

HEATHROW BOULEVARD



September 2024

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Building 4, Heathrow Boulevard *Marketing Report*

Content

1.	Introduction.....	3
2.	Marketing Strategy.....	4
3.	Enquiry Schedules	7
4.	Conclusion	9
5.	Appendices	10

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. Lufthansa, Acer UK, Tyco, 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 4, Heathrow Boulevard in 2016. Initially Montagu Evans were also instructed on Building 4, 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.

Savills have been appointed as planning consultants on behalf of a tenant who is under offer to occupy part of the ground floor (Suite 5) at 4 Heathrow Boulevard.

4 Heathrow Boulevard is a modern headquarters building comprising 32,500 sq ft over 3 floors. The building benefits from an impressive double height reception that has recently been refurbished. The available suites are on the ground and second floors, in suites 5 and 1, respectively. These suites provide high specification office accommodation and take up over 7,700 sq ft.

The subject suite in the building has been marketed since October 2021, when the previous tenant vacated. The demand and interest over this period has been low. The landlord carried out additional refurbishment and dressing of the suite in 2023 with intention to attract interest.

2. Marketing Strategy

De Souza are currently undertaking a marketing campaign to let Suites 1 & 5, 4 Heathrow Boulevard 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 - <https://www.heathrowboulevard.com/heathrow-boulevard-4/> - enclosing the key details and download links to the above brochure and floorplans. In addition, the website provides a video of the property.

The building is marketed and available on De Souza: <http://www.desouza.co.uk/property/4-heathrow-boulevard-bath-road-heathrow-ub7-0dq>, Orbit Developers: <https://www.orbitsouthern.co.uk/property/heathrow-boulevard-building-4>, 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: https://www.rightmove.co.uk/properties/109395374#/?channel=COM_LET

Zoopla: https://www.zoopla.co.uk/to-rent/commercial/details/44050196/?search_identifier=5c859b0b074aeb554950a50270760b70

Property Link: <https://propertylink.estatesgazette.com/property-details/6897092>

Agents Society: <https://agents-society.com/#/society/lettings/43460?search=heathrow%20boulevard&view=map>

LoopNet: <https://www.loopnet.co.uk/Listing/Bath-Rd-West-Drayton/4268326/>

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 we 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, we have created document which are bespoke 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 our 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 Waltons Direct, 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

Attached is a copy of the full schedule of enquiries.

During the marketing period since October 2021, De Souza have undertaken 11 viewings and received 26 enquiries, summarised in the table below:

Date	Company	Requirement (sq ft)	Comments
Sept 2024	Airport IT contractor	3,000	Have to relocate due to redevelopment. Suite too big and preference to buy.
July 2024	Healthcare Company c/o Knight Frank	3-5,000	Viewed other Heathrow options. Suite too big. Also looking in Uxbridge Windsor and Staines
June 2024	Hotel management company	3- 6.000	Viewed but too big. Now focused on smaller options in the wider area.
May 2024	Unknown client of Lambert Smith Hampton	7-10,000	Heathrow and Hayes search – discounts Heathrow Boulevard and focused on Hayes.
April 2024	Tech client c/o Knight Frank	7-9,000	Heathrow, Staines, Weybridge search. Viewed Bedford Lakes and Stockley Park but did not view Bath Road Heathrow.
April 2024	Aviation sector company c/o Cushman and Wakefield	6-9.000	Looking for Grade A - declined a viewing of Heathrow Boulevard.
Apr 2024	Airline catering company	5-6.000	Viewed but agreed to a short terms extension at existing.
Feb 2024	Logistics Company	5-10,000	Viewed but are yet to make a decision.
Feb 2024	Unknown client of Cushman and Wakefield	80 desks	High end space required. Declined viewing of Heathrow Boulevard
Feb 2024	Logistics Company	5-8,000	Viewed but decided on another Heathrow office
Feb 2024	Airport baggage solutions company	6-8,000	Viewed for new contract bid. Did not progress further.
Nov 2023	Unknown client of Graham and Sibbald	4-6,000	Heathrow Uxbridge Windsor and Slough search .Did not view Heathrow Boulevard.
Oct 2023	Car rental company	10-16,000	Staines Heathrow Uxbridge Maidenhead search. Did not view Heathrow Boulevard
Aug 2023	Eye surgery company	6-12,000	Viewed and requested terms. Location of requirement subsequently changed.

July 2023	Charity client of Snellers	8-12,000	Staines Bedfont and Heathrow. Subject to sale of current building. Did not view.
May 2023	Eye clinic	5-6,000	Viewed. Terms and technical information provided. Took space in Hounslow which was more accessible for patients.
March 2023	Vape manufacturer	3-6,000	Showroom requirement. Viewed but decided to take space close to London.
Feb 2023	Film production company	4-5,000	Looking for ground floor space to accommodate sets for longer term TV show. Insufficient budget for Heathrow Boulevard.
Dec 2022	Dental healthcare company	5,000	Limited budget – did not progress
Nov 2022	Unknown client of GL Hearn	4-6,000	Heathrow search. Heathrow Boulevard reported to client but did not progress.
Oct 2022	Unknown client of XIX	5-8,000	Heathrow Windsor Staines and Reading requirement. Did not view.
July 2022	Global tech company c/o Cushman and Wakefield	10-15,000	Search for ground floor space in the Heathrow area. Viewed but subsequently took higher spec space in Heyes.
May 2022	Unknown client of Cushman and Wakefield	5-6,000	Heathrow and Stockley Park search. Fitted space ideally. Did not view – focus was on Stockley Park.
April 2022	Call centre	5-10,000	Viewed and terms issued. Decided to take space at a building in Uxbridge.
March 2022	Dental implant company	6-10,000	Viewed and requested detailed technical information. Did not progress further.
Feb 2022	Broadcast company c/o CBRE	5-7,000	Requirement for offices with 7,000 sq ft of external space for satellite dishes. Requested full information but did not progress

4. Conclusion

Over a 35-month period, 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. Interest has primarily come from healthcare and production businesses. Of the 26 inquiries detailed in Section 3, only 11 companies arranged to view Building 4 at Heathrow Boulevard.

5. Appendices

Appendix 1

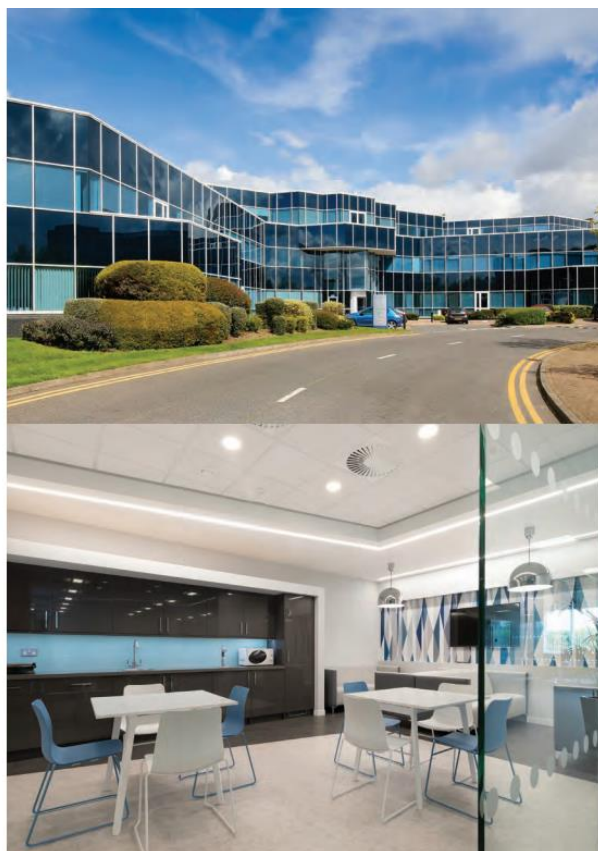
Heathrow Boulevard Brochure:





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.



HB Life

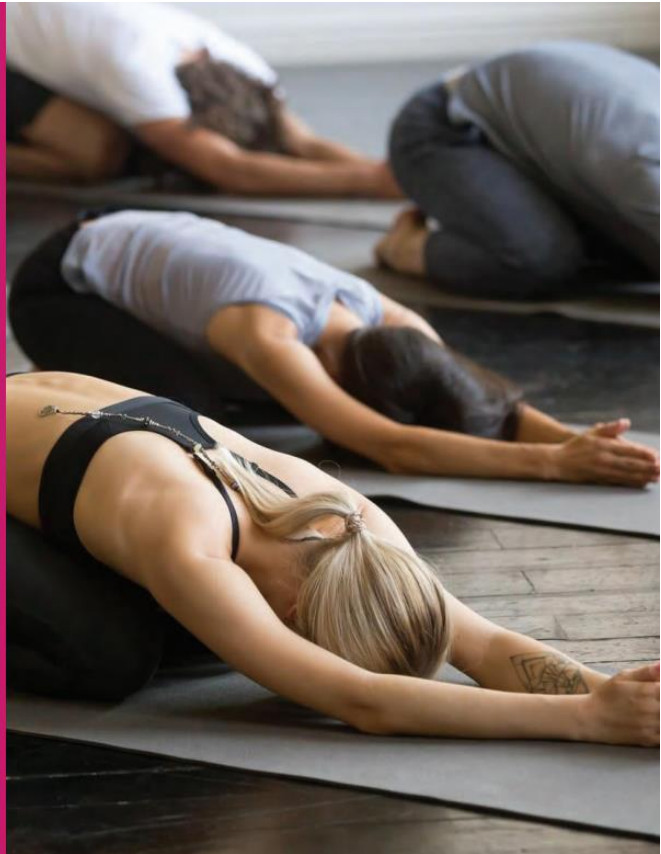
Designed for work life balance

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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heathrowboulevard.com

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