelligence, enabling organisations to identify and extract valuable insights from all types of human-generated data in real-time.

"DataSift has been in Reading since we started and our first round of funding came from Finance South East. The University had an Enterprise Centre with brilliant contractual terms that were perfect for a start-up. With the likes of Oracle and Symantec calling Reading home, there's a very large skilled workforce and talent pool while the University means we're connected to the next generation of stars."

Tim Barker, DataSift CEO

HeathWallace delivers engaging digital experiences for some of the biggest global names in financial services and telecommunications.

Established in Reading in 2001, the agency became part of WPP group in 2008. It continues to be headquartered in Reading and is ranked the UK's 37th most successful digital agency (based on fee income from digital activities in the UK).

The tech eco-system

Berkshire's tech eco-system has flourished in recent years.

From the established annual International Technology Conference (run the Thames Valley Chamber of Commerce and hosted by Microsoft) to the Festival of Digital Disruption (run by ConnectTVT), now in its second year, to the abundant, regular MeetUps, there are numerous opportunities for tech companies and professionals at all stages and roles to share ideas and drive innovation.

ConnectTVT sits at the heart of Berkshire's start-up and scale-up tech eco-system. Providing co-working space at GROW@GreenPark, running the Festival of Digital Disruption, Thames Valley Tech Week plus many MeetUp groups, shining a light on 50 local Game Changers plus running events to enthuse the next generation of tech talent (**connecttvt.co.uk**).

In addition, opportunities for knowledge sharing include collaboration with the University of Reading through its Knowledge Transfer Partnership and the Bakery at Slough Trading Estate which links corporate leaders and innovative entrepreneurs.

Festivals and conferences:

- Festival of Digital Disruption

- Thames Valley International Technology Conference

Every year ConnectTVT identifies 50 Game Changers; home-grown fresh and inspiring start-ups and scale-ups identified as leading tech innovation in Berkshire. The latest Game Changers can be viewed here:

connecttvt.co.uk/gamechanger

ConnectTVT

THAMES VALLEY
CHAMBER OF COMMERCE
GROUP

A thriving networking culture

Thames Valley Internet of Things . . . . 1,100 members

GDG Reading and Thames Valley . . . . 1,000 Google developers

Glug Reading . . . . 600 Gluggers

Thames Valley Tech and Digital Community . . . 800 members

Reading Freelancers and Creatives . . . . 1,200 members

Thames Valley IT & Telecomms Forum . . . . . . Forum for senior managers and owners of IT & Telecomms companies

Data Science Reading Meetup . . . . 600 members

Startup Grind . . . . 500 entrepreneurs

The tech talent pipeline

Graduates

Five of Europe's top 20 universities are located within one hour of Thames Valley Berkshire creating a high quality talent pipeline.

The University of Reading is one of the UK's top universities (ranked 27th out of 129 in the 2018 Complete University Guide League Table). Its new Department of Computer Science opened in 2016 and draws on strong industry links built with local tech firms over many years. Local firms are actively involved in teaching programmes, both through student placements and an industrial advisory board.

The department's flexible MSc in Advanced Computer Science, which can be undertaken in modules over 5 years, is popular with computer professionals who wish to broaden and deepen their understanding of computer science and data science whilst working.

More information can be found here:
reading.ac.uk/computer-science

Henley Business School (part of the University of Reading) is consistently ranked among the world's top 50 business schools.

The next generation

UTC Reading delivers computer science and engineering education for 14-19 year olds within a 15 mile radius of Reading. Industry partners include Cisco and Microsoft. It was the first UTC in the UK to be graded 'outstanding'.

ConnectTVT regularly run events and workshops for young people and schools to inspire the next generation of tech talent.

Community organisations including Youth Engagement Slough, HOME Slough and the Cultural Education Partnership are working with 11–19 year olds to equip them with digital skills though coding clubs, digital filmmaking, VR workshops, VFX training and animation.

Workforce development

Berkshire is home to QA, the UK's leading IT training provider with over 1,500 IT and project management courses including app development, cloud computer and IT service management.

Business support

With some of the highest start-up and scale-up rates in the country, Berkshire has a strong business support system for new and growing firms.

The Berkshire Business Growth Hub sits at the centre, helping to maximise the potential of the next generation of tech firms.

600
new tech
start-ups
per year

200
scale-ups
(high-growth
firms)

The Berkshire Business Growth Hub is the local first-stop-shop for business support in Thames Valley Berkshire. It aims to enhance and accelerate business performance and help more businesses to take advantage of national and local support programmes.

berkshirebusinesshub.co.uk

The Thames Valley Berkshire Funding Escalator provides loans and equity to support early-stage SMEs and offers finance to those that have the potential to deliver growth but are unable access finance from traditional sources.

thefsegroup.com/thames-valley-berkshire-funding-escalator

Data sources: TechNation 2017 and the Scale-Up Institute 2016

Town centre regeneration

Berkshire's town centres are changing.

Reading, Bracknell, Maidenhead and Slough town centres are being transformed into exciting, vibrant destinations.

The Lexicon in Bracknell is now open, offering the next generation of shopping and leisure facilities.

Maidenhead's regeneration project is set to crystallise in 2017 with major elements, including the waterways scheme, set for completion.

Meanwhile, the £400m Heart of Slough project to redevelop the town centre is underway. 2017 saw the opening of the The Curve, Slough's new cultural hub and the Porter Building, which will offer a fresh and dynamic environment next to Slough Station.

The revitalisation of Reading Station has been the catalyst for major redevelopment in Reading as a whole. Recent developments include the Thames Valley Science Park, Thames Tower and the White Building. Whilst Royal Elm Park, a £500m landmark development adjacent to Reading Football Club's Madejski Stadium has been granted planning permission. The development will include a world-class convention centre, new homes, public space and a mix of high quality retail, leisure and hotel space.

Occupier opportunities

The new landmark office buildings opening across Berkshire, along with the Thames Valley Science Park, and a big increase in co-working spaces make it an exciting time in the Berkshire property market.

Added to the strong business park offer, there are increasing options for all sizes and types of firms looking to locate here.

A selection of the new offices are profiled on the following pages.

Links to comprehensive information about property options across Berkshire:

Slough
sloughmeansbusiness.tractivity.co.uk

Reading
livingreading.co.uk/move-to-reading/relocate-your-business
readingukmagazine.com

Bracknell
bracknell-forest.gov.uk/business-information/commercial-property/commercial-lettings

Royal Borough of Windsor and Maidenhead
investwindsorandmaidenhead.co.uk/property-search

Wokingham
wokingham.gov.uk/business-and-licensing/business-and-growth/commercial-property

Thames Tower and Thames Valley Science Park

Thames Tower

A 15-storey office development in Reading town centre, opened in June 2017. Features 16,722 sq/m of space, consisting of co-working areas, allowing occupiers to collaborate on projects.

The Thames Valley Science Park

TVSP, owned and developed by the University of Reading, is a lively, developing community of ambitious, knowledge-based companies just off the M4 corridor at Reading, close to Heathrow Airport and part of the London City Region.

thamesvalley.co.uk/blog/local-partners-launch-commercial-opportunity-document-thames-valley-science-park

The Porter Building and The White Building

The Porter Building

Located next to Slough Station, The Porter Building offers a fresh and dynamic work environment that meets the growing demand for high quality, well connected office buildings for the next generation of occupiers in the Thames Valley. The building features a 4,300 sq ft restaurant and café which spills onto the pavement in front of the station.

The White Building

Shaped by a commitment to create the most inspirational modern workplace in Reading. Bang in the city's urban heart, it will mix pizazz and practical workspace to suit innovative and successful companies of all kinds.

A total of 93,145 sq ft is available, in open areas of 6,000 sq ft and upwards. This makes it ideal for brand agencies, software engineers, accountants, lawyers and everything in between.

Collaborative spaces

Berkshire has experienced a growth in the number of vibrant collaborative spaces in recent years, from co-working spaces to incubators and accelerators. A selection are listed below.

GROW@GreenPark
growgreenpark.spaces.nexudus.com

rLab – Reading Hackspace
rlab.org.uk

Work.Life Reading
work.life/reading

MyWorkSpot Maidenhead
myworkspotuk.com

The Workery – Maidenhead
rbwm.communitydatabase.co.uk/scvs/NewsView.php?ref=383

Spaces – Reading
spacesworks.com/reading/greyfriars-road

Desk Cowork – Newbury
deskcowork.co.uk/locations/newbury

The Enterprise Centre

The Enterprise Centre at the University of Reading provides innovative and growth-orientated businesses with ambition to grow, and direct access to the University's research and enterprise expertise.
tvsp.co.uk

The Bakery

The Bakery at Slough Trading Estate provides the opportunity for corporate leaders to work with some of the world's most innovative entrepreneurs.

The Bakery seeks out transformational solutions from entrepreneurial innovators and applies them to solving big business challenges.
thebakery.com/slough

World-class connectivity

Central Berkshire is only 40 minutes away from Heathrow Airport.
One of the worlds busiest airports, with flights to 194 international destinations, including 23 US cities.

The opening of the new Elizabeth line service (Crossrail) in 2019 will reduce journey times to London's Tech City (Liverpool Street Station)

Central London is less than an hour away from all of Berkshire's urban hubs

"With the proximity of Heathrow Airport, its high-speed connections into Paddington and the building of Crossrail, Berkshire provides all the essentials for a hyper-mobile, international company like Microsoft"

Microsoft

World-class connectivity

Flight times from Heathrow Airport

San Jose
11 hours

New York
8 hours

Berlin
1 hour 50 mins

Paris
1 hour 20 mins

Beijing
10 hours

First-class connectivity

Location	London	Heathrow	Oxford	Bristol	Manchester	Birmingham
Drive times						
Slough	1 hr 15 mins	14 mins	1 hr 3 mins	1 hr 51 mins	3 hrs 10 mins	1 hr 40 mins
Reading	1 hr 25 mins	34 mins	49 mins	1 hr 34 mins	3 hrs 20 mins	1 hr 50 mins
Maidenhead	1 hr 9 mins	20 mins	57 mins	1 hr 47 mins	3 hrs	1 hr 40 mins
Windsor	1 hr 5 mins	15 mins	1 hr 2 mins	1 hr 49 mins	3 hrs 10 mins	1 hr 40 mins
Wokingham	1 hr 21 mins	30 mins	1 hr 2 mins	1 hr 40 mins	3 hrs 10 mins	1 hr 50 mins
Newbury	1 hr 35 mins	49 mins	38 mins	1 hr 15 mins	3 hrs	1 hr 40 mins
Bracknell	1 hr 18 mins	28 mins	1 hr	1 hr 41 mins	3 hrs 10 mins	1 hr 40 mins
Train times						
Slough	18 mins	33 mins	40 mins	1 hr 28 mins	3 hrs 11 mins	2 hrs 11 mins
Reading	25 mins	56 mins	22 mins	53 mins	3 hrs 11 mins	1 hr 33 mins
Maidenhead	22 mins	46 mins	52 mins	1 hr 19 mins	3 hrs 16 mins	2 hr 6 mins
Windsor	27 mins	53 mins	53 mins	1 hr 42 mins	3 hrs 21 mins	2 hrs 28 mins
Wokingham	43 mins	1 hr 17 mins	44 mins	1 hr 16 mins	3 hrs 38 mins	2 hrs
Newbury	49 mins	1 hr 20 mins	1 hr 5 mins	1 hr 33 mins	3 hrs 50 mins	2 hrs 15 mins
Bracknell	54 mins	1 hr 27 mins	53 mins	1 hr 28 mins	3 hrs 48 mins	2 hrs 10 mins

Living in Berkshire

Berkshire is a great place to live. A mix of vibrant urban areas, stunning countryside and the River Thames provides something for all.

For families, Berkshire is home to many excellent state and private schools, including the world renowned Eton College, Wellington College and St George's Ascot. Top rated state-funded schools include the Downs School and Charters School.

In addition, two international schools are located just outside Berkshire – ACS Egham in Surrey and the European School Culham in Oxfordshire.

Schools in Reading and Slough perform particularly well in terms of exam results. Reading has the highest proportion of school pupils going on to Oxford or Cambridge University (6%) in the country.

Windsor Castle, Legoland, Beale Park and the Lookout Discovery provide fantastic local family days out. Whilst the numerous attractions of London are only a short train ride away.

In terms of shopping, The Oracle, Reading's premier shopping destination is home to 100 shops, a 10 screen Vue cinema and a wide range of restaurants. Whilst in Windsor, Windsor Royal Shopping provides an array of boutique shops.

High quality restaurants serving a wide range of cuisines can be found across Berkshire. At the top end, the village of Bray has two of the UK's four three-Michelin-starred restaurants, The Fat Duck and the Waterside Inn.

Living in Berkshire

Berkshire has a growing cultural and night-time scene. Along with the long-established annual Reading Festival, which attracts around 90,000 music fans from across the country every August, and the annual Eat Reading, the Reading Fringe Festival and the Blue Collar Festival attract visitors of all ages.

Just over the border in Buckinghamshire, the Henley Festival is a boutique festival celebrating the best of UK and international music and arts at a quintessential British location.

Across Berkshire there are a number of theatres, comedy clubs and music venues offering a wide range of entertainment.

And sports, not just football but rugby, hockey and ice hockey all take place at a professional level across Berkshire.

Horseracing at Royal Ascot, Windsor and Newbury are popular days out, along with the Henley Regatta.

Relocation support

Thames Valley Chamber of Commerce provides businesses with inward investment support and services to both existing and new UK and Foreign Owned Companies looking to invest in the Thames Valley.

It continually supports businesses and works in partnership with the Department for International Trade (DIT) and three Local Economic Partnerships (LEPs) offering a comprehensive range of commercial partners and resident business community links.

Visit the Thames Valley Inward Investment Portal
thamesvalley.co.uk/getting-started

More information about the benefits of locating within different parts of Berkshire can be found on the following local government websites:

Bracknell Forest
bracknell-forest.gov.uk/business-information/ bracknell-forest-business/bracknell-forest- smarter-choice

Reading
livingreading.co.uk/invest

Slough
sloughmeansbusiness.co.uk

West Berkshire
info.westberks.gov.uk/businesssupport

Royal Borough of Windsor and Maidenhead
investwindsorandmaidenhead.co.uk

Wokingham
wokingham.gov.uk/business-and-licensing/ business-and-growth/business-start-up-and- training

Salary guide (by thousand pounds per annum)

	Thames Valley			London		
	Junior	Mid-level	Senior	Junior	Mid-level	Senior
.Net Developer	25 – 32	32 – 50	50 – 70	25 – 35	35 – 52	52 – 75
iOS Developer	30 – 35	40 – 50	55 – 70	30 – 35	45 – 55	55 – 80
Java Developer	25 – 32	32 – 50	50 – 70	25 – 35	35 – 55	55 – 80
Python Developer	30 – 35	40 – 55	60 – 80	35 – 45	45 – 60	60 – 85
PHP Developer	25 – 35	35 – 45	50 – 70	25 – 35	35 – 50	50 – 80
Front End (UI) Developer	20 – 30	30 – 40	45 – 55	25 – 35	35 – 45	50 – 65
JavaScript Developer	30 – 35	35 – 55	55 – 80	30 – 40	40 – 60	60 – 85
UX Consultant	30 – 35	40 – 45	55 – 60	30 – 40	40 – 60	60 – 85
UI/Visual Designer	25 – 30	30 – 40	40 – 60	30 – 35	40 – 50	55 – 60
DevOps Engineer	28 – 34	34 – 55	55 – 75	45 – 50	50 – 65	65 – 85
QA Tester	25 – 30	30 – 40	40 – 60	25 – 30	30 – 45	45 – 60
Project Manager (Digital/Software)	30 – 35	40 – 50	50 – 65	30 – 35	40 – 50	55 – 70
Digital Marketer	25 – 30	35 – 45	50 – 65	30 – 35	40 – 50	55 – 70
Service Desk Analyst	19 – 23	22 – 28	26 – 32	20 – 25	25 – 30	30 – 35
Desktop Support	20 – 25	24 – 28	28 – 32	25 – 27	27 – 30	30 – 35
Infrastructure Engineer	30 – 35	35 – 42	42 – 60	40 – 45	45 – 55	55 – 70
Network Engineer	28 – 34	34 – 46	46 – 62	40 – 45	45 – 55	55 – 70
Voice Engineer	25 – 32	32 – 40	40 – 55	40 – 45	45 – 55	55 – 70
Database Administrator	30 – 36	36 – 46	46 – 60	35 – 40	40 – 50	50 – 65
SQL Server BI Developer	30 – 35	35 – 45	45 – 60	35 – 40	40 – 50	50 – 65
Business Analyst	25 – 35	35 – 45	45 – 65	28 – 38	38 – 50	50 – 70
Project Manager (Infrastructure)	28 – 35	35 – 48	48 – 60	45 – 50	50 – 55	55 – 70

AUSTIN FRASER

Table data provided by Austin Fraser

Thames Valley Berkshire

LOCAL ENTERPRISE PARTNERSHIP

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