

Economic Benefits Briefing Note (November 2025)

The Oracle, Reading

1. This Economic Benefits Briefing Note has been prepared by Turley Economics on behalf of the Oracle Limited Partnership ('the Applicant') in support of planning applications to Reading Borough Council for the redevelopment of the eastern part of The Oracle Shopping Centre to accommodate a new mixed-use development comprising residential and commercial uses ('the Proposed Development').
2. The Proposed Development is composed of two sites, namely:
 - The former Debenhams department store at the eastern end of The Oracle Shopping Centre building and northern side of the River Kennet, to be known as Yield Hall Place 1 (YHP 1); and
 - The Vue cinema building on the southern side of the River Kennet and to the east of the Oracle Riverside multi storey car park, to be known as Yield Hall Place 2 (YHP 2).
3. A summary of the quantum of development within YHP 1 and YHP 2 is outlined in Table 1.

Table 1: Quantum of development by site

Site	Use	Floorspace (sqm)
YHP1	Residential	218 build-to-rent dwellings ¹
	Co-working space	251 sqm
	Class E/ Bar (Sui Gen)	241 sqm
YHP2	Residential	218 build-to-rent dwellings ²
	Class E/ Bar (Sui Gen)	345 sqm
	Cinema	2,486 sqm

4. The original Economic and Social Benefits Statement (February 2024)³ assessed the economic impact of YHP 1 and YHP 2 in combination. The purpose of this Briefing Note is to provide a breakdown of the construction and operational phase benefits generated from YHP 1 and YHP 2. The overarching methodology and data sources informing the estimation of impacts in this Note remains in line with that described in the original Economic and Social Benefits Statement.
5. As outlined in the original Economic and Social Benefits Statement, the council area of Reading is defined as the 'local impact area' and the South East is defined as the 'wider impact area'.

¹ Indicative housing mix includes 111 one-bed dwellings, 96 two-bed dwellings and 11 three-bed homes

² Indicative housing mix includes 96 one-bed dwellings, 111 two-bed dwellings and 11 three-bed homes

³ Turley (2024) Economic and Social Benefits Statement

Construction Phase

6. The construction of the Proposed Development will support important investment in the construction sector, with build costs, inclusive of professional fees, estimated at c.£78.9 million in YHP 1 and c.£72.3 million in YHP 2, totalling c.£151.3 million (after rounding) during the construction period.⁴

Employment

7. Based on investment of this scale, it is estimated that construction of YHP 1 will support on average 200 gross FTE construction-related jobs per annum on and off-site over the indicative two-year construction period. Applying the recommended approach for calculating additionality based on published guidance from the Homes & Communities Agency (HCA)⁵ to account for deadweight, leakage, displacement and the multiplier effect, it is estimated that the direct and indirect impacts (net additional) of the construction of YHP 1 can be expected to support an average of 215 net additional FTE employment opportunities per annum for residents of the South East throughout construction, inclusive of 105 jobs for residents of Reading.
8. The construction of YHP2 is estimated to support 185 gross FTE jobs per annum, with a total of 385 gross FTE jobs per annum supported across the construction of the Proposed Development. The construction of YHP 2 is estimated to generate 195 net additional FTE employment opportunities per annum in the South East, of which 95 are anticipated be local to Reading.
9. In total, the Proposed Development is estimated to generate 410 net additional FTE roles during the construction period within the South East, inclusive of 200 for residents of Reading.

Table 2: Construction Phase Employment

	YHP 1		YHP 2		Total	
	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area
Person-years of Employment	400		370		770	
Construction Period			2 years			
Gross FTE Employment	200		185		385	
Direct Net Additional FTE Employment	85	145	75	130	160	275
Indirect / Induced Net Additional FTE Employment	20	70	20	65	40	135
Total Net Additional FTE Employment	105	215	95	195	200	410

Source: Turley Economics (2025)

⁴ CBRE (2025) Yield Hall Place – Viability Appraisal Update

⁵ Homes & Communities Agency (2014) Additionality Guide (4th Edition). The Guide advises on the assessment of the additional impact (or 'additionality') of interventions in terms of local and regional economic growth.

Economic Boost

10. Applying the appropriate Gross Value Added (GVA) measures as outlined in the original Economic and Social Benefits Statement, the net additional employment generated by the construction of YHP 1 indicates that an additional £40.8 million GVA could be generated across the South East during the two-year construction period, inclusive of £32.8 million concentrated in Reading. During the two-year construction of YHP 2, it is estimated that an additional £37.4 million GVA could be generated across the South East, including £30 million in Reading.
11. Taken together, across the two-year construction period, it is therefore estimated that construction of the Proposed Development will generate £78.2 million GVA within the South East, inclusive of £62.8 million concentrated in Reading. This is summarised in Table 3 below.

Table 3: Construction Phase GVA

	YHP 1		YHP 2		Total	
	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area
Direct Net Additional GVA (Annual)	£14.4 million		£13.2 million		£27.6 million	
Indirect / Induced Net Additional GVA (Annual)	£2.0 million	£6.0 million	£1.8 million	£5.5 million	£3.8 million	£11.5 million
Total Net additional GVA (Annual)	£16.4 million	£20.4 million	£15.0 million	£18.7 million	£31.4 million	£39.1 million
Total Net Additional GVA (Construction Period)	£32.8 million	£40.8 million	£30.0 million	£37.4 million	£62.8 million	£78.2 million

Source: Turley Economics (2025)

Operational Phase

Employment

12. Assessment of the operational economic benefits are based on the parameters outlined in Table 1. YPH 1 is anticipated to support 30 gross FTE employees, with YPH 2 anticipated to support 40 gross FTE employees.
13. The Vue Cinema is anticipated to be re-developed, with employment levels anticipated to not be affected. Therefore, deadweight for YPH 2 is assumed to stand at 10 FTE jobs as this does not represent an uplift in employment and will remain unchanged after the re-development is complete. After accounting for the existing employment at the Vue cinema, the operation of YPH 2 is estimated to generate an uplift of 30 gross FTE jobs.
14. Applying the published guidance from the HCA Additionality Guide to estimate net additionality, it is estimated that the net additional employment impact of the operation of YHP 1 can be expected to support an average of 30 net additional FTE employment opportunities per annum for residents of the South East in each year of operation, inclusive of 15 jobs for residents of

Reading. The operation of YHP 2 is estimated to generate 35 net additional FTE employment opportunities per annum in the South East, of which 15 are anticipated to be local to Reading.

15. In total, the Proposed Development is estimated to generate 60 net additional FTE roles during each year of operation within the South East, of which 30 are anticipated to be local to Reading. This is summarised in Table 4.

Table 4: Operational Phase Employment

	YHP 1		YHP 2		Total	
	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area
Gross on-site employment	30		40		70	
<i>Deadweight</i>	-		10		10	
Uplift in gross on-site employment	30		30		60	
Direct Net Additional FTE Employment	10	20	15	25	25	40
Indirect / Induced Net Additional FTE Employment	<5	10	<5	10	5	20
Total Net Additional FTE Employment	15	30	15	35	30	60

Note: Some figures may not sum due to rounding

Source: Turley Economics (2025)

Economic Boost

16. Applying relevant measures to the net additional employment effects presented in Table 4, it is estimated that YHP 1 will generate £1.6 million net additional GVA per annum across the South East, including £1.1 million in Reading.
17. YHP 2 is estimated to generate £1.9 million net additional GVA per annum across the South East, including £1.3 million in Reading. Taken together, the Proposed Development could generate c. £3.6 million across the South East, including £2.4 million in Reading. This economic boost is summarised in Table 5 below.

Table 5: Operational Phase GVA

	YHP 1		YHP 2		Total	
	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area	Local Impact Area	Wider Impact Area
Direct Net Additional GVA (Annual)	£0.8 million		£1.0 million		£1.8 million	
Indirect / Induced Net Additional GVA (Annual)	£0.3 million	£0.8 million	£0.3 million	£0.9 million	£0.6 million	£1.7 million
Total Net Additional GVA per annum	£1.1 million	£1.6 million	£1.3 million	£1.9 million	£2.4 million	£3.6 million

Note: Some figures may not sum due to rounding

Source: Turley Economics (2025)

Residential impacts

18. Both YHP 1 and YHP2 are anticipated to provide 218 homes, generating a total of 436 homes across the Proposed Development. Given that the housing mix at each site is similar, the economic benefits generated in terms of working-age population residing at the sites, total income and retail and leisure expenditure are all broadly similar.
19. Given that YHP 2 is anticipated to accommodate a higher proportion of two-bed homes, it is estimated that a slightly higher number of working-age residents will reside at YHP 2 (365 residents) in comparison to YHP 1 (360 residents). As a result, total income from residents at YHP 2 (£11.9 million) is anticipated to exceed that at YHP 1 (£11.6 million). Retail and leisure expenditure is estimated to be broadly similar across YHP 1 and YHP 2. The residential impacts are summarised in Table 6.

Table 6: Residential impacts

	YHP 1	YHP 2	Total
Number of homes	218	218	436
Population	440	450	890
Working-age population	360	365	725
Total resident income	£11.6 million	£11.9 million	£23.5 million
Resident retail expenditure	£2.8 million	£2.9 million	£5.6 million
Resident leisure expenditure	£1.9 million	£1.9 million	£3.8 million
Retail and leisure jobs supported	50	55	105

Note: Some figures may not sum due to rounding

Source: Turley Economics (2025)

Public Sector revenues

20. New development can make an important contribution to the resource base of local authorities through growing Council Tax and Business Rates revenues, which are distributed between various public bodies. The Proposed Development can therefore be expected to benefit Reading Borough Council as well as other local services such as the police and fire service.
21. Based upon the mix of new homes to be developed and their estimated Council Tax banding, both YHP 1 and YHP 2 are each estimated to generate an additional £470,000 in Council Tax payments for collection by Reading Borough Council annually once fully occupied. In total, the Proposed Development is anticipated to generate an additional £940,000 in Council Tax. This could provide an important source of additional revenue for delivering public services as well as investing in maintaining and enhancing infrastructure.
22. Businesses pay non-domestic rates (known as business rates) to contribute to the cost of the local authority providing public services within which the business property is situated. Reading Borough Council is estimated to collect £160,000 in business rates payments from YHP 1 and £770,000 from YHP 2. Taken together, Reading Borough Council is estimated to collect £930,000 per annum. Local authorities are now able to keep at least 50% of the growth in business rates revenue that is generated in their administrative area, therefore £465,000 is estimated to be retained locally as a result of the Proposed Development. This funding will contribute towards the delivery of public services and enable investment in maintaining and enhancing infrastructure within the locality.

Table 7: Public sector revenue generation

	YHP 1	YHP 2	Total
Council tax revenue	£470,000	£470,000	£940,000
Business Rates collected	£160,000	£770,000	£930,000

Source: Turley Economics (2025)