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Press Release

SENG acquires major Hammersmith site with £18.2m facility from ASK

London, 15 September 2026

SENG has acquired 26–28 Hammersmith Grove, a prominent mixed-use property in West London, with the support of an £18.2 million acquisition facility from specialist real estate lender ASK Partners.

The 2.3-acre site comprises approximately 200,000 sq ft of office, retail and leisure accommodation across two principal wings and a link block, together with extensive car parking. Located approximately two minutes' walk from Hammersmith Broadway, with excellent connectivity via the Piccadilly, District, Circle and Hammersmith & City Underground lines, this is an income producing site with exceptional redevelopment potential.

SENG, a privately-owned property company with an established track record in the London residential market, has acquired the asset as part of its wider living sector strategy. This acquisition continues the relationship between ASK and SENG, with ASK having previously provided acquisition finance to the business on other London transactions.

Ben Bellman, originator and deal lead at ASK Partners, said:

"SENG has a strong track record of identifying assets with the potential to create long-term value, and we are delighted to support them on another acquisition. This is a substantial and low-density site with views across London and a number of alternative use options which fit well with SENG's wider living sector strategy. The underwrite is strongly supported by the income producing nature of the asset and the transaction demonstrates ASK's ability to provide flexible acquisition finance for experienced sponsors, particularly where certainty of execution and an understanding of the underlying real estate are critical."

Press Release

Elliot Dubey, Partner at SENG said:

“Hammersmith Grove is an exciting addition to our portfolio and aligns well with our wider living sector strategy. We see considerable long-term potential in the site and look forward to progressing our plans. We have worked with ASK on a number of transactions and value their commercial and flexible approach. Their understanding of our business and ability to move quickly provided the certainty we needed to complete this acquisition.”

Katie Cooper, Partner at Russell-Cooke, said:

“Having worked with SENG on a number of strategic London transactions, including the acquisition of Regents House earlier this year, we are delighted to support the team on another important milestone. 26-28 Hammersmith Grove is an exciting addition to SENG's portfolio, and we look forward to seeing its vision for the site take shape in the years ahead."

Philip Knowles, Partner at Shepherd and Wedderburn added:

“We are delighted to have supported ASK on another successful transaction. Having worked closely with the team on a wide range of real estate financings, we understand the importance they place on combining a commercial and flexible approach with certainty of execution. This was a significant acquisition involving a substantial London asset and is exactly the type of complex real estate financing where our team’s experience can add value.”

Russell-Cooke acted for SENG on the acquisition financing, while Shepherd and Wedderburn acted for ASK Partners.

Notes to editors:

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Press Release

About ASK Partners
ASK is a specialist, independent property lender, established by an experienced team of three partners in 2016 to provide bespoke and flexible real estate finance solutions. Building a team to complement their own unique blend of skills, the firm has now lent in excess of £2bn across over 160 transactions. Every transaction is underwritten by ASK and the company has earned a reputation as a trustworthy partner.
[ASK Partners]

About SENG
SENG Limited is a private real estate investment and development company based in London, UK, known for value-add repositioning and large urban conversion projects.
[SENG Limited]