# Hubflow's London expansion garners £3.5m investment from Whiterock, signalling a major shift in flexible workspace growth



A Belfast property developer and television presenter has secured a £3.5 million investment from Whiterock to fuel the expansion of his flexible workspace company, Hubflow, into central London. The funding represents a significant milestone in Hubflow's growth strategy and underscores confidence in its innovative approach to workspace solutions.

Hubflow, founded and led by Gary McCausland, a well-known figure in both property development and broadcast media, currently operates locations in Belfast on Adelaide Street and Dublin Road. The company plans to launch new sites in prime London areas including the City of London, Midtown, and the West End between 2025 and 2026. According to the announcement, this initial round of funding will accelerate Hubflow's rollout in these central zone one locations, enabling the company to bring its trademark blend of premium design, technology-driven office solutions, and community-focused environments to a broader spectrum of entrepreneurs, SMEs, and larger corporate clients.

The flexible offices offered by Hubflow stand out by being strategically positioned near major transport hubs, with fully inclusive pricing that covers bills, concierge, and maintenance services. This approach aims to create vibrant hubs where businesses can thrive, fostering a culture that supports the flow of ideas, success, and investment. McCausland highlighted the importance of central London as a key global business centre and expressed optimism about the impact the new spaces will have on both clients and landlord partners.

Whiterock’s chief executive, Paul Millar, indicated his belief in Hubflow’s potential to become one of the UK's most dynamic workspace brands. The company typically invests between £1 million and £5 million for minority stakes in growth-stage businesses, and Millar sees this investment as foundational for Hubflow’s rapid scaling while maintaining a focus on quality, innovation, and community values.

Gary McCausland is no stranger to the property world, having founded The Richland Group in 2002, a company known for developing residential and commercial properties. Beyond his business ventures, McCausland has gained national recognition through television, presenting property-related programmes for Channel 5, BBC, and Granada. This dual career has allowed him to leverage both industry expertise and media presence, which has helped cement his public profile.

In addition to his commercial success, McCausland’s career has had its challenges. Notably, he won libel damages in a high-profile case involving false claims about his personal life, demonstrating resilience amid public scrutiny. More recently, he has been involved in navigating complex planning disputes with local councils over development projects in Northern Ireland, underscoring the often difficult regulatory environment that property developers face.

The vision for Hubflow, as articulated by McCausland, extends beyond Belfast and London, with future aspirations to enter major international cities such as New York, Singapore, Tokyo, San Francisco, and Los Angeles. The Whiterock investment thus marks only the first step in what is planned to be a broader expansion into new and lucrative markets, positioning Hubflow at the forefront of evolving workspace trends shaped by technology and flexible use.

This funding round and strategic expansion plan place Hubflow as a noteworthy player in the future of work, where flexible, tech-enhanced, and community-oriented office environments are increasingly in demand. Whiterock’s backing is a significant endorsement of the company's leadership and business model, which aims to redefine how workspace is delivered in highly competitive urban centres.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[2]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/)
* Paragraph 2 – [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[2]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/)
* Paragraph 3 – [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[2]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/)
* Paragraph 4 – [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[2]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/)
* Paragraph 5 – [[3]](https://speakout.uk/speaker/gary-mccausland/), [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[2]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/)
* Paragraph 6 – [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[5]](https://www.bbc.co.uk/news/uk-northern-ireland-13842343), [[6]](https://www.sundayworld.com/news/northern-ireland-news/former-tv-star-in-battle-with-local-council-after-they-shoot-down-housing-plan/a722089822.html)
* Paragraph 7 – [[1]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/), [[3]](https://speakout.uk/speaker/gary-mccausland/), [[2]](https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/)

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## Bibliography

1. <https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/> - Please view link - unable to able to access data
2. <https://www.irishnews.com/news/business/belfast-property-developer-and-tv-presenter-secures-35m-to-expand-into-central-london-UYFALYNVUNDHLDRES47ECCENMI/> - A Belfast property developer and TV presenter has secured a £3.5 million investment from Whiterock to support his flexible workspace company's expansion into central London. The investment will accelerate Hubflow's rollout across prime zone one locations, bringing its unique blend of premium design, technology-driven solutions, and community-focused environments to more entrepreneurs, SMEs, and corporates in the heart of the capital. Gary McCausland, CEO of Hubflow and Richland Group, expressed confidence in the expansion, aiming to create hubs where ideas, success, and money flow.
3. <https://speakout.uk/speaker/gary-mccausland/> - Gary McCausland is a property developer and television presenter with extensive experience in the real estate sector. In 2002, he founded Richland Developments (now The Richland Group), overseeing the development of townhouses, apartments, and commercial properties. He gained prominence as the presenter of Channel 5's 'How to Be a Property Developer,' where he guided teams in property investment. McCausland also co-founded 'The Kingly Club' in Soho, London, an exclusive members' bar that received accolades in 2004 and 2005.
4. <https://www.bbc.co.uk/programmes/b00j3gdt> - In 'Axe the Agent?', property developer Gary McCausland and former estate agent Jonny Benarr assist homeowners who have decided to sell their properties without the help of an estate agent. The programme follows two homeowners as they navigate the challenges of selling their homes independently, with guidance from McCausland and Benarr to achieve a successful sale. The episode aired on BBC One on 5 March 2009.
5. <https://www.bbc.co.uk/news/uk-northern-ireland-13842343> - Television presenter Gary McCausland received libel damages over false newspaper claims suggesting he neglected his parental responsibilities. The property developer and businessman sued the publishers of the Sunday Life newspaper over a story about his children with former Big Brother contestant Orlaith McAllister. The settlement included an apology and legal costs, acknowledging McCausland's commitment to his family.
6. <https://www.sundayworld.com/news/northern-ireland-news/former-tv-star-in-battle-with-local-council-after-they-shoot-down-housing-plan/a722089822.html> - Property developer Gary McCausland, known for hosting TV property shows, is involved in a planning dispute in Rostrevor, Co Down. He plans to build a housing and apartment complex on a waterfront site but faced opposition from the local council. McCausland is appealing the council's decision and pursuing plans for another housing development on the site. His company, the Richland Group, has been involved in property developments in Northern Ireland and London.
7. <https://www.belfasttelegraph.co.uk/news/homing-in-on-success/28255773.html> - Gary McCausland, a Belfast-born property developer, reflects on his journey from a council house in Dungannon to becoming a successful entrepreneur. He discusses his early inspiration from a neighbour purchasing their council house and his subsequent ventures, including hosting Channel 5's 'How to Be a Property Developer.' McCausland emphasizes the importance of knowledge and strategy in property investment, especially during fluctuating market conditions.