

Cambridge

5 MARKET HILL
CB2 3NJ



Extremely Rare, 100% Prime Freehold Retail Investment Opportunity

FMX.
Urban Property Advisers

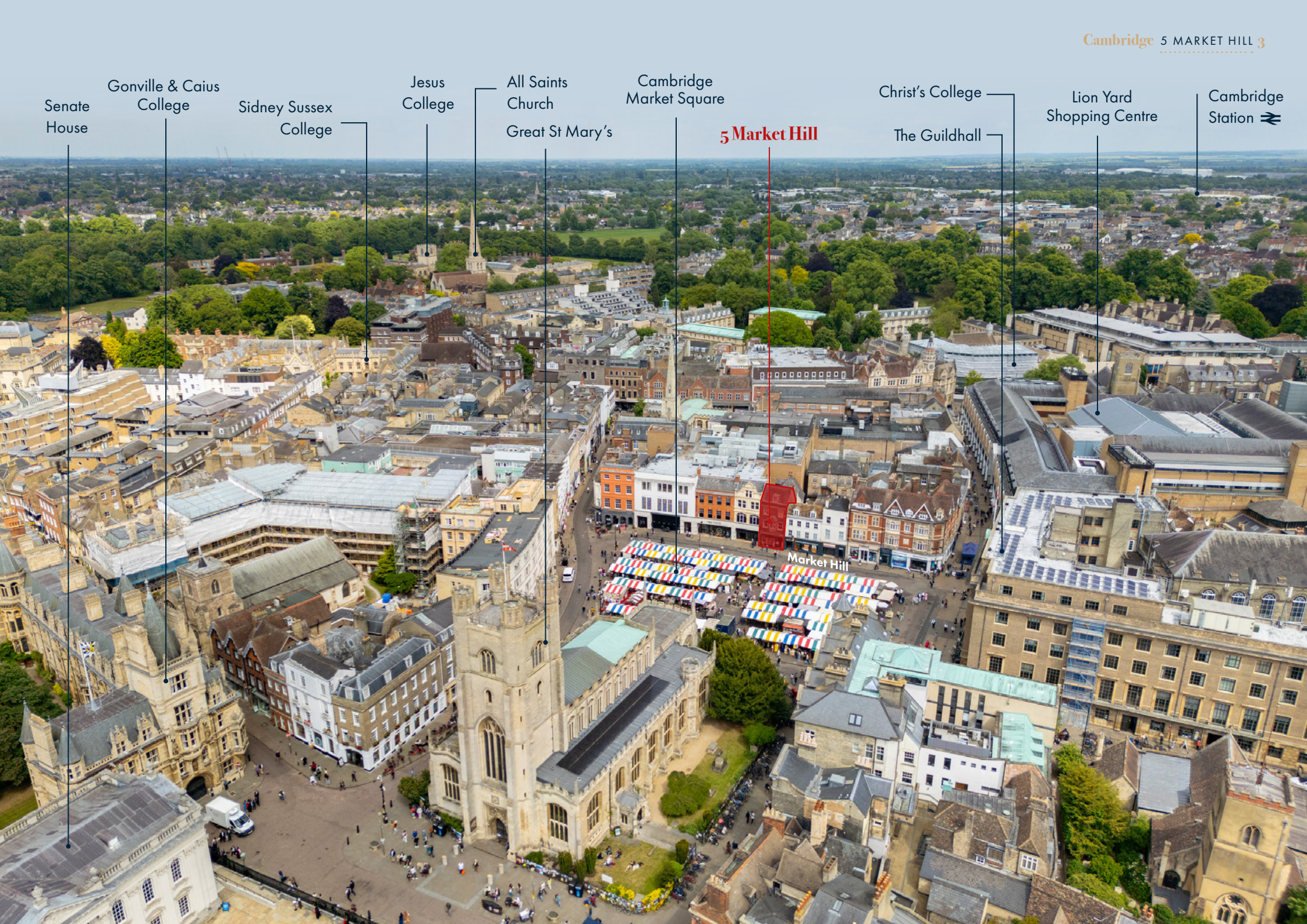


Investment Summary

- Cambridge is an exceptionally attractive cathedral city and one of the UK's premier retailing destinations.
- The city has a large and exceptionally affluent primary catchment population of 627,000 people, ranking the city 22nd of the 200 PROMIS retail centres in the UK.
- Cambridge enjoys 8.1 million visitors per annum, contributing more than £800m to the city's local economy.
- 100% prime retail investment on the eastern side of Market Hill, within the heart of Cambridge's historic retail core.
- The property comprises an attractive Grade I listed brick built building, under a pitched tile roof. The building is considered to be the oldest Grade I listed building in Cambridge.
- The property is let on a FRI (with a schedule of condition) lease to House of Wizard Limited for term of ten years from 29th August 2023, at a current passing rent of £100,000 per annum. The lease is outside of the security and tenure of the LTA 1954 Part II.
- The lease is subject to an upwards only open market review on 29th August 2028 and a tenant break option on 29th August 2029.
- Freehold.

PROPOSAL

We have been instructed to seek offers in excess of **£1,795,000** (One Million Seven Hundred and Ninety Five Thousand Pounds), subject to contract and exclusive of VAT. A purchase at this level would reflect a **net initial yield of 5.25%**, assuming standard purchaser costs of 6.21%.



Senate House

Gonville & Caius College

Sidney Sussex College

Jesus College

All Saints Church
Great St Mary's

Cambridge Market Square

5 Market Hill

Christ's College

The Guildhall

Lion Yard Shopping Centre

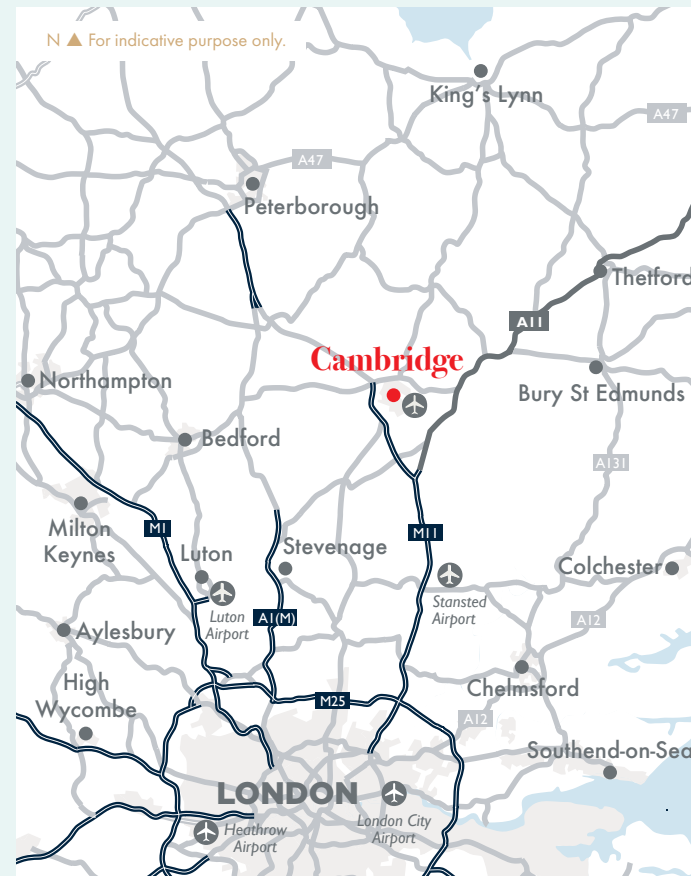
Cambridge Station



Location

Cambridge is a globally renowned university city that boasts one of the most vibrant economies in the UK. Whilst known around the world for the university, the city is also internationally recognised as one of the world's leading high technology business clusters.

Cambridge is situated approximately 50 miles north of London, 75 miles east of Oxford and 58 miles south-west of Norwich. The city is the administrative and commercial centre for Cambridgeshire and dominates its extensive catchment area.



Cambridge benefits from excellent road communications with the M11 providing direct access to London and the M25. Furthermore, the A14 dual carriageway connects the city to the Midlands and east coast ports of Harwich and Felixstowe. Accessibility to the city is further enhanced by the five park and ride sites located on the periphery of the city centre.



Cambridge is served by a mainline station, which provides fast and frequent direct trains to London King's Cross (48 minutes) and London Liverpool Street (1 hour 6 minutes) making it a popular London commuter destination.



London Stansted is located approximately 28 miles south of the city. It can be reached via a direct train service, taking approximately 35 minutes and running every 30 minutes. The airport serves over 140 domestic and international routes. London Luton Airport is located approximately 40 miles south west of the city centre.

Demographics



AFFLUENT CATCHMENT POPULATION OF 627,000 PEOPLE

Cambridge dominates an extensive catchment area given all of the city's major competitors are more than 30 minutes drive away. Cambridge has a large and exceptionally affluent primary catchment population of 627,000 people, ranking the city 22nd of the 200 PROMIS retail centres in the UK (Promis).

Cambridge holds a shopping population of 371,000 and is considered one of the most affluent in the UK, with 12% of the catchment earning over £60,000 per annum — almost double the national average of 7%. Additionally, the city boasts one of the lowest unemployment rates in the UK at 2.4%, compared to the national average of 4.4%.



2.4% UNEMPLOYMENT RATE

40,000 WORLD RENOWNED UNIVERSITY POPULATION



£5.3BN COMBINED ANNUAL TURNOVER FROM TECH, LIFE SCIENCE AND R&D SECTORS

Cambridge has experienced strong economic growth in recent years, driven by the expansion of the tech, life sciences, and research and development sectors. The life sciences cluster in the city region recorded a 10.3% increase in employment during 2020/2021, while IT and telecoms saw a 6.9% rise. Combined, these sectors now support a workforce of over 23,000 and generate an annual turnover of approximately £5.3 billion.



8.1 MILLION VISITORS PER ANNUM

Cambridge's local economy is further boosted by tourism, with approximately 8.1 million visitors per annum, contributing over £800 million to the local economy and accounting for around 17,000 jobs.



Retailing in Cambridge

Cambridge is one of the UK's premier retailing destinations.

The combination of historic university and college buildings linked together by pedestrianised cobbled streets creates a thriving and attractive retail core centred around Sydney Street, Market Street, Petty Cury, and Market Hill.

 **TOTAL RETAIL FLOOR SPACE:**
1.49 MILLION SQ FT

The total retail floor space in Cambridge is estimated at 1.49 million sq ft, which reflects its status as the dominant regional retail destination within its immediate catchment and beyond. Indeed, Cambridge dominates an extensive highly affluent catchment area given all of the city's major competitors are more than 30 minutes drive away.



Grand Arcade and Lion Yard, comprise two adjoining shopping centres that front onto Petty Cury and are anchored by a 670,000 sq ft John Lewis. Other retailers with representation here include Apple, Tesla, JD Sports, Mango, All Saints and Hollister.

The city's third covered shopping centre, the Grafton Centre, which is a 10 minute walk from the city centre, is being repositioned into a mixed use, life science-led facility. This will reduce retail supply in the city centre and reinforce the historic retail core as the dominant retail provision within Cambridge city centre.

Situation

The property is situated in a highly prominent, 100% prime retailing position on the pedestrianised Market Hill.

A thriving daily market, that has been operating since Saxon times, takes place directly opposite the subject property on Market Square. Additionally, the property is in close proximity to the principal entrances of the Lion Yard and Grand Arcade Shopping Centres, via Petty Cury.

Multiple national retailers within the immediate vicinity of the property include:

M&S EST. 1884 Anthropologie **BOSS** HUGO BOSS lululemon **athletica**
 Mappin & Webb **POPEYES** **RITUALS**...



ARTIST IMPRESSION OF MARKET SQUARE

Market Square

The property fronts on to Cambridge's Market Square, which is set for redevelopment as part of the broader Civic Quarter project, which also encompasses the redevelopment of the Guildhall and Corn Exchange. The £15 million regeneration scheme aims to revitalise this central historic space with improved accessibility, new surfacing, and enhanced infrastructure to support year-round trading (BBC News). As of March 2025, plans include the provision of 94 market stalls, comprising 36 permanent stalls and 58 demountable stalls to accommodate peak trading days.

The project supports Cambridge City Council's commitment to achieving net-zero operational carbon by 2030, with proposals featuring biodiversity enhancements, improved water efficiency, waste management and smart energy systems (Cambridge City Council). The proposal was submitted for planning in Autumn 2025. It is anticipated that the development will reinforce Cambridge's role as a leading destination for shopping, culture, and community.



Description

The property comprises an attractive Grade I listed timber-framed building under a pitched tile roof. The ground floor and part of the first floor comprise sales accommodation, with ancillary space located at the remainder of the first floor and second floors. The basement is not used by the incumbent tenant and the third floor is accessed via a hatch and therefore not used by the tenant.

The property dates back to the 17th Century and is renowned for its restored tile-hanging, which was remodelled in 1688 to include an ornate shell-hood doorway with decorative brackets and putti.

Additionally, the first floor has an adorned plaster ceiling, also dating from 1688, with a central panel depicting a cloudy sky—comparable to the Old Library at Pembroke College. Believed to date from the 17th century, the property may feature work by noted craftsman Henry Doogood, associated with Sir Christopher Wren's City churches. The ceiling includes decorative cartouches with the arms of the Drapers' Company and the Watson family, likely commissioned by William Watson, Alderman of Cambridge (1696–1702).

Read more about the History of 5 Market Hill ([external link](#)):

Accommodation

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

		Area (sq ft)	Area (sq m)
Ground Floor	Sales	808	75.06
	ITZA	528 units	
First Floor	Sales	508	47.19
First Floor	Anc	170	15.79
Second Floor	Anc	522	48.49
Basement	Unused	433	40.22
Total		2,441	226.75

*The third floor is accessed via a hatch and therefore not utilised by the tenant.

Tenancy Information

The property is let entirely to House of Wizard Limited for a term of ten years from 29th August 2023, at a rental of £100,000 per annum. The lease is subject to an upwards only open market review on 29th August 2028 and a tenant break option on 29th August 2029. The lease is held outside the security and tenure of the LTA Part II.

There is a photographic schedule of condition annexed to the lease.

Tenure

Freehold.

Estimated Rental Value (ERV)

The current passing rent of £100,000 per annum reflects a Zone A rate of £168.

We understand there is positive rental evidence within the immediate vicinity exceeding £200 Zone A.

Adopting a conservative ERV of £200 Zone A, would reflect a rental of £120,000 per annum.

Assuming a purchase at quoting terms, this would reflect a reversionary yield of 6.29%.



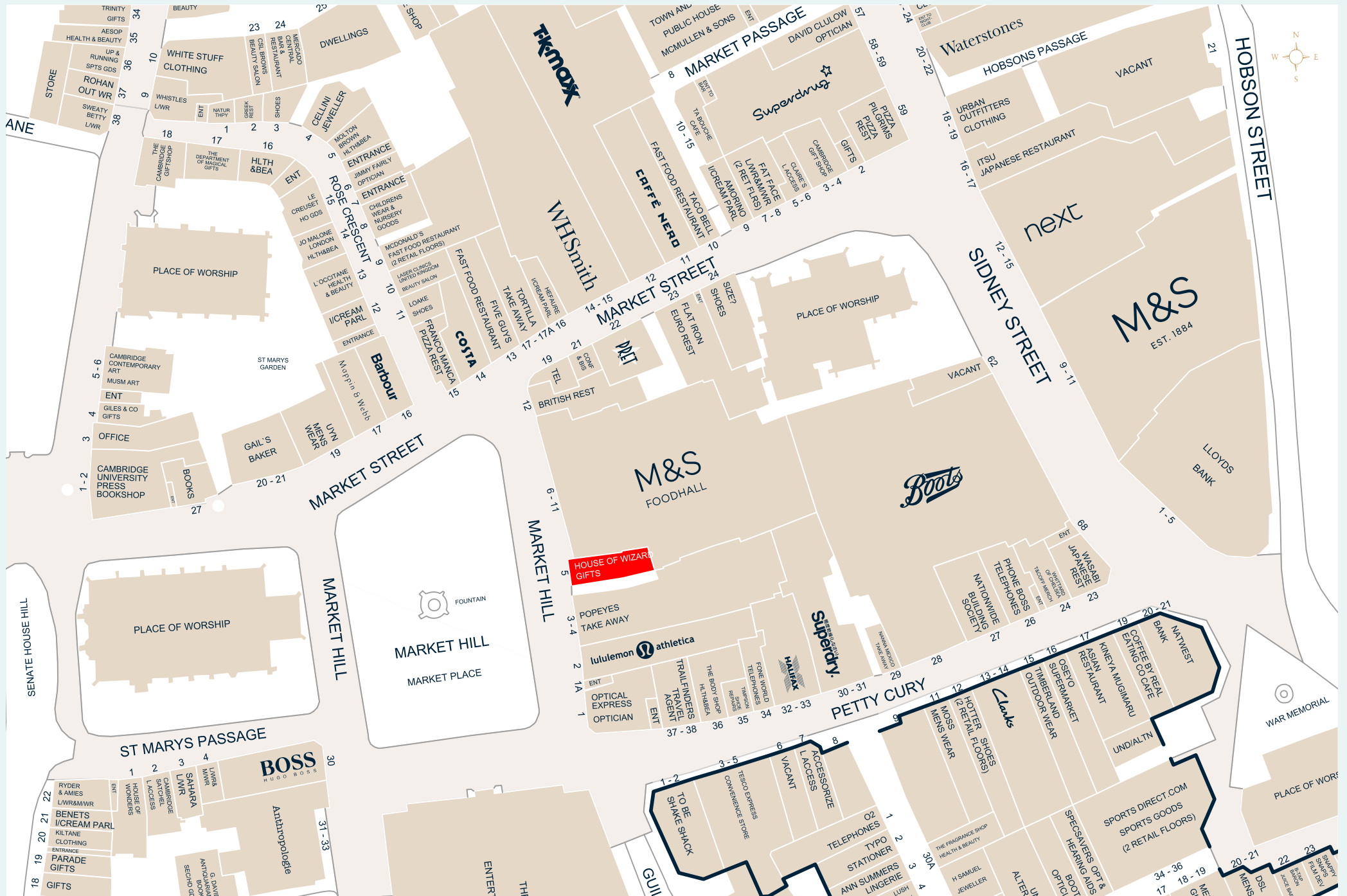
Covenant Information

HOUSE OF WIZARD LIMITED (12223702)

House of Wizards is a wizard themed retailer in the heart of Cambridge, specialising in magical and fantasy-inspired merchandise. The shop is part of a growing trend of immersive, wizarding-style retail experiences across the UK, offering a wide range of products such as wands, clothing, gifts and memorabilia inspired by popular fantasy franchises, particularly Harry Potter.

The company's latest financial accounts are summarised below:

	2024	2023	2022
Turnover	£2,970,304	£814,489	-
Gross Profit	£1,151,230	£442,591	-
Shareholder Funds	£92,253	£45,282	£15,198



FOR INDICATIVE PURPOSES ONLY. BUYERS SHOULD RELY ON THEIR OWN ENQUIRIES.



VAT

We understand the property has been elected for VAT. We anticipate that the transaction will be structured as a transfer of a going concern (TOGC).

EPC

D-92
A copy of the Energy Performance Certificate is available upon request.

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.

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Further Information

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Urban Property Advisers

Misrepresentation Act: The particulars in this brochure are believed to be correct, but accuracy cannot be guaranteed and they are expressly excluded from any contract. **SUBJECT TO CONTRACT 2026**