

HORLICKS QUARTER

SLOUGH SL1

NEWSLETTER SPRING 2025



FINDING HOME AT HORLICKS

*First-time buyer couple choose iconic
Horlicks Factory, page 6*

LIVING AT HORLICKS QUARTER

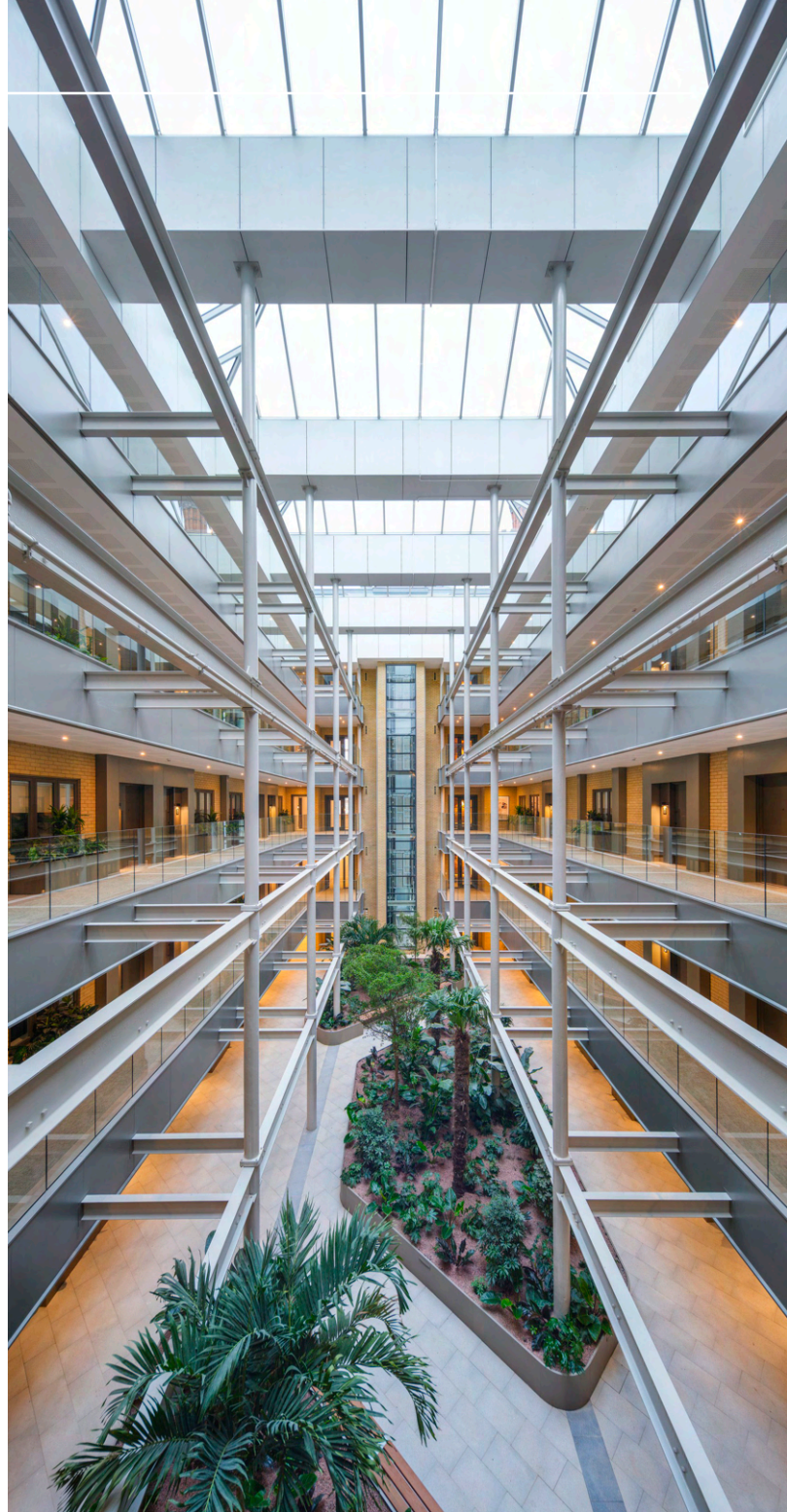
*Residents and their experience of community,
convenience, and modern living, page 11*

RECOGNISED FOR EXCELLENCE

*Industry recognition, our recent awards,
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THE URBAN HOUSES COLLECTION

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WELCOME TO HORLICKS QUARTER

Welcome to the latest edition of the Horlicks Quarter Newsletter, where we keep you informed about the latest project developments, news from Slough, and insights into the local property market.

2024 has been a year of remarkable achievements for us. We marked a significant milestone with the opening of the Atrium and rooftop terrace, providing our residents with access to all of our facilities.

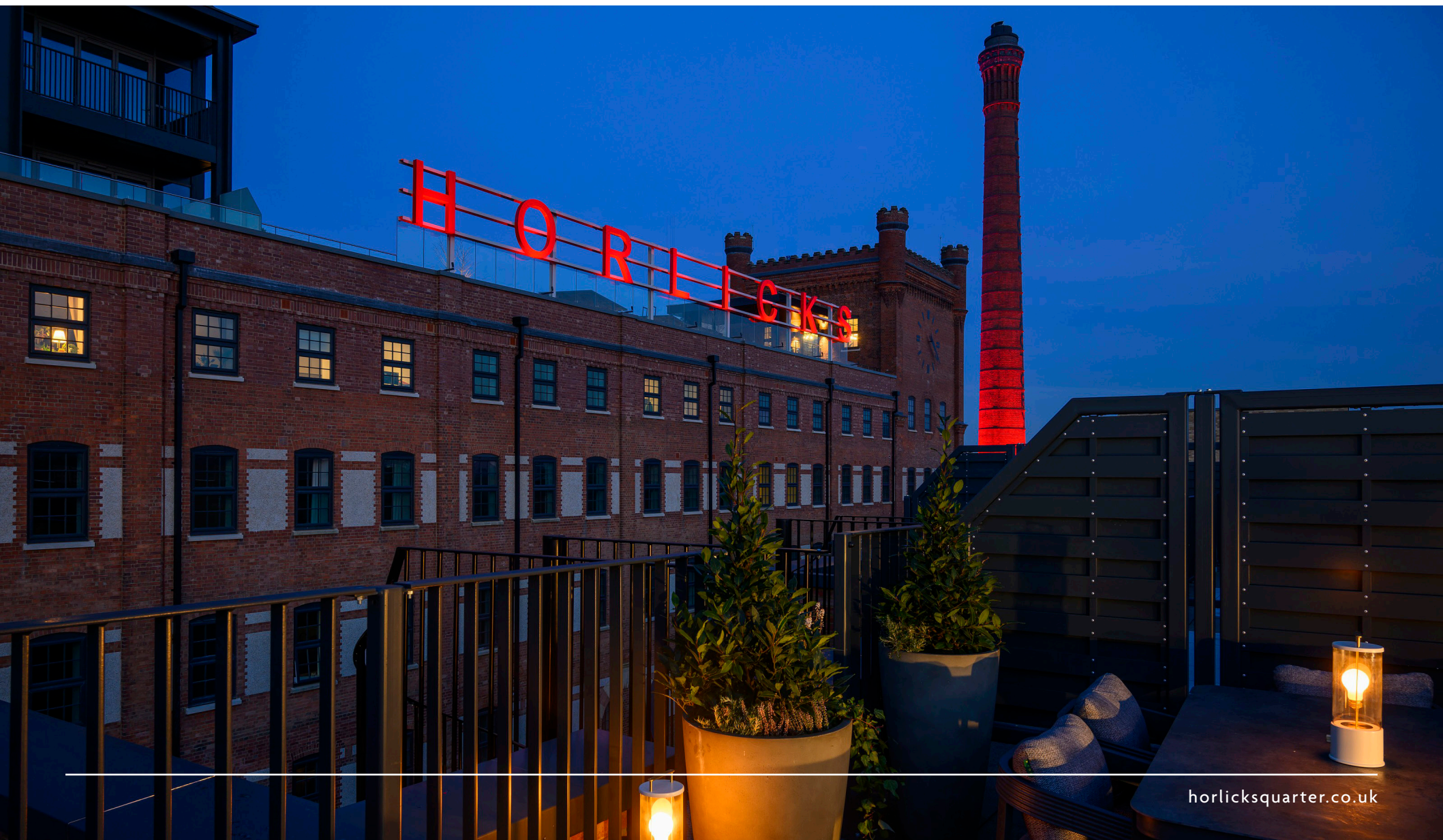
Last year has been especially rewarding as we've received several prestigious awards, a testament to our commitment

to excellence and innovation. We are incredibly proud of these recognitions and what they represent for our community and the future of Horlicks Quarter.

In addition, we've launched the on-site Factory Cafe, Blue Willow Day Nursery, and a central piazza designed for open-air community events.

To provide you with a deeper understanding of the exciting transformations underway, we've spoken with residents, tenants, letting agents, and local experts. We hope you enjoy discovering the evolution of Horlicks Quarter.

THE HORLICKS QUARTER TEAM



HORLICKS QUARTER

WHAT’S NEW?

BLUE WILLOW DAY NURSERY OPENS THIRD NURSERY AT HORLICKS QUARTER

We are delighted to announce the completion of its latest milestone at Horlicks Quarter - a vibrant new community being created on the iconic Horlicks Factory site.

Blue Willow Day Nursery saw its first admissions in September 2024. Located within the newly converted historic factory building, the nursery provides a safe, nurturing, and stimulating environment for children aged six months to five years, with a focus on early childhood development, creativity, and play-based learning.

“We are thrilled to be able to celebrate the opening of Blue Willow Nursery with key members of Slough Borough Council. This marks another significant milestone for Berkeley at Horlicks Quarter. Renowned for its blend of historic charm and contemporary living, it is now a thriving community.”

Elkie Russell
Managing Director at Berkeley Homes (Oxford & Chiltern)



HONESTY HORLICKS CAFÉ

Honesty Horlicks Café, the newest artisan coffee shop in Slough, opened its doors on 7th June 2024 – welcoming locals, businesses, and residents.

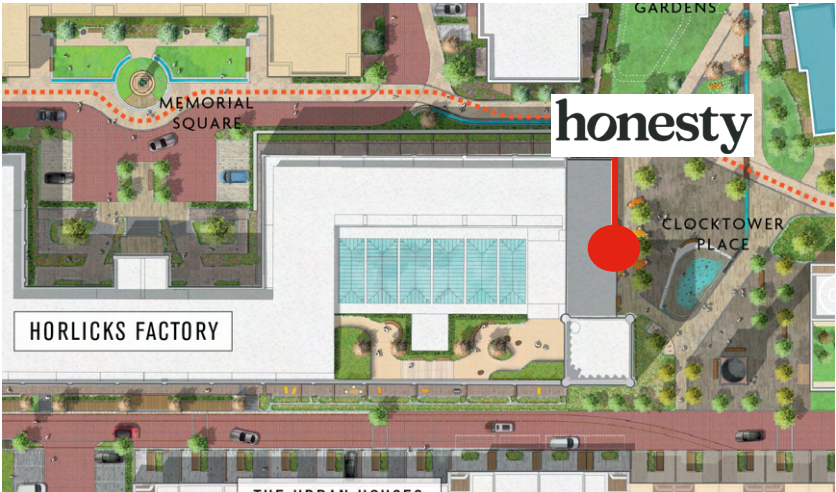
Located in the old Horlicks Factory, Honesty Horlicks epitomises the essence of community-centric dining, by creating a charming and distinctive space that's dedicated to serving top-quality food and drink, in a warm and friendly environment.

Honesty Horlicks marks the opening of the Honesty Group's eleventh coffee shop across Berkshire and Hampshire. Anchored in the values of authenticity and care, Honesty Horlicks uses local producers (where possible), to make every visit a delightful experience for both residents and commuters alike.

“We believe that creating a sustainable community goes beyond building new homes; it’s about providing amenities to foster connections place-making and creating places that inspire and connect communities.

We are thrilled that the Honesty Group have chosen to open their latest café at Horlicks Quarter, creating a fantastic hub for community engagement in Clocktower Place, celebrating the Heritage of the factory and iconic chimney. Having the café in Clocktower place will create a vibrant, welcoming space where residents can come together and build lasting relationships.”

Caroline McHardy
Land and Development Director
Berkeley Homes (Oxford & Chiltern)



@honestygroup

EVENTS CALENDAR

APRIL



EID CELEBRATION
RESIDENTS LOUNGE

APRIL



EASTER EGG HUNT
CONCIERGE

JUNE



SUMMER PARTY
CLOCKTOWER PLACE

JULY



WIMBLEDON FINALS 2025
CINEMA ROOM

SEPTEMBER



SIP & PAINT
ROOFTOP TERRACE

FIRST-TIME BUYER COUPLE FINDS THEIR HOME AT THE ICONIC HORLICKS FACTORY – AND INSPIRE FAMILY TO JOIN

JULIUS PABLO & RAQUEL ROBES



Julius Pablo (aged 27 yrs), a supply chain analyst for a pharmaceutical company & his partner, teacher, Raquel Robes (aged 31 yrs), recently purchased a 2 bedroom apartment at Horlicks Quarter in Slough – where developer, Berkeley Homes, has recently transformed the historic Horlicks Factory into a collection of 52 apartments plus and amazing array of residents facilities.

When asked if they would recommend it to others, Julius responded: “100% yes! So much so I recommended it to my sister - she and her boyfriend came to visit and also fell in love with the development, so decided to follow our lead and purchase a property here. We moved into our home on my birthday on 12th July and they moved into their new home a month later.

“We are so lucky - after living together at our parent’s house, we now have our own space & independence - but are also neighbours! So we’re still so close, which has been such a wonderful transition. The community, facilities, and overall atmosphere of Horlicks Quarter make it an easy place to recommend to anyone looking for a new home.”

Prior to moving into Horlicks Quarter, Julius was living with his parents in Uxbridge and Raquel was renting a one-bedroom house share in Finchley Central, paying £1,100 per month rent + bills.

“Our decision to buy a property together was driven by personal and financial motivations. We wanted to have our freedom and the chance to start building equity in our own property, rather than wasting money on rent, having spent a number of years building up our savings.

We paid £425,000 for our two bedroom/two bathroom apartment. We funded our property using our savings and taking out a mortgage. The savings we had built up over the years allowed us to put in a solid deposit of 10% with the extra deposit contribution from Berkeley Homes, which helped reduce the overall amount we needed to borrow. With a total of 15% deposit, several banks offered us competitive rates. We have secured the lowest rate at 4.69% with Lloyds TSB, opting for a 5-year fixed rate.

HOW DID YOU DECIDE ON SLOUGH AS A LOCATION?

“We both work in town so were initially aiming to buy a new build property in London, in order to minimise our commute. We viewed a number of properties in our preferred locations, North and West of London, aiming to be in close proximity of work. However, these locations were simply too high for our budget.

“So I then started searching online for new developments near Uxbridge, where my parents live and came across Horlicks Quarter in Slough.

“Having done further research we established the prices of the property were much more affordable in Slough, it has great transport links and also a wide variety of supermarkets and retail parks which were all very appealing to us. It was also conveniently close to my family.

HOW IMPORTANT WERE THE TRANSPORT LINKS IN YOUR DECISION?

“We gave careful consideration to what we wanted in a location when buying a property, and having great transport links was very important to us. We both work in Central London, so efficient commuting was a top priority.

“Slough stood out as a great option because it offers great connectivity to London and Heathrow, particularly via the Elizabeth Line along with a reliable bus network. This has made commuting to work incredibly convenient. We also love to travel and having easy access to Heathrow Airport has been a huge plus. Being able to get to the airport quickly and hassle-free has definitely added to the appeal of living in Slough.

WHAT PARTICULARLY APPEALED TO YOU?

A number of key features stood out - the area, the apartment itself and the onsite facilities plus the nearby retail parks and supermarkets add to the convenience, of doing our food shopping and picking up anything we need for the house.

We love the fact our home is so unusual, the chance to live in a converted factory. The homes and apartments here are beautifully designed with high-quality finishes, well-thought-out plans.

We’ve also been impressed by the lovely resident facilities which include an onsite gym, concierge, a communal area, workspace, a cafe, a rooftop terrace and even a cinema room - far greater than anything offered in other developments we viewed.

Horlicks Quarter in Slough ticks all the boxes for us – we are very proud of our new home and have been so happy since settling in. We’ve enjoyed inviting family and friends over who have been really impressed by what a great place it is to live.



HOW DID YOU FIND THE BUYING PROCESS WITH BERKELEY?

The buying process with Berkeley was incredibly quick and smooth. We were recommended a mortgage provider and solicitor who were already familiar with the development, which streamlined everything and made the process much more efficient.

I kept a journal throughout the process, and it took only 8 weeks from reserving the plot to exchanging contracts, as the plot was already ready to move into. Berkeley’s team was very supportive and proactive, ensuring everything progressed seamlessly making for a stress-free experience.

SLOUGH PROPERTY MARKET SEES GROWING DEMAND

The Slough property market is thriving as buyers seek more affordable options outside London, attracted by excellent transport links like the Great Western Rail and Elizabeth Line. Developments like the Horlicks Quarter by Berkeley Homes offer luxury living at lower prices, appealing to those priced out of London. The rental market has seen significant growth, with demand increasing by 20% since 2021. The area now competes with established rental hubs like Windsor, attracting professionals from industries such as IT, tech, and medicine. We anticipate a steady rental market in 2025, with continued price growth and strong demand in both sales and lettings.

HEAR FROM THE SALES AGENTS

Slough has been upscaling over the last few years since the opening of the Elizabeth line which offers a fast train to London in around 30 minutes.

This along with the Slough Urban renewal partnership between the borough council and Morgan Sindall has seen many improvements in and around the town centre, this has in turn attracted many new developments to the town and the property offering has also greatly improved.

Slough has been a big business town for a number of years and since the town centres rejuvenation employees are now able to live and work in the town and not have to live in neighbouring areas.

With the above in mind it is no surprise that average home prices in the area have risen faster than the average rise in the South East of England and private rents rose 16.8% during 2024.

With a number of further projects planned and underway in the town by the council, Slough looks like it is very well placed to continue to prosper in the property market.



Tim Foreman
Managing Director, Land & New Homes
Romans Group

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Due to affordability constraints and pricing within the London zones, buyers are becoming open to expanding their search further out into the home counties. Slough is situated just outside of the M25 and has access to Great Western Rail and the Elizabeth Line which makes this area in some ways better connected to the City than areas within London itself which is appealing more to buyers as time goes by.

Alongside this, the values in Slough are much more affordable meaning people are able to buy their dream home for less. We are finding that more buyers are open to looking at Horlicks Quarter specifically as this development offers luxury apartments and houses, with good facilities that you typically find within a London based development, but at more affordable price points.

Roberto Freddi
Operations Director / Regional Manager of New Homes West
New Homes & Investments, Foxtons



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RENTALS AT HORLICKS QUARTER

	2 Bed Apartment Darjeeling House	2 Bed Apartment Aquifer House	2 Bed Apartment The Factory	1 Bed Apartment The Factory
Floor	4th	2nd	3rd	Ground
Size (sq ft)	476	691	563	517
Parking	Yes	No	No	No
Furniture Pack	No	No	Yes	Yes
Achieved Rent PCM	£1,850	£1,900	£1,750	£1,475
Date let	10 Jan 2025	28 Feb 2025	30 Nov 2024	27 Nov 2024
Achieved Yield PA	5.4%	6.0%	6.5%	6.2%

HEAR FROM THE LETTINGS AGENTS



The Horlicks Quarter by Berkeley Homes continues to set records in the Slough area. Well known for its build quality, communal facilities and aftercare, tenants are increasingly seeing renting here as not only a home, but as a destination to be proud of being part of. We have seen rental levels increase by as much as 20% in some cases since we started renting apartments in 2021 and we now rent circa 75 apartments through the development.

The levels of rental at the Horlicks Quarter now match much more established corporate rental areas such as Windsor, with a variety of tenants in IT, Tech, Medicine and aviation choosing to make their home here. Whilst we see slightly more constrained rental prices in 2025 the demand is still very high from applicants and we expect that to continue through 2025.

Adrian Moody
Director, Head of Lettings
Savills



“

Since the turn of the year, the activity in the lettings market has seen its conventional New Year bounce. The Horlicks Quarter, Slough is seeing a surge of interest, with increased popularity now that Phase 1 is in the later stages of completion. Tenants are especially attracted to the development’s modern amenities, which continue to be a key driver for demand in modern day renters. At JOHNS&CO, this January has seen the highest number of applicant registrations since before the pandemic, further highlighting the growing appeal of well-connected, amenity-rich developments like Horlicks Quarter.

Additionally, we are finding areas like Slough, with recently added Crossrail connections, are becoming even more attractive to commuters as they become more familiar with the new line. This enhanced connectivity is expected to drive continued demand and, in turn, increase rental values in these areas in 2025.



Faid Al Jashamie
Senior Lettings Manager
JOHNS&CO

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INSIDE LIVING: RESIDENT Q&A

WHY DID YOU CHOOSE TO MOVE TO HORLICKS QUARTER?

When looking for a place to call home, I was drawn to the modern flats at Horlicks Quarter, which offer a range of great amenities and are centrally located within walking distance of Slough station. The convenience and contemporary design made it an easy decision.

HOW WOULD YOU DESCRIBE THE ATMOSPHERE AND COMMUNITY AT HORLICKS QUARTER?

The community here at Horlicks Quarter is both safe and secure, making it an ideal place to live. It's also conveniently close to the train station, local parks, the library, and the high street, everything you need is within easy reach.

WHAT UNIQUE FEATURES OR AMENITIES AT HORLICKS QUARTER DO YOU ENJOY THE MOST?

I truly appreciate the range of amenities offered, such as the concierge service, gym, cinema room, roof garden, and games area. These features really elevate the living experience and make it an enjoyable place to call home.

HAVE YOU HAD ANY STANDOUT MOMENTS WHILE LIVING HERE?

One of the most memorable aspects of living at Horlicks Quarter has been the opportunity to make new friends. Attending the

community events has allowed us to connect with neighbours and create lasting friendships.

HOW DOES LIVING AT HORLICKS COMPARE TO OTHER PLACES YOU'VE LIVED?

Horlicks Quarter is the first place I've lived in the UK, and it really stands out for its safety, security, and the quality of amenities available. It's been a wonderful experience, and I feel comfortable here.

WHAT WOULD YOU TELL SOMEONE CONSIDERING MOVING TO HORLICKS?

If you're looking to settle in the Slough area, I would highly recommend Horlicks Quarter. It's an excellent choice for those who value both convenience and a sense of community.

AS A RENTER, DO YOU FEEL YOU'RE GETTING GOOD VALUE FOR YOUR MONEY AT HORLICKS QUARTER?

Absolutely! The community here is fantastic, and the range of amenities makes it a great value for money. We're more than happy with our decision to live here.

HOW HAS YOUR EXPERIENCE BEEN WITH THE PROPERTY MANAGEMENT OR MAINTENANCE TEAM?

I've had positive interactions with the property management team, especially during one of the community events. They are responsive, helpful, and always make sure things run smoothly.



CELEBRATING A YEAR OF SUCCESS

We're incredibly proud to share that Berkeley Homes has been recognized with an award for our work on the Horlicks Quarter development in 2024! This achievement means so much to us, as it celebrates the passion, dedication, and teamwork that went into transforming this historic site into a vibrant, welcoming community. It's a true reflection of our commitment to creating spaces that people can truly call home, and we're excited to continue delivering exceptional projects that make a positive impact.



ROYAL BERKSHIRE PROPERTY AWARDS 2024

PROJECT OF THE YEAR

Horlicks Quarter was honoured with this top accolade, recognizing its significant impact on the region.

RESIDENTIAL DEVELOPMENT OF THE YEAR

The development received a 'Highly Commended' nod, highlighting its excellence in residential design.

LOW CARBON PROJECT OF THE YEAR

Horlicks Quarter was 'Highly Commended' for its commitment to sustainable building practices.



THAMES VALLEY PROPERTY AWARDS 2024

REGENERATION PROJECT OF THE YEAR

The project was celebrated for its outstanding contribution to revitalizing the local area.



EVENING STANDARD NEW HOMES AWARDS 2024

BEST CONVERSION

The transformation of the iconic factory into modern residential homes earned this award, showcasing exceptional design and execution.

DISCOVER SLOUGH: THINGS TO DO & SEE



PADEL HUB SLOUGH

Padel Hub Slough is the perfect spot for fans of padel tennis. Whether you're a seasoned player or a beginner, the state-of-the-art courts provide a fun and welcoming environment for all. With a variety of coaching options, social events, and flexible court bookings, it's a great place to play, learn, and connect with other enthusiasts.



www.padelhub.uk/slough

@thepadelhub_uk



SLOUGH TOWN FOOTBALL CLUB

For football fans, Slough Town Football Club offers an exciting match day experience. Whether you're cheering on the Rebels in a competitive league match or enjoying the lively atmosphere at Arbour Park, it's a fantastic venue for sports lovers. With a rich history and a strong community focus, the club provides a fun day out for all ages.

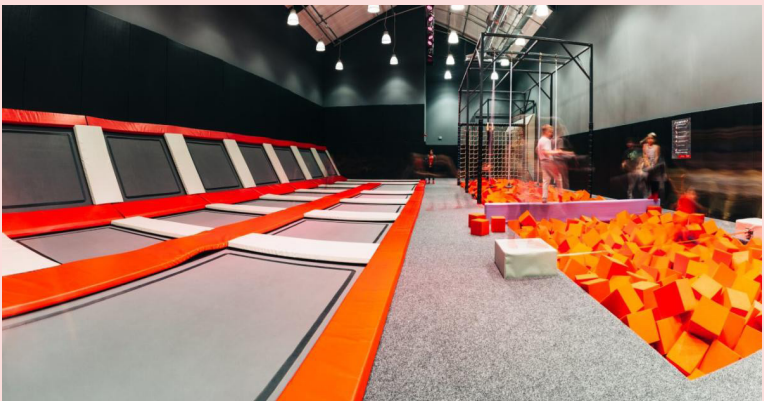


16 MINUTE WALK

4 MINUTE DRIVE

SALT HILL ACTIVITY CENTRE

Salt Hill Activity Centre is an all-inclusive destination for active fun in Slough. Offering a wide range of activities including swimming, bowling, and various sports, it's a family-friendly spot that caters to everyone. Whether you're looking to relax by the pool or enjoy an exciting game, Salt Hill is the place for an active day out.



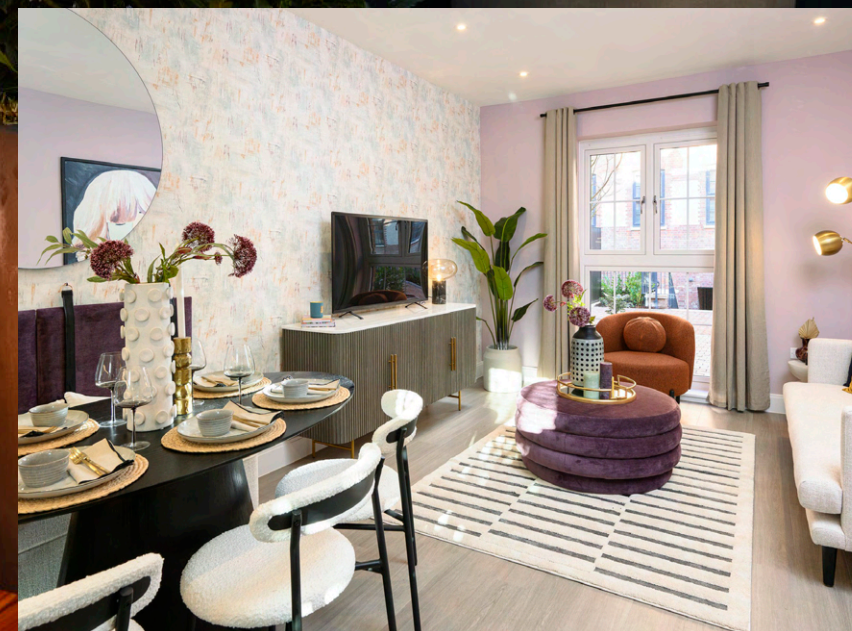
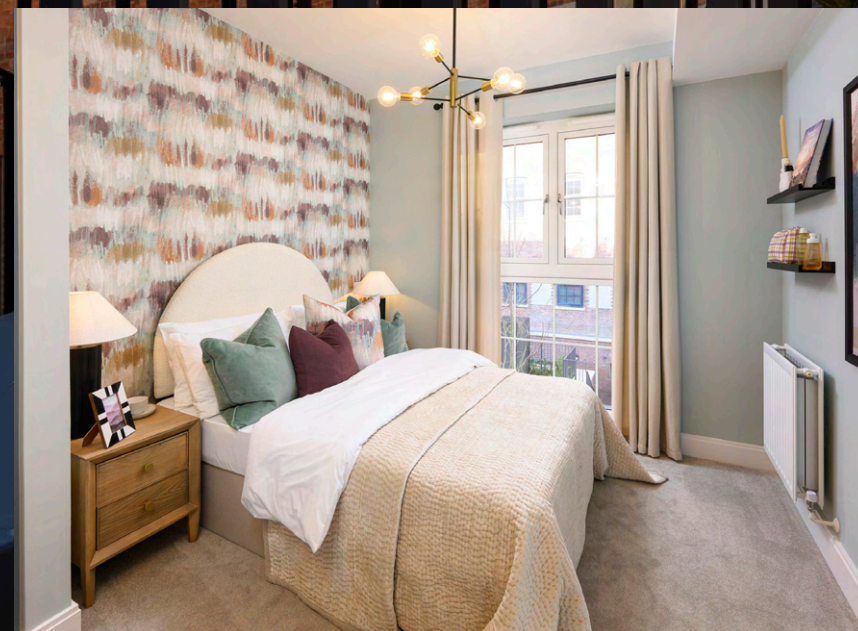
THE URBAN HOUSE COLLECTION

We are excited to introduce the Urban Houses - a collection of unique 3 bedroom + Study homes. These homes offer a modern twist on the classic townhouse style, thoughtfully designed to fit today's busy lifestyles.

Each Urban House features flexible living spaces. The ground floor boasts an open-plan living area, perfect for all the hustle and bustle of family life. Upstairs, you'll find spacious bedrooms with room to customize as you see fit, offering even more options for comfortable living.

One of the standout features is the split-level terrace, accessed via a charming spiral staircase from the second floor. This outdoor space provides a perfect spot to take in the stunning views of the iconic Horlicks Factory, its beautiful Clocktower and the illuminated chimney.

Prices from £645,000.



SLOUGH STAKEHOLDERS SHARE THEIR VISION FOR THE TOWN’S FUTURE

Slough, historically known for its industrial roots, has undergone significant transformation in recent years. [The Telegraph](#) has identified Slough was recently identified as the best place to live outside of London – ranked on factors such as house prices, quality of [schools](#) according to OFSTED and accessibility to the capital.

Slough’s housing market offers a more affordable alternative to London, attracting a surge of first-time buyers. In 2024, according to mortgage lender Halifax who unveiled data showing the hottest hotspots for first-time buyers in Britain, Slough came in second, after [Manchester](#) – FTB’s accounted for 73% of all home purchases made with a mortgage last year, a significant increase from 54% in 2020.

The average property price for first-time buyers stands at £322,961, notably lower than London’s average of £523,000. This affordability, combined with the town’s proximity to the capital, makes Slough an attractive option for young professionals and families.



URBAN REGENERATION AND DEVELOPMENT

WHAT DOES THE FUTURE HOLD

Pat Hayes, Head of Urban Regeneration, Slough Borough Council, shares: “We have ambitious plans for the revitalisation of Slough focused on bringing back homes into the town centre to create life and footfall which in turn will revitalise the retail and leisure offer. Our plans are based on encouraging residential development on the many vacant and underused sites in the town centre and recreating a proper street pattern and a street scape that is of a human scale . Berkeley has set the tone at Horlicks Quarter and we want to now roll out a similar approach across the whole town centre - starting with new developments round the station and the revitalisation of the high street.”

Berkeley Homes is now half way through the remarkable transformation of the historic Horlicks Factory site. Peter McConville, previously Vice President of R&D Nutritional Healthcare, Horlicks worked at the factory for over twenty years, was recently invited back to have a tour of the site: “It was such a treat to have the opportunity to come back and have a look around the factory, I started working here over forty years ago and when you came in the doors it had that Victorian red brick factory feel. It is fantastic to see how it looks today – wow what a transformation! Berkeley has breathed new life into the old building, whilst honoring its heritage. They’ve kept the exterior in the style of the old factory, restoring it to its former glory - the inside is absolutely gorgeous.”

Elkie Russell, Managing Director, Berkeley Homes, Oxford & Chilterns, explains: “We’ve taken one of Slough’s most iconic and historic buildings and have transformed it into a unique collection of new homes. Our aim is to deliver London-style living but without the capital’s high price tag - aspirational homes with fantastic residents facilities including a gym, cinema room, co-working space, roof top terrace, along with a recently opened day nursery & café. The apartments have been popular with both owner occupiers keen to capitalise on the exceptional lifestyle on offer, but also rental investors who are enjoying yields of c.6% per year.

“Which its thriving business community and superb transport links, Slough has so much to offer young professionals looking for great value homes within easy reach of London. We are excited to be working with Slough Borough Council and the other key stakeholders to bring the council’s ambitious plans for the revitalisation of Slough to fruition”.

THRIVING LOCAL ECONOMY

Slough boasts a robust local economy, hosting the largest number of global corporate headquarters outside London, including companies like O2, Amazon, and Mars. The town’s employment opportunities, coupled with its strategic location near Heathrow Airport and excellent transport links, contribute to its reputation as a prime location for both living and working.

Anna Bond, Head of Western Corridor, SEGRO, said: “Slough has long been a hub of economic vitality, with the Slough Trading Estate at its heart. Over its 100-year history, it has continually adapted to meet businesses’ evolving needs, with 30% of the Trading Estate being less than 10 years old.

“We envision a sustainable future for Slough Trading Estate, creating spaces for a variety of businesses and supporting a leading cluster of data centres driving the digital economy.

“Our investments create diverse, high-quality jobs and support local regeneration, solidifying Slough’s position as a dynamic hub for commerce, technology and manufacturing.”



Continually attracting new businesses to Slough is a key part of the town’s ongoing economic development. In November 2023, Plus X Innovation and AshbyCapital partnered to create a vibrant workspace at The Future Works with a focus on driving business growth and incubating new businesses. Plus X Innovation offers innovation space for entrepreneurs and growing businesses within the Slough community providing award-winning business support programmes, a state-of-the-art prototyping workshop and access to an ecosystem of local partnerships, stakeholders, and investors.

Mat Hunter, Co-CEO Plus X Innovation comments: “Plus X Innovation Hub has been honoured to support Slough’s thriving entrepreneurial ecosystem over this past year. We’ve witnessed remarkable local business growth and partnered with inspiring innovators dedicated to driving positive change.

“Our inaugural ‘Changemaker Awards’ in December demonstrated this desire for positive change, and we welcomed over 100 community members to celebrate local innovators and community heroes making a tangible impact in Slough.

“It’s been rewarding to be a part Cordon Technologies standout growth story, who we first supported when they joined our CRL Accelerator Cohort in early 2024. They joined our Innovation Hub taking a small 4-person office but now occupy a 23-person office, embracing the opportunity to work within our state-of-the-art prototyping workshop and network with likeminded members. Their recent Innovate UK grant will further advance their AI and precision technologies, promising exciting growth ahead. Their success story is just one of many that demonstrate how the right environment can accelerate business growth in Slough.

“Creating a thriving ecosystem of over 60 businesses and local community groups such as The Slough Hub has shown that Slough’s future is looking bright. Slough is fast becoming a destination for innovation and product development, and we’re excited to continue supporting businesses shaping the future of Slough.”

Mark Caldwell, Asset Manager at AshbyCapital comments: “While the Slough office market’s recovery from the pandemic has been steady, recently we have noticed a marked upturn in activity. Following our latest lettings at The Future Works to Likewise and Tesco Mobile we have strong interest in the remaining floors, while the vibe of the building has been completely transformed following the opening of the Plus X Innovation Hub. With numbers from Mondays to Thursdays at pre-Covid levels, we’re also seeing higher office occupancy levels which we’re supporting through a range of new amenities at the building.

“To stay ahead of the latest interior design trends and the evolving requirements of modern occupiers, we are adding a state-of-the-art gym to the building. The communal roof terrace and landscaping is also being refreshed, along with the building’s end-of-trip facilities, ensuring that these best-in-class amenities stay that way and continue to directly benefit tenants every day. With increased appreciation of the benefits of a first-rate office environment for business performance, employee well-being and attracting talent, it’s vital that Slough’s workspaces meet these criteria to maintain the town’s bright future.”

QUALITY OF LIFE

Beyond economic factors, Slough offers a high quality of life with good schools, green spaces, and a diverse community. The town’s commitment to cultural and recreational development ensures residents have access to various amenities and activities, fostering a vibrant and inclusive environment.

In summary, Slough’s recent developments in infrastructure, housing, and urban regeneration have significantly enhanced its appeal. The town seamlessly blends affordability, connectivity, and quality of life, making it an increasingly popular choice for those seeking a balanced and fulfilling lifestyle.



HORLICKS QUARTER

SLOUGH SL1



THE BOTANICAL COLLECTION

NEW SHOWHOME NOW LAUNCHED

Nestled within The Atrium, The Botanical Collection is thoughtfully designed around the large glass atrium that floods the space with natural light, offering stunning views of the atmospheric internal garden.



Scan QR code
to discover more

Marketing Suite & Show Apartments
Stoke Gardens, Slough SL1 3QB

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