Elmsleigh

SHOPPING CENTRE

STAINES

Opportunity to acquire a prominent shopping centre with significant development potential in the heart of Staines-upon-Thames

Knight Frank



A landmark retail investment at the heart of Staines-upon-Thames

Investment Summary

- Strong South East London **commuter belt location within the M25**
- Forms part of the **Staines' core retail hub** alongside Two Rivers and the High Street
- Freehold interest*
- **Prime High Street position**, situated between the town's bus station and its High Street, and directly opposite the Two Rivers centre
- Includes two multi storey car parks providing a combined 1064 parking spaces
- Key anchors include Primark, H&M, Sports Direct, Matalan and River Island
- Fully let
- Gross income £3,862,399 pa | Net operating income £2,952,938 pa
- WAULT: 3.00 years to break, 5.04 years to expiry
- **Affluent South East commuter base**, over represented in the most affluent groups and under represented in the least
- Strong catchment retention of 61.2%
- Substantial near and medium term **asset management opportunities**

**LLH being retained - see Tenure section*



A prime town centre retail asset, anchored by national retailers and a loyal, affluent catchment





The Elmsleigh Centre comprises a **300,000 sq ft fully let** shopping centre in the heart of Staines-upon-Thames, a South East commuter town positioned between Central London, Heathrow and the Thames Valley.

The centre is core to the town's retail infrastructure, anchoring a large, loyal catchment within a **diversifying, high-growth local economy**. It offers a diversified, well let income stream with clear scope to enhance value through active asset management.

We are instructed to invite offers in excess of **£30,700,000 million,** subject to contract and exclusive of VAT, reflecting a **capital value of £103 per sq ft**. Based on standard purchaser's costs this reflects an attractive **Net Initial Yield of 9.00%.**

Location

London's Western Gateway: Where London, Heathrow and the Thames Valley meet

Staines-upon-Thames occupies a position few UK towns can replicate. Located between Central London, Heathrow Airport and the Thames Valley, it combines the accessibility of a major business location, the affluence of a South East commuter market and the amenities of an established regional centre.

A historic Thames-side market town, Staines-upon-Thames supports a substantial economy in its own right, serving as an important centre for employment, retail and services whilst benefiting from the economic influence of Heathrow and the wider M4 corridor.









5 mins
M25 Junction 13

26 mins
Clapham Junction

35 mins
London Waterloo

10 -15 mins
Heathrow Airport

6,400 +
Daily Passenger Rail Journeys

CONNECTED AT EVERY SCALE

By Road

Windsor	c.15–20 minutes
Slough	c.20–25 minutes
Reading	c.35–45 minutes
Central London	c.35–50 minutes

By Rail

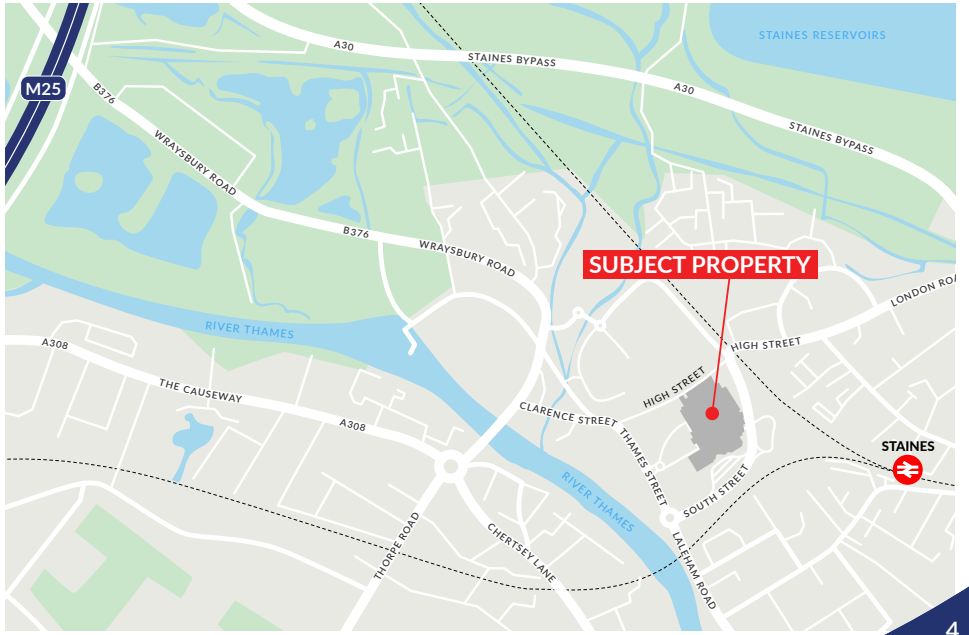
Egham	4 minutes
Clapham Junction	26 minutes
London Waterloo	from 35 minutes
Reading	c.46 minutes

By Air

Paris	c.1 hour 20 minutes
Amsterdam	c.1 hour 15 minutes
New York	c.8 hours

A PRIME TOWN CENTRE POSITION

The Elmsleigh Centre anchors the towns retail core, occupying a prominent High Street position directly opposite the Two Rivers centre and integrated with the town's main high street. Its adjoining bus station, extensive nearby parking and ten-minute walk to the railway station ensure the centre is easily accessible to shoppers from Staines-upon-Thames and the surrounding catchment.





Local Economy

A £4.9BN ECONOMY

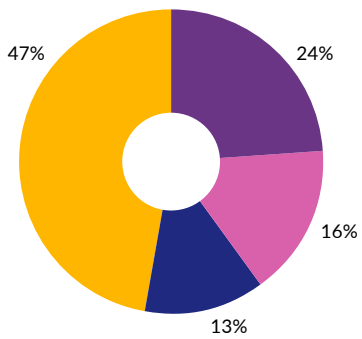
Staines-upon-Thames sits at the heart of an economy that has more than doubled in value since the 1990s, supported by average annual growth of **2.7%**.

52.8% of GVA is generated by three high-value industries.

The Professional, Scientific & Technical industry alone generates almost a quarter of local GVA, nearly three times the UK average.

Local Economy - Spelthorne GVA (%)

Source: Oxford Economics



A BROAD EMPLOYMENT BASE

- c.45,000 jobs across the local economy
- #1 industry employer Wholesale & Retail (13.8% jobs)
- #2nd larger employer Admin & Support (12.2% of jobs)
- 11.6% jobs - Construction

Together, these sectors support over a third (37.6%) of local employment.

GROWTH OUTLOOK

- +58.3% forecast economic growth by 2050
- £4.9bn → £7.8bn forecast GVA growth, 2025 - 2050

High-value industries are forecast to lead growth in the local economy, with Professional, Scientific & Technical activities adding +£951 million and Information & Communication expanding by +113%.

AN INTERNATIONAL BUSINESS CORRIDOR

Staines-upon-Thames is home to major international occupiers across technology, finance, healthcare, engineering, mobility and logistics.

A connected corporate location, supported by proximity to Heathrow Airport, the M25 and direct rail services to London.

Bupa · ADP · wood. a Sidara company · Enterprise Mobility™ · Novuna · IFS · servicenow · ups



TOWN CENTRE MASTERPLAN

The emerging Staines Town Centre Masterplan identifies capacity for more than 3,300 new homes by 2040, alongside new commercial uses, public spaces and transport improvements.

A key component of the Masterplan centres on the wider Elmsleigh Centre area, where plans identify capacity for approximately 1,500 homes, increasing residential density and activity within the heart of the town centre.

Key Development Opportunities -

- **1,500 homes:** Elmsleigh Centre masterplan area
- **800 homes:** Two Rivers North
- **580 homes:** London Road regeneration
- **100 homes:** Staines Business Park urban village
- **80 homes:** Former Debenhams redevelopment
- **Tothill Car Park (within the ownership):** Identified as a primary zone for comprehensive mixed-use transformation
- **New bus station:** Improving links between the town centre and railway station
- **Station improvements:** New entrances and pedestrian connectivity
- **Staines Bridge waterfront project:** New riverside destination and public realm
- **Bridge Street car park:** New public space and community uses

Growth & Investment in Staines-upon-Thames

Staines-upon-Thames is entering a period of significant growth, with new homes, public realm improvements, transport enhancements and mixed-use regeneration proposals concentrated around the town centre

The Elmsleigh Centre is uniquely positioned to benefit from this investment pipeline, with many of the largest planned developments located within, adjacent to, or within easy walking distance of the centre. Recent investments include:

£1.5 million: Staines BID Investment Programme
Funding secured to support town centre improvements, events and place-making initiatives over a five-year period.

391 Homes: Momento (Completed)
Greystar's Build-to-Rent development completed in 2026, introducing hundreds of residents within walking distance of The Elmsleigh Centre.

440 Homes: Charter Square (Under Construction)
Major town centre regeneration project delivering approximately 440 homes, commercial floorspace and enhanced public realm across three phases.

£43.5 million: Eclipse Leisure Centre (Completed)
A landmark 100,000 sq ft Passivhaus-deigned leisure facility providing swimming, fitness and sports facilities, representing one of the most significant recent public sector investments

Network Rail Investment
Improvement works at Staines station form part of a wider £2 billion investment programme across the South Western network, enhancing connectivity.



Computer Generated Image of the Two Rivers North development: www.getsurrey.co.uk

Catchment & Demographics

1.26m residential catchment: Access to an extensive residential market

64% ABC: High representation among most affluent socio-economic groups

c.90,000 shoppers: A sizeable shopper population underpins Staines' established retail position

61.2% retention: More than three in five local shoppers choose Staines-upon-Thames

£213.2m comparison goods expenditure: The Elmsleigh Centre a principal beneficiary





A DIVERSE, YOUTHFUL & AFFLUENT CUSTOMER BASE

Staines-upon-Thames draws from a broad and affluent customer base. Its location between London, Heathrow and the Thames Valley continues to attract residents seeking strong connectivity whilst benefiting from a Thames-side setting, access to surrounding countryside and a high-quality lifestyle offer.

As one of Staines' two principal retail destinations, The Elmsleigh Centre is well placed to capture spending from this established and loyal catchment.

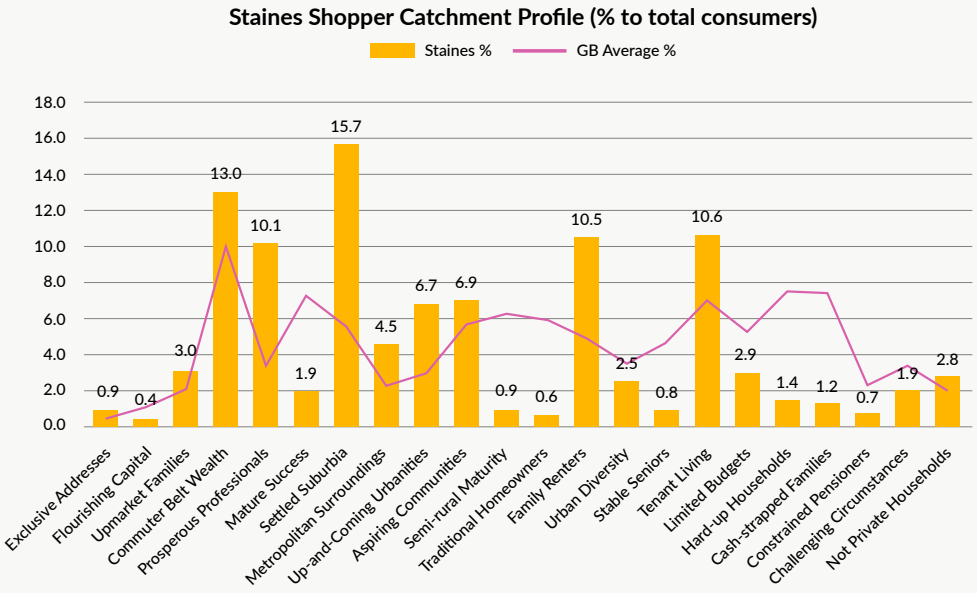


15.7%
Settled Suburbia
The largest consumer group, almost three times the national average

13%
Commuter Belt Wealth
A substantial audience of affluent commuter households

10.5%
Family Renters
More than twice the national average

10.1%
Prosperous Professionals
Almost three times the national average



Staines Existing Retail Provision

Staines-upon-Thames brings together three complementary retail environments, across 730,000 sq ft of floorspace, creating a compact and connected destination for shopping, leisure and dining.

The retail mix is closely aligned with its catchment, with mass-market and value operators accounting for 66.6% and 29.6% of provision respectively.

Its established role is reflected in its ranking: **113th among more than 6,000 UK retail destinations, and 9th out of 64 CACI-classified 'Satellite Centres'.**

- The Elmsleigh Centre anchors the town's everyday retail offer, bringing together leading national retailers including Primark, H&M, Matalan, Sports Direct, River Island, Sostrene Grene, New Look and Superdrug, supporting regular fashion, health and beauty, value and service-led shopping trips. The ownership also includes Staines' new Library Hub, opened in July 2025 after a multi-million pound refurbishment.
- The pedestrianised High Street connects The Elmsleigh Centre and Two Rivers. National operators, independent businesses, cafés including McDonalds, Iceland, Burger King, Ryman, and Snappy Snaps. A popular town-centre market also attracts footfall throughout the week.
- At the western end of the High Street, Two Rivers provides an open-air mix of retail, leisure and dining including M&S' new Foodhall, TK Maxx, Next, Boots, Smyths Toys, Vue, Wagamama, Pret and Five Guys. Its evening orientated offer complements The Elmsleigh Centre's strong daytime proposition.





730,000 sq ft retail floorspace

Top 10 UK Satellite Centre (CACI)

Low town centre vacancy (11.7%, vs 13.2% per average)

Strong floorspace productivity (£292 per sq ft/12% above average)





The retail market benefits from strong consumer demand:

Staines generates £213.2 million of annual comparison goods spend, with a floorspace productivity of £292 per sq ft, 12% above the peer-group average.

This has fed through to resilient occupational metrics: Town-centre vacancy of 11.7%, below the 13.2% peer average.


Staines Station
Elmsleigh Multi Storey Car Park
Tothill Multi Storey Car Park
Elmsleigh SHOPPING CENTRE
MATALAN
PRIMARK
SPORTS DIRECT
RiverIsland
H&M
The Two Rivers Centre
Staines High Street

Elmsleigh Centre

An established income-producing shopping centre at the heart of Staines-upon-Thames

The Elmsleigh Centre comprises approximately 300,000 sq ft of retail accommodation over a 6.4 acre site at the heart of Staines-upon-Thames. Occupying a prominent High Street position, the centre forms a key component of the town's retail core and benefits from the adjacent 508 space Elmsleigh Centre multi storey car park and the Council owned 324 space surface car park (not included in the sale).

With a diverse national occupier base of more than 60 retailers and food & beverage operators, the scheme serves the everyday needs of Staines' affluent and growing consumer base.

Anchored by National Retailers:

PRIMARK · SPORTS DIRECT · RiverIsland · H&M · MATALAN

Supported by over 60+ popular retailers:

Superdrug · Waterstones · TESCO express · Clarks · O2 · COSTA · Lovisa · EE · TheWorks.co.uk · VisionExpress · DEICHMANN

TOTHILL CAR PARK

The asset includes the adjoining Tothill Car Park, providing an income-producing asset in the short term and potential medium-term redevelopment optionality.

The site offers flexibility to optimise the existing use or pursue a phased residential-led or mixed-use redevelopment, subject to planning.

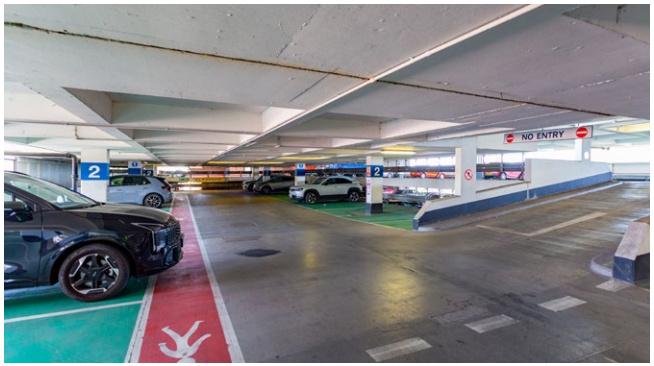












- Freehold interest
- 1064 parking spaces
- 300,000 sq ft retail accommodation
- 4.7 million annual visitors
- Diverse national occupier base
- Prominent High Street position opposite Two Rivers



At the centre of Staines upon Thames - a top 10 UK satellite centre (CACI)



Tenure

The Elmsleigh Centre is held under seven Freehold titles and one Long Leasehold title, comprising:

SY483025 (part)	Freehold of Main shopping centre freehold
SY344833	Freehold of Land to the back of 111A/111C High Street, Staines, TW18 4PQ
SY623501	Freehold of 77 High Street, Staines, TW18 4PQ
SY495278	Freehold of 91 High Street, Staines, TW18 4PQ
SY495308	Freehold of 93 High Street, Staines, TW18 4PQ
SY791614	Freehold of Ground floor and first floor of 101-103 High Street, Staines (part of H&M unit)
SY635523	Freehold of 105 and 107 High Street, Staines TW18 4PJ
SY756589	Long Leasehold title granted 4 October 2006 for a term of 250 years (expiring 3 October 2256). This Long Leasehold title contains a pre-emption right over title SY473755 (High Street facing element of H&M unit, outside of ownership) so has been retained, but sits within the part of Freehold title SY483025, included within the sale (ie any Purchaser will own both Freehold and Long Leasehold elements).

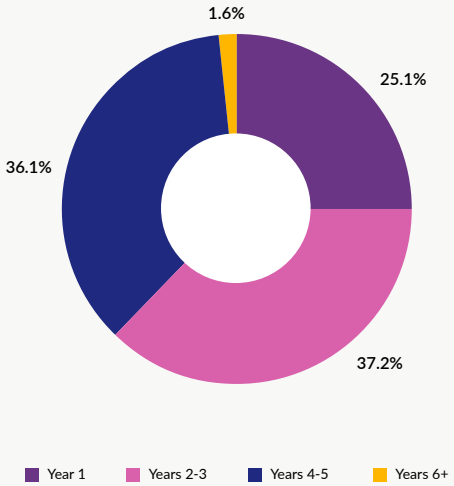


A landmark retail investment at the heart of Staines-upon-Thames

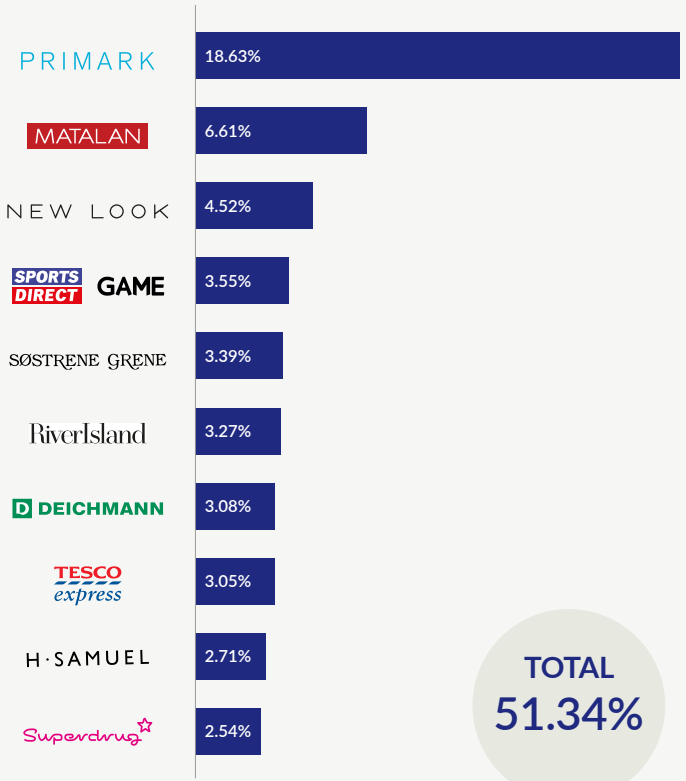
Income Profile

The Elmsleigh Centre benefits from strong occupancy with the top 10 tenants contributing over 50% of net income

% INCOME SPLIT TO BREAK

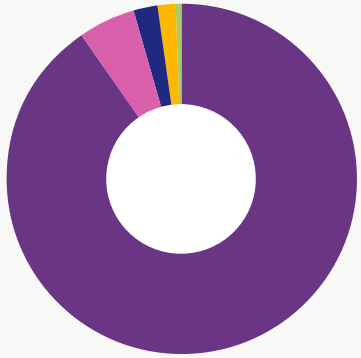


% INCOME BY TOP 10 TENANTS



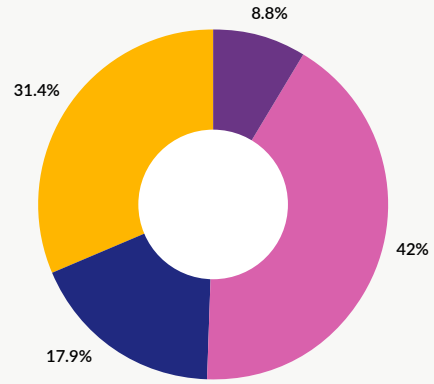
TOTAL
51.34%

% INCOME SPLIT BY CATEGORY (NOI)

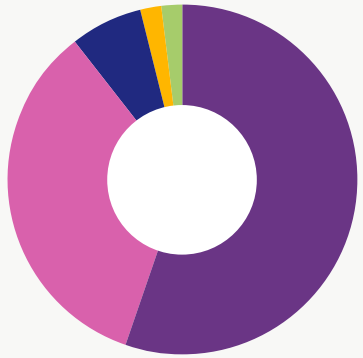


Shopping Centre **90.4%**
F&B and Leisure **5.2%**
Tothill Car Park **2.2%**
Commercialisation **1.7%**
Friends Walk **0.5%**
Elmsleigh MSCP **0%**

% INCOME SPLIT TO EXPIRY



% INCOME SPLIT BY TENANT TYPE (NOI)



National **55.4%**
Global **34.2%**
Local **6.6%**
Car Park **2.1%**
Commercialisation **1.7%**

Asset Management

Elmsleigh provides a range of short and medium term development opportunities, both within the centre and larger scale redevelopments of the adjoining ownerships included in the sale.

ASSET MANAGEMENT ENHANCEMENTS

- **Refine The Occupier Mix:**
  Introduce complementary occupiers that strengthen the centre's appeal to the local catchment and broaden the retail offer.
- **Enhance Food & Beverage Provision:**
  Build upon existing momentum to increase dwell time, frequency of visits and town centre activity.
- **Improve Customer Experience:**
  Targeted enhancements to mall presentation, signage, wayfinding and public areas.

TOTHILL CAR PARK OPPORTUNITY

The asset includes the adjoining Tothill Car Park, which provides 556 car parking spaces and currently generates income whilst offering longer-term development potential.

Identified within the emerging Staines Masterplan as an opportunity area with potential for a mixed-use, residential-led development, the 1.1 acre site provides future optionality for a purchaser, subject to planning viability.

FORMER LIBRARY

The ownership also includes the town's former library on Friends Walk which comprises approximately c. 9,000 sq ft at ground floor and 1,300 sq ft at first floor and has a range of alternate uses. The unit is currently under offer to a children's play operator (see tenancy schedule).





















Operational Details

Elmsleigh provides a range of short and medium term development opportunities, both within the centre and larger scale redevelopments of the adjoining ownerships included in the sale.

SERVICE CHARGE

A comprehensive service charge regime operates across the centre, with costs apportioned on a weighted floor area basis. The 2026 service charge budget totals £1,915,711 (£7.61 psf) and runs to 31 December. Friends Walk is not included within the service charge.

CAR PARKING

The ownership includes the adjacent 508 space Elmsleigh Centre multi storey car park and the 556 space Tothill Car Park. The Council owned 324 space surface car park (not included in the sale) is situated to the east of South Street and is earmarked for redevelopment, increasing demand for the existing multi storey car park.

FOOTFALL

2025 full year footfall was 4,750,000 and 2026 Year to Date figures are trending 2.65% up on this figure.

MARKETING

An active centre marketing programme supports footfall and customer engagement. The 2026 marketing budget totals £107,002 of which £53,501 is funded by the landlord, with the balance recovered through the service charge.

COMMERCIALISATION

Commercialisation income is approximately £52,000 per annum, generated through a combination of kiosks, promotional space, vending and advertising agreements.



Further Information

SURVEYS

Warranted building, M&E, environmental and measured surveys will be made available on the marketing data room. It is anticipated that the Purchaser will take full reliance on these surveys.

VAT

The property is registered for VAT and it is intended that the sale will be treated as a Transfer of Going Concern (TOGC).

EPCs

A schedule of EPCs can be found on the marketing data room.

DATA ROOM AND INSPECTIONS

Further information is available available on request.

Contacts

For further information or to arrange an inspection, please contact the Knight Frank team:

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