



2 ACRE SITE **STRONG COVENANT** ALTERNATIVE
USES & **RENTAL UPLIFT POTENTIAL**

FORD CAR DEALERSHIP CHELTENHAM

HAYDEN ROAD
CHELTENHAM GL51 0SJ

FULLY LET FREEHOLD CAR DEALERSHIP INVESTMENT



INVESTMENT SUMMARY

- Prime freehold car dealership in Cheltenham's leading out-of-town motor and retail destination.
- Prominent 2-acre site adjacent to an Aldi foodstore and the A4019 with excellent access to the M5 (J10) and major retail parks.
- 17,202 sq ft modern dealership, including showroom, workshops, bodyshop and extensive display parking for c. 340 cars.
- Let to Vertu Motors (Property) Ltd, guaranteed by Vertu Motors plc, providing strong covenant security.
- New 10.5-year lease from Nov 2024 with c.8.5 years unexpired and upwards-only reviews.
- Passing rent £214,000 pa (£12.44 psf).
- Low 20% site coverage, offering strong alternative use and rental uplift potential.
- Area set to benefit from M5 J10 upgrade and proximity to GCHQ and the emerging Golden Valley cyber campus.



**17,202 SQ FT
MODERN DEALERSHIP**



**PASSING £214,000 PA
(£12.44 PSF)**



**RENTAL UPLIFT
POTENTIAL**



**NEW 10.5 YEAR LEASE
FROM NOV 2024**



**LOW 20% SITE
COVERAGE**

PROPOSAL

Offers are sought in the region of **£2,870,000 (Two Million Eight Hundred and Seventy Thousand Pounds)** reflecting a **net initial of 7%**, allowing for standard purchaser's costs at 6.43%, and a **capital value of £167 per sq ft.**



LOCATION

Cheltenham is a key commercial centre in the South West, situated on the edge of the Cotswolds with an affluent demographic.

The town is approximately five miles east of Gloucester, 42 miles north of Bristol and 50 miles south of Birmingham. The property is well situated and benefits from excellent road connections being served by the adjacent M5 Motorway, via Junctions 10 (1.5 miles) and 11 (3 miles).

Birmingham is easily accessible via the M5 northbound in an hour and central Bristol is a 45 minute drive to the south. Oxford is 43 miles to the east via the A429 and the A417/ A419 provides easy access to London and the South East via the M4 Motorway.

Cheltenham Spa mainline railway station provides regular fast services to key cities including Bristol in 40 minutes, Birmingham in 34 minutes and London Paddington in 1 hour 50 minutes.

Bristol International Airport is located approximately 53 miles to the south and Birmingham International Airport is located 56 miles to the north. The Port of Bristol is 41 miles to south and driveable in 45 minutes.

CONNECTIVITY

M5 Junction 10	2.7 miles	6 mins
M5 Junction 11	3.1 miles	6 mins
Bristol	42 miles	45 mins
Birmingham	50 mile	60 mins
London	97 miles	130 mins

Bristol Int'l Airport	53 miles	60 mins
Birmingham Int'l Airport	56 miles	60 mins
Cheltenham Spa Train Station	0.8 miles	3 mins
Port of Bristol	41 miles	45 mins



5 MILES FROM GLOUCESTER



1.5 MILES TO THE M5

Key Commercial Centre in the South West.



SITUATION

The property is located adjacent to the A4019 Tewkesbury Road being the main route into Cheltenham Town Centre from the west and from Junction 10 of the M5 motorway 1.5 miles west of the property.

The property occupies a highly prominent location on Hayden Road, close to the junction of the Tewkesbury Road. This section of the Tewkesbury Road is regarded as the prime location for motor dealership uses and manufacturers including Audi, Lexus, Toyota & Fiat are all represented, with Vauxhall and Peugeot nearby.

The location is set to benefit from the significant upgrade of Junction 10 of the M5, which was recently approved by the Transport Secretary. The proposals will change the layout to provide an 'all-movements junction' meaning traffic will be able to leave the motorway both southbound and northbound. This will significantly boost the local economy and improve development viability.



FORD CAR DEALERSHIP HAYDEN ROAD, CHELTENHAM GL51 0SJ

Highly prominent location on Hayden Road, close to the junction of Tewkesbury Road.



ADJACENT TO A4019
TEWKESBURY ROAD



6 MINUTES TO
J10 & J11 M5 MOTORWAY

Prime location for motor dealership uses and manufacturers.



LOCAL OCCUPIERS

The property sits immediately adjacent to an Aldi foodstore and opposite the entrance to Gallagher Retail Park. The surrounding area provides a mix of commercial and residential uses and is bounded to the west by Council owned green space providing community sports facilities.

Tewkesbury Road is also the principal out of town retail location comprising a number of major retail sites including Gallagher Shopping Park, Kingsditch Retail Park, Centrum Park and Gateway Retail Park. Other occupiers within the vicinity include Aldi, Sainsbury's, Next, Boots, Sports Direct, DFS, Pets at Home and Costa.



DESCRIPTION

The property comprises a purpose-built car showroom and servicing facility built in the mid 1990's totalling approximately 17,202 sq ft. The site measures approximately 2.365 acres, representing a very low site coverage of 20%.

The accommodation includes a sales showroom, cellular office accommodation at ground floor, additional mezzanine office area and ancillary accommodation. The vehicle workshop includes two vehicle wash bays, canteen, separate WCs and separate designated bodyshop and paint area. Access to the workshop is provided by a total of six level access loading doors. The workshop has an eaves height of 4.8m (4.36m to the underside of the haunches).

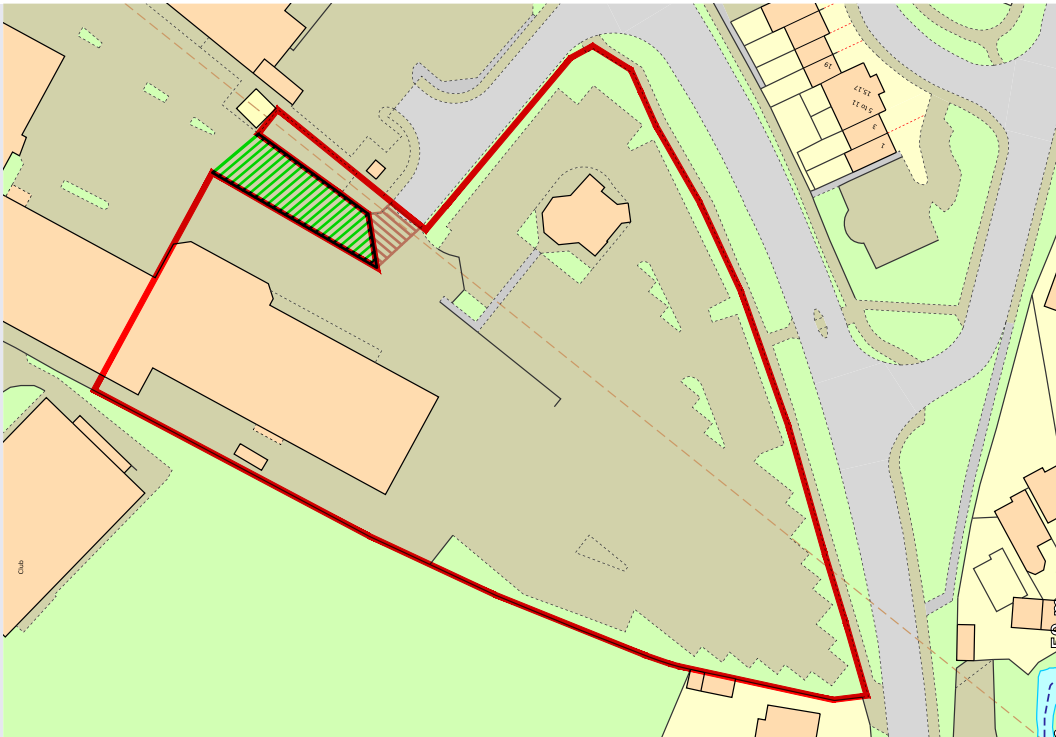
The small sales office building is of masonry construction, octagonal in plan under a pitched slate roof providing accommodation at ground floor level. The elevations include powder coated aluminium framed double glazed casement windows and a double leaf glazed entrance door with powder coated aluminium frame.

The dealership provides new and second hand car sales with internal and external display areas. Additionally there are servicing bays/workshops accessed via a total of 6 roller shutter doors, offices and a separate second hand sales facility with substantial display parking for approximately 340 cars.

Purpose-built car showroom totalling approximately 17,202 sq ft.



The site measures approximately 2.365 acres.



ACCOMMODATION

	SQ FT	SQ M
Ground Floor Showroom & Workshop	13,972	1,398
First Floor office /ancillary	1,787	166
Sub Total	15,759	1,564
Used Car Sales Building	1,443	134
Total	17,202	3,262

TENANCY

The property is let to Vertu Motors (Property) Ltd, with guarantor from Vertu Motors Plc.
The company trade as Ford sales and servicing.

The lease is for an unbroken term of 10.5 years commencing 13 November 2024 and expiring on 19 April 2035 leaving approximately 8.5 years unexpired.

The current rent is £214,000pa reflecting £12.44 per sq ft overall. The rent is subject to 5 yearly upwards only reviews, next being due on 20 April 2030.

TENURE

Freehold.

The property is let to Vertu Motors (Property) Ltd, with guarantor from Vertu Motors Plc.



Lease is for an unbroken term of 10.5 years.

COVENANT INFORMATION

The tenant Vertu Motors (Property) Ltd is a subsidiary of the Guarantor Vertu Motors Plc - one of the UK's largest automotive retail groups, operating a multi-brand dealership portfolio across the country. The Group trades primarily under the Vertu, Bristol Street Motors, and Macklin Motors brands, offering new and used vehicle sales, servicing, aftersales, and fleet solutions.

The Guarantor offers excellent covenant strength – see headline financial results below:

Year Ending	28/02/2026	28/02/2025	29/02/2024
Turnover	£4,833,796,000	£4,763,926,000	£4,686,280,000
Pre-tax Profit	£20,242,000	£24,750,000	£34,567,000
Shareholder Funds	£357,533,000	£357,551,000	£353,373,000



OCCUPATIONAL MARKET

The UK automotive industry remains a major force in the national economy, generating £92 billion in turnover and £25 billion in value added, while supporting nearly 800,000 jobs across manufacturing, retail, and the wider supply chain.

Manufacturers are expanding dealer territories and implementing agency models to adapt to market pressures. Dealers are prioritising cost-effective operations, leading to a rise in property consolidation and multi-franchise sites.

Market dynamics are being reshaped by the transition toward electrification, with electrified vehicles now accounting for almost half of all new UK registrations, highlighting sustained consumer adoption and long-term growth in EV infrastructure and services.

The UK's used-car market remains consistently strong, with 7.8 million vehicles changing hands in 2025, a steady 2.2% rise year on year. Petrol models continue to lead activity, while electrified vehicles are gaining real momentum, with used battery-electric and hybrid sales growing rapidly as more choice enters the market and buyer confidence strengthens.

Taken as a whole, the sector's resilience and clear direction of travel provide a strong foundation for investors seeking stable assets with long-term growth prospects.



**UK AUTOMOTIVE INDUSTRY
GENERATES £92 BILLION**



**UK AUTOMOTIVE INDUSTRY
NEARLY 800,000 JOBS**



The UK's used-car market remains consistently strong, with 7.8 million vehicles changing hands in 2025.



FURTHER INFORMATION

ALTERNATIVE USES

The site offers long-term potential for a range of alternative uses subject to planning.

Industrial/trade rental values for comparable stock are currently in the region of £10.50 per sq ft equating to £180,620pa assuming a typical 40% site cover.

Applying £60,000 per acre to the 1.38 acres of extra-over site area would generate a combined ERV of around £263,285 per annum.

ANTI MONEY LAUNDERING

As part of our obligations under the UK Money Laundering Regulations, the purchaser will be required to provide information and documentation to satisfy our legal obligations.

DATA ROOM

Access to the data room is available on request.

EPC

Unit 2 – D 81
Unit 2A – B 34

VAT

The property has been elected for VAT. We anticipate that the transaction will be treated as a transfer of a going concern (TOGC).

CONTACT THE AGENTS



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Alder King Investment Calculator →