

Economic Benefits Infographic

Site: Archway House, Caversham, Reading

Current Impact¹



Future Impact³



1 Economic impacts associated with the operation of the existing authorised uses at Archway House, including the lettable ground floor retail unit and the vacant office floorspace on the upper floors that despite being marketed cannot be let.

2 GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.

3 Economic impacts associated with the operation of the proposed uses at Archway House, including the change of use of the ground floor retail unit to office floorspace which will also bring the office floorspace on the upper floors back in to use.