

Creating and managing flexible workspaces

Want to know more?

Email: flex@ashdownphilips.com

Tel: +44 (0) 1825 714 800

ap Flex
by Ashdown Phillips

Welcome to AP Flex

ap

Do you have space you are
unable to let?

ap

Are you responding to the
current demands of the
property market?

ap

Would you like to offer your
customers more flexibility to
support their growth?

ap

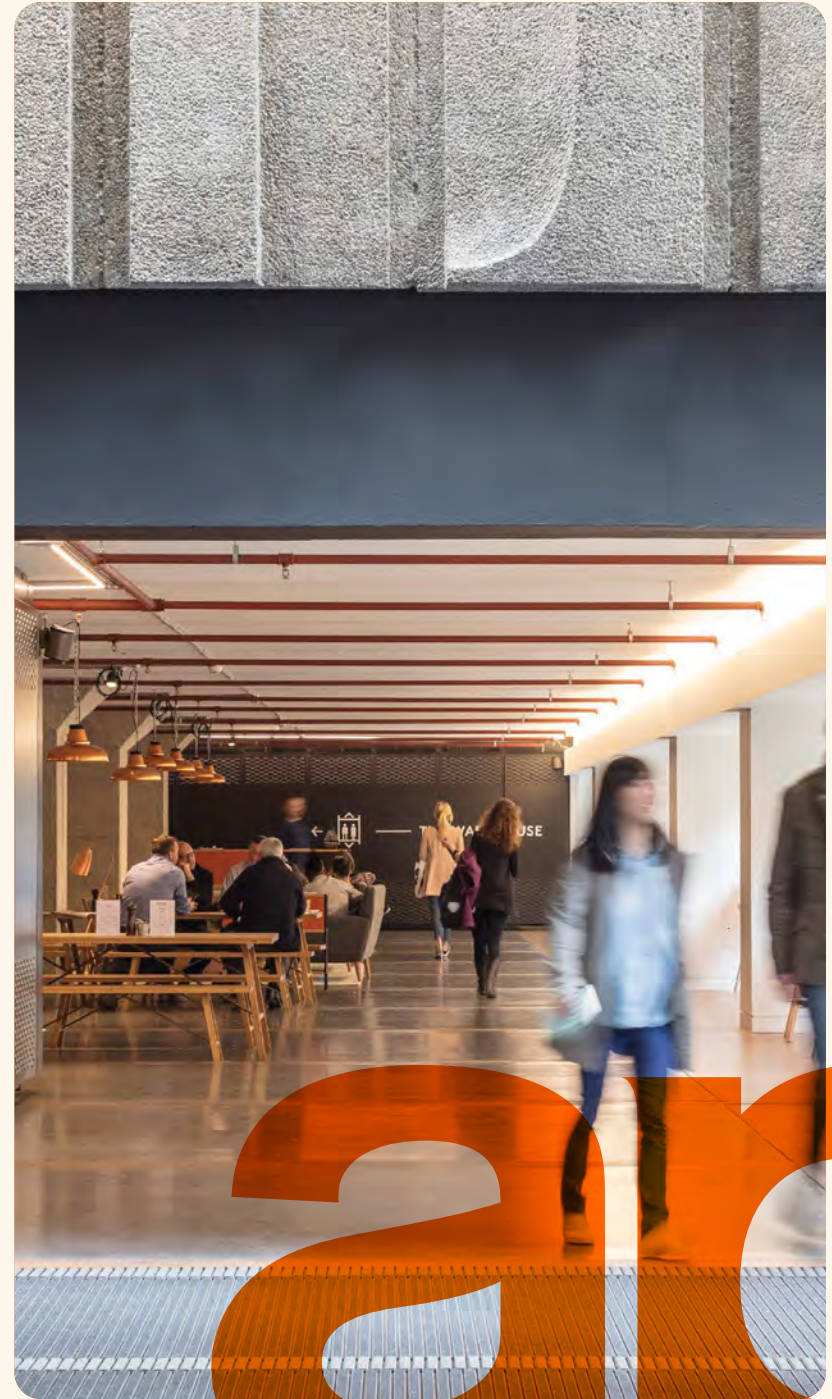
Does your building or estate
need more amenities?

ap

Do you want to appeal to a
wider market?

ap

Would you like to create a
vibrant destination?



Why Flex Space?

01

Over the past two decades, we have seen a rise in the popularity of flexible workspaces. The way people work, their habits and attitudes are constantly evolving. Combined with the short break terms, this has further fuelled the flexible workspace trend.



02

The large serviced office operators dominating the market, tend to lease space on traditional leases and run the facility independently. However, what we have been doing for more than a decade is managing flexible workspaces directly for the landlord, growing their customer base, enhancing their brand, incubating companies for traditional lets and delivering impressive results.



03

For the end customer, flex space allows them to commit to less space but benefit from the breakout areas, amenities, and reception services. For smaller companies, a serviced offering means everything is looked after for them so they can focus on their own business. Larger businesses also use flex space for unexpected growth, unique projects and as part of their space strategy to have a percentage on a shorter break term.



What are the benefits?



Broaden your customer base and create direct relationships with the end client, enabling growth



Potentially achieve the same, if not more income compared to a traditional let, with no rent free periods or fit out contributions



Suitable for converting space over 20,000 sq. ft



Can be a white label agreement with a bespoke brand



Remain in control of your asset and have full transparency of performance



Customers stay for an average of 4 years and 26 days across the apFlex portfolio'

Last updated Dec 25



Create a destination and community



Add amenity space for new and existing customers



What we do

01

Site Feasibility Study

- / Local market research
- / Competitor analysis

02

Professional Consultation

- / Architectural plans
- / Operational use

03

Predicted Occupancy Levels

- / Profit & Loss with net profit
£ per Sq. ft.
- / 10 Year Business Plan

04

Mobilisation

- / Recruitment & Training
- / Policies & Procedures

05

Marketing & Sales

- / Flexible lets & service sales
- / Driving performance
- / Strengthen brand and raise profile

06

Finance & Reporting

- / Treasury
- / Monthly performance reports

07

Manage the Operation

- / Reception & Event
- / Operations & FM



ap

Case Study

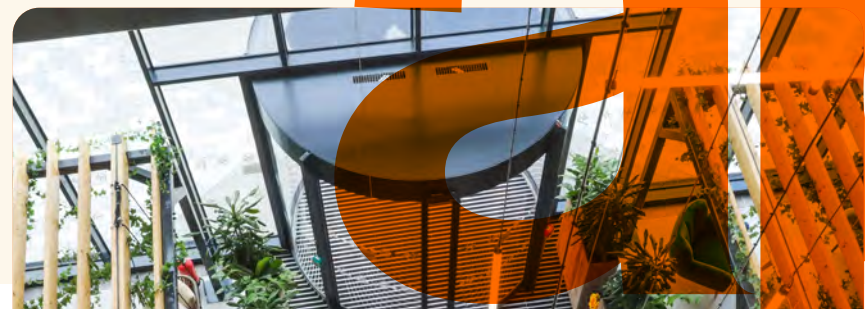
BEE HOUSE, MILTON PARK

Having been handed back an older building that due to its unusual design was proving difficult to let, MEPC started to consider this as a possible redevelopment for their next flexible workspace. As an existing and trusted service partner to the Client, Ashdown Phillips were asked to be part of this journey with a view to running the facility once it was open.

In 2019 we joined MEPC to help identify the best architects to redevelop Building 140. There was a clear front runner in SRA Architects, who understood the brief and had some exciting ideas which we were all keen to develop. Over the next year we provided expertise to help the design team create spaces which would meet the market demand and work operationally, as well as creating a business plan that evolved along with the design to ensure that the numbers would stack up.

While the project took a break during the pandemic, we watched with interest as the world of work changed, resulting in more businesses opting for flexible space options or downsizing into high quality serviced offices. Milton Park was no different, with occupancy rates seeing only a 4% drop during this time.

In 2021, the **£12.4m project ramped up**. MEPC named the building, Bee House, and the theme started to grow wings. After the plans were announced at OxProp Fest 21 the anticipation around the project was huge, resulting in a surge of enquiries which we managed, carrying out tours while it was still in development and even pre-letting several units.



Case Study

BEE HOUSE, MILTON PARK

In early 2022 we started setting up the infrastructure in readiness for opening day, including the recruitment of a brand new team to run the venue. Getting the right mix of people to match the vibrant personality of the building was key, so an assessment centre was held to efficiently identify talent and test the team dynamics.

On 20th May 2022 (World Bee Day) Bee House, Oxfordshire's largest flexible workspace, was officially opened by MP David Johnston. The mobilisation of the project continued for a further six months, with Ashdown Phillips taking the lead on the Smart Space app implementation, collating and reporting snagging issues and setting policies and procedures.

The building is highly sustainable with a BREAMM Excellent certificate, EPC B rating, bio-retention swales in the external landscaping, chemical free cleaning, EV car charging and e-bike chargers, along with Smart Spaces technology to run the building as efficiently as possible.

The target for year 1 was to reach 20% occupancy and by 18th July 2022 we had already hit 43% with many more people snapping at our heels to take up memberships within the Honeycomb Co-working area and business wishing to hold their meetings and events with us.

In September 2022 Bee House won Best Commercial Development at the OxProp Awards.

Now 2025, Bee House has cemented its place in the flexible workspaces market. It is highly in demand and stands at 90% occupied.



Case Study

BEE HOUSE, MILTON PARK

53,229

Sq. ft. NIA over 3 floors



51 Private offices

between 110 - 2574 Sq. ft



11 lettable stores



8 meeting rooms

with 6 - 145 person capacity.
PLUS a **large co-working area**
and **designated desk space**.



4 phone booths

and 2 quiet rooms



A large

café

with prep kitchen



ap

Any Questions? Get in Touch.

Tel

01825 714800

Email

flex@ashdownphillips.com

Ashdown Phillips & Partners

Pippingford Park Manor
Nutley, East Sussex
TN22 3HW

Company Number

5033896

ap Ashdown
Phillips
& PARTNERS

