

The Ned Announces Rural UK Estate and Global Expansion Plans

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The Ned, a prominent name in the U.K.'s private members' club scene, is embarking on an ambitious expansion, with plans for a new rural estate in the U.K. and its first venture into mainland Europe. This move signals a bold step for the brand, which is capitalising on the growing appetite for exclusive, experience-driven venues.

Gareth Banner, group managing director, revealed in an exclusive interview with *City AM* that The Ned is pursuing three significant opportunities with property owners and potential partners for international projects. While specifics remain under wraps, Banner hinted that Los Angeles and Dubai are prime candidates for future locations.

The U.K. estate, expected to open between 2028 and 2029, will break from the brand's urban roots, offering a countryside retreat within 100 miles of London. Described as a "newly created concept," it will extend beyond a traditional hotel and club, resembling a sprawling estate.

"This is a departure from our usual model of repurposing existing buildings," Banner explained. "Creating something from the ground up presents unique challenges, but we're confident in our vision. When we identify a site with the right character and architecture, we move decisively."

The rural estate invites inevitable comparisons with Soho Farmhouse, the Cotswolds outpost of The Ned's sister brand, Soho House. However, Banner emphasised that The Ned's offering will carve its niche, blending exclusivity with a distinct countryside ethos. The project may adopt a phased opening to ensure a polished launch.

The Ned's expansion reflects a broader trend in the private members' club sector, where demand is surging among Millennials and Gen Z, who prioritise experiences over material possessions. Soho House, for instance, boasts over 250,000 members globally, while new venues like Lighthouse Social in Fulham and NEXUS Club in South Kensington, backed by figures like Tiger Woods and Justin Timberlake, are entering London's competitive market. The Groucho Club's planned Yorkshire estate further underscores this boom.

The Ned, launched in 2017 in the historic Midland Bank headquarters in London's Square Mile, has become a cornerstone of the city's social scene. With 10 restaurants, 12 bars, and 250 hotel rooms, it caters to members paying approximately £4,000 annually for access to exclusive spaces.

The brand's international footprint grew with The Ned NoMad in Manhattan and The Ned Doha in 2022, followed by a club-only venue in Washington DC's Walker Building in February 2025, which has already attracted the city's power brokers.

Banner's optimism about The Ned's trajectory is palpable. "We're just getting started," he said. "We're not setting rigid targets, but we're ready to seize opportunities when the right sites come along." This opportunistic approach, coupled with the brand's focus on architectural heritage, positions The Ned to compete with heavyweights like Soho House, despite their separate ownership under US billionaire Ron Burkle.

The Ned's expansion comes at a time when the U.K.'s hospitality sector faces challenges from rising costs and regulatory pressures under the current Labour government. While some businesses struggle, The Ned's focus on high-net-worth clientele and global markets insulates it from domestic economic headwinds. However, the brand's success will hinge on delivering its signature blend of luxury and exclusivity in new, untested formats.

As The Ned ventures into rural and international territories, it aims to redefine the private members' club model, blending heritage with innovation. With a clear vision and aggressive strategy, the brand is poised to leave a lasting mark on the global hospitality landscape.