



**Ben Swindells**  
Director, Operations  
& Real Estate, Huckletree

**EG sat down with Huckletree, a leading workspace innovation company, to discuss how flexible office space is leading the way and how they are using EG Radius to power their decision making.**

**Huckletree houses 500+ businesses across the fastest-growing and most disruptive sectors**

Huckletree is a leading workspace designed to empower and nurture start-ups and businesses. We operate 175,000 sq ft of space across six buildings in London, Manchester and Dublin, with a seventh site opening on Oxford Street in the capital towards the end of 2022.

We currently house more than 500 businesses across the fastest-growing and most disruptive sectors, including govtech, digital lifestyle, VC and fintech, and most recently, Web3 and the metaverse.

Our primary objective at Huckletree is to create world-class innovative spaces that propel the world's most exciting businesses to scale. We do this by designing the right ecosystems for them to operate within. Catering to specific sectors – such as fintech – and provide platforms enabling businesses to advance and gain market share at speed. Our curated membership model means that when you apply for workspace with us, we spend time understanding your sector, stage and mission, in order to consider which themed hub is best suited to your needs.

**With office take-up hitting the highest levels this year, businesses are investing more than ever**

“ The biggest challenge across the occupier market is the race for space.

Employers are now looking for offices that prioritise quality, flexibility and location. With office take-up hitting the highest levels this year, businesses are investing more than ever in location and amenities that provide true value for their staff and driving up pricing.

# **HUCKLETREE**

While this is fantastic news for skills sharing and motivating teams, many companies let go of their offices during the pandemic and are now feeling the financial effects of trying to re-establish that central headquarters space.

Office workers have also changed their behaviour and want to come to a destination that offers a plethora of lifestyle choices. Take Soho in the West End, for example. Brimming with food markets, having a healthy bar and restaurant scene, dotted with gyms, yoga studios and green spaces, and enjoying fantastic connectivity, it has become a hotspot for businesses. In recent years, we endured a lot of speculation about the office sector's recovery as businesses transitioned to hybrid working models in the “post-office” era.

“ While the prophesied “death of the office” has been proven wrong, the outcome is that our offices have changed forever – and it's for the better.

The importance of having a space that sits within an ecosystem of activity, that is tailored to companies and their employees has been proven by this fight for high-quality spaces in prime locations, demonstrating the consistent strength of London's office market.





## Customer Spotlight: Huckletree



### The UK's first workplace tailored for Web3 companies

We always keep an eye out for exciting new spaces across the UK and make sure we are aware of opportunities in different districts. Currently, our focus is on London, Manchester and Dublin, as we envision the broadest expansion rates in these three key cities.

Our rationale for launching a hub in Manchester was that we identified the area as a key city with extreme untapped potential for growth in the creative, lifestyle media and tech spaces.

“ We also recently announced the launch of a new Huckletree space on Oxford Street in London. It will be the UK's first workplace tailored for Web3 companies, bringing scaling businesses, investors and creatives together under one roof.

Although we are not currently seeking out new towns or cities in which to launch a Huckletree site, we always keep our fingers on the pulse to seek out what hotspots are cropping up.

### EG's data helps us get real-time notifications on new planning applications

The News section on EG Radius is beneficial in giving us insight into the real estate world, with its live updates and stories on projects and schemes. EG's data helps us get real-time notifications on new planning applications. We receive information on new schemes that have been signed off for planning. This

lets us know when a developer is entering, so we can target them at an early stage about being the flexible operator in that building.

### The future predictions of the design and construction of commercial buildings

Sustainability is a big focus for us and a massive trend in the commercial property sector. Many businesses now have ESG targets, and as operators we want to ensure our spaces are as attractive to potential tenants as possible. A huge conversation is happening among our counterparts about the misuse of green labels on properties. However, the new stock being built in the next few years has better environmental credentials and stronger thought processes around it.

“ I predict that the future of the design and construction of commercial buildings will focus on the use of timber, how to insulate efficiently, and tech to monitor and reduce their operational impact.

The experience of the office is a big trend that we hone in on. This is the predominant drive to bring people back into workspaces following the increased level of working from home and subsequent flexible work schemes most businesses now offer. Now it has been proved that most jobs can be done remotely, our mission is to create spaces that excite and attract people. This is achieved through the experience of a space, which goes beyond the socialising aspect. Events, training and networking opportunities, wellness facilities and location all play an integral part in making the office an attractive place for people to work and spend time in.

### Using EG Radius data to target lease expiries within specific areas

We utilise the EG Radius platform in various ways across the business. Firstly, the sales team uses EG Radius to observe lease expiry data within specific areas where we have existing hubs or are looking to create new hubs. We then actively target these companies and market our offering to them.

Alternatively, from a growth perspective and regarding real estate, we use two different approaches when we are going out to look at locations. Because we apply a themed approach to curating our spaces, we use EG Radius to discover what types of businesses exist in a specific area. This gives us a greater understanding of the culture and identity of a particular location, which helps us to create potential themes in those districts.

It is also helpful if we are looking to take a space away from an existing operator, as the platform allows us to

see the remaining duration of the lease and its terms. This gives us the power to negotiate effectively with the landlord and ensures no hidden walls.

We can also find out what competition lies in the area. To accompany our Google searches, we use the lease database to see what leases are held by various operators in the location we are looking to acquire sites in.

### Oxford Street site expansion

We have many exciting things in the pipeline for the last quarter of 2022 and beyond, including a range of new launches, expansions and events. We recently expanded our Manchester office by taking two more floors within the building and are growing our presence in London with the opening of a new site on Oxford Street towards the end of 2022. Furthermore, we are ramping up our programming offering for our members and the broader industry to take advantage of.

