

# WOKINGHAM



DEVELOPING  
**TWO NEW SCHEMES**  
**TO REALISE** THE TOWNS  
POTENTIAL



**ELMS FIELD**  
**&**  
**PEACH PLACE**



## WHY CHOOSE WOKINGHAM

01

IT'S BEEN RECENTLY VOTED THE **BEST PLACE** IN THE UK TO RAISE A FAMILY, WITH A VERY **AFFLUENT CATCHMENT** DEMOGRAPHIC.

# 169K

CORE CATCHMENT  
POPULATION



02

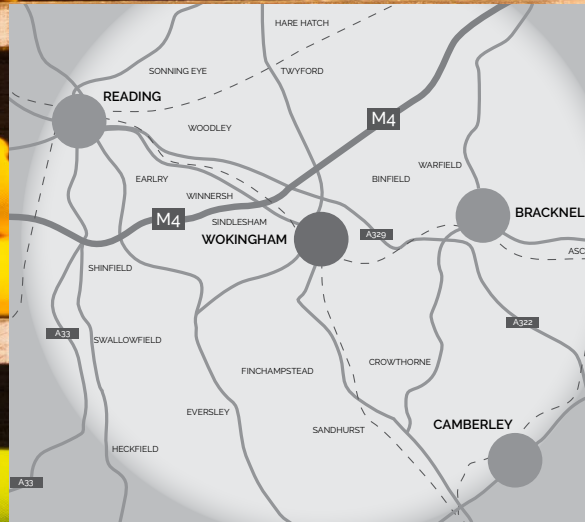
WOKINGHAM

WOKINGHAM - IS A CLASSIC ENGLISH MARKET TOWN, AND NO STRANGER TO AWARDS & ACCOLADES FOR ITS SCHOOLS AND TRANSPORT CONNECTIONS, ALONG WITH ITS LOW CRIME RATES IT HAS FREQUENTLY TOPPED LISTS FOR FAMILY-FRIENDLY LOCATIONS.

AUTHORS OF THE SUNDAY TIMES BEST PLACES TO LIVE IN BRITAIN SURVEY STATED; WOKINGHAM "TICKS JUST ABOUT EVERY MIDDLE-CLASS BOX" AND THERE IS "PLENTY OF GREENERY WITH PINE FORESTS AND COUNTRY PARKS NEARBY".

WITH ACCESS TO SURROUNDING M4 TOWNS, ALONG WITH EXISTING SOUTH WEST & FIRST GREAT WESTERN TRAIN SERVICES TO LONDON, SOON TO BE AUGMENTED BY CROSSRAIL, HAS HELPED ESTABLISH AN AFFLUENT POPULATION, WITH A COLLECTIVE DEMAND FOR NEW SHOPS & AN APPETITE FOR RESTAURANTS, TO SIT ALONGSIDE SOME STRONG, WELL PERFORMING BRANDS ALREADY IN THE TOWN.

# ON THE MAP



WOKINGHAM IS WELL CONNECTED AND EASILY ACCESSIBLE TO SHOPPERS CREATING AN EXTENSIVE CATCHMENT AREA

The map shows Wokingham's 2018 catchment areas. Reading to the north west, Bracknell to the east and Camberley to the south east, all fall within an eight mile radius.

THE CATCHMENT ALIGNS WELL TO THE TWO DEVELOPMENTS WITH THEIR PROPOSED MIX OF RETAIL, CATERING AND LEISURE BRANDS.

**£1.8BN**  
TOTAL CATCHMENT EXPENDITURE

**13K**  
HOUSEHOLD SPEND ON RETAIL PER ANNUM

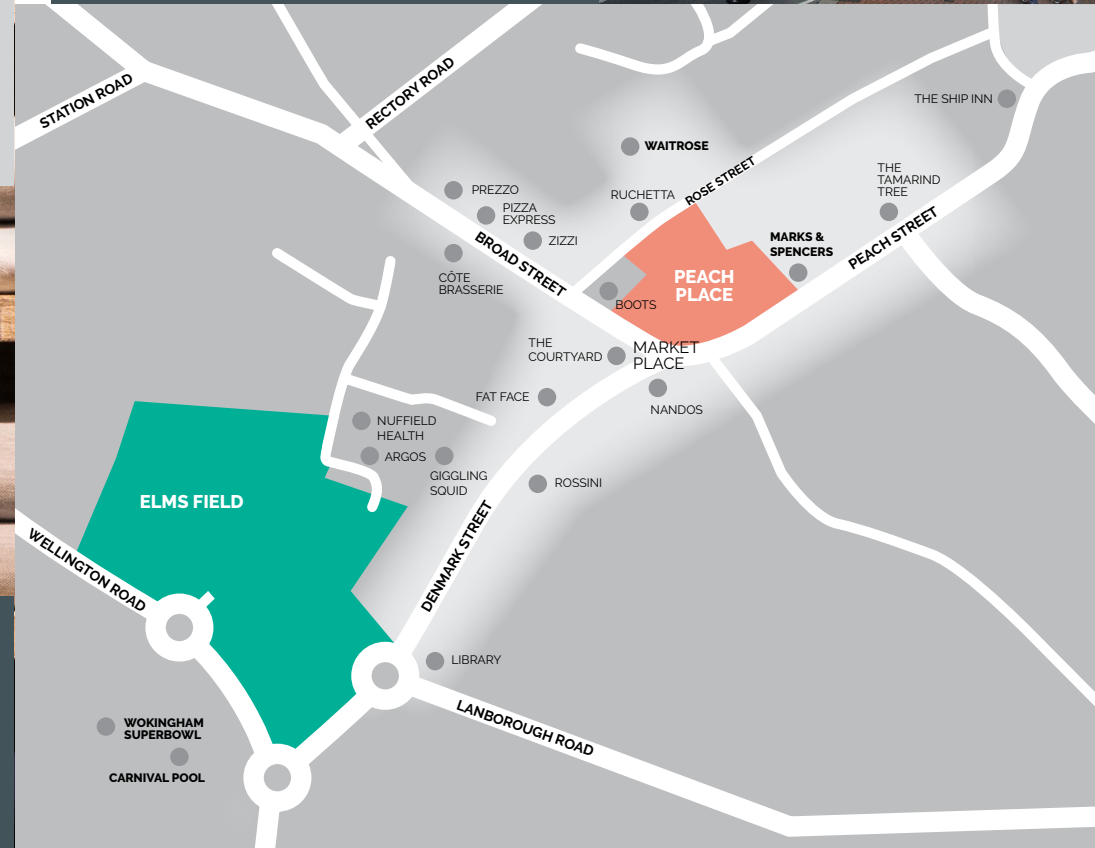


Wokingham has two strategic, significant residential development zones:

- North Wokingham = circa 1500 homes
- South Wokingham = circa 2500 homes
- Both also include new primary schools, roads, leisure facilities and public green spaces

With over 10,000 new homes planned across the Borough by 2026.

The two schemes are located in the heart of Wokingham town centre and are situated minutes from existing high street retailers, eateries and leisure venues.



WOKINGHAM HAS AN **EXTREMELY AFFLUENT POPULATION** WITH AFFLUENT ACHIEVERS AND RISING PROSPERITY COMPRISING 67% OF THE CATCHMENT.

Total retail spend is very high in Wokingham compared to the UK with expenditure exceeding the regional and national average across all product categories.

05



**£22.7M**

CATERING  
EXPENDITURE  
PER ANNUM

**21% ABOVE  
UK AVERAGE**



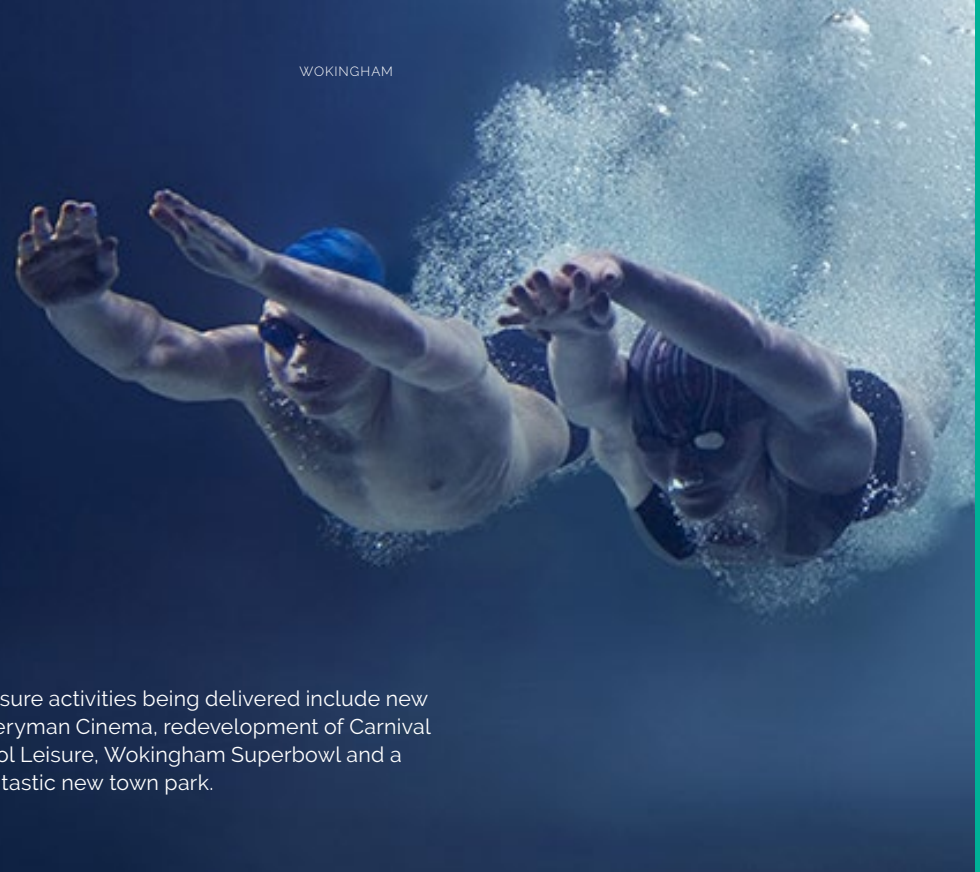
**£77.8M**

COMPARISON  
GOODS

**25% ABOVE  
UK AVERAGE**

06

WOKINGHAM



Leisure activities being delivered include new Everyman Cinema, redevelopment of Carnival Pool Leisure, Wokingham Superbowl and a fantastic new town park.





# ELMS FIELD

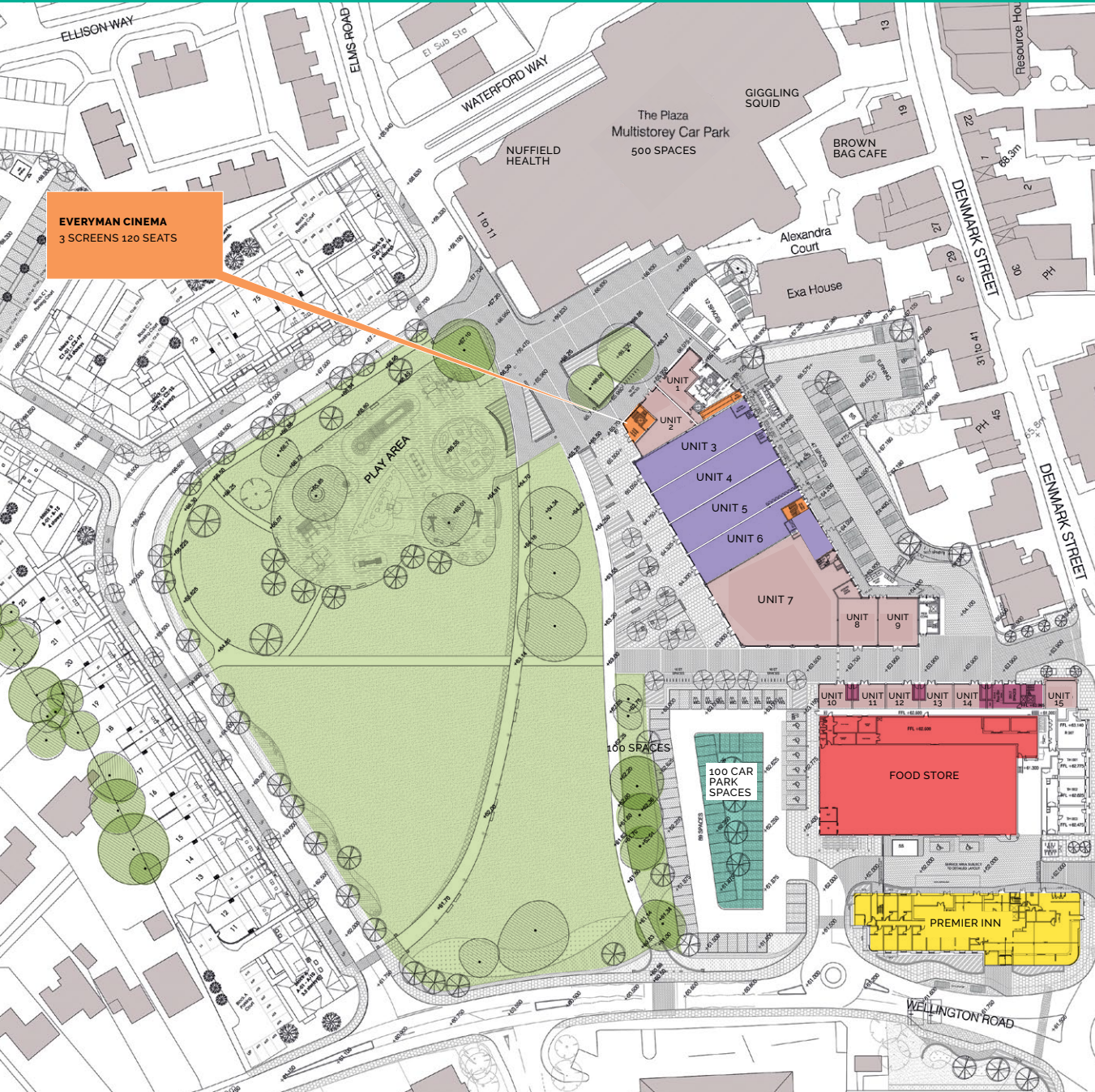
WOKINGHAM

RETAIL, RESTAURANTS & LEISURE



Elms Field development, named after the existing, green space, which has been dramatically enhanced and relandscaped, situated in the heart of the town, will offer a new **Premier Inn** hotel alongside an **Everyman Cinema** plus a range of shops, restaurants and new food store.





### GROUND FLOOR PLAN

Unit	GIA(Sq.m)	GIA(Sq.ft)	Unit type
01	81	872	Retail
02	121	1305	Retail
03	264	2845	Restaurant
04	277	2984	Restaurant
05	284	3057	Restaurant
06	239	2572	Restaurant
07	703	7572	Retail
08	119	1276	Retail
09	120	1294	Retail
10	46	492	Retail
11	45	483	Retail
12	45	483	Retail
13	45	483	Retail
14	45	483	Retail
15	45	483	Retail

**MAP KEY**

- A1 - RETAIL
- A3 - RESTAURANT



# PEACH PLACE

WOKINGHAM

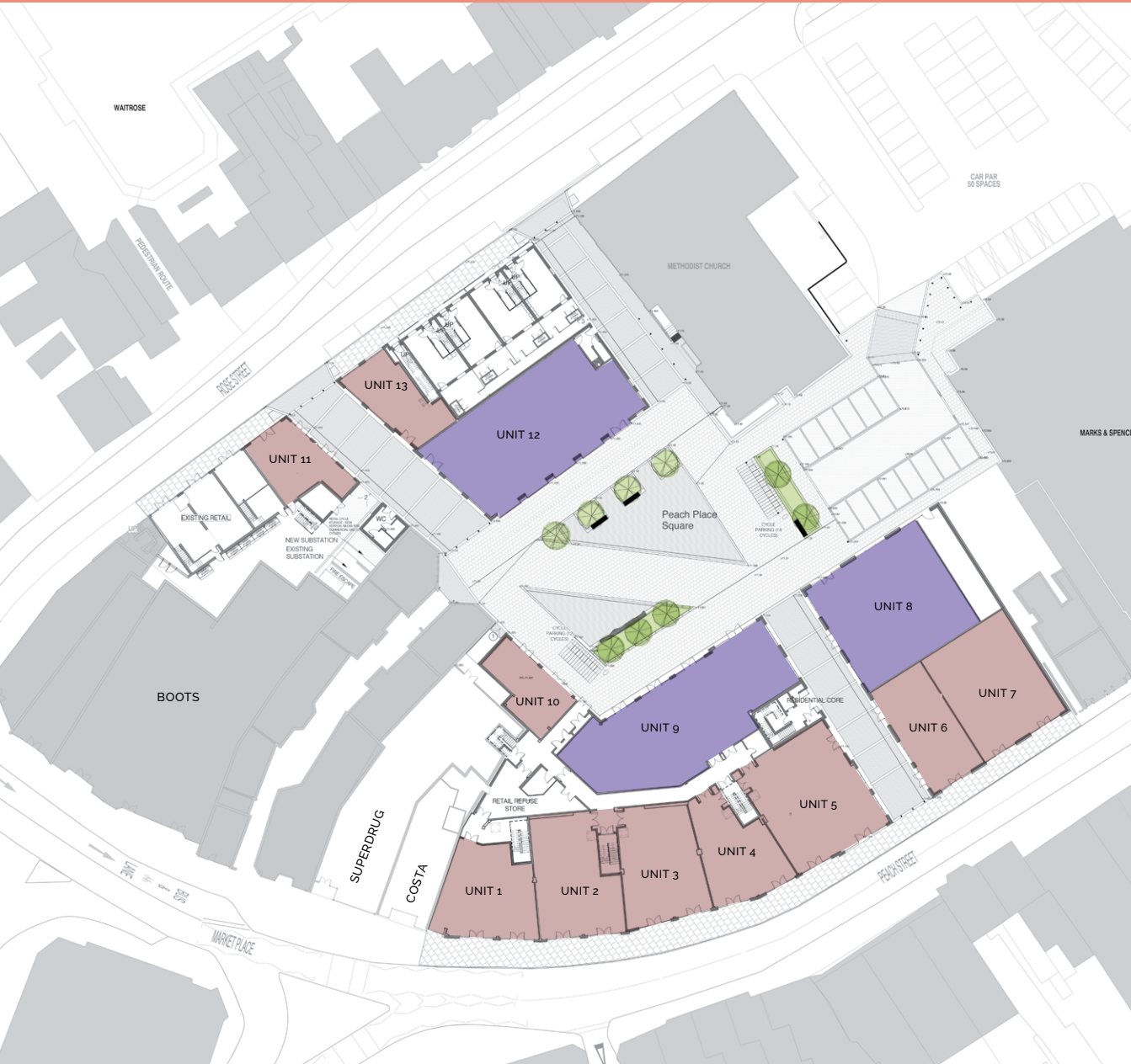
RESTAURANTS & RETAIL





**Peach Place** follows the street-scape of the town centre and high street, creating a run of prominent shop fronts. The **new piazza** with three restaurant units and small boutiques also connects to Rose Street and then on to **Waitrose**.





### GROUND FLOOR PLAN

### FIRST FLOOR PLAN

Unit	GIA(Sq.m)	GIA(Sq.m)	UNIT TYPE
01	180 sqm	48 sqm	Retail
02	159 sqm	61 sqm	Retail
03	156 sqm	65 sqm	Retail
04	120 sqm	36 sqm	Retail
05	215 sqm	87 sqm	Retail
06	124 sqm	172 sqm	Retail
07	200 sqm	282 sqm	Retail
08	274 sqm	158 sqm	Restaurant
09	336 sqm	None	Restaurant
10	74 sqm	None	Retail
11	80 sqm	None	Retail
12	340 sqm	None	Restaurant
13	84 sqm	None	Retail

MAP KEY

- A1 - RETAIL
- A3 - RESTAURANT

# WOKINGHAM IS CHANGING

21

22

RESIDENTIAL

Wokingham's many advantages have not passed residential developers by & the town has a number of well considered developments planned & on-site, further increasing the primary catchment for the new retail, leisure & restaurant offer.



DEVELOPERS



FOR RETAIL & LEISURE  
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DEVELOPMENT MANAGERS

