

Long-Let Hotel and Restaurant Investment Located in Highly Affluent London Commuter Town

THE GEORGIAN

37/41 High Street, Haslemere, GU27 2JY



forge

Investment Summary

- Located in the highly affluent Haslemere, one of **Surrey's premier commuter towns**.
- Haslemere's local economy benefits from an **extremely high proportion of AB-households**, **excellent transport links to London**, and a **strong retail and leisure core**.
- Grade II-listed property **situated in the heart of Haslemere town centre, fronting the High Street**.
- Architecturally significant building, dating from the 18th century, **recently repurposed and sensitively modernised at significant cost**, as a Coppa Club hotel and restaurant.
- Large and flexible property, providing **14,020 sq ft (GIA)** across five floors.
- **Entirely let to Coppa Club on a 20-year lease** expiring 2042.
- The investment offers long-term secure income with **16.7 years unexpired**.
- The lease is on a base rent and turnover top-up structure, providing **genuine rental growth Potential**.
- **Guaranteed by Various Eateries Plc, a London Stock Exchange (LSE) listed hospitality group**, with brands such as Coppa Club and Noci.
- **The group reported turnover of £49.49m** and a net worth of £29.49m.
- **Freehold**.



Proposal

Offers are sought in excess of:

£3,300,000

(Three Million, Three Hundred Thousand Pounds), subject to contract and exclusive of VAT.

Allowing for standard purchasers costs, a purchase at this level would reflect an **attractive Net Initial Yield of 7.86%** (assuming topped up base rent, plus the 2024 turnover top-up figure) and a **low Capital Value of £235 per sq ft**.

Location

Haslemere is a sought-after and affluent commuter town nestled in the county of Surrey, near the borders of Hampshire and West Sussex.

Waverley Borough, where Haslemere is one of the principal settlements (alongside Farnham, Godalming and Cranleigh), features among the highest-ranked local authority areas in the UK in terms of socio-economic status. The 2021 census shows 43.7% of households are in the top (AB) social grade - almost double the national average of 23.3%

Benefitting from excellent transport connections to London and its picturesque natural surroundings, Haslemere has earned a place in The Standard's Top 40 Commuter Hotspots for Families in 2025.

Ideally positioned, the town lies 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 central 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 attractiveness 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 boasts a highly affluent and well-educated population, with a strong presence of professional and managerial households, with over 40% fall within the top AB social grade, significantly above the national average.

The town attracts families, commuters, and downsizers alike, drawn by its excellent schools, fast rail links to London, and exceptional quality of life.

Surrounded by Areas of Outstanding Natural Beauty, yet offering a thriving high street and vibrant community, Haslemere has become one of the most desirable places to live in the country.

“Popular with young families moving out of London, it is within an hour’s commute of Waterloo”

The Telegraph 2025





Situation

The Georgian Hotel occupies a prominent and highly visible position in the heart of Haslemere town centre, fronting the historic High Street - the town's principal commercial thoroughfare.

This strategic location places the property at the core of Haslemere's retail, leisure, and civic amenities, offering excellent connectivity and footfall. The property is surrounded by a strong mix of national and independent retailers, cafés, restaurants, and professional services, contributing to the town's vibrant daytime and evening economy.

Immediate neighbours include Waitrose, Boots, Costa Coffee, and a selection of boutique shops and local traders, underscoring the area's appeal to both residents and visitors alike.

The hotel is also located within close proximity to key transport links: Haslemere railway station which provides direct services to London Waterloo in under an hour - is approximately 10 minutes walk to the east.

There is ample town centre car parking, including the Chestnut Avenue Car Park which has a direct access way into the property and provides 130 surface level spaces.



For indicative purposes only.

Description

The Georgian Hotel is a Grade II-listed property that was constructed in the 18th century as a private town house, the building was later converted into a hotel during the 1920's.

The Property is celebrated locally as an example of refined 18th-century Georgian architecture. Its transformation - from a private residence to a 20th-century hospitality venue and now a thoughtfully updated Coppa Club restaurant and hotel - demonstrates the building's flexibility and heritage value.

Careful conservation and adaptive reuse have preserved its architectural character, ensuring its continued relevance within the historic streetscape of Haslemere's High Street.

The property is currently configured to provide a restaurant and bar on the ground floor, with thirteen high-quality hotel rooms spread across ground, first and second floors. The third floor serves as an ancillary apartment, presently used as the manager's flat.

The restaurant features outdoor terraces at both the front and rear of the property, along with an attractive garden area to the rear. The covered outdoor eating area at the rear is a Tenant improvement.

The property also includes thirteen dedicated car parking spaces - one for each hotel room.

The landlord has delivered fully operational, turnkey hotel accommodation. A detailed specification is available in the data room.



For indicative purposes only.

Accommodation

The Property provides the following approximate gross internal areas:

FLOOR	USE	SQ FT (GIA)	SQ M (GIA)
Basement	Ancillary	710	66
Ground	Restaurant	6,757	628
Ground	Orangery Dining	1,119	104
Ground	Hotel (x1 Room)	301	28
First	Hotel (x8 Rooms)	2,970	276
Second	Hotel (x4 Rooms)	1,442	134
Third (Loft)	Ancillary	721	67
		14,020	1,303

* Garden seating area at the rear comprises an additional 3,311 sq ft (308 sq m).

Restaurant & Bar







Tenure

Freehold.

Tenancy

The Property is let in its entirety to Coppa Club (Haslemere) Limited (Guaranteed by Various Eateries Plc) on a 20-year lease expiring 28th April 2042 (16.7 years unexpired) on a base rent and turnover top up basis.

The rent is apportioned as follows:

- **Restaurant:** Base Rent of £135,000, or 7.00% turnover, whichever is higher up to £210,000.
- **Hotel:** Base Rent of £60,000, or 40% turnover up to £250,000 then 20% thereafter.

The 2024 top-up total equated to £51,843, and is expected to continue rising year-on-year, in line with current performance. Turnover data available upon request.

Both elements are reviewed on five-yearly base rent indexed linked reviews (CPI - 10% collar & 15% cap).

The projected base rent following the 2027 review is **£224,250 per annum**. The Vendor will top-up to this level.



Covenant

Various Eateries Plc is a publicly listed hospitality group (LSE: VARE) specialising in the operation of premium casual dining and lifestyle venues across the UK.

The group operates a portfolio of well-regarded brands, including Coppa Club and Noci, known for their innovative concepts, high-quality food and drink offerings, and appealing all-day trading formats.

Since its admission to the AIM market in 2020, Various Eateries has pursued a strategy of sustainable growth through selective site acquisition, brand expansion, and a strong focus on customer experience.

As of the most recent reporting period, the group continues to demonstrate resilient performance and revenue growth, supported by its adaptable business model and increasing brand recognition.

Various Eateries is widely regarded as a highly credible and growing covenant, well-positioned within the competitive casual dining sector.

The company displays a CreditSafe rating of B-63.

Below is a summary of the companies most recently published annual accounts:

	FY 2024	FY 2023	FY 2022
Turnover	£49,490,000	£45,500,000	£40,670,000
Pre-Tax Profit	-£3,360,000	-£6,680,000	-£7,210,000
Net Worth	£29,490,000	£11,340,000	£24,330,000

COPPA
CLUB

NOCI



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Data Room

Access available upon request

Energy Performance Certificate

EPC available upon request.

VAT

The property has been elected for VAT and we anticipate that the transaction will be treated 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.

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