

HASLEMERE
40 HIGH STREET, GU27 2HJ

FMX.
Urban Property Advisers

COLLINGWOOD BATCHELLOR

**MIXED USE FREEHOLD INVESTMENT IN AFFLUENT LONDON COMMUTER TOWN
WITH SIGNIFICANT REDEVELOPMENT OPPORTUNITY (STPP)**

Investment Summary

- Haslemere is a highly affluent London commuter town in the heart of Surrey.
- It is ranked in The Standard's Top 40 Commuter Hotspots for Families in 2025, due to its strong transport links to London and outstanding natural beauty.
- The average household income in Haslemere stands at £60,350, significantly surpassing the UK average of £34,500, with 25% of Haslemere's population earning above £75,000 per annum.
- Situated on the eastern side of High Street, within the town's 100% prime retail pitch.
- The subject property is a mixed-use freehold investment, comprising prominent retail accommodation, two self-contained residential flats, a gym, a storeroom, and a large 0.25-acre car park to the rear.
- The commercial element is let to the undoubted covenant of Collingwood Batchellor Limited, who did not exercise their 2023 break option, showing their commitment to the location.
- The residential element comprises two recently refurbished flats which are let on Assured Shorthold Tenancies (AST) and have been independently valued by a local estate agent at £920,000.
- The 0.25-acre car park comprises the only remaining plot of land overlooking the National Trust's Swan Barn Farm and provides scope to create a residential scheme comprising four houses to the rear of the property (STPP).
- House prices in Haslemere have increased by almost 20% in the last five years and today are established at approximately £725 psf.
- Total current income of £177,250 per annum.
- Freehold.

We are instructed to seek offers in excess of **£2,500,000** (Two Million Five Hundred Thousand Pounds) for our client's freehold interest, subject to contract and exclusive of VAT.



Location

Haslemere is a highly affluent London commuter town in the county of Surrey, close to the borders of Hampshire and West Sussex. It is ranked in The Standard's Top 40 Commuter Hotspots for Families in 2025, due to its strong transport links to London and scenic landscapes. The town is located approximately 12 miles (19 km) south east of Guildford, 32 miles (52 km) north east of Southampton, and 44 miles (71 km) south west of London.

-  Haslemere benefits from excellent road connections via the A3, which provides direct access to Guildford (20 minutes), Portsmouth (40 minutes), and London (50 minutes). The A3 also provides direct access to the M25 (25 minutes) and national motorway network.
-  Haslemere Railway Station is situated to the west of Haslemere town centre. The station facilitates frequent direct services to London Waterloo in approximately 50 minutes, reinforcing its appeal as a London commuter town. The station also provides connections to Portsmouth and Southsea (47 minutes) and Southampton Central (1 hour 15 minutes).
-  London Gatwick Airport is approximately 22 miles (35 km) to the east, while London Heathrow Airport is approximately 26 miles (44 km) to the north. Both airports facilitate a combined total of more than 2,000 international and domestic flights daily.



Demographics

Haslemere is a highly affluent market town, with an approximate residential population of 17,279 (ONS). The average household income in Haslemere stands at £60,350, significantly surpassing the UK average of £34,500, with 25% of Haslemere's population earning above £75,000 per annum (Propertistics).

Approximately 44.76% of residents hold a Bachelor's degree or higher, and consequently, the town enjoys a robust employment rate of approximately 70%, with 16% of residents holding senior or director-level roles (Haslemere Vision).

Additionally, homeownership is particularly high, with 74% of households owning their properties and the rental sector accounting for just 26% of housing, comprising 13% in social housing and 12% in private rentals (Ibid).

Retailing in Haslemere

Primary retailing in Haslemere is centred along High Street, which boasts an eclectic mix of multiple national retailers, luxury brands and local independent businesses. West Street is considered the secondary thoroughfare in the town leading from High Street to Waitrose - Haslemere's only town centre supermarket and Haslemere's primary car park.

Haslemere hosts a renowned farmers' market along High Street on the first Saturday of every month.

Situation

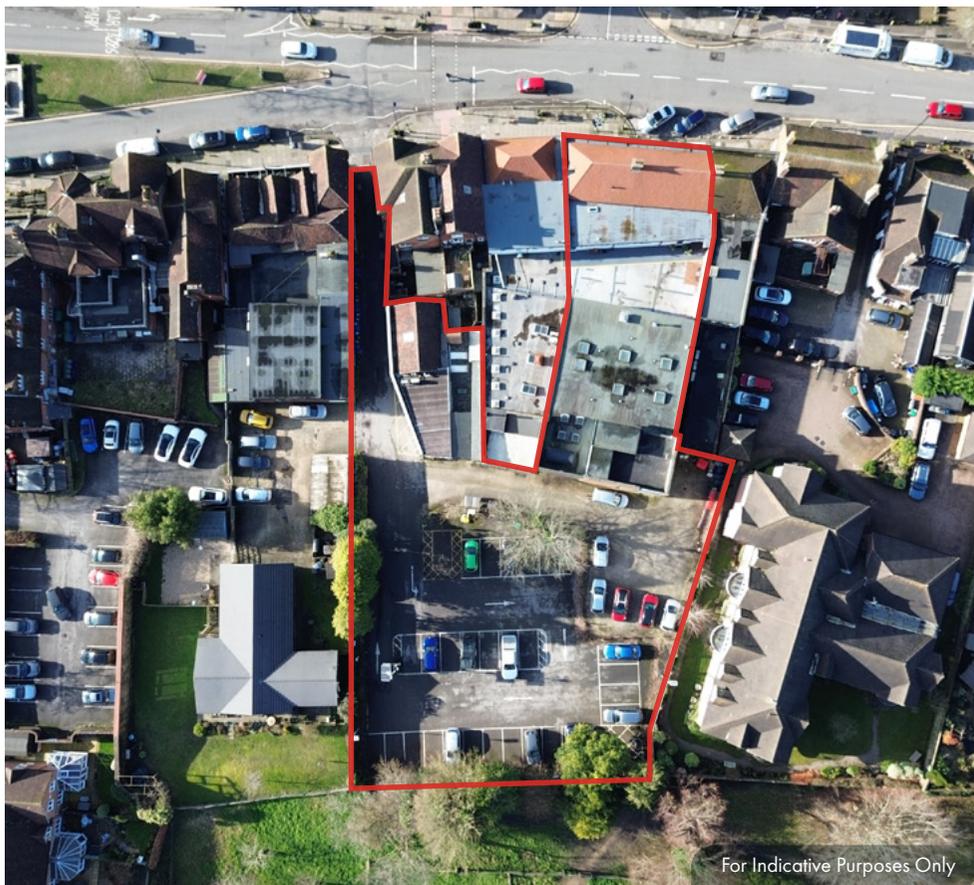
The property occupies a prime central location on High Street, the town's main commercial thoroughfare. Haslemere's charming town centre boasts a dynamic mix of national and independent retailers, alongside a variety of restaurants, cafés, and boutiques. This diverse retail offering is reflected in the area's affluent demographics and high property values.

Multiple national occupiers within the immediate vicinity include:



Swan Barn Farm is directly behind the property, a scenic expanse of grassland and ancient woodland managed by the National Trust.





Description

The subject property comprises a three-storey mid-terrace property of traditional red brick construction, with retail accommodation found at the majority of the ground and first floors.

The residential element comprises two residential flats which have been let on ASTs. The flats benefit from dual access, with designated shared entrances fronting High Street and via the rear car park.

There is a single storey outbuilding to the rear which is occupied by a fitness studio. An access road to the south of the property provides vehicular access to a service yard and car park, which is operated by Horizon Parking.

The property has recently benefited from a high-specification refurbishment of the residential accommodation and a completely new roof. Further details available upon request.

Accommodation

The property comprises the following approximate net internal floor areas (NIA):

COMMERCIAL

		Area (sq ft)	Area (sq m)	
40 High Street	Collingwood Batchellor Ltd	Ground Floor	6,976	648.09
		First Floor	3,239	300.91
		Second Floor	597	55.5
	Total	10,812	1,004.50	
34C High Street	Gym	Ground Floor	1,056	98.10
	Total	1,056	98.10	
Storeroom	Vacant	Ground Floor	504	46.82
	Total	504	46.82	
Total		12,372	1,149.42	

RESIDENTIAL

Unit	No. of Beds	sq ft	sq m
Flat 40a	2	850	78.96
Flat 40b	3	1,007	93.55
Total		1,857	172.51



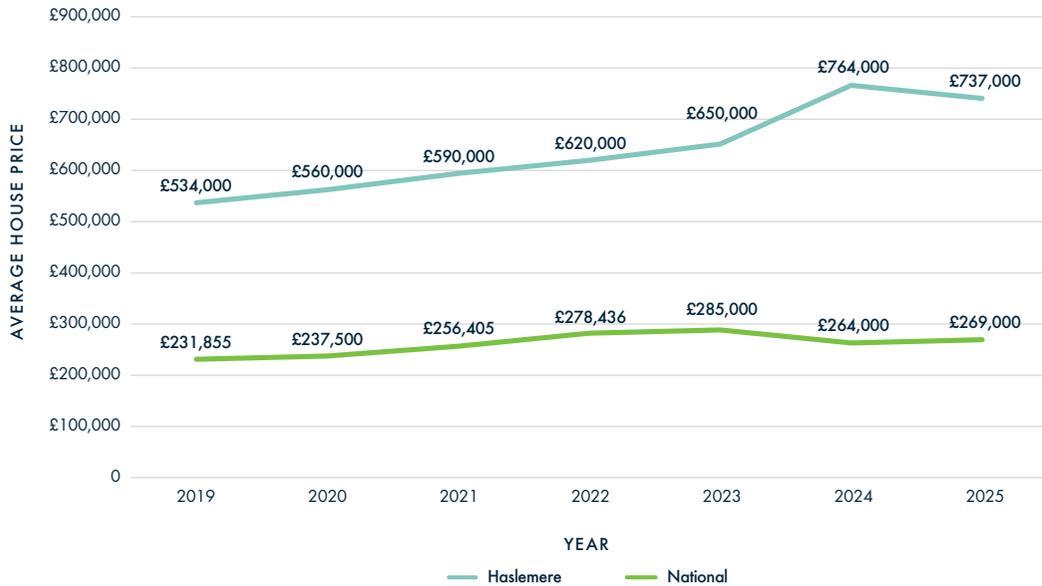
Haslemere's Residential Market

There is an extremely buoyant housing market in Haslemere and the surrounding area. Similarly to other highly affluent commuter towns, Haslemere has seen house prices rise significantly above the national rate, reflecting the town's desirability as a thriving commuter town and an attractive place to live.

The graph below shows average house prices in Haslemere compared to the national average. Average house prices in Haslemere have remained more than double that of the national average over the five year period, with house prices increasing by 21.72% between 2019-2023.

The town has an enviable range of local and national retailers, supported by a wealth of independent restaurants and bars. It is an extremely attractive town with a varied and historic streetscape, a thriving market and a rich history. The town centre provides the ideal opportunity for young commuters or retired couples to live in a centrally located, thriving, historic location.

AVERAGE HOUSE PRICE: HASLEMERE VS NATIONAL



Tenancy Information

COMMERCIAL

Unit	Tenant	Term Start	Term End	Break Date	Break Detail	Rent pa	Comment
40 High Street	Collingwood Batchellor Ltd	01/05/2013	30/04/2028	-	-	£97,000	The tenant did not exercise their 2023 break option.
Car Park	Horizon Limited	12/10/2024	11/10/2027	12/10/2025	R/MBO	£24,000	Management agreement with Horizon with additional car park licenses.
Storeroom	Vacant	-	-	-	-	£7,500	The landlord will provide a one year rental guarantee.
34C High Street	CYD:D	16/06/2016	05/08/2026	-	-	£15,750	
Commercial Total						£144,250	

RESIDENTIAL

Unit	Tenant	Term Start	Term End	Break Date	Break Detail (LBO/TBO/MBO)	Rent pa	Comment
40a High Street	AST	05/09/2025	04/12/2027	05/09/2026	R/MBO	£16,800	2 bed AST
40b High Street	AST	10/10/2025	09/10/2026	-	-	£16,200	3 bed AST
Residential Total						£33,000	

Total

£177,250

Tenure

Freehold.

Covenant Information

COLLINGWOOD BATCHELLOR LIMITED (894840)

Collingwood Batchellor is an established independent furniture retailer, offering high quality home furnishings, upholstery, and bedding. The company operates eight stores across the South of England, providing a strong regional presence and a reputation for premium products and customer service.

In their latest accounts, it was reported that Collingwood Batchellor invested £2,500,000 towards store refurbishments, whilst still maintaining profitability.

The company boasts a CreditSafe rating of A-92, indicating 'very low risk' of default. A summary of the most recent financial accounts is outlined below.

	2025	2024	2023
Turnover	£11,226,902	£11,707,440	£11,421,198
Pre Tax Profit	£1,966,069	£1,895,874	£1,917,921
Shareholder Funds	£7,949,859	£6,956,697	£6,062,946



Car Park Development

The car park comprises one of the only remaining undeveloped plots of land overlooking the National Trust's Swan Barn Farm, providing scope to create a residential scheme, comprising four houses in the 0.25-acre car park at the rear of the property (STPP). The indicative drawing below illustrates how a development may be positioned within the property, whilst sustaining the service yard and public access route to Swan Barn Walk. House prices in Haslemere have increased by almost 20% in the last five years and today are established at approximately £725psf. Further information is available upon request.



AREAS SCHEDULE

- House 1,2,3,4 = 3b/4p 3 Storey, approx. 130msq (min 90msq)
- Amenity Space = min of 50msq per house
- Car spaces = 2 x Car spaces per house
- Visitor Spaces - To be confirmed

SITE FEASIBILITY SITE PLAN
PROPOSED



Residential Sales Evidence

Address	Size (sq ft)	Cap Val	Cap Val psf	Beds	Date
1 1 Penfold Manor, High Street	1,008	£470,000	£466	2	Apr 2025
2 6 Penfold Manor, High Street	835	£474,000	£568	2	Feb 2025
3 7 Bramshaw Court, High Street	951	£510,000	£536	2	Feb 2025
4 12 Penfold Manor, High Street	1,399	£725,000	£518	3	Oct 2024



Waitrose

Boots

Collingwood Batchellor
your home

HIGH STREET

HIGH STREET

Penfold Manor


National Trust
Swan Barn Farm

FMX.



For Indicative Purposes Only.



EPC

Copies of the Energy Performance Certificates are available upon request.

VAT

The property has been elected for VAT purposes. It is anticipated that the sale will be structured as a Transfer of a Going Concern (TOGC).

Anti-Money Laundering

In order to comply with anti-money laundering legislation, the successful purchaser will be required to provide certain identification documents. The required documents will be confirmed to and requested from the successful purchaser at the relevant time.



Proposal

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Further Information

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