



WELCOME TO
THE ORACLE,
THE HUB OF THE
THAMES VALLEY.



THE ORACLE
READING

OVERVIEW

READING IS ONE OF THE UK’S STRONGEST REGIONAL ECONOMIES.

Driven by sustained residential growth, major regeneration and a powerful business base, Reading continues to strengthen its position as a leading place to live, work and invest.

With population forecast to grow by 4% between 2026 and 2035, the town’s trajectory remains strong and stable.

*Oxford Economics

LARGE-SCALE REGENERATION & RESIDENT GROWTH

STATION HILL REDEVELOPMENT

1,300 new homes alongside new retail and office space, creating a landmark mixed-use quarter.

GREEN PARK VILLAGE

1,300 new homes expanding Reading’s residential community.

BROAD STREET MALL

600 new homes bringing further density to the urban core.

A NATIONALLY RECOGNISED CULTURAL & SPORTING OFFER

RABBLE THEATRE

Multi award-winning local theatre company.

THE HEXAGON THEATRE

Multi-purpose theatre and arts venue. 1,700 capacity.

SELECT CAR LEASING STADIUM

Home to Reading FC. 24,000 capacity.

READING FESTIVAL

Attracting over 90,000 visitors annually.

UNIVERSITY OF READING

27,000 students from over 160 countries, with a 28% increase in applications since 2020.

THE ORACLE SITS AT THE CENTRE OF A HIGHLY CONNECTED THAMES VALLEY TRANSPORT NETWORK, LINKING READING TO LONDON, THE SOUTH EAST AND KEY INTERNATIONAL GATEWAYS.



READING RAILWAY STATION

One of the UK's major rail hubs and an Elizabeth line interchange.

- 25 minutes to London Paddington
- Direct Elizabeth line access across Central London



ROAD CONNECTIVITY

Positioned within the M4 corridor with direct M25 access, supported by 2,200 parking spaces.



HEATHROW AIRPORT

Approximately 30 minutes by car, providing global connectivity.

CUSTOMERS

THE ORACLE DELIVERS A DYNAMIC RETAIL AND LEISURE DESTINATION TO AN AFFLUENT CATCHMENT.

“Since opening in 1999, The Oracle has established itself as the leading experiential destination in the Thames Valley. The riverside setting for our restaurant and café partners is something unique for our customers and we are excited about the ongoing investments which will further enhance the offer and experience.”

Giles Mount, Leasing Manager



12.4M

Annual footfall



44

Frequency of visit
(per year)



63 mins

Average dwell time



116

Retail, restaurant and Entertainment partners

READING IS THE
UK'S LARGEST
TOWN AND
A LEADING
BUSINESS HUB
FOR GLOBAL
BRANDS.

£2.4BN

Total Consumer Spend

£62

Average Retail Spend (CACI)

44%

of shoppers are between
18-34 years old

77%

Female visitors

23%

Male visitors



1.3M

Living within
the catchment

21%

Established Affluence,
Acorn Profile

- 1. Primary catchment
- 2. Secondary catchment
- 3. Tertiary catchment

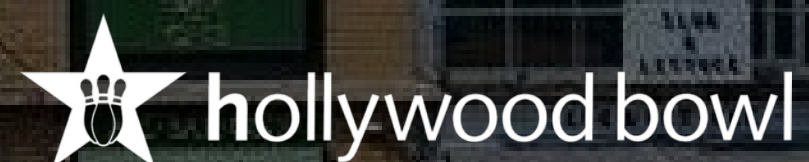
*figures as of January 2026

PARTNERS

YOUR PLACE AMONG ICONIC BRANDS.

Joining a community of iconic brands offers your business the unparalleled opportunity to stand shoulder-to-shoulder with the names consumers trust and love.

LEISURE



vue

Nando's
CRÊPERIE
• DOUX SOURIRE •

FIVE GUYS

★ **PRET** ★

SHAKE SHACK

GAIL'S
BAKERY

Osaka

ZARA

Boots



HOBBS
LONDON

T.K. maxx

SPACENK

NEXT

H&M

REISS

OLIVER BONAS

GOLDSMITHS
SINCE 1778

HUGO BOSS

HOLLISTER

RETAIL

Average Spend:
£62 (CACI)

FOOD &
BEVERAGE

Average Spend:
£17.78 (CACI)

YOUR OPPORTUNITY TO CONNECT ACROSS A FULLY INTEGRATED MEDIA PLATFORM.



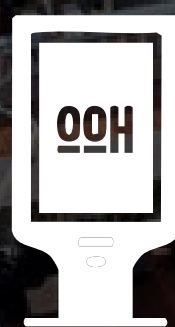
SOCIAL & DIGITAL

Extend your reach beyond our destination. Activate through our website, CRM, and social channels to connect with audiences before, during, and after their visit.



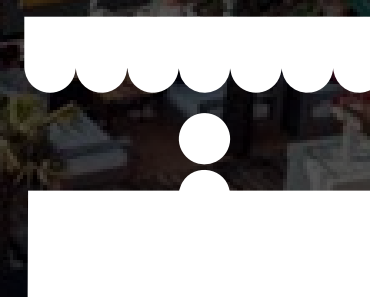
AMBIENT MEDIA

Own the journey. From escalators to lift wraps, place your message in high-visibility spaces embedded into every visit.



DIGITAL OUT-OF-HOME

Reach a ready-to-spend audience with dynamic, full-motion content displayed in the heart of the destination.



ACTIVATION SPACES

Bring your brand to life in high-footfall areas, from large-scale spectacles to intimate experiences designed to stop shoppers in their tracks.



EVENT SPONSORSHIP

Align with our most anticipated seasonal and cultural moments, gaining multiple brand touchpoints across live experiences and digital amplification.

COMMITTED TO SUSTAINABLE ENVIRONMENTS THAT DELIVER LONG-TERM VALUE FOR PEOPLE AND PLACES.

Our approach combines long-term resilience, environmental and societal benefit and placemaking to deliver a leading shopping, leisure and dining experience.

Our sustainability leadership results in energy-efficient, climate-resilient destinations that reduce occupational costs, support your ESG goals and boost commercial performance. We are a future-ready landlord, driving long-term value and competitive differentiation across our portfolio.



£8M

social investment across
the Hammerson Group



0

waste to landfill



11%

YoY landlord-obtained
reduction in total water usage



13%

reduction in combined
scope emissions



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