FARNBOROUGH, HAMPSHIRE

Princes Mead
SHOPPING

Retail and Leisure opportunites in the centre of a thriving commuter town

Boots Holland&Barrett Clarks THE WORKS DECATHLON JD SPORTS DIRECT SMYTHS COSTA BURGER KING

NATIONAL ANCHORS. EVERYDAY SHOPPING.

Princes Mead sits in the centre of Farnborough, directly alongside an 85,000 sq ft Asda and linking the town centre retail circuit with the surrounding retail warehouse parks – creating a natural flow of shoppers through the centre every day.

- National operators in Princes Mead include **Boots, JD Sports, Sports Direct, TG Jones, Clarks, Decathlon and Smyths Toys.**
- Recent lease regears completed with **Holland & Barrett, Specsavers, Costa, Burger King.**
- Shoppers here are **regular, repeat visitors** — driven by convenience, everyday retail and essential services.

3 MILLION
FOOTFALL

55 MINS
AVERAGE DWELL TIME

A MAJOR SOUTH EAST COMMUTER HUB

Farnborough occupies a distinctive place in Hampshire – **internationally recognised** as the birthplace of British aviation, it's now firmly established as a centre for technology and innovation.

Located **34 miles south west** of London, with direct access to the M3 at Junction 4 and fast rail connections to Waterloo, the town combines strong connectivity with an established residential community.

The town's character **reflects its heritage.** Historic architecture sits alongside modern aerospace and technology businesses, while the town centre blends national retail, independent operators and long-standing market traditions.

- Every two years, the International Airshow places Farnborough firmly on the global stage.

Practical, affordable town centre space with consistent daily footfall

LOCATION.

Farnborough is a commuter town located in north east Hampshire – 34 miles south west of London and 16 miles east of Basingstoke.

Princes Mead Shopping Centre is situated in the heart of the town centre with 263 car park spaces . The town's accessibility to London by both road and rail makes it an attractive residential and commercial location.

15 MILES TO THE M25

2 MILES TO M3 J4 & J4A

23 MILES TO HEATHROW

40 MINS TO WATERLOO

EXCELLENT RAIL CONNECTIONS AND DIRECT ACCESS TO THE WIDER MOTORWAY NETWORK

Newly created town centre space – The Landing

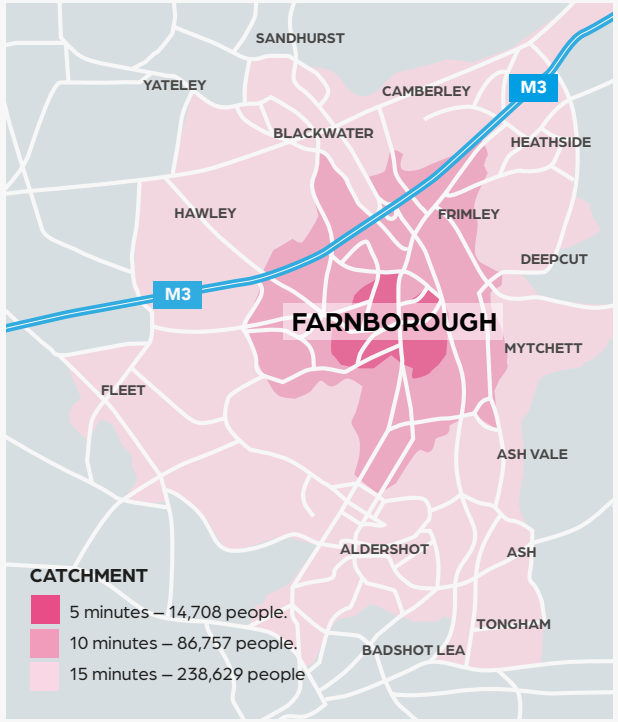
A TOWN CENTRE MOVING FORWARD

- Farnborough is entering a new phase as local government transitions into a larger Unitary authority across Hampshire – a move **designed to strengthen strategic investment** and accelerate long-term regeneration priorities.
- Rushmoor Borough Council has already **completed The Landing,** a new town centre space designed for events, leisure and community activity, creating a stronger focal point and increased dwell time.
- Operator confidence remains strong. **National café-bar brand Loungers opens later this year**, having long sought representation in the town.

LOYAL. LOCAL. AFFLUENT.

Farnborough has a strong commuter profile and a significant professional workforce, supported by Farnborough Airport, aerospace & technology employers and Cody Technology Park.

- Princes Mead serves an **affluent catchment** of c. 239,000 people within a 15-minute drive.
- Household comparison goods spend of £9,974 – **50% above** the GB average.
- The level of car ownership is significantly above average, with **75% of people within the 15 minute catchment owning 1–2 cars**, compared to the GB average of 66%.



64%
AB/C1 demographic in catchment

50%
household comparison goods spend above UK average

239,000
core catchment within 15 minute drive

CGi – for illustration purposes only

REINVESTING IN PRINCES MEAD

A new asset management strategy is being implemented to reinforce Princes Mead's position as **Farnborough's dominant covered retail pitch**.

Investment across the scheme includes proposals (subject to planning) for a **new entrance feature** from Mead Walk creating a more attractive gateway into the centre.

Key occupiers including Holland & Barrett, Specsavers, Costa and Burger King have **recently committed to the scheme through lease regears**, with further discussions ongoing.

Together these initiatives demonstrate **long-term commitment to Princes Mead** and its role at the heart of Farnborough town centre.

CGi – for illustration purposes only

MALL PLAN.

Range of unit sizes available.

Plan for indicative purposes only.

FIND OUT MORE.

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Asset Management
NEW RIVER

Princes Mead SHOPPING

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