

Yell's big move

Yell is to move its 1,300 Reading-based employees to the town's largest office building, One Reading Central.

Yell is to relocate 650 staff out of Yell House as well as all staff currently in Bridge Street Plaza, and also 50 from Slough.

The plans were revealed to staff on Tuesday and it will end years of speculation over the new location of the Yell headquarters, which was rumoured to be Reading Business Centre Green Park.

The firm has struck a deal with developer Kier Property and investment fund Invista Real Estate to occupy 153,500 square feet over eight floors of the 216,000 square foot, 11-storey building.

The delay for finding Yell new headquarters was due to a lack of available buildings. The company had looked at many options, but were reluctant to leave Reading.

The firm will start fitting out the new building at the beginning of 2010, with an expected move to take place in the summer.

Yell's interior décor is to be handled by architects Broadway Malyan, and staff will have a say on how their work space will look by logging on to the YELL intranet site.

The premise will incorporate renewable energy systems and environment-friendly infrastructure systems to reduce its carbon impact.



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