

TO NE OF VOICE AND MESSAGES

TONE OF VOICE

Reading is a successful place. We should tell our story with confidence. Whilst we're constantly improving, we must never forget to celebrate all the great things happening in our town. Reading's tone should convey warmth and positivity - always inclusive but never inward focused.

Our voice is:

Celebratory

Confident

Forward-looking

Progressive

Ambitious

Involving

Active, not passive

Our voice isn't:

Jargon heavy

Overly complicated

Patronising

Inward-looking

Only understood by us

Overly serious

TONE OF VOICE

Tone of voice principles

Use these key principles to guide how you write about Reading.

- **Places are all about people.** Write like you're talking to a friend, using everyday words instead of overly formal language.
- **Less is more.** Mix up sentence lengths to sound conversational, but keep it short where possible.
- **Get to the point.** Make your key point at the beginning, people should understand the essence of the message quickly.
- **Connect with the audience.** Make a connection and be collaborative, write as if you're talking to the reader directly and use a balance of 'you' and 'we'.
- **Have fun.** Don't be afraid of using humour to make a point, but always check it's appropriate.

INVESTOR

Reading: capital of the Thames Valley, a global technology town with international businesses and an international community, set within stunning countryside and on the doorstep of one of the greatest capital cities on earth. A place of rich history and HQs, culture and connectivity, leadership and learning; Reading radiates regional influence as a place of significance and potential with London on the doorstep.

LOCATION

The town and area are a hotspot for commerce given the excellent quality of life, highly regarded University of Reading, brilliant East/West and North/South transport routes, and the fantastic businesses you would be joining. Reading is a great place to start and grow a business (Fasthosts, 2021) and is home to global brands such as Oracle, Verizon, Microsoft, P&G and Virgin Media to name just a few; and we want more!

GLOBAL BRANDS

HQ HUB

BIG IDEAS

Reading is at the heart of Britain's version of 'Silicon Valley' and the third largest centre of technology in the UK (2019 Digital Technology Census). This is also a crucible of creativity and making, as Reading is rapidly becoming the go-to location for film and media with Shinfield Studios at the Thames Valley Science Park; Hollywood meets Reading!

Reading oozes big ideas, big thinking, doing things differently, and you'll experience innovation, culture, entrepreneurship and talent all within a beautiful and buzzing environment.

RELOCATOR

Reading is a really pleasant surprise, a contemporary and walkable town set in glorious countryside with both the River Thames and Kennet providing flowing blue space that brings a beautiful backdrop to the town's buildings, shops, restaurants and parks.

Whilst the town is growing and successful, it is big on 'space' which is important for everyone; wherever you find yourself you can also find space to breathe and enjoy 'me time'.

LIFESTYLE

LOCATION

BUSINESS CAPITAL OF THE THAMES VALLEY

UNIVERSITY TOWN

HERITAGE

MULTI-CULTURAL

You won't be short of things to do as there are a variety of leisure locations where you can get active or chill out; Forbury Gardens, Caversham Lakes and the Thames Lido. You can enjoy a cruise on the Thames. Championship football, and the central retail and leisure destination, The Oracle, provides top draw shopping with the chance to dine out riverside as the Kennet runs right through it!

Reading is wonderfully diverse and a melting pot of people from different backgrounds, ethnicities, cultures and communities, and this feeds into varied cultural activities and the special 'feel' of the place. Whilst Reading Festival is the shining light you can also enjoy Reading Pride, The Fringe, Down at the Abbey, events at the university and more mainstream productions at the Hexagon Theatre; with London not far away!

VISITOR

900 YEARS OF HISTORY

RIVER EXPERIENCES

EVENTS AND FESTIVALS

BASE TO EXPLORE

SUSTAINABLE TRAVEL

Reading is wonderfully accessible by road, air and rail, and that's about to get even better with Crossrail access into London, which is already under half an hour away. For a contemporary town Reading is also home to plenty of history and heritage with the Abbey ruins (burial place of King Henry I), Reading Museum with its replica Bayeux Tapestry, the Museum of English Rural Life; all in the town and all free!

There's also the chance to cruise the Thames or have lunch next to the Kennet in the middle of the Oracle Shopping Centre, which itself has more than enough quality experiences to keep you occupied. Or maybe football is your thing, and if so feel the passion watching the Royals who are a quality Championship team.

For many people, Reading means Reading Festival and for 50 years this has been attracting great acts and a huge audience. However, there are plenty more diverse cultural activities to keep you interested, from Reading Pride and The Fringe to the Concert Hall and Hexagon Theatre.

The great thing about Reading is whilst it entertains and enthralls, it is also a meeting hub for a really attractive wider experience where you can easily enjoy the North Wessex Downs, Surrey Hills, Chilterns, South Downs National Park and London; how good is that?!