

 **abode student**



# The Villas

CONVERSION OF FORMER POLICE STATION

LOCATED IN STOKE-ON-TRENT

TRUSTED WELL RENOWNED DEVELOPER

PERFECT TOWN CENTRE LOCATION



**£77,950**  
Starting Price

**£5,000**  
to Reserve

**4%**  
Interest

**8% NET**  
Guaranteed for  
3 years

## LUXURY STUDENT ACCOMMODATION

Following the success of previous developments by the Abode group they now introduce a brand new investment opportunity in the UK Purpose Built Student Accommodation (PBSA) sector giving you, our investors, an opportunity to purchase a fabulous income-generating asset.

The development is part of a renovation of an old police station, which will comprise of 174 studio & 2 bed apartments completed to the finest standards with all furniture included.

The development will serve the accommodation requirements of students studying at Staffordshire University and Keele University.

With there being a huge shortage of good quality, spacious accommodation in Stoke, The Villas will provide the highest quality accommodation for students in the region.

## ECONOMIC GROWTH IN STOKE-ON-TRENT

Stoke is on its way to securing economic growth of £4.5 billion (GVA), it has smashed its target for job creation. In January 2020, a UK Powerhouse study ranked Stoke number one in the country for employment growth. The LEP had originally aimed for an additional 50,000 jobs but it has already seen employment rising by over 80,000 and it expects to achieve 87,000 by the close of 2021. There are some major employers including:



# A LUXURY DEVELOPMENT IN A POPULAR LOCATION

Given the ongoing demand for accommodation in the area, The Villa's will support both Keele & Staffordshire University and provide housing to some of the 25,720 students living in Stoke-on-Trent.



Two major universities are situated within easy commuting of Stoke, Keele & Staffordshire. Both of which have a profound impact on the local economy.



There are approximately 3,979 rooms across both universities, with further in Stafford over 25 miles away. Leaving a huge shortfall of rooms across the Stoke area.




The Villa's are located in Boothern, a popular suburban area of Stoke-on-Trent. The site is within a short walking distance from local shops, cafe's, and supermarkets.



Stoke as a whole stands as the largest urban area in the UK, it boasts a population of approx 261,000. Moreover the population is ever growing, between 2005 & 2015 it rose by 10,000 with the figure still rising.




## Map of Stoke-on-Trent


 The Villas

 Staffordshire University

 City Centre















 Royal Stoke Hospital

 Newcastle-under-Lyme

 Boothen

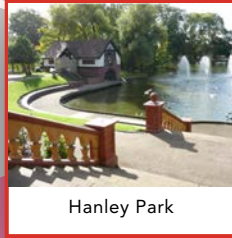
A suburban area situated within a 15 minute walk of the Staffordshire University Campus and walking distance of the city centre.

### POINTS OF INTEREST

-  1 Staffordshire University  
9 mins walk (0.6 miles)
-  2 Stoke-on-Trent Train Station  
9 mins walk (0.6 miles)
-  3 City Centre  
5 mins walk (0.4 miles)
-  4 Local Amenities in Boothen -  
Shops, Pubs, Cafe's, Restaurants  
2 mins walk (0.2 miles)
-  5 Royal Stoke Hospital  
7 mins drive (2.4 miles)
-  6 Hanley Park  
7 mins drive (1.3 miles)
-  7 Sir Stanley Matthews Sports  
Centre - Many facilities such as  
3G astrotrurf pitch  
10 mins walk (0.7 mile)
-  8 Keele University  
10 mins drive (4.3 miles)
-  9 bet365 Stadium  
5 mins drive (2.2 miles)
-  10 Stoke Minster  
2 mins walk (0.2 miles)
-  11 Stoke Library & Local Centre  
2 mins walk (0.2 miles)
-  12 Stoke City Council  
4 mins drive (1.9 miles)
-  13 Stoke Town Hall  
2 mins walk (0.2 miles)
-  14 Kings Hall  
3 mins walk (0.3 miles)



Stoke City Council



Hanley Park



Stoke Town Hall



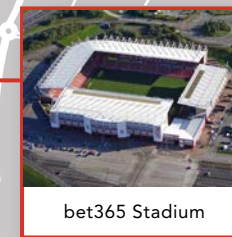
Kings Hall



Stoke Minster



Stoke Library



bet365 Stadium



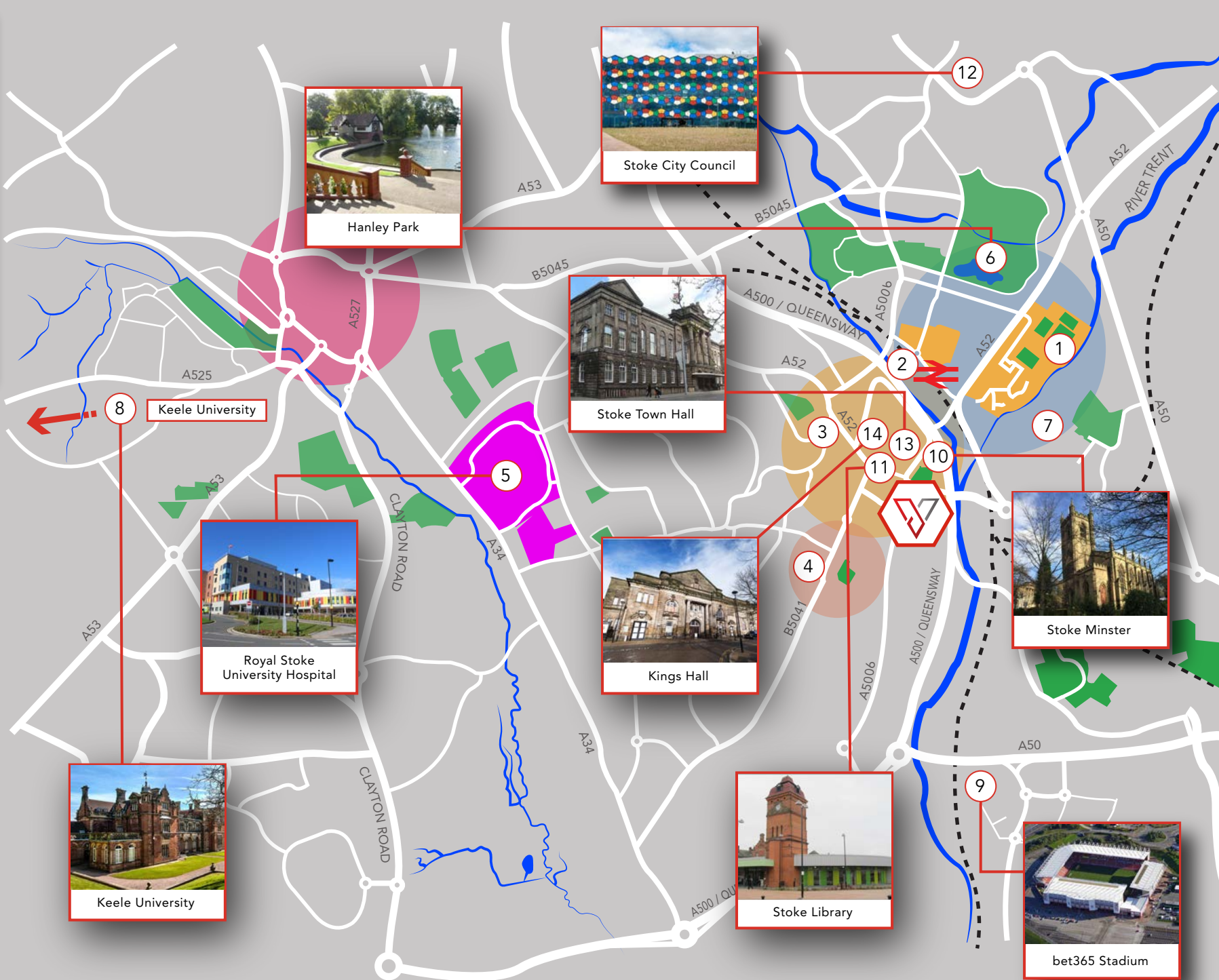
Royal Stoke  
University Hospital



Keele University



Keele University



# CENTRALLY LOCATED FOR ALL AMENITIES NEEDED



The Villa's is located in Boothon, a suburban area of Stoke-on-Trent. A proven popular area with students due to the local high street, transport & supermarkets being within a 5 minute walk.

Stoke is a city characterised by variety, translating into a wealth of choice for property investors. Here landlords can be more strategic in their purchasing and in their targeting of prospective tenants.



## STAFFORDSHIRE - A CONNECTED UNIVERSITY

Staffordshire University is split into 6 different academic departments known as schools; School of Computing & Digital Technologies, School of Creative Arts & Engineering, School of Health & Social Care, School of Law, Policing & Forensics, School of Life Sciences & Education and the Staffordshire Business School.

In 2019 15,190 students were enrolled onto Staffordshire University courses. The schools are spread across a number of campuses in Stoke-on-Trent, Shrewsbury & Stafford. In September last year Staffordshire University invested £12 million into a new Digital Institute based in London offering leading courses in the School of Computing & Digital Technologies.

Being at the forefront of digital technology from games programming & digital forensics, the university has built strong industry connections and has a great emphasis on experience. Making the graduates from this university among the most employable in the UK.

All students are given the opportunity to master future technologies in professional environments such as the £1.3m facility-packed Smart Zone, the Staffs Newsroom, the dedicated Games Lab, and the Crime Scene House. There is significant investment in the university's future, with a brand-new Catalyst building due to open in 2021 that will house learning areas, business collaboration zones and networking spaces.

Staffordshire University has received a gold award in the 2019 Teaching Excellence Framework. Recognising excellent standards of learning and teaching, while 78 per cent of their research is world leading or of international importance (Research Excellence Framework 2014). The university is in the top 10 for student satisfaction in the Complete University Guide 2020.

### ON-CAMPUS FACILITIES



Sir Stanley Matthews Sports Centre



3G Astroturf Pitch



Ofsted rated 'Outstanding' Nursery



Independent Stoke Film Theatre



Sports Therapy Clinic



Legal Advice Clinic



Art & Design Discounted Shop



High-End Computing Facilities



Business & Conference Spaces



Betty Smithers Design Collection





## THE FASTEST GROWING ACCOMMODATION CHOICE

Purpose-built student accommodation (PBSA) is the fastest growing and most in-demand accommodation choice among UK students today.

Modern living spaces, state-of-the-art facilities and central locations are all of which students are demanding. PBSA provides the amenities and experience that students will pay premiums to access. It's also the preferred accommodation choice for the UK's growing number of international students, developments that create a sense of community was also highlighted as being an important quality.

Value for money is the most important factor influencing student's decisions on where to live with 98% of students declaring value for money being most important to them. This is not entirely driven by cost, with students willing to pay a premium for certain features and amenities, these include superfast WIFI, a gym on site and 24-hour security. This highlights the fact that perceived value for money is not driven entirely by cost.

75% of UK students living in PBSA state they would recommend their accommodation to new students and 78% were satisfied with their accommodation. 40% of first-year students living in PBSA say that living with a leading, recognised brand is a key influencer when choosing their accommodation.

2019 has been another strong year for the UK student accommodation market, with demand growth continuing to outstrip supply at a national level and 32,000 new bed spaces delivering a new level of quality stock to the market – enhancing the student experience. The long-term strength of the market is evidenced by rental increases in en-suite accommodation tracking 16% above the rate of inflation since 2014.

### COVID 19

Have spoken to several different universities, self contained apartments are proven to be more popular with the current pandemic.

# ABODE STUDENT PROVIDES THE LATEST EVOLUTION IN STUDENT ACCOMMODATION

## CONTEMPORARY FINISHES

The studio apartments will be finished to a high standard providing luxury, comfortable accommodation with a contemporary finish.

Each studio will come with a high-spec kitchenette, modern fixtures and fittings. A 40-inch SMART TV will also be included in the studio along with premium shower en-suites.

As standard each room will have access to 250MB broadband. Students will also have access to unrivalled communal hub spaces including a lounge & TV area, state-of-the-art leisure suite & private study areas.

## PREMIUM FACILITIES



Leisure Suite



Games Room



Film & TV Lounge Area



Study Rooms



Courtyard Garden



Laundry Facilities



Cycle Store



Events Calendar



40-inch SMART TV's



24/7 Management



Key Fob Access



CCTV Cameras



Well Lit & Safe



## UNRIVALLED COMMUNITY HUB

At The Villas students will have access to premium state of the art facilities. The communal area's in this development have been carefully thought out to create a sense of community; such as an unrivalled communal hub, serving fresh tea and coffee of a morning, a communal kitchen facilities suite, collaborative study spaces, TV & lounge area and a games room. Students will also have access to a comprehensive events calendar for the Villas.



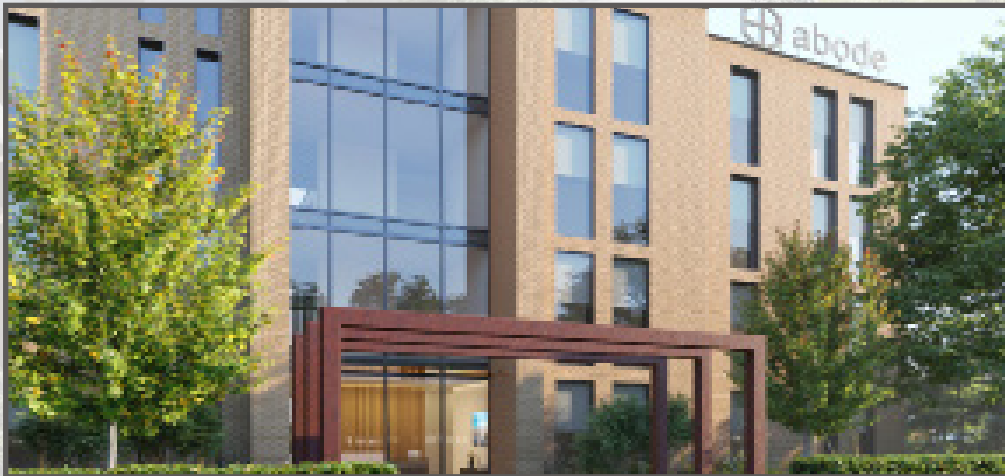
## A LUXURY LEISURE SUITE

Among the premium communal hub spaces Abode Student are delivering a state of the art gymnasium, fully equipped for each and every individual's needs. Students will also have access to a secure bike store as well as on-site laundry facilities. The Villas also provides 2 car parks with a total of 61 spaces available, with access via an electric security gate. Students will need a fob to gain entry to both ensuring security of all vehicles.



## EXTERNAL IMAGES

The scheme has been designed to create 174 luxury studio & 2 bedroom apartments arranged over four floors. The development will also include a tranquil courtyard garden set in the centre of the site, giving students the opportunity to socialise and relax in an outdoor space.



## TYPICAL LAYOUTS

Abode Student represents the latest evolution of student living. We provide various levels of accommodation tailored to each individual's requirements. These high quality premium apartments provide spacious accommodation compared to many small student pods across the PBSA sector. Contemporary styled interiors accompanied by modern fittings make this development incredibly appealing to overseas students and will help the resale value for our investors. There will be a limited amount of 2 bedroom apartments also within the development.



### STUDIO

- ◆ Double Bed
- ◆ Large Desk, Swivel Chair & Wardrobe
- ◆ Premium En-Suite Bathroom
- ◆ High Specification Kitchen
- ◆ 40-INCH SMART TV



### LARGER STUDIO

- ◆ Limited Availability
- ◆ Double Bedroom
- ◆ Large Desk, Swivel Chair & Wardrobe
- ◆ Premium En-Suite Bathroom
- ◆ High Specification Kitchen
- ◆ 40-INCH SMART TV's

# A HANDS OFF INVESTMENT WITH ABODE STUDENT & HOMES FOR STUDENTS





## LEADING STUDENT ACCOMMODATION MANAGEMENT

Homes for Students is one of the UK's leading providers of student accommodation. With an excellent track record, they take pride in the fact that many of their student residents choose to return year after year. Working in partnership with the universities and student unions allows them to provide tenants with the best possible experience. They are a part of the ANUK national code, demonstrating their commitment to providing good quality housing for students.

Homes for Students operates over 22,300 beds and 92 properties across the UK; with a significant pipeline of projects under development. Currently providing accommodation management services and Facilities Management (FM) services to a variety of properties nationwide, from Aberdeen to Plymouth; Aberystwyth to Norwich. With such an extensive network, Homes for Students has been able to expand from 8,000 to over 20,000 beds in the last 3 years.

Homes for Students provide full management services for 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.



Reception and Administrative Duties



Enrolment of Student Wardens to Support Site-Based Teams



Checking In & Out of Students at the Beginning & End of Tenancies



Inventory Management



Apartment Inspections, Deep Cleaning, Repairs, Renewals & Redecorations



Cleaning & Maintenance of Common Areas & Shared Facilities



Reservation & Contract Administration



Security & Emergency Management Solving Students' Occupational Needs & Issues



Day-to-Day Marketing



Overseeing Summer Lets, Control of Rental Voids & Bad Debts including Legalaction where Necessary

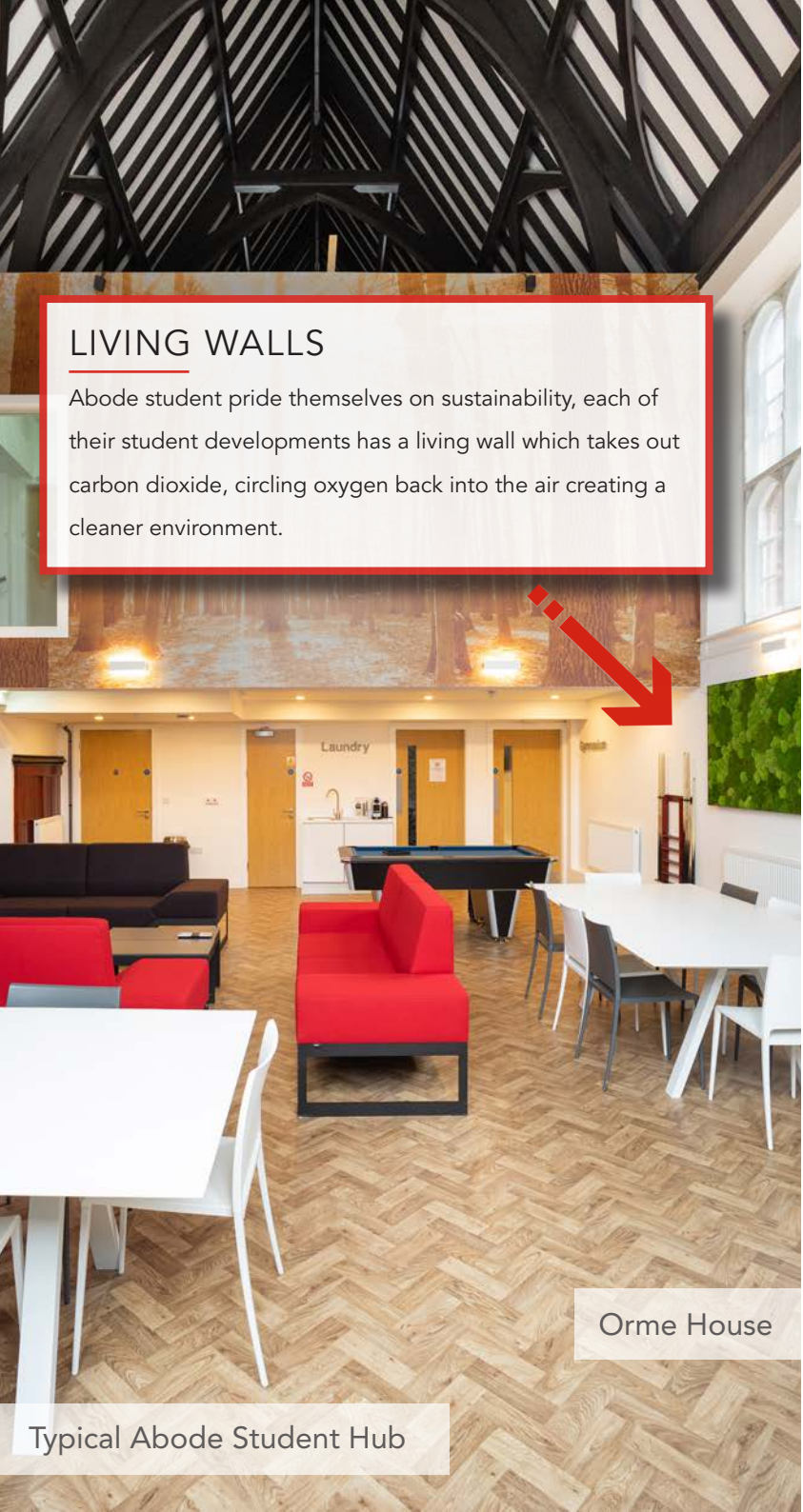
## INVESTMENT OVERVIEW

This is a complete fully managed investment, all maintenance and management is taken care of by Homes for Students. A friendly personal service that prides themselves on building lasting relationships, lead by managers with decades of combined experience in the hospitality industry.

Unit Type	Starting Price
Studio	£77,950
2 Bedroom Studio	£124,950

### LIVING WALLS

Abode student pride themselves on sustainability, each of their student developments has a living wall which takes out carbon dioxide, circling oxygen back into the air creating a cleaner environment.



Orme House

Typical Abode Student Hub

## TYPICAL FLOORPLANS



# INVESTING IN ABODE STUDENT AT THE VILLAS

Abode Student, The Villas provides to you the investor:

- 4% Interest on deposited funds
- 3 years 8% NET yield guaranteed\*
- Reserve with just £5,000
- Invest with £77,950



Abode Student brand has consistently achieved strong returns and delivered high yields across all of their developments.

## PAYMENT PLAN

All Abode Student studio apartment variations are available to you, enabling you to choose the right investment opportunity suited to your investment portfolio.

£5,000 reservation deposit

50% on contract exchange (-£5,000 deposit)

25% value of purchase price in february 2021

25% value of purchase price (remaining balance) on completion of the build

\*excluding ground rent

## HOW YOUR 8% IS CALCULATED\*

Estimate based on an average property price of £77,950\*\*

Weekly Rent	£150
Number of Weeks	51 Weeks
Gross Annual Income	£7,650
Management Costs	£1,350
Total Expenses***	£1,350
NET Annual Income	£6,300
NET Yield	8%

# PROJECTED 5 YEAR RETURN ON INVESTMENT



Below is a market projection of your total returns with The Villas based on a property value of £77,950, after operating costs, this figure includes service charge and management fees, excluding ground rent. Please be aware that rents can vary depending on the size of the apartment\*.

PREDICTED	NET RETURN**	YEAR ON YEAR INCREASE (%)
Year One	£6,236	
Year Two	£6,236	
Year Three	£6,236	
Year Four	£6,776.28	0.87%
Year Five	£6,988.08	3.03%

\*Please note that the information we provide is produced with care and believed to be accurate at the time of printing to the best of our knowledge. Pictures, layouts and other details in this brochure are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. We endeavour to ensure that any market forecasts and figures we provide are accurate and researched at all times, however we cannot ultimately warrant the accuracy of that information and cannot be held liable for any reliance you make of or put on it except as specifically agreed with us in any further agreement we may make with you in writing.

\*\*as figures provided by homes for students





# abode student

## FOR SALES ENQUIRIES

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To find out more about the exciting project happening at The Villas 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.

