

**Lord of the Manor of Rusthall Estate
Comprising
The Pantiles, Royal Tunbridge Wells &
Tunbridge Wells and Rusthall Commons**

**Unique opportunity to purchase a fashionable historic estate
with over 250 acres of land in the centre of a very affluent spa town**

Lord of the Manor of Rusthall Estate Comprising The Pantiles, Royal Tunbridge Wells & Tunbridge Wells and Rusthall Commons



Investment Summary

- Annual footfall of 5.9m, with Royal Tunbridge Wells ranked in the top 1% of PROMIS centres nationally
- The Pantiles benefits from 1.6m annual visitors which is projected to rise to 2m in 2026, having been an extremely fashionable destination since the Georgian era
- Top three winner of the American Express Shop Small awards in 2023 celebrating best 'high streets' for independent shops in the UK
- Highly affluent population with 65% in the top three Acorn Categories compared to the national average of 40%
- Well connected to London, 45 minutes by train, to the south-east via the M25 and internationally via Gatwick Airport and the Channel Tunnel
- The Pantiles totals 40,074 sqft across 25 retail / restaurant units, the potential for 28 flats to be refurbished, workspace, licence and car park income and various ground rents set in a prestigious Georgian colonnaded arcade
- Occupiers comprise destination artisan boutiques and acclaimed restaurants including; The Futon Co, Socktopus, Ripples, Joseph McCarthy, Sankey's, Senza Fondeli and Essence at The Pantiles while Trevor Mottram has been in occupation since 1975
- Producing £936,855 pa, with reversion to £1,068,354 pa
- Income split 78% commercial and 22% licences, management agreement and ground rents with an AWUT of 7.5 years to expiry and 6.0 years to break
- Commercial income split 51%/49% retail / restaurant
- Home to the world famous Chalybeate Spring and numerous markets, jazz evenings and highly popular events over the summer
- Tunbridge Wells Common and Rusthall Common comprise 243 acres of both open and wooded land in the centre of Royal Tunbridge Wells offering various asset management initiatives and comprising an exceedingly rare heritage asset of national importance
- Numerous asset management initiatives including capturing rental growth, letting the vacant unit and refurbishing up to 28 flats
- Freehold together with the prestigious Lord of the Manor of Rusthall title which dates back to the 13th century



[Video link](#)

Proposal

Offers are invited for the freehold interest in The Pantiles, The Commons and the Lord of the Manor title, subject to contract and exclusive of VAT.





Location

Royal Tunbridge Wells benefits from both a wealthy demographic and a strong tourist draw.

The extremely affluent town is home to 54,241 people rising to 118,708 people across the wider borough. Royal Tunbridge Wells is served by a commuter main line railway into London sitting just 39 miles south east of Charing Cross, the traditional centre of London, while international access is provided via Gatwick Airport 24 miles to the west and the Channel Tunnel and the Port of Dover 47 and 60 miles to the east respectively. Royal Tunbridge Wells is situated in Kent, known as the Garden of England, which is the largest of all UK counties and attracts 65 million visitors annually.

Kent has a significant tourist industry with visitors attracted to world famous sights including The White Cliffs of Dover, Leeds Castle, Hever Castle and Canterbury Cathedral.

Royal Tunbridge Wells boasts a rich history dating back centuries and is the only spa town in South East England. The town first attracted renown in the 17th century when The Chalybeate Spring was discovered by Dudley Lord North in 1606. Following the

discovery many visitors travelled from across the country to ‘take the waters’ which were deemed to have fabulous healing powers.

The spring is located in The Pantiles which were built to cater for the local and national visitors.

‘Royal’ Tunbridge Wells received the royal appointment in 1909 from King Edward VII because of his mother Queen Victoria’s patronage of the spa in town. The designation ‘Royal’ is a rare and prestigious title with Tunbridge Wells one of only three towns to be so recognised in England.

Located in the High Weald area of outstanding natural beauty (AONB) Tunbridge Wells benefitted from over 5.9 million visitors, as of 2023, with a total spend in excess of £289 million. This was a 31% increase on 2021.

Royal Tunbridge Wells remains a very fashionable destination with residents and visitors alike attracted by the retail and leisure offering, large green open spaces and attractive period housing.

National & International Connectivity



ROAD

Royal Tunbridge Wells is well connected to the major road networks ensuring easy access into London and the wider south-east. Junction 5 of the M25 motorway is located 15 miles to the north accessed via the A26 and A21 while Brighton is 33 miles to the south-west via the A26 and A27.



RAIL

Royal Tunbridge Wells train station provides direct trains to London Bridge and London Charing Cross with a fastest journey time of 45 minutes and 53 minutes respectively, to the north, and Hastings, to the south, with a journey time of 37 minutes.

International vehicle rail travel is provided via the Channel Tunnel, 47 miles to the east at Folkestone, with a journey time of 35 minutes to Calais.



AIR

Air travel is provided via both Gatwick Airport, 24 miles to the west, and Heathrow Airport, 58 miles north-west. Gatwick serves 213 destinations across 70 countries while Heathrow serves 222 destinations across 90 countries rising to 1,342 destinations when including a transfer. In passenger numbers they serve 43.2 million and 84.5 million on an annual basis respectively with Heathrow the 5th busiest airport globally.



Retail & Leisure in Royal Tunbridge Wells

Royal Tunbridge Wells town centre offers an impressive range of national multiples and independent boutiques across both the retail and restaurant provision. The town is 52nd out of the 4,500 PROMIS centres positioning the town in the UK's top 1% of national centres. The only centres ahead of Royal Tunbridge Wells in Kent are Bluewater and Maidstone the latter of which is in 51st position and hence effectively joint second.

The modern retail offering is concentrated at the northern end of Mount Pleasant Road along the pedestrianised Calverley Road and Royal Victoria Place Shopping Centre. National occupiers include Fenwick, Boots, Apple, JD Sports, Hotel Chocolat, Lovisa, HMV, Hobbs, M&S, L'Occitane, Next, Monsoon, Superdry, Sostrene Grenes, Primark, Fatface, Waterstones and the Body Shop.

The independent boutique retailers and restaurants are located to the south of the train station along the High Street and culminating in The Pantiles, the attractive Georgian colonnaded arcade, home to the famous Chalybeate Spring. Occupiers along the High Street include The Ivy, Gail's, Mint Velvet, Sweaty Betty, OSKA, Space NK, Clarendon Fine Art, CP Hart Bathrooms, Pizza Express and Anthropologie.

Within The Pantiles occupiers include the Futon Company, Socktopus, Sankey's, Essence at The Pantiles, run by twice Michelin starred chef Atul Kochhar and Senza Fondeli sister restaurant to the acclaimed Senza Fondo in Shoreditch, London. Also in occupation are The Hive, a co-working space provider. Joseph McCarthy, a picture frame designer whose clients include the Tate and the National Trust, occupy the Coach House on the northern side of the London Road.

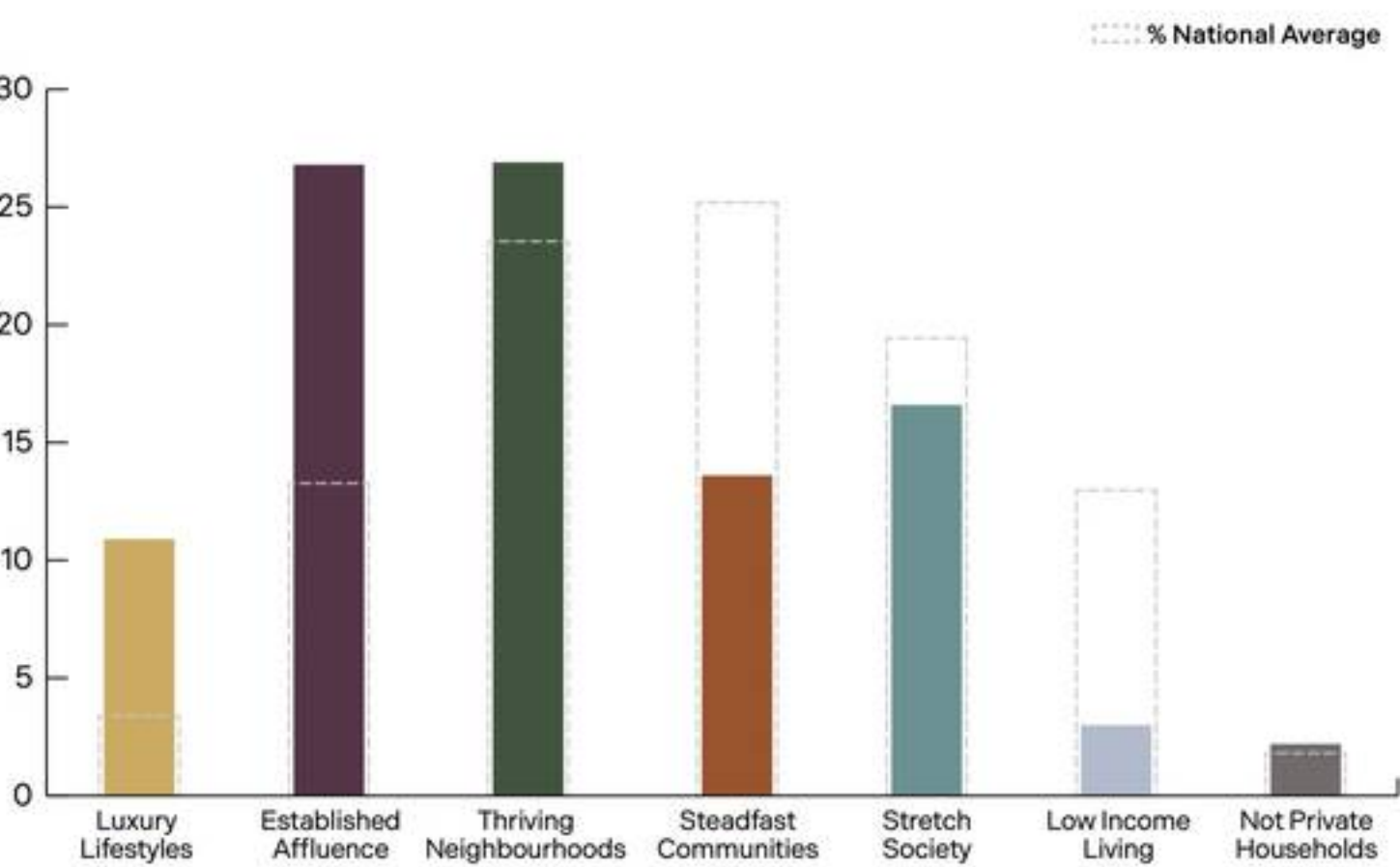
Other attractions include The Pantiles Arcade in the old Corn Exchange which is a highly regarded antiques market while the Tunbridge Wells Hotel is under offer to an award winning UK hotel group, and will be reopening next year following a comprehensive refurbishment over the winter.

Visitors are further drawn to The Pantiles by the number of events which are arranged throughout the year, including street food and artisan markets, antique and vintage fairs and the famous 5th Horseless Carriage Exhibition coupled with jazz evenings throughout the summer. The Pantiles also stages popular winter events, including Christmas markets and a widely renowned annual New Year's Eve party.

Footfall at The Pantiles was 1.6 million in 2025 and is projected to rise to 2m in 2026. In 2023 American Express declared The Pantiles the third best destination in the UK for independent shops.

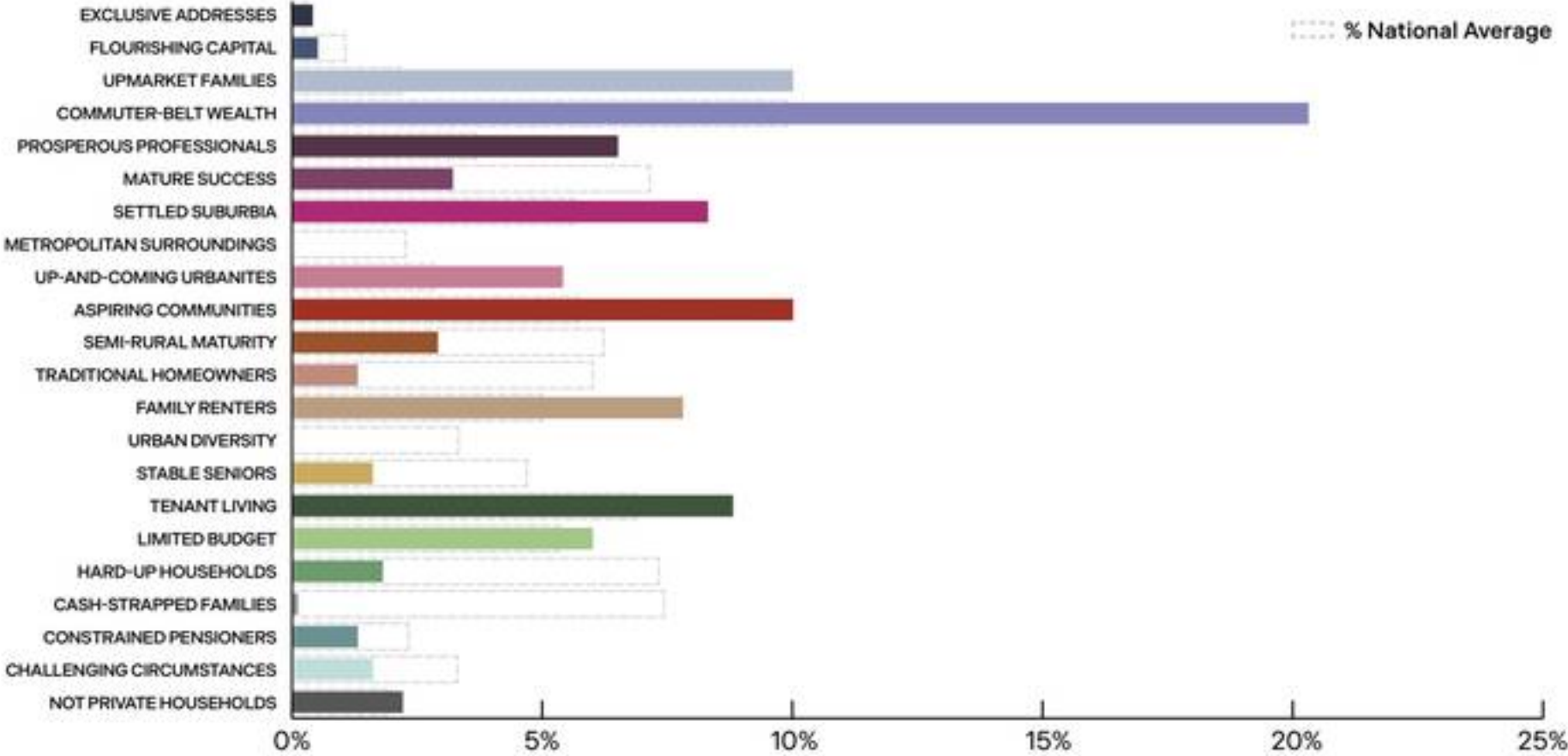


Royal Tunbridge Wells Demographics



65% of the population in Royal Tunbridge Wells falls within the top three Acorn Category Profiles of Luxury Lifestyle, Established Affluence and Thriving Neighbourhoods significantly ahead of the national average of 40%.

ROYAL TUNBRIDGE WELLS



Within the Luxury Lifestyle and Established Affluence categories the Tunbridge Wells population is nearly 5 times higher than the national average for Upmarket Families and more than double the national average for Commuter-Belt Wealth supporting strong consumer spend.

The population of Royal Tunbridge Wells is expected to grow by 2.24% between 2025 to 2030 and 4.48% by 2035 however, the proportion of wealthy retirees, being those aged 65 or over, is forecast to rise by 18.6% over the same period supporting further premium consumer demand. Source: CACI

Description

The Pantiles

The Pantiles, originally known as The Walks, comprise a colonnaded Georgian arcade set around an attractive pedestrianised promenade shaded by tall trees creating a continental experience.

The Walks became fashionable in the 1600's after the discovery of the Chalybeate Spring by Lord Dudley North in 1606. Following this discovery many of the great and the good came to visit including Henrietta Maria, Queen of Charles I, followed in time by Beau Nash and Sir Robert Walpole. The Pantiles gained their name from the original surface that was laid at the property being pantiles which are distinctive 8 inches squared baked clay tiles.

The modern day Pantiles comprises artisan and destination retail and restaurant units at ground with residential and workspace on the upper parts. The Georgian Colonnade runs along the northern perimeter with the Chalybeate Spring at the eastern point and two further blocks along the southern perimeter with the Market Place in between. The Pantiles widen at the western end on the upper level with the main focus around the bandstand opposite the hotel.

The property comprises 25 retail / restaurant units of which two are vacant, alongside two units which are sold off on long leases, comprising a retail unit at 2a-4 and the hotel. The hotel is under offer to an award winning UK hotel operator who will be undertaking a comprehensive refurbishment over the winter which will act as a further draw when it reopens. One of the vacant units has potential for change of use to residential, subject to planning.

The upper parts comprise 22 flats which have been sold off on long leases to Town & Country, and one large flat which is vacant and available for subdivision and refurbishment. Town & Country are in negotiations to surrender the leases on these 22 flats, which present a refurbishment opportunity. Offices are also included above one of the units.

Externally there are licences for 540 seats across The Pantiles.

Opposite The Pantiles on the northern side of London Road lies the Coach House which is let as a retail unit and beyond this is the car park with 170 spaces which is let on a management agreement and serves both The Pantiles and The Commons.





The Pantiles Site Plan





Description

Tunbridge Wells and Rusthall Commons and the Lord of the Manor of Rusthall

The subject property includes two extremely rare and historically important land holdings; Tunbridge Wells Common and Rusthall Common together with the Lord of the Manor of Rusthall.

The importance of The Commons as a destination significantly precedes The Pantiles. Archaeological investigations have found evidence of people using The Commons as early as the Mesolithic period, around 4,500 BC. Hunter-gatherers were attracted by the distinctive sandstone outcrops found across The Commons which provided shelter evidenced by flint tools which have been found on The Commons.

The area appears in written records during the Saxon period with a charter from AD765 referring to Rustwell, which is believed to be a connection to the iron-rich springs in the area that were later brought to prominence with the Chalybeate Spring.

During the medieval period the land became part of the Manor of Rusthall and local freeholders were allowed to graze animals and collect natural resources from the commons.

When the Chalybeate Spring was discovered in 1606 and Tunbridge Wells became a fashionable destination among distinguished and wealthy visitors The Commons became an important part of the visitor experience. Walks among the dramatic sandstone rocks were part of the appeal which continued into the Victorian era when the rocks were given various names including Toad Rock, Loaf Rock and High Rocks. During both the Georgian and later Victorian periods The Commons evolved to offer a racecourse, donkey rides, pleasure gardens and a cold bath set in the stunning High Weald area of outstanding natural beauty with panoramic views.

Today The Commons remain a key visitor attraction with uses adapting to include two cricket pitches. The Commons benefit from various licences and wayleaves.

The Lord of the Manor of Rusthall can be traced back to 13th century. The first known Lord was Hilary de Sutton in 1268 while the prior owner was Jeremy Menuhin son of Yehudi Menuhin the world famous violinist.



Tenure

Freehold together with the Lord of the Manor of Rusthall title.

Indicative demise only.

Rusthall Common

Tunbridge Wells
Common

The Pantiles

The Pantiles Title Plan

Not included within title.



Tenancy

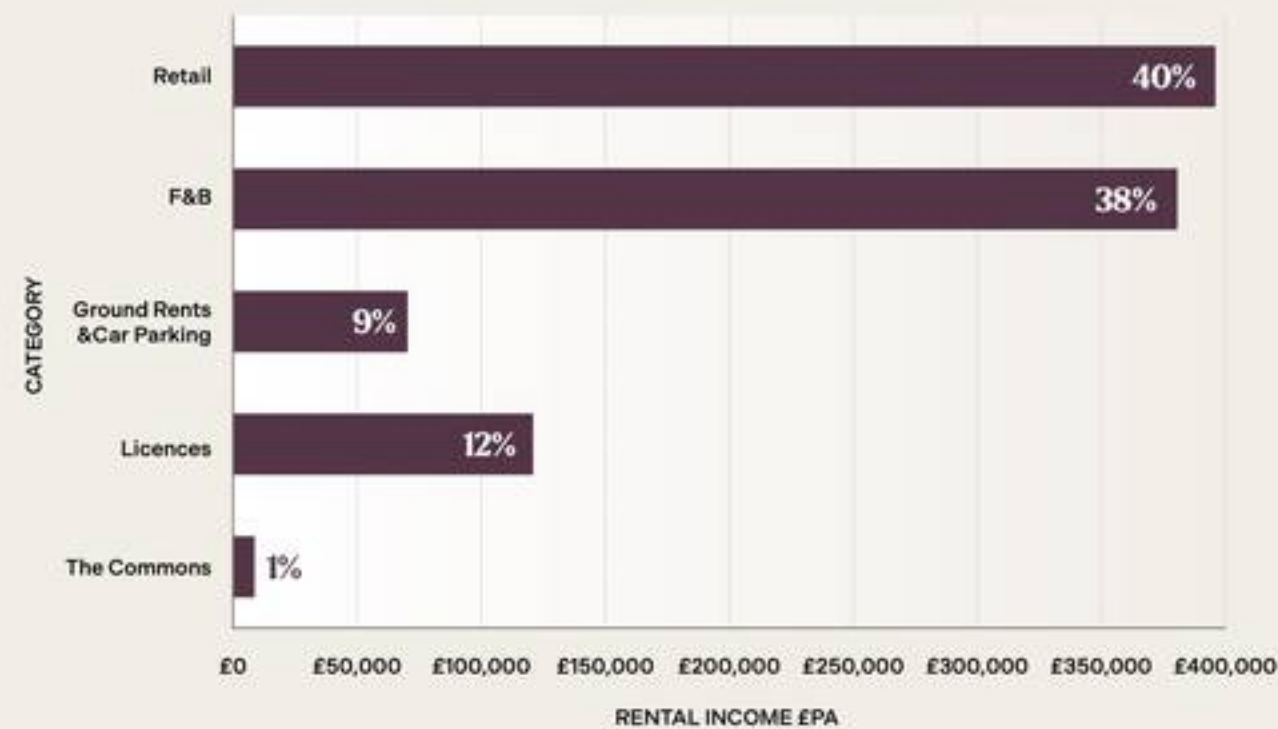
The Pantiles

The property is let to 13 retailers, 12 restaurants and bars, the Chalybeate Spring and benefits from further licence, car parking and ground rent income. One of the restaurant units, The Hive, provides a serviced office offering on the upper floors. In addition there are three vacant elements:

- Unit 60 - Restaurant unit with potential for residential conversion, stpp
- Unit 68 - Vacant retail unit with current occupational interest
- Friends Passage - Storage unit with potential to convert to a bar, stpp

The hotel and a further retail unit have been sold off on long leases.

The Pantiles - Income Split



Many of the retailers have been in occupation for a significant number of years including; Trevor Mottram, since 1975, Peter Jenner Jewellery since 1980 and The Pantiles Bride since 1997 while the property has also become a destination for highly acclaimed restaurants.

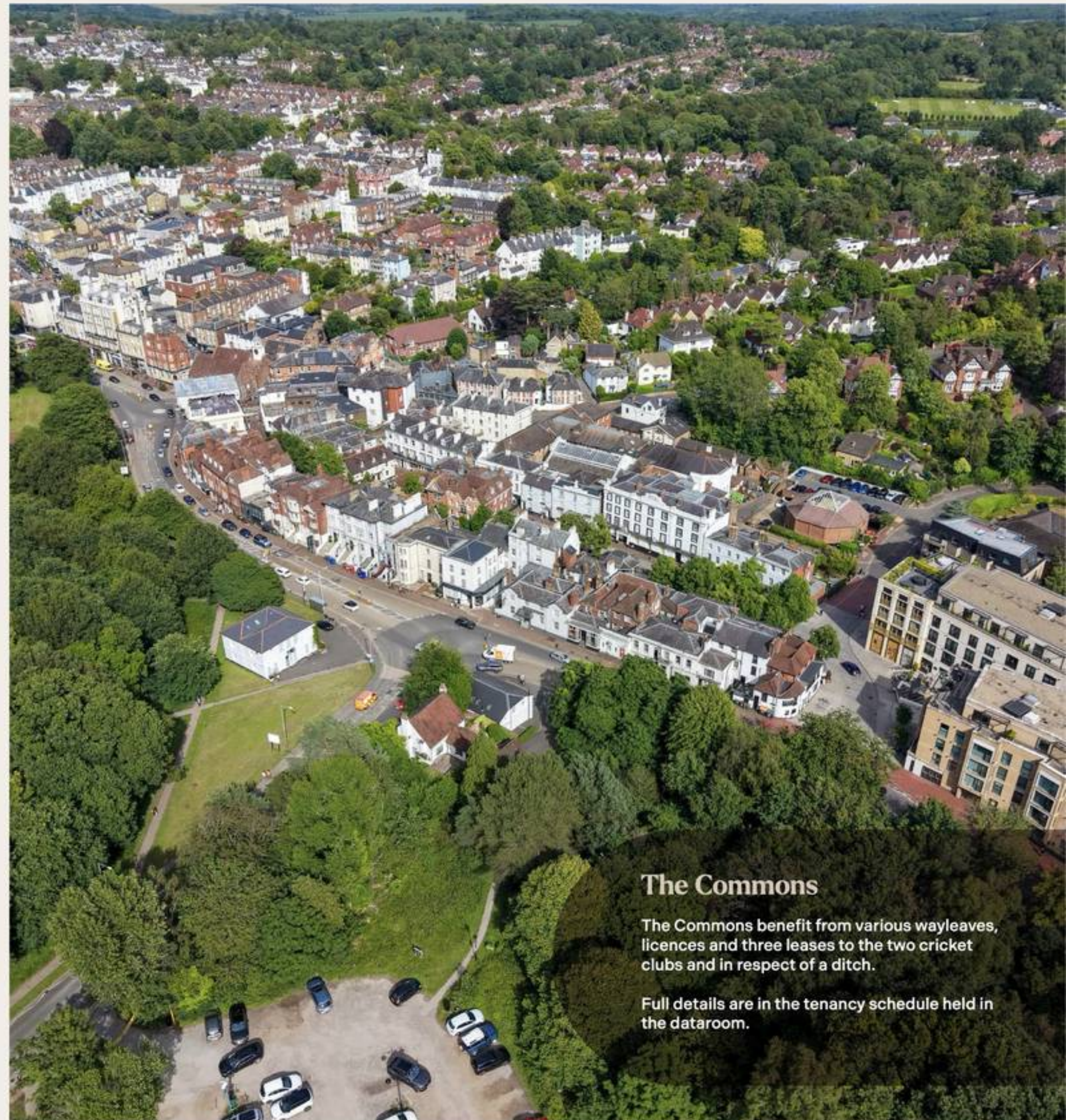
Currently producing £936,855 pa, with reversion to £1,068,354 pa.

The average weighted unexpired term is 7.5 years to expiry and 6.0 years to break.

The residential comprises 22 flats which have been sold off on long leases to Town & Country (who have proposed a surrender), and one large flat which is vacant and available for subdivision and refurbishment.

Licences - 540 seating licences, the events licence and associated storage.

Car Park - 170 space car park let on a management agreement to RCP Parking Ltd.



The Commons

The Commons benefit from various wayleaves, licences and three leases to the two cricket clubs and in respect of a ditch.

Full details are in the tenancy schedule held in the dataroom.

Covenants

The property comprises a diverse mix of leading artisan, independent boutiques and multiple occupiers. Of the 26 commercial tenants 50% have a D&B risk score of 1 or 2 meaning they represent a minimum or lower than average risk of business failure. A list of the D&B ratings is included within the tenancy schedule in the dataroom.



Futon Company – Founded in 1980 and now with 23 shops across the UK.



Socktopus – Founded in Brighton in 2021 Socktopus has expanded across the UK with Tunbridge Wells being the 12th store opening in 2026.



Collared – Specialist shop for dogs with stores in Tunbridge Wells and Hastings.



Ripples – Premium bathroom shop founded in 1988 with 26 stores across the UK. The Tunbridge Wells store was opened in 2023.



The Pantiles Bride – Established and based in The Pantiles since 1997 and offering the highest quality wedding gowns in the south-east of England rivalled only by Harrods. A True destination retailer.



Trevor Mottram – Prestigious cook shop which has been based in The Pantiles for over 50 years since 1975.



The Diamond Setter – Family run jeweller opened in 2020 and as of 2024 holds the status of Osmium Institute Partner.



Peter Jenner – Located on The Pantiles since 1980 Peter Jenner offers high quality bespoke jewellery.



Jospeh McCarthy – Designers and makers of fine picture and mirror frames since 1837 and based in the Coach House since 2016. The company's reverse carved moulds date back to the 1760's and are regarded by The Tate as of 'National importance to the history of frame making in Britain'. Clients include The Tate, The Wallace Collection, Sir John Soane's Museum and the National Trust.



Sankey's – Opened in 2013 – Famous champagne and seafood restaurant with Two AA Rosettes.



Kumquat – Opened in 2022 - Popular Modern Asian fusion restaurant which has just received Two AA Rosettes in 2026.



Senza Fondeli – Opened in 2025 – sister to cult restaurant Senza Fondo in Shoreditch.



Essence at The Pantiles – Opened in 2024 – fine dining Indian restaurant by twice Michelin starred chef Atul Kochhar.



La Casa Vecchia and The Grey Lady – Mediterranean restaurant with live music which opened in 2005 and is a local institution.

Market Commentary

Commercial

Occupational demand among boutique independent retailers has remained strong since Covid as consumers have become more discerning and seek individuality and quality. These same businesses are the backbone of local communities and in turn have a prompt and reliable rent payment track record.

Whenever units have become vacant at The Pantiles there has been strong interest from multiple operators as evidenced by the letting to Socktopus earlier this year at 7 The Pantiles which saw a 25% increase in the rent.

The current rents range from £35.97 - £62.80 psf ITZA. The recent letting to Socktopus reflects £50.63 psf ITZA which has set the ERV for the majority of units on the southern side of The Pantiles. The ERV rises to £62.50 psf ITZA for the majority of those on The Upper Pantiles. These tones remain very affordable when compared to the wider town and hence are well placed for further growth.



ROYAL TUNBRIDGE WELLS

Residential

Royal Tunbridge Wells is a perennially popular place to live which is reflected in the house prices. Last year, March 2025 to March 2026, saw annual house price growth in Royal Tunbridge Wells of 2.3% compared to a national average of 0% and a drop in London of 2.1%.

At the western end of The Pantiles is a modern 127 apartment development, 1887 The Potteries, which was completed in 2022 by Dandara. Prices at the development have achieved levels in the region of £550 psf.

The subject property offers the potential to refurbish a number of period flats in the very centre of The Pantiles and capitalise on the demand for prime residential.

Asset Management

The property presents numerous asset management opportunities. In addition to further increasing the rental tone the following present immediate opportunities:

Commercial

68 The Pantiles – Lease the vacant unit. Interest has been expressed by a number of occupiers. Further details on request.

Friends Passage – Vacant storage unit. Convert to a bar, stpp, and lease. Interest has been expressed by an occupier. Further details on request.

Residential

60 & 64a The Pantiles – The two properties are connected and total 3,308 sqft. 60 is a vacant restaurant unit with potential for residential conversion, stpp. 64a is currently a vacant flat requiring refurbishment which is accessed via an iron staircase on London Road but situated behind 60 so can be connected to form one development. Obtain residential planning consent for 60 and refurbish both properties to provide 6 flats.

9-15 & 33-41 The Pantiles – Comprising 22 flats in two blocks which are currently sold off on two long leases to Town & Country Housing Group (TCH). TCH have offered a premium to surrender the two long leases. Negotiate the surrender and refurbish both blocks of flats totalling approximately 11,000 sqft. Further details available on request.



The Commons

The Commons present various asset management opportunities over time. These include increasing the number of licences and the opportunity to receive one off payments in return for providing certain rights where appropriate.

Natural capital is becoming an ever more important consideration in today's environmentally educated world and as such the land presents the potential opportunity to pursue Biodiversity Net Gain strategies.

There is potential to undertake a residential and spa development on the car park. The vendor has drawn up a scheme, as shown in the CGI's above and left. In order to assist in obtaining planning permission an alternative site within the vendor's land holding has been identified which can offer additional land to be classified as Common land.

Subject to all the necessary planning consents and Secretary of State approval for deregistration and exchange of the car park as Common Land.

Destination Curation

The Tunbridge Wells Hotel is under offer to an award winning UK hotel operator who will be undertaking a comprehensive refurbishment over the coming year.

The purchaser is a highly acclaimed hotel chain and will act as further draw to the location. Once the hotel reopens there will be potential to further drive footfall by reaching a wider visitor audience due to the hotel's national pull factor.

There is an active calendar of events at The Pantiles which can be further built upon.

Throughout the summer live jazz is performed every Thursday night in the middle of The Pantiles while events ranging from street food festivals, artisan markets and antiques fairs are arranged at the weekends. As of 2026 The Pantiles will be hosting the 5th Horseless Carriage Exhibition in honour of Royal Tunbridge Wells being the birthplace of the British Motorshow in 1895.

The subject property as a complete asset offers a unique opportunity to build on these events and further cement The Pantiles as the premium destination not just in Royal Tunbridge Wells but the wider south-east.



Additional Information

Service Charge

The service charge budget for year 2026/27 totals £317,102 pa reflecting an average of £3.88 psf.

EPC's

EPC's are available within the dataroom.

VAT

The property is registered for VAT and it is proposed that the sale will be treated as a 'Transfer of a Going Concern'.

AML

In accordance with AML Regulations the successful purchaser will be required to satisfy the Vendor on the source of funds for the acquisition.



[Video link](#)

Proposal

Offers are invited for the freehold interest in The Pantiles, The Commons and the Lord of the Manor title, subject to contract and exclusive of VAT.

SPV

The property is held in an SPV which can be acquired subject to separate negotiation.

Further Information

For further information or to arrange for an inspection, please contact:



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