

EST. 2019

HARTLAND VILLAGE

HAMPSHIRE

INVESTOR GUIDE

50 YEARS Berkeley Designed for life



PARKS AND GREEN SPACES

1: Country Park
2: Village Green
3: Linear Park
4: Green Routes and Spaces
5: School Playing Fields

LAKESIDE (PHASE 1)

VILLAGE CENTRE

PRIMARY SCHOOL

HARTLAND MEWS (PHASE 2)

PINEWOOD GREEN (PHASE 3)

The site plan is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter the layout, building style, landscaping and specification at anytime without notice.

welcome to hartland village

DISCOVER A PRIME INVESTMENT OPPORTUNITY

Hartland Village offers the chance to invest in a premium development with idyllic countryside on the doorstep, an excellent quality of life and good transport links to central London. It boasts many of the characteristics that professional tenants are looking for, as well as being located in an area of property price growth.

Heathrow
INTERNATIONAL AIRPORT
28 MINUTES BY CAR*

UP TO 5.8% RENTAL YIELD

1, 2 & 3 BEDROOM **APARTMENTS** and **2, 3 & 4** BEDROOM **HOUSES** available

25,000 sq ft
OF VILLAGE CENTRE
community and commercial space forthcoming

London Waterloo
36 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 Farnborough Main Station.
Source: Google Maps and www.nationalrail.co.uk **Source: Dataloft Rental Market Analytics, Fleet (GU51, GU52) and Farnborough (GU14). ^Source: JLL, Knight Frank, Savills

WHY INVEST AT HARTLAND VILLAGE?

Hartland Village is a flagship development from Berkeley, bringing the company's distinctive quality to a wonderful and well-connected location in Hampshire.

Surrounded by woodland and offering a wide range of houses and apartments, landscaped green space, plus plans for extensive amenities and a new school, Hartland Village is growing into a thriving community and sought-after destination.

Situated a short distance from Fleet town centre, this development benefits from excellent transport links and schools close by, and easy access to charming towns and countryside.





Computer Generated Imagery is indicative only and subject to change.

Rich planting and landscaping creates a beautiful place to live



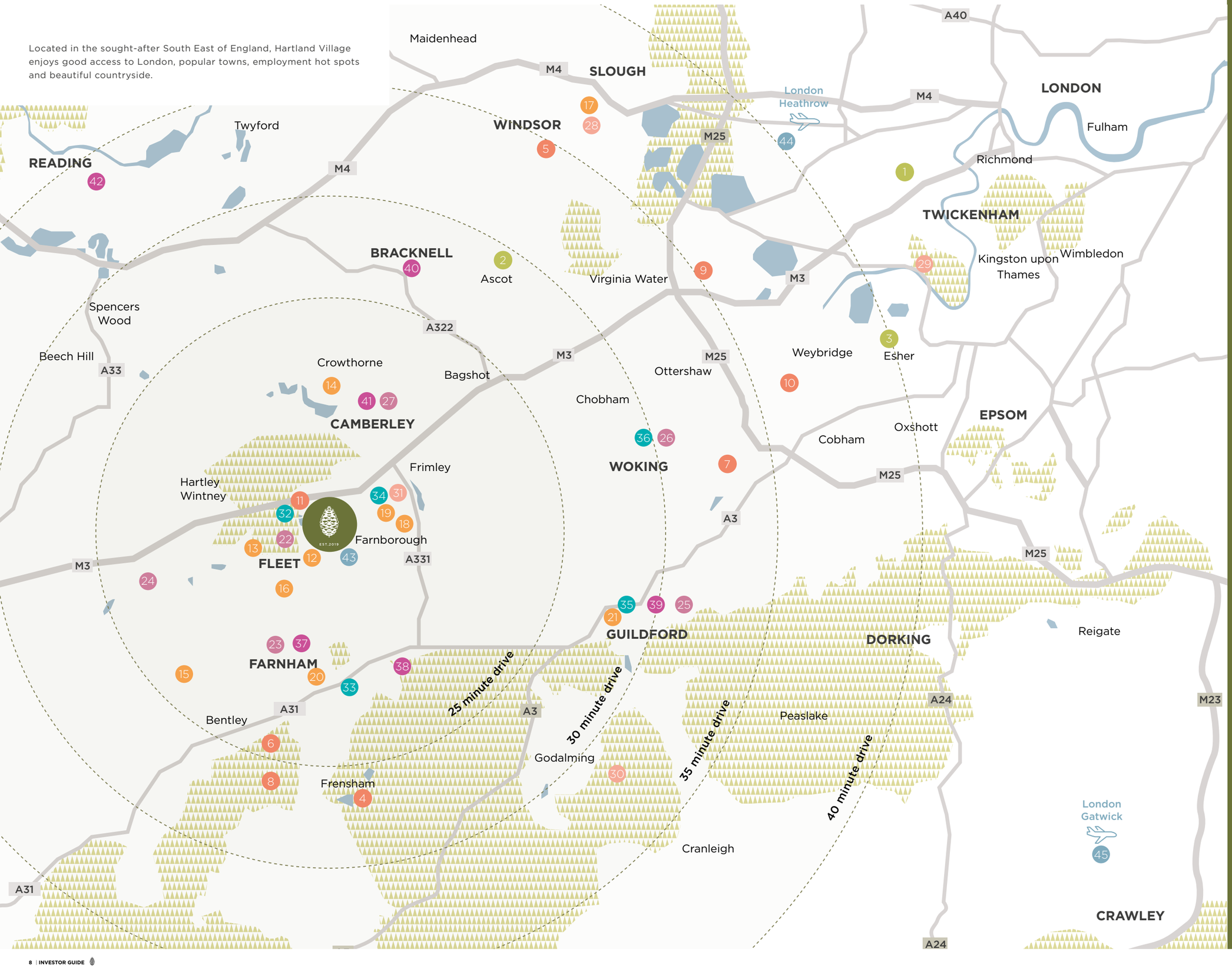
70 ACRE *country park* on site

Forthcoming **VILLAGE CENTRE** with community hall, shops, café and other services

Village green and other landscaped green spaces

PERFECTLY POSITIONED

Located in the sought-after South East of England, Hartland Village 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

EXCELLENT ON-SITE AMENITIES

Central to the design of Hartland Village are the everyday amenities and services that support a village community. These have been carefully planned to ensure they help the community to thrive, enrich the local area, and make Hartland Village a destination in its own right.

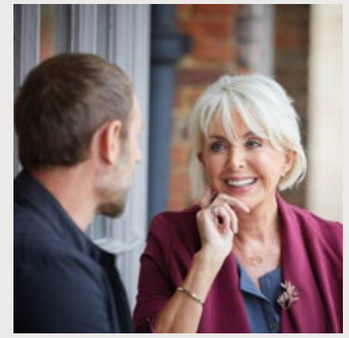
There will be a nursery and brand new primary school for over 400 pupils, alongside playing fields, a sports pitch and natural play area. A community hall will provide room for events, clubs and activities, while the village green will be a central open space in the heart of the development. There are also plans for shops and services such as a food store and café, giving residents those everyday facilities and a focus for local life.*

With its tranquil surroundings and vibrant atmosphere, Hartland Village offers everything that high quality tenants are looking for: a place where they can immediately feel at home, and an established community on their doorstep.



Computer Generated Imagery is indicative only and subject to change.

25,000
sq ft
OF VILLAGE CENTRE COMMUNITY AND COMMERCIAL SPACE



The convenience and amenities that professionals want



On your
DOORSTEP

THE EVERYDAY SHOPS AND SERVICES NEEDED FOR THAT VILLAGE FEEL







A place where community thrives



28
ACRES OF **OPEN SPACE**
within the development

CENTRAL VILLAGE GREEN
AND LANDSCAPED PAVED AREA
with outdoor seating

*Forthcoming, please speak to Sales Consultant for further information.

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

£££
PRICE GROWTH
13.5%
forecasted in the
SOUTH EAST
over the next 5 years

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

£££
PRICE GROWTH
8.2%
forecasted in
THE CAPITAL
over the next 5 years



Photography of Hartland Village is indicative only.



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



MORE FOR YOUR MONEY

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

UP TO
11%
PRICE
SAVING

UP TO
76%
MORE
SQ FT

ON AN AVERAGE HARTLAND VILLAGE
3 OR 4 BEDROOM HOUSE VERSUS A 2 BEDROOM
NEW BUILD LONDON APARTMENT

Source: Savings of the average price of a Hartland Village 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 5.8% make property investment attractive at Hartland Village 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.**

SAVINGS ON PRICE FOR APARTMENTS

	1 BEDROOM APARTMENT	2 BEDROOM APARTMENT	3 BEDROOM APARTMENT
Hartland Village	from £305,000	from £365,000	from £545,000
Greater London	28%	32%	42%

Source: Savings of the price of a Hartland Village property, Berkeley Dataloft, Land Registry, based on upper quartile prices of properties sold in 2023

AVERAGE RENTS IN FLEET AND FARNBOROUGH

	1 BEDROOM APARTMENT	2 BEDROOM APARTMENT	3 BEDROOM APARTMENT
Top 25% of lets	£1,186	£1,373	£1,594
Top 10% of lets	£1,250	£1,447	£1,833

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

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

Hartland Village	Up to 5.8%
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)

*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)

5.8%

RENTAL YIELD

41%

OF RENTERS

ARE IN MANAGERIAL, PROFESSIONAL OR ASSOCIATE PROFESSIONAL AND TECHNICAL OCCUPATIONS

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 Hartland Village's on-site village green, linear park and adjacent 70-acre Hartland Country Park, there are three large public parks within 1 mile of Hartland Village:

- Southwood Country Park (143 acres)
- Bramshot Farm Country Park (53 acres)
- Oakley Park (13 acres)

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



46% of land
WITHIN A 0.8KM RADIUS OF HARTLAND VILLAGE IS COVERED BY
WOODLAND

Hartland Country Park



Hartland Village is in an area where people really want to live

Distances are approximate. Source: Google Maps

HART DISTRICT
NO.1
place to live
IN THE UK
Halifax Quality of Life Survey 2023





Images of Hartland Country Park and Fleet Pond local to Hartland Village

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

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

SHOPPING, EATING OUT AND CULTURE

Hartland Village is situated between the towns of Fleet and Farnborough. To the east, Farnborough has a large town centre with retail parks, shopping centres and supermarkets, all located centrally. To the west, Fleet has a more traditional high street with restaurants, banks and independent retailers.

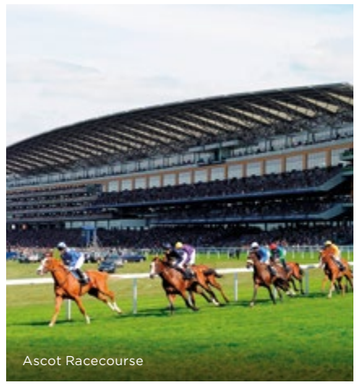
The attractive market town of Farnham is just 6 miles away, with a range of restaurants, cafés and boutique shops, while historic Guildford, Winchester and Windsor are also easily reached. Attractions for days out include Legoland Windsor, Ascot Racecourse and RHS Garden Wisley.


The Oatsheaf, Fleet


Windsor Castle



Farnham


Ascot Racecourse


Local area photography is indicative only.

Hartland Village offers the vibrant and desirable lifestyle professional tenants are looking for



Distances are approximate.
Source: Google Maps


The Fox and Hounds, Fleet

Within 2 MILES OF HARTLAND VILLAGE

THERE ARE:

- *400* SMALL SHOPS
- 24 *Pubs*
- 17 BIG-BOX RETAILERS
- *16* BANKS
- 12 restaurants
- 4 *Food supermarkets* (Waitrose, Sainsbury's, Morrisons and Asda)
- 1 CINEMA
- 5 *Cafés*

Source: VOA

A STRONG LOCAL ECONOMY

Hartland Village 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 Hartland Village, 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 west of Hartland Village, 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 Hartland Village*

70%

OF RENTERS

LIVING IN FLEET AND FARNBOROUGH WORKING IN THE THAMES VALLEY AREA

MAJOR EMPLOYERS IN THE AREA

BMW
CODY TECHNOLOGY PARK
vodafone
AND Digital
CloudPlay Information Technology
CAUSEWAY
Centerprise INTERNATIONAL
Pulsant
SAAB
PROGRESSIVE TECHNOLOGY GROUP
IRIS
WESTCOAST
QINETIQ
esp GLOBAL SERVICES
Gulfstream

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

In addition to the forthcoming nursery and primary school opening at Hartland Village, there is a superb choice of educational opportunities for children of all ages in the local area.

Schools and colleges close to Hartland Village reach high standards. Elvetham Heath Primary School is Ofsted rated Outstanding, while Fleet Infant School and secondary Calthorpe Park School are Good.†

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 MILES

3 primary schools and 4 secondary schools all Ofsted rated Good

NO.1

ST NICHOLAS' SCHOOL

3.4 miles away

highest ranked Independent Day School for Girls in Hampshire for 2023**

NURSERY & PRIMARY

school in the village centre

The school will take over 400 pupils from Reception to Year 6, alongside playing fields, a sports pitch and natural play area*

87%

A* - C

A-Level results at independent secondary school Salesian College, 3.8 miles away^



*Forthcoming, please speak to Sales Consultant for further information.
**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

Hartland Village benefits from excellent transport connections from three easily accessible stations. Train journeys to central London are as fast as 36 minutes, while other major towns in the South East, the South Coast and even the South West are also within easy reach.

For driving, Hartland Village is close to the M3, giving fast access to the M25 and motorway network. Heathrow, the UK's main international airport, is less than half an hour's drive away, and Gatwick International Airport can be reached within an hour.



Heathrow Airport

Easy travel for leisure or work from Hartland Village



BY CAR FROM HARTLAND VILLAGE

- Fleet
  5 MINUTES
- Fleet Station
  6 MINUTES
- Farnborough
  8 MINUTES
- Farnborough Main Station
  8 MINUTES
- Farnborough North Station
  9 MINUTES
- M3 Junction 4a
  10 MINUTES
- Farnham
  16 MINUTES
- Camberley
  17 MINUTES
- Bracknell
  22 MINUTES
- Guildford
  26 MINUTES
- Heathrow Airport
  28 MINUTES
- Reading
  39 MINUTES
- Gatwick Airport
  55 MINUTES



BY TRAIN FROM FLEET STATION

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

BY TRAIN FROM FARNBOROUGH MAIN STATION

- Woking
  11 MINUTES
- London Waterloo
  36 MINUTES

BY TRAIN FROM FARNBOROUGH NORTH STATION

- Wokingham
  17 MINUTES
- Guildford
  17 MINUTES
- Reading
  27 MINUTES



3
STATIONS
within
10
minutes'
drive

All travel times and distances are approximate only.
Source: Google Maps and www.nationalrail.co.uk

Heathrow
INTERNATIONAL AIRPORT
28 MINUTES BY CAR

London Waterloo
36 MINUTES BY TRAIN

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.



Chelsea Creek, Chelsea



Hareshill, Fleet

OUR VISION

INVESTOR IN CUSTOMERS GOLD AWARD ACHIEVED ACROSS ALL BUSINESSES

Investor in Customers® Gold 2022

In-house Research 2021 GOLD AWARD FOR CUSTOMER SATISFACTION

What House? AWARDS 2022 BRONZE WINNER LARGE HOUSEBUILDER OF THE YEAR

BRITAIN'S MOST ADMIRED COMPANIES 2020 Management Today WINNER

- 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.

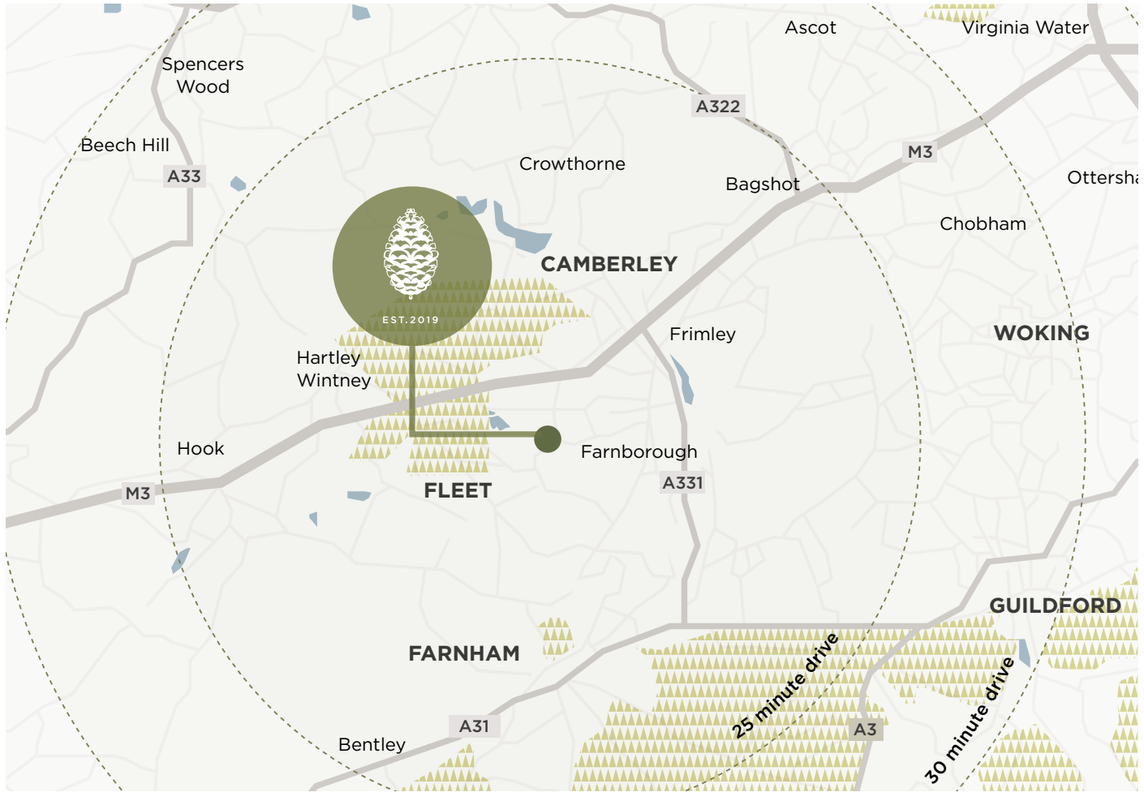
To help homeowners live more sustainably we incorporate a range of features into developments, from water efficient and energy efficient fittings and fixtures, to recycling facilities, cycle storage and electric car charging points. We also include information in all our Living Guides that enables occupants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



CONTACT US

HARTLAND VILLAGE SALES SUITE

Ively Road, Fleet, Hampshire GU51 3GL
01252 888 444
HartlandVillage@berkeleygroup.co.uk
HartlandVillage.co.uk



CONSUMER CODE FOR HOME BUILDERS
www.consumercode.co.uk

APPROVED CODE
TRADINGSTANDARDS.UK

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OUR VISION

Berkeley Group
Proud member of the Berkeley Group

The Institute of Customer Service
MEMBER

Berkeley
Designed for life



discover a village for life

50 YEARS

Berkeley
Designed for life