

ONE London Road

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Newcastle-Under-Lyme

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...inspired student living



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Newcastle-Under-Lyme

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Newcastle-under-Lyme is a historic market town located in Staffordshire and forms part of the wider Stoke-on-Trent area. The town has a population of 75,125 and a regional catchment area in excess of 140,000.

Newcastle-under-Lyme benefits from excellent transport links with the A500 providing direct access to the nearby M6. In addition to this, direct rail services are available to London (1hr 25m), Birmingham (50 min), Manchester (40 min) and further afield from nearby Stoke-on-Trent railway station.

Manchester International Airport and Birmingham International Airport are situated 35 and 54 miles from Newcastle-Under-Lyme respectively and easily accessible from the town.

Newcastle-Under-Lyme has grown to become an education and service hub with both Keele Univeristy and the Royal Stoke University-Hospital, one of the largest hospitals in the UK, situated in the town. In addition, the University of Staffordshire is located in nearby Stoke-On-Trent, with campuses across the county being consolidated into this location.

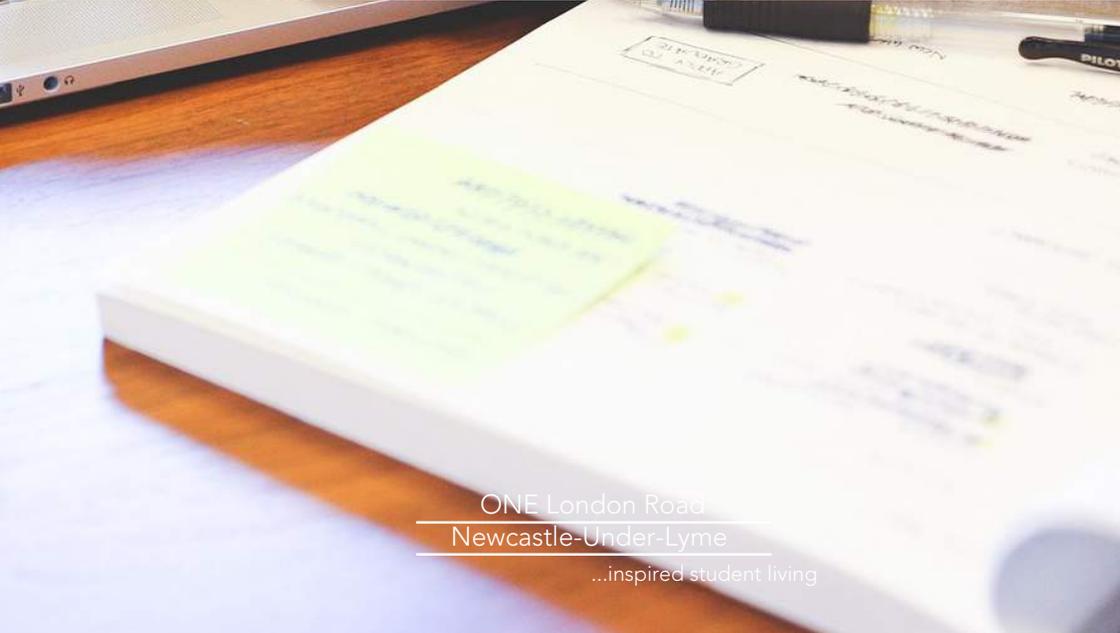
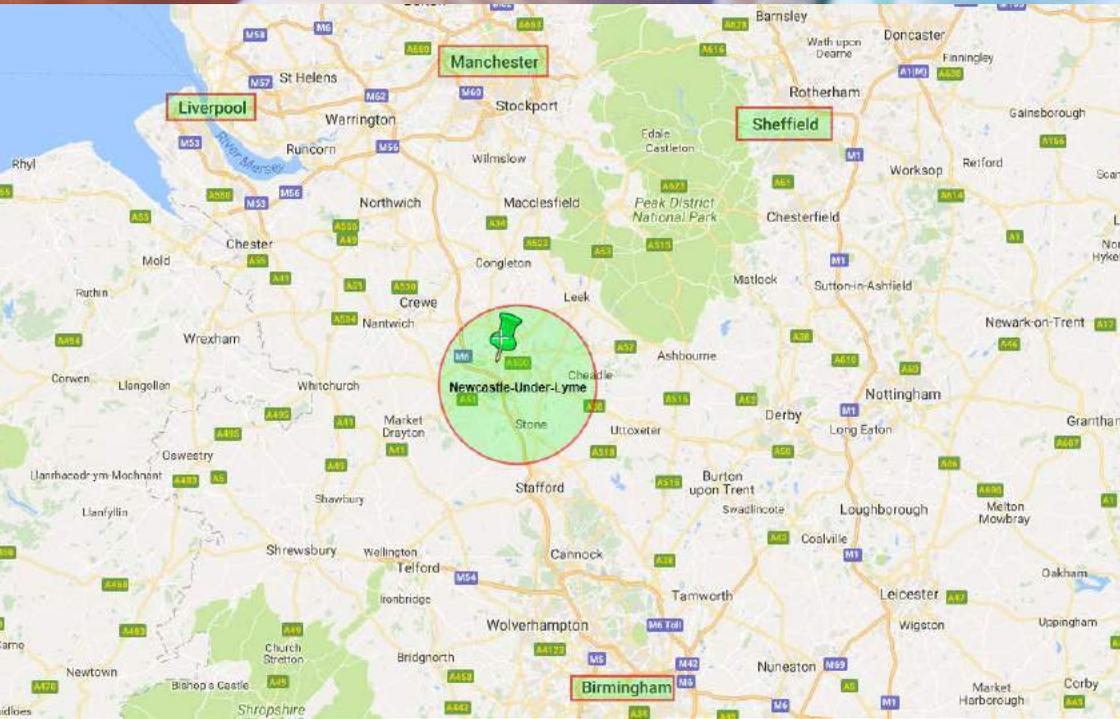
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...location

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...9% net returns assured for 5 years

125 year leasehold

5% interest paid on deposited funds

ONE London Road is a brand new investment opportunity in the UK Purpose Built Student Accommodation (PBSA) sector, giving investors an opportunity to purchase a fabulous income-generating asset. Comprising of 174 modern self-contained one-bed studios and two-bedroom apartments, which will be completed to a high standard, delivered fully furnished ready for the new intake of students.

The accommodation in these two new purpose built blocks, will feature a kitchenette and an en-suite bathroom and are available from just £69,999. Payment is spread throughout the build and, what's more, 5% interest will be paid on your deposited funds until the build is complete. The development will serve the accommodation requirements of students studying at both Keele and Staffordshire Universities.

With a huge shortage of quality, self-contained accommodation in the area, Orme House is set to deliver a unique and unrivalled option for students at an incredibly competitive price. Particularly popular with international students and postgraduates, ONE London Road provides first-class living standards coupled with a full range of facilities and communal meeting spaces.

**Perfect** town centre location with easy access to two universities

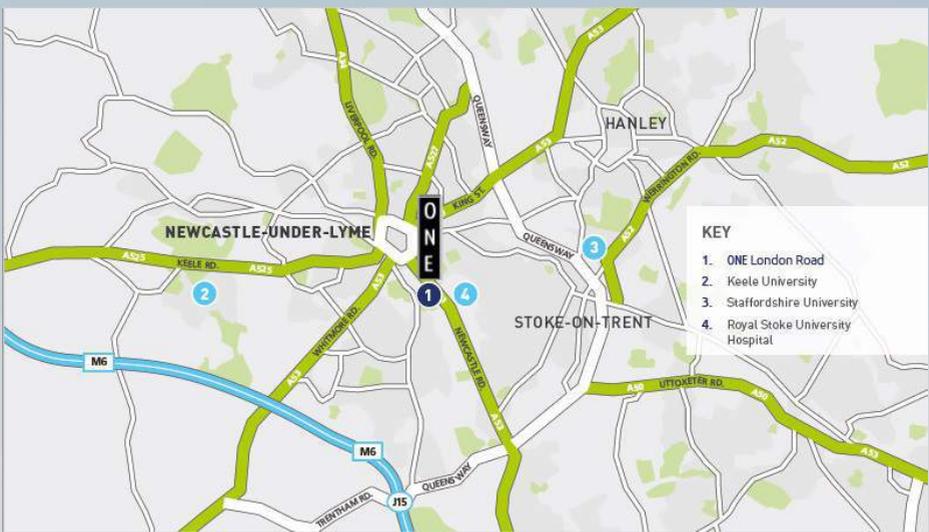
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...summary

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ONE London Road is situated on the London Road, approximately 0.3 miles south of Newcastle-under-Lyme town centre.

The site provides easy and quick access to both Keele University and the University of Staffordshire, which are directly accessible in approximately 20 minutes from bus stops located outside the property, with 4 buses per hour throughout the day.

The Royal Stoke University Hospital, home to Keele University Medical School, is located 0.2 miles south of the property and accessible by foot in under 5 minutes. As such, ONE London Roads location makes it attractive to both Keele and Staffordshire students alike.

In addition, the amenities of Newcastle-under-Lyme town centre are accessible by foot in 8 minutes

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## NEWCASTLE & STOKE – HIGHER EDUCATION

The Newcastle & Stoke region is the largest higher education destination in Staffordshire and one that is extremely popular with students. The region is home to both Keele University and the University of Staffordshire, with a current full time student population of 17,315 (HESA 2015/16).

Institution	Full Time Students	Full Time Undergraduates	Full Time Postgraduate	International Students	Applications Per Place
Keele University	7,875	7,225	650	1,440	8.8
Staffordshire University	9,440	8,650	790	1,020	5.5
Total	17,315	15,875	1,440	2,460	

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" KEELE UNIVERSITY  
MEDICAL SCHOOL  
RANKED 4TH IN TIMES  
GOOD UNIVERSITY GUIDE  
2017 "

The Newcastle-under-Lyme and Stoke-on-Trent Purpose Built Student Accommodation market (PBSA) is in its infancy in comparison to other UK locations with student populations of this size. The supply of PBSA is limited, with the vast majority of beds being under University ownership, which are both dated and poorer quality.

In Newcastle-under-Lyme there are currently only 160 beds available in the direct let market located in one scheme (Keele House) with only a further 440 available in Stoke-on-Trent across three schemes. As such the area is significantly under supplied for the number of students based in the location a situation that will increase with the continued growth of Keele University. Without further developments approximately 80% of students in the area will not be able to access PBSA based on Keele's forecasted student growth.

The majority of students are therefore forced to live in poorer quality HMO's located throughout the area which are vastly inferior to the product provided by the subject scheme. The Garages will be able to provide the highest quality accommodation for students in the region, superior to all the current available options.

" KEELE UNIVERSITY  
TO INCREASE  
STUDENT NUMBERS  
TO OVER 12,000 "

...the student market contd.

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## KEELE UNIVERSITY

Keele University was originally founded as University College of North Staffordshire in 1949, before being granted university status in 1962 becoming Keele University. The University was ranked 42nd according to the Times Good University Guide 2017, providing world leading education and research.

Keele was recently awarded Gold in the Teaching Excellence Framework, TEF, the highest award possible and one only achieved by 20% of UK Higher Education providers. In addition, 97% of research conducted by Keele University according to REF has been classed as world leading or of international importance.

The University is highly popular with students, having finished 1st in the National Student Survey for student satisfaction for 2014, 2015 and 2016, and consistently performs well with regards to graduate employment, with 97.5% of graduates in employment or further study six months after graduating.

Keele University is currently in the process of substantially growing its student population. In excess of £115 million has been invested in the campus and full time student numbers increased by 6.06% between 2014/16, far above the UK average (HESA). In addition, the University is planning to substantially increase the student population to in excess of 12,000 over the next 3-5 years, and are only increasing their rooms from 3500 to 4300 on campus **leaving a shortfall of 8000 units to be accommodated in the private sector - ask your consultant for further details...**

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Staffordshire University was originally founded as North Staffordshire Polytechnic, before being granted university status under its current title in 1992. The University's main campus is located in Stoke-On-Trent, with the majority of students at the institution based at this location.

Staffordshire University ranked 92nd in the Times University Guide 2017 and is renowned in a number of subject areas including Sciences, Media and Computing, with the university being identified as offering the number one computer gaming courses in the UK.

The University has recently invested over £40 million in renovating its Stoke On Trent campus, following the sale of its Stafford Beaconside site, consolidating the majority of teaching and administrative buildings into Stoke and illustrating the University's commitment to the location.



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## PROPERTY DESCRIPTION

The scheme has been designed to create 174 large, high specification studios across two blocks, with all rooms being a generous 20 + sq m.

On completion in time for the 2019/20 academic year, ONE London Road will provide the highest-quality PBSA in Newcastle-under-Lyme.

The development will create a landmark scheme, providing unrivalled accommodation and amenities for its residents, with easy access to Keele and Staffordshire University's, as well as Newcastle-under-Lyme town centre.

The accommodation is arranged over ground and three upper floors per block, with roof terraces and large external communal space. The scheme will also provide a very generous amount of car parking spaces for residents use, giving ease of access for students moving in and vacating, alongside a potential further income opportunity, as well as secure bike storage.



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...prices from  
£69,999



...9% net returns  
guaranteed for 5 years

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# THE SPECIFICATION



These high quality apartments provide spacious accommodation compared to many student pods contemporary styled interiors compliment a refined exterior with inspired details.



A restrained palette of materials that have a timeless elegance. Oak and porcelain are used with modern detailing to ensure they do not date. Door handles, light fittings and switches are a classic design.



The on-site amenities for residents will include:

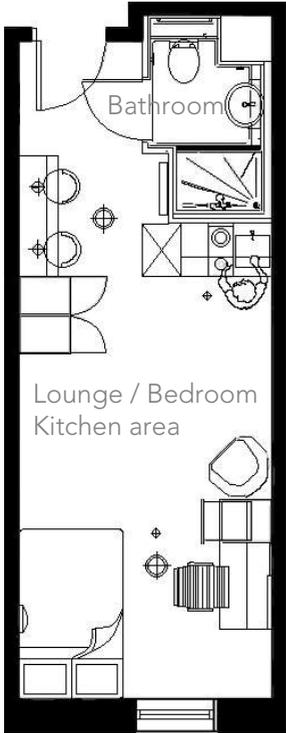
- > Lounges/communal study spaces
- > Full equipped gyms
- > Communal roof terraces
- > Reception/lobby
- > Lift access
- > Large amount of car parking spaces
- > Secure bike storage
- > Onsite laundry facilities

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# TYPICAL LAYOUTS

Studio Apartment with Balcony



Studio Apartment without Balcony



## URBAN STUDENT LIFE

ONE OF THE LEADING STUDENT ACCOMMODATION MANAGEMENT COMPANIES IN THE UK.

USL is a complete, independent, full-service property development and management targeted at the student accommodation, PRS and educational sectors.

We aim to provide cost-effective solutions in an uncomplicated manner that will allow our clients to achieve performance, investment return and sustainable quality.

We aim to deliver results across a range of services within the student accommodation and wider educational sector.

Our core activities are agency services (finding properties and end users), technical services (delivering properties) and operational and financial services (managing properties to optimise the potential developments).

OPERATIONAL MANAGEMENT At Urban Student Life, we can provide full management services for any student accommodation property. This is supported by sales and marketing expertise targeted at the international student sector on both short and longer-term courses, providing greater opportunities to yield manage the property and thus produce higher returns.

[www.urbanstudentlife.com](http://www.urbanstudentlife.com)

- Reception and administrative duties
- Enrolment of student wardens to support site-based teams
- Checking in and out of all students at the beginning and end of tenancies
- Inventory management
- Apartment inspections, deep cleaning, repairs, renewals and redecorations
- Cleaning and maintenance of common areas and shared facilities
- Reservation and contract administration
- Security and emergency management Solving students' occupational needs and issues
- Day-to-day marketing
- Overseeing summer lets  
Control of rental voids and bad debts including legal action where necessary

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We are abode

We deliver exceptional, contemporary design with an unrivalled level of finish. We create accommodation that consistently raises the bar, guaranteeing that it is always in demand and more than capable of providing a return on your investment.

Our 35 years of experience in the construction and development industries perfectly equip us to design and deliver successful property in the commercial, residential, retail and student sectors. Our high standards in both construction and specification are the foundation of everything that makes Abode successful. It is these aspects that first draws clients to us, but it is our actual day to day work ethic and approach that makes sure that your every expectation is exceeded

Ashley Ladson, Director

Ashley graduated from Sheffield University with a degree in Mathematics and Management. He has 15 years experience as a developer main contractor, working across all main sectors including residential, retail, listed refurbishment projects and new build developments. Having worked his way up from site manager to lead roles, Ashley has experience from the bottom upward on construction and development projects.

[enquiries@aboderesidencies.com](mailto:enquiries@aboderesidencies.com)

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## PURCHASE PROCESS

Your investment agency will assist you through the purchase process and can recommend a solicitor to act on your behalf and carry out the property conveyancing. You are free to appoint your own solicitor, however in our experience the purchase process is far smoother and faster when using a recommended independent solicitor who is familiar with the product.

1. After a full consultation with your property advisor, a unit will be selected. They will then prepare and send a reservation form for you to duly check, sign and return with the reservation deposit of £5,000, along with photo ID and proof of residency (utility bill or bank statement - no older than 3 months)

2. Both parties' solicitors will be instructed and a legal contracts pack will be issued to your solicitor for review.

3. The contracts are sent to you for signature and at this time your solicitor will ask for the outstanding balance of purchase monies to be paid into their client account.

4. Upon receipt of your signed documents and balance of purchase monies, exchange and completion can take place. Your solicitor will then attend to registration formalities with land registry.  
This process should take no longer than 28 days.

## PAYMENT PLAN

1. £5,000 reservation deposit
2. 50% value of purchase price on exchange of contract (within 28 days)
3. 25% value of purchase price halfway through build programme
4. Remaining balance on completion of the build

### BUYERS RECOMMENDED SOLICITOR

Blanchards Bailey  
Bunbury House,  
Stour Park,  
Blandford Forum,  
Dorset,  
DT11 9LQ  
e: conveyancing@blanchardsbailey.co.uk t:  
01258 459 361

### SELLER'S SOLICITOR

David Frankland  
DWF LLP  
1 Scott Place,  
2 Hardman Street, Manchester  
M3 3AA  
e: david.frankland@dwf.law  
t: 0333 320 2220

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