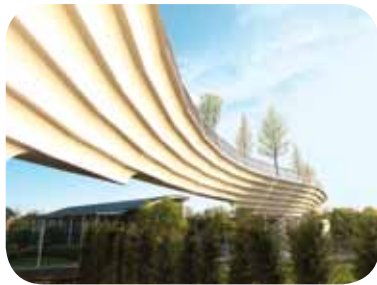
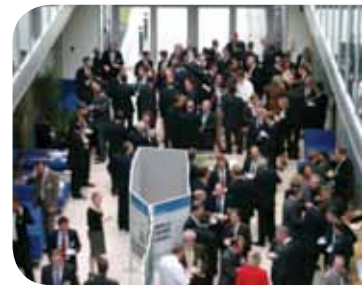


# THAMES VALLEY PROPERTY FORUM 2010 RE-DEFINING THE THAMES VALLEY

HOW WILL TECHNOLOGY, INNOVATION AND PROPERTY GENERATE NEW GROWTH  
AND HELP TO RE-DEFINE AND CREATE A NEW VOICE FOR THE THAMES VALLEY?

Thursday 9th September 2010  
Reading Holiday Inn, IQ Winnersh



# INTRODUCTION

## Welcome to TVPF 2010!

TVPF 2010 will be the fourth in the successful series of public/private sector Thames Valley Property Forums that have been held under the UK Property Forum umbrella since 2004. Enabled by Battle Associates, the aim is to bring some of the key drivers in the Thames Valley, technology innovation and property, into the centre stage and understand how it will influence occupiers, communities, business, property developers and investors. As part of the agenda, TVPF will use the assembled conference delegates and speakers to help define what the drivers for the Thames Valley are and also identify who could be the 'new' voice for the Thames Valley as we enter a new period of political and economic change.

I am also pleased to announce that we will have a follow up mini-event on Tuesday, 9th November (PM) which will be a Focus on Reading. Hosted at the new Yell Group HQ in Reading at One Reading Central, it will be an excellent opportunity to see and understand what drove the move to the new premises by the people who made the decisions and also have an overview of Reading schemes such as the Pinnacle building. I am keen to keep the momentum going for the Thames Valley and will also be sending details about the next conference and Membership for TVPF in the New Year.

As the agenda moves towards the establishment of a new Thames Valley region, rather than the previous 'City' focused agenda, I am hopeful that we can begin to establish a sense of community and shared sense of values for the region which builds upon this strategic shift.

**Matthew Battle, Conference Enabler and Moderator**

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# CONFERENCE PROGRAMME DETAILS

8.00 **Arrivals and Pop-Up Exhibition Opens**  
Tea/Coffee Served with Croissants/Pastries

9.00-9.05 **Conference Introduction**  
Matthew Battle, Chairman, UK Property Forum

9.05-10.00 **The 2010 Thames Valley Forum**

What is the future role of the Thames Valley in the context of a changing UK government and the constant global pressures on business? Is it true to say that without a clear voice the Thames Valley will become another 'lost' European trade region as the economic pressures grow?

**Key Note:**  
**David Smith**, Economic Editor and Assistant Editor,  
The Sunday Times  
**Chair:**  
**Matthew Battle**, Chair UK Property Forum and Director, Ibex

**Panel:**  
**Mark Sherwood**, Head of Investment, Vail Williams LLP  
**Gareth Osborn**, Director Thames Valley, SEGRO  
**Steve Rankin**, Regional Director Thames Valley, CBI  
**Nigel Baker**, Senior Director Real Estate & Facilities EMEA, Microsoft Corp and President, CoreNet Global UK

10.00-10.45 **Thames Valley Occupation**

Will technology and innovation drive future growth in the Thames Valley? What will be the effects for the property sector and how will this change the demand for new space amongst occupiers and end users?

**Chair:**  
**Ian Rudland**, CEO, Vail Williams LLP  
**Speaker:**  
**Tim Caiger**, VP Real Estate & Facilities, Oracle Corporation

**Panel:**  
**Matthew Wylie**, Director EMEA Real Estate HP Enterprise Service and Chair, CoreNet Thames Valley Branch  
**Greg Skyrme**, Director of Property & FM, Centrica plc  
**David Wright**, Director, Corporate Real Estate Partners

10.45-11.15 **Coffee & Break**

11.15-12.00 **Living on the Edge**

How Bucks is re-defining the boundaries of the Thames Valley and driving new investment into developments such as Handy Cross at High Wycombe. Is it time to re-define what constitutes the make up of the Thames Valley and create a geographical image of the region and understand the value of its relationships with adjoining economic regions?

**Chair:**  
**Matthew Battle**, Chair, UK Property Forum and Director, Ibex  
**Speakers:**  
**Adrian Brown**, Vice Chair, Aylesbury Vale Advantage  
**Michael Garvey**, Vice Chair, WISER

**Panel:**  
**Charles Brocklehurst**, Head of Property Services, Wycombe District Council  
**Richard Harrington**, Chief Executive, Aylesbury Vale Advantage  
**Nigel Brooke**, Corporate Director Services, Aylesbury Vale Advantage

12.00-12.30 **Open Conference Debate**

Round table discussion and feedback from the floor, Q&A Session with Delegates

12.30-14.00 **Hot Lunch Served**  
All facilities and food will be served within the one location of the Holiday Inn Reading. Visit Winnersh IQ with SEGRO.

14:00-14.45 **New Directions**

What drives the whole transport debate in the Thames Valley? How has the cancellation of the Heathrow Third Runway effected growth and changed priorities and is the Crossrail project the answer to the travel conundrum?

**Chair:**  
**Matthew Battle**, Chair, UK Property Forum and Director, Ibex  
**Speakers:**  
**Scott Witchells**, Partner, Peter Brett Associates  
**Brendon Walsh**, Director Property & Regeneration, Ealing Council

**Panel Discussion**

14:45-15.30 **Thames Valley Showcase**

Developing the Next Big Thing: What will be the shape of new business parks developments and what will investors require to create successful schemes in the Thames Valley?

**Chair:**  
**Damian Wild**, Editor, Estates Gazette  
**Speakers:**  
**Kate Dean**, Regional Director, Offices Thames Valley, SEGRO  
**Simon Hope**, Special Project Manager, Basingstoke & Deane Borough Council

**Panel Discussion**

15.30 **Conference Sum-up. Tea & Coffee and Networking**

16.30 **Conference & Exhibition Close**

# DELEGATE LIST (correct 03/09/10)

Robert Whittle, Amec Entec  
Conor O'Bryan, APS Chartered Surveyors  
Matthew Goodwin, Arcadis  
Adrian Brown, Aylesbury Vale Advantage  
Richard Harrington, Aylesbury Vale Advantage  
Nigel Brooke, Aylesbury Vale District Council  
Mark Wathen, Aylesbury Vale District Council  
Andrew Grant, Aylesbury Vale District Council  
Tracey Aldworth, Aylesbury Vale District Council  
Graham Cole, Aylesbury Vale Estates  
Andrea Lee, B Legal  
Robin Meakins, Barton Wilmore  
Alyson Jones, Barton Wilmore  
Nick Paterson-Neild, Barton Wilmore  
Eduardo Hernadez, Basingstoke & Deane BC  
Simon Hope, Basingstoke & Deane BC  
Amy Battle, Battle Associates  
Matthew Battle, Battle Associates  
Kate Battle, Battle Associates  
Simon Dimmick, Blandy & Blandy LLP  
Jane Gunnell, Blandy & Blandy LLP  
Karon Jones, Blandy & Blandy LLP  
Tim Young, BNP Paribas  
Mark Appleton, Boyes Turner  
Derek Ching, Boyes Turner  
David Anderson, Broadway Malyan  
John Danahy, Burges Salmon  
Craig Bellamy, BW Interiors  
Jerry Muscroft, Capita Symonds  
Jackie Sadek, CBRE  
Greg Skyrme, Centrica  
Richard Blackburn, circlesquare  
Tim Read, Clifton Ingram  
Jo Mandorlo, Coleman Bennett International  
Ian Selby, College for Estate Management  
Tom Gaynor, Commercial Estates Group  
Steve Rankin, Confederation of British Industry (CBI)  
David Wright, Corporate Property Advisors  
Charles Dady, Cushman & Wakefield  
Ben Stirk, Cushman & Wakefield  
Laura Boardman, Dunbar & Boardman  
Jim Bailey, DWP Planning  
Nicky Oliver, E3 Consulting  
Amy Irvine, E3 Consulting  
Brendon Walsh, Ealing Council  
Helen Roxborough, EGTV  
Damian Wild, Estates Gazette  
Jonathan Hamer, Estates Gazette  
Erik Ruane, Europa Capital  
Ben Fawcett, Event Technical Support & Logistics  
Stuart Bedford, Exton Estates  
James Mawson, Exton Estates  
Sue Brown, FD Thamesis  
Vicki Wallin, FD Thamesis  
Marcus Francis, Field Seymore Partners  
Karen Walker, Forward Swindon  
Matthew Bird, Frogmore  
Mike Marshall, Gleeds  
Marcus Hawkins, GVA Grimley  
Nick Cook, Haywards  
Peter Eblett, Herman Millar  
James Beresford, Highcross  
Andrew Talbot, HLW Design & Architecture  
Christinia Broulidakis, Holiday Inn Winneresh Triangle  
Ed Whetham, Horstonbridge  
Mike Rolls, Horstonbridge  
Matthew Wylie, HP  
Peter Richards, Hurst Warne  
Graham Gover, Invest in Bucks  
Alex Pratt, Invest in Bucks  
Cameron Branston, Invest in Bucks  
Steve Dixon, JDP  
Les Nicholls, John Sisk & Son  
Darren Beale, John Sisk & Son  
Phil Bailey, John Sisk & Son  
Guy Parkes, Jones Lang LaSalle  
Angus Currie, Jones Lang LaSalle

Donal Bourke, Kier Southern  
Charmaine Holt, Kinnarps  
Steve Jones, Kinnarps  
Maeve Flanagan, LAH Property Marketing  
Simon Watts, Logic Group  
Mark Radford, Logic Group  
Stephen Stratton, Manches LLP  
John Castell, Manches LLP  
Richard Smith, Manches LLP  
Stuart Oldridge, MCM Architecture  
Nigel Baker, Microsoft  
Andi George, MJF Group  
Jenny Taylor, Morgan Ashurst  
Mark Dyer, Morgan Sindall  
David Jennings, Movers & Shakers  
Leigh Jennings, Movers & Shakers  
James Crisp, NB Real Estate  
Kevin Mersh, NB Real Estate  
Tim Caiger, Oracle  
Kevin Marsberg, Overbury Plc  
Stephen Hyde, Overbury Plc  
Andy Meader, Pegasus Planning Group  
Darren Parkinson, Parkinson Holt  
Scott Witchalls, Peter Brett Associates  
James Overend, Peter Brett Associates  
Daniel Hayes, Peter Brett Associates  
Paul Maryan, Peter Brett Associates  
Martin Dix, Peter Brett Associates  
James Morgan, Peter Brett Associates  
Samantha Damon, Peter Brett Associates  
Stephen Masterton, Pringle Brandon  
Barbara Ainsworth, Progress  
Melvyn Hale, Prudential plc  
Rory Carson, PRUPIM  
Andrew Szanto, Quintiles  
Robert Lynch, Rickerbys LLP  
Albert de Beer, RIM/Blackberry  
Steven Lang, Savills  
Jon Gardiner, Savills  
Jeremy Bates, Savills  
Jonathan Hill, Scott Brownrigg  
Kate Dean, SEGRO  
Gareth Osborn, SEGRO  
David Drummond, SEGRO  
Paul Lewis, SEGRO  
Andrew Farmery, Shoosmiths Solicitors  
Stephen Power, Simmons & Sons  
Miff Chichester, St Congar Properties  
Sue Viney, Sue Viney Communications  
David Smith, Sunday Times  
Clare Turner, Swanke Hayden Connell  
Tim Chaudhry, The Abbeyfield Society  
John Burbedge, The Business Magazine  
Sally Stephens, The Reading Chronicle  
David Taylor, The TVPF Journal  
David Newton, Tuffin Ferraby Taylor  
Grant Elrick, UBM Information  
Louise Thomas, Urban Renaissance Institute  
Debs Wylie, Vail Williams LLP  
Rebecca Halpin, Vail Williams LLP  
Mark Sherwood, Vail Williams LLP  
Ian Rudland, Vail Williams LLP  
Chris Cave, Vail Williams LLP  
James Lacey, Vail Williams LLP  
David Thomas, Vail Williams LLP  
Andrew Outterside, Vail Williams LLP  
Barry Ross, Wates Construction  
Russell Harris, West London Business  
Kevin Macmahon, Willmott Dixon Construction  
Michael Garvey, WISER  
Charles Brocklehurst, Wycombe District Council  
Stephen Meah-Sims, Wycombe District Council  
Mayuri Naker, Wycombe District Council  
Tony Green, Wycombe District Council  
Simon Taylor, Yell Group  
Jeremy Clarke, Yonda



# BUSINESS PARKS IN A MOBILE WORLD

**In an age when more and more of us are working just about anywhere, what is the future for the business park? How can they be adapted? And how might the Thames Valley be involved in a vision embracing such a future?**

Such questions are pertinent ones, especially against a background of important, region-affecting issues, ripe for discussion at the Thames Valley Forum. For starters, these include the cancellation of Heathrow's third runway, the continuing uncertainty over Crossrail, the winding up of the Thames Valley Partnership, and Thames Valley's ongoing search for a new identity.



Roger Madelin,  
Joint CEO, Argent Group

But a crucial starting point for any image change is a close look at existing assets. And for some, that might mean looking to a new use for buildings or mono-use parks whose time may have come and gone. Argent chief executive Roger Madelin is well placed to determine whether business parks are 'stranded islands or asset goldmines', having been a key part in developing such schemes as Thames Valley Park and the first phase of Green Park near Reading. Now busy creating a new quarter of inner London at King's Cross Central, he is clear that the Thames Valley has useful credentials on which to build.

'The Thames Valley has got some pretty good fundamentals that aren't going to go away for a long, long time', he says. 'A lot of people live there, and like living there, and a lot of those people are very important, high value workers. And they're not going to move.'

Initially, predominantly US companies were attracted to the region primarily due to its accessibility to Heathrow and its attractiveness as a living environment for the more senior staff. Into the future, though, says Madelin, whilst people's working patterns are going to change thanks to technology - there is already a 'very significant minority' that is very happy to work from home, the train, the café, the airport - we are still going to need to get together. Not as often, and for different reasons, but that need is still there, and these people will not all be going into Soho Square or King's Cross. 'I think things are really changing with the way we work', says Madelin, 'and one of the huge issues that will really affect all of us over the next few years is reducing cost.' This, he predicts, will mean more speculative development as businesses are less and less able to plan three years ahead.

But another huge issue is looking to maximise business parks' potential as markets switch. 'There is a real opportunity for smart workplaces, meeting places, nodal points to exist in an around the Thames Valley.'

When Madelin looks back to his time in developing buildings in the region, he is saddened that although his firm was building 'lovely environments', it would then, frustratingly, simply 'seal up the boxes' to cater for what Argent was being told the market wanted. This was one person per 8 square feet stuff, with six PC terminals on each desk, and with staff beavering away all day at 17.5°C. 'It was almost like you were in a prison.' So, when these buildings disappear, what will replace them? 'I think you've got to start looking at these meeting places, nodal points in the Thames Valley as very different things.'

Madelin predicts that the business parks which are in the happy situation of being well connected by good public transport links will remain traditional office environments, but others should look to the 'brand experience' - catering for migratory, no-fixed abode workers, for example.

So the trick will be to reinvent the business park into something that suits the way that modern corporations are adapting and the way people are working. Some of the business parks that are not conducive to such a reworking might find themselves the location for housing, for example, or leisure. 'All the ones that are there today will not be there in 10-15 years time, because they are not big enough to provide the brand experience or well located enough to get very low-cost, five-days-a-week, 9-5 workers come in and do call centre operations. People are still going to want very big, very cheap buildings to cram lots of people in, to do fairly low value tasks'. These will not be built in town centres, but in highly accessible areas on the edge of town, Madelin predicts. And although he is sceptical about some of the localism aspects of the new coalition government as regards planning, he is optimistic that at least no more land will be allocated for land development in any area that has any high value, or where any active community might object to development. If this scenario does come to pass, those sites already developed will become ever more attractive. 'I'm very optimistic about the business park and Thames Valley because that is land that you will be able to develop on.' All will be redeveloped over the next 10-15 years, he believes.

The new-look business park might even be a green brand experience - not everywhere has to be a sealed box, stuffed full of people and air-conditioning. Often at out of town business parks there is also the space to employ wind turbines or photovoltaics and the opportunity for sites to become truly sustainable developments. And although business parks are connoted with the private vehicle, Madelin suggests that, sure, people will still drive, but with the coming of zero-emission vehicles, the car is no longer the eco-warrior's nightmare. 'We are not going to do without personalised public transport', he says, and as soon as the Germans and the French are ready, cars will go this way.

Ultimately, then, business parks need to adapt to the future. Through a sensitive, appropriate and intelligent development approach, in an age of dwindling sites and changing working patterns, they could re-emerge as places where people come to work, stay, live and play. Rather like the Thames Valley as a whole.

## David Taylor



David Taylor is the editor of New London Quarterly.

He also writes magazine articles, books and other copywriting material on design, architecture, planning and property issues, in a freelance capacity. Previous roles have included acting editor and web editor of the Architects' Journal, launch news editor of Planning Week and a four year stint as a member of CABI's panel of writers.

# NOTES

[www.tvpf.co.uk](http://www.tvpf.co.uk)

'Next Event: 9th November - Yell Group as part of the Reading in Focus series.

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