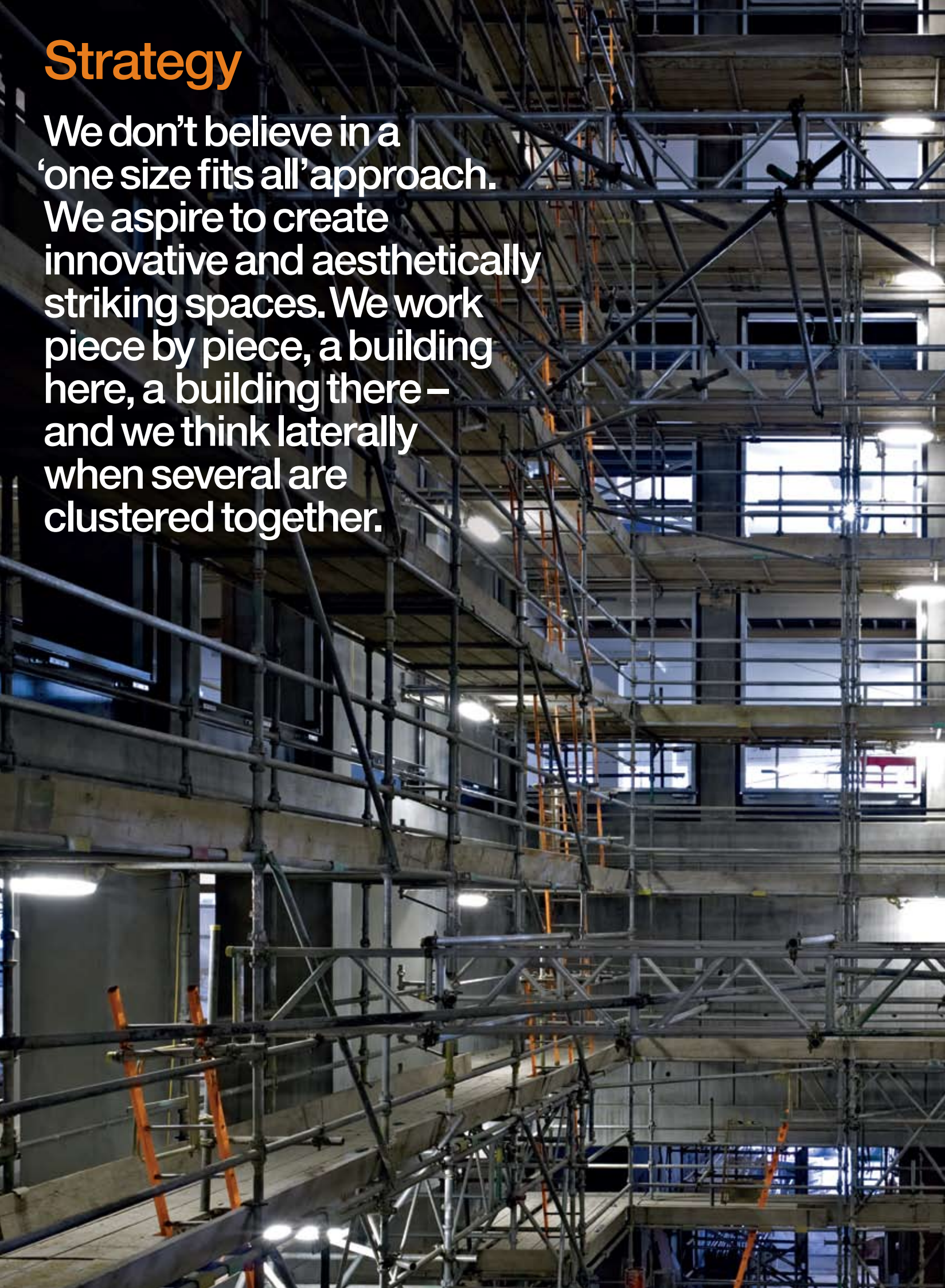


Strategy

We don't believe in a 'one size fits all' approach. We aspire to create innovative and aesthetically striking spaces. We work piece by piece, a building here, a building there – and we think laterally when several are clustered together.





Distinctively Derwent

Design focused and value driven ethos

Each building treated as a unique opportunity

All property companies are not the same. The difference with Derwent London is our resolute concentration on our particular markets accompanied by a painstaking attention to detail. This is allied with our dedication to finding opportunities, transforming properties, increasing floorspace, adding value and attracting, and looking after our tenants.

Since our formation, we have always concentrated our activities in central London, with a particular focus on the West End. It is rare for us to venture outside London. We not only know London, we have an intimate knowledge of each of our 17 different 'villages' within the capital, → see page 102 and the people who work and live in them. We appreciate the different characters and cultures of London's villages, and we can map a distinctive future for each of them.

We treat each building as a unique opportunity. While our approach to every property is consistent the solution for each will be different. → see page 18 Our business model has been proven and refined over time; it concentrates on refurbishment and regeneration and, only when appropriate, outright redevelopment. The only aspect that has changed over the years is that today we are able to work with larger properties, while maintaining our focus on the detail.

Not only do the directors have a wealth of experience within the property industry, they also have the detailed knowledge of our focused market gained from an average of 17 years with the company. → see page 46 In combination with a highly skilled management team, we have a very strong track record in helping reshape central London through inspirational design backed with sound business sense.

Despite the recent challenging economic climate, we have maintained a steady flow of new tenants, many of them household names. This is not the result of reacting with a short-term masterplan to beat the recession; rather it is the fruit of our long-term vision to create inspiring buildings. Our ethos has always been design-focused and value driven and we still strive to create exciting spaces for tenants that are distinctive and one step ahead of our competition. Our continuing goal is to provide arenas for new ideas and new communities to thrive in.

We work in a number of ways to understand our tenants' requirements and maintain communication from the very start of their interest in a property and throughout their occupation, building extremely close relationships. → see page 17 In combination with a skilled lease management team, this translates into a high percentage of tenant retention following breaks and expiries as well as a historically low void rate. Coupled with these factors is our extensive use of fresh architectural, design and artistic talent. We build strong enduring relationships across multiple projects in order to obtain the highest levels of creative input. The communities we help to shape see the benefit along with our shareholders.

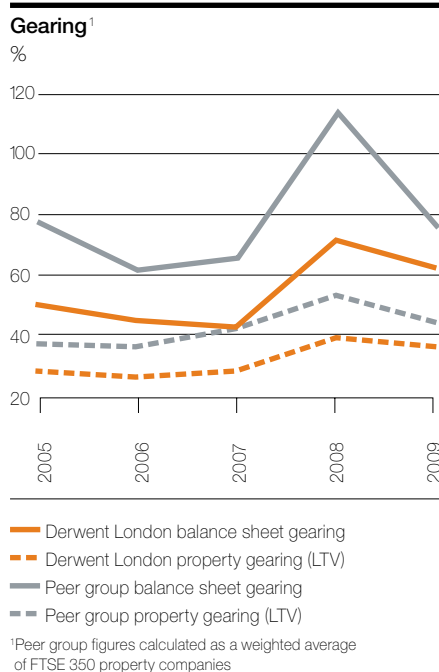
Our current portfolio is balanced from a number of different aspects:

- an emphasis on income producing buildings that offer refurbishment and development opportunities;
- a variety of types, sizes and locations of buildings;
- exposure to a wide variety of tenant sectors; and
- a focus on letting at mid-market rents, which provide value for tenants and growth opportunities for the group.

We are highly innovative not only in terms of plans for our buildings but also in respect of lease management solutions. Over the past three years, we have negotiated surrenders and changes in lease terms with several of our tenants at buildings including the Angel Building, 1-5 Grosvenor Place, the Charlotte Building and 71-81 Whitfield Street. All of these negotiations have provided us with increased control to progress our future plans for these buildings and their surrounding areas.

Our long-term financing approach has been 'keep it simple, keep it flexible', maintaining a straightforward loan structure with our core lenders backed by a sensible hedging policy. We have also maintained sustainable levels of gearing which have typically been lower than those of our peers.

‘Keep it simple, keep it flexible’ approach to financing



This approach has contributed to the fact that, during a year when the majority of other listed property companies went to the market for additional funding through deeply discounted rights issues, we were the only major REIT not to raise equity in 2009. The average discount across the listed property sector for these cash calls was 64%. This has contributed to our shareholder return of 86.7% during 2009, a significant outperformance versus the FTSE All-Share Real Estate Investment Trust Index of 11.4%.

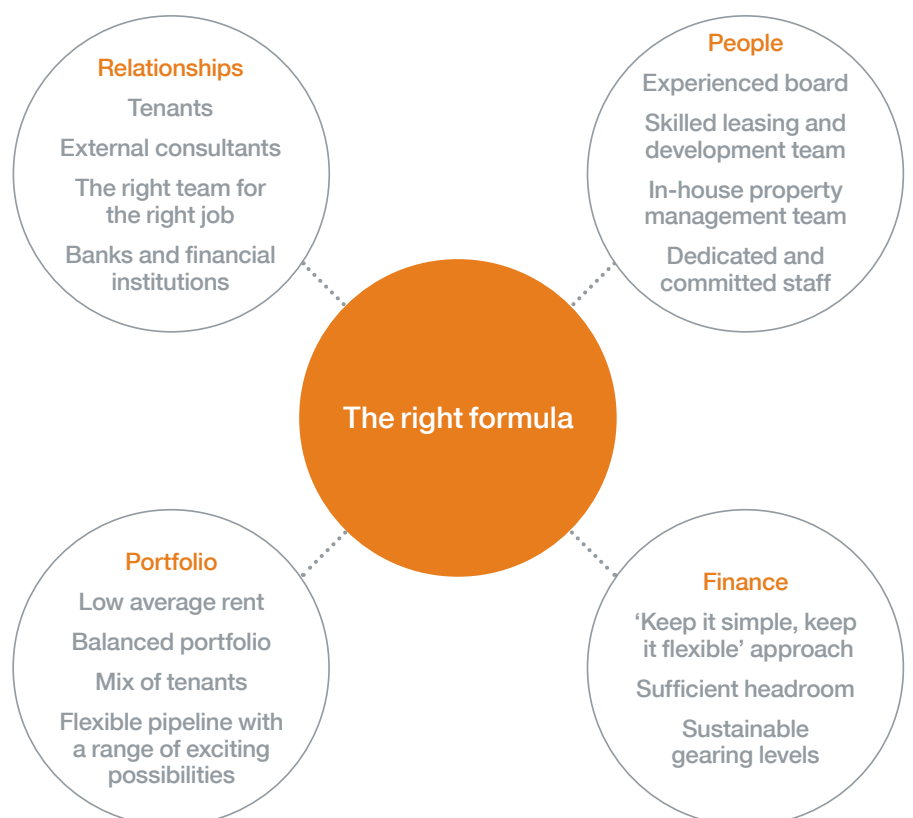
Over the years, we have cultivated strong relationships with institutional investors and banks, which have provided us with equity and loan finance. The experience and stability

of our management team, the consistency of our message and an approach to risk that rewards our shareholders without endangering the business have all contributed to our reputation. We have put in place flexible and affordable finance that works with our portfolio matched by hedging and financial covenants that provide us with resilience. It is testament to the strength of our banking relationships and to the banks' support for the group and its covenant position that, during the challenging economic climate of 2008 and 2009, we refinanced three facilities totalling £253m including £125m renewed in April 2009.

Whether it is building design or delivery, lease management or stable financing, putting in place the right resources is crucial for the effective and efficient execution of our strategy. We have the right resources, we employ the right people and we listen to the right advisers. We cultivate strong working relationships with all our external consultants. With each new project, these relationships evolve and strengthen. We are always receptive to new ideas, believing that it is essential to nurture, encourage and embrace the next generation of talent. Once we have forged new relationships, they often grow in tandem with each new project. Our portfolio is balanced in a multitude of ways and is characterised by a plethora of opportunities for development and value growth. Underpinning the whole of our operation is our stable and flexible approach to financing.

It is a combination of these resources and our robust strategy that has enabled us to weather the recent downturn so well delivering 82 lettings during 2008 and more than 100 lettings right across the portfolio during 2009.

Concentration on 17 London 'villages'



Our strategic plan

The following section details our approach to each strategic aim together with the relevant key metrics and performance indicators

1

Sourcing interesting buildings with potential

Approach

We buy opportunistically. The headroom provided by our flexible financing approach and gearing levels allows us to do this. Our purchases are not limited to any one specific type of property but they typically share the common characteristics of being income-producing in their present state and with the potential for further enhancement. We have consistently demonstrated our ability to extract additional value from a range of different types of buildings. Acquisitions may take the form of portfolios, as has been the case in the past, or companies, as with London Merchant Securities (LMS) in 2007. However, whatever the purchase, our goal is always to source the right type of property at the right price.

Key metrics

Our acquisition of London Merchant Securities in 2007 doubled the size of our portfolio and provided us with a range of properties containing a versatile mix of opportunities for both the short and the long-term. As a result, and with the shortage of suitable properties in 2009, our acquisitions were focused on assets of strategic importance to our future development plans.

2

Optimal planning and creation of innovative design

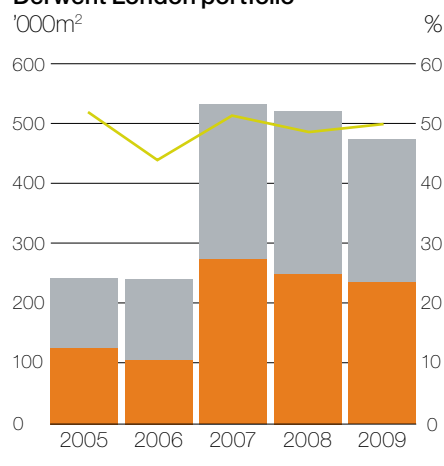
Approach

We provide new office spaces with an emphasis on quality, environmentally friendly design and, crucially at all times, provide value for tenants. As the planning process is complex and often both protracted and frustrating, it is important to identify potential and undertake appraisals at an early stage in order to ensure an appropriate supply of schemes for the future. While this process progresses, maximum flexibility is maintained to enable us to deliver schemes to the market at the most appropriate time. Whether they are small refurbishments or large redevelopments, our aim is to deliver each scheme on time and within budget. Just prior to completion, we commence the marketing process to let the resulting space. This allows us to complete lettings as soon as possible after the completion of the scheme. For example, at the recently completed Charlotte Building, 84% of the space was let within five months of completion. Often, especially for larger developments, we have pre-let space which de-risks a project. This was the case at the Angel Building where 53% of the space is already let to Cancer Research UK for a project that will only complete in summer 2010.

Key metrics

Throughout the economic downturn, we have continued our schemes, incurring £91.5m and £73.0m of capital expenditure in 2009 and 2008 respectively, compared with £61.0m in 2007. Our portfolio continues to offer a significant level of opportunity for increases in value. Over 50% of space has been identified for either refurbishment, regeneration or redevelopment. When complete these activities will result in value increases as well as generating substantial additional space.

Derwent London portfolio



- Portfolio earmarked for development, refurbishment or regeneration ('000m²)
- Balance of portfolio ('000m²)
- Portfolio earmarked for development, refurbishment or regeneration (%)

Key performance indicators

BREEAM rating

We require all developments in excess of 5,000m² to be assessed using the Building Research Establishment Environmental Assessment Method (BREEAM) and achieve a 'Very Good' rating or above.

	Completed	Rating
Qube	Q4 2007	Very Good
Arup Phase II	Q2 2008	Very Good (expected)
Charlotte Building	Q4 2009	Very Good (expected)
Arup Phase III	Q4 2009	Very Good (expected)

We are pleased that all of our recent completions have reached the 'Very Good' rating. This reflects our ongoing commitment to sustainable development. More of our initiatives in this regard are detailed in the sustainability section.

→ see page 38

3

Enterprising portfolio management

Approach

A reversionary rental profile with low passing rents is a key characteristic of our portfolio, providing prospects for income growth and value enhancement. We aim to capitalise on these opportunities and work with our tenants to exploit the potential to accommodate expansion, contraction and lease regears. This not only maintains good relationships with our tenants but also maximises rental income in our buildings and enhances capital values.

Key metrics

In order to maximise rental income and to minimise void space it is important that, in cases where we wish to retain income, our tenants do not exercise the breaks built into their leases and that new leases are signed at the end of their existing contracts.

Tenant retention

	Rental income exposure £m pa	Retention %	Re-let by year end %	Total income retention %
2009	12.1	66	18	84
2008	13.0	70	11	81

Where space is identified for refurbishment or redevelopment, we structure leases to expire or contain landlord breaks to coincide with these future plans. Of the 16% vacant at the year end, 4% relates to such circumstances. These figures demonstrate our ability to both retain tenants and act swiftly in order to ensure that any resultant vacant space is minimised.

Key performance indicators

Void management

Our aim is to minimise the space immediately available for letting and that this must not exceed 10% of the portfolio's estimated rental value.

	Performance %	Benchmark %
2009	3.6	10
2008	3.8	10

The available space had a rental value of £4.7m pa (2008: £6.4m pa) at the year end.

4

Financial stability

Approach

We have long believed in the need for flexible and uncomplicated financing. In the last few years, as many investors in real estate moved towards high leverage facilities, a trend fuelled by the rapid expansion in Commercial Mortgage Backed Securities (CMBS) structures, Derwent London has continued to maintain the long-term relationships built up with its core lenders. The other essential components of our financing strategy have been the management of a sustainable level of gearing based on interest cover and the overall group loan-to-value ratio. Our interest-rate hedging policy has been devised to provide adequate protection against unpredictable changes in short-term interest rates. → see page 34

We have been able to manage cashflow requirements to date without the need for relatively expensive and management intensive development loan facilities. This is due to our core discipline of balancing refurbishment and development activity against income generation. However, we will continue to keep all forms of debt finance under review.

The management of our level of gearing is also helped by our record of recycling capital by disposing of properties where we believe the growth prospects are limited or where buildings do not fit our balanced portfolio criteria.

We will continue to consider accessing other sources of finance periodically in order to ensure that the group is appropriately financed. This will ensure that we can move quickly when funds are required without taking undue financial risks.

Key metrics

Gearing

	Balance sheet %	Property %
2009	62.2	36.4
2008	71.2	39.7

The derivation of both these measures is shown on page 96 and they are defined on page 108.

Available resources

	Headroom £m	Immediately drawable £m	Unsecured properties £m
2009	425	353	338
2008	291	289	433

Disposals

Our ability to transact quickly in various market conditions is demonstrated by the £208.3m of property sold during 2009. The main disposals during the year were 13-17 Fitzroy Street to Arup for £59.4m and The Rotunda, Kingston-upon-Thames for £41.4m.

Key performance indicators

Profit and loss gearing

This figure demonstrates the group's ability to meet its interest obligations. It is considered to be the more important of the three gearing measures for the board to manage, particularly in respect of the ongoing refurbishment and redevelopment programme and the average lease profile.

As was identified in the 2008 annual report, this ratio has been redefined for 2009 onwards in order to remove the increasing number of valuation and other adjustments that had to be made to calculate the ratio as originally intended. The new definition is designed to show, on a group basis, a ratio similar to that which is included in many of the group's security-specific bank covenants. In accordance with this change, the benchmark has been revised to 200%.

	Performance %	Benchmark %
2009	330	200
2008	247	200

This measure is derived on page 96 and defined on page 108.

Tenant receipts

These are monitored closely in order to assess the strength of our tenants and to maximise rent collection. Our aim is to collect on average greater than 95% of rent invoiced within 14 days of the due date throughout the year.

	Performance %	Benchmark %
2009	96	95
2008	97	95

A high level of collection was maintained during the year ranging from 95% to 97% (2008: 96% to 98%).

Objective

To achieve above average long-term returns

Result

Outperformance of all return measures

Key metrics

	Performance %	Benchmark %	Comments
Capital return			
2009	-3.3	-5.4	IPD Central London Offices Capital Growth Index.
2008	-22.1	-27.0	
Total shareholder return			
2009	86.7	11.4	FTSE All-Share Real Estate Investment Trust Index.
2008	-47.9	-46.6	

Key performance indicators

	Performance %	Benchmark %	Comments
Total return			
2009	-2.7	-51.7	The benchmark is an annualised calculation based on published information from the other major REIT companies.
2008	-30.6	-34.5	
To exceed the return achieved by the other major REIT companies			
Total property return			
2009	4.3	-8.3	The IPD provides the most commonly used benchmarks for the real estate sector.
2008	12.6	-4.2	
To exceed the annualised IPD All UK Property Index on a three-year rolling basis			
2009	1.7	0.9	
2008	-18.9	-23.5	
To exceed the IPD Central London Offices Index on an annual basis			

A list of definitions is provided on page 108.

Our tenants

We strive to be the landlord of choice within our marketplace

From the start of our relationship with our tenants, we work hard to understand their requirements. Principal-to-principal negotiations are carried out as soon as an introduction is made. This enables us to meet each potential tenant early in the process, which leads to deeper mutual understanding and a quicker transaction. If the letting is part of a project, we take account of the tenant's views in the build process, where possible, working together to help realise their vision for their space. Whether the tenant is upsizing or downsizing we work closely with them to ensure that we meet their future needs.

We are helping to change the face of the West End with the acceptance by tenants of new and improving locations. We appeal to tenants in the middle market, where rental levels are in the region of £30–£50 per sq ft (£325 – £540 per m²). Occupiers have a desire to stay in the West End at affordable rents without compromising quality and we have helped numerous tenants in recent years to achieve this. Examples include:

Grey Advertising

from Noho to Hatton Garden

Burberry

from St. James's to Victoria

Rio Tinto

from St. James's to Paddington

Cancer Research UK

from Holborn to Islington

We initiated a tenant forum in 2009, which was attended by tenants from across the portfolio together with a number of our consultants. The event enabled tenants to share their views on a wide range of issues from service charge, via post-building completion reviews, to sustainability topics. Following the success of this venture, we are rolling out a series of quarterly forums throughout 2010, which will reach a wider audience.

We also hold regular engineering forums at a number of our larger buildings. These enable us to discuss with tenants whether a particular property can be operated more efficiently. In addition, there are tenant-focused interactive websites at 43% of our managed properties with a further 15% planned for 2010. Our property management function, which was previously mostly outsourced, was brought wholly in-house during 2009, in order to get even closer to the asset management function of our properties and our tenants. All these initiatives are part of our strategy for giving tenants the freedom to focus on their business rather than worrying about their premises.

During 2009, we introduced standardised 'green' leases. These 'plain English' documents contain clear and simple revised terms covering issues such as service charges, uninsured risk and tenant protection. Our new leases also include clauses to formalise the intention and co-operation of both parties to reduce energy use and improve recycling. The introduction of these new lease documents has led to a substantial reduction in transaction time and costs for both the tenant and ourselves.

→ see page 38

Arup

Current rental income: £7.3m pa

"As a pre-existing tenant in the middle of a major redevelopment initiative with our landlord, the transition to the new Derwent London entity was much smoother than we could have hoped. The plans were well advanced and Derwent did not look to disturb the status quo. In practice, we found them forward looking and interested in our view of the building as a tenant and as a place for our occupation over the next decades. They preach partnership and that has been the practice. We have worked with Derwent as landlords on a number of fronts related to our estate. We have sold to them and bought from them; we have leased new space from them and released space back to them as our own business demands have changed and the redevelopment project completed. Over this relatively short period we have developed a partnering arrangement which allows us to discuss issues openly and derive mutual benefit. We have never had a problem we have not been able to resolve with them by straightforward conversation and I would hope they feel the same. Compared to some of our previous experiences, it's like stepping into the light!"

Cancer Research UK

Angel Building 13,000m² pre-let

"We selected the Angel Building because it is an efficient and welcoming building in an amenity-rich area. It supports our brand and represents value for our supporters. Derwent London's reputation provided added comfort that the building would be delivered on time. Our experience of working with Derwent London has been a very positive one. They have been open, honest and professional throughout all our dealings with them. They have responded with sensitivity and flexibility to the needs of the charity."

Unanimis

One of London's largest digital advertising companies took 1,200m² at the Charlotte Building for £0.6m pa

"Unanimis has been a tenant of Derwent London for several years. This latest deal is evidence of our strong relationship and is testament to Derwent's commitment to providing quality space to meet the needs of a cutting-edge communications group. We are a loud, busy company but this gives us the space and calm we need to balance that. The building is in a genuinely peaceful part of central London."

Building value

Our over-riding aim is to deliver space that maximises quality as well as quantity. We want to provide enjoyable and efficient space for our tenants – offices that are bright and comfortable, cost-effective in use and energy efficient.

We have always strived to do better and think smarter, learning from the past, looking to be progressive and to challenge conventions. Over the years we've developed better ways of allowing design to evolve. Each new working relationship is unique. We do not commission practices to reproduce archetypal work: we are willing to be revolutionary and often find that the resulting collaboration produces more exciting and innovative architecture. By cultivating relationships with smaller architectural, design and engineering practices – whose skill, tenacity and vision we value just as much as those of more established firms – we are able to work closely throughout a project, and develop a strong creative understanding.

Through innovative planning solutions we look to add floorspace and, therefore, value to our buildings. We don't build 'run-of-the-mill' properties, we create exciting spaces, focused on strong design and high quality construction but, most importantly, good value for tenants. We draw on our extensive experience and expertise to select the right team from the right firm for each job whether contractors, architects or designers.



The Johnson Building EC1

From 8,700m²
To 15,900m² 83%↑

Utilising a previous courtyard to create critical mass for a mixed-use redevelopment scheme, we used a generous approach to space standards and a parallel commitment to sustainable design. Daylight is brought into the building through double height spaces and mezzanines while a new private courtyard provides tenants with a peaceful exterior space.



Arup Phases II & III W1

From 9,300m²
To 13,700m² 47%↑

The demolition of two redundant 1960s buildings and the construction of new offices at 8 Fitzroy Street formed phases II and III of a development agreement between ourselves and Arup. The result is a high specification, superior quality office building of 13,700m² occupied by Arup as headquarters for their global engineering consultancy service. This striking coloured glass-clad building provides seven levels of offices around a central atrium, along with associated meeting rooms, a reception, café and library, plus conference and exhibition space.

Angel Building:

£50
per sq ft

saving on refurbished space
by retaining existing frame



Angel Building EC1

From 15,100m²
To 24,400m²

62%↑

The Angel Building redesign is set to bring a much-needed transformation to the area directly south of Angel station. By summer 2010, the building will boast a sleek new glass façade. The entrance to the contemporary urban office space is a substantial 1,200m² reception area. It's a radical change from the building's previous incarnation, which was modern in its time; a concrete structure housing 15,100m² of office space built around an open internal courtyard. The building was set back from the roadside, in anticipation of a road-widening scheme that never materialised. A tree-lined area filled the gap between the building and the pavement but had become a repository for shopping trolleys, beer cans and fast food packaging.

Our architectural vision for this part of Islington was to reconnect the building with the street. We saw the opportunity to gain substantially more space that previously wasn't utilised. The regeneration strategy is focused on re-using the existing building structure to fulfil its potential, with the existing tired skin being removed and the floor plates increased.

We are introducing amenities, including a restaurant and lounge area, that will prove attractive and useful for occupiers. The reception area is designed to be a hub for the entire building, rather than merely a corridor to walk through on the way to a meeting.

The historically problematic public space will be re-landscaped, with several of the existing mature trees remaining and new trees planted. This new public realm will provide opportunities for outside restaurant and café dining and, most importantly, informal use by the tenants. We hope that these newly landscaped areas and the building as a whole will help to breathe fresh life into this corner of north Clerkenwell.



Tea Building E1

Originally a Lipton's Tea warehouse, the interior was stripped back to its bare essentials to emphasise the building's industrial character transforming it into 23,000m² of exciting office space that now plays host to a variety of creative businesses as well as the Shoreditch House club and boutique hotel. The building has become a focal point for the regeneration of the area and has encouraged other businesses to follow suit.



Qube W1

Replacing a 1960s office building that had reached the end of its useful life, the Qube development which completed at the end of 2007 has transformed the area around Tottenham Court Road and Whitfield Street in the heart of our Fitzrovia holdings. Comprising 9,300m² of office space, six retail units and a prestigious private apartment block, this iconic glass building with a large central atrium and generous reception (incorporating stunning artwork by renowned artists Ian Davenport and David Tremlett) provides a sense of space and a level of specification unrivalled in the area.

Building value

(continued)

Tenants are increasingly citing sustainability as a key factor in rental discussions

The vast majority of our schemes contain inherent sustainability in terms of their adaptive re-use of existing structures

Tenants are increasingly citing sustainability as a key factor in rental discussions, while investors, bound by their own corporate social responsibility policies, are asking searching questions about carbon footprint and a building's ability to adapt to climate change. We have always tried to stay one step ahead and energy use and sustainability are in the forefront of our minds when we consider our schemes. In 2003, we completed the Davidson Building in Covent Garden, one of the first speculative properties in London to use a displacement cooling/heating system employing under-floor air and exposed thermal mass as a means of reducing air conditioning energy use. Fast on its heels came the Johnson Building in Hatton Garden which features a similar low energy approach. This building introduced DALI lighting into our portfolio; microprocessor technology which switches lights between full, dimmed and off mode in response to both natural lighting conditions and the movement of people. These systems have also been installed in our schemes at Horseferry House, the Charlotte Building and the Angel Building. This approach not only appeals to the tenants' green credentials but also, practically, reduces the running costs of the building.

Historically, we have primarily relied upon the regeneration of existing buildings rather than outright redevelopment to achieve our objectives. The vast majority of our larger schemes contain inherent sustainability in terms of their adaptive re-use of existing structures. This approach saves management time as well as reducing the planning process. We also save on new materials by re-using instead of demolishing. For example, by retaining the existing frame at the Angel Building, we were able to generate a cost saving of approximately £50 per sq ft for the refurbished space.

Additional information about our sustainable activity is detailed in the sustainability section.

→ see page 38

Over the past 10 years, capital expenditure totalled over £400m and, excluding Arup phases II & III and Qube, which we inherited from the acquisition of LMS, only 13% of our capital expenditure was incurred on new-build development. The remainder was invested in more than 200 schemes ranging from large refurbishments such as Horseferry House, to adding new floors or upgrades of space.



Horseferry House SW1

A magnificent nine-storey brick building with large internal light wells, just off Millbank in Victoria occupied by a government department and featuring outdated office accommodation. A major refurbishment was undertaken to relocate the lift cores, toilets and escape stairs into the now-enclosed lightwells, with a new rooftop extension, creating superior and modern space. New fenestration, a full building 'clean and repair' and reconfigured entrances improved street presence and repositioned the building in the market. The entire transformed building was pre-let to Burberry as the world-renowned fashion retailer's new global headquarters office and showroom.



Greencoat and Gordon House SW1

We continually review our buildings and, where appropriate, refurbish and upgrade space on a phased basis over time. Greencoat and Gordon House in Victoria is a typical example. Acquired in 1995 for £10m, this building produced rental income of £1.1m pa at the time of purchase. We have since added space by completing two roof extensions and converting loading bays and storage areas into office space. In addition, we have upgraded various office suites and transformed the reception area; what was previously an understated and underutilised space now features colour, texture and striking contemporary furniture. The upgraded, streamlined and modernised reception is a positive and welcoming introduction to the building.

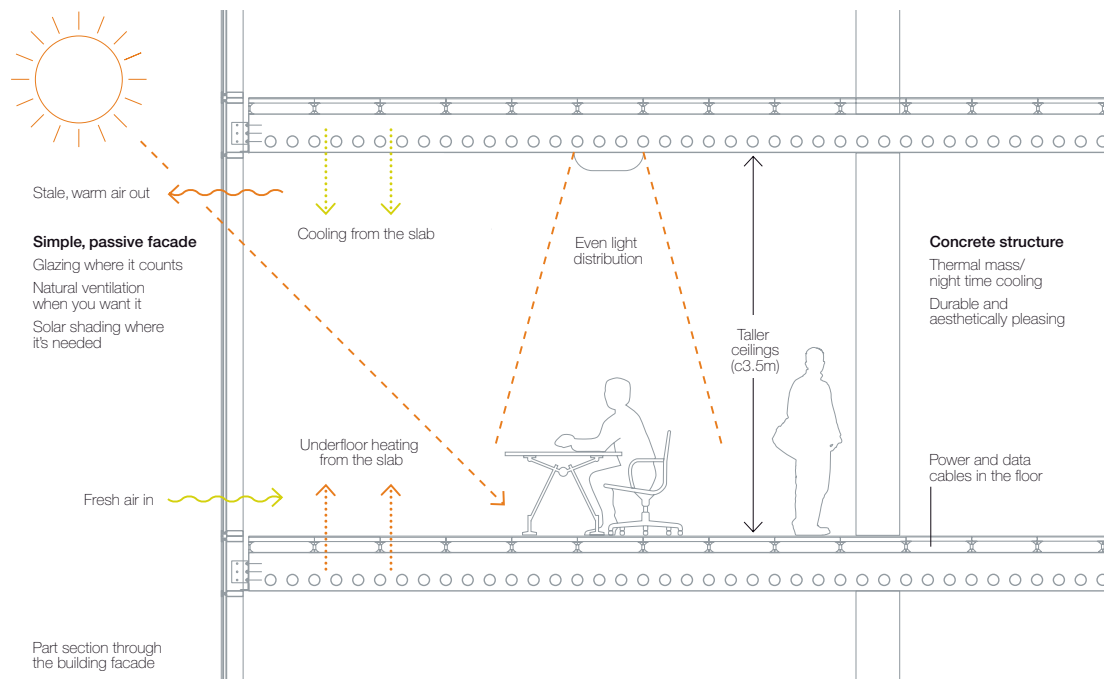
In total, 12 schemes have been carried out contributing to a rental value of over £4m pa and a property value in excess of £50m.

Our most recent scheme was the refurbishment of the top floors of Gordon House, a refined red-brick building, and the addition of a rooftop extension to create a new floor. Now complete, this project appears at first glance to be a signature Derwent London space – a tasteful, minimal, white-walled environment with generously proportioned, timber-framed windows overlooking an historic part of the capital. But the real story lies in its construction, which points the way to a greener future. The new rooftop extension is built out of structural timber, while the prefabricated walls are also structural and help to support the ceiling, meaning fewer columns and, therefore, less steel. Steel is particularly environmentally unfriendly, because it is energy-intensive to produce. This construction method was chosen because it was fast as well as green.

We continually review our buildings and, where appropriate, refurbish and upgrade space on a phased basis over time

Looking forward

White Collar Factory



We are pursuing a fresh idea for office space: a new type of building that learns from the best warehouses and factories – but one that is designed for the 21st century office worker rather than the 20th century blue-collar worker. We call it the 'White Collar Factory'. The quality we admire and pursue is one of simplicity, generosity, volume and light: a particular proven spatial characteristic that we have discovered in so many buildings originally constructed for industrial production.

Typically, the White Collar Factory is an office building that has big, flexible floor plates, large opening windows, generous volumes and robust concrete construction. It is light, open and connected because its dimensions are being defined by the potential of natural light and ventilation. It is smart because it is simple and does not rely on the air conditioning and other technological add-ons that too often confuse choice with excess. That said, it uses the physics of thermal mass and cool water cast pipes to ensure that it is cool in summer and warm in winter. Its generous volumes also ensure that it is future-proofed by allowing tenants to add any extra services they believe they might require.

The White Collar Factory offers a rich mix: a 'city sandwich' packed with different users whilst fulfilling that most sensible maxim of enduring architectural quality – 'long-life, loose fit'.

The logic of the White Collar Factory has already influenced our thinking as we look to extend and re-invent Hampstead Road and embark on an ambitious mix of large and small office spaces at our City Road Estate.



132-142 Hampstead Road W1 (CGI)



80 Charlotte Street W1

Fitzrovia

Our Fitzrovia portfolio consists of approximately 30 buildings covering over one million sq ft ranging from large, brand new office blocks to small older pubs. Set in quieter streets full of history and character, Fitzrovia is enjoying a renaissance and we are helping to shape the future thanks to exciting new architecture such as the Charlotte Building, Qube and Arup's headquarters.

This was a core holding of London Merchant Securities and we are now evolving a strategy for the next few years. Many of the buildings can simply be refurbished – a process that we have already started with small refurbishment schemes completed at 43 and 45 Whitfield Street and 75 Wells Street.

Make's design for the 80 Charlotte Street block aims to retain and rationalise the majority of the buildings, breathing new life into the existing spaces and creating a positive and cohesive new identity with a strong sense of place.

The retained sections of the buildings will be refurbished internally and, together with new additional floors, provide a range of flexible and highly efficient office spaces to satisfy the requirements of the modern occupier. In addition, a self-contained residential element will be introduced as well as further floors at roof level to provide fantastic skyline offices, set back from the street frontage with private gardens.

Retaining a large amount of the existing building is environmentally and socially sustainable, reducing the quality of materials and energy required and minimising pollution and disruption for local residents and businesses. Long-term sustainability strategies will be developed to incorporate opening windows, natural ventilation and heat recovery systems.

The development will harmonise with its setting in Fitzrovia; enhancing activity and interest at street level by offering an enriched mix of uses across all of the site's frontages and offering the local community a new area of public realm.

**Fitzrovia:
approximately
30 buildings
covering over
one million sq ft**

Fitzrovia Partnership

The Fitzrovia Partnership is a business-led initiative bringing together local businesses to add value and deliver a tangible improvement to the management of Fitzrovia. It seeks:

- to embrace business and work with local amenity groups and the statutory authorities to help preserve and enhance a vibrant commercial and residential district;
- to introduce itself to a wider audience and attract members, the aim being to involve the business community in a shared vision of maintaining Fitzrovia as a location of choice; and
- to deliver pro-active business management, improved standards, a destination of choice for living and visiting, a sense of place and return on investment.

Derwent London is leading this initiative and has been formally joined on the partnership's board by Arup, The Doctors Laboratory, Make, City of London and Camden council.

Its integrated management plan incorporates eight key components, each of which aims to deliver added value activities:

- clean;
- safe;
- promoted;
- accessible;
- friendly;
- identity;
- information; and
- communication.

Examples of these activities are to:

- focus on enhancing the quality of the street environment in partnership with Camden council and Transport for London;
- introduce ambassadors to provide customer service to businesses, workers and residents alike and help to reduce crime in partnership with the police;
- enhance connectivity with neighbouring areas as well as within Fitzrovia;
- help upgrade, in partnership with Camden council, the quality of the public realm by improving the range of street furniture, trees and landscaping;
- embrace more businesses and focus on promoting the area as a destination of choice for business;
- help create an environment conducive to quality retailing to support the business and residential community and add value to the retail hub of Tottenham Court Road; and
- increase the dining and eating offer to add value to the vibrancy of Charlotte Street and its surroundings.

→ see page 41