

**THE OLD
VINYL
FACTORY**

HAYES

WEST LONDON



—
THE OLD
VINYL FACTORY:
SOMETHING'S
COMING,
SOMETHING
GOOD
—

WWW.THEOLDVINYLFACTORY.COM

HAYES WEST LONDON



**THE OLD VINYL FACTORY
IS PERFECTLY PLACED
TO OFFER SOMETHING
DIFFERENT FROM THE
GLASS-BOX BUSINESS
PARKS THAT SURROUND IT.**

Because of its location, Hayes is a place where business wants to be. Our vision for The Old Vinyl Factory is to create a place where these businesses can thrive in a creative environment by restoring the existing set of beautiful Art Deco factory buildings and creating a new mixed-use community around them to offer something unique.

At the heart of the vision are the raw materials. The existing buildings. Beautiful Wallis, Gilbert & Partners Art Deco landmark structures, visible to every train passenger travelling into and out of Central London. The bold, white buildings are like “the White Cliffs of Hayes,” as David West one of the architects working on the masterplan calls them. And, now they are at the heart of a major mixed-use regeneration project. The vision is to create not just another business park that becomes a deserted wasteland in the evening but a vibrant community place where people will live, work and play.

Short, mid and long-term interventions will breathe life into the site starting with the existing buildings — large light, airy spaces in buildings like the triangular Record Store that greets passengers on the train with the same iconic power as New York’s famous Flatiron Building. A new population will pump vitality back into The Old Vinyl Factory juxtaposing new high-quality, mixed-tenure homes alongside new workplaces. It will be where people want to live and work, alive with creative collaboration, where large multinationals will interact with new incubator businesses.

The town of Hayes grew up around the development of The Old Vinyl Factory. In 1901 there were only 2,500 people living in the town. At the height of production on site in the 1960’s more than 14,000 people worked at the factory and it covered more than 150 acres. It’s time once again that the site makes a significant contribution to life in Hayes and offers large, established and small start-up businesses a truly creative place to work.

**THE OLD VINYL FACTORY:
AN INCREDIBLE
ARCHITECTURAL,
CULTURAL AND
INDUSTRIAL HISTORY**

The Old Vinyl Factory is a special place with an incredible architectural, cultural and industrial history spread out over nearly 18 acres in Hayes, west London and built originally as the headquarters of EMI and His Master’s Voice. Once the heart of the town that literally grew up around it, the site formerly known as London Gate is about to undergo a renaissance.

Unloved and misunderstood for many years since EMI moved out in the mid 1970’s, the site and its important collection of Art Deco buildings was recently acquired in a joint venture partnership by Cathedral Group PLC and Development Securities PLC and is being transformed through a radical redevelopment programme that pays homage to its important history and will bring it back to life as the most exciting mixed-use development west of London.

With the coming of Crossrail in 2018, Hayes and Harlington Station will become one of the new rail network’s major transport hubs with fast, efficient trains in and out of Central London. With the already efficient transport links that surround Hayes (only minutes from the M4, M25 and Heathrow Airport), The Old Vinyl Factory could not be better located.



**THE BEAUTIFUL,
ORIGINAL BUILDINGS
AT THE OLD VINYL FACTORY
OFFER THE KIND OF
SPACES YOU'D BE HARD
PRESSED TO FIND IN
TODAY'S OFFICE PARKS.**

The Hoover Building in Perivale, the now sadly demolished Firestone Factory in Brentford and Victoria Coach Station in London have long been recognised as some of the best buildings of the British Art Deco era, all designed by Wallis, Gilbert and Partners. Bold, white and airy they were part of a golden age between the wars where the factory was designed to represent possibility and corporate ambition. But left off that list was one of the firm's most important developments: The Old Vinyl Factory.

The former EMI complex in Hayes is a hidden architectural gem that has been forgotten. Yet, it's the largest collection of Wallis Gilbert buildings in one place. That alone would make the site remarkable, except the individual buildings themselves are equally impressive. There's the triangular Record Store and the Cabinet Building with its atriums, high ceilings and staircases you couldn't even afford to build now. Architect Paul Monaghan of Allford Hall Monaghan Morris, retained to bring the buildings back to life and responsible for developments like The Tea Building in Shoreditch, says, "The floors are enormous, the size of football pitches. They're so different from office space you find today."

Wallis, Gilbert & Partners was one of the first UK firms to experiment with reinforced concrete. The material needed fewer supporting walls, giving the floors light and an open-plan structure that was rare at the time. The buildings were created on principles hard to find anymore and in great demand from people looking for modern offices with something different.

"We're blessed with a lot of volume, big windows and atriums — spaces you'd be hard pressed to find in many of today's newer office buildings," Monaghan says. These buildings have value in today's environment. "They have the kind of distinctive features you could never create now, and," he adds, "the most green use for any building is to reuse it."

Instead of calling it a refurb, he prefers to see it as a "reinvention," where these buildings are given a new life for a new era. "These are exciting raw materials, not blanded-down glass boxes, but beautiful buildings with a rich heritage."



Gramophones being made in The Cabinet Building on 7th January, 1933. Credit: National Media Museum/SSPL



Cabinet Building 2011



World famous tenor Edward Lloyd (1845-1927) cuts the first sod from the Blyth Road site February 9th, 1907



Powerhouse 2011



THE BEATLES, THE ROLLING STONES, PINK FLOYD AND CLIFF RICHARD ALL HAD THEIR ALBUMS PRESSED IN HAYES.

There are other famous names, from much longer ago, like Dame Nellie Melba, the world-famous operatic soprano, who laid the foundation stone of the factory's Power House, and James F. Harrison who sang the patriotic "Till The Boys Came Home," one of the First World War's biggest hit records, pressed here in 1915. Few places have shaped culture so much. Not just British culture, global culture.

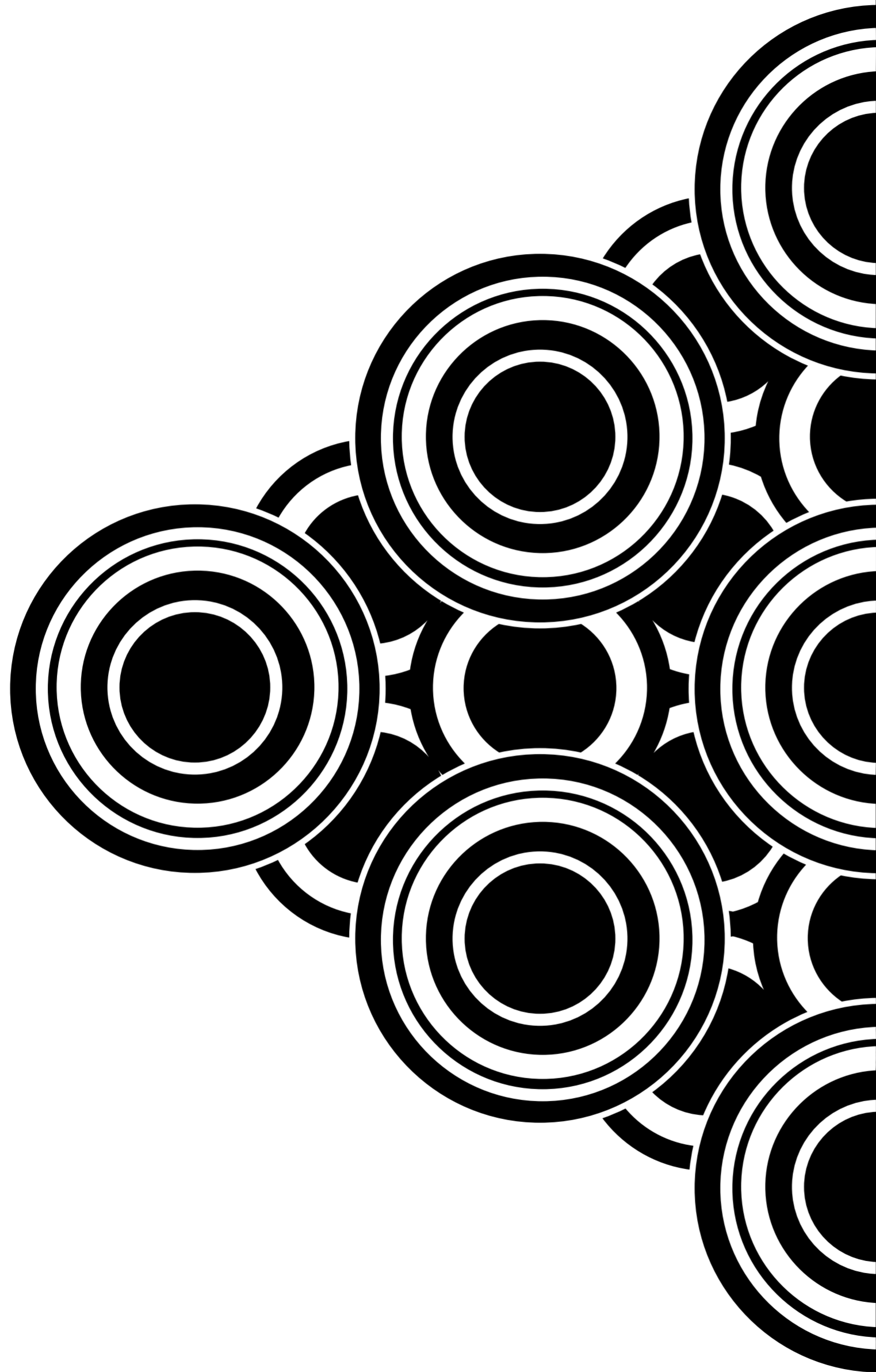
Building started on site in 1906 to create a headquarters for the Gramophone and Typewriter Company (eventually to become EMI) and a home for the world famous His Master's Voice record label. Nipper, the terrier listening to his master's voice, stood guard over Hayes — passengers on the train into London could see him grace the top of the administration building. The signature, "Manufactured in Hayes" was pressed into many of the most famous records ever produced.

In 1926 Melody Maker took a tour of the facilities describing the raw timber gramophone cabinets produced in the Cabinet Factory as "beautifully figured and finished to adorn every home from the cottage to the palace. In this great workshop the daylight pours in through glass roofs and windows to flood a perfectly clear atmosphere. There is no trace of dust anywhere." This was all thanks to the building's extraordinary design with "huge ducts along the roofs." Even the machinery was "miraculous."

The site was instrumental in World War II. Munitions for the war effort were manufactured there, and as Britain entered the fray, King George VI recorded his famous morale-boosting address to the nation — now the subject of the Oscar-winning *The King's Speech* — on a silver microphone made by EMI. More monumental was the work done in Hayes to develop the world's first airborne radar system used to win the Battle of Britain. Ironically, in that battle Hayes and its factories were bombed — a memorial stands today, in Hayes, to those that lost their lives.

In the 1960's along came the Beatles, signing to the EMI subsidiary Parlophone in 1962. Much of their output was pressed into vinyl in Hayes. Sitting in their pristine audio booths, nodding their heads along to each new Beatles record, the workers were among the first people to hear music that would change the world.

EMI moved its operations elsewhere in the mid 1970's and now many of the once proud buildings stand empty. But they have a new future ahead of them, one that will make this place come alive again with a whole new spirit and creative energy.



The Beatles' album Rubber Soul in the final stages of production November 1965



SHIPPING BUILDING

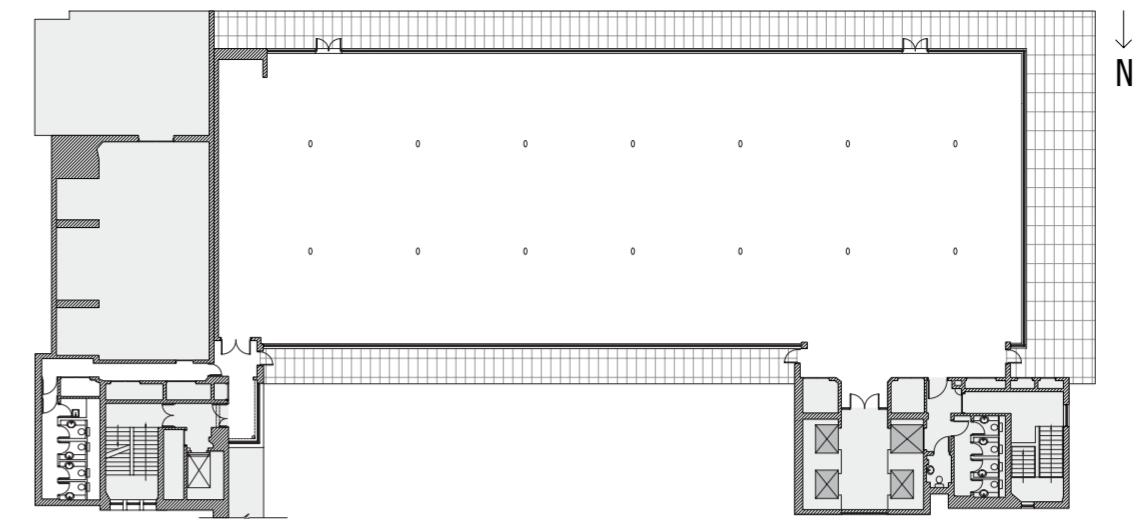
WWW.THEOLDVINYLFACTORY.COM

HAYES WEST LONDON

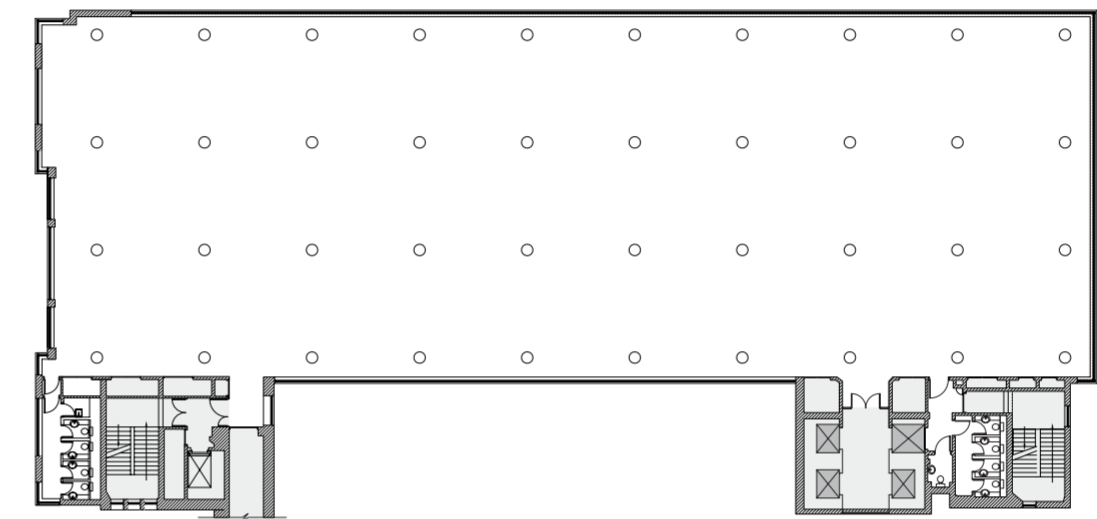


SHIPPING BUILDING

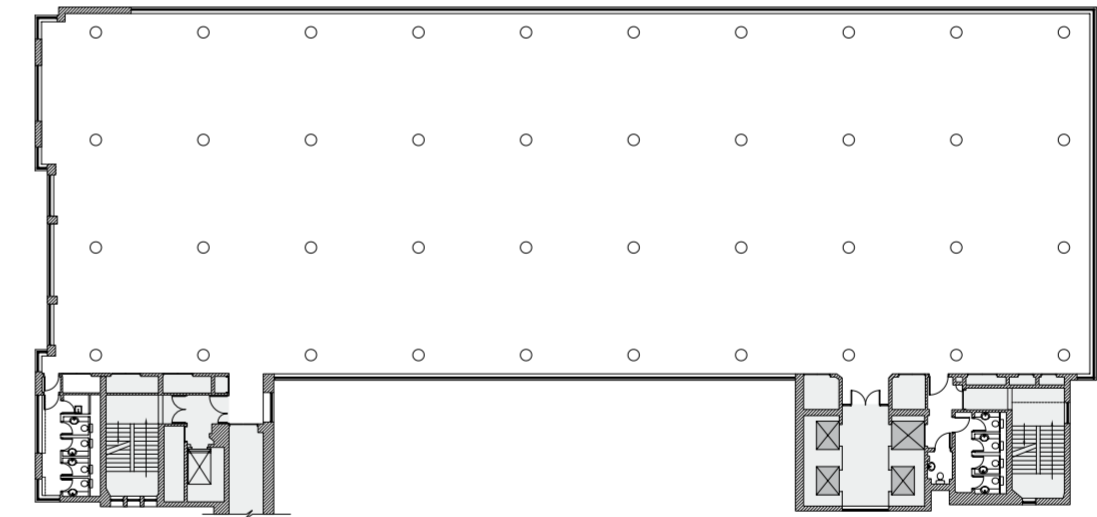




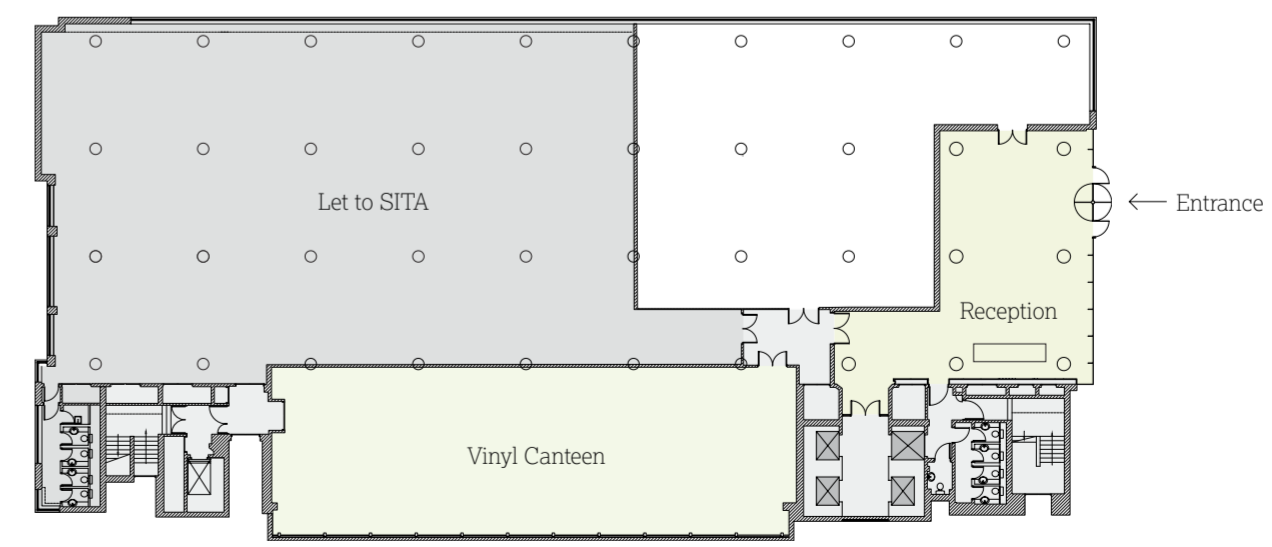
6 Space available
10,143 sq ft / 942.3 sq m



5 Space available
15,575 sq ft / 1447 sq m



1 Space available
15,565 sq ft / 1446 sq m



G Space available
From 500 to 2,947 sq ft / 46.5 sq m to 273.8 sq m

**OFFICES AVAILABLE
TO LET**
500 SQ FT /
46.5 SQ M
TO
44,230 SQ FT /
4,109 SQ M

Brand new full-service café
Refurbished reception
Full-access raised floors
4-pipe fan coil air conditioning
3.45m floor-to-ceiling height
Excellent natural light
Generous on-site parking

VINYLYL CANTREEN

*How do you like
your eggs in the morning
I like mine with a kiss*

WWW.THEOLDVINYLFACTORY.COM

HAYES WEST LONDON



WE ARE PASSIONATE ABOUT PRODUCING HEALTHY, NUTRITIOUS FOOD USING AS MANY LOCALLY SOURCED INGREDIENTS AS POSSIBLE

OUR MENUS ARE DESIGNED TO BE **LOW-CARBON** AND WE THEREFORE ONLY USE HIGH QUALITY MEAT, SUSTAINABLE FISH, SEASONAL AND LOCAL FRUIT + VEGETABLES

WE BELIEVE THIS WILL ONLY ENHANCE **taste** AND NEVER COMPROMISE **quality** **costs**

Breakfast 8am - 10am
120p Porridge 1240p Bacon Sandwich
80p Bacon 1240p Sausage Sandwich
80p Sausage Each Full Breakfast £3.50
80p Eggs
80p Grilled Tomatoes
80p Mushrooms * Lunch 12-230 *

Today's fresh hot meals
Cauliflower + Broccoli Soup £2.00
£4 Beef Stew + Herb Dumplings
£3.75 Chilli Bean Pot
Served with roast potatoes





**THE NEW VINYL CANTEEN
PLANTS A STAKE IN
THE GROUND THAT
SHOWS A VISION FOR
THE FUTURE OF THE
OLD VINYL FACTORY.**

At the Vinyl Canteen food isn't simply food — it's a sign of what's ahead. Before the first stages of masterplanning are even complete, Cathedral and Development Securities have been investing in the site, redesigning the Shipping Building's reception and building a new canteen both to serve the 500 people who work there every day and to plant a stake in the ground that shows a vision for the future of the Old Vinyl Factory.

Open, airy, bright and bold, The Vinyl Canteen was designed by Morag Myerscough with furniture designed and made specifically for the canteen by her and artist Luke Morgan. Together they commissioned The Wood Recycling Project in Brighton (a tenant in another Cathedral development project) to supply the wooden tops for a series of long, inviting tables and benches, fashioned from reclaimed beams and designed to encourage people to share a coffee, lunch and conversation.

As Claire Pritchard, in charge of setting up the kitchen, explains, "A canteen is the heart of a building." Director of the groundbreaking social enterprise Greenwich Co-operative Development Agency, she says, "A canteen is a magnet in a building like this for community, cohesion and relationship building." In these places you need to serve food that people want to eat. Food that people might linger over. The GCDA has campaigned to get people to eat locally and sustainably for more than a decade. As a social enterprise they've worked behind the scenes with numerous groups to bring good food to the public, but the Canteen is GCDA's first restaurant of their own. And the results? Lasagne made from local beef, vegetables from a farm four miles down the road and ham sandwiches made from gammon that they roast themselves each day. Claire is planning on building raised beds on site to grow her own produce — even musing about having chickens there. "We want this to be a place for people sitting together and sharing," she says and adds, "I love the idea of having hens outside running around. You can't get more local than that. And, imagine the conversation starter."

The funeral train
of George VI passing
The Old Vinyl Factory
on 15th February, 1952





CREATIVE TEAM
—
STUDIO EGRET WEST

ALLFORD HALL
MONAGHAN MORRIS

DUGGAN MORRIS
ASSOCIATES

MORAG MYERSCOUGH

WWW.THEOLDVINYLFACTORY.COM

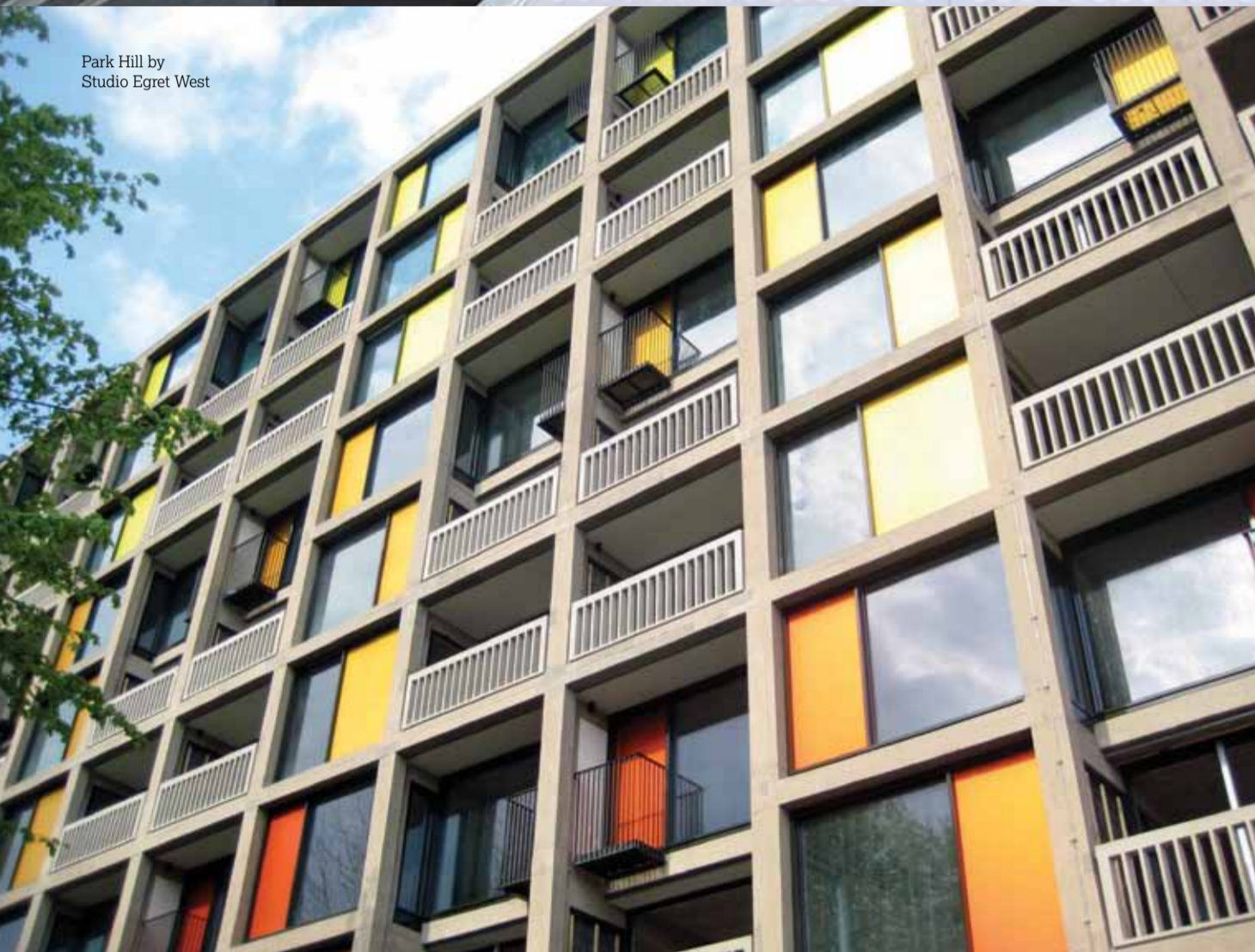
HAYES WEST LONDON



Angel Building by Allford Hall Monaghan Morris



Alfriston School by Duggan Morris Associates



Park Hill by Studio Egret West



Biscuit Building by Allford Hall Monaghan Morris



Barmeston Road, Catford by Duggan Morris Associates



Park Hill by Studio Egret West



Tea Building by Allford Hall Monaghan Morris



The Deptford Project by Morag Myerscough for Cathedral Group

THE INDIVIDUAL AWARDS THE CREATIVE TEAM WORKING ON THE OLD VINYL FACTORY HAVE WON NUMBER IN THE HUNDREDS.

The creative team, built to bring The Old Vinyl Factory back to life has been lauded by everyone from the RIBA, D&AD, Architects Journal and others for projects across the UK and Europe. Even one of our property agents David Rosen has been named an RIBA fellow — the only estate agent ever to achieve such distinction.

Duggan Morris Associates have been shortlisted in bdonline's Young Architects of the Year Awards 2011 and recognised for their sensitive regeneration work. AHMM was shortlisted for this year's Stirling Prize for their work on the Angel Building. It's an office (rare to make the Stirling list) and a refurb (even rarer). Their work on the Tea Building nabbed an AIA prize, while the building itself has been responsible for the wholesale transformation of Shoreditch. Now the former Lipton Warehouse is home to galleries, studio space, offices, ad agencies and Shoreditch House — a fashionable private member's club.

The Old Vinyl Factory's master planners, Studio Egret West have won prizes and praise for their regeneration work on Europe's longest listed building. 1km long, Park Hill, Sheffield, is nearing completion on its first 300 homes. A combination of architects, urban design, and landscape architects, the practice has overseen many large-scale regeneration projects including a 2500-home, 2000-job redevelopment around Millwall FC, and the UK's largest zero-carbon footprint development in Middlesbrough.

Property broker David Rosen is a bit of a pied piper who leads people across the city. He'll see something in a building — and the people in it — often before the people themselves do. He's responsible for the art world's move east and Soho House expanding into Shoreditch House. Now he waxes rhapsodic about Wallis Gilbert's complex in Hayes. "It's like Willy Wonka but for vinyl." Rosen even uses the phrase "magical mystery tour" about his first time visiting it. Exuberant as he describes it, there's no need for superficial cool from him. "All the records that shaped me had stamped on them 'Manufactured in Hayes.'" And this from a man whose early career including finding the Beatles a new headquarters for their publishing company Apple.

He's been pining after the buildings for years. "I'd see them from the train to Heathrow and was mesmerized. I love 1930s industrial architecture." Indeed, he has, as he puts it, "a thing for Wallis Gilbert buildings." He got McCann Ericson to move their headquarters to Wallis Gilbert's Daimler building in Bloomsbury. Now he predicts that's just the sort of client who will be coming here — creative, cool, even corporate, who wants to be near both Heathrow and the city — and based in a place that offers this kind of heritage.

Beyond the accolades, most of the creative team has deeper connections to the Old Vinyl Factory. Architect David West and agent David Rosen both talk about the pull the place has had on them for years. While designer Morag Myerscough, responsible for the Vinyl Canteen and the refurbishment of the Shipping Building reception, has another more personal link. Her father was part of being "Manufactured in Hayes." He was a session musician on many seminal EMI releases — including the White Album. All of them now see a bright future in Hayes.

www.egretwest.com
www.ahmm.co.uk
www.dugganmorrisarchitects.com
www.supergrouplondon.co.uk

CATHEDRAL GROUP PLC
AND DEVELOPMENT
SECURITIES PLC HAVE
COME TOGETHER IN
A JOINT VENTURE
PARTNERSHIP TO
DEVELOP THE OLD
VINYL FACTORY.

Leading UK property developer and investor Development Securities PLC and creative placemaking developers Cathedral Group bring complimentary skills to their partnership at The Old Vinyl Factory

That's key to why the two are teaming up to bring The Old Vinyl Factory back to life. Development Securities PLC is one of the UK's leading property developers and investors whose principal objective is to identify and manage substantial, complex developments in a risk averse manner and to create maximum value for its shareholders. In the last two years, it raised £200 million through two separate equity raises and completed over 40 deals in the same period. The company's mix of equity and expertise along with its track record of partnership with both institutions and private investors has positioned it as a desired partner on leading schemes across the UK. Alongside this expertise, the company also commissions research into issues impacting development, such as creating quality of life in UK offices and the role of transport in the urban sphere.

Cathedral see their role not simply as property developers but creative place-makers. As well as being profitable, successful developments, Cathedral's projects are also all about creating great places where people want to live, work and play — community, culture and creativity. They find these values in locations that have often been ignored, taking dead and overlooked spaces and turning them into vibrant communities. As a specialist Public Private Partnership developer, Cathedral has a long track record of working with local authorities on regeneration projects across London and the South East developing creative solutions for difficult places, employing the best designers and paying uncompromising attention to detail.

Richard Upton, Cathedral's Chief Executive says, "The Old Vinyl Factory is part of the magic of the UK's industrial and architectural history but it has been hidden and forgotten for decades. It's time for a new approach to the bland and tired business park. We're going to uncover and celebrate the unique heritage of this place and offer something different to the innovative international companies who want to be here in this great location west of London and whose investment is critical to the growth of London's creative economy."

www.cathedralgroup.com

www.developmentsecurities.com

The Library Building, Clapham by Studio Egret West for Cathedral Group



Hammersmith Grove, London by BFLS for Development Securities PLC

WE BUILT THIS CITY ON

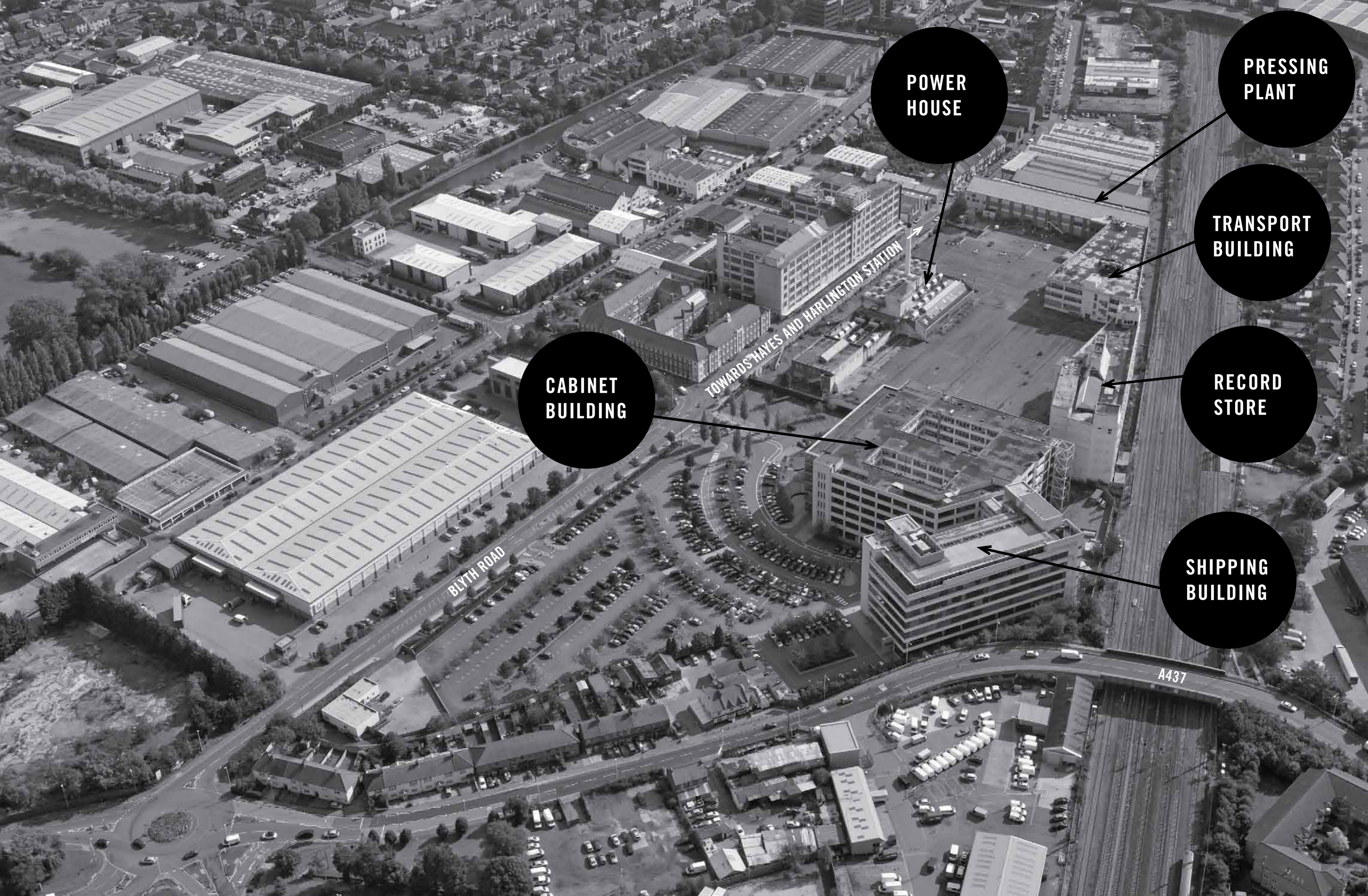
ROCK

N

ROLL

WWW.THEOLDVINYLFACTORY.COM

HAYES WEST LONDON



POWER HOUSE

PRESSING PLANT

TRANSPORT BUILDING

RECORD STORE

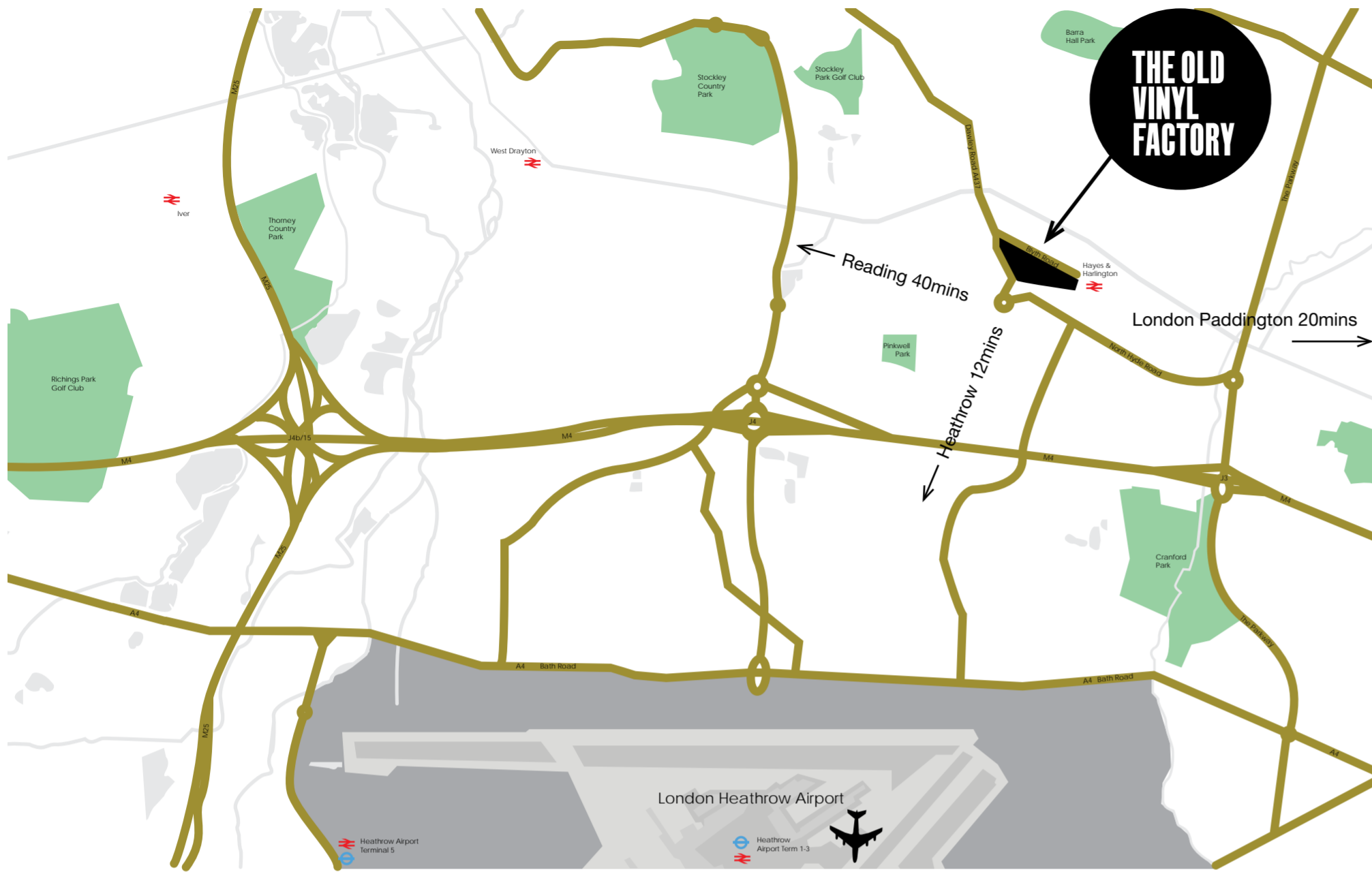
SHIPPING BUILDING

CABINET BUILDING

BLYTH ROAD

TOWARDS HAYES AND HARLINGTON STATION

A437



Location

The Old Vinyl Factory is located on Blyth Road in Hayes, UB3 1HA, approximately 14 miles west of central London. Heathrow Airport is only 4 miles to the south and junction 3 of the M4 is 1.5 miles away. Hayes and Harlington Railway Station is a 5 minute walk from The Old Vinyl Factory and provides rail service to Reading, London Paddington (15 minutes) and into the Heathrow Terminals (12 minutes)

Local Area

Hayes Town Centre is only a 10 minute walk away from The Old Vinyl Factory:
 Tesco Express 0.5 miles
 WHSmith 0.5 miles
 Boots Pharmacy 0.5 miles
 Tesco Extra 1.5 miles
 David Lloyd 2 miles
 Stockley Park Golf Club 2.5 miles

Travel Times

M4, junction 3, 1.5 miles, 5 minutes
 Heathrow Airport, 3.8 miles, 10 minutes
 M25, junction 15, 4 miles, 10 minutes
 M40, junction 1a, 9 miles, 15 minutes
 M3, junction 1, 9 miles, 22 minutes
 Central London, 14 miles, 28 minutes

Hayes and Harlington Railway Station is only a 5 minute walk from The Old Vinyl Factory and provides services to the following destinations

London Paddington 20 minutes
 Heathrow Airport 12 minutes
 Ealing Broadway 10 minutes
 (with connection to the Central & District Lines)
 Reading 40 minutes

Crossrail

Hayes and Harlington Railway Station is set to become a Crossrail station in 2018 and will benefit from a number of improvements. The station buildings will be refurbished and the passenger facilities will be modernised. Crossrail will provide fast access from Hayes and Harlington to:

Bond Street in 21 minutes
 Heathrow Terminals 1,2,3 in 6 minutes
 Liverpool Street in 27 minutes
 Canary Wharf in 35 minutes

Agents


Altus Edwin Hill
www.altus-edwinhill.com
 017 5368 9000


savills
www.savills.com
 020 7499 8644

PILCHER ● HERSHMAN
www.pilcherhershman.co.uk
 020 7399 8600

Developers

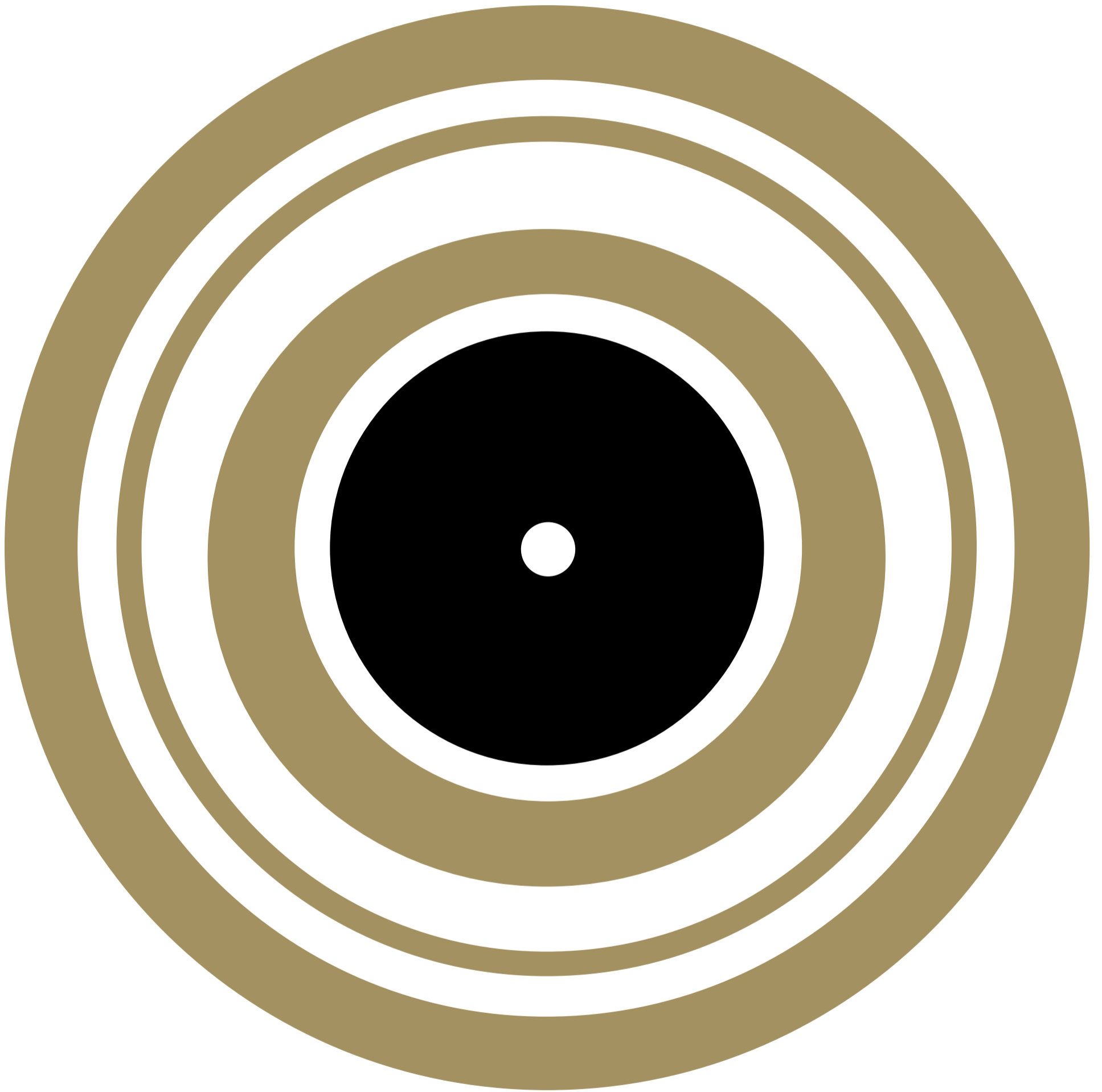

DEVELOPMENT SECURITIES PLC
www.developmentsecurities.com
 020 7828 4777


cathedral
www.cathedralgroup.com
 020 7939 0800

Misrepresentation Act Altus Edwin Hill, Savills and Pilcher Hershman give notice that (i) these particulars are set out as a general outline only for the guidance of intended purchasers or lessees, and do not constitute, nor constitute part of, an offer or a contract; (ii) descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are given without responsibility and any intending purchasers or tenants should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each of them; (iii) no person in the employment of Altus Edwin Hill, Savills and Pilcher Hershman have any authority to make or give any representation or warranty whatever in relation to this property. Altus Edwin Hill, Savills and Pilcher Hershman are members of the Commercial Landlords Accreditation Scheme and support the Code for Leasing Business Premises in England and Wales 2007, produced by The Joint Working Group on Commercial Leases — details of the Lease Code can be found at www.commercialleasecode.co.uk

Design: Morag Myerscough. Printing by Aldgate Press.





WWW.THEOLDVINYLFACTORY.COM

HAYES WEST LONDON