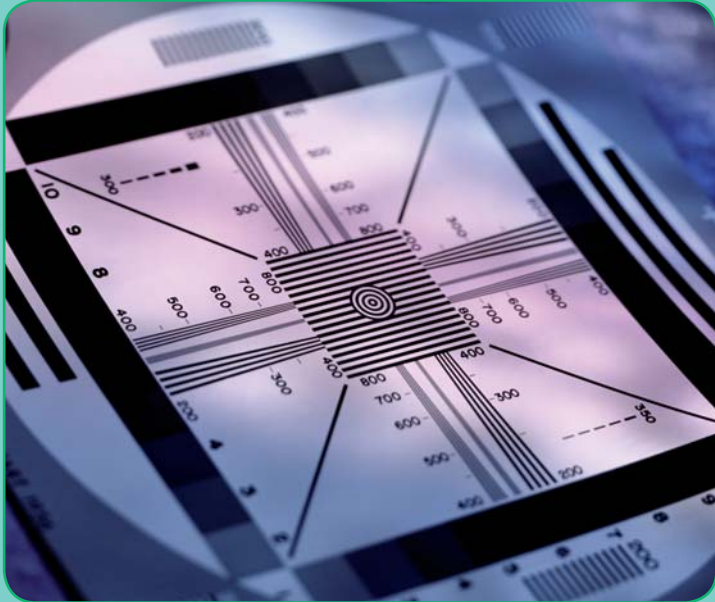


Bracknell enjoys business boom



The busy town of Bracknell in Berkshire has recently experienced an economic revolution, as a result of the influx of hi-tech and computer firms moving to the area.

According to recent report in the Guardian newspaper, only one per cent of residents in Bracknell are unemployed and most people are earning good wages in skilled jobs. Located only 45 minutes away from London, the area is sought after by businesses wishing to maintain excellent links with the capital, while paying slightly lower prices.

Standards of living are high and house prices in the area are rising rapidly, reflecting the popularity of the area with businesses and residents. Local Conservative MP Andrew MacKay told the Guardian: "It is important to remember that it has been a thriving town for many, many years and even when unemployment nationally was very high, it was always much lower here."

"It has been the most successful of the post-war new towns," he claimed, proudly.

The town is also planning a major regeneration project for the centre, in a bid to keep local residents shopping in Bracknell rather than spending elsewhere, the Guardian reported.

Bracknell is also investing in the business of the future, as the town held a Young Enterprise Trade Fair last month, to encourage young people into business.

www.businessinberkshire.co.uk