



Hammerson



# THE ORACLE

The Oracle is in the heart of Reading; a thriving commercial and university hub surrounded by affluent towns and villages.



— Reading



As the largest town in the UK with a population of 345,000; Reading boasts a world-renowned university and is the location of choice for 13 of the world's top 30 brands including PepsiCo, Microsoft, Cisco and Ericsson.



# Discover more...





## Key stats you need to know

“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



**13M**

Annual footfall



**38**

Frequency of visit (per year)



**69mins**

Average dwell time

Key Partners

H&M

Boots

ZARA

NEXT



T.K. maxx®

wagamama

GAIL'S  
BAKERY



**105**

Retail, restaurant and entertainment partners



**2,234**

Parking spaces including **12 EV chargers**



**70,500**

M2 internal area



# Our customers

Hammerson's vibrant flagship destination, The Oracle, offers the best in retail, dining and entertainment within the Thames Valley



♀  
**74%**  
Female visitors

♂  
**26%**  
Male visitors



How our customers interact with us through online and social



**83,000**

Social engagement



**25,000**

Email database



**31,500**

Average monthly web sessions



**Who** they are  
and **where** they  
live

£21bn

Total consumer spending

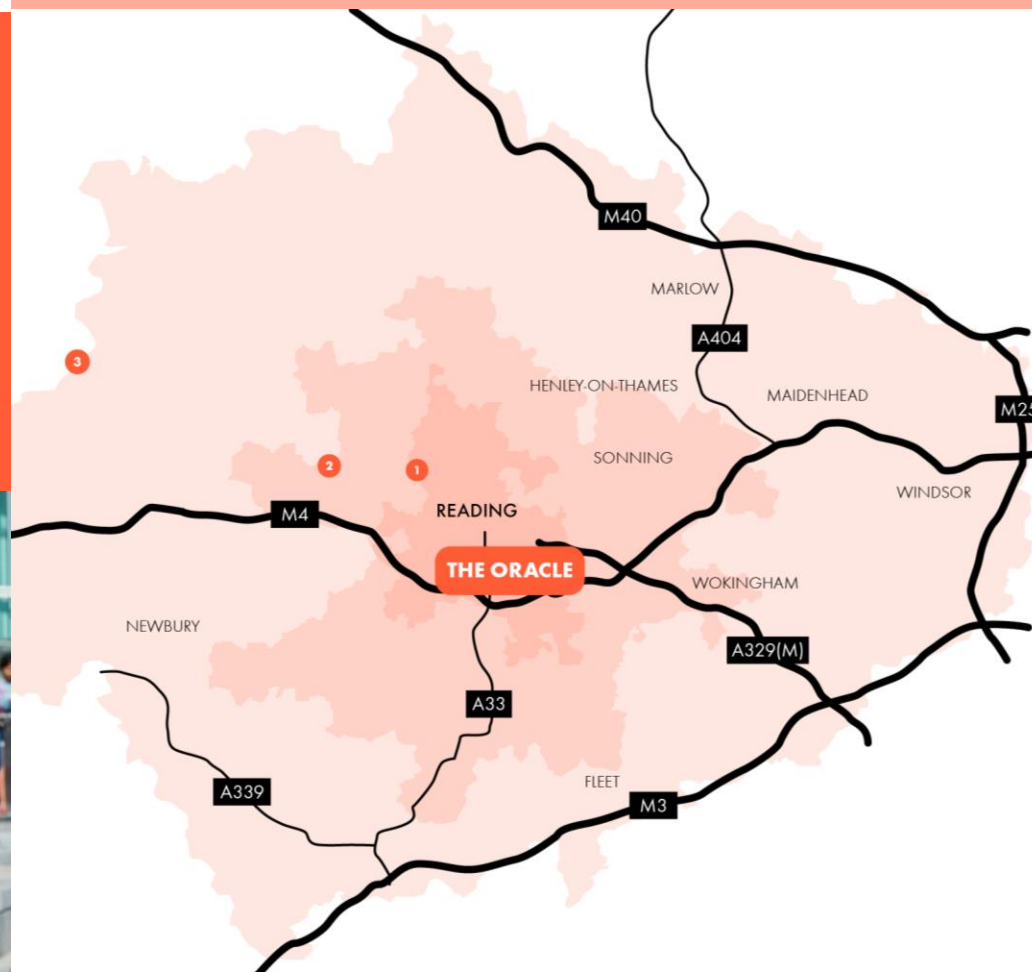


28%

Established  
Affluence, Acorn  
profile

1.1M

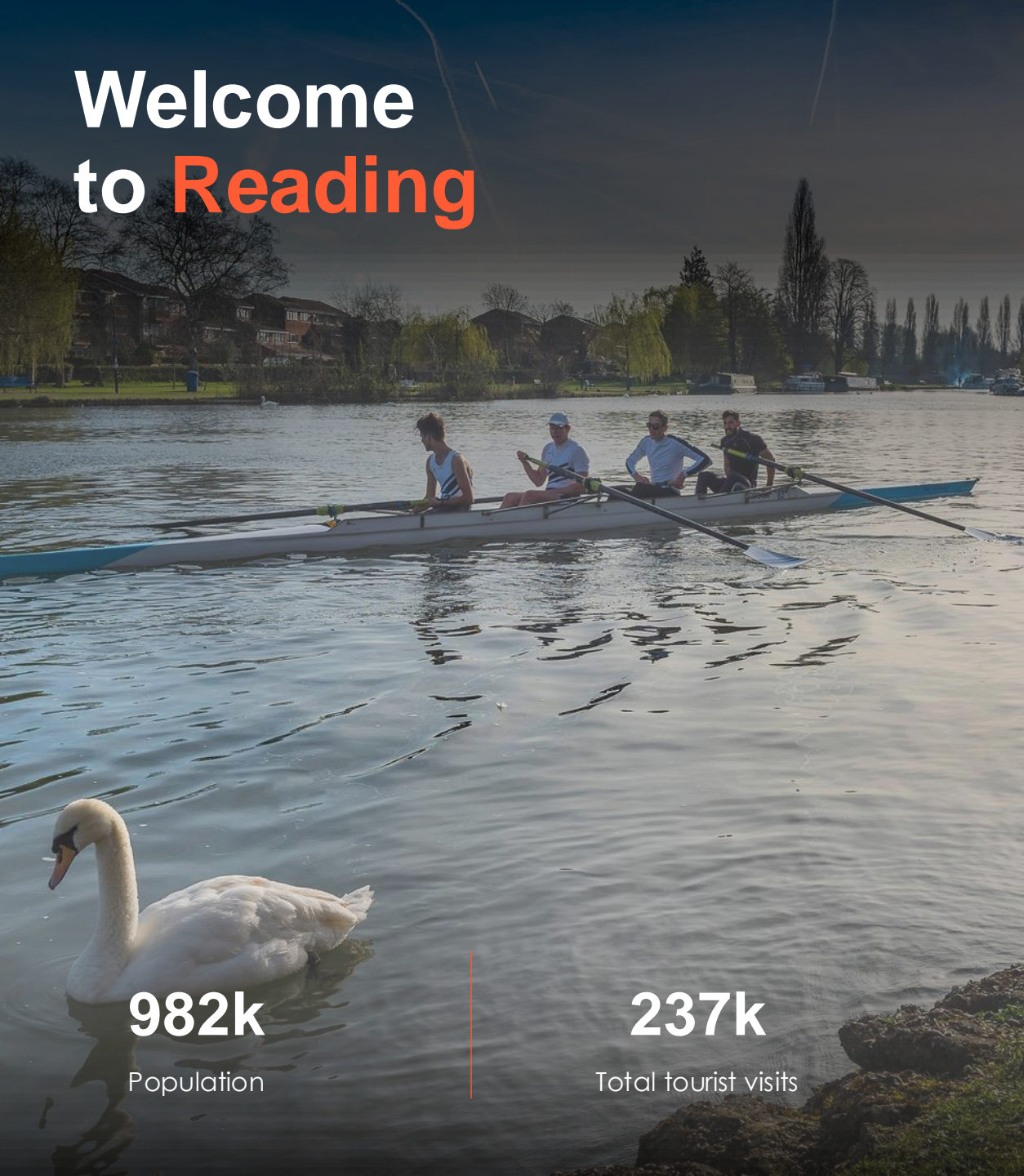
Living within  
the catchment



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



# Welcome to **Reading**



**982k**

Population

**237k**

Total tourist visits

Only **37 miles west of London**,  
Reading is undergoing ambitious  
redevelopment to become a  
15-minute city and The Oracle  
is part of this transformation.



**23,000**

Students

**27 min**

Average drive time



20%

Consumer  
spending growth  
forecast (2024-34)

31%

Retail spend as  
total % of  
consumer  
spending



11%

Workforce growth  
forecast (2024-34)



6%

Population growth  
forecast (2024-34)

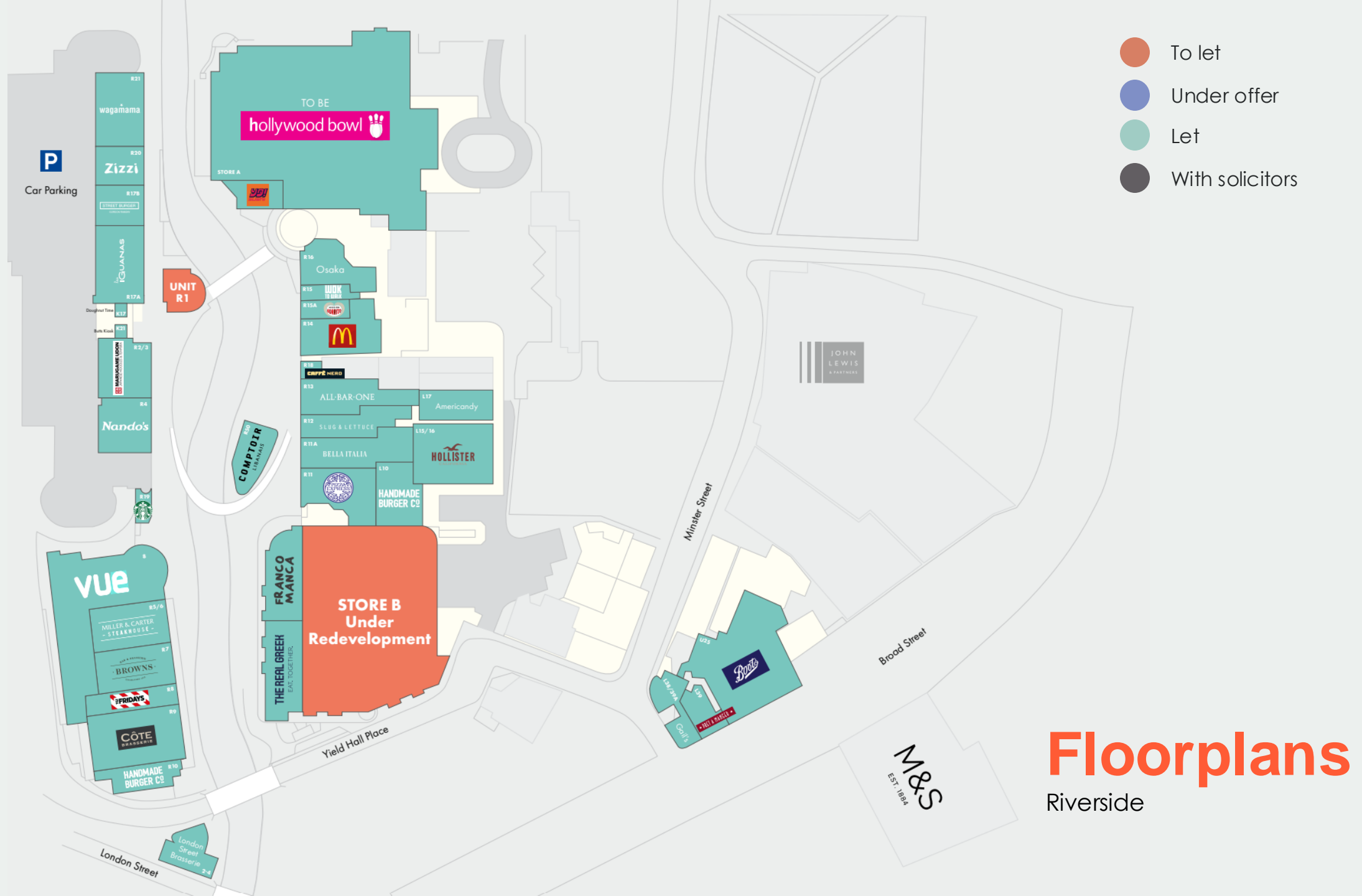


43%

Under the age of 34











# Floorplans

Lower Mall





# Floorplans

Upper Mall





Get in touch:

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