

HORLICKS  
QUARTER

SLOUGH SL1

# THE BERKELEY REGENERATION EFFECT



[HORLICKSQUARTER.CO.UK](http://HORLICKSQUARTER.CO.UK)

**Berkeley**  
Designed for life





Computer generated image of Horlicks Quarter

# REGENERATION CREATES CAPITAL GROWTH

At Berkeley Group we are passionate about building beautiful homes and creating communities where people aspire to live. We focus on placemaking, not just housebuilding, and are the UK's most experienced developer in urban regeneration at scale.

Our Vision 2030 business strategy centres on ten priorities for the coming decade, helping to drive our continued success in urban regeneration, whilst setting us apart and maximising our positive impact.

Since launching this strategy, we've redeveloped and regenerated vibrant urban communities around London and the south-east, delivering growth in property prices that out perform the property prices of the local area. Where there was once under-used land or empty buildings, we have transformed them into thriving new communities. Many Berkeley developments feature green open spaces, new leisure facilities, shops, restaurants, offices, and health centres - which offer enjoyment, create jobs and benefit the wider local community.

We also specialise in carefully restoring and preserving important historical assets for future generations.

Our most recent of these projects has been transforming Slough's historic Horlicks Factory into a vibrant new community, the Horlicks Quarter.

The development consists of the newly restored Horlicks Factory building, chimney and clocktower; as well as a large collection of high-quality apartments, with plenty of open spaces and landscaping alongside a host of excellent amenities.

Horlicks Quarter is an element of a wider regeneration programme that will transform Slough into a small city of the future. As with other Berkeley regeneration schemes, it looks set to bring a wealth of new opportunities and growth for residents, investors and the wider community.

# THE BERKELEY DIFFERENCE

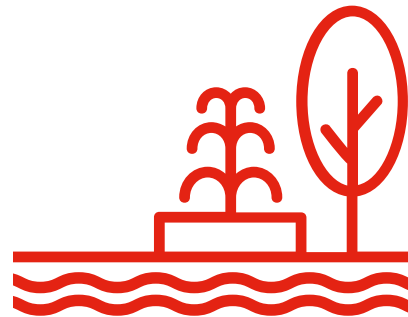


A new development is always about people. Wherever you live, people want the same thing. A home where they feel safe. Their own front door. A gentle view of the park or the trees. A community with character, friends and a sense of belonging. Taking unloved, under-used land and turning it into wonderful, inviting spaces with beautiful landscaping is what Berkeley does best. Should you visit any of our regeneration projects, I hope that you will recognise not only the pride with which we build, but also the pride the local community has in their transformed places. And that means all of the local community, across all tenures and all housing types. Regeneration is a force for good in this country and Berkeley is investing in the future to leave a real and lasting legacy.”

**TONY PIDGLEY, CBE**  
 Founder of the Berkeley Group



Computer generated image of Horlicks Quarter



## COMMITMENT TO THE FUTURE

When we plan a development, we take a long-term view of how the community we create can thrive in years to come. Our aim is to permanently enhance the neighbourhoods in which they are located.

## DESIGNED FOR LIFE

We are committed to creating great places where people love to live, work and relax. Where the homes are light-filled, adaptable and finished to very high standards. Where carefully planned public areas enhance well-being and quality of life.

## CHOICE AND DIVERSITY

No two Berkeley customers are the same, so we aim to offer a wide choice of property location, size and type. From central London to major towns and cities; from market towns to rural villages, countryside to the coast - we build in locations our customers love.

## QUALITY FIRST TO LAST

Quality is the defining characteristic of Berkeley developments, right down to the very last detail. We choose our locations, style of homes, construction practices, materials and specifications with great care. All new properties come with a 10-year build warranty.



## CUSTOMERS DRIVE ALL OUR DECISIONS

We strive to understand what our customers want and need - well-built homes, in a pleasant and safe neighbourhood, with plenty of amenities and good transport connections. Then we apply that understanding to all our planning and design decisions.

## GREEN LIVING

We are committed to creating a better environment within our developments and in the areas that surround them. That's why we build on brownfield sites whenever we can, bringing new life to disused and unloved spaces.



## ICONIC ARCHITECTURE, CONNECTIVITY, LEISURE AND OPEN SPACES

# SLOUGH REGENERATION THE STORY SO FAR

Slough is on an exciting journey of regeneration and renewal; a journey that began with its inclusion in the game-changing infrastructure of the Elizabeth Line, driving investment and putting the town firmly on the map.

A total £3.5billion of public and private investment has already been made in the town centre with investors including U&I, Ashby Capital, British Land, ADIA, Muse, Morgan Sindall, Aberdeen Assets and Landid.

## PROJECTS DELIVERED



**Crossrail** – fully opened in Slough 2022, connecting to Bond Street in 31 mins; Canary Wharf 46 mins

**The Curve** – an iconic library and cultural centre with a café, gallery, museum, performance venue and registry office

**Arbour Park** – home to Slough Town Football Club with a 3G floodlit pitch, 2000 capacity stadium and function rooms

**Ice Arena** – home to the Slough Jets ice hockey team and many community groups with an ice rink, climbing wall, gym and café

**The Centre** – a flagship leisure facility with an 8 lane swimming pool, sports hall, gym, exercise studios, sauna and treatment rooms

**Moxy Hotel & Residence Inn** – part of the redevelopment of the former library site, bringing a cool vibe to the centre of town

**No. 2 Future Works** – an innovative world class work space with a green focus on the health and wellbeing of its users

**Porter Building** – directly facing the Elizabeth Line station, this landmark office space is home to toy giant Mattel and Orange Business Services

**Bus Station** – a stunning tribute to the astronomer William Herschel, who lived in Slough. It featured in the 2009 Royal Academy Summer Exhibition



The Bus Station



The Curve



The Porter Building



Moxy Hotel



Ice Arena



# SLOUGH REGENERATION CONTINUES



Computer Enhanced Image is indicative only. Locations are approximate



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. Crossrail is now fully open and planning is in place for the redevelopment of the main shopping district.

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



Queensmere

## 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.

Developer, Muse, will work with the government's housing and regeneration specialist and plan to carry out an extensive public consultation from summer 2023.



North West Quadrant\*



North West Quadrant\*

## 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.



Future Works

## 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.



Computer generated image of Horlicks Quarter

# HORLICKS QUARTER

Launched in January 2021, the development is situated on the former site of the Horlicks Factory. Today, the site is being transformed into a well-connected and unique mixed-use development where history blends seamlessly with modern sustainable living.



**UP TO 1,300 HOMES**  
By Berkeley



**HISTORICAL LOCATION**  
Refurbishment of the iconic Horlicks Factory, Clocktower and Chimney



**A WEALTH OF FACILITIES**  
Including concierge, co-working studio, gym, cinema room, games room and rooftop garden with views towards Windsor Castle

**CAPITAL GROWTH FORECAST**



**+13.9%**  
CUMULATIVE  
2023 - 2027\*

**RENTAL GROWTH FORECAST**



**+17.6%**  
CUMULATIVE  
2023 - 2027\*

**SLOUGH AVE. PRICE GROWTH<sup>1</sup>**



**+62%**  
IN THE LAST  
10 YEARS

**ACHIEVED RENTAL YIELDS<sup>2</sup>**



**+5.7%**  
AT HORLICKS QUARTER,  
AUGUST 2022



# ROYAL ARSENAL RIVERSIDE

An award-winning regeneration scheme in Woolwich. Today, Royal Arsenal Riverside, is home to over 7,000 people, is the work place for 650 employees and welcomes thousands of visitors a year to its cafés, restaurants, shops, fairs and farmers' markets.



**5,100 HOMES**  
By Berkeley



## HISTORICAL LOCATION

Regeneration of the former site of Royal Arsenal Munitions Factory with 20 listed buildings restored

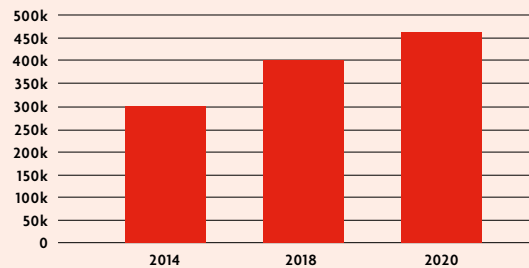


## A WEALTH OF FACILITIES

12 acres of public open space, 580,000 sq ft of commercial floorspace including a hotel, shops, restaurants, offices, a nursery and health centre

## ROYAL ARSENAL RIVERSIDE, GREENWICH, SE18 6FR

AVERAGE ONE BED APARTMENT PRICES<sup>1</sup>



ROYAL ARSENAL RIVERSIDE AVE. PRICE GROWTH

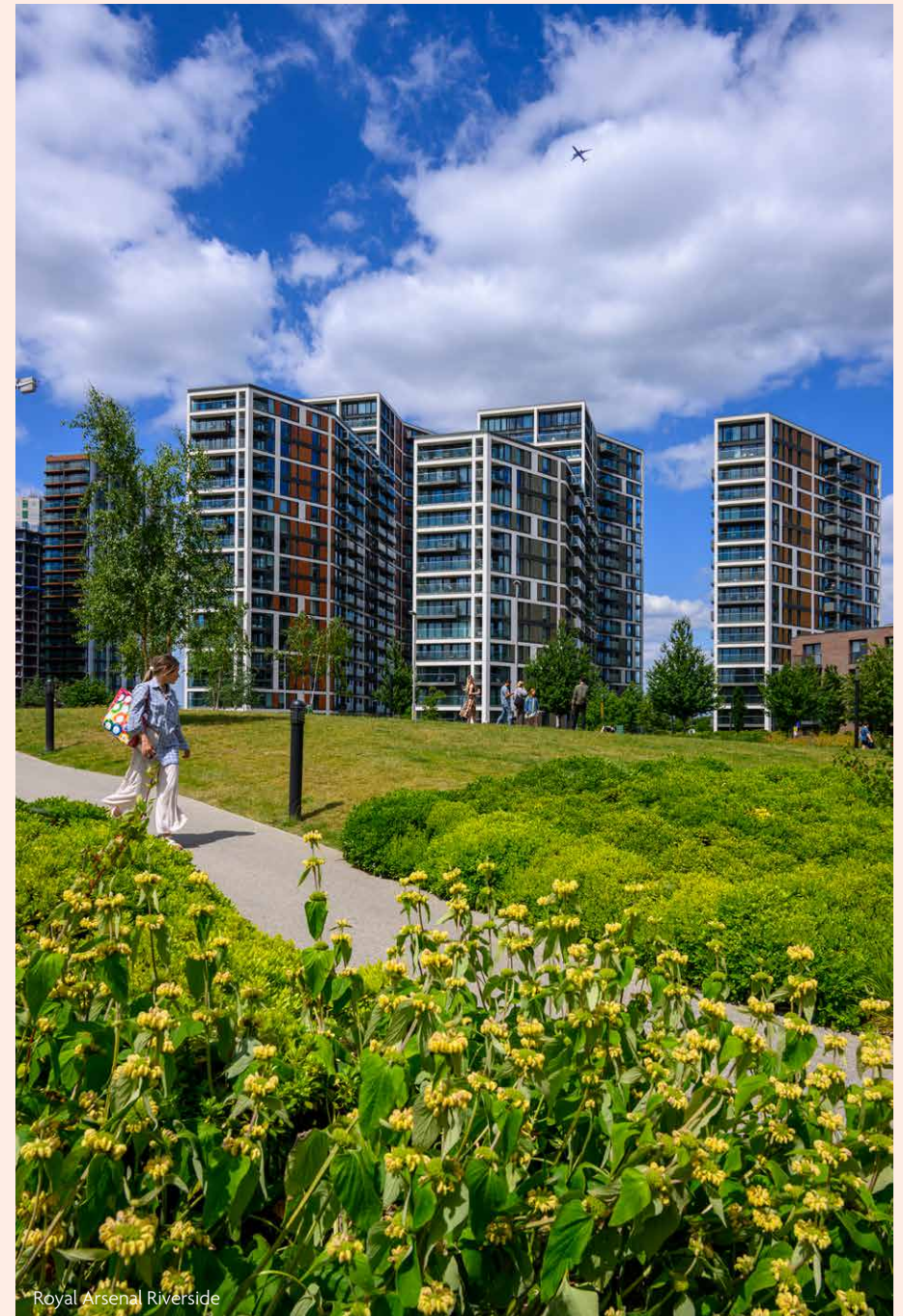


**+55%**  
2014 - 2020

LOCAL AREA AVE. PRICE GROWTH<sup>1</sup>



**+32%**  
2014 - 2020



Royal Arsenal Riverside

<sup>1</sup>Average Property Price Growth Source: UK Land Registry for Greenwich.





# BEAUFORT PARK

Built on the former RAF Hendon base, Beaufort Park is a large mixed-use regeneration scheme which launched in 2005 and once complete, will provide 3,337 quality apartments, commercial, retail and leisure space, set in 25 acres of beautifully landscaped grounds.



**3,337 HOMES**  
By Berkeley



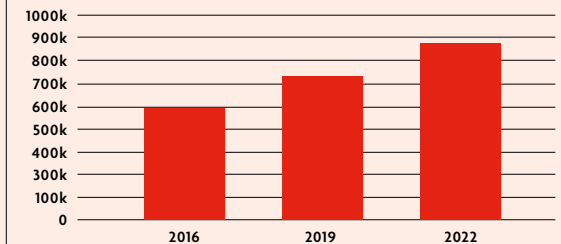
**HISTORICAL LOCATION**  
Regeneration of the former  
RAF East Camp Site



**A WEALTH  
OF FACILITIES**

Including a new residents' swimming pool and spa, with gymnasium car parking, open spaces and 24-hour security

## BEAUFORT PARK, BARNET, NW9 5GW AVERAGE APARTMENT PRICES<sup>1</sup>



**BEAUFORT PARK AVE.  
PRICE GROWTH**



**+48%**  
2016 - 2022

**LOCAL AREA AVE.  
PRICE GROWTH<sup>1</sup>**



**+3%**  
2016 - 2022

<sup>1</sup>Average Property Price Growth Source: UK Land Registry for Barnet.



# WOODBERRY DOWN

A landmark regeneration neighbourhood set in 64 acres and adjacent to two existing reservoirs, residents can enjoy large and improved public open spaces as well as impressive new community shops and facilities.



**2,000 UNITS**

In occupation currently of 5,500 once complete



**COMMUNITY SPACES**

Including residents' gyms, pools, spa, 15 acres open green space, multiple residents/business lounges, screening room

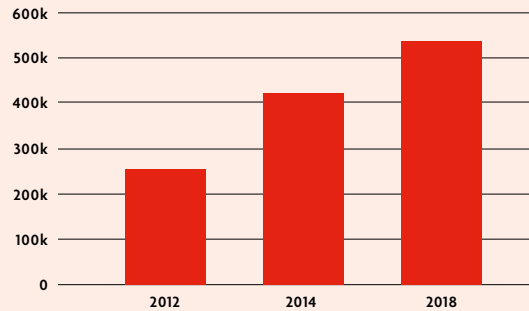


**COMMERCIAL SPACES**

Including cafés, gym, restaurants/bar, convenience stores, florist, dry cleaners, beauticians and hairdressers

## WOODBERRY DOWN, HACKNEY, N4 2BA

AVERAGE ONE BED APARTMENT PRICES<sup>1</sup>



**WOODBERRY DOWN  
AVE. PRICE GROWTH**

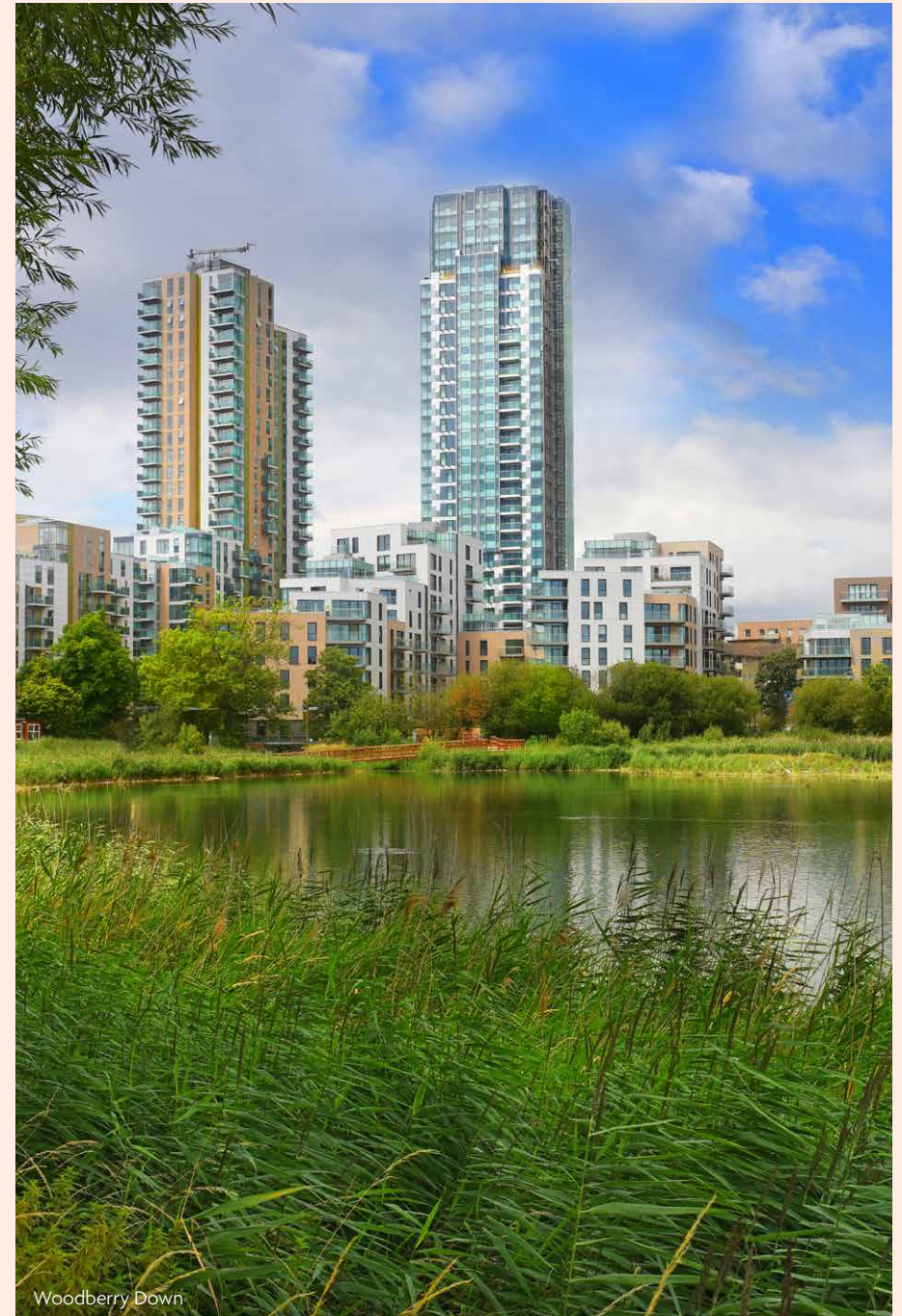


**+96%**  
2012 - 2018

**LOCAL AREA AVE.  
PRICE GROWTH<sup>1</sup>**



**+64%**  
2012 - 2018



Woodberry Down

<sup>1</sup>Average Property Price Growth Source: UK Land Registry for Hackney.



# HORLICKS QUARTER

SLOUGH SL1



Computer generated image of Clocktower Place

## FIND OUT MORE

Horlicks Quarter offers a collection of stylish 1, 2 & 3 bedroom apartments and a fantastic residential investment opportunity.

**Sales & Marketing Suite and Show Apartments open daily. Stoke Gardens, Slough, SL1 3QB**

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SCAN CODE FOR  
MORE INFORMATION

[HORLICKSQARTER.CO.UK](https://horlicksquarter.co.uk)

OUR VISION  
**20:30**  
TRANSFORMING TOMORROW

**Berkeley**  
Designed for life