

HEATHROW BOULEVARD



August 2025

Prepared by:
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Building 1, Heathrow Boulevard *Marketing Report*

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1. Introduction

Orbit Southern developed Heathrow Boulevard in the mid 1990's and since it has been home to a range of occupiers benefitting from its ideal position for national and international travellers.

Heathrow Boulevard is located opposite Heathrow Airport with easy access to the M4 and M25 motorways that provide rapid access to Central London and the rest of the national motorway network. Acer UK, EvoDental, Kuwait Airways and British Airline Pilots Association have all chosen to base their businesses at Heathrow Boulevard.

De Souza were appointed as letting agents on Building 1, Heathrow Boulevard in 2016. Initially Montagu Evans were also instructed on Building 1, but they were replaced in 2021 by Avison Young, who then were disinstructed in August 2023. Today, De Souza are the sole leasing agents working jointly with the landlord.

1 Heathrow Boulevard is a modern headquarters building comprising 36,000 sq. ft over 3 floors. The building benefits from an impressive double height reception that has recently been refurbished. The entire 2nd floor and the west wing on the 1st floor is currently available to let. These suites provide high specification office accommodation and total 18,958 sq. ft.

Savills have been appointed as planning consultants on behalf of a prospective tenant (Vantive Limited) who is under offer to occupy the west wing on the first floor (Suite 1) at 1 Heathrow Boulevard

The subject suite in the building has been marketed since 2016, when the previous tenant, NDS, vacated and the suite was refurbished. The suite has therefore been vacant for over **8 years**. The demand and interest over this period has been low.

The remainder of the park also has a **high vacancy rate of over 29%**, with further vacancy expected with upcoming lease events. Some units have been available for over 10 years, since June 2014. There is a range of vacant suite sizes available from 1,410 sq ft to 11,122 sq ft.

2. Marketing Strategy

De Souza are currently undertaking a marketing campaign to let the available space in Heathrow Boulevard 1 for office use. They are actively marketing and advertising to agents and occupiers based across Central London, Greater London and the South East. This section of the report will provide an overview of all marketing initiatives undertaken to date.

They have prepared the following collateral and are undertaking the following initiatives:

Marketing Brochure

The creation of a high quality, bespoke brochure (including photography) highlighting its proximity to transport links and position within Heathrow. This is the 'main' marketing material used to promote the scheme and provides a combination of photos and technical information including:

- Micro and macro location maps
- Transport connectivity
- Building description
- Details of local occupiers
- Building specification
- Photos of the building and local area
- Agent contact details

We attach a copy of the marketing brochure at Appendix 1.

Online Marketing Collateral

The building has a dedicated website address - <https://www.heathrowboulevard.com> - enclosing the key details and download links to the above brochure and floorplans. In addition, the website provides a video of the property. [Heathrow Boulevard Video](#)

The building is marketed and available on De Souza: [1 Heathrow Boulevard, Heathrow - De Souza Commercial Property Consultants](#) Orbit Developments: [Heathrow Boulevard Building 1 | Office Space Heathrow](#) , both of which provide a detailed overview of the property including its availability, floorplans, amenities, location overview and brochure.

In addition, the building has been listed on various marketing platforms including:

Rightmove: [Office to lease in Heathrow Boulevard Building 1, 286 Bath Road, Sipson, West Drayton, Greater London, UB7 0DQ, UB7](#)

Zoopla: [1 Heathrow Boulevard, Bath Road, Heathrow UB7, Office to let, Non quoting - Zoopla](#)

Property Link: [A Commercial Property For Rent In West Drayton, UB7 0DQ | To Let | 7,836 - 18,958 Sq Ft](#)

Agents Society: <https://s3-eu-west-1.amazonaws.com/agents-society-assets-files/a893d0ad6693a7b4be8f029e7f689f76-Heathrow Boulevard Main Brochure 2023.pdf>

Letting Board



There is a letting vinyl at the building with key details on the offices and contact details. This allows local pedestrian traffic to enquire about the space if of interest. There is also a letting vinyl positioned on the Bath Road at the front of the estate that has been there for 10 years.

Targeted Mailing and Promotion

De Souza have used the following promotion techniques:

- De Souza have sent the brochure to leasing agents across Central London, Greater London and the South East to ensure they are aware of the full availability. For those who represent occupiers, it can then be introduced to any clients they have that might have a suitable requirement.

- In cases where they are aware of a specific occupier that an agent is representing who may consider Heathrow Boulevard, they have arranged direct presentations to that agent on the scheme. For each individual occupier, they have created a document which is bespoke to their specific needs.
- They have responded to all occupier requirements, following up with the brochure and key information.
- They have sent an email promoting the space to their extensive database of office agents and occupiers who cover Central London, Greater London and South East region.
- They have carried out regular 'mail drops' to local occupiers through address and email lists provided by Direct Approach, an occupier mailing house.
- De Souza are members of CoStar and the Office Agency Society (OAS) / Agents Society, details of the availability have been circulated around their database. They receive regular requirements from the OAS, which they monitor and respond to with details of the scheme when the requirement is appropriate.

3. Enquiry Schedules

We have listed below a copy of the full schedule of enquiries received since 2022. These have been divided into negotiations, viewings and prospects.

During the period of marketing, just 1 company requested terms / a proposal to take the suite but ultimately decided to pursue alternative premises at Stockley Park.

In over 3 years, De Souza have undertaken just 6 viewings. Whilst some of these involved more traditional office occupiers all parties discounted the suite due for size, locational or financial reasons.

It should be noted that a large proportion of enquiries are 'general prospects' issued to the wider agency market through a platform called Agents Society. These are not direct enquiries for the property, and have been targeted by the marketing agent based on a search they are aware of in the market through the Agents Society platform.

Date	Company	Use	Requirement (sq ft)	Comments
Negotiations				
Jan 2023	Call centre	Office/Call centre	10-12,000	Viewed and terms negotiated but decided to take better spec space at Stockley Park that was easier for staff to access
Viewings				
June 2025	Heathrow Airport related company	Office	10-20,000	Viewed building 1. Has not progressed any further.
May 2025	Security training company c/o CBRE	Training	5-10,000	Viewed building 1 but discounted Heathrow on location. Need better transport links for delegates.
April 2025	Facilities management company	Office	10,000	Viewed but have discounted Heathrow as a location.
Feb 2024	Airport baggage systems company	Office	6-8,000	Viewed for new contract bid. Did not progress further as it would depend on winning the contract.
July 2022	Global tech company c/o Cushman and Wakefield	Office	10-15,000	Search for ground floor space in the Heathrow area. Viewed but subsequently took space in a new building in Hayes where the public transport connections are stronger.
March 2022	Dental implant company	Medical	6-10,000	Viewed and requested detailed technical information. Did not progress further.

Prospects – Did Not View				
June 2025	Broadcast facility c/o Lambert Smith Hampton	Broadcasting	20-40,000	Searching M1 -M3. Need high power capacity, space for generator, good parking and transport links. Declined viewing.
May 2025	Cinema operator c/o Savills	Office	15-20,000	West London search. Need good ceiling height in an area and excellent car parking. Building 1 was reported to client as good option but no viewing arranged as yet.
Apr 2025	Car rental company c/o Hicks Baker	Office	14-16,000	Search for offices in the wider area including Windsor Slough and Staines. Would not view Heathrow Boulevard due to location. Have taken space at Botanica in Datchet.
Apr 2025	Manufacturing/retail and leisure client c/o JLL	Office	25,000	Feasibility study. Searching Heathrow and Uxbridge. Did not progress.
Mar 2025	Electricity network operator c/o Lambert Smith Hampton	Office	10,000	Heathrow and Hayes search. Viewed HB1. Terms were issued but did not progress as a suitable self-contained building with an existing fit out was identified.
Dec 2024	Aviation fuel distribution company	Office	3-6,000	Viewed numerous options around the airport including some suites at Heathrow Boulevard but would not view building 1 as space too big
Nov 2024	Currency exchange company c/o Colliers	Office	7-9,000	Searching in Chiswick, Hammersmith, Brentford, Ealing, Heathrow, Uxbridge, Richmond, Woking, Staines, Slough, Weybridge and Wimbledon. Did not want to view Heathrow Boulevard despite pushing the agent hard. Will only look at Grade A offices in areas with good public transport connections.
Nov 2024	Unknown client of Lambourn Commercial	Office	6-10,000	Client expanding and looking in Woking Weybridge Staines and surrounding areas. Need to be close to a train service. Would not consider Heathrow Boulevard. Search has subsequently changed to 6,000 sq ft from Leatherhead to Staines.
Nov 2024	Technology Company	Office	5-15,000	Based in warehouse and office property on Slough Trading Estate.

				Would not view Heathrow Boulevard as too far from existing site.
Oct 2024	Unknown clients of BNP Paribas	Office	5-7,000	Searching for Grade A space from Heathrow to Reading with good transport connections. £30 – 35 psf. Will not look at Heathrow Boulevard – must be higher spec and focused on Maidenhead.
Sept 2024	Airport IT contractor	Office	3,000	Have to relocate due to redevelopment. Suite too big and strong preference to buy freehold only.
July 2024	Healthcare Company c/o Knight Frank	Office	3-5,000	Declined to view Heathrow Boulevard due to transport connections. Subsequently took space in Uxbridge due to transport links.
May 2024	Eye surgery company - Lambert Smith Hampton	Medical – Laser Eye Surgery	7-10,000	Heathrow, Wembley and Brent. Took former retail unit in Wembley which required change of use to medical.
April 2024	Tech company c/o Knight Frank	Office	7-9,000	Occupier currently based in Staines. Search area was Staines, Weybridge search. Viewed Bedford Lakes and Stockley Park but did not view Bath Road Heathrow as the location was not preferred. Taking Grade A space at The Heights in Weybridge.
April 2024	Aircraft manufacturer c/o Cushman and Wakefield	Office	6-9,000	Looking for Grade A office only - declined a viewing of Heathrow Boulevard due to specification and location. Took fitted space at Amadeus Heathrow with a runway view.
Feb 2024	Ministry of Justice c/o Cushman and Wakefield	Industrial / Office	5,000	Focus on industrial space with a small amount of office content. Declined viewing of Heathrow Boulevard.
Nov 2023	Unknown client of Graham and Sibbald	Office	4-6,000	Heathrow Uxbridge Windsor and Slough search. Did not view Heathrow Boulevard due to location.
July 2023	Charity client of Snellers	Office	8-12,000	Staines Bedfont and Heathrow. Viewed some options but were not interested in viewing Heathrow Boulevard due to location and specification.
Feb 2023	Film production company	TV Production / Media	4-5,000	Looking for ground floor space to accommodate sets for longer term TV show. Insufficient budget for Heathrow Boulevard and did not progress.

Nov 2022	Unknown client of GL Hearn	Unknown	4-6.000	Heathrow search. Heathrow Boulevard reported to client but did not progress.
Oct 2022	Unknown client of XIX	Office	5-8.000	Heathrow Windsor Staines and Reading requirement. Did not view as focused on Reading where public transport connections stronger.
May 2022	Unknown client of Cushman and Wakefield	Office	5-6,000	Heathrow and Stockley Park search. Fitted space ideally. Did not view – focus was on Stockley Park and fully fitted space.
Feb 2022	Broadcast company c/o CBRE	Office	5-7,000	Requirement for offices with 7,000 sq ft of external space for satellite dishes. Requirement stayed put at existing office.

4. Conclusion

Since 2016, the Property has been thoroughly marketed using a comprehensive range of established methods, including on-site advertising, online promotions, print media, and telephone marketing.

De Souza has actively targeted various companies and property agents to inform them of the details of the property.

Of the 35 enquiries received from the beginning of 2022 detailed in Section 3, only 6 companies arranged to view Building 1 at Heathrow Boulevard and 1 call centre operator negotiated terms but all subsequently discounted the property.

The overarching theme on feedback was due to the location, whereby it is not well connected to public transport, or that the quality of the office space is not to the levels required for modern office occupation. 23 prospects listed above were not direct enquiries about the property, and despite the agent sharing marketing particulars, they could not be persuaded to consider the property for their search.

5. Appendices

Appendix 1

Heathrow Boulevard Brochure:





Heathrow Boulevard
consists of **5 impressive
headquarters buildings**
in a vibrant business
park, prominently
located opposite
Heathrow Airport

The ideal strategic location for today's business. Heathrow Boulevard is a campus of five modern self-contained office buildings set in a mature landscaped environment with immediate access to the M4, M25 and Heathrow Airport.



Heathrow Boulevard opposite Heathrow Airport



- 1 Heathrow Boulevard 1
- 2 Heathrow Boulevard 2
- 3 Heathrow Boulevard 3
- 4 Heathrow Boulevard 4
- 5 Heathrow Boulevard 5
- 6 Holiday Inn & Staybridge Suites - café, sports bar & Italian restaurant
- 7 Leonardo Hotel - bar & restaurant
- 8 Renaissance Hotel - café, bar, restaurant & health club
- 9 Esso garage
- 10 Radisson Red London Heathrow
- 11 Sovereign Food & Wine
- 12 Marriott Hotel - Carluccio's
- 13 Ibis Hotel - Fogg's Kitchen & Bar

Location



Heathrow Boulevard
is an established
business location



Cafés, shops,
bars and
restaurants all
within walking
distance

Close to the M4
(J4) via Heathrow
Spur and the
M25 (J14)



By car from HB to

Terminals 2 and 3	5 mins
Terminal 5	6 mins
Staines	12 mins
Central London	30 mins
M25 (J14)	7 mins
M4 (J4)	4 mins

Train (Heathrow Express)

Paddington Station	15 mins
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T5 Underground Heathrow

Piccadilly Line	
Green Park	52 mins
Elizabeth Line	
Tottenham Court Road	45 mins

Local Bus* / Walking

Hi Pizza & Sports Bar, Holiday inn	
Walking: 3 mins	
Sandwich Bar	
Bus: 2 mins / Walking: 10 mins	
Sovereign Court Shops	
Bus: 3 mins / Walking: 10 mins	
Costa, The Premier Inn	
Bus: 4 mins / Walking: 15 mins	
Steak & Lobster, Radisson Blu	
Bus: 5 mins / Walking: 19 mins	
Carluccio's, The Marriott	
Bus: 6 mins / Walking: 20 mins	

* No. U3 every 10-13 minutes
No. 7 every 15 minutes
No. 423 every 20 minutes.



HBLife

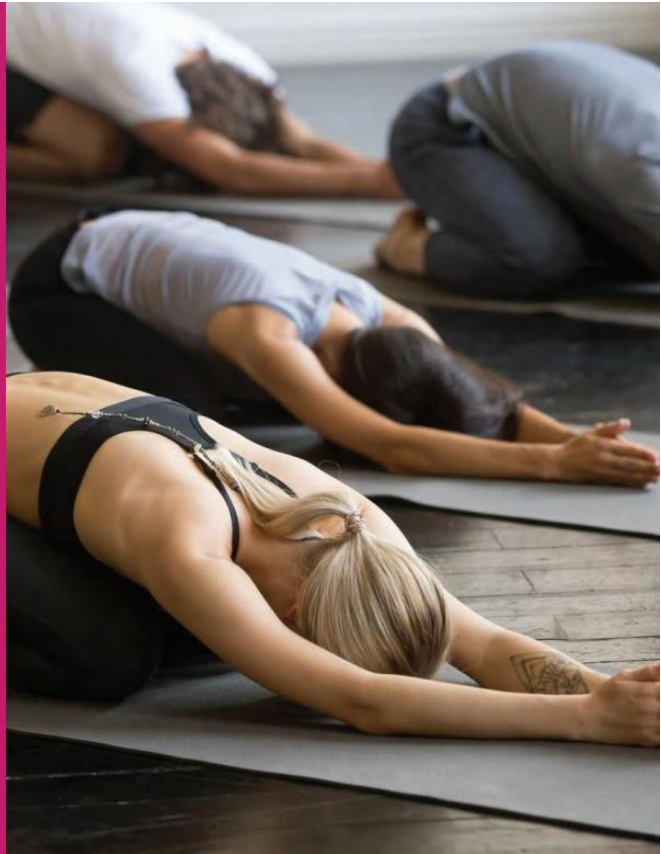
Designed for work life balance

Belong to a vibrant, forward thinking business environment designed for the perfect work life balance.

Heathrow Boulevard offers you the chance to step away from your desk and enjoy a lunchtime yoga class, lunch from one of our regular pop-up food stalls, and even some retail therapy.

Services include:

- Networking events
- Free weekly yoga classes
- Regular pop-up food stalls
- Picnic area with boules court
- Daily food van
- On-site refreshment vending machines



On-site

Orbit Southern
Management Team
& Building Manager



Weekly
lunchtime
yoga
classes



15
minutes

Heathrow to
Paddington Station
(Heathrow Express)



Regular
pop-up
food
stalls

Shops

Two Rivers Shopping Centre in
Staines & local retail facilities
are located at Sovereign Court



Bus
services to
Airport Terminals





**You're in
good company
with other local
HB occupiers**

**Exceptional office space
opposite Heathrow Airport**

Companies already resident at Heathrow Boulevard include: Acer UK Ltd, The British Airline Pilots Association, Kuwait Airlines, Wise Technical Ltd, EVO Dental and Beumer Group Ltd.



Specification

-  Air-conditioning
-  Fully accessible raised floors
-  Refurbished WC's
-  Passenger lifts
-  Refurbished showers
-  High quality finishes throughout
-  24-hour access and estate security
-  On-site Orbit Southern management team & building manager
-  Excellent car parking
-  A mature, attractively landscaped setting
-  Local bus service to and from airport
-  No airport user restriction
-  Potential for expansion within the business park



**Fully accessible
raised floors**



**Spectacular
airport views from HB1**



**High quality
finishes throughout**



**A mature, attractively
landscaped setting**





Newly refurbished high specification offices ideal for growing businesses



DEVELOPER

DEDICATED AND EXPERIENCED COMMERCIAL PROPERTY EXPERTS

Orbit Developments is the commercial division of The Emerson Group and was established in 1971 by Peter Emerson Jones. Since then the company has grown to be one of the country's largest private commercial property developers and investment management companies, operating in the North West and South East of England and the USA with an extensive portfolio of over 250 buildings across 7.5 million sq ft.

A PROFESSIONAL APPROACH

The Managing Director of Orbit Developments, Tony Jones, heads up an experienced team that manages a seamless provision of all services direct to our clients. In the UK alone we have just under 3 million sq ft of office space to rent and we pride ourselves in providing high quality offices to let.

LARGE PROPERTY PORTFOLIO

Our Orbit Southern team market and lease offices to let in the South East of England, including headquarters office buildings in Redhill, Brentford, Egham, and directly opposite Heathrow Airport. The Orbit Southern portfolio totals approximately 450,000 sq ft and consists of 32 commercial buildings across 12 sites located, all within easy access of the M25.

OUR CUSTOMERS ALWAYS COME FIRST

We aim to meet the individual requirements of our clients by working together to adapt our properties to suit specific requests and create tailored packages.

We have a dedicated in-house property management team who are responsible for the day to day management of the portfolio and liaison with our clients. Our larger multi-let buildings and business parks have building managers working within the facilities management team who are based on site providing immediate client facing support.



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IF YOU NEED SPACE TO OPERATE YOUR BUSINESS - MAKE IT OUR BUSINESS TO FIND YOU THAT SPACE

For more information please contact the joint sole agents or the Developer, Orbit Southern:

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(1) These Particulars are intended as a general outline only, for the guidance of prospective purchasers or tenants, and do not constitute the whole or any part of an offer or contract. (2) They cannot guarantee the accuracy of any description, dimension or other details contained in these Particulars and prospective purchasers or tenants should not rely on them as statements of fact or representation, but must satisfy themselves as to the accuracy of such details.
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