

ARRIVING Q1 2026

The background features a repeating pattern of dark gray circles and vertical bars on a slightly darker gray background. The circles and bars are arranged in a grid-like fashion, with some circles partially overlapping the vertical bars. The text 'SYSTEMS' is centered over this pattern.

# SYSTEMS

BROOK GREEN



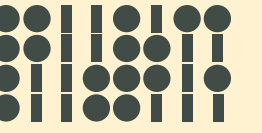


SYSTEMS IS A PIONEERING AND  
CHARACTERFUL BUILDING WHICH  
THROUGH TIME HAS REDEFINED  
THE MODERN WORKPLACE.  
THIS LEGACY LIVES ON.









## A NEW VISION

SYSTEMS has always been a place for pioneers. From innovating office design in the 1930s to housing the first business supercomputer, innovation has been at its core from the beginning.

Building on this legacy, and using the key principles of regenerative design as its foundation, the development is delivering a carefully shaped set of SYSTEMS that restore, protect and future-proof the building's legacy while delivering a new benchmark for the modern workspace.

With cutting-edge technology, eco-conscious performance, and a holistic focus on user experience and well-being, SYSTEMS is set to transform how businesses work, once again.



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OVERVIEW



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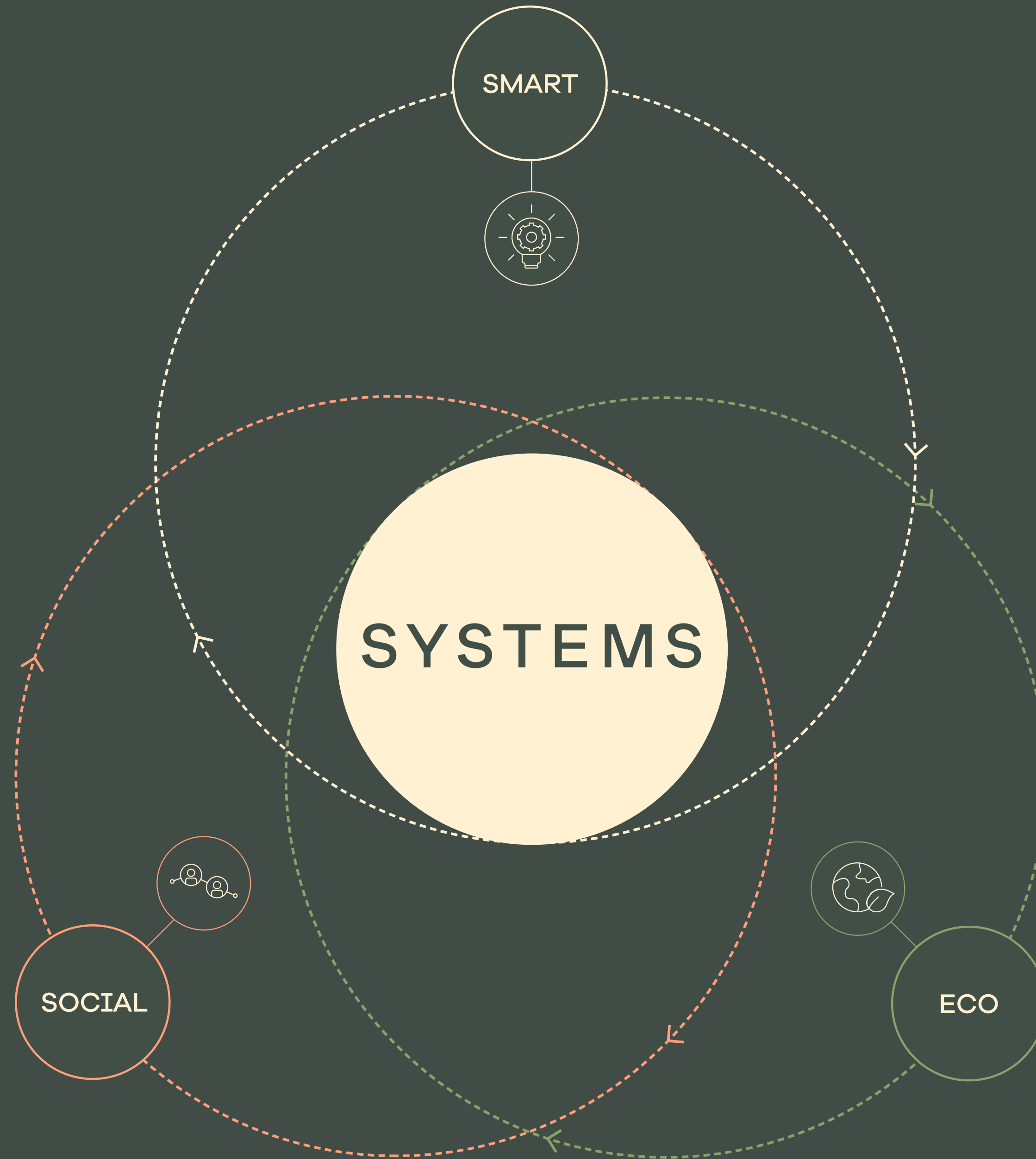
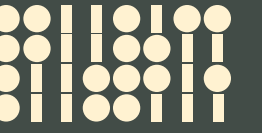
TEAM



SYSTEMS





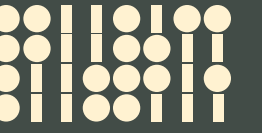


A BUILDING REDEFINED

## A SYSTEMATIC APPROACH

Delivering a carefully crafted set of  
systems as a new standard for the  
workspace of tomorrow.





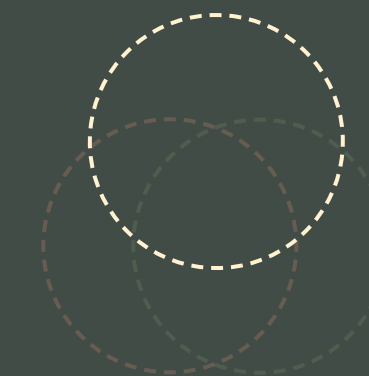
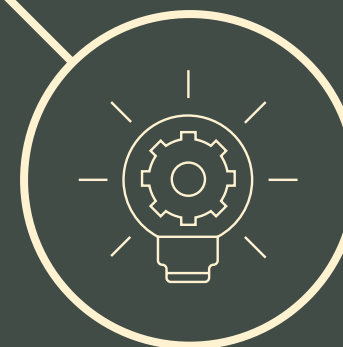
A SYSTEMATIC APPROACH

## A SMART SYSTEM

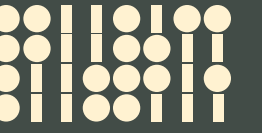
SYSTEMS takes inspiration from its past as the home of the first supercomputer to lead a new age of regenerative design.

Equipped with cutting-edge building systems and powered by “self-generated energy” to create a fully integrated network of service, amenity, technology and nature.

SYSTEMS isn’t just keeping up with the times; it’s setting the pace. Redefining what it means to work in a space that’s as intelligent as it is pioneering.







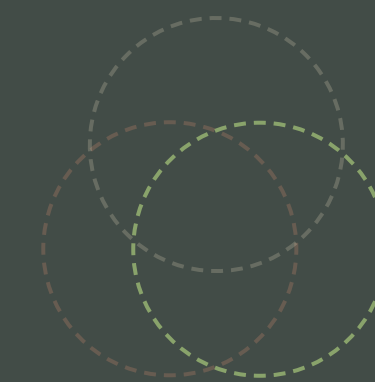
A SYSTEMATIC APPROACH

## AN ECO SYSTEM

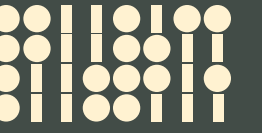
SYSTEMS re-imagines the workspace as a vibrant and peaceful environment that respects and preserves the earth, while putting its occupiers wellness and wellbeing at the forefront.

Tiered green terraces bring nature into your daily routine. The carefully considered approach to planting sparks creativity, fosters collaboration and seamlessly connects the workspace with its leafy surroundings.

This isn't just a building; it's a fully integrated eco system designed to nurture wellbeing and inspiration.







A SYSTEMATIC APPROACH

## A SOCIAL SYSTEM

SYSTEMS is an environment where people are empowered to unite, collaborate and thrive in a space meticulously designed around their needs.

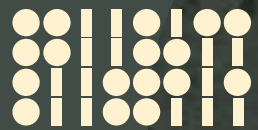
The ground floor café and events space, the bright and flexible workspaces and the rooftop pavilion offer the perfect atmosphere to enhance user experience.

Here, the environment adapts to you, creating an ideal setting for innovation and meaningful collaboration.






OVERVIEW



SMART  
SYSTEM




Fully automated with best in class end of trip



222 cycle spaces and cycle repair station



Floor to ceiling heights of 3.3m - 4.3m



Large open plan floorplates




4 x passenger lifts and 1 x goods lift




Ground floor office with dedicated entrance


ECO  
SYSTEM




BREEAM 'Excellent'




EPC Rating 'A'



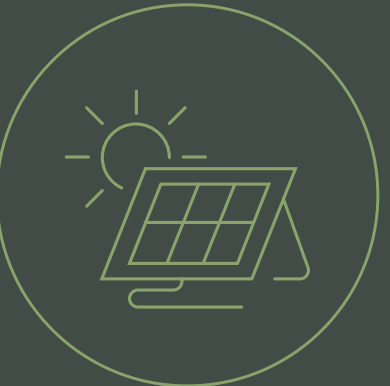
Fully electric building



Reuse of characterful building



12,917 sq ft of green roofs



Self generated energy via PV panels

SOCIAL  
SYSTEM



Café located within reception area



Communal pavilion with far-reaching views



1,493 sq ft rooftop terrace



Characterful and people-centric workspace



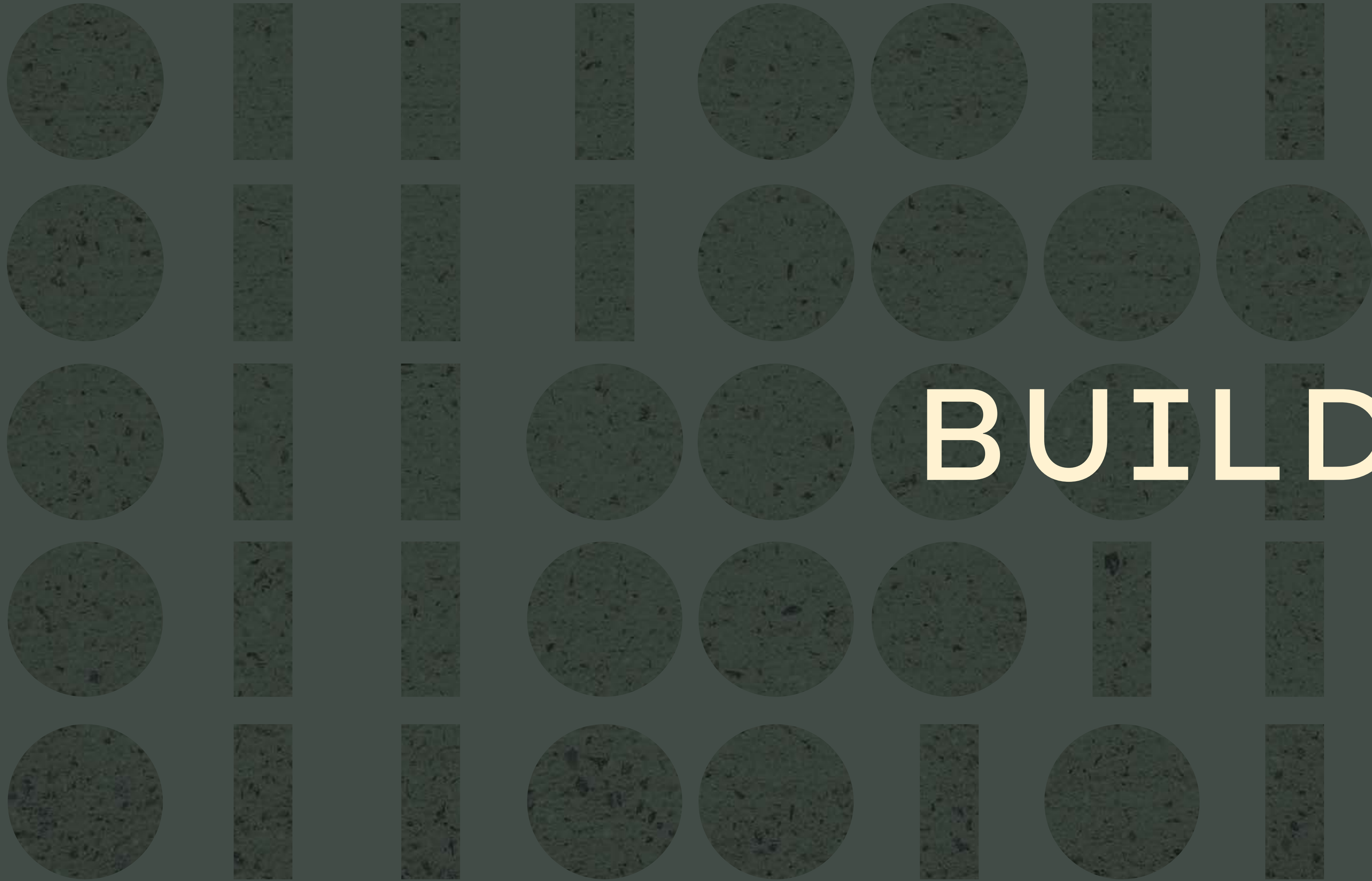
565 sq ft of terrace space on 5th floor



Excellent transport connections

SYSTEMS





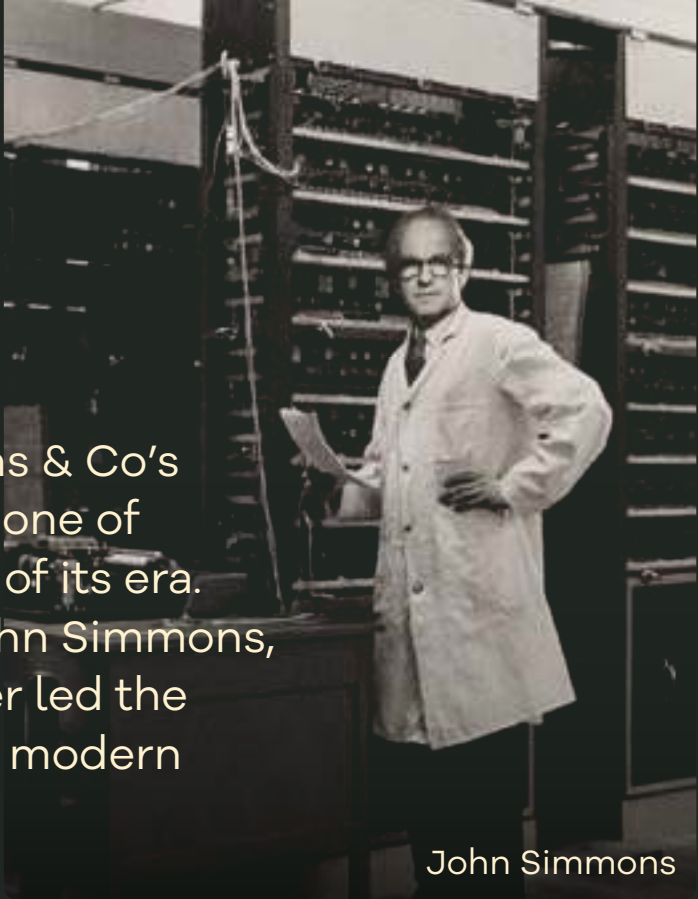
# BUILDING



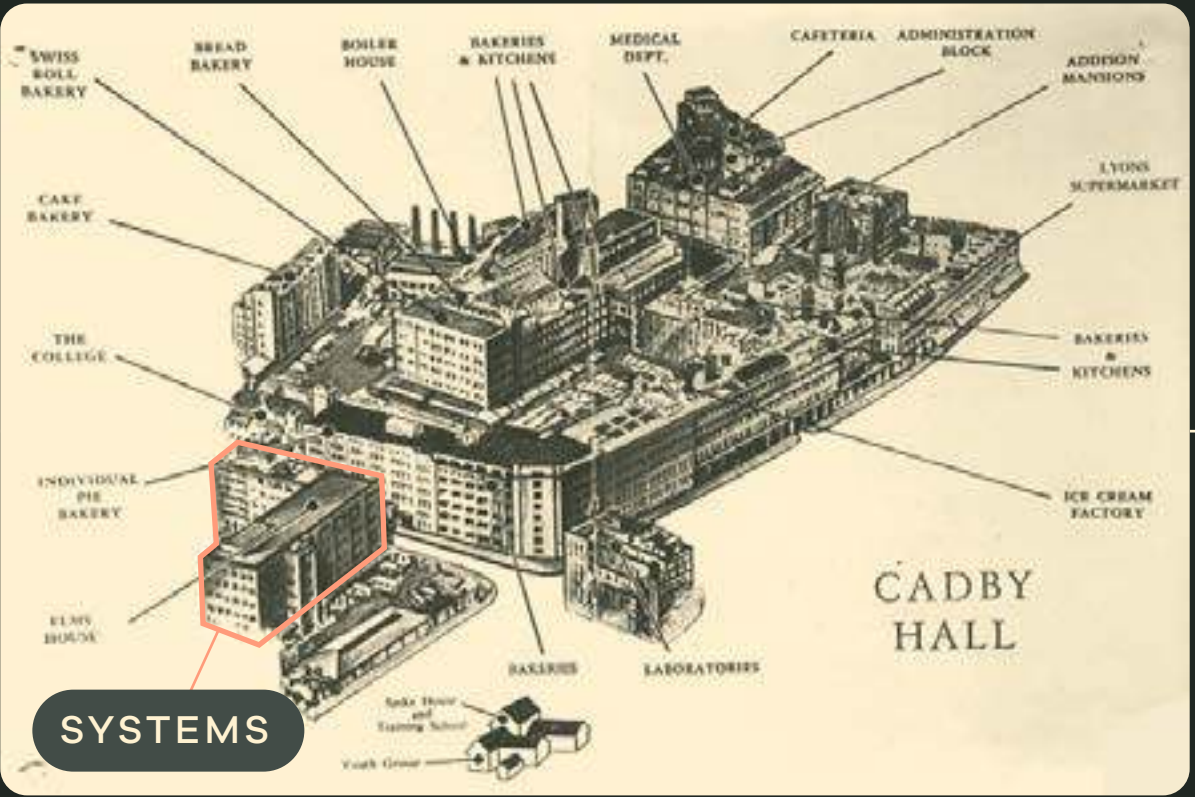
# HISTORY

1936/37

Completed in 1937 as part of J. Lyons & Co's Cadby Hall complex, SYSTEMS was one of the most advanced office buildings of its era. Designed under the guidance of John Simmons, an expert in office systems who later led the LEO computer project, it embodied modern innovation and efficiency.

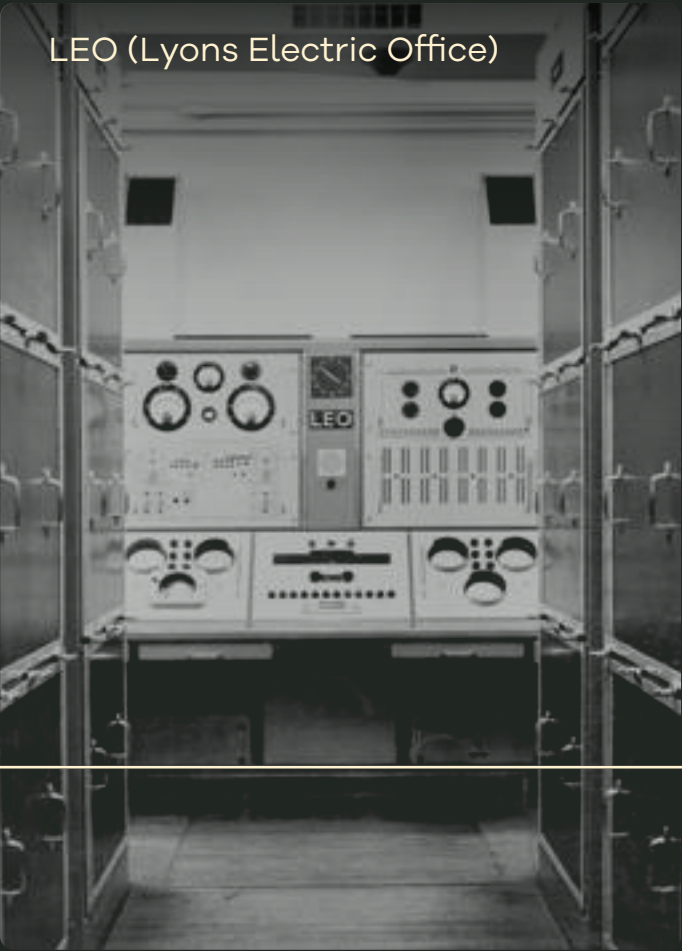


John Simmons



## AHEAD OF ITS TIME

- Prioritised comfort and efficiency with open-plan offices and underfloor heating.
- Cloakrooms equipped with drying apparatus for coats and hats.
- Tea room for morning and afternoon breaks, with drinking fountains on each floor.
- Draught-free windows featuring patterned glass to enhance productivity.
- A telephone booth allowing staff to make private calls at reduced rates.
- Power points at each desk to accommodate new office equipment as needed.



LEO (Lyons Electric Office)

1951

J. Lyons & Co was the first company in the world to see that computer systems could be used to make businesses more efficient. Developing the revolutionary LEO (Lyons Electric Office) they used it to run the world's first real-time office application. The computer occupied most of the second floor.

Margaret Thatcher was employed as a research chemist at Cadby Hall

1966

By now, the whole of the second floor and part of the third floor, was taken up by computers and support staff.



LEO I/II with two of the operators

c. 1993

EMI move into the building, bringing with them some of the largest bands of the era. Record deals were signed by the likes of Blur, Radiohead, Kylie and Coldplay.



Blur in the 90s

1982

IBM installed an electronic telephone exchange system in the building to service Cadby Hall.

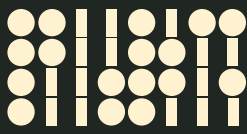


A centralised IBM 3755 exchange system

2026

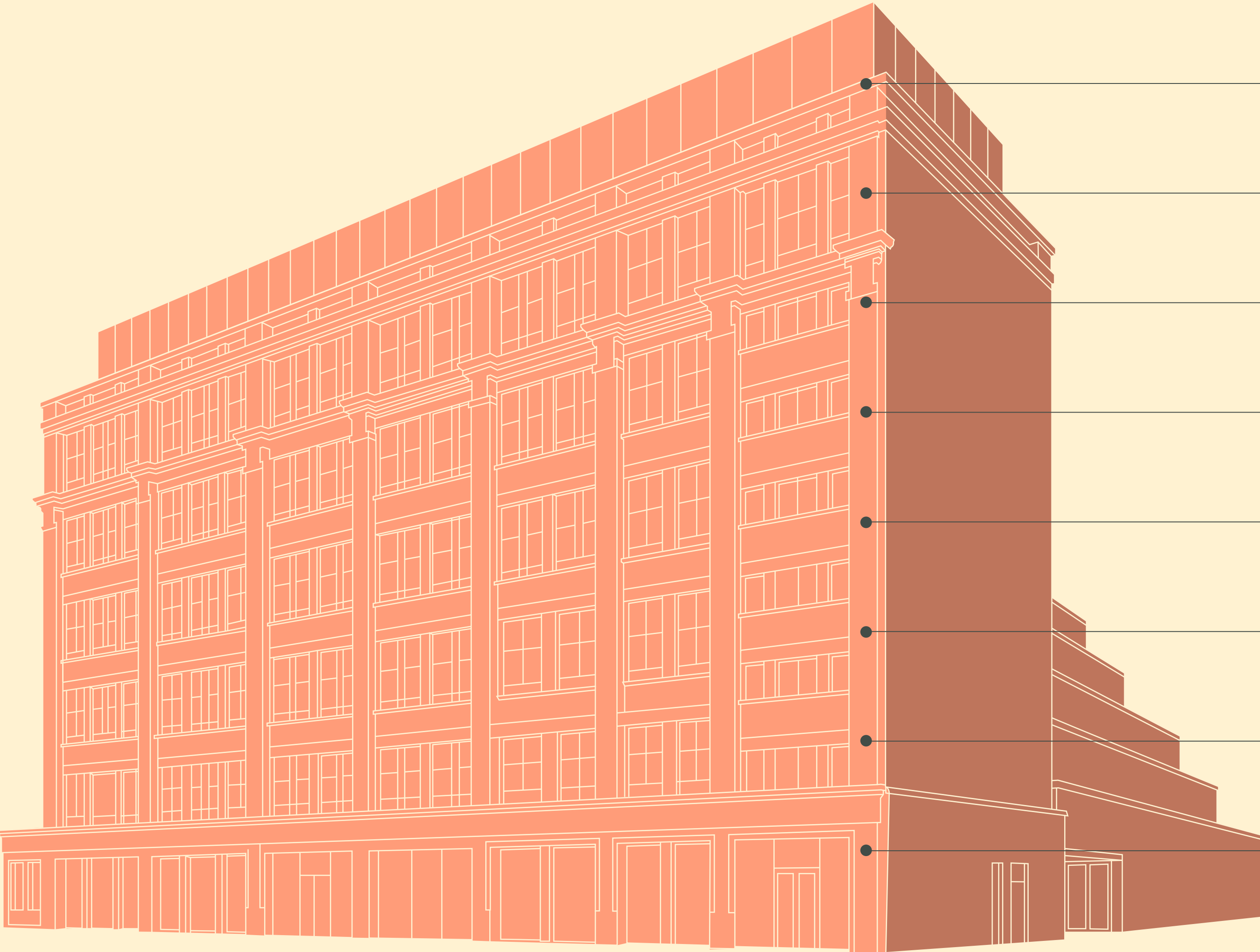
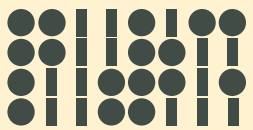
# SYSTEMS

A new chapter for the building begins with the transformation of this iconic building.





# ACCOMMODATION



|                            |          | AMENITY                            | OFFICE NIA                  |                              |
|----------------------------|----------|------------------------------------|-----------------------------|------------------------------|
|                            |          | <div><div></div> Terrace</div>     | <div><div></div> Café</div> |                              |
| <a href="#">VIEW FLOOR</a> | PAVILION | <div><div></div> 1,493 SQ FT</div> |                             | 1,525 SQ FT<br>141.7 SQ M    |
| <a href="#">VIEW FLOOR</a> | SIXTH    |                                    |                             | 11,115 SQ FT<br>1,032.6 SQ M |
| <a href="#">VIEW FLOOR</a> | FIFTH    | <div><div></div> 565 SQ FT</div>   |                             | 12,108 SQ FT<br>1,124.9 SQ M |
| <a href="#">VIEW FLOOR</a> | FOURTH   |                                    |                             | 16,885 SQ FT<br>1,568.7 SQ M |
| <a href="#">VIEW FLOOR</a> | THIRD    |                                    |                             | 18,267 SQ FT<br>1,697.1 SQ M |
| <a href="#">VIEW FLOOR</a> | SECOND   |                                    |                             | 20,094 SQ FT<br>1,866.8 SQ M |
| <a href="#">VIEW FLOOR</a> | FIRST    |                                    |                             | 21,583 SQ FT<br>2,005.1 SQ M |
| <a href="#">VIEW FLOOR</a> | GROUND   | <div><div></div> 1,507 SQ FT</div> |                             | 13,132 SQ FT<br>1,220.0 sq m |
|                            |          | TOTAL                              |                             | 126,086 SQ FT<br>11,714 SQ M |

# SYSTEMS

OVERVIEW

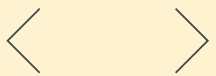
BUILDING

PLANS

SPECIFICATION

LOCATION

TEAM







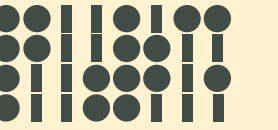
A thoughtfully crafted  
welcome experience.

SYSTEMS

INDICATIVE RECEPTION SPACE WITH CAFÉ







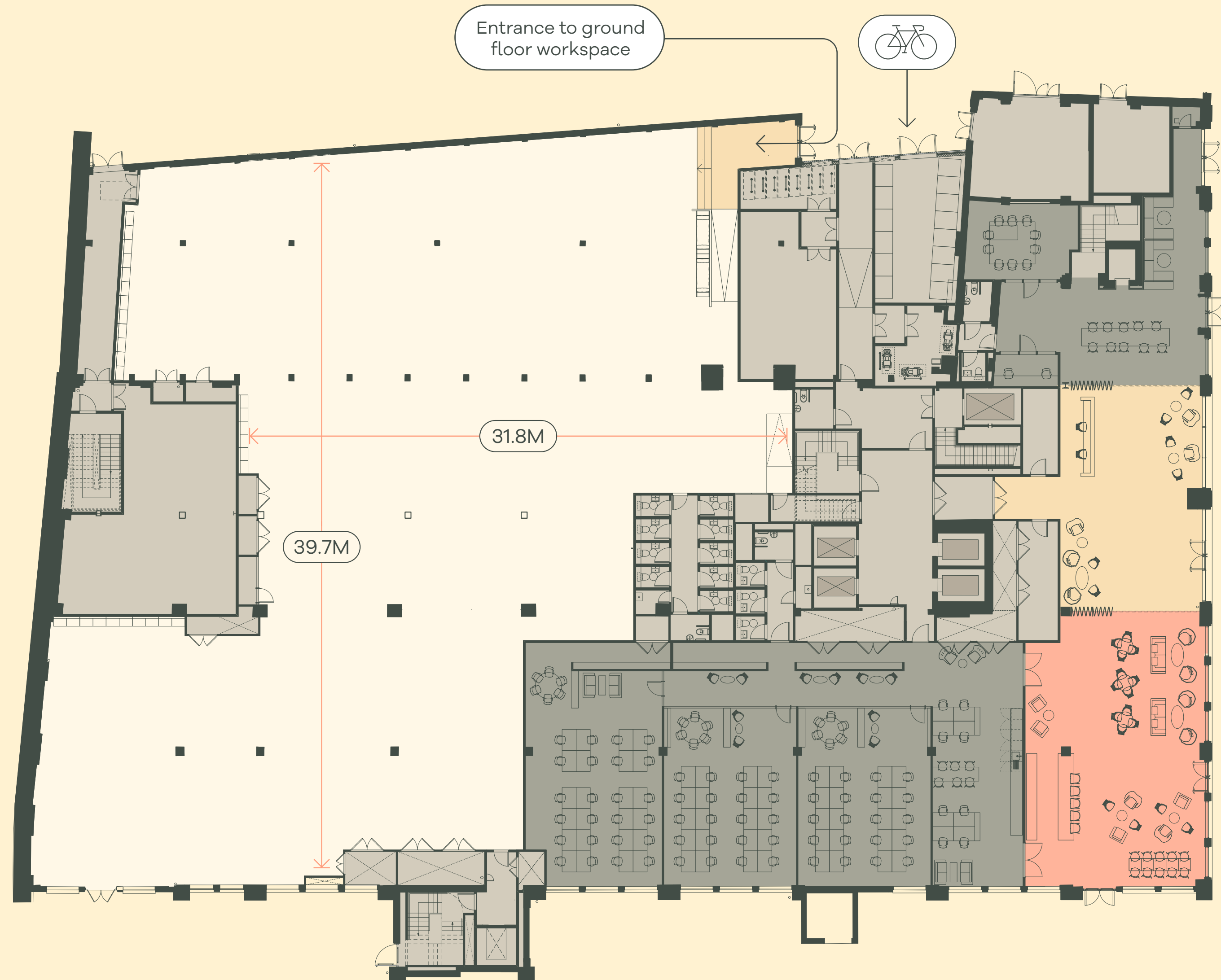
# GROUND

16,885 SQ FT  
1,568.7 SQ M

## Key

- Office
- Reception
- Serviced offices
- Café/Events
- Core

Plan not to scale.  
For indicative purposes only.



[BACK TO ELEVATION](#)



## SYSTEMS

OVERVIEW

BUILDING

PLANS

SPECIFICATION

LOCATION

TEAM







SPACE PLAN

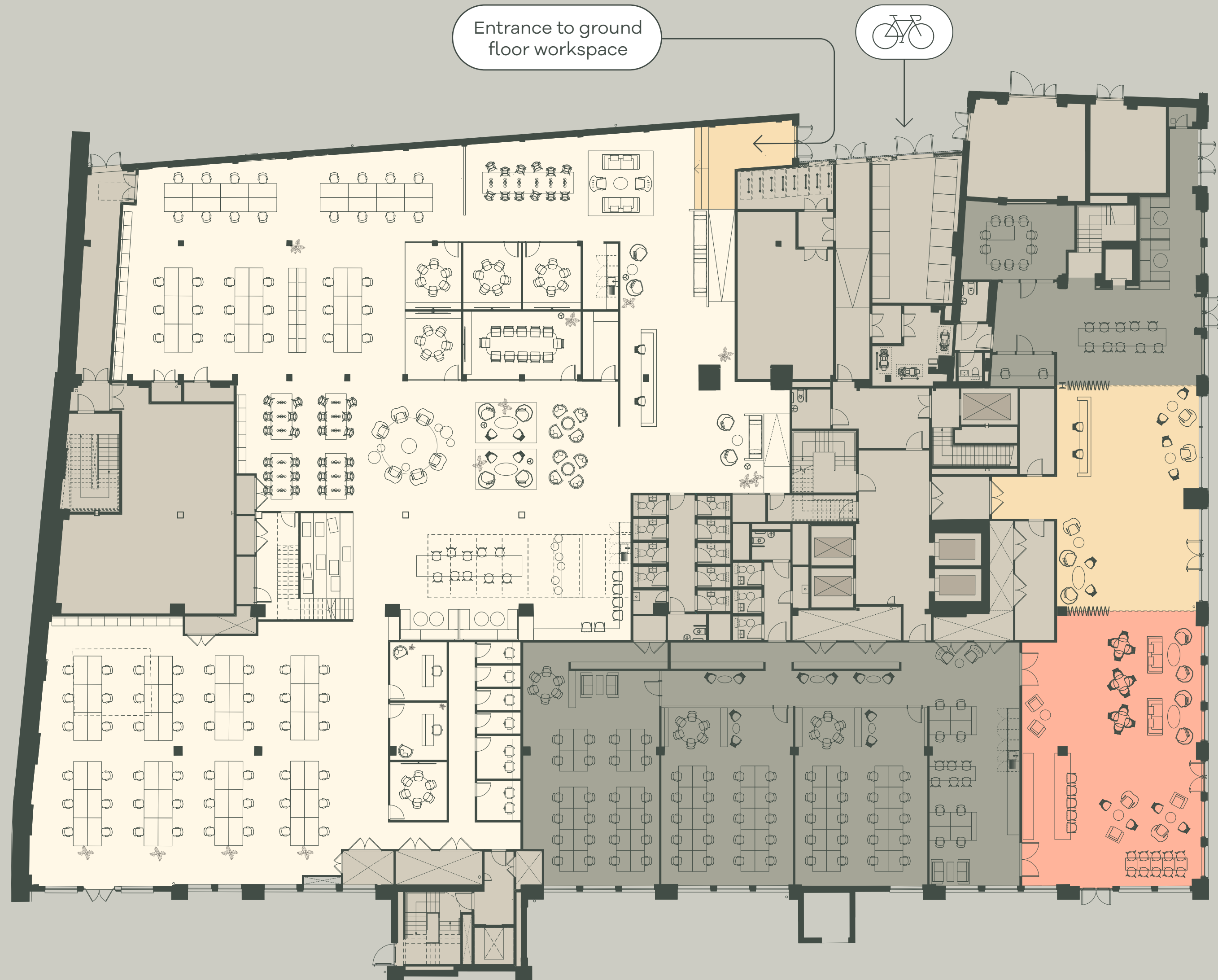
# GROUND

16,885 SQ FT  
1,568.7 SQ M

## Key

- Office
- Reception
- Serviced offices
- Café/Events
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Plan not to scale.  
For indicative purposes only.



BACK TO ELEVATION





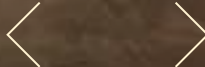
A contemporary, design-led celebration  
of rich architectural heritage.



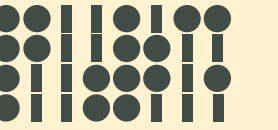
FLOOR TO CEILING  
4.3M

INDICATIVE GROUND FLOOR

SYSTEMS







# FIRST

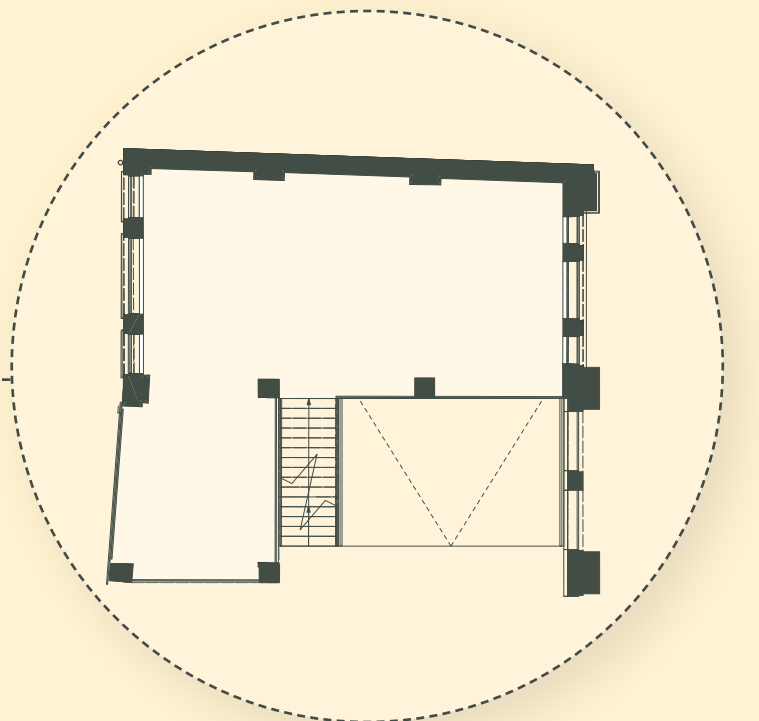
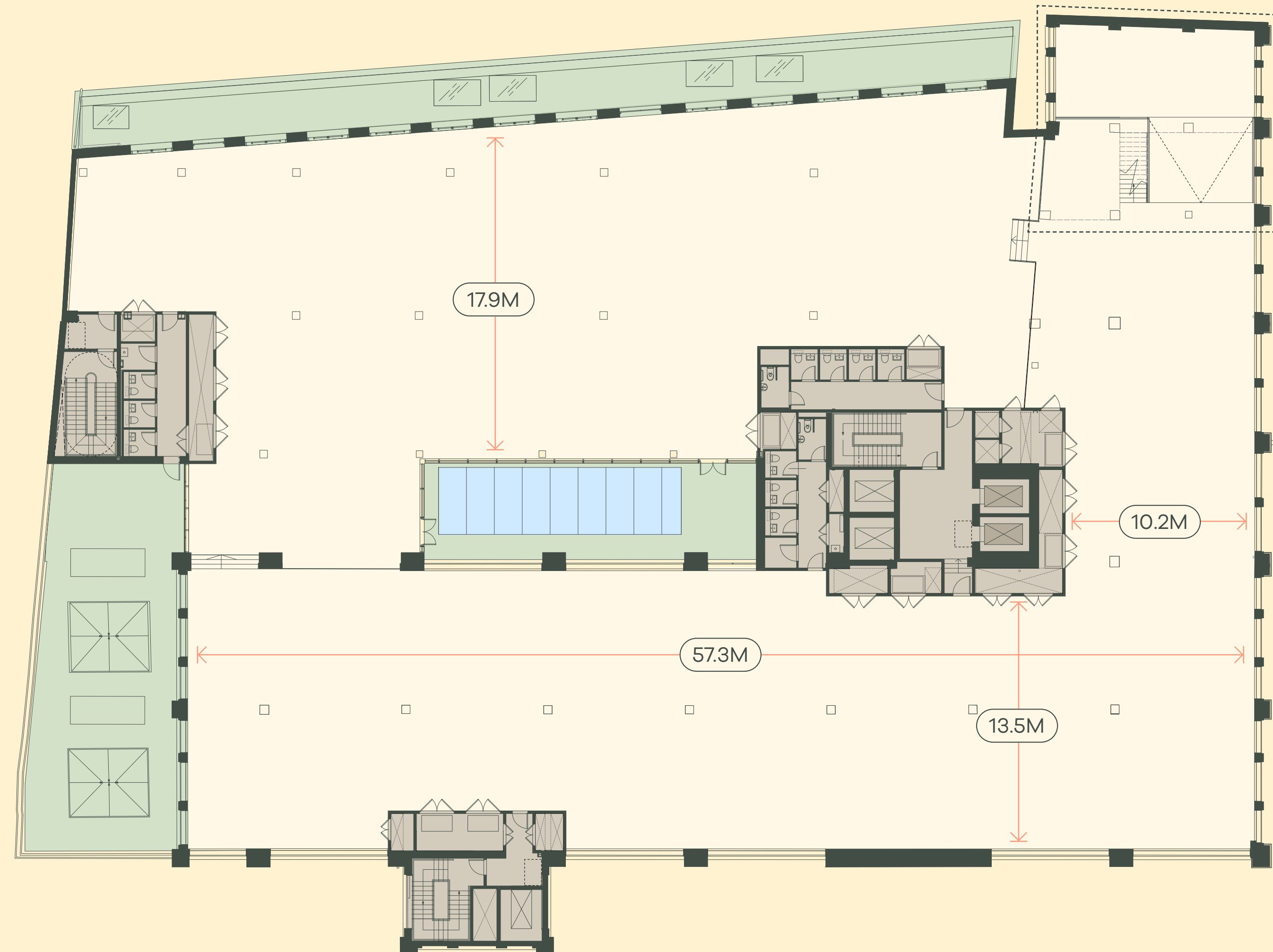
(WITH MEZZANINE)

21,583 SQ FT  
2,005.1 SQ M

## Key

- Office
- Core
- Green roof
- Atrium

Plan not to scale.  
For indicative purposes only.



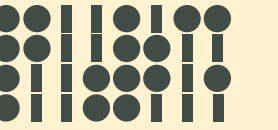
MEZZANINE

BROOK GREEN

[BACK TO ELEVATION](#)







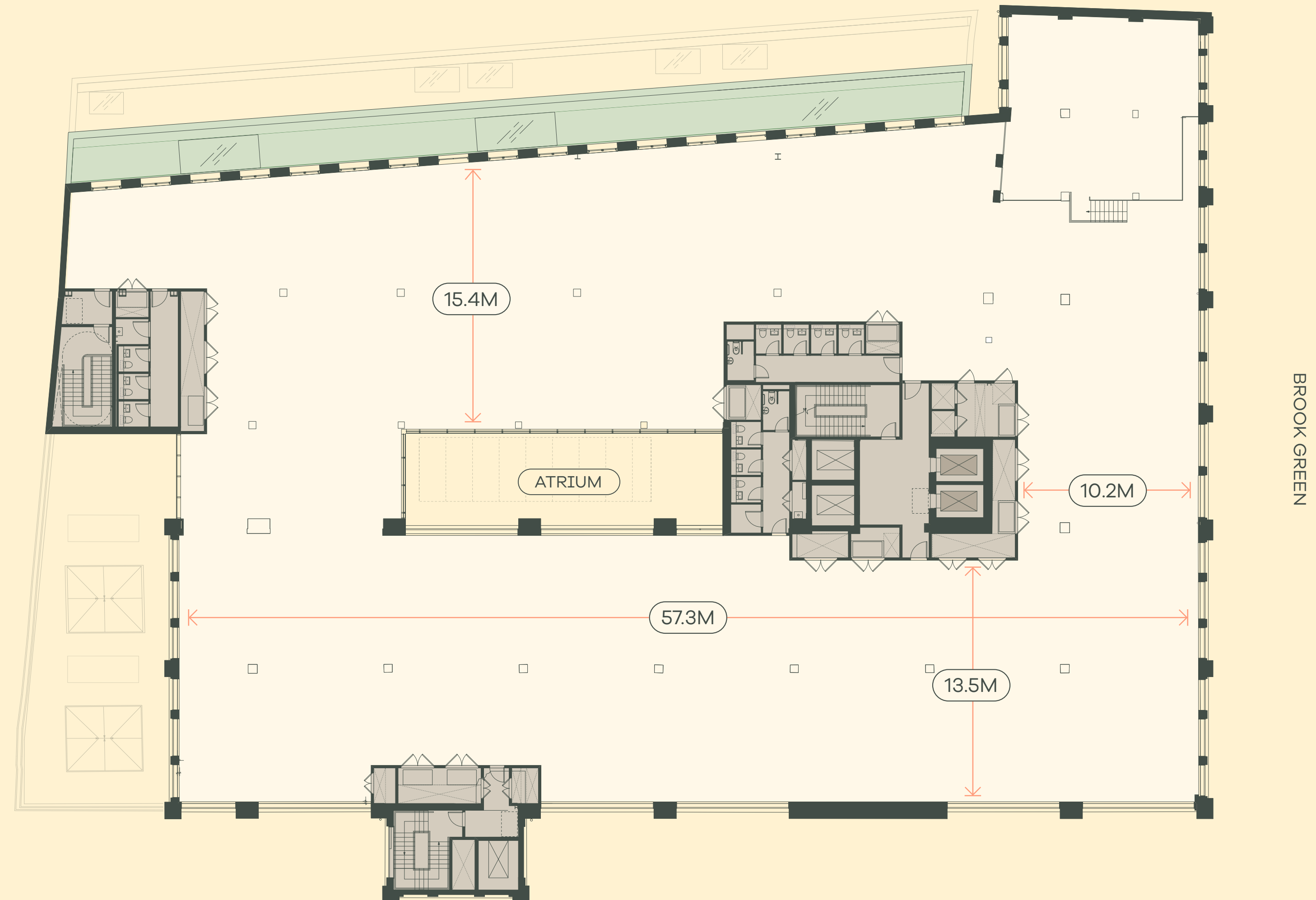
# SECOND

20,094 SQ FT  
1,866.8 SQ M

## Key

- Office
- Green roof
- Core

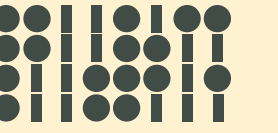
Plan not to scale.  
For indicative purposes only.



[BACK TO ELEVATION](#)







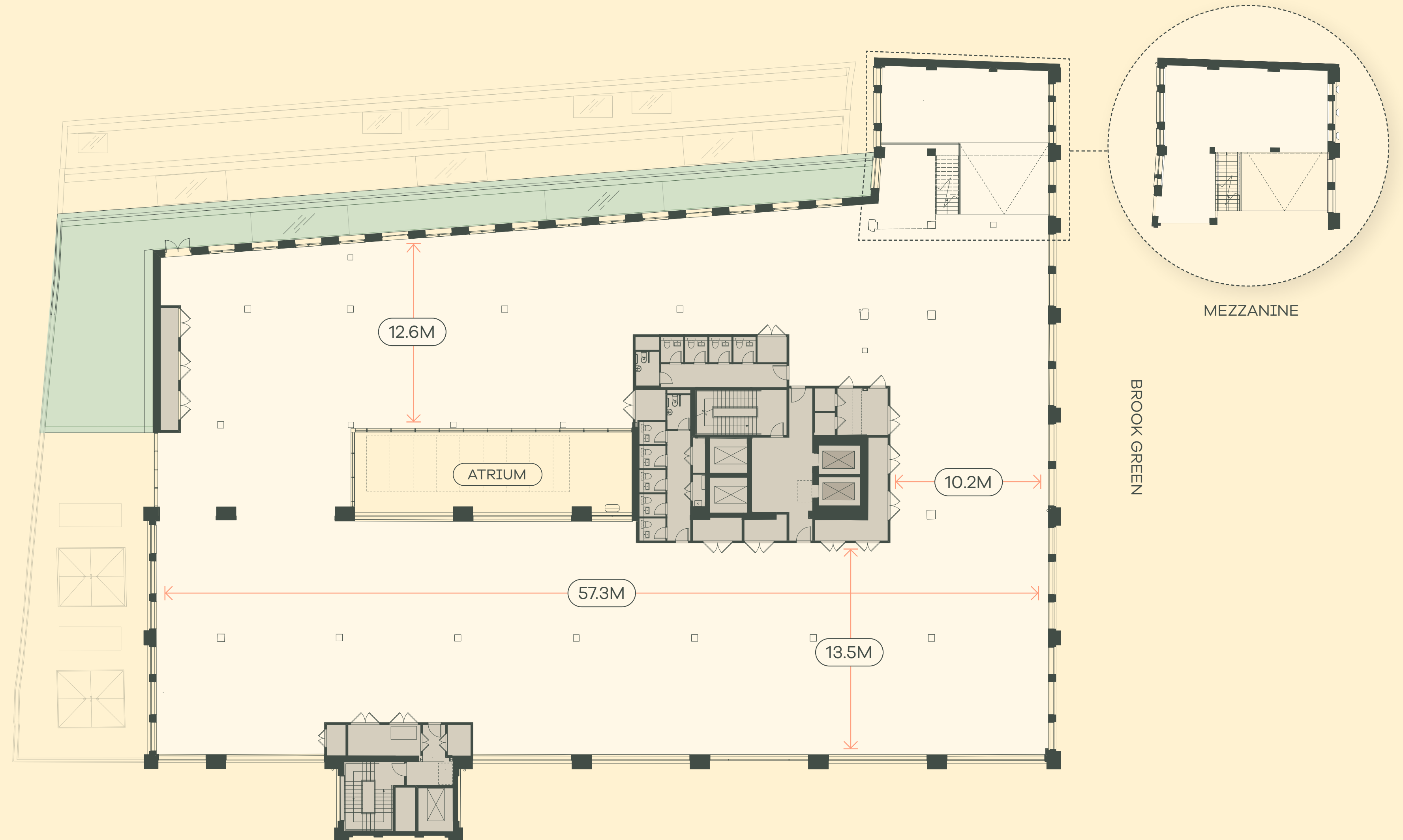
# THIRD

18,267 SQ FT  
1,697.1 SQ M

## Key

- Office
- Green roof
- Core

Plan not to scale.  
For indicative purposes only.

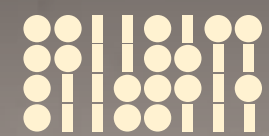


[BACK TO ELEVATION](#)





Extending the historic structure  
with light-filled office spaces.



FLOOR TO CEILING  
3.3M

SYSTEMS







SPACE PLAN

# THIRD

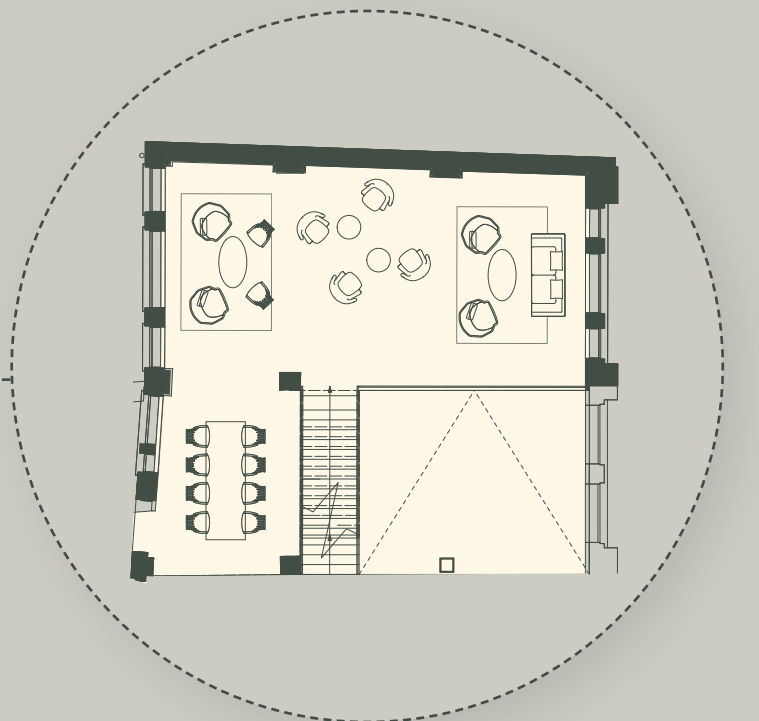
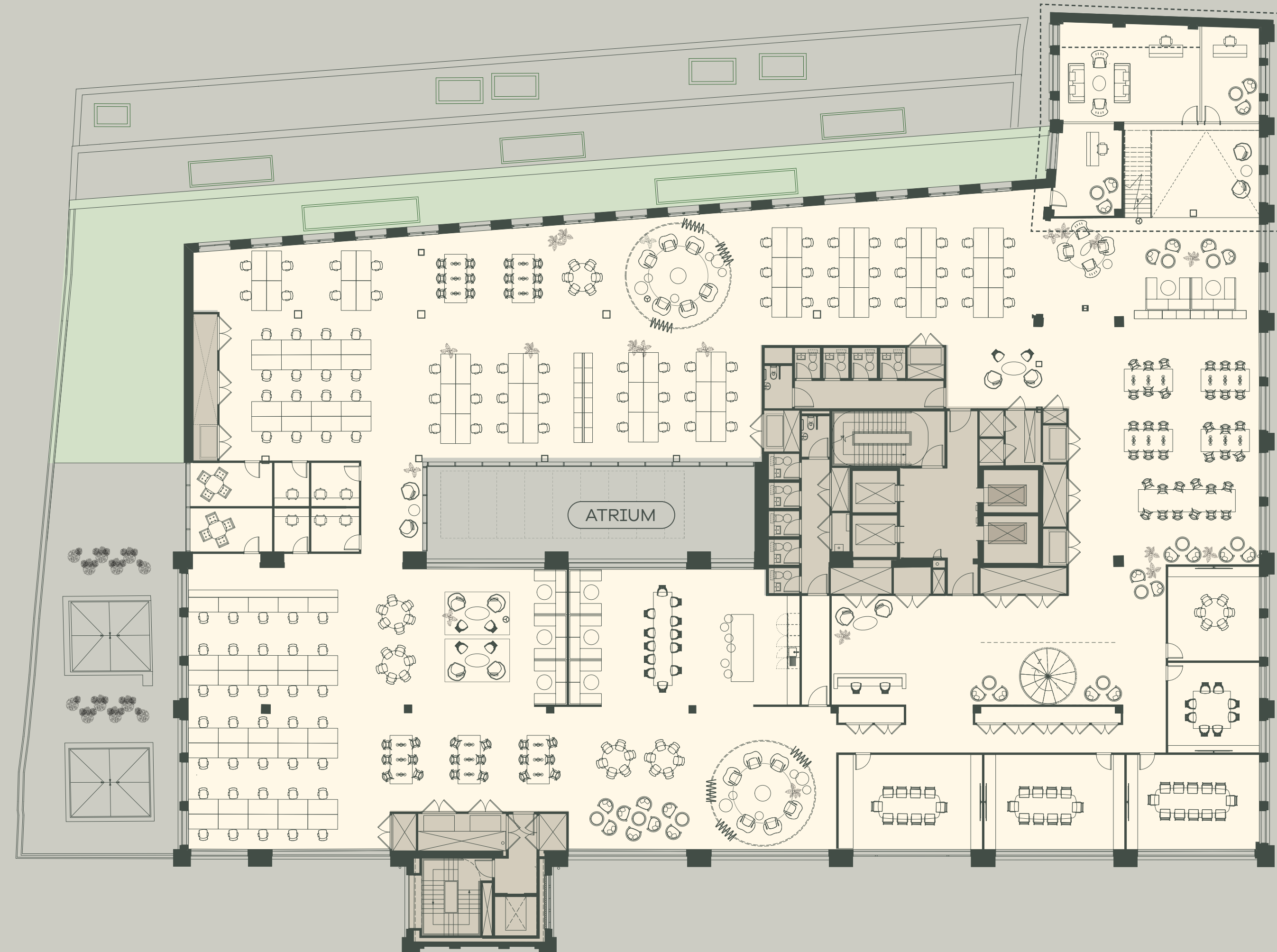
(WITH MEZZANINE)

18,267 SQ FT  
1,697.1 SQ M

## Key

- Office
- Green roof
- Core

Plan not to scale.  
For indicative purposes only.



MEZZANINE

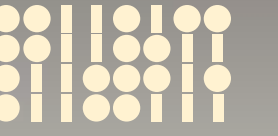
BROOK GREEN

BACK TO ELEVATION



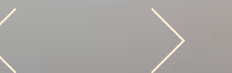


A characterful, unique and  
people-centric workspace.

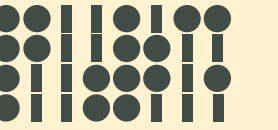


INDICATIVE THIRD FLOOR WITH MEZZANINE

SYSTEMS







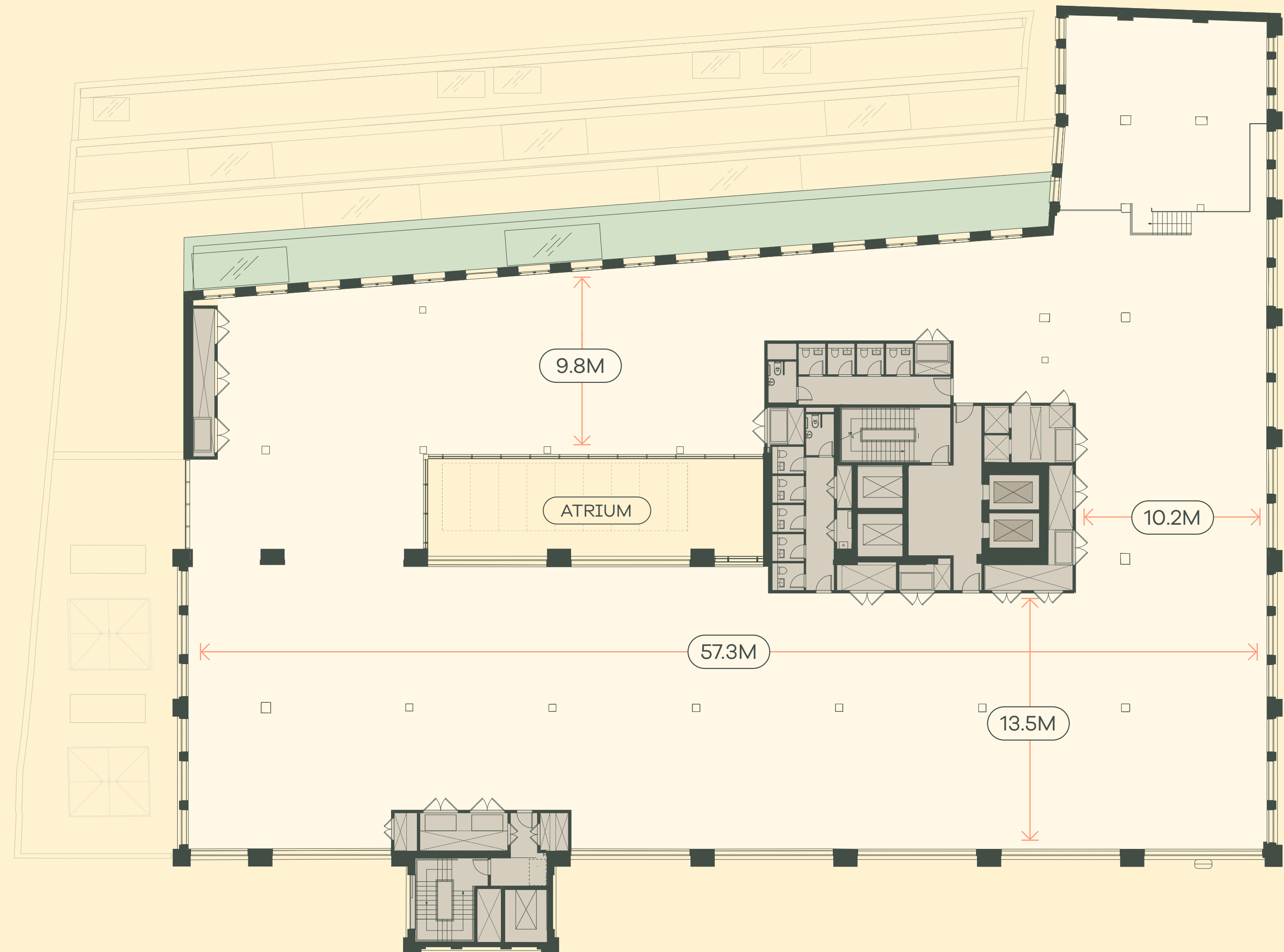
# FOURTH

16,885 SQ FT  
1,568.7 SQ M

## Key

- Office
- Green roof
- Core

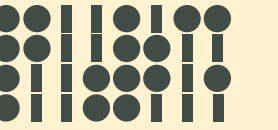
Plan not to scale.  
For indicative purposes only.



[BACK TO ELEVATION](#)







# FIFTH

12,108 SQ FT  
1,124.9 SQ M

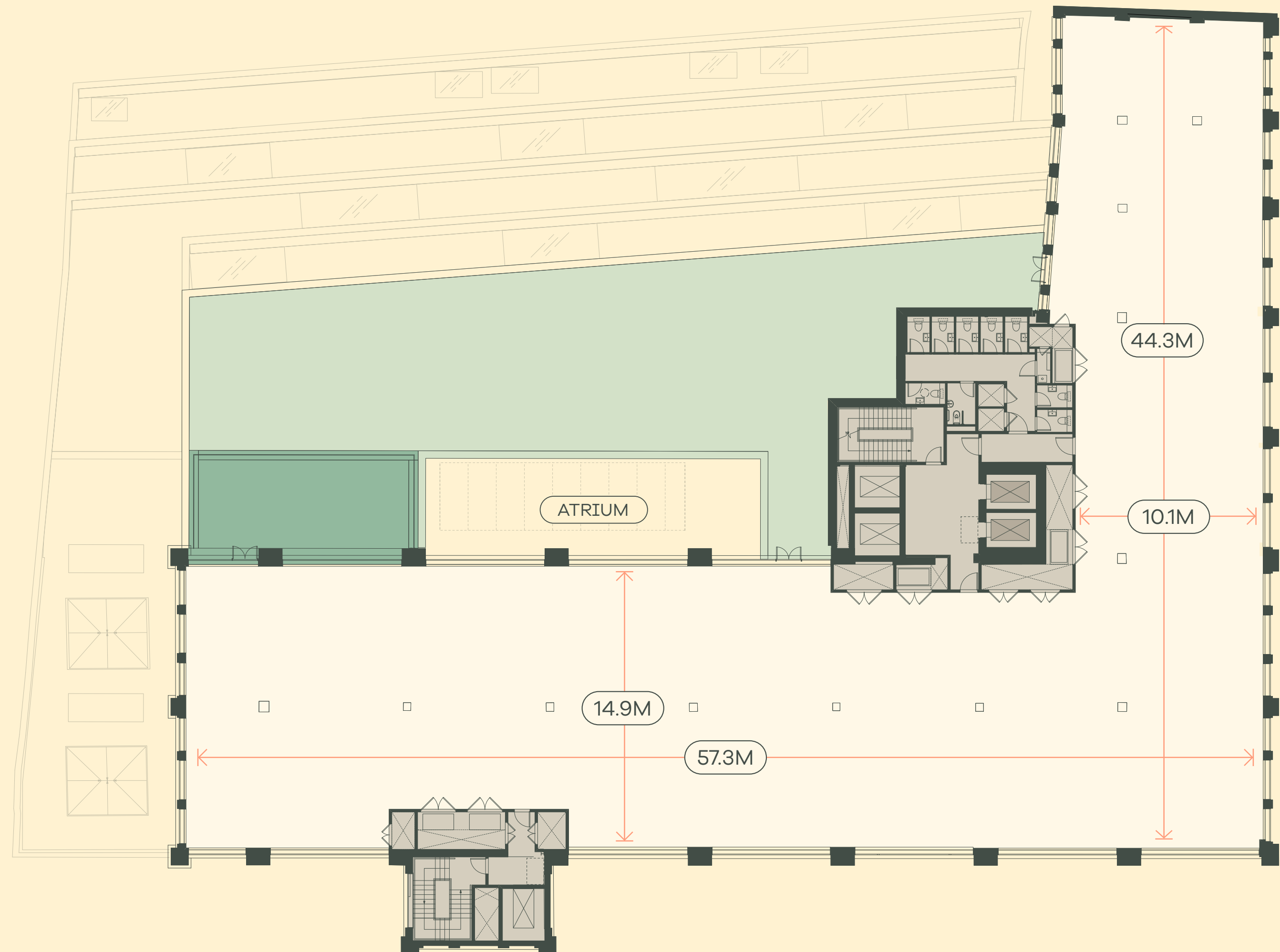
Terrace

565 SQ FT

Key

- Office
- Terrace
- Green roof
- Core

Plan not to scale.  
For indicative purposes only.



BROOK GREEN

BACK TO ELEVATION







SPACE PLAN

# FIFTH

12,108 SQ FT  
1,124.9 SQ M

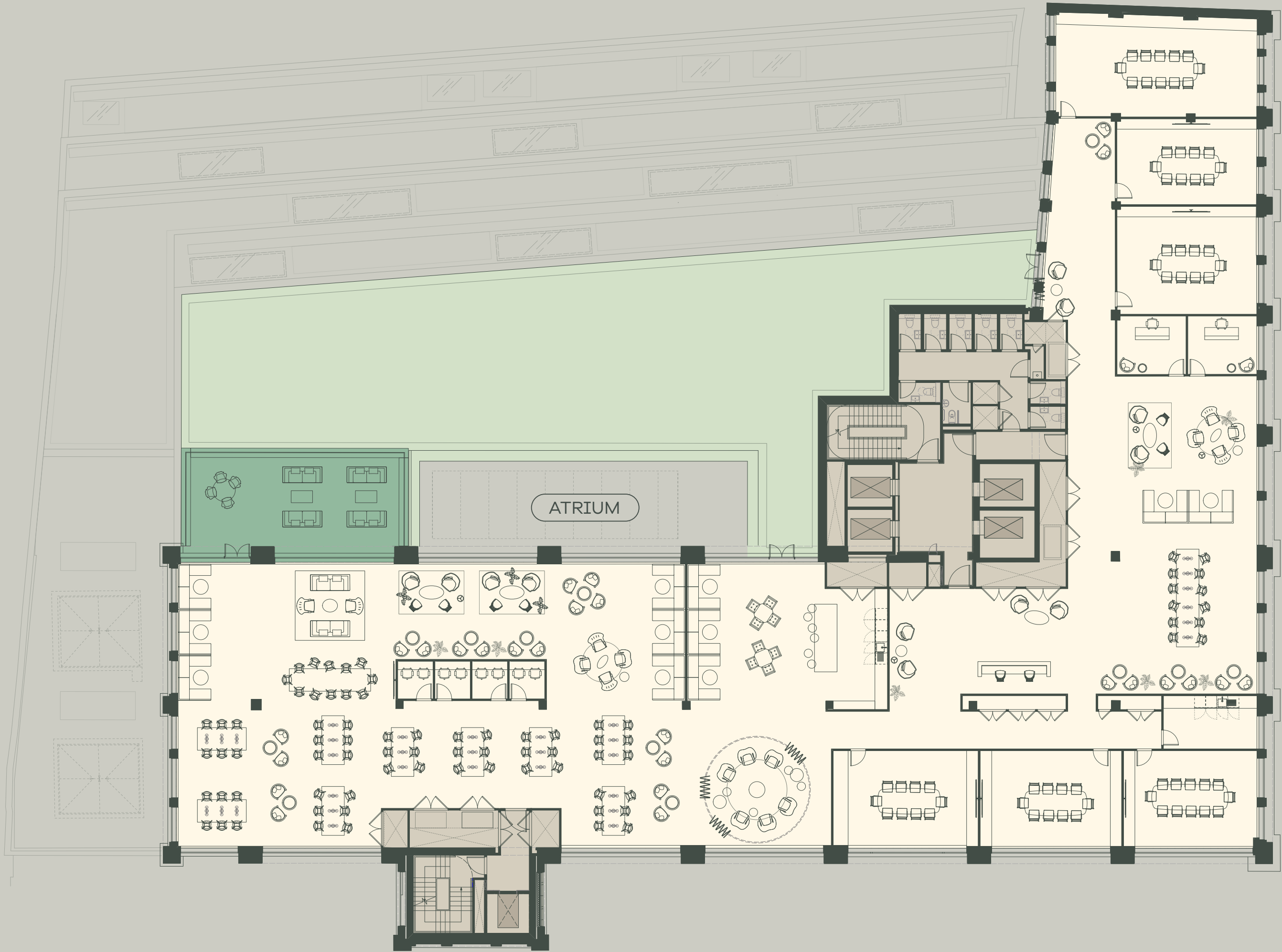
Terrace

565 SQ FT

Key

- Office
- Roof terrace
- Green roof
- Core

Plan not to scale.  
For indicative purposes only.



BROOK GREEN

BACK TO ELEVATION





Connect to nature on landscaped,  
wraparound terraces.



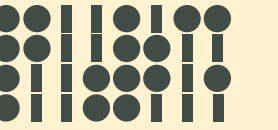
FLOOR TO CEILING  
3.3M

INDICATIVE 5TH FLOOR

SYSTEMS







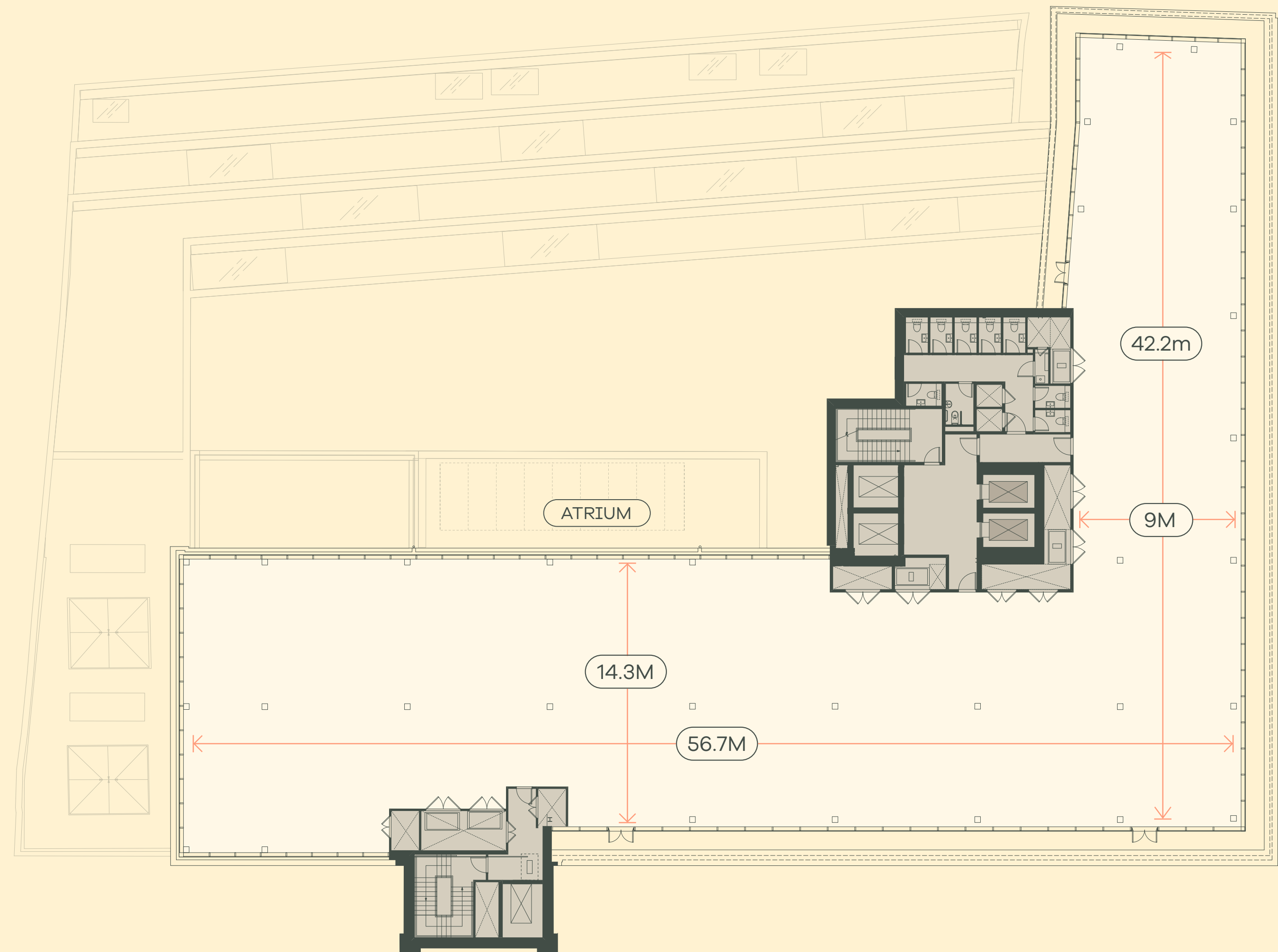
# SIXTH

11,115 SQ FT  
1,032.6 SQ M

## Key

- Office
- Core

Plan not to scale.  
For indicative purposes only.



BROOK GREEN

[BACK TO ELEVATION](#)







FLOOR TO CEILING  
3.6M

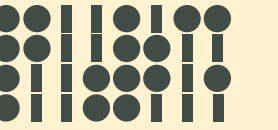
INDICATIVE 6TH FLOOR

SYSTEMS

Merging exceptional user experience  
with timeless architecture







# PAVILION

(SEVENTH)

1,525 SQ FT

141.7 SQ M

Terrace

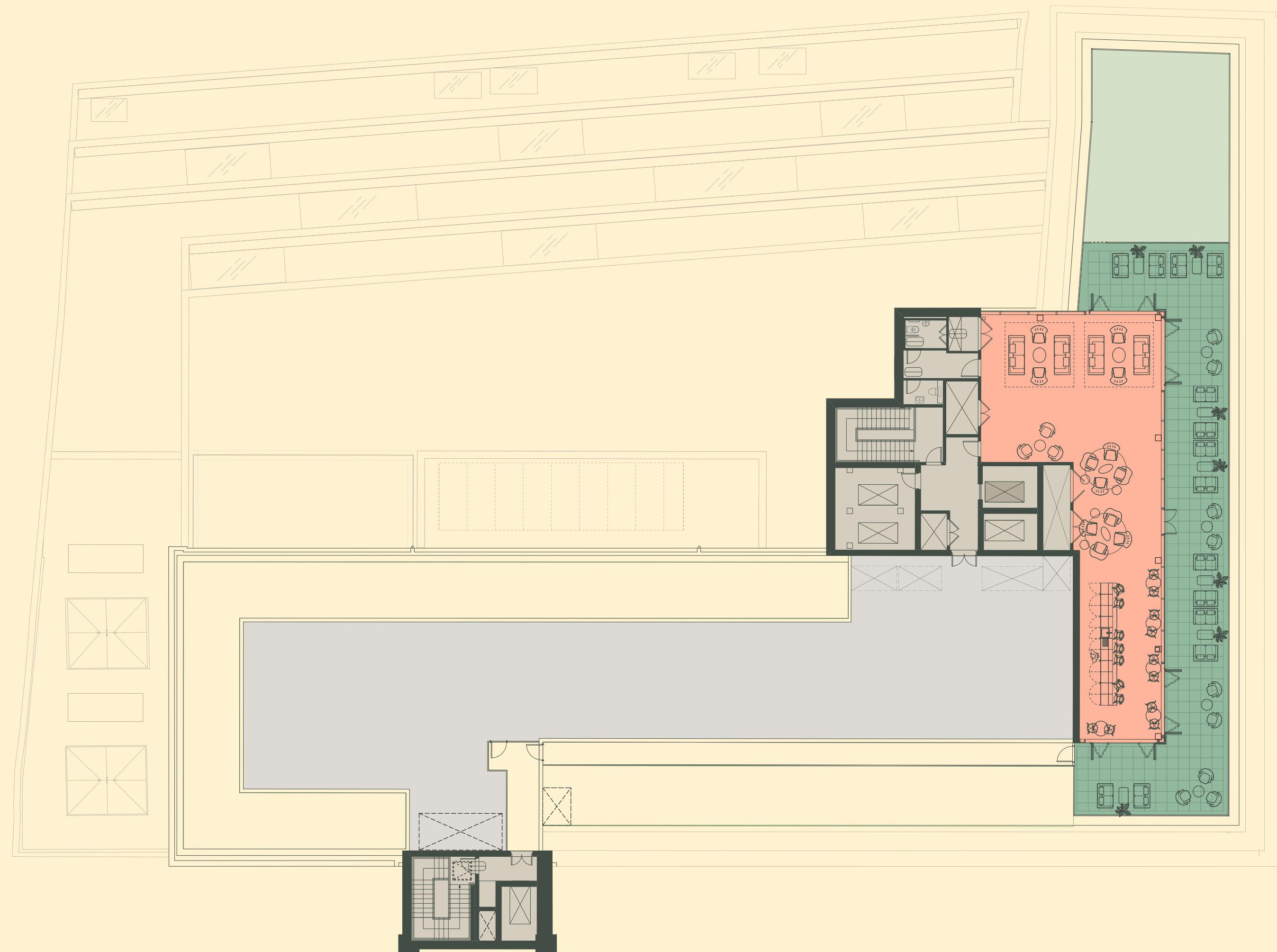


1,493 SQ FT

Key

- Pavilion (amenity space)
- Shared terrace
- Green roof
- Core
- Plant

Plan not to scale.  
For indicative purposes only.



BROOK GREEN

[BACK TO ELEVATION](#)



SYSTEMS

OVERVIEW

BUILDING

PLANS

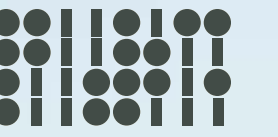
SPECIFICATION

LOCATION

TEAM







Enjoy the area's best city-wide views from the rooftop pavilion and expansive terrace.

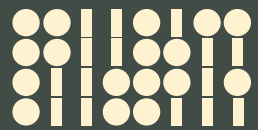
INDICATIVE 7TH FLOOR PAVILION

SYSTEMS





BUILDING SPECIFICATION







# LOCATION





BROOK GREEN TENNIS COURTS



BROOK GREEN HOTEL



LE PETIT CITRON



GAIL'S

# TRANQUIL & THRIVING

Well known for its green spaces, locally-owned shops and artisanal cafés, Brook Green has a bit of something for everyone.



BROOK GREEN



THE BIRD IN HAND

SYSTEMS

OVERVIEW

BUILDING

PLANS

SPECIFICATION

LOCATION

TEAM







The west London village feel  
only minutes from central.

SYSTEMS







# BOLD & BUSTLING

Surrounded by vibrant eateries and street food, entertainment hubs and boutique hotels, there is something for every day of the week.

SYSTEMS

OVERVIEW

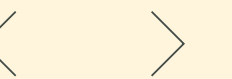
BUILDING

PLANS

SPECIFICATION

LOCATION

TEAM





# THE NEIGHBOURS

- FOOD

1. Bird in Hand

2. Pentolina

3. Los Molinos

4. The Havelock Tavern

5. Zia Lucia

6. Le Petit Citron

7. The Popeseye

8. Faber

9. Kampai

10. Flat Iron

11. The Dove

12. The River Café

13. Crisp Pizza

14. The Melody

15. Turtle Bay
- PUBS/BARS

1. The Queen's Head

2. Brook Green Hotel

3. L'ami Jac

4. The Blue Anchor

5. The Cumberland Arms

6. Latymers
- SHOPPING

1. Brook Green Wholefoods

2. M&S

3. HG Walter

4. Westfield

5. Holloways of Ludlow
- COFFEE

1. Farina & More

2. Gail's

3. Debbie Jo

4. Awaken

5. Another Brother

6. Deluxe Coffeeworks

7. Starbucks

8. Popin

9. Pret A Manger

10. Bite Café
- LIFESTYLE

1. St Paul's Hotel

2. The Spa by Kaajal

3. Fitness First

4. Puregym

5. The Hoxton

6. Kensington Olympia

7. O2 Empire

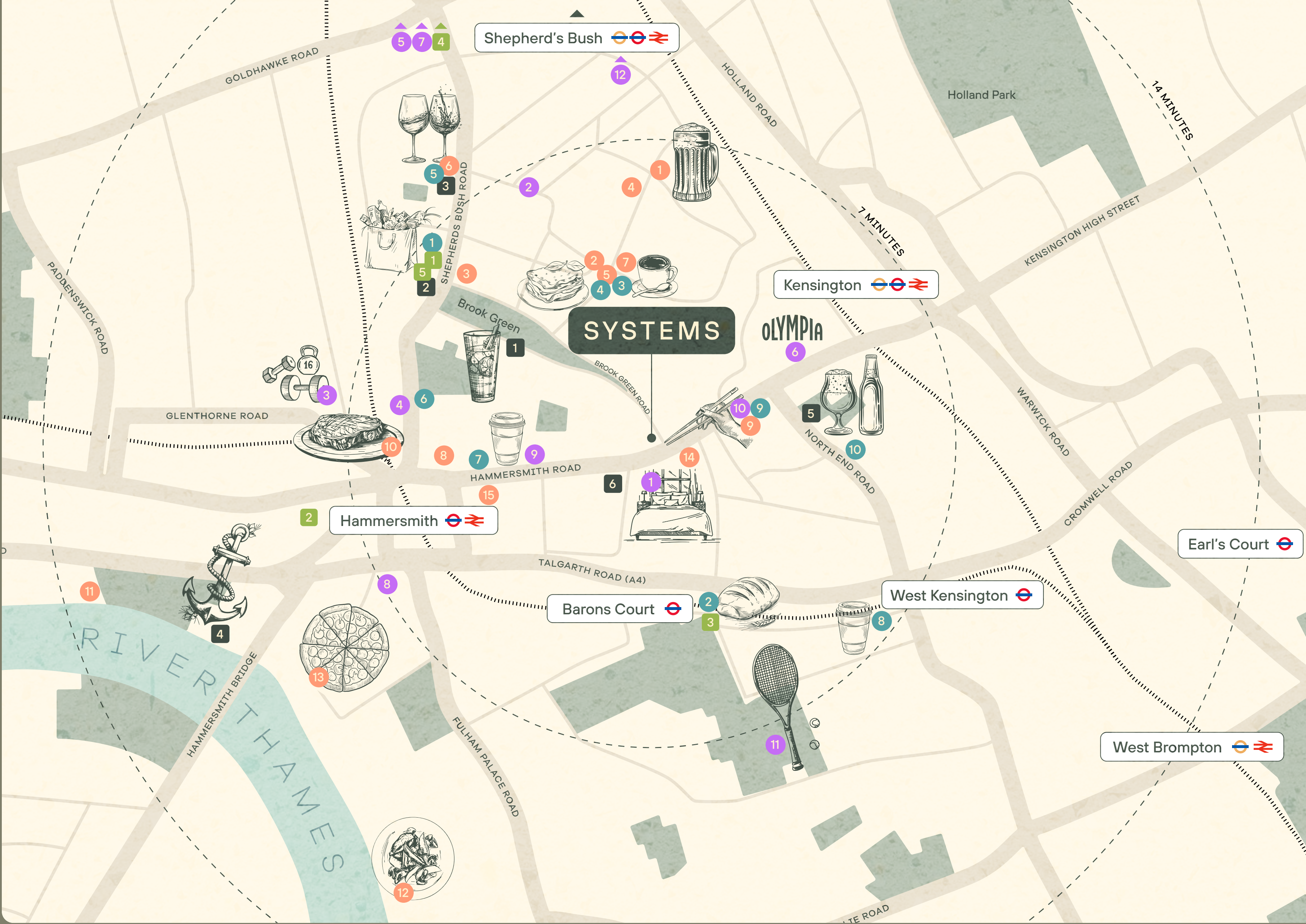
8. Hammersmith Apollo

9. KAFIT GLocal

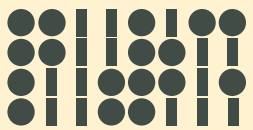
10. F45

11. Queen's Club

12. K West Hotel







| <br>WALK<br>(FROM) | <br>CYCLE<br>(FROM) | <br>TRANSPORT<br>(FASTEST ROUTE FROM) |
|---|--|--|
| 5 MINS<br>BARONS COURT  | 5 MINS<br>WESTFIELD  | 19 MINS<br>PADDINGTON  |
| 6 MINS<br>HAMMERSMITH   | 4 MINS<br>HOLLAND PARK   | 19 MINS<br>VICTORIA  |
| 7 MINS<br>KENSINGTON OLYMPIA  | 7 MINS<br>RAVENS COURT PARK  | 25 MINS<br>WATERLOO  |
| 14 MINS<br>SHEPHERD'S BUSH  | 12 MINS<br>HYDE PARK   | 29 MINS<br>KING'S CROSS  |

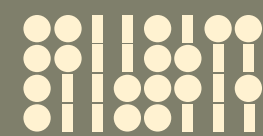




# THE TEAM



# THE TEAM



DEVELOPER

## GENERAL PROJECTS

At General Projects, we believe that our collective future relies upon the reinvention of what already exists into genuinely valuable assets for society.

GENERALPROJECTS.COM



THE HEAL'S BUILDING

ARCHITECT

## BGY

Buckley Gray Yeoman are agents of opportunity. They take what we find – on the ground and in the brief – and uncover unanticipated possibilities.

BGY.CO.UK

INVESTOR

## neo capital

Neo Capital invest in high-conviction real estate opportunities & create long term partnerships

NEOCAPITAL.CO



TECHNIQUE



ROYAL ALBERT DOCKS

# SYSTEMS

OVERVIEW

BUILDING

PLANS

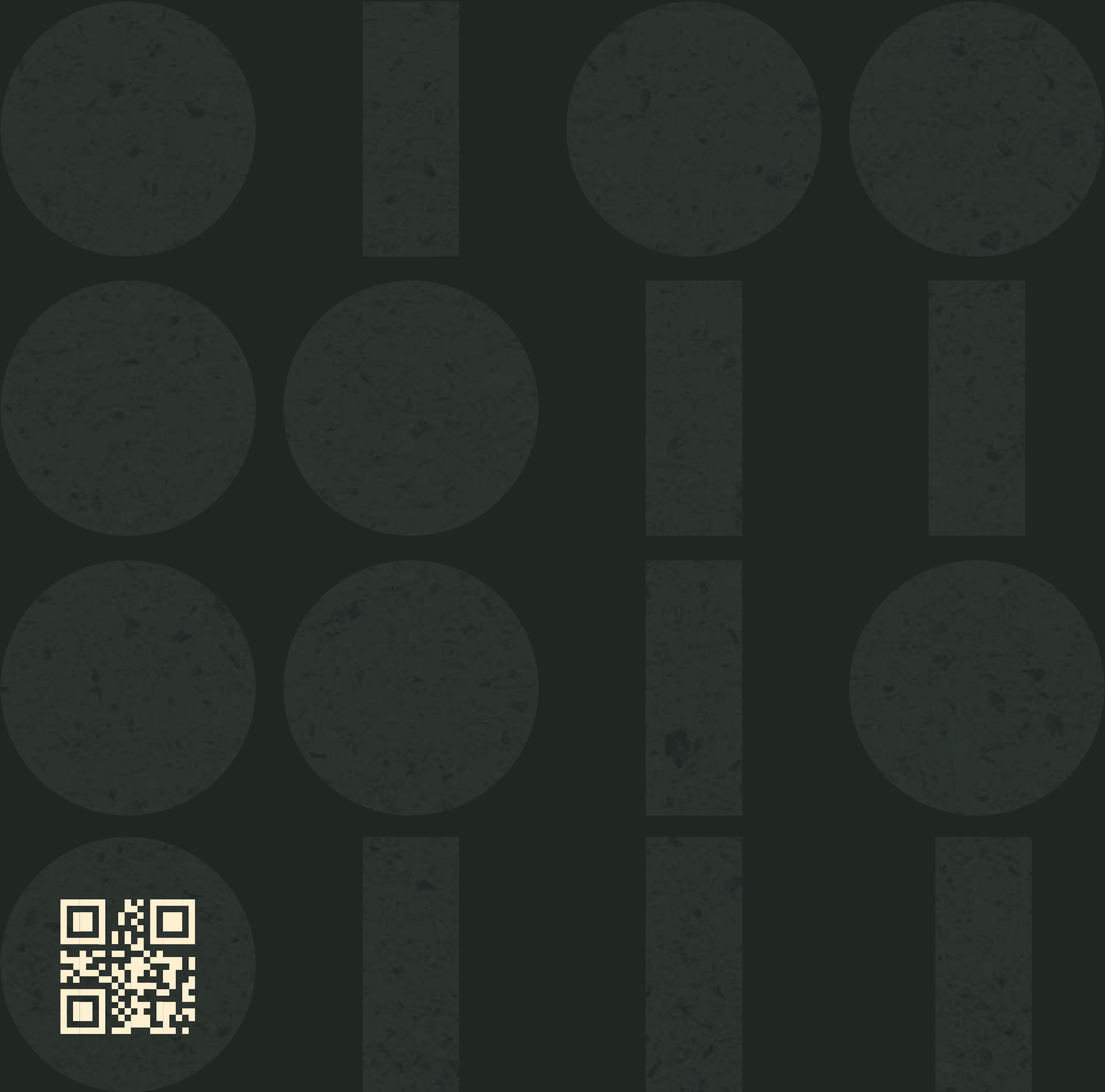
SPECIFICATION

LOCATION

TEAM







# SYSTEMS

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FOR MORE INFORMATION, GET IN TOUCH



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