

# HORLICKS QUARTER

SLOUGH SL1



Photography of Horlicks Quarter and is indicative only

## A NEW DESTINATION

HORLICKS QUARTER IS AN EXCITING OPPORTUNITY TO BE AT THE HEART OF THE REGENERATION OF ONE OF THE UK'S MOST DIVERSE AND DYNAMIC TOWNS.

Horlicks Quarter is the welcome new addition to Slough, an up-and-coming town located 22 miles (35 km) west of central London and 4 miles (6 km) from historic Windsor. Slough is a centre for business and employment and is undergoing major regeneration with £3.5bn already invested.

Horlicks Quarter is a new vision for contemporary urban living where history



Photography of Horlicks Quarter Show Apartment and is indicative only.

blends seamlessly with modern sustainable living. It will see the remarkable transformation of the Horlicks Factory, a British landmark in Slough. Refurbished original buildings will sit alongside a collection of new apartments, surrounded by a range of amenities. The health and wellbeing of residents and community will be the driving ethos.

All within a short distance of Crossrail, global employers and Heathrow Airport.

**Welcome to Horlicks Quarter – a pioneer of urban regeneration in Slough.**

**Berkeley**  
Designed for life





Central & Connected Location

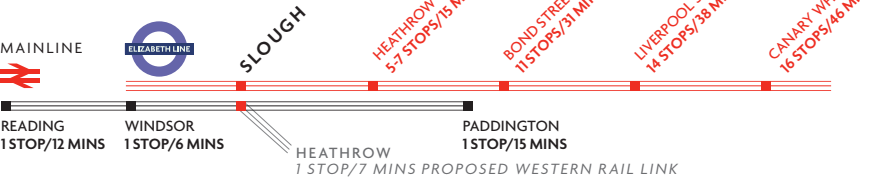
- 500 metres to train station and Crossrail
- 1,000 metres to Slough town centre
- New sports facilities, swimming pool and ice arena in Slough
- 1 stop/6 minutes by train to Windsor for shopping, restaurants and Windsor Castle
- 1 stop/15 minutes to London Paddington
- Well located for famous sporting events at Ascot and Henley, Michelin star dining at Bray and parkland at Windsor, Cliveden and Virginia Water
- Bicester Village within an hour's drive



Why Invest in Slough?

- An ambitious town on an upward investment trajectory
- £3.5bn regeneration underway, with more commercial, leisure, educational and residential schemes to come
- Crossrail and proposed Western Rail Link to Heathrow will attract commuters and increase demand for quality properties
- Home to highest number of global HQs, outside of London
- Rental income potential with an affluent workforce who have the highest average weekly salary in the UK, after London
- Close to London, but cheaper property prices – up to 40% less on average

Excellent Connectivity



KEY CONNECTIONS

BY CROSSRAIL Slough Station to

Heathrow T2/T3	5-7 stops/15 mins
Reading	1 stop/22 mins
Bond Street	11 stops/31 mins
Liverpool Street	14 stops/38 mins
Canary Wharf	16 stops/46 mins

BY RAIL Slough Station to

Windsor	1 stop/6 mins
Reading	1 stop/14 mins
London Paddington	1 stop/15 mins

BY CAR Horlicks Quarter to

M4 (J16)	2 miles/3 km
M25 (J15)	5 miles/8 km
Heathrow Airport	8 miles/11 km
Bicester Village	45 miles/73 km

Approximate travel distances taken from Horlicks Quarter. Source: www.google.co.uk. Number of stops taken from Slough Train Station showing the quickest journey time available. Source: www.nationalrail.co.uk and www.crossrail.co.uk. Timings are approximate, correct at time of print and do not include walking/transfer times. Source: google.co.uk/maps.

The Development

- 12-acre site in central Slough
- Up to 1,300 homes in 11 buildings and circa 300 affordable housing
- Green open spaces and water features
- 4,300 sq ft retail space and day nursery

The Developer

- Founded in 1976, Berkeley is a leading developer of outstanding homes, and has won numerous awards for quality, design and customer service

Project Architects

- Sheppard Robson

Landscape Architects

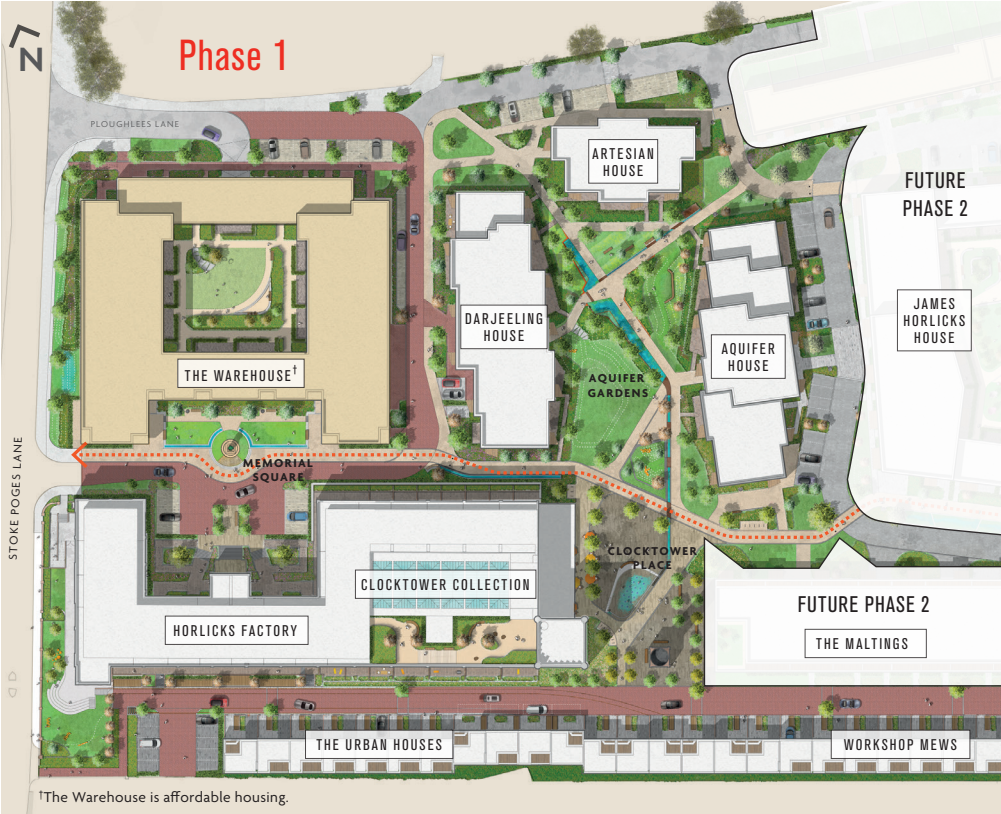
- Bradley Murphy Design

The Apartments

- Studio, 1, 2 & 3 bedroom apartments and penthouses
- High quality interior specification – a mix of contemporary and traditional styles

Residents' Amenities

- Rooftop garden, concierge, gym, games room, cinema room, co-working hub, residents' kitchen, nursery and café all located within the Horlicks Factory



Site plan is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter the layout, building style, landscaping and specification at anytime without notice.

ACCOMMODATION MIX	No.	Size Range (sq. ft)	Size Range (sq. m)	Prices From	Est. Rental Range (PCM)	Est. Rental Yield (p/a) <sup>†</sup>
The Horlicks Factory/The Clocktower Collection						
Studio Apartments	7	464 - 548	43 - 50	£280,000	£1,450	Up to 6.2%
1 Bedroom Apartments	56	410 - 697	38 - 64	£280,000	£1,450-£1,500	Up to 6.5%
2 Bedroom Apartments	85	536 - 1,068	49 - 99	£352,000	£1,900-£2,750	Up to 6.3%
3 Bedroom Apartments	13	1,205 - 1,469	112 - 136	£625,000	£3,135-£3,245	Up to 6.2%
Aquifer House						
1 Bedroom Apartments	17	485 - 600	45 - 46	£280,000	£1,450-£1,500	Up to 6%
2 Bedroom Apartments	34	690 - 703	64 - 65	£390,250	£1,850-£1,900	Up to 5.7%
The Urban Houses						
3 Bedroom Houses	11	1,127-1,143	104-106	£645,000	£3,000	Up to 5.5%

Source: <sup>†</sup>Rental Prediction by Savills - September 2023..

JLL UK RESIDENTIAL FORECASTS 2024-2028	2024	2025	2026	2027	2028	Cumulative 2024-28	Total
SALES PRICE GROWTH (%PA)* GREATER LONDON	-2.0%	3.5%	4.5%	4.5%	5.0%	16.3%	3.1%
RENTAL PRICE GROWTH (%PA)* GREATER LONDON	5.5%	5.0%	4.5%	4.5%	4.0%	25.8%	4.7%

Source: \*UK Residential Forecasts Q4 2022.

Achieved rental yields at Horlicks Quarter up to 6.8% pa<sup>1</sup>

European Small City of the Future 2022/23 for connectivity and business friendliness<sup>2</sup>

Top performing Grammar schools and Eton College 2 miles (3.2 km) away

£3.5bn invested in the town centre with more to come<sup>3</sup>

4 miles (6 km) away from Windsor Castle

Strong local economy with a high number of global HQs – including O2, McAfee, Lego, HTC, ZTE and Reckitt Benckiser

Royal Holloway, Imperial College London and Reading University close by

Cost effective alternative to London – average house prices up to 40% lower<sup>4</sup>

Crossrail and proposed Western Rail link to Heathrow in 7 minutes

Slough Trading Estate – largest privately-owned business park in Europe

<sup>1</sup> Darjeeling House, October 2023    <sup>2</sup> FDI's European Cities and Regions of the Future 2022/23    <sup>3</sup> Slough Borough Council    <sup>4</sup> ONS 2022





ComputerGenerated Image is indicative only

## Service Charge

- Aquifer House est. £3.41/sq ft
- Horlicks Factory est. £3.42/sq ft
- The Urban Houses est. £1.34/sq ft

## Ground Rent

For all reservations from 30th June 2022, in line with Government legislation, a Peppercorn Rent will be applicable to all apartments

## Stamp Duty Land Tax

Payable on UK properties for owner/occupier purposes and at a higher rate for investors who own multiple properties in the UK and overseas

## Tenure

Leasehold – 999 years

## Car Parking

Available to selected apartments £POA

## Local Authority

Slough Borough Council

## Building Insurance

Premier Guarantee

## Completions

Darjeeling & Artesian House - Completed  
Horlicks Factory - Completed  
Aquifer House - Completed  
Clocktower Collection - Completed  
The Urban Houses - From Q4 2024

## Terms of payment

- £2,000 payable on reservation
- 10% of the purchase price is payable on exchange of contracts (less reservation fee already paid)
- Further 10% of purchase price is payable no later than 6 months after exchange of contracts
- Balance payable on completion

## Documentation

*Documentation required to reserve:*

- One form of photo identification is required for each purchaser – Passport, Driving Licence, State ID Card
- One form of Proof of Address for each individual – current utility bill or bank statement showing name and home address no older than 3 months
- Confirmation of source of funds, such as proof of cash
- Confirmation of purchase as owner/occupier or investor

*Should the purchase be made in a Company name, the following is required:*

- Certificate of Company Incorporation and Memorandum of Articles and Association
- Full list of Directors and Shareholders
- Evidence of the Company's registered address
- Photo Identification and Proof of Address for all Directors and Shareholders (as individual purchasers above)

## HISTORY & HERITAGE

The site was purchased by James Horlick from Eton College and the production of Horlicks, a world-famous malted energy drink, began in 1908. The Horlicks Factory features a 47-metre Chimney and Clock Tower from where Windsor Castle can be seen. A much loved landmark in Slough, the Horlicks Factory closed in 2018.



## VIEW OUR BROCHURES

Scan the QR Codes below to view each of our current brochures:

AQUIFER HOUSE



HORLICKS FACTORY



CLOCKTOWER COLLECTION



THE URBAN HOUSES



BERKELEY HOMES (OXFORD & CHILTERN) LTD

Horlicks Quarter, Stoke Gardens, Slough SL1 3QB

Call us: 01753 205555 | horlickssales@berkeleygroup.co.uk | www.horlicksquarter.co.uk

OUR VISION  
**2030**  
TRANSFORMING TOMORROW



**Berkeley**  
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Designed for life

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