

HORLICKS QUARTER

SLOUGH SL1

NEWS



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Computer Generated Image, subject to final planning and design

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.

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.

The year 2023 was filled with good news – we celebrated major milestone with official opening of Memorial Square and Residents' Facilities at Iconic Horlicks Factory.

We have also opened our superb range of residents' facilities, including a games room, gym, cinema room, dining room, and concierge office. Additionally, we will open the doors to our co-working space in the Atrium and a rooftop garden. Plans are also underway for an on-site café, a day nursery, and a central piazza for open-air community activities.



HORLICKS QUARTER

WHAT'S NEW?

UNVEILING OF MEMORIAL SQUARE

On Wednesday 19th July, Berkeley Homes celebrated a major milestone in the development of Horlicks Quarter with the official opening of Memorial Square.

Memorial Square stands out as one of the most prominent communal areas within this thriving new community. The beautifully landscaped space is now home to Grief -, the sympathetically restored Grade II listed War Memorial commissioned by the Horlicks Company in 1949. It serves as a poignant symbol of remembrance for the staff who bravely fought in both the First and the Second World War. Another significant feature of the Square is the beautifully restored original Horlicks Factory doors, which offer residents a truly impressive entrance to their new homes via wide stone steps.



"Memorial Square stands as a defining landmark within Horlicks Quarter. We take immense pride in the remarkable transformation we have achieved with the Horlicks Factory building and the War Memorial, both meticulously restored to their former glory. It was a privilege to have the Mayor and Horlicks family join us to commemorate this significant milestone. Hearing their childhood stories and seeing their pride in the restoration of the building made us immensely proud of what we have delivered keeping both their legacy and the history of this site alive for Slough."

Caroline McHardy

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

RESIDENTS' FACILITIES NOW OPEN

Great news! We opened our superb range of residents' facilities last year.

The newly opened residents' facilities are located in the Horlicks Factory building where residents can cinema room to watch their favorite film, work out in the gym, or head to the dedicated residents' lounge with pool table and comfortable sofas.



COMING SOON TO HORLICKS QUARTER:

OPENING OF THE ROOFTOP TERRACE, CAFE & CO-WORKING HUB

The rooftop terrace and co-working hub at the top of the Horlicks Factory are opening this Summer, providing residents with stunning views over Slough and Windsor, and the perfect place to unwind.

The cafe at Clocktower Place is set to open in Spring/Summer 2024, providing a convenient location where people can sit down, de-stress, have a coffee or pastry and relax in a cosy environment.



EVENTS CALENDAR

FEBRUARY



CHINESE NEW YEAR

MARCH



EASTER EGG HUNT

JUNE



SUMMER PARTY

JUNE



EID CELEBRATION

JULY



'OLYMPIC GAMES 2024

AUGUST



SUNSET ROOFTOP EVENT

"I WAS ASTONISHED AT HOW MUCH I COULD AFFORD!"

JAMES FRATER

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

"After two decades renting all over west London while trying to save for a deposit, James Frater realised the time had come to buy his own home when his landlord unexpectedly upped his rent by a staggering 40 per cent. James is on the broadcast events team for a large TV and film company and although flexible on location, he wanted to live within an hour's commute of his office in Moorgate, close to good transport links and not too far from Heathrow airport, as he often has to travel abroad for work.

After extensive research, he bought a one bedroom flat off-plan at Horlicks Quarter in Slough, and moved into his new home in January.

WHY SLOUGH?

"I turned to Google Maps and identified a range of commutable areas extending as far as Reading to the west. Beginning with properties there, I gradually worked my way along the M4, exploring various towns until I reached Slough. My search presented me with Horlicks Quarter and I was astonished, as I genuinely hadn't expected to find something there within my price range in Slough."



WHAT MADE YOU SETTLE ON THE HORLICKS QUARTER DEVELOPMENT?

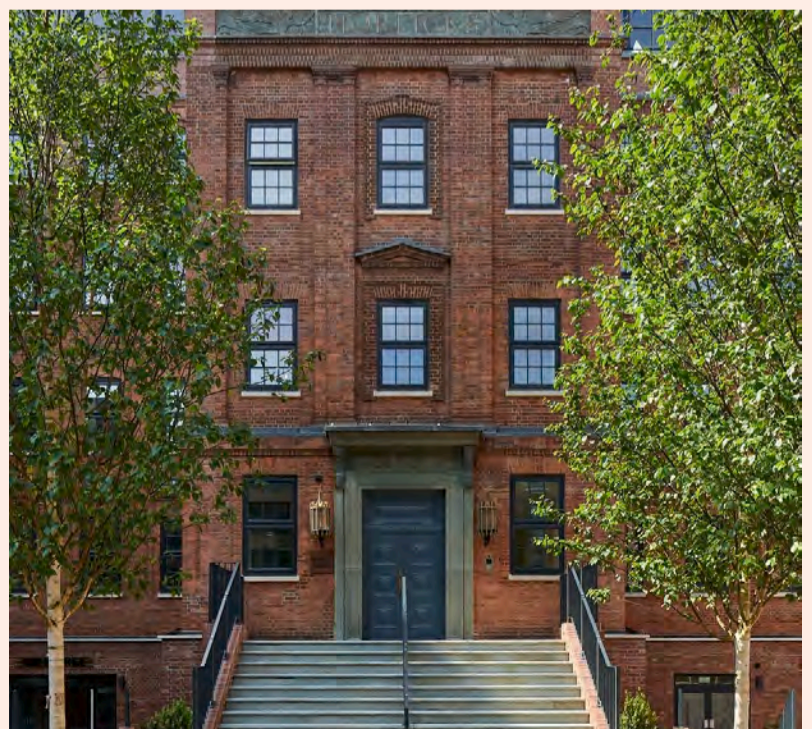
"I was first struck by the high-end kitchen and bathrooms being installed and the quality of the finish. But it was everything else that Horlicks Quarter offered that really appealed, as the amenities are truly remarkable. My front door will open onto a floating walkway over the internal atrium gardens, with a glass elevator going up to a roof terrace and I'll have access to a concierge, residents lounge, games room, cinema room, gym and secure cycle storage."

CAN YOU PICK ONE STANDOUT FEATURE?

"The real highlight for me is the co-working space, a couple of floors up from my new home. Like many people since the pandemic, I have the option to work remotely and it will be great to have access to a purpose-built shared workspace in the original clock tower. I'll be able to nip upstairs where I can have a change of scenery and interact with my new neighbours."

AND THE COMMUTE?

"The location is perfect. The station is less than ten minutes' walk away, the Elizabeth Line will take me through to the city and Heathrow is just a short drive away."



FIRST-TIME BUYER

BREAKS THE RENTAL CYCLE WITH BANK OF MUM & DAD

KAREN TAYLOR

BUYING AT THE CONVERTED HORLICKS FACTORY IN SLOUGH, WITH A CAR CLUB

Karen Taylor, aged 27 years, an environmental advisor for Shell UK, has recently bought her first home in Slough, having rented in London for nearly 10 years, with friends and then more recently sharing with her sister.

Karen explains: "I really enjoyed living in London and was lucky enough to live in some fairly central locations such as Kings Cross, Hammersmith & Paddington. But it was always my goal to be able to buy my own home. With the support of my parents, I was recently able to finally realise my dream.

When I started my property search, I wasn't just looking for a home that I could afford, I was also looking to buy a property as a long-term investment. It was therefore important for me to buy in an area within my budget, but somewhere I was confident that my property would increase in value over time, within in an easy commute, close to central London.

I started researching a number of areas outside London, to see what kind of properties were available in my price range and an apartment at Horlicks Quarter came up on Rightmove.

Ironically, a day or two after I booked my viewing to go and see the development, I had coffee with a friend and Horlicks Quarter came up in conversation. It turned out a friend of theirs worked for Berkeley and they had recommended the development as a good investment opportunity. So that gave me the encouragement I needed to pursue it further.

When I went to visit Horlicks Quarter, I was so impressed by what I saw. The flats are not the cheapest in Slough – but in my opinion, you get what you pay for.

I knew I'd pay a premium for buying a new home – but I was willing to invest the extra money because there are so many benefits to buying a newbuild. They are the best when you consider build quality, community feel, investor benefits and safety.



I'm an engineer by background and have worked with several contractors in the UK – so am aware Berkeley has a great reputation for being a good house builder. They pride themselves on extremely high levels of customer satisfaction. The other bonus from buying with Berkeley is that they offer a 2 years customer service support package. So, if I have any maintenance issues, they will come out and resolve them for me for the first 2 years. Not many developers are confident enough in their build quality to offer this service as part of the purchase price.

I love living there - my new home is also so much more than just an apartment. As a resident at Horlicks Quarter I have access to all the onsite resident's amenities which are located within the converted factory building including a gym, lounge, kitchen, communal working space and a cinema! I also have the added benefit of the convenience of having a concierge for accepting parcels when I'm out.

Another major benefit to the development is that it has its own car club. I didn't own a car in London, but would frequently use the local car club. I found this was a very convenient option for day trips when I didn't want to take public transport.

During my first viewing, the sales staff reassured me about the car club would start shortly after I moved in (which it did) - and this was an important factor in my decision. Then I found out that residents receive free membership for 2 years and £50 credit! That was awesome! I now use the car club every other week - for day trips but also shorter trips. It's super convenient, and Enterprise are very helpful.

The transport links in Slough are also excellent for commuting. Having the station just a short walk away means I can catch the Elizabeth Line straight into London, taking just 15 minutes. This has made my move out of London so easy. There is also a Tesco Extra just a short walk away which is perfect for my weekly shop.

All in all, I am thrilled with my first of hopefully many property investments."

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 £2,000. 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 AGENT



We currently let 51 apartments across the development. Furnished 2 bedroom 2 bath apartments can achieve £2,000 per month and £1,500 per month for the larger 1 bedroom home in the Factory. We also rented a penthouse at £3,000 per month which we believe is a record price for this postcode.

We are seeing real demand for 2 bed 2 baths in both the Horlicks Factory and Aquifer House. Demand will continue to increase due to the opening of the fantastic resident facilities.

80% of our tenants were looking for furnished homes due to the demographic so we would recommend any buyer to consider furniture packs.

Adrian Moody,
Director of Lettings

YATT & JOHN

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.

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



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%

KEY MILESTONES ACHIEVED

OVERALL DEVELOPMENT PROGRESS

We have been busy in the past year with Darjeeling House now fully occupied and we welcomed more residents into the iconic Horlicks Factory. We also had the pleasure of opening our fantastic range of residents' facilities, including a games room, gym, cinema room, dining room, and concierge office. Works are well underway and our first residents will move into Aquifer House this Spring. Additionally, we will be opening our co-working space and a rooftop garden. Meanwhile, The Atrium Collection is also making excellent progress, with its first completion forecasted for Spring 2024.

We look forward to seeing Clocktower Place coming to life, as we start to open up more areas of the development for everyone to enjoy.



Photography of Aquifer Gardens, Horlicks Quarter



Computer generated illustration of The Atrium, Horlicks Quarter

BEST PLACES TO EAT & DRINK

MORI JAPANESE RESTAURANT



A contemporary eatery whose specialities include sushi, teppanyaki, donburi, noodles and katsu curry. Its name comes from the word moriawase, meaning combination, assortment or platter and the restaurant embraces the family style of eating and sharing.

RYYAN FISHMONGER & KITCHEN



Using the slogan 'You choose it, we cook it', Ryyan serves up delectably fresh fish and seafood dishes. Fish can be bought to take home and cook in your own kitchen too.

GAUDIO'S SANDWICH BAR



Offering great coffee, Italian sandwiches, salads and desserts that are not to be missed. One of those rare places where you can tell that the owners take pride in what they do.

MOXY HOTEL



This uniquely designed hotel brings a vibrant buzz to the centre of town. The Thunderbird's lounge is ace and well-rehearsed in shaking and serving the best Martinis in Slough.

COFFEE & MORE AT HORLICKS QUARTER



Horlicks Quarter will include a friendly café, as well as a convenience store and nursery.



SUSTAINABLE COMMUNITIES, NEW PUBLIC REALM, A PLACE FOR ENTREPRENEURS

SLOUGH REGENERATION STILL TO COME

Located 22 miles from central London, there is much to recommend Slough – a high-tech local economy, a 15 minute commute to the capital for almost half the property price.

Since spring 2022, Slough Borough Council has been working with partners to ensure its plans to regenerate the town centre are carried forward.

In March 2023, it was announced that Homes England, the UK government regeneration specialist, will be a partner in the redevelopment of the North West Quadrant opposite the station.

The AkzoNobel/Dulux site, with planning consent for up to 1,000 homes and a data centre, was purchased from Slough Borough Council in November 2022.

QUEENSMERE SHOPPING CENTRE

The redevelopment of Queensmere, Slough's main shopping centre, is an important first step in creating a new heart for the town centre. British Land, the development manager for the Abu Dhabi Investment Authority (ADIA), is to develop the 4.82 hectare site for:

- Up to 1,600 new homes
- Up to 15,000 sq m of flexible town centre spaces for future shops, restaurants, community, leisure and education facilities
- Up to 40,000 sq m of high-quality office space
- A new town square
- Reinstatement of historic routes
- An urban park
- A local square and landscaped community heart space
- New green routes and connections



TVU (NORTH WEST QUADRANT) DEVELOPMENT

Homes England has purchased the former Thames Valley University site on Stoke Road and will team up with Muse, to accelerate the creation of the North West Quadrant (NWQ) destination in Slough town centre.

The North West Quadrant is an important regeneration site in central Slough and will feature up to 1,340 mixed tenure homes, workspace and supporting amenities.



NO. 1 AND NO. 3 FUTURE WORKS

No. 1 and No. 3 Future Works will provide an additional 260,000 sq ft of premium office space opposite Slough Station. The two buildings will be set either side of the existing No. 2 Future Works and will feature equally striking architecture, the latest technology to benefit health and wellbeing and the environment, with multiple roof terraces, gyms, yoga lawns and outdoor auditorium.



STOKE WHARF, STOKE ROAD

Stoke Wharf, 0.5 miles from Horlicks Quarter, will transform an underused area alongside the Grand Union Canal into a vibrant new community, incorporating up to 312 homes, while opening up the waterways for the use and benefit of the wider community. Formal planning has been secured, and the project is to be delivered by Slough Urban Renewal and Waterside Places.

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 promenade through the development which provides pedestrian access to Slough station. **Just another little detail you'll find at Horlicks Quarter.**

1, 2 & 3 bedroom apartments ready to move into from £279,950*

Discover more

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

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E: horlickssales@berkeleygroup.co.uk

*Price correct at time of print