



**Transforming landlord assets.  
Partnering for growth.  
Maximising value.**



# Converting landlord assets into high-performing workspaces.

Introducing Hubflow Synergy. We create flexible workspace solutions that help landlords unlock the full value of their assets, attracting premium tenants and ensuring long-term income stability.

We work with SMEs, highgrowth start-ups, and established corporates across sectors including Hedge Funds, Pharma, Fintech, Recruitment, Insurance, and Media.

Hubflow Synergy, led by Stuart Biggerstaff, partners directly with landlords to fill office spaces faster, attract quality occupiers, and maximise income while ensuring long-term stability.



# Mission

To become the leading flexible workspace operator in Central London, setting a new benchmark for landlord partnerships and client experience.

Through data-led site selection, premium design, and agile operations, Hubflow ensures every building performs at its full potential while delivering sustainable returns.



# Vision

Over the next three years, Hubflow will open 100+ premium flexible workspaces across Central London and expand into key international cities.

Our vision is to build a globally recognised network of flexible offices that combine hospitality, community, and commercial performance, driving longterm asset growth.



# Our model

Hubflow Synergy is a fully funded flexible workspace operator partnering with landlords to transform under performing assets into high-demand, revenue-generating spaces.

Our collaborative approach fills spaces fast, attracts quality occupiers, and delivers shared success, maximising income and long-term value.



# The office market is changing. Smart landlords are changing with it.

As the stats show, flexible workspace operators are increasingly partnering with Landlords on a profit share management agreement.

These partnerships enable operators to provide flexible office space that clients who are now commitment adverse following the pandemic are demanding, as well as providing an alternative option to Landlords who are currently unable to fill unoccupied offices on a conventional lease.



(Source: Savills Spotlight on Flex 2024)

# A blossoming UK market

**206%**

The rise in flex workspace enquiries between 2019 & 2024

(Source: Savills Spotlight on Flex 2024)

**10%**

of central London space is now flexible space. Up from 6% in 2019

(Source: Financial Times 2025)

**88%**

of companies expecting to enforce return to work days in 2025 a 20% rise since 2022

(Source: CBRE UK Flex Market Report 2024)

**54%**

Size of office portfolio landlords expect to consist of flex or coworking by 2030

(Source: CBRE UK Flex Market Report 2024)

**69%**

of companies plan to change their workspace strategy

(Source: CoreNet Global, Workplace Utilisation)

**£1.56bn**

The estimated value of UK flexible office space 2025. (£2.39bn by 2030)

(Source: Mordor Intelligence 2024)



# Five challenges reshaping the landlord landscape.

## 1.

### Declining occupancy & demand volatility

Long-term tenants are downsizing, and flexible operators are capturing growing demand.

## 2.

### Pressure on yields

Falling lease lengths and increased incentives are eroding rental returns and stability.

## 3.

### Operational burden

Managing multiple short term occupiers increases complexity, cost, and exposure to risk.

## 4.

### Rising refurbishment & fit-out costs

Buildings require continual investment to remain competitive in the flexible workspace market.

## 5.

### Changing tenant expectations

Occupiers want flexibility, convenience, bespoke amenity-rich, service-led environments, not just empty offices

# A proven model built for performance, partnership, and growth.

As part of the Hubflow Group, a recognised leader in flexible workspace, Hubflow Synergy delivers bespoke managed solutions that transform office assets into thriving, income-generating buildings. More than a manager, Hubflow Synergy is a performance-driven partner committed to maximising your building's long-term value.

## Our Differentiators:

### Proven Market Expertise

Deep insight into workspace demand, enabling us to identify and capture emerging opportunities.

### Flexible Structures

Tailored agreements designed to maximise returns while protecting downside risk.

### Aligned Partnership Model

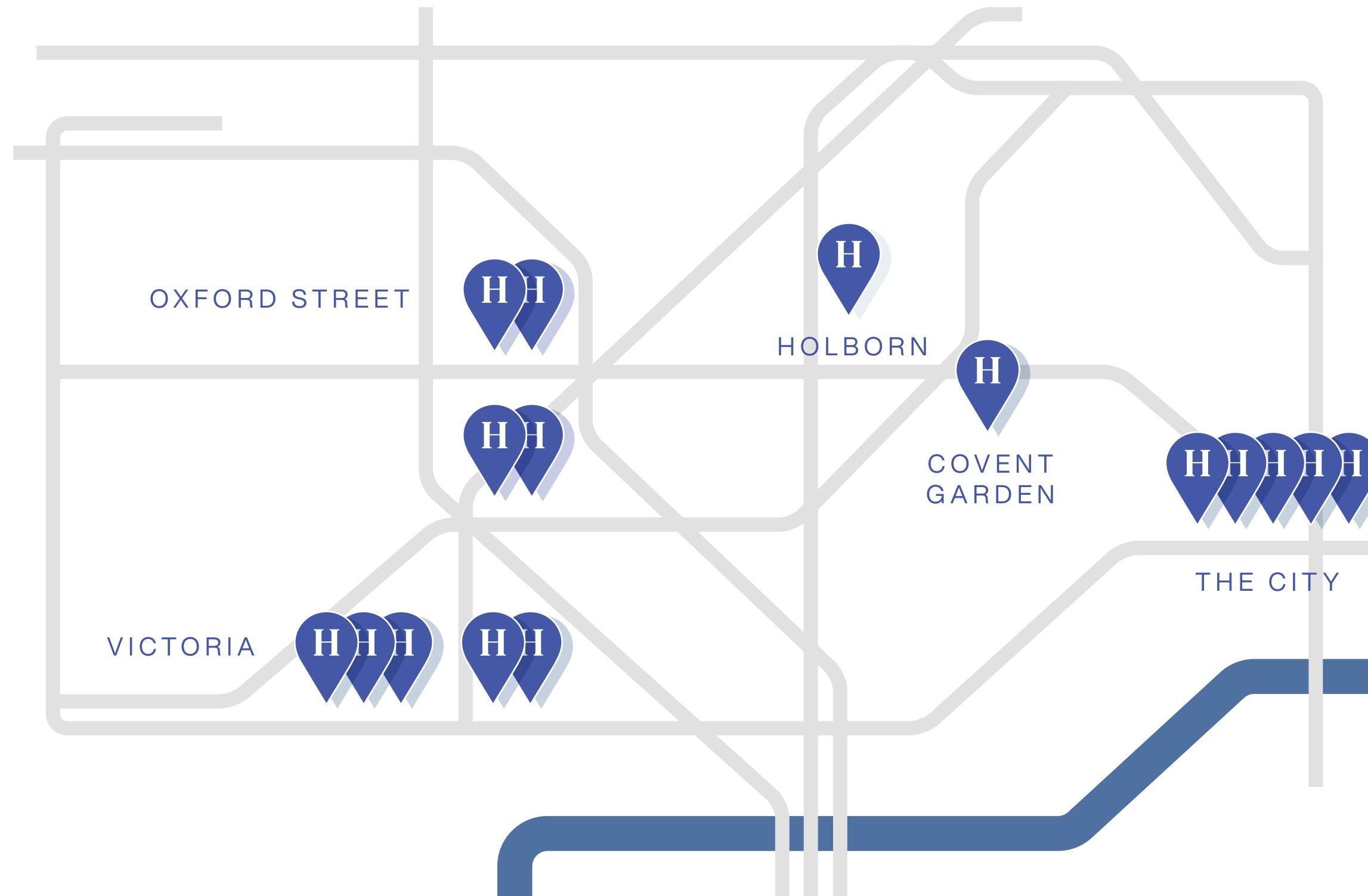
We invest alongside landlords, ensuring mutual commitment and shared success.

### Premium Tenant Attraction

Our established brand and network draw high-quality occupiers quickly and consistently.

### Turnkey Operations

End-to-end management of facilities, operations, and tenant experience, fully handled by our in-house team.



# Prime locations across central London.

Strategically positioned across Zone 1, each Hubflow location is selected for connectivity, visibility, and premium tenant appeal. Our sites sit close to major transport hubs, ensuring convenience for occupiers and strong long-term value for landlords.

# Design that elevates

Our London offices are designed to Grade A standards, combining architectural quality, refined materials, natural light, and seamless technology to create premium workspaces that attract high-calibre tenants and enhance long-term asset value.

- Architect-led interiors with timeless materials and refined detailing
- High ceilings and abundant light for a spacious, uplifting atmosphere
- Amenity-rich environments with lounges, meeting suites, and wellness features
- Seamless technology and acoustics for a truly plug-and-play experience.



# Proven experience. Exceptional feedback.

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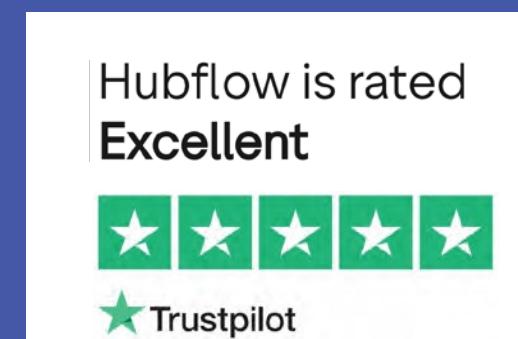
We moved our business premises to Hubflow after being with Regus for two years and what a breath of fresh air. They really made us feel at home and helped us setup everything from signage/furniture to name plaques in the building. The staff love working here and the facilities are very well maintained. Big thanks to Dale for always being available and for the smooth transition.

“ ”

Incredible - could not have asked for better! The whole Hubflow team have made our new office an absolutely wonderful space - we could not have asked for more. Everyone was incredibly accommodating of requests and slight tweaks as we've moved in, the office itself has been finished to an incredibly high quality and the team is super proactive and responsive. Really appreciate the experience we've had!!

“ ”

The facilities at Hubflow are excellent, they create a great environment for productivity and collaboration.



# Building lasting relationships with London's top landlords.

Current Landlords include:



Landlord references available on request



# Experienced leadership team. Proven results.



**Stuart Biggerstaff**  
Director of Corporate Development

With over 20 years in the flexible office sector, Stuart has built and led high-performance sales teams for fast-growth operators including Avanta, Landmark, Work.Life, and Fora. He has negotiated major deals with global brands such as Netflix, Nike, and Dropbox, and previously led JLL's flex brokerage team, launching a highly successful division connecting landlords with both conventional and flex agencies.



**Gary McCausland**  
CEO & Co-Founder

With over 30 years of experience in the London property market, Gary is a Chartered Property Surveyor (RICS) and Management Accountant (CIMA), he has delivered over £250m in UK and European property projects through The Richland Group. As CEO & Co-Founder of Hubflow, he combines corporate real estate expertise with entrepreneurial vision to deliver innovative flexible workspaces for SMEs and corporates.

# Lets talk...

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Landlord Partnerships

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