

SALAMANDER QUAY, HAREFIELD, UXBRIDGE, UB9 6NZ



MARKETING REPORT

JANUARY 2025

Introduction

Bray Fox Smith were appointed to market Salamander Quay in September 2019 on behalf of the previous owners. This updated report has been commissioned by Mountley who recently purchased Salamander Quay.

Bray Fox Smith are a leading South East Office Agency practice focused on leasing offices across the region. In 2024 we were the top lettings contributors in the region leasing over 800,000 sq ft. We have set record rents for our landlord clients in Watford, Maidenhead, Luton and Milton Keynes. Locally to Harefield we have an excellent track record in Watford being the retained leasing agents on Croxley Business Park and The Clarendon Works. We are also leasing Breakspear Park in Hemel Hempstead and have been involved in schemes such as Atrium and Belmont in Uxbridge in the recent past so have first hand experience of the local office market.

Personally, I have over 15 years of experience acting for landlords and tenants across the South East and have been involved in Salamander Quay since 2020.

Salamander Quay comprises a purpose built office building located on the outskirts of the village of Harefield, 20 miles west of Central London. The building is within 3 miles of Junction 17 of the M25. Denham train station is 3 miles to the south and Rickmansworth train station is 4 miles to the north which provide services into Central London.

Salamander Quay totals 23,854 sq ft split up in multiple smaller units ranging from 1,000-1,500 sq ft.

The building was put up for sale at Auction in July 2024 and was marketed extensively up until that point on a 'to let' basis from 737 sq ft upwards.

South East Office Market

To put Harefield into context it is important to consider the wider South East office market and the occupier trends that have emerged post Covid.

2024 remained a challenging year for the occupational market, with occupiers struggling to achieve a balance between home working and office working following the pandemic, inflationary pressures created by the conflict in Ukraine, general supply chain issues and economic uncertainty.

Average 5 year take up for the South East office market is 3.3m sq ft, with take up for 2024 being 3.2m sq ft. The key trend that has been apparent since Covid is that occupiers are taking less space as they grapple with new hybrid working patterns. Of this take up 75% was for best-in-class Grade A space which demonstrates that whilst occupiers are taking less space, they are opting to take the best space in order to provide the best possible working environment for their staff and encourage them back to the office. This includes town centre locations with access to amenities and trains stations or business parks that provide a high level of amenity in terms of tenant events, cafes, gyms and access to green space.

The key markets with the largest take up were Reading, Maidenhead, Watford and Milton Keynes. All of these provide critical mass in terms of access to employees, excellent travel links, good quality buildings and good levels of amenity.

This has led to secondary locations and secondary buildings becoming stranded as they only appeal to 25% of tenant demand so they are struggling to attract tenants and it leaves landlords who own these buildings with difficult decisions to make on their assets – either sell at a heavily discounted price, or speculate large amounts of capital in improving the building to make it Grade A. This issue is exacerbated by the ESG criteria that occupiers and the government now strive to achieve in the built environment. Most large corporate companies have their own ESG policies which guide their real estate decision making and the Government has set deadlines for landlords to meet MEES/ EPC targets in 2027 and 2030. This puts further pressure on landlords to spend capital on their buildings in order to meet these targets at great cost. The issue with secondary locations is the rental levels remain too low to justify the spend therefore refurbishment can be financially unviable, particularly in secondary locations with a smaller pool of target occupiers.

Harefield Office Market

Harefield is a very small secondary office location in comparison to nearby towns such as Uxbridge and Watford which can be considered much larger commercial areas with purpose built offices and many more corporate occupiers.

In Harefield itself there is little to no office stock remaining and much of this - Royal Quay for example, has been converted to residential under permitted development rights.

Salamander Quay has the the following specification:-

- Central Heating and comfort cooling
- Raised Floors
- Carpet
- Parking at 1:250 per sq ft
- LG7 Lighting

Internally the space is dated and can be considered Grade B in nature. The quoting rent for the scheme is £24.50 per sq ft which is set at a level to attract interest. As a comparison prime quoting rents in Watford range from £45-£39.50 per sq ft and Uxbridge rents are £39.50-£35.00 per sq ft. Grade B space is available in this market at a similar quoting rent to that of Salamander Quay.

In a post Covid world occupier trends have shifted away from sites such as Salamander Quay, which has no additional facilities in terms of a café or a gym, to locations and buildings that have a strong focus on staff well-being and being based in areas with high levels of amenity near their offices to attract and retain the best staff. This is even more in focus in a world of hybrid working and working from home where businesses are trying to encourage their staff back to the office and Salamander Quay does not provide the services the modern occupier requires. It is also a fully car borne location with the nearest train station over 3 miles away so the staff that work at Salamander are reliant on having a car to get to work which does not appeal to much of the younger generation of workers.

Within this we have seen a 'flight to quality' from occupiers seeking best in class Grade A offices in good locations. This is evidence by the fact that in 2022 74% of take up across the South East was for Grade A stock. This trend has continued and in 2024 again 75% of take up was on Grade A space. Given the specification of Salamander Quay the scheme can be considered Grade B which therefore appeals to broadly only a quarter of office occupiers.

Marketing & Viewings

During the period of marketing Bray Fox Smith and our joint agents have carried out the following marketing initiatives:-

- Production of marketing brochure (attached) and linked to all relevant commercial property search engines including Bray Fox Smith, Colliers websites, Rightmove, Zoopla, Novaloca and Prime Location
 - [Salamander Quay_7730 v4.pdf](#) (Appended to the back of this report)
- Marketing Board



- Mailouts to occupiers within a 10 mile radius and to all local and national office agencies who may be acting for tenants with requirements for Harefield & surrounds.

Since our marketing began in 2019, we have sent further information to 30 parties totalling 165,000 sq ft who have enquired for more information on Salamander Quay. Of that interest we secured 4 viewings over a 3 year period, the last being in January 2023. A list of interested applicants is below:-

DATE	AGENT/OCCUPIER	SIZE (sq ft)	LOCATION	COMMENTS	VIEWED?
4/2/24	Nomad Properties	10,000	Harefield, Rickmansworth, Watford and surrounds	Seeking commercial space to provide a serviced office offering. Didn't view due to remote location.	No
10/12/23	Soul Foods Group (c/o Brasier Freeth)	2,600-4,000	Rickmansworth & 5 miles	Renewed enquiry for company based in Rickmansworth. Freehold or leasehold and would prefer to stay in Rickmansworth. Will	No

				consider 'leafy' areas. Didn't view due to quality of space.	
01/10/23	Medpure	1,500-2,000	Stockley Park, Uxbridge and surrounds	Based in serviced offices on Stockley Park looking to expand. Viewed but discounted due to poor condition of the suites.	Yes
10/6/23	NHS Blood Donation Centre	3-5,000	Uxbridge, Hemel, Watford	Office or retail space preferred. Needs to be ground floor DDA compliant. Discounted due to preference for town centre.	No
27/01/23	Pacific Corp	1,200 – 2,500	Harefield & surrounds	Finance consultancy firm based in Stanmore seeking additional offices around Harefield. Were happy to commit to a short-term lease but fell silent once terms were offered despite numerous chasers.	Yes
19/01/23	Aver Logistics	700 – 1,000	Harefield & surrounds	Seeking office space for immediate occupation as they have outgrown their existing small office which was effectively a cut out of a small industrial unit and was heavily dilapidated. Decided to refit and stay in existing premises	Yes
08/11/21	NATO	500	Northwood + 5 miles	This would be an office for 1-3 NATO members who would normally be based out of their Northwood site. We couldn't provide a small enough suite for them.	Yes
01/10/20	Ruby Grange Care Home	1,200 – 1,500	Watford & Rickmansworth + 5 miles	Seeking office space for 8 members of staff, training room, interview room and PPE storage. Rejected as they wanted to be closer to Watford and felt Salamander lacked in amenity.	Yes

Since Bray Fox Smith have been involved in Salamander Quay there have been no new lettings which highlights the lack of appeal of the location and quality of the offices for modern day occupiers in a post Covid environment. Indeed since our involvement tenants have left the park – the largest being

CSL who occupied c10,000 sq ft and relocated to Croxley Business Park in Watford - a large Grade A business park with lots of on site amenities including a café and gym.

Given the downward trajectory of interest and lettings, the landlord did not want to invest the significant capital investment required in order to improve the quality of the space and therefore the chances of letting the space.

Current Site Use

The current site is fully vacant save for 3 long leaseholders (effective freehold) who bought their units prior to our involvement.

Unit number	Tenant	Unit Size
Suite S, 2 nd Floor	Stress Management Company	1,312 sq ft
Suite G, Ground Floor	Ashmans	1,293 sq ft
Suite O, 1 st Floor	Tracline (sub let to another tenant)	1,286 sq ft

These occupants have been in situ for a long time. Our understanding is Stress Management no longer require their unit and have been looking at options to exit. The Tracline unit is owned privately by the previous director of the firm and our understanding is this has been sub let out to another party but the ultimate owner would consider offers for their interest.

The neighbouring building, Bankside has been fully let since BFS's involvement in the scheme. Alcatel renewed their lease in June 2023 for a further 10 years, with a 5th year tenant only break option at the current passing rent of £20 per sq ft. They were also provided with 15 months initial rent free period equating to a net effective rent of £16.50 per sq ft.

Whilst it could be argued that this demonstrates demand for the location, Bankside is a purpose built 2 storey office with a double height reception and good floorplates whereas Salamander is made up of multiple small office suites in a poor condition. Equally, as demonstrated in the terms agreed, the landlord at the time was very keen to keep Alcatel as a tenant in the building as if they had vacated then the re-letting prospects would have been similar to experience of Salamander Quay with a long letting void, and very little tenant interest. Were Bankside to become vacant it has very little future value as an office building. It will require significant capital investment in order to get it into a lettable state and the payback on that investment will not be viable as the market rent for the space is only £20 per sq ft, coupled with a lengthy void period and holding costs.

Conclusion

Given the above market dynamics of occupiers seeking best in class space, and the fact that the space has been heavily marketed over the past 4 years with little result indicates that there is very little demand for office space at Salamander Quay. The park needs significant investment to improve the quality of the suites in order to get it into a lettable condition, but given the letting traction over



the marketing period there is no guarantee this investment will pay off as the location is very secondary for office occupiers and there is no amenity on site.

I trust this is helpful but please let me know if you require any further information.

Regards,

A handwritten signature in black ink, appearing to read 'T Lumsden'.

Toby Lumsden
Director



2nd Floor, Prince Frederick House,
35-39 Maddox Street,
London
W1S 2PP

SALAMANDERQUAY

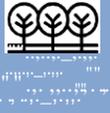
HAREFIELD, UXBRIDGE, UB9 6NZ



RIVERSIDE OFFICE SUITES TO LET

737 - 7,443 SQ FT (68 - 691 SQ M)

Amenities



Attractive riverside location



On-site security



Close proximity to M25 (J17), M40 & Rickmansworth Railway Station

Central heating and comfort cooling



Balconies in 1st floor suites

Excellent parking ratio of 1:250



Communal kitchen facilities



Entrance lobby with passenger lift

Description

Salamander Quay is a purpose built office building that provides a range of small office suites capable of being combined to provide accommodation of different sizes at ground and first floor level. There are male and female toilets, together with disabled WC amenities in addition to kitchenette facilities at each level. Internally the suites benefit from carpeted access floors throughout the ground floor suites.

The upper levels have carpeted solid floors incorporating three compartment floor trunking. All office areas have suspended ceilings with recessed fluorescent lights and each suite is served by its own gas-fired central heating system.

Accommodation

Net Internal Areas	Sq Ft	Sq M
Suite A	1,378	128
Suite D	1,256	117
Suite E	861	80
Suite H&I	2,618	243
Suite J	1,062	99
Suite K	1,640	152
Suite M	1,276	119
Suite R2	737	68



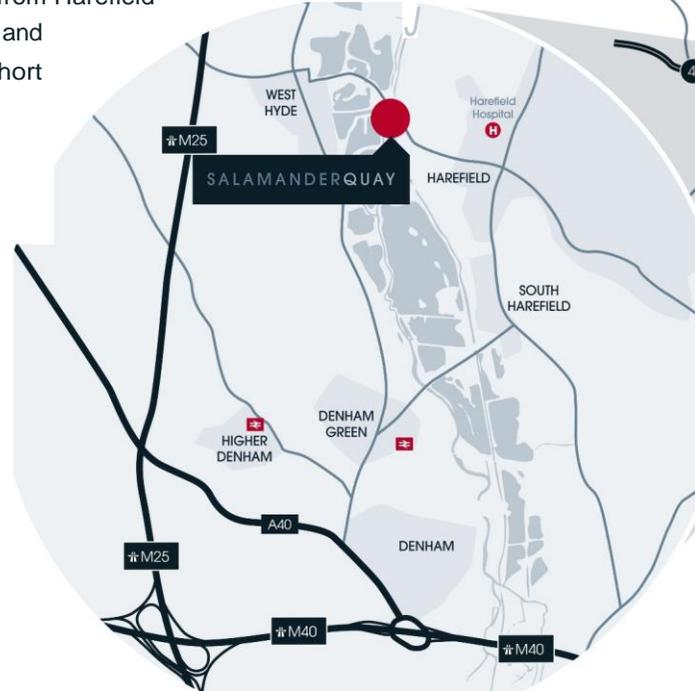
[PHOTO GALLERY](#)



Location

The property is located just off the main road from Uxbridge to Rickmansworth (A41 2). It is just under one mile from Harefield village where there are a number of shopping and banking facilities. Salamander Quay is also a short walk from an attractive riverside pub.

The location is well placed for the M25 Junction 17 to the north as well as the M40/M25 intersection to the south and west for West and Central London. Rickmansworth Railway Station is serviced by the Metropolitan line and National Rail Network, Providing access to Central London within 30 minutes.



GOOGLE MAPS

Occupiers include

OIC[®]tel

Stress Management Society
from distress to de-stress

TRAJIJKE

SHMANS
CHARTERED ACCOUNTANTS



SALAMANDERQUAY

Terms

The suites are available on a new full repairing and insuring lease direct from the landlord for a term to be agreed.

Rent

Upon application

Legal Costs

All parties to bear their own legal costs.

Rates

Interested parties are advised to make their own enquiries with London Borough of Hillingdon.

EPC

Individual EPC certificates available upon request.



bf.
brasier freeth
01923 210810
brasierfreeth.com

Tim Howlings
07702 884402
tim.howlings@brasierfreeth.com

Peter Brown
07740 170458
peter.brown@brasierfreeth.com

bray fox smith
brayfoxsmith.com
020 7629 5456

Toby Lumsden
07796 444379
tobylumsden@brayfoxsmith.com

Claudio Palmiero
07896 205786
claudiopalmiero@brayfoxsmith.com