

The Final Phase

ONE London Road

Newcastle-Under-Lyme

...inspired student living

PHASE 5

Prices from
£69,999

10% net returns
guaranteed for **3 years**



A landmark scheme

Phase 5 of ONE London Road follows in the same design and high quality that was offered in previous sold out phases. These were very popular with investor clients due to the practicality provided by the development to the students it will service. These are high specification self-contained studio apartments, being a generous 18 sqm.*

Completion for Phase 5 will be in time for the 2021 intake for the new academic year. Creating a landmark scheme, ONE London Road provides unrivalled accommodation and amenities for all its student residents, with easy access to Keele and Staffordshire universities, as well as Newcastle-Under-Lyme town centre.

Phase 5 is arranged over ground and three further floors, with a roof terrace and use of the spacious external communal space. Also provided is a generous amount of car parking, giving ease of access for students moving in and out, for investors this also provides further potential for income generation. Residents also have use of the onsite bike storage.

Phase 5 is the last in the blocks to be built and the final chance for investors to enjoy the high returns, high demand and ownership in this fantastic PBSA development.

0.3

miles south of
town centre

2

universities (Keele and
Staffordshire) within local area

20

minute journey from
development to universities

4

buses an hour run from
development to campuses

The perfect student home

ONE London Road is a brand-new investment opportunity in the UK Purpose Built Student Accommodation (PBSA) sector, giving investors the chance to purchase a fabulous income generating asset.

Comprising of a total of 282 modern self-contained studio apartments, this accommodation will be completed to a premium standard, delivered fully furnished, and ready for the new intake students.

The accommodation in these three new purpose-built blocks will feature a kitchenette and an ensuite bathroom, available from £69,999. Payment to purchase in this already popular investment opportunity is spread throughout the build, and 4% interest will be paid on your deposited funds until completion.

The development will serve the accommodation requirements of students studying at both Keele and Staffordshire universities. With a huge shortage of quality accommodation in the area, ONE London Road Phase 5 will continue to deliver a unique and unrivalled option for students at an incredibly competitive price.

250 year leasehold

4% interest paid
on deposited funds



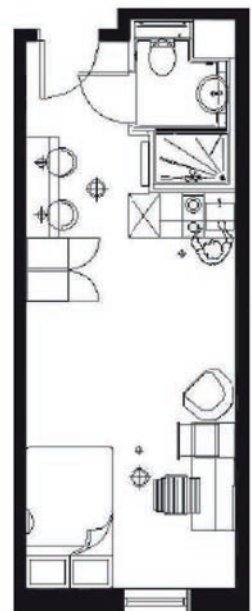


Designed for students

This premium development includes a host of onsite amenities for students, ensuring a stress-free home from home.

- Lounges and communal study spaces
- Fully equipped gyms
- Communal roof garden with BBQs
- Reception area and lobby
- Lift Access
- Large dedicated parking areas
- Secure bike storage
- Onsite laundry facilities

Typical layout
Studio Apartment



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

A restrained palette of materials creates a timeless elegance with oak and porcelain combined with modern detailing to ensure they do not date. Door handles, light fittings and switches have been chosen in classic designs.

Designed to last



A leading student management company


Urban Student Life (USL) is a complete, independent property development and management company targeted at the student accommodation and educational sectors, providing a fully encompassing service to clients.

They aim to provide cost effective solutions in an uncomplicated manner that will allow our clients to achieve performance, investment return and sustainable quality. USL also aim to deliver results across a range of services within the student accommodation and wider educational sector.

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).

USL's Management Services

- Reception duties
- Checking in and out
- Inspections
- Cleaning and maintenance
- Security
- Marketing
- Voids
- Rent collection
- Legal action
- Student wardens
- Emergency management



You're not just renting a room, you're joining a community of students. You'll be surrounded by people from all over the world, and each accommodation has communal areas - complete with fast Wi-Fi, great coffee and widescreen TVs - where you can study or relax with your friends.

Your study hotel will be a great place to meet new friends and settle into life in the UK.

We are abode

Exceptional design with an unrivalled level of finish

Abode creates accommodation that consistently raises the bar, guaranteeing that it is always in demand and more than capable of providing a return on your investment.

With over thirty-five years of experience in the construction and development industries, abode is perfectly equipped to design and deliver successful property in the commercial, residential, retail and student sectors. A premium standard in both construction and specification are the foundation of everything that makes abode successful. It is these aspects that first draws clients, but it is the day-to-day work ethic and approach that makes sure that every expectation is exceeded.



Previously completed

Keele House

Within walking distance of both Keele and Staffordshire University, Keele House caters exclusively to students looking to live both independently and comfortably. The development comprises 160 modern, self-contained studio suites and was completed to a high standard, delivered fully furnished and was sold out.

Fully Tenanted



Orme House

Orme House, completed in September 2019, is a brand new Purpose Built Student Accommodation block and has provided investors an opportunity to purchase a fabulous income-generating asset. The development comprises 102 modern self-contained one-bed studios and two-bedroom apartments, which were again completed to a high standard, merging old and new with an existing school building and an extension.

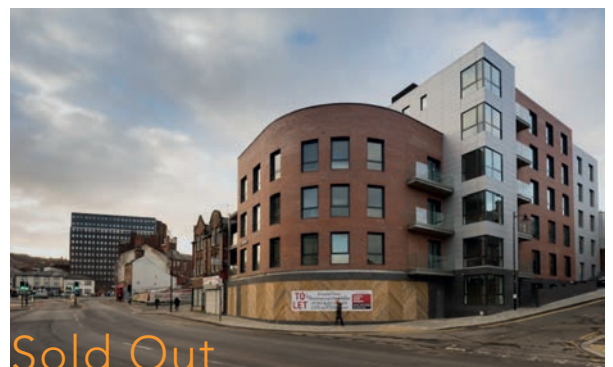
Fully Tenanted



West Bar House

West Bar House is the latest in a long line of purpose-built, luxury developments designed to cater to Sheffield's ever-increasing student population. Offering 89 high specification studio apartments along with a gym, dedicated game and cinema rooms, roof garden and concierge service.

Fully Tenanted



The Pavilion

The Pavilion in Leeds is a 44 unit, state of the art student studio complex, comprising of a gym, cinema, games room and concierge along with the accommodation. Located in Headingley and directly opposite the Yorkshire County Cricket Club.

Fully Tenanted



Witness the ongoing development



Abode has provided a cabin onsite at the ONE London Road development. Clients can see the construction that has already begun, as well as the plans for the future instalments of this landmark scheme.



Phases 1 and 2 (September 2019)

Extensive work has already begun on Phases 1, 2 and 3 at the ONE London Road site, with photos showing our most recent build update from September 2019.



Phases 1 and 2 (September 2019)



Phase 3 (September 2019)

Historical town, modern vision

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 motorway. In addition to this, direct rail services are available to London (1hr25min), Birmingham (50min), Manchester (40min) 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 University 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 in nearby Stoke-on-Trent, with campuses across the country being consolidated into this location.

The Newcastle-under-Lyme and Stoke-on-Trent area represents 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	EU Students	Non-EU Students
Keele Uni	9360	205	1030
Staffordshire Uni	14,910	345	385
Total	24,270	450	1415

The Newcastle-under-Lyme and Stoke-On-Trent Purpose Built Student Accommodation (PBSA) market is in its infancy in comparison to other UK locations with similar student populations. The supply of PBSA is limited, with most beds under university ownership which are outdated and of 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.

The area is significantly under supplied for the number of students based in this area, and with the continued growth and popularity of Keele and Staffordshire universities, the demand is set to increase. The majority of students are currently forced to live in low quality HMOs located throughout the area. These homes are vastly inferior to the product provided by ONE London Road, which when complete will provide the highest quality accommodation for students in the region, superior to all current options.

“

We're proud to be joint #1 in England for course satisfaction in the Guardian University League Table 2019, in addition to having been ranked #1 in England for student satisfaction in the 2018 National Student Survey, of broad-based universities. We were also awarded Gold in the recent Teaching Excellence Framework.

”



**Ranked 13th
for medicine
out of 30+ UK
universities**

(2019)

**and #1 for
student
satisfaction**

(2018)

Keele University

Keele University was originally founded as the University College of North Staffordshire in 1949 before being granted university status in 1962. The university was ranked 48th in the 2019 University Rankings for the UK as published by studyin-uk.com.

Keele was also ranked 13th in the whole of the UK for its medical courses out of over 30 other establishments. The university was also given the highest award possible by the Teaching Excellence Framework (TEF), which is 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.

Investment at Keele

Keele University announced two major new investments on its campus in 2018 to power significant advancements in the immediate term: a new multi-million-pound state-of-the-art facility that houses both Keele Business School and incubated companies in a sector-leading Smart Innovation Hub.

This new investment in the Business School will underpin a planned substantial growth in student numbers over the next five years. This investment will play a key role enabling the university to continue its commitment to widening participation in higher education for people locally, a key priority of the funding from the Denise Coates Foundation.

As well as the major investment into its business school, Keele is collaborating with Harper Adams University to open a brand new veterinary school.

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 three to five 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.

Keele Business School

Keele Business School is renowned for providing an excellent student experience and is contributing to the University's recognised position nationally and internationally for teaching quality, student satisfaction, and graduate employability.

The new Business School has been funded by the University and the Denise Coates Foundation, after which the new iconic building at the entrance to the University will be named. The Smart Innovation Hub has been funded by the University, Staffordshire County Council, UK Government Growth Deal Funding and the European Regional Development Fund, the latter two sourced via the Stoke-on-Trent & Staffordshire Local Enterprise Partnership.

Harper & Keele Veterinary School

During their studies, students will be able to benefit from Harper's long-standing reputation in animal sciences and access to Harper's farm and companion animal facilities, alongside Keele's experience of establishing a leading UK medical school and significant recent investment in facilities such as state-of-the-art teaching laboratories. The Harper & Keele Veterinary School will open in 2020 with applications accepted from May 2019.

School of Medicine

One of the cornerstones of the successful partnership between Keele University and the University Hospitals of North Midlands NHS Trust is its ongoing success in providing local and national healthcare systems with highly trained and qualified staff.

Keele University School of Medicine is committed not only to graduate excellent clinicians from our MBChB course, but also to working in partnership with NHS stakeholders. Their aim is to help improve health care, recruitment and retention of health professionals in our area by our course provision.





Staffordshire University

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

Staffordshire University ranked 73rd in the Complete University Guide for 2019 and is renowned for 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. It has consolidated most teaching and administrative buildings to the Stoke location, illustrating the university's commitment to this location.

Premium apartments for leading institutions

ONE London Road has already attracted a lot of interest from various institutions in the area. These world-class educational establishments wish to use some of the apartments for their own student body upon completion. As a result, we are confident that occupying these apartments quickly after completion will not be an issue.

- Keele University
- Staffordshire University
- Keele University Hospital Students
- Royal Stoke University Hospital
- Stoke City Football Academy

Purchase Process

Your consultant will assist you through the purchase process, we can also recommend a solicitor to act on your behalf to 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 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 three months).**

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

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

- Upon receipt of your signed documents and balance of purchase monies,**
- 4. exchange and completion can take place. The solicitor will then attend to registration formalities with the land registry.**

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 due 1st April 2020 (Completion Q3 2021).**
- 4. Remaining balance on completion of the build.**

Contact Us Today

To find out more about the exciting project happening at ONE London Road or for reservation enquiries, speak directly with one of our investment consultants.

Your agent is not authorised by the Financial Conduct Authority to provide investment or financial advice. They make no representations and give no warranties as to the information provided and potential investors should not rely on it, but should take independent legal, financial or other professional advice before entering into any agreement. For full terms and conditions, please ask your consultant.

