



HARESHILL

CROOKHAM VILLAGE



## INVESTOR GUIDE

**Berkeley**  
Designed for life



## EXPLORE A SUPERB INVESTMENT OPPORTUNITY

Hareshill offers the chance to invest in a premium development in an area of impressive forecast property price and rental growth. With beautiful countryside on the doorstep, an excellent range of schools and amenities close by, and good transport links to central London, it boasts many of the characteristics that professional tenants are looking for.

Heathrow  
INTERNATIONAL AIRPORT  
**31** MINUTES  
BY CAR\*

UP TO  
**4.3%**  
RENTAL  
YIELD

London Waterloo  
**40** MINUTES  
BY TRAIN\*

**17.7%**  
FORECAST  
GROWTH IN  
*rental  
values*  
2024-2028 IN THE UK^

**37%**  
RENTAL  
GROWTH  
IN 3+ BEDROOM HOUSES  
OVER THE LAST 5 YEARS  
IN FARNBOROUGH  
AND FLEET\*\*

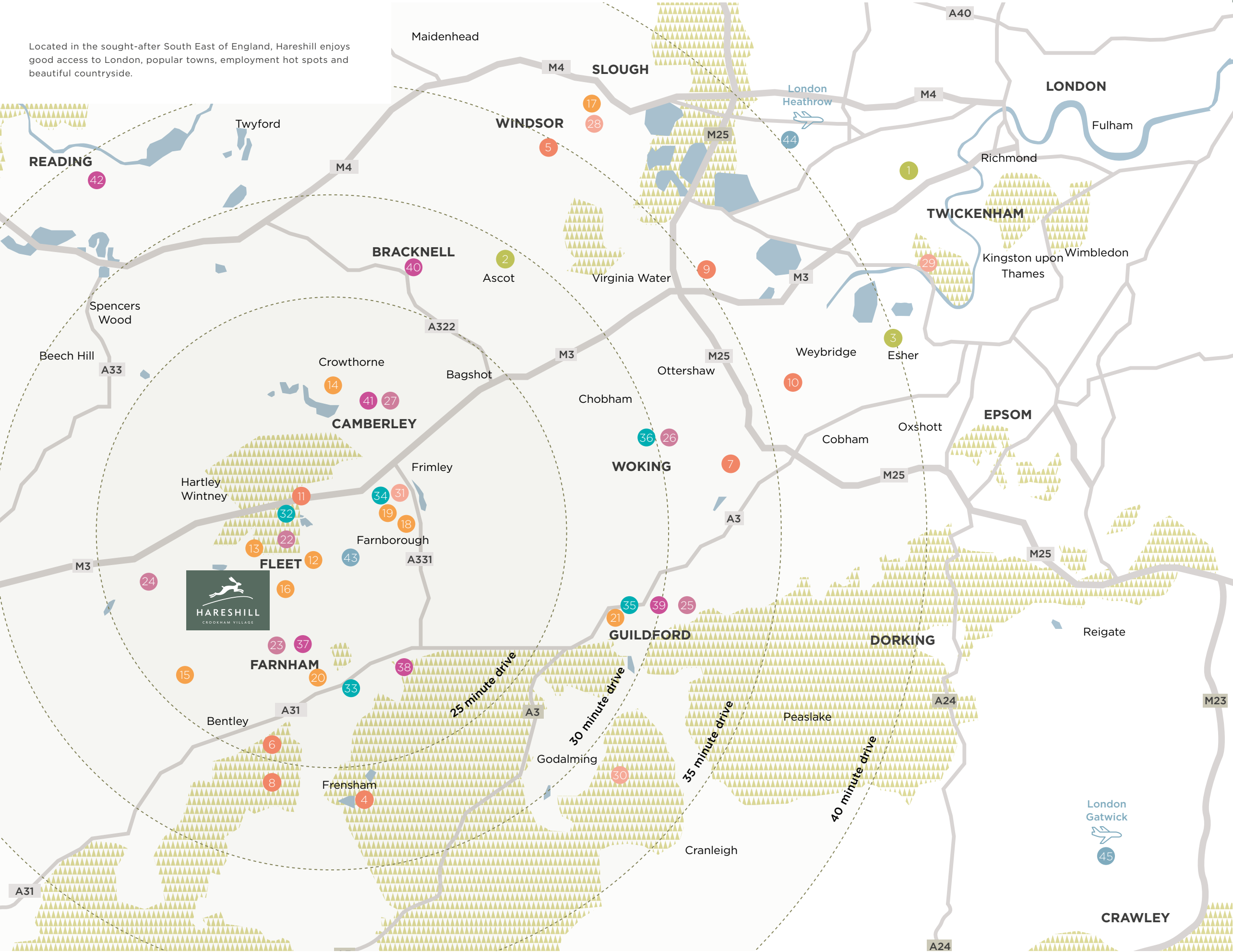
**19.5%**  
FORECAST  
GROWTH IN  
*sale  
prices*  
2024-2028 IN THE UK^

\*Journey times are approximate Train time is from Fleet Station.  
Source: Google Maps and [www.nationalrail.co.uk](http://www.nationalrail.co.uk) \*\*Source: Dataloft Rental Market Analytics,  
Fleet (GU51, GU52) and Farnborough (GU14). ^Source: JLL, Knight Frank, Savills



# PERFECTLY POSITIONED

Located in the sought-after South East of England, Hareshill enjoys good access to London, popular towns, employment hot spots and beautiful countryside.



## SPORTING VENUES

- 1: Twickenham Stadium
- 2: Ascot Racecourse
- 3: Sandown Racecourse

## DAYS OUT

- 4: Frensham Ponds
- 5: Legoland
- 6: Birdworld
- 7: RHS Garden Wisley
- 8: Alice Holt Forest
- 9: Thorpe Park
- 10: Brooklands Museum and Mercedes-Benz World
- 11: Fleet Pond Nature Reserve

## EDUCATION

- 12: Fleet Infant School
- 13: Calthorpe Park School
- 14: Eagle House School
- 15: Lord Wandsworth College
- 16: St Nicholas' School
- 17: Eton College
- 18: Salesian College
- 19: Farnborough College of Technology
- 20: University for the Creative Arts
- 21: University of Surrey

## RESTAURANTS

- 22: Fleet Restaurants
- 23: Farnham Restaurants
- 24: Odiham Gastropubs
- 25: Guildford Restaurants
- 26: Woking Restaurants
- 27: Camberley Restaurants

## HERITAGE SITES

- 28: Windsor Castle
- 29: Hampton Court Palace
- 30: Winkworth Arboretum
- 31: St Michael's Abbey

## TRAIN STATIONS

- 32: Fleet Station
- 33: Farnham Station
- 34: Farnborough Station
- 35: Guildford Station
- 36: Woking Station

## SHOPPING

- 37: Farnham Shops
- 38: The Packhouse
- 39: Guildford Shops
- 40: The Lexicon Shopping Centre
- 41: Camberley Shops
- 42: The Oracle

## AIRPORTS

- 43: Farnborough Airport
- 44: London Heathrow Airport
- 45: London Gatwick Airport

Map not to scale. All travel times and locations are indicative only. Source: Google Maps



# AN AREA OF GROWTH

Over the past decade, average property prices in Fleet and Farnborough have grown substantially, outperforming the capital. Fleet has experienced 14% 5-year growth in average property prices versus 11% in Farnborough and 8% in London. Over 10 years, the figures are 45% growth in Fleet, 54% in Farnborough and 40% in London.

Source: Dataloft, UK HPI, Fleet defined as the LA Hart, Farnborough defined as the LA of Rushmoor



## NEW BUILD PRICE GROWTH

High in demand, the average price of new build properties in Fleet and Farnborough has dramatically grown over the last 5 and 10 years, vastly outperforming London.

AREA	5-YEAR NEW BUILD GROWTH	10-YEAR NEW BUILD GROWTH
Fleet	26%	68%
Farnborough	26%	84%
London	14%	56%

Source: Dataloft, UK HPI, Fleet defined as the LA Hart, Farnborough defined as the LA of Rushmoor



Photography of Harehill is indicative only.



## MORE FOR YOUR MONEY

Homeowners and investors can purchase a premium new build 3 or 4 bedroom house in Harehill for less than the price of an average 3 bedroom apartment in Greater London. Unlike many London apartments, each Harehill home comes with parking and a private garden.



Source: Savings of the average price of a Harehill 3 or 4 bedroom house, Berkeley, Dataloft, Land Registry, based on upper quartile prices of 3+ bedroom apartments sold in Greater London in 2023

**17.7%**

FORECAST  
GROWTH IN  
*rental values*  
**2024-2028 IN THE UK^**

Source: JLL, Knight Frank, Savills



# GROWING RENTAL DEMAND AND YIELDS

The local area has strong rental demand, good employment, green space and quality of life resulting in high rents being achieved for good quality houses. Rental growth\* in the local area has outperformed Hampshire, Surrey and Greater London.

Strong investment yields of up to 4.3% make property investment attractive at Hareshill and outperforms average yields of 3+ bedroom houses in Hampshire (3.9%), Surrey (3.8%) and Greater London (3.7%).^

Over the last 5 years average yields in the local area have improved from 3.8% to 4.2%, showcasing the area's rising investment potential.\*\*

## RENTAL GROWTH IN 3+ BEDROOM HOUSES

AREA	OVER LAST 5 YEARS	OVER LAST 2 YEARS
Farnborough and Fleet	37%	26%
Hampshire	31%	9%
Surrey	34%	9%
Greater London	23%	0%

Source: Dataloft Rental Market Analytics, change in average rental prices for 3+ bed houses 2024 vs 2019 and 2024 vs 2022, Fleet defined as GU51, GU52, Farnborough as GU14

## AVERAGE RENTS IN FLEET AND FARNBOROUGH

	3 BEDROOM HOUSE	4+ BEDROOM HOUSE
Top 25% of lets	£1,904	£3,168
Top 10% of lets	£2,100	£3,772

Source: Dataloft Rental Market Analytics, Fleet (GU51, GU52) and Farnborough (GU14), average rents over the last 12 months



£48,722  
MEDIAN GROSS  
HOUSEHOLD INCOME  
OF RENTERS

37%  
RENTAL  
GROWTH  
IN 3+ BEDROOM HOUSES  
OVER THE LAST 5 YEARS  
IN FARNBOROUGH  
AND FLEET

## CURRENT INVESTMENT YIELDS

Hareshill	Up to 4.3%
Hampshire	3.9%
Surrey	3.8%
Greater London	3.7%
UK Government bond yield	4.1%
Interest base rate	5.25%

Source: Berkeley, Dataloft Rental Market Analytics, Land Registry, average yield based on 3+ bed houses in 2023, Bank of England

## GROWTH IN AVERAGE LOCAL AREA YIELD

YEAR	AVERAGE LOCAL AREA YIELD
2023	4.2%
2018	3.8%

Source: Dataloft Rental Market Analytics, Land Registry, Average yield in Fleet (GU51, GU52) and Farnborough (GU14)

4.3%  
RENTAL YIELD

41%  
OF RENTERS  
ARE IN MANAGERIAL,  
PROFESSIONAL OR  
ASSOCIATE PROFESSIONAL  
AND TECHNICAL  
OCCUPATIONS

\*3+ bed houses. ^Source: Berkeley, Dataloft Rental Market Analytics, Land Registry, average yield based on 3+ bed houses in 2023, Bank of England. \*\*Source: Dataloft Rental Market Analytics, Land Registry, Average yield in Fleet (GU51, GU52) and Farnborough (GU14)



# A HIGH QUALITY OF LIFE

Fleet and the surrounding area is a highly desirable place to live, offering an exceptional quality of life, with glorious countryside, historic villages and ample green space.

In addition to the open space on-site at Hareshill, including a central community green, playing fields, pond and woodland glade, Edenbrook Country Park is just a short walk away. It is a wonderful destination to have on the doorstep, with 82 acres of beautiful parkland and a range of amenities available all year round:

- Pump track and skate park
- Open meadows and wetland trails
- Stunning lakes
- Cycle paths
- Picnic areas
- Café in the Hart Leisure Centre

The 141-acre Fleet Pond nature reserve is located to the north-east of Hareshill, while further afield, the county of Hampshire is home to two National Parks, lakes and beaches.



Edenbrook Country Park

Distances are approximate. Source: Google Maps



Edenbrook Country Park

HART DISTRICT

NO.1

place to live

IN THE UK

Halifax Quality of Life Survey 2023

A large house with a garden and a cricket pitch in front.

A boy looking through binoculars.

A path through a forest.

A pond with a swan.

A swan swimming in a pond.

A path through a field.

A girl climbing a tree.

Images of Edenbrook Country Park local to Hareshill

Fleet  
TOP 5  
LONDON  
COMMUTER  
TOWN  
for first-time buyers  
Mackenzie Smith 2023

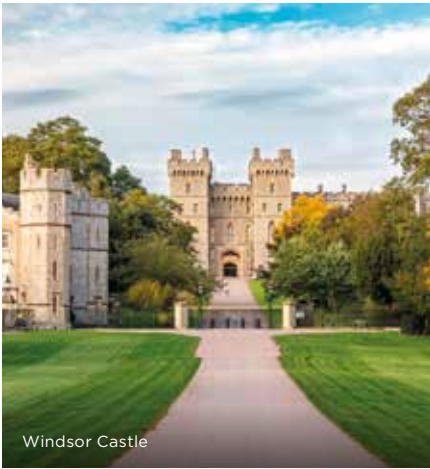
43rd  
MOST DESIRABLE  
PLACE TO LIVE  
IN GREAT BRITAIN  
Top 50 Most Desirable  
Places to Live,  
The Telegraph 2023



# SHOPPING, EATING OUT AND CULTURE

Hareshill is located a short walk from Crookham Village, a welcoming rural community with a village pub, allotments and countryside. To the east, Fleet has a traditional high street with restaurants, banks and independent retailers, and a shopping centre with a branch of Waitrose & Partners.

The attractive market town of Farnham is just over 6 miles away, with a range of restaurants, cafés and boutique shops, while historic Guildford, Winchester and Windsor are also easily reached. Attractions for days out include Legoland Windsor, Ascot Racecourse and RHS Garden Wisley.



Windsor Castle



Farnham



Ascot Racecourse



Local area photography is indicative only.



The Oatsheaf, Fleet



Local area photography is indicative only.



The Fox and Hounds, Fleet

Within 7 MILES OF HARESHILL THERE ARE:

403  
SMALL  
SHOPS

24  
Pubs

17  
BIG-BOX  
RETAILERS

16  
BANKS

14  
restaurants

5  
Food  
supermarkets  
(Waitrose, Sainsbury's,  
Morrisons, Aldi and Asda)

1  
CINEMA

6  
Cafes

Source: VOA



# A STRONG LOCAL ECONOMY

Hareshill is located in an area of high quality employment, resulting in easy access to an affluent and professional tenant market. The development is close to Cody Technology Park, home to national and international companies such as QinetiQ and Saab.

The Thames Valley area, just north of Hareshill, is one of the strongest tech hubs in the country with particular focus on AI, IoT and cyber security, and is home to a variety of innovative tech companies.

Reading, to the north of Hareshill, has the greatest cluster of ‘big tech’ companies, outside of London and is less than an hour away by train or by car.

The local tenant market is accessing this thriving employment sector, with 11% of renters living in Fleet and Farnborough working in Central London and 70% working in the Thames Valley area. High-quality employment translates through to higher earnings: average renter earnings in Fleet and Farnborough are £48,722 in 2023, up from £38,959 in 2022.^

3

MILLION+

jobs within a 60-minute commute of Hareshill\*

70%

OF RENTERS

LIVING IN FLEET AND FARNBOROUGH WORKING IN THE THAMES VALLEY AREA

MAJOR EMPLOYERS IN THE AREA































8.3%

increase

IN AVERAGE RENTER EARNINGS IN FLEET AND FARNBOROUGH FROM 2022 TO 2023

\*Source: BRES 2022, The Business Magazine  
Thames Valley 250, 2023  
^Source: Dataloft Rental Market Analytics





# ACADEMIC EXCELLENCE

Hareshill is well positioned for educational opportunities, with a superb choice of schools for all ages in the local area.

There are a number of schools and nurseries within walking distance of Hareshill. Tavistock Infant School, All Saints Junior School and Calthorpe Park Secondary School are all rated Good by Ofsted, while Heatherside Infant and Junior School is rated Outstanding.\*

Independent schools, all with an ISI Excellent rating, include St Nicholas' School, Farnborough Hill and Salesian College. Farnborough College of Technology provides a wide range of courses: A-levels, degrees, apprenticeships, vocational and technical studies, adult education and short courses.

\*Ofsted ratings correct as of May 2024.



36  
Independent  
schools

listed in the Good Schools  
Guide within 20 miles including  
Royal Grammar School (Guildford),  
Wellington College and the world  
renowned Eton College

Within  
2.5 MILES

5 primary schools  
and 2 secondary schools  
all Ofsted rated Good  
or Outstanding

NO.1  
ST NICHOLAS' SCHOOL  
2.6 miles away  
highest ranked  
Independent Day School  
for Girls in Hampshire  
for 2023\*\*

87%  
A\* - C

A-Level results  
at independent  
secondary school  
Salesian College,  
7.4 miles away^

2 NURSERIES  
within walking distance

For children under the age of 5



\*\* Hampshire Independent School League Table 2022/23  
^Salesian College website, August 2023  
All travel times and distances are approximate only. Source: Google Maps



WELL CONNECTED

Hareshill benefits from excellent transport connections from two easily accessible stations. Train journeys to central London are as fast as 40 minutes, while other major towns in the South East, the South Coast and even the South West are also within easy reach.

For driving, Hareshill is close to the M3, giving fast access to the M25 and motorway network. Heathrow, the UK’s main international airport, is half an hour’s drive away, and Gatwick International Airport can be reached in around an hour.



Easy travel for leisure  
or work from Hareshill

BY CAR FROM  
HARESHILL

- Fleet  
6 MINUTES
- Fleet Station  
7 MINUTES
- Farnborough  
16 MINUTES
- Farnborough Main Station  
16 MINUTES
- Farnborough North Station  
18 MINUTES
- M3 Junction 4a  
14 MINUTES
- Farnham  
14 MINUTES
- Camberley  
20 MINUTES
- Bracknell  
26 MINUTES
- Guildford  
27 MINUTES
- Heathrow Airport  
31 MINUTES
- Reading  
35 MINUTES
- Gatwick Airport  
55 MINUTES

BY TRAIN FROM  
FLEET STATION

- Basingstoke  
12 MINUTES
- Clapham Junction  
39 MINUTES
- London Waterloo  
40 MINUTES
- Southampton Central  
(Change at Basingstoke)  
52 MINUTES
- Salisbury  
(Change at Basingstoke)  
53 MINUTES
- Reading  
56 MINUTES



3  
STATIONS  
within  
20  
minutes’  
drive

Heathrow  
INTERNATIONAL  
AIRPORT  
31 MINUTES  
BY CAR

London Waterloo  
40 MINUTES  
BY TRAIN

All travel times and distances are approximate only.  
Source: Google Maps and [www.nationalrail.co.uk](http://www.nationalrail.co.uk)



# THE BERKELEY DIFFERENCE

At Berkeley, quality is a priority, from choosing the right location and style of home, to the construction processes we practise, the materials we use and the specifications we put into our homes.

Attention to detail, uncompromised quality and inspired creativity are the hallmarks of a Berkeley home and are at the core of our values and strategy. Unlike most major house builders, we do not have a standard product but use qualified architects to design each scheme, whether it consists of four or 4,000 homes. This tailored approach ensures that we deliver homes and communities that meet our customers’ needs.

For Berkeley, development is all about people. We go beyond the conventional role of a developer and put the strength and wellbeing of the wider community at the heart of every plan.

We listen to local people and find out what they care about most. Then we work in partnership to shape unique, locally inspired masterplans with a mix of beautiful public spaces, natural landscapes and welcoming amenities that bring people together to enjoy community life.



## INVESTOR IN CUSTOMERS GOLD AWARD ACHIEVED ACROSS ALL BUSINESSES

- Rated A- for climate action by CDP, the highest score in our sector
- 14% reduction in emissions since 2016
- 100% renewable electricity procured for UK activities since May 2017
- Net zero carbon homes in operation by 2030
- 185 hectare habitat creation or enhancement committed to
- First homebuilder to produce zero carbon transition plans



### A FOCUS ON SUSTAINABILITY

Our goal is to be world-class in the area of sustainability, both in terms of running our business efficiently and considerately and by developing sustainable places.

We are committed to being a responsible business that thinks about the long-term. We seek to not only reduce negative impacts but to maximise the benefits our activities can bring to create a positive impact. Sustainability to the Berkeley Group, in its simplest terms, is about people, the planet and prosperity. We think about these three aspects during our operational activities and also in terms of the developments and places we create.

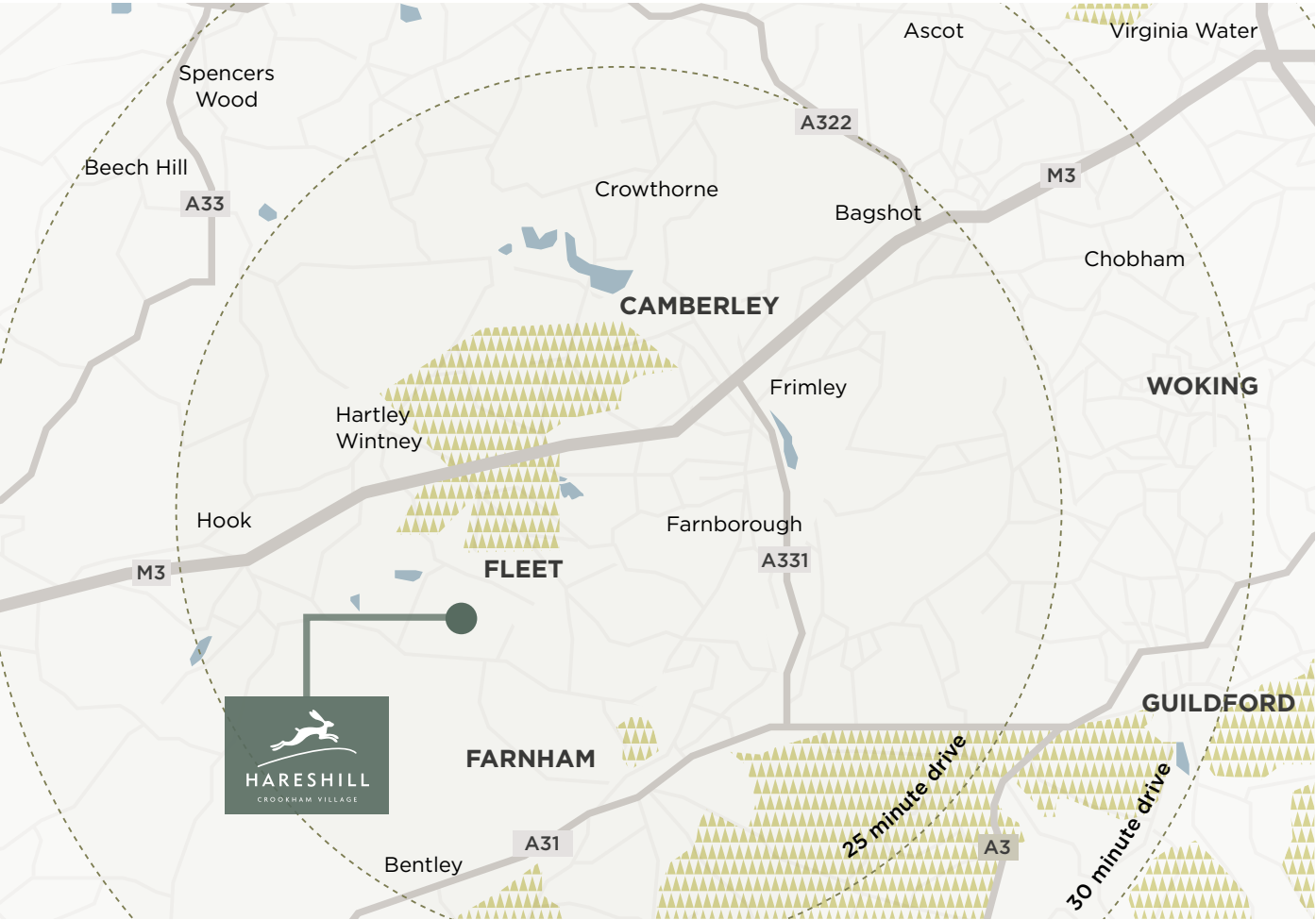
Our business operations have been carbon positive since 2018, through taking action to reduce energy use and offsetting more emissions than we produce. We are producing zero carbon transition plans for all new developments and designing more climate resilient homes and places.

To help homeowners live more sustainably we incorporate a range of features into developments, from water efficient and energy efficient fittings and fixtures, to recycling facilities, cycle storage and electric car charging points. We also include information in all our Living Guides that enables occupants to understand and operate their home efficiently and make the best use of local facilities.



# CONTACT US

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Berkeley  
Designed for life