

HORLICKS QUARTER

SLOUGH SL1

NEWS



A BLOSSOMING COMMUNITY

AN ASTONISHING LETTINGS SUCCESS

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WELCOME TO HORLICKS QUARTER

Welcome to the latest edition of the Horlicks Quarter newsletter, our place to keep you up to date on the development's progress, Slough news, and the local property market.

The last few months were filled with good news – the first residents have moved into Darjeeling House and Artesian House, the Elizabeth Line is now open, and exciting redevelopment plans for the town centre are moving forward. With Aquifer Gardens open to the community and the Horlicks Factory returning to its former glory, strolling around Horlicks Quarter has become even more enjoyable.

Construction progress has been confidently moving forward across the development. Apartments in the Horlicks Factory and Aquifer House were launched in January 2022 and will be followed by the launch of the Horlicks Factory Clocktower Collection in spring 2023.

The blossoming of Horlicks Quarter has been attracting more and more attention from tenants. The high demand is likely to keep rising – especially now that the Elizabeth Line seamlessly connects Slough with Central London and beyond – making the development an exciting investment opportunity.

We spoke to residents, tenants, letting agents, and local experts to learn more about all the positive changes around the development. We hope you enjoy discovering more about Horlicks Quarter with us.



Computer Generated Image is indicative only

HORLICKS QUARTER

WHAT’S NEW?

NEW GREEN SPACES AT HORLICKS QUARTER



Berkeley was delighted to welcome the local MP, Mr Tanmanjeet Singh Dhese, and other councillors to the formal opening of Aquifer Gardens at Horlicks Quarter.

Set at the heart of Horlicks Quarter, Aquifer Gardens is now officially open to both residents and the public. Beautiful communal gardens are set against the backdrop of the red-brick Horlicks Factory, creating a green oasis with an urban edge. The central lawn is perfect for meeting with friends, picnics, or yoga even, while the water features and shaded sitting areas create lovely surroundings to relax or read a book.

Aquifer Gardens is framed on three sides by the apartment residences – Darjeeling House, Artesian House, and Aquifer House – with many of the properties enjoying views across the gardens.

“The opening of Aquifer Gardens marks another milestone in the creation of Horlicks Quarter. We were thrilled that our residents and some of the key local councillors were able to join us to mark the occasion”

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

A WARM WELCOME

Our concierge team look forward to assisting you.

Andrew, Lyes and Ali are the friendly concierge team at Horlicks Quarter. They are on site every day from 7am to 7pm, making sure everything runs smoothly and providing a warm welcome to all our residents and guests.

So, what does a concierge do? The concierge team at Horlicks is primarily responsible for assisting residents with general estate enquiries; accepting and storing parcels if you’ve registered for the parcel service; and safekeeping house keys if needed. They also carry out regular building inspections and look after all residents’ safety and wellbeing.

Our concierge team is passionate about making Horlicks Quarter a great place to live and a welcoming community for everyone. If you have any questions or need help, Andrew, Lyes, and Ali will be happy to assist you.



MORE HOMES COMING TO HORLICKS QUARTER

The iconic Horlicks Factory, owned by GlaxoSmithKline, closed in 2018 after 110 years in business. Now the historic building is in the process of ambitious restoration that both preserves its legacy and reinvents its future. Alongside new homes and a range of amenities, Berkeley is creating Horlicks Quarter, a new vision for contemporary urban living in central Slough.

Berkeley was delighted when plans for more new homes at Horlicks Quarter were approved by Slough Borough Council in August. The next phase of the redevelopment will create 701 more homes, 251 car parking spaces, and commercial units. It brings the total of new homes set to be built at the site to nearly 1,300.

The project, which councillor Pativar Kaur Mann described as “very exciting”, aims to transform the former factory site into a welcoming and desirable new neighbourhood. In addition to impressive residential development, the site will feature new green spaces, residents’ amenities, and a new cycle path. All the while preserving and restoring the historic architectural elements, such as the old factory chimney and the clocktower.

PATRICE AND LUKE

FIRST-TIME BUYERS CHOOSE HORLICKS QUARTER

When I moved back to live with my parents, I wasn’t expecting to find the love of my life right next door. As luck would have it, Luke’s parents were my parents’ neighbours. He had also just moved back home to save money to buy his own place. Our parents introduced us... and the rest is history.

Once we were ready to buy a home together, I suggested looking into the government-funded Help to Buy scheme. I work for an estate agent, Savills, and I’d heard about the scheme through my job. To use Help to Buy, we had to buy a new build property, so we started looking for developments that fell within our budget.

We were originally considering different areas, including Slough, Windsor, Hounslow, Brentford – ideally within an easy commute to Richmond. But as soon as we visited Horlicks Quarter, we knew we wanted to live here. The development was still under construction, but after visiting the marketing suite and talking to the sales team, we could see the long-term vision for the site. The fantastic communal areas closed the deal for us.

As first-time buyers, the Help to Buy: Equity Loan scheme was a game-changer. We worked out that it would cost us almost the same to buy as it would to rent. It costs £1,300 a month to rent a similar apartment at Horlicks Quarter and our repayments are £1,350 so it made perfect sense to buy. We were ready to make the commitment.

Through my job, I know that Berkeley is a high-quality builder which took a lot of anxiety out of this decision. We bought our apartment off plan, but we didn’t have to wait too long until it was finished. Naturally, it was a huge step for us to buy our first home together. I must give credit to the Berkeley team who were brilliant and supported us through every stage of the process. Thanks to them, it was much more straightforward than we had first anticipated.

The timing couldn’t be more perfect. A few hours after we signed the mortgage papers, we found out I was pregnant! We moved into our new home, a two bedroom apartment in Artesian House, in July.

It overlooks Aquifer Gardens, which is a lovely communal landscaped area – exactly the type of space that attracted us to this development in the first place.

We are looking forward to the Horlicks Factory refurbishment being completed next year, when we’ll be able to use residents’ facilities like the rooftop garden, the games room, and the co-working hub.

We are really happy with our new home at Horlicks Quarter.



EVENTS CALENDAR

OCTOBER



DIWALI CHIMNEY LIGHTING



PUMPKIN CARVING COMPETITION

NOVEMBER



‘DECORATE YOUR POPPY’ CHILDREN’S ACTIVITY

DECEMBER



‘DECORATE THE CHRISTMAS TREE’ CHILDREN’S ACTIVITY



AN EVENING OF CHRISTMAS CELEBRATIONS

AN ASTONISHING LETTINGS SUCCESS

Horlicks Quarter is proving to be a great lettings success. Rising demand has meant rents in Slough are up to levels normally seen in nearby Windsor, with furnished two bedroom apartments renting for as much as £1,800. Tenants are predominantly highly skilled professionals, including employees of global companies and international relocators. With such high demand, what can landlords and tenants expect going forward?

HEAR FROM THE LETTING AGENTS



In August, we rented ten apartments in Darjeeling and Artesian House. We were particularly pleased with a collection of six apartments in Artesian House which came to the market with one client. They rented within a week.

Furnished two bedroom apartments achieve on average £1,650 per month and furnished one bedroom apartments achieve £1,300 per month. In September, the lack of stock was pushing the rental prices further. The demand is still very strong and we receive multiple phone calls and emails each day. We have seen constant demand for furnished property, so again, we would recommend any buyer to seriously consider furniture packs.

Adrian Moody,
Director of Lettings



With the arrival of Crossrail and significant rejuvenation of the town centre, Slough is definitely becoming a contender as the first choice for commuters looking for “more affordable” housing outside of London. Rents have increased in the area by up to 20% in some locations and we would expect this increase to continue throughout next year, especially with the lack of good-quality homes on the market at present. We have had a huge amount of success at Horlicks Quarter with rents achieving over the advertised rental figure and would fully expect the trend to continue as more of the development is released.

Kerensa Lewis,
Lettings Manager



Looking at the rental market over the last six months, The Frost Partnership has seen an extremely buoyant market fuelled by the lack of new stock coming onto the market against strong tenant demand. Across Berkshire, Buckinghamshire, Surrey, and Middlesex we have seen rents increase by between 8-13% in the last 12 months and see no reason why the rental market would not continue its current trajectory moving into the first and second quarters of 2023. With the proposed new Energy Performance legislation coming into force around 2025, most investors are buying “New Build” to ensure that if the new regulations come in, they will not be affected.

Jeremy Fisher,
Director of Lettings

ACHIEVED RENTALS AT HORLICKS QUARTER

	1 Bed Apartment Darjeeling House	2 Bed Apartment Darjeeling House	2 Bed Apartment Darjeeling House	2 Bed Apartment Darjeeling House
Floor	5th	1st	3rd	5th
Size (Sq ft)	497	702	703	702
Parking	No	No	Yes	Yes
Furniture Pack	No	No	No	Yes
Achieved Rent PCM	£1,250	£1,500	£1,550	£1,800
Time to let	14 days	8 days	11 days	18 days
Achieved Yield pa	5.4%	4.96%	4.94%	5.7%

MEET OUR TENANTS

SERG & ANNA

HORLICKS QUARTER CREATES GREAT HOMEWORKING HUB FOR LONDON LEAVERS

Serg Ivo is the Head of Sales and co-founder of Smarthost.co.uk, London's leading short let management firm. His girlfriend, Anna Cher, is the founder of Silkanova.

“Anna and I were originally working in central London and renting in Tower Hill. But as soon as we had the option to work from home, we started looking into moving out of town and renting in a cheaper location. Somewhere we would get far more space for our money.

After extensive research, Slough came up as a top choice due to its excellent transport links and great value. We wanted to live in a new build home, so we were delighted to discover that Berkeley was building Horlicks Quarter on the former Horlicks Factory site.

I fully trusted Berkeley's excellent reputation for building high-quality homes so I didn't view our apartment before signing the rental agreement. I was confident it would be well-designed and beautifully finished. And I wasn't disappointed.

Living in Slough gives us a greater quality of life – the more we're saving on rent, the more we can go out and enjoy ourselves. With the Elizabeth Line, we can easily travel to London to meet up with friends or check out the shops and restaurants in Windsor.

The communal spaces at Horlicks Quarter, like the Aquifer Gardens, made it easy to make friends with our neighbours. There is also a great community vibe in the residents' co-working space which I use every day.”



YATT & JOHN

HORLICKS QUARTER ATTRACTS YOUNG PROFESSIONALS DUE TO GREAT TRANSPORT LINKS AND VALUE FOR MONEY

Yatt and her husband John have been renting Berkeley properties for several years. Before moving to Horlicks Quarter this summer, they rented an apartment at Berkeley's Royal Arsenal in Woolwich and another one at The Pinnacle in Croydon for three years before that.

“We always choose Berkeley apartments. We love that they're high-quality, stylish homes located in developments designed as communities, not just regular blocks of flats. We loved living at Royal Arsenal, but we had to move as rental prices in London went up significantly – our landlord increased our rent by 25%.

We started looking at Berkeley developments along the Elizabeth Line and came across Horlicks Quarter.

As my job is changing and I will be based in Windsor soon, Slough was ideal in terms of location. John travels abroad for work so to live just a 20-minute drive from the Heathrow airport was also a big bonus for him.

We are thrilled with our flat. It's located on the ground floor of Artesian House, so we have lovely views across the Aquifer Gardens towards the iconic Horlicks Chimney. We can't wait to use all the residents' facilities once the factory building is completed.

We are so pleased that Berkeley decided to build a new development in Slough. It's a great location in terms of connectivity to London and Heathrow. And it offers far better value for money compared to living in central London.”



KEY MILESTONES ACHIEVED

OVERALL CONSTRUCTION PROGRESS

We welcomed our first residents, opened a beautiful slice of nature in the heart of our development, and made significant progress towards future milestones.

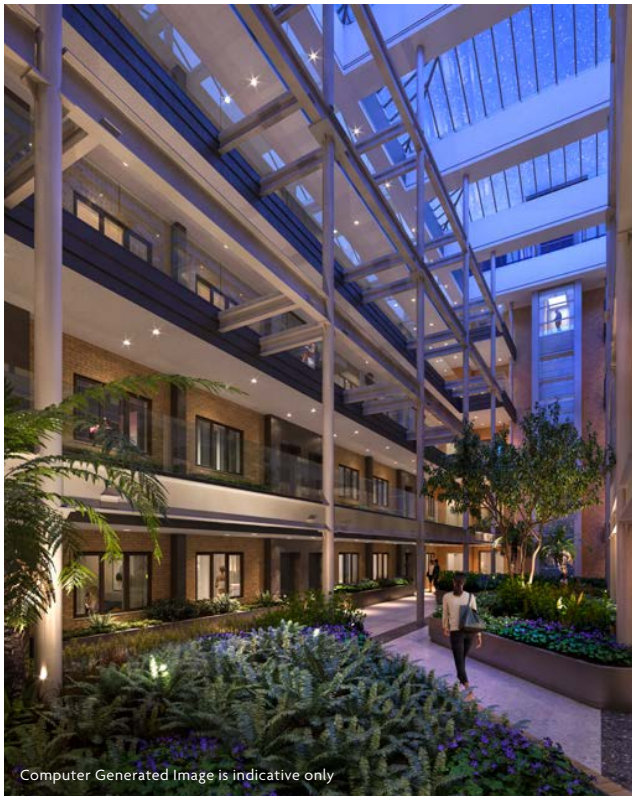
It's been a busy few months at Horlicks Quarter. Our first residents moved into apartments in Darjeeling House in April 2022. Artesian House was completed soon after, in June 2022. We also had the pleasure of opening Aquifer Gardens, our beautiful communal gardens, to the wider community.

Now it's all hands on deck for the redevelopment of the Horlicks Factory. Works are well underway and we anticipate our first completions in spring 2023 and the opening of the residents' amenities in summer 2023. Meanwhile, Aquifer House – our premium collection of one and two bedroom apartments adjacent to Clocktower Place – is also making excellent progress. Its first completion is forecasted for the first half of 2024.



THE HORLICKS FACTORY UPDATE

INSIDE THE HORLICKS FACTORY REDEVELOPMENT



The refurbishment and conversion of the former Horlicks Factory are gathering pace.

The factory has dominated Slough's skyline for over a hundred years so retaining its iconic features was a priority. Beautifully cleaned and restored, the red brick clocktower and the 47m chimney have now been uncovered for all to enjoy.

"When we started looking at the scheme, we felt the clocktower and the chimney were two iconic elements that needed to be shown off," says Dave Taylor, Design Director at Berkeley.

One of the most striking aspects of the refurbishment is taking shape inside the building. The interiors, dating back to 1908, have been carved out to create an impressive atrium. Large skylights will fill the space with daylight, illuminating a landscaped garden on the ground floor.

"The original steel columns and beams within the factory have been kept and repainted to keep the factory's history. It gives you a nod back to what this factory would have been like when it was first built," explains Dave Taylor.

The finished result will be a bright and airy space that will open up an extraordinary view of the whole factory, floor to ceiling.

The first stage of the Horlicks Factory renovations is due to be completed in the spring of 2023.

A selection of 1, 2 & 3 bedroom apartments is available for sale from £282,500.

"The eye-catching red HORLICKS letters mounted on the top of the factory have been replaced. Due to structural issues, the original lettering was taken down – it was replaced with new letters, faithfully replicating the font and colour of the original."

Dave Taylor
Design Director

SLOUGH TODAY



TOWN CENTRE REIMAGINED



The proposed Queensmere shopping centre redevelopment will bring life back to Slough town centre through the creation of high-quality homes and lively community spaces.

Exciting change is coming to Slough. Local councillors recently approved outline plans for the large-scale redevelopment of the site, providing a framework for up to 1,600 new homes, alongside shops, restaurants and leisure uses.

The mixed-use scheme – called Slough Central – also includes creating public spaces, such as a new town square, and a potential for a boutique cinema or live music venue. These revitalisation efforts will breathe new life into the town centre, creating spaces and amenities for the whole community to enjoy.

SLOUGH'S BUSINESS CENTRE IS THRIVING

Slough's massive business centre is thriving with plans to create its first multi-storey industrial development.

Europe's largest trading estate in single ownership, Slough Trading Estate is home to over 300 companies, including Mars, Ferrari North Europe, DHL, Telefonica O2, ZTE and UCB. There were 20 new businesses to the trading estate in the last 12 months with vacancy rate now at its lowest at just under 2%. And it's growth plan is not stopping there. New investment is underway to grow the estate and attract more business to Slough.

James Craddock is the Managing Director, Thames Valley at SEGRO. He highlights the upcoming developments and why they're so exciting for business in Slough:

"The Slough Trading Estate is a thriving and vibrant business community for our customers. With historically low levels of vacancy, it continues to be a hugely popular choice for businesses to be based and a

long-term home for a diverse range of sectors. We are pleased to see strong demand for modern, sustainable warehousing and industrial space that is well-located in the Thames Valley.

In February, plans were approved for SEGRO to develop the first multi-storey industrial development on the Slough Trading Estate. Known as SEGRO V-Park Leigh Road, the iconic, seven-storey building will provide industrial workspace for a range of businesses, including small enterprises and start-ups, whilst ensuring that the Trading Estate remains the long-term home for a diverse range of businesses and sectors."



CROSSRAIL FULLY CONNECTS SLOUGH TO CENTRAL LONDON

With the next phase of the Elizabeth Line opening, commuting to London has become even easier.

Officially opened back in May this year, the Elizabeth Line is a game-changer for Slough's connectivity. The next phase of opening – starting on November 6, 2022 – will fully connect services from the east and west, reducing travel time to central London and beyond.

No more changing trains on your way to Bond Street, Tottenham Court Road, Liverpool Street, or Canary Wharf. Services from Slough will soon go through to Abbey Wood.

And more good news: Sunday services will be added between the central stations, making the entire Elizabeth Line operational seven days a week.

Major cross-country transport infrastructure and high speed rail links will continue to make Slough a highly sought-after location to live, invest, and do business. An analysis from Savills suggests the opening of the Elizabeth Line could further boost property price growth.*

Stayed tuned for more developments: the final timetable across the entire railway will be in place no later than May 2023.

*Source: www.savills.co.uk/blog/article/328910/residential-property/new-homes-along-the-new-elizabeth-line.aspx

HORLICKS QUARTER

SLOUGH SL1



Photography of Aquifer Gardens, Horlicks Quarter

THE COMMUTE THAT'S A WALK IN THE PARK

At Horlicks Quarter, we've created a leafy new promenade through the development which provides pedestrian access from the western side of the site through to the eastern side of Slough station. It will improve access to the train station and town centre for residents and the local community.

**Just another little detail you'll find
at Horlicks Quarter.**

**1, 2 & 3 bedroom apartments ready
to move into from £282,500***

Discover more

Marketing Suite & Show Apartments
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*Price correct at time of print