

green
& partners

Dreams

WELL SECURED,
VIRTUAL FREEHOLD,
RETAIL INVESTMENT

Dartford

36 WESTGATE ROAD, DAI 2AD





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VIDEO
▶

Investment Summary

Well secured retail investment in Dartford town centre, a thriving commuter town in Kent with excellent connectivity to Central London;

- Prominent corner property fronting Westgate Road, at the junction of Hythe Street in a busy pedestrianised area;
- Situated directly opposite the entrance to the Prospect Place Retail Park and surrounded by a mix of national and local occupiers;
- Comprising a well-configured ground floor retail showroom extending to 6,125 sq ft (569.02 sq m);
- Fully let to Dreams Limited, the UK's leading bed and mattress retailer, on a full repairing and insuring lease;
- Let for a term of 5 years from 1 February 2025, expiring 31 January 2030, at a passing rent of £115,000 per annum;
- An unexpired term of 4.1 years;
- The upper floors have been sold off previously on long leasehold interests;
- Held Virtual Freehold;
- Dreams recently renewed their lease for a further 5 years showing long term commitment to the location.

**WE HAVE BEEN
INSTRUCTED TO SEEK
OFFERS IN EXCESS OF
£1,250,000**

(One Million Two Hundred and Fifty Thousand Pounds) subject to contract and exclusive of VAT, reflecting a **Net Initial Yield of 8.68%**, allowing for graduated purchasers costs.

Location

Dartford is a strategically located commuter town in Kent, positioned just outside Greater London.

It benefits from strong regional connectivity, a growing population, and an evolving retail landscape supported by local infrastructure and transport links.



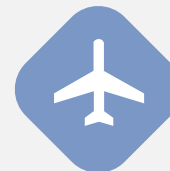
40 mins
CENTRAL
LONDON



Dartford is well served by the national road network. The A2 and M25 provide direct access to Central London (approximately 40 minutes) and other key regional centres, while the Dartford Crossing links Kent with Essex and the wider East of England.



Dartford Station offers regular rail services to Central London, including direct routes to London Bridge, Charing Cross and Cannon Street in as little as 40 minutes, making it a popular residential and business location for commuters.



London City Airport is located approximately 18 miles west, offering domestic and international flights, while Gatwick Airport is around 35 miles to the south.



Demographic



Population Reach

63,000 within the Primary Retail Market Area, 84,000 wider Consumer Base



Residential Strength

68% owner occupation, above the national and PROMIS Small Town average



Economic Activity

Unemployment at just 3.2%, lower than the UK average. Economic activity rate: 86% (well above the national average)



Affluence and Social Structure

18% of adults fall within the most affluent AB social groups (professional and managerial occupations)



Youthful, Family-Oriented Demographic

High proportion of adults aged 25–44 and children aged 0–14



Retail Demand

Total retail spend in 2024: £412 million





Situation

The property occupies a prominent position on Westgate Road, situated between Hythe Street and Kent Road in Dartford town centre.

The showroom sits directly opposite the rear entrance to the Prospect Place Retail Park, with nearby occupiers including Iceland, TK Maxx, Matalan, TAPi, M&S, B&Q and Popeyes, plus a variety of local food and convenience operators. Westgate Road forms part of the town's main retail circuit, linking the Prospect Place Retail Park and Priory Shopping Centre with the traditional High Street.



Description & Accommodation

The property comprises a prominent corner concrete-framed building with a traditional brick façade, arranged over ground and three upper floors.

The ground floor provides a self-contained showroom with an extensive frontage to Westgate Road, currently occupied by Dreams. The upper parts form Beaumont Court and the individual flats above do not form part of this sale.

Ground
Floor Sales

6,125 sq ft
(569.02 sq ft)

Passing Rent

£115,000 pa
(£18.78 psf)

Tenancy

The ground floor showroom is let to Dreams Limited on a full repairing and insuring lease for a term of 5 years from 1 February 2025, expiring 31 January 2030, at a passing rent of £115,000 per annum, reflecting £18.78 per sq ft. The lease provides an unexpired term of 4.1 years.

Tenure

Virtual Freehold.

Planning

The property is not listed and does not sit within a conservation area.



Covenant Dreams

Dreams Limited | Company No. 08428347 | [DREAMS.CO.UK](https://www.dreams.co.uk) ▶

Dreams Limited is the UK's leading bed and mattress specialist, with a nationwide footprint of over 200 stores and a strong online presence.

Established in 1985, the company has built a reputation for quality, innovation, and customer service. Dreams designs and manufactures its own range of mattresses at its dedicated factory in Oldbury, supporting vertical integration and consistent product quality.

Acquired by global bedding group Tempur Sealy International in 2021, Dreams benefits from the backing of one of the world's largest and most well-capitalised sleep product companies. This ownership has strengthened its operational platform and reinforced its long-term stability.



VAT

The property has been elected for VAT and is assumed the sale will be conducted via a Transfer of a Going Concern (TOGC).

AML

In accordance with Anti-Money Laundering Regulations, two forms of identification and confirmation of the source of funding will be required from the successful purchaser.

EPC

C57

Certificate available upon request.

Please see a summary of Dreams Limited recent accounts below. Delphi have rated their covenant as **'Very Low Risk'** with a credit score of 100 out of 100.

Financial Year Ending	Turnover £'000	Profit Before Tax £'000	Net Assets £'000
24 Dec 2024	£412,532	£47,019	£16,332
24 Dec 2023	£395,440	£49,376	£27,075
24 Dec 2022	£387,000	£50,094	£45,745

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VIDEO



Proposal

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Contact

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

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Misrepresentations Act:

The agents for themselves and for the vendors or lessors of the property whose agents they are give notice that: (i) these particulars are given without responsibility of The agents or the vendors or lessors as a general outline only for the guidance of prospective purchasers or tenants, and do not constitute the whole or any part of an offer or contract; (ii) The agents cannot guarantee the accuracy of any descriptions, dimensions, references to condition, necessary permissions for use and occupation and other details contained herein and any prospective purchaser or tenant should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the accuracy of each of them; (iii) no employee of The agents (and their joint agents where applicable) has any authority to make or give any representation or warranty or enter into any contract whatsoever in relation to the property; (iv) VAT may be payable on purchase price and/or rent, all figures are quoted exclusive of VAT, intending purchasers or lessees must satisfy themselves as to the applicable VAT position, if necessary by taking appropriate professional advice; (v) except in respect of death or personal injury caused by the negligence of The agents, its employees or servants, The agents will not be liable, whether in negligence or otherwise howsoever, for any loss arising from the use of these particulars save to the extent that any statement made in these particulars has been made fraudulently. JANUARY 2026

