

# Location: the best kept secret to hiring and retaining the best talent

*Riverlabs: A thriving riverside setting enjoying seamless commuter links alongside superb work-life balance and community wellbeing activities on tap*

A recent survey revealed that company location features in the top three reasons people choose their jobs ahead of a benefits package, career progression and company reputation. Along with salary and work-life balance, location was also one of the main reasons why employees stayed in their job.

Amid the rise of trendy benefits packages such as duvet days and 'pawternity leave' to give an employee time off to welcome a new pet, employers are underestimating how important the location and accessibility of their workplace is to potential candidates.

Savvy employers need to choose their locations wisely to ensure they attract and retain the best talent for the long-term - continual recruitment is a costly and time-intensive task – by basing themselves in a place that appeals to employees on every level.

## **Ware: The hidden gem**

If you're looking for that idyllic spot which ticks all the boxes from a business, people and environment perspective, then look no further than Ware.

This picturesque, riverside town in East Hertfordshire is a potential utopia, famed for its gazebos along the River Lea, with a population of around 18,800 people. Nature on the doorstep, town centre vibrancy, and brimming with history, arts and culture, Ware is the ideal location to base your company and attract employees looking for a slice of the good life.

With its afternoon cinema at Ware Priory, regular comedy nights, weekly country markets, new skatepark and revamped play park, it is no wonder that Ware is renowned for its thriving countryside community. Several 'outstanding' schools and independent prep schools add to the family-friendly lifestyle along with a miniature railway, an inflatable aqua park and its very own wildlife park.

If the range of quality independent shops and over 60 restaurants, bars and cafes aren't persuasive enough, then how about the annual Ware Festival which includes a lively carnival parade and town fair, riverside real ale event, raft contest, putting match, pavement artist competition, 10K running race and much more.

## **Going above and beyond for the community**

Ware Town Council was one of only 57 councils, out of 9000, in the country to receive the prestigious Quality Gold Award as part of the Local Council Award Scheme. The scheme rewards councils that are at the forefront of the sector, with Gold being the highest level of accreditation, and recognises those which go above and beyond with their community engagement and improvements.

In the last two months of 2022 alone, the town's charitable grant fund supported seven local community groups including Ware Boxing Club, Citizen's Advice Bureaux, a youth allotment project, and a 'Christmas Together' lunch which provided a meal and companionship to local people who would otherwise be alone.

One of the most exciting initiatives is the completion of the extensive improvements to the much-loved Ware Lido in the not-too-distant which will mean that more people can discover the benefits of open-air swimming situated in the beautiful grounds of Grade 1 listed Ware Priory.

## Attractive, affordable, accessible

While it has a charming village feel and a strong sense of community, it is also super connected with Greater Anglia services running from Ware railway station to London Liverpool Street in under 50 minutes. Ware sits at the heart of the 'Golden Triangle' in easy reach of the M11, M25 and A1(M), and Stansted Airport is only 16 miles away.

Average property prices in Ware are significantly less than the county average, with prices in the town reaching £398,145 compared to £522,896 in Hertfordshire as a whole, making Ware a more affordable, as well as an attractive and accessible, place to live.

And with plans to build 1,800 new homes, new primary and secondary schools, three hectares for employment and retail opportunities, and inviting public open spaces, Ware is fast becoming one of the most appealing and inspiring places for residents and businesses to call home in England.

## Riverlabs: The perfect place to base

Riverlabs is a fantastic opportunity for life science occupiers to continue the legacy of outstanding science in Ware – first documented in 1715 by Silvanus Bevan, a quaker apothecary, which later became Allen and Hanbury's. In 1958, Allen and Hanbury's accepted an offer to become a subsidiary of Glaxo Laboratories Ltd and GSK as it now retains a strong presence in the town today.

Riverlab's 28-acre life science campus in Ware will deliver 440,000 sq ft of lab space with 141,423 sq ft (GIA) of ready-built, affordable, wet laboratory and write-up space available NOW.

Space at this targeted net-zero campus won't be around for long, especially now the wonders and allure of Ware have been revealed!

An intelligent refresh, transforming the Campus' current labs into modern, welcoming and sustainable working environments, will take place in three phases in order to address the chronic shortage of UK life science space with almost immediate effect.

Currently available is Riverlabs 1. With occupation possible from May 2023, Riverlabs 1 offers 141,423 sq ft (GIA) of ready-built, affordable, wet laboratory and write-up space over four floors. The accommodation will be extensively refurbished to suit occupier needs with the benefit of existing high-quality equipment, including ducted fume cupboard provision.

The next opportunity, available for fit-out from May 2023 is Riverlabs 2 – 219,900 sq ft (GIA) of wet laboratory and write-up space over three floors. The first floor consists of existing fully fitted flex-labs with the remainder of the building refurbished to the latest industry standards. The labs are suitable for use from CL2 to CL4 with a maximum 30 air changes per hour.

**Paul Whitcombe, Life Sciences Sector Lead, Hertfordshire Local Enterprise Partnership commented:** *"Hertfordshire Local Enterprise Partnership warmly welcomes the Riverlabs development at Ware. It will provide just under 1/2 million sq ft of much needed wet lab space at the heart of the Golden Research Triangle and will boost the acceleration of Lifesciences in Hertfordshire, one of the LEP's key growth sectors."*

## Don't delay - the secret is out!

Hertfordshire is already a hot bed of talent, innovation and scientific legacy. Don't miss out on the unique and rare opportunity to base your company here and become one of the winners in the battle for the best employees. Contact the joint agents - JLL and Creative Places – immediately and seize the chance to secure pre-existing purpose-built lab space at Riverlabs.

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Discover more about Riverlabs here: [www.riverlabsware.com](http://www.riverlabsware.com)

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