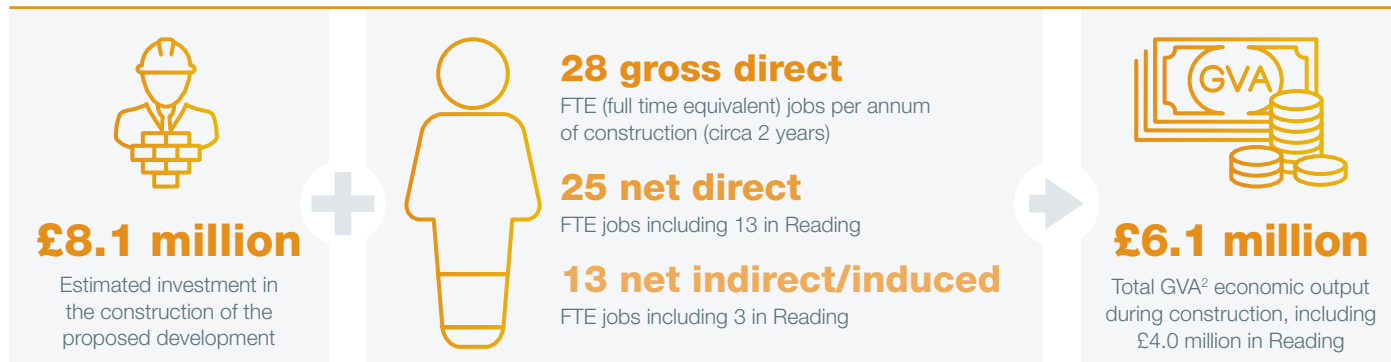


Economic Benefits Infographic

Site: St Martins Centre, Caversham, Reading

Construction Phase¹



Operational Phase - Current Impact³



Operational Phase - Future Impact⁵



¹ Economic impacts associated with the construction of the proposed development, including the redevelopment of Archway House, 500sqm of A1 (food) uses, 8 sqm of A1 (non-food) uses, 524 sqm of A3 uses, 650 sqm of D2 uses.

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 existing uses on site, including Archway House and 19 – 51 Church Street, Caversham (odd numbers only).

⁴ Of which 100% will be retained by the local authority in future years following a Government commitment.

⁵ Economic impacts associated with the operation of the future uses on site once the proposed development has taken place, including the redevelopment of Archway House, 500sqm of A1 (food) uses, 8 sqm of A1 (non-food) uses, 524 sqm of A3 uses, 650 sqm of D2 uses and the existing uses on site (19 – 51 Church Street, Caversham (odd numbers only)).