

— HJ —  
COLLECTION  
PROFESSIONAL DEVELOPER

# Projects & — — Track Record

*Developing Spaces Into Dynamic Places*



P: +44 207 117 2583 | E: INFO@HJCOLLECTION.CO.UK | W: WWW.HJCOLLECTION.CO.UK

*“At HJ Collection, our focus has always been simple. Build with purpose, deliver with integrity, and keep our investors at the heart of every decision. The journey ahead is exciting and we look forward to achieving even more together.”*

**REECE MENNIE, CEO**

# Contents

## 04. Why HJ Collection

An overview of who we are, our mission, and how we have grown into a trusted UK property developer.

## 05. Our CEO

Learn about the Founder and CEO of property developer HJ Collection.

## 06. Live Project Map

A visual snapshot of our active developments across key UK regions.

## 08. Maidenhead

## 09. Guildford

## 10. Cobham

## 11. Weybridge

## 12. Ipswich

## 13. London Road, Lowestoft

## 14. Abigail Court, Lowestoft

## 15. Continuity House

## 16. Hanley

## 17. The Parade

## 18. Crown Building

## 19. Track Record

Looking back at a selection of completed developments and projects.

## 22. Contact Details

How to reach our team for enquiries, support, and opportunities.

### GET IN TOUCH:

P: +44 207 117 2583

E: [info@hjcollection.co.uk](mailto:info@hjcollection.co.uk)

A: 15 Springwood Drive, Braintree,  
Essex, CM7 2YN

# Why HJ Collection

HJ Collection is a growing, nationwide property developer specialising in transforming underused commercial buildings into high-quality residential developments, primarily in tier 2 and 3 UK cities. Established in 2019 with a mission to address the UK housing crisis, the company has built a strong reputation for delivering sustainable, efficient, and affordable homes.

By leveraging Permitted Development Rights and targeting areas undergoing regeneration, HJ Collection has successfully been involved with over \*650+ residential units, providing above-average returns solely to certified investors. With a Gross Development Value (GDV) of £120+ million, achieved in 2025, the business is now well-positioned for continued growth in 2026.

What sets HJ Collection apart is its fully integrated, in-house model - managing everything from site acquisition, planning to construction, refinancing and rental. This end-to-end control ensures consistent quality and maximised site potential and returns for clients.



**£120M** GDV achieved in 2025

**c.3000** Active Investors

**c.33%** Increase in New Client Acquisitions

**96%** Of Clients Reinvesting

**65%** Increase in Company Headcount

**£30M+** Returned to Investors

**650+** Residential Units Completed\*

# Meet Our CEO

Reece Mennie is an experienced and multi-award-winning entrepreneur and business leader. He is the Founder and CEO of property developer HJ Collection, property investment specialists Hunter Jones Group, and marketing agency Bigas. Reece's entrepreneurial journey began at 17, when he left full-time education to help his father manage a print business, which led to the evolution of his own businesses.

## HJ Collection

Reece launched HJ Collection in 2019, with an overarching vision to acquire unloved commercial sites and repurpose them into residential units. In just seven years, the company has grown into a reputable property development firm, supported by a team of over 20 property development specialists and an innovative turnkey business model, in which the entire acquisition and development process is managed in-house.

HJ Collection has successfully acquired 15 sites with leveraged Permitted Development Rights to establish a pipeline GDV in excess of £120 million, which was achieved in 2025, the business is now well-positioned for continued growth in 2026. To date, this success has resulted in HJ Collection returning £30+ million to its investors.

## Accomplished Business Figure

Throughout his career, Reece Mennie has received numerous prestigious accolades, including recognition at the National LIS and the Forty Under 40 awards. Reece is also known for his successful podcast series "Mennie Talks," which has further cemented his status as a leading figure in the property industry. Dedicated to supporting local businesses and community members, Reece is an investor and director of Loughton-based Boxing Academy, Dennis & Dyer, which is fast becoming a go-to fitness establishment in the Essex area. He also mentors young and aspiring entrepreneurs with their own business ideas.



To learn more about Reece Mennie, including his upcoming events around the UK and internationally, visit his website: [www.reece-mennie.com](http://www.reece-mennie.com)

# Live Project Map

PRIMED FOR POTENTIAL

Ipswich



Guildford



Maidenhead



Walton-on-the-Naze



STREET VIEW AS PROPOSED

"At HJ Collection, we're proud of the progress we've achieved and the strong foundations we've built through the dedication of our team, the trust of our partners, and the continued support of our valued investors. Your contribution is central to our success, and we remain deeply grateful for your commitment.

With new projects continually emerging, we're excited to build on our momentum - each development aligned with our mission to lead in sustainable, high-quality property regeneration across key UK regions.

Our vision is clear: to transform underutilised commercial spaces into desirable, affordable homes, while delivering the security and maximised returns to our clients. It's a mission powered by those who believe in our work, and we look forward to what we can accomplish together."

Reece Mennie, CEO

### Abigail Court Lowestoft



### London Road Lowestoft



### Weybridge



### Cobham





# Maidenhead

Located in the Royal Borough of Windsor and Maidenhead, this thriving town has a population of around seventy thousand and is undergoing extensive regeneration through new residential and commercial developments. Heathrow Airport is approximately twenty minutes away by car, while Maidenhead station provides fast rail services to London Paddington and Reading, now enhanced by the Elizabeth Line, which improves direct access across the capital.

The development is positioned close to the town centre, within a short walk of the station, shops and leisure amenities. Excellent road links, including the M4 (Junctions 8 and 9) and the A404(M), are both within a ten-minute drive.

This strong connectivity, combined with ongoing investment and a diverse local economy, supports sustained housing demand and long-term growth potential, making Maidenhead one of the South East's most attractive commuter and investment locations.

## *Project Breakdown*

31

1, 2, and 3 Bed Apartments

**£3.30m**

Purchase Price

**£3.28m**

Development Costs

**£6.58m**

Total Project Costs

**£10.75m**

Valuation



# Guildford

Located in Surrey, Guildford is a thriving market town around thirty miles southwest of London, recognised for its strong transport links, local economy and consistent housing demand. HJ Collection is acquiring a well-positioned building in the town, with Building Regulations design development already complete. The proposed scheme will deliver twenty-three one-bedroom apartments and twenty-six parking spaces, catering to the area's growing population of professionals, downsizers and commuters. The site also presents potential for further planning gain, with feasibility underway for a rooftop extension, subject to approval.

The location offers convenient access to Guildford's mainline station, local amenities and green spaces, positioning the scheme as an attractive residential opportunity in a town with ongoing housing undersupply. With design work advanced and future uplift potential in view, this is a strategically timed acquisition within one of the South East's most resilient housing markets.

## *Project Breakdown*

23

1 Bed Apartments

£3.28m

Purchase Price

£1.42m

Development Costs

£4.70m

Total Project Costs

£6.55m

Valuation



# Cobham

Located in the sought-after village of Cobham, Surrey, this newly constructed residential development offers thirteen thoughtfully designed apartments that combine modern style with comfort and convenience. The scheme provides an ideal opportunity for those seeking contemporary living in a well-connected and desirable setting, blending elegant design with a sense of community.

Surrounded by Surrey's rolling countryside, Cobham is known for its green spaces, charming architecture and welcoming atmosphere. The village provides an excellent balance between tranquillity and accessibility, with nearby towns such as Woking and Guildford offering a range of shopping, dining and leisure options. Cobham benefits from strong transport connections, including the A3 and M25, allowing easy access to London and surrounding areas. This combination of village appeal, natural beauty and connectivity makes Cobham a consistently attractive location for both residents and investors seeking long-term value in the South East.

## *Project Breakdown*

13

Studios and 1 Bed Apartments

**£2.10m**

Purchase Price

**£2.10m**

Development Costs

**£4.20m**

Total Project Costs

**£5.30m**

Valuation



# Weybridge

Located in the desirable town of Weybridge, Surrey, this new residential development delivers twenty-six high-quality apartments designed for modern living. The scheme comprises five studios, fourteen one-bedroom homes and seven two-bedroom apartments, each created with a focus on comfort, efficiency and contemporary style.

Weybridge is an established and affluent commuter town recognised for its riverside setting along the River Thames, elegant character and strong sense of community. Residents enjoy access to scenic walks, water sports and riverside dining, all contributing to the town's relaxed yet sophisticated lifestyle. Excellent transport connections include fast rail services to London from Weybridge station and easy access to the M25, providing seamless travel to nearby towns, Heathrow and the capital.

Combining refined surroundings, connectivity and enduring demand, Weybridge continues to be one of Surrey's most sought-after residential locations, appealing to both owner-occupiers and investors seeking lasting value in the South East.

## *Project Breakdown*

26

Studios, 1 and 2 Bed Apartments

£3.50m

Purchase Price

£4.30m

Development Costs

£7.80m

Total Project Costs

£9.80m

Valuation



# Ipswich

Located in the county town of Suffolk, this development on Carr Street involves the conversion of a redundant commercial building into eighteen new apartments, comprising seventeen one-bedroom homes and one two-bedroom home. Planning permission has been secured for the scheme, which will repurpose a long-vacant property to deliver much-needed residential accommodation in a well-connected town centre location with strong public transport links.

Ipswich is one of England's oldest towns, boasting over 1,500 years of history. Positioned nine kilometres inland on the River Orwell, it is framed by two Areas of Outstanding Natural Beauty – the Suffolk Coast and Heaths, and Dedham Vale. The town's waterfront, once an industrial dock, has been transformed into a lively marina lined with apartments, cafés, restaurants and the University of Suffolk. Voted the seventh most desirable place to live and work in England by the Royal Mail, Ipswich combines heritage charm with modern regeneration and a growing residential market.

## *Project Breakdown*

18

1 and 2 Bed Apartments

**£890K**

Purchase Price

**£1.31m**

Development Costs

**£2.20m**

Total Project Costs

**£3.29m**

Valuation



# London Rd, Lowestoft

Located in the heart of Lowestoft, this town centre development has planning permission for the conversion of part of the ground floor and upper floors into twenty-three apartments. The scheme will deliver six studios, fifteen one-bedroom homes and two two-bedroom homes. Positioned close to shops, restaurants, pubs and coastal leisure amenities, the project repurposes a redundant commercial building to provide much-needed residential accommodation and revitalise a key site in the town.

Lowestoft is the second largest town in Suffolk and the most easterly point in the British Isles, famously the first place in the UK to see the sunrise. The town is emerging as a regional centre for renewable energy, supported by the world's largest offshore wind farm located fourteen miles off the coast. Among its attractions are two historic piers, the Africa Alive Zoological Reserve and the Hills Theme Park. Lowestoft combines coastal appeal with cultural and economic growth.

## *Project Breakdown*

23

Studios, 1 and 2 Bed Apartments

£480k

Purchase Price

£1.36m

Development Costs

£1.84m

Total Project Costs

£3.62m

Valuation



# Abigail Ct, Lowestoft

Located in the centre of Lowestoft, planning permission has been granted for the construction of twenty-seven residential units at Abigail Court. The development benefits from a prime position within easy reach of shops, restaurants, pubs, bars and leisure facilities typical of a coastal town. A ten-year agreement with a housing association has been secured, guaranteeing fixed rental income for the duration of the term. The project will deliver much-needed housing supporting local regeneration through the creation of new, well-located homes.

Lowestoft is the second largest town in Suffolk and the most easterly point in the British Isles, famously the first place in the UK to see the sunrise. The town continues to grow as a regional centre for renewable energy, supported by the world's largest offshore wind farm situated fourteen miles off the coast. With attractions such as two piers, Africa Alive Zoological Reserve and the Hills Theme Park, Lowestoft combines coastal charm with expanding economic opportunity.

## *Project Breakdown*

**32**

Apartments

**£1.10m**

Purchase Price

**£1.05m**

Development Costs

**£2.15m**

Total Project Costs

**£3.00m**

Valuation



# Continuity House

Continuity House is a 4,790 sq ft office building with vacant possession on a 0.22-acre site, located on the eastern edge of central Bracknell. Planning approval has been granted for a change of use to create twenty apartments within a five-storey residential scheme, comprising eleven one-bedroom, eight two-bedroom and one three-bedroom homes. The surrounding area features new residential developments, established housing and commercial properties. The site is within an eight-minute walk or three-minute drive of the town centre and fifteen minutes on foot from Bracknell station.

Bracknell, in the county of Berkshire, is strategically positioned near Heathrow Airport, the Thames Valley and central London. It is a major business hub, home to more than three thousand companies including fifty global organisations. Recent regeneration has seen over £240 million invested into the Lexicon development, adding seventy new retail and leisure outlets and reinforcing Bracknell's position as a business and residential destination.

## *Project Breakdown*

20

1, 2 and 3 Bed Apartments

£1.10m

Purchase Price

£3.04m

Development Costs

£4.14m

Total Project Costs

£6.77m

Valuation



# Hanley

Located in the city of Stoke-on-Trent, this development at 31–49 Parliament Row has planning permission for the conversion of the upper floors into eighteen apartments, bringing new life to a varied and characterful row of redundant buildings in the city centre. An additional seven apartments will be created on the first floor of 55 Old Hall Street, which backs onto Parliament Row.

The homes will comprise a mix of studios, one-bedroom and two-bedroom apartments. Parliament Row sits opposite the City Conservation Area, though none of the buildings are listed.

Hanley serves as the principal city centre of Stoke-on-Trent and is home to the Potteries Museum and Art Gallery, which houses an extensive ceramics collection celebrating the region's world-famous pottery industry. The area is also known for its cultural heritage and notable former residents, including Sir Stanley Matthews, Captain Edward Smith of the RMS Titanic and Thomas Twyford, inventor of the flushing toilet.

## *Project Breakdown*

25

Studios, 1 and 2 Bed Apartments

£510K

Purchase Price

£1.38m

Development Costs

£1.89m

Total Project Costs

£3.30m

Valuation



# The Parade

Located on the seafront at Walton-on-the-Naze, The Parade is a prime development of ten two-bedroom luxury apartments with extensive sea views, overlooking Walton Pier and the RNLI Walton and Frinton Lifeboat Station. The development lies within the Walton Conservation Area.

Walton Pier, the third longest in the UK, features a five-acre amusement complex with bowling, arcade games, a funfair and traditional seaside eateries. The sandy Blue Flag beach and the nearby Naze nature reserve, a Site of Special Scientific Interest, enhance the coastal appeal. Walton-on-the-Naze station, a short walk away, offers regular Greater Anglia services to London Liverpool Street. The town provides supermarkets, High Street shops, local schools and healthcare facilities. According to Attwaters Jameson Hill, property searches in Essex hotspots such as Walton-on-the-Naze nearly doubled in 2020, confirming its position as a strong long-term investment location.

## *Project Breakdown*

10

2 Bed Apartments

£399k

Purchase Price

£1.10m

Development Costs

£1.49m

Total Project Costs

£2.45m

Valuation



# Crown Buildings

Located in St Helens, Merseyside, Crown Buildings sits just off the town centre and is only thirty minutes by train from central Liverpool. The property, a former local tax office vacant for several years, will be redeveloped to provide sixty-three one- and two-bedroom apartments finished to a high standard. Its position makes it ideally suited to the rental market, while also offering potential to capitalise on continued local housing growth should the units be sold individually.

St Helens is a well-connected commuter town positioned between Liverpool and Manchester. It attracts a strong tenant base due to its proximity to both cities and comparatively lower rental levels. The average house price of £148,133 sits more than £100,000 below the UK average, yet values have risen by around 34 per cent over the past decade. With competitive yields, expanding employment and increased business relocation to the North, St Helens presents a opportunity for investors seeking affordability and long-term growth potential.

## *Project Breakdown*

**63**

1 and 2 Bed Apartments

**£1.74m**

Purchase Price

**£2.00m**

Development Costs

**£3.74m**

Total Project Costs

**£5.50m**

Valuation

# Track Record

HJ Collection is committed to producing sustainable, efficient, and affordable quality living accommodation in sought-after locations across the UK, while ensuring the brand becomes synonymous with the provision of dependable and lucrative opportunities within the property development sectors. To learn more about HJ Collection, get in touch with one of our team.



## Stafford

This permitted development project contains twelve new homes, four studios and eight 1-bedroom apartments in this central project.

<b>Purchase price</b>	£480,000
<b>Development costs</b>	£570,000
<b>Total</b>	£1,050,000
<b>Valuation</b>	£1,650,000



## St Michael's House, Braintree

Conversion to two commercial properties as well as seven flats. Six flats have one-bedroom, and one flat has two bedrooms.

<b>Purchase price</b>	£475,000
<b>Development costs</b>	£498,000
<b>Total</b>	£973,000
<b>Valuation</b>	£1,700,000
<b>Uplift</b>	75%



## Yorkshire House, Barnsley

Conversion to two commercial properties as well as seven flats. Six flats have one-bedroom, and one flat has two bedrooms.

<b>Purchase price</b>	£850,000
<b>Development costs</b>	£550,000
<b>Total</b>	£1,400,000
<b>Residential income</b>	£172,095 pa
<b>Valuation</b>	£2,200,000
<b>Uplift</b>	57%



## 82 Cleveland Street, Doncaster

Conversion to two commercial properties as well as seven flats. Six flats have one-bedroom, and one flat has two bedrooms.

<b>Purchase price</b>	£670,000
<b>Development costs</b>	£420,000
<b>Total</b>	£1,100,000
<b>Residential income</b>	£110,020 pa
<b>Valuation</b>	£1,400,000
<b>Uplift</b>	27%



## Coachman Hotel, Darlington

Creation of 39 1-bedroom apartments and studios in the Coachman Hotel building.

<b>Purchase price</b>	£390,000
<b>Development costs</b>	£1,365,000
<b>Total</b>	£1,755,000
<b>Valuation</b>	£273,780 pa
<b>Uplift</b>	96%



## Newspaper House, Blackburn

Conversion to 66 self-contained apartments with car parking under full planning permission.

<b>Purchase price</b>	£850,000
<b>Development costs</b>	£2,640,000
<b>Total</b>	£3,490,000
<b>Residential income</b>	£429,000 pa
<b>Valuation</b>	£5,362,500
<b>Uplift</b>	54%



## Globe Works, Bolton

A former mill to residential conversion with 24 1-bedroom, 90 2-bedroom, and 10 three-bedroom apartments.

<b>Purchase price</b>	£1,700,000
<b>Development costs</b>	£6,200,000
<b>Total</b>	£7,900,000
<b>Residential income</b>	£1,024,800 pa
<b>Valuation</b>	62%
<b>Uplift</b>	



## Halifax House, Halifax

A commercial to residential conversion via full planning permission creating 65 1-bedroom & 2-bedroom apartments.

<b>Purchase price</b>	£1,250,000
<b>Development costs</b>	£2,275,000
<b>Total</b>	£3,525,000
<b>Residential income</b>	£456,300 pa
<b>Valuation</b>	61%
<b>Uplift</b>	



## 63 Bradshawgate, Bolton

Conversion to 81 self-contained apartments under full planning permission; ground floor retained as a commercial unit.

<b>Purchase price</b>	£850,000
<b>Development costs</b>	£2,592,000
<b>Total</b>	£3,442,000
<b>Residential income</b>	£589,680 pa
<b>Commercial income</b>	£30,000
<b>Valuation</b>	£7,746,000
<b>Uplift</b>	125%



## King Charles House, Pontefract

Conversion to 62 self-contained apartments under Permitted Development Rights.

<b>Purchase price</b>	£600,000
<b>Development costs</b>	£2,108,000
<b>Total</b>	£2,708,000
<b>Residential income</b>	£483,600 pa
<b>Valuation</b>	£6,045,000
<b>Uplift</b>	123%



## Thornhill Street, Wakefield

Conversion to 16 self-contained apartments under full planning permission.

<b>Purchase price</b>	£900,000
<b>Development costs</b>	£480,000
<b>Total</b>	£1,380,000
<b>Residential income</b>	£112,320 pa
<b>Commercial income</b>	£50,000
<b>Valuation</b>	£2,029,000
<b>Uplift</b>	47%

# Get in Touch

## Contact Details:

- +44 207 117 2583
- info@hjcollection.co.uk
- www.hjcollection.co.uk
- 15 Springwood Drive, Braintree, Essex, CM7 2YN



*Here for you today, to elevate tomorrow.*



