

# THE PAVILLION

LEEDS | STUDENT  
& YOUNG PROFESSIONAL  
STUDIO APARTMENTS



## INVESTMENT DETAILS

- ◆ Apartments from just £75,000
- ◆ Market value of £90,143, **17% under market value**
- ◆ Assured minimum rental yield of **8%** for 3 years
- ◆ **Return £19,503** in the first 3 years alone
- ◆ Fully-furnished, self-contained apartments with private kitchens and bathrooms
- ◆ The University of Leeds is a leading **Russell Group University**, one of the top institutions in the UK
- ◆ Leeds is home to two **world class universities** with close to 65,000 students
- ◆ **5% interest** paid on deposited funds
- ◆ 12 month extended payment plan
- ◆ Apartments have the option to target both students and young professionals
- ◆ A fully hands-off investment managed by reputable asset managers

*Just 44 Units Available!*



# STUDENT ACCOMMODATION

THE PAVILLION

The Pavillion, Leeds, is a brand-new investment opportunity in the lucrative market of student accommodation investments.

The Pavillion is located close to the popular Headingley district centre and has good public transport links to the city centre: the perfect solution for students looking for independent living in a modern environment.

Students demands have changed over recent years and many, especially those from overseas, no longer wish to live in converted houses or in the common "cluster-flat" undergraduate student accommodation.

They now require bespoke, purpose-built accommodation which lies close to the educational hub.

The Pavillion, with 44 student studio apartments, a social room, games room, fitness gym and rooftop garden, is ideally designed to meet the needs of the current student market.

The Pavillion is widely anticipated to become one of the most sought after residences in the lucrative Leeds student rental market.



*Return £19,503 in the first 3 years alone*



Apartments  
from just £75K

Market value of £90,143  
That's 17% under market value.



#### PAVILLION FACILITIES:

- ▶ Laundry room
- ▶ Manned reception
- ▶ Bike storage
- ▶ Managers office
- ▶ Social room
- ▶ Games room
- ▶ Fitness gym
- ▶ Rooftop terrace



*“The student property sector is now worth £200 billion globally, growing faster than ever before”*

*- The Financial Times 2012*



# THE STUDENT ACCOMMODATION SECTOR

Student property continues to remain one of the best performing property sub-classes of the last 20 years. Its resilience to cyclical economic patterns has created a platform for investors of continued risk-aversion during the economic downfall.

As student property values have stayed the same or increased, the number of accommodation spaces available to students is still failing to keep up with the growth in applications.

With international student mobility constantly increasing and new legislation limiting the amount of approved HMO (houses of multiple occupancy), purpose-built student property is proving to be a reliable source for secure investments.

**A VAST STUDENT  
HOUSING DEFICIT:**

**Only 24%  
of students can  
be housed by  
universities  
in Leeds**



THE PAVILLION

In recent years, the demand for student accommodation has changed significantly. Students will no longer settle for below average living conditions. They want to live and study in an environment which will support their chances of successfully obtaining their degree, thus ensuring their university experience is the best it can be.

Therefore, there is, a need to answer this specific market's demands and provide first class facilities such as the provision of modern, purpose-built student accommodation.

Leeds is home to close to 65,000 students. With very little availability of purpose-built schemes, the demand for quality accommodation is very high, making The Pavillion the perfect investment solution.

*“Student property returns will continue to outstrip traditional asset classes into 2014”*

- The Knight Frank Student Property Report 2014

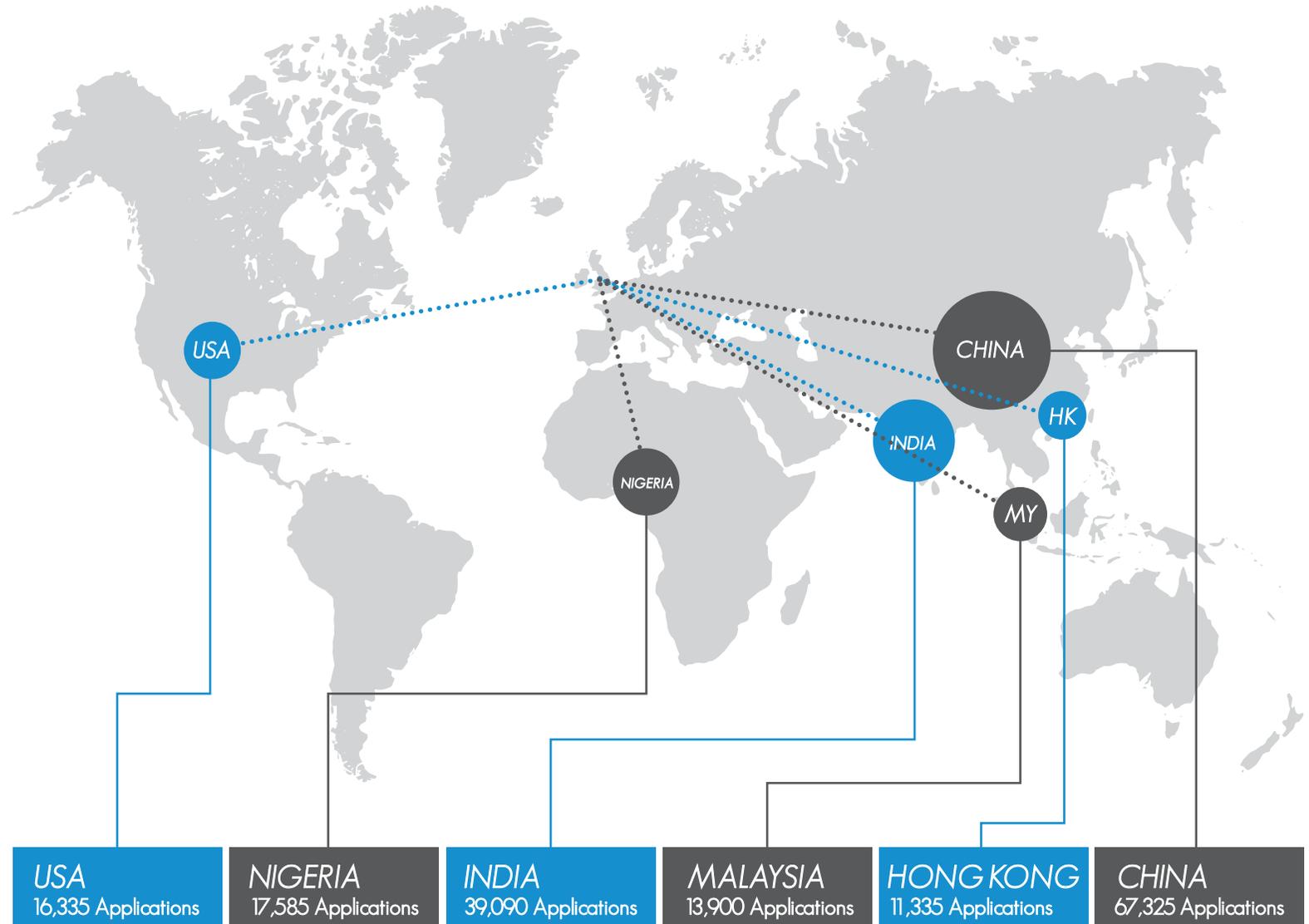
# INTERNATIONAL APPLICATIONS TO UK UNIVERSITIES IN 2012\*\*

In 2012, 435,240 students (nearly 17.5% of the overall UK student population) were from overseas, and it has been predicted that by 2020 there will be 30,000 more international students flocking to the UK to study.\*

The increasing international population which is developing in the UK makes room for savvy investors who are wanting to capitalise on the student property market. Overseas students, who on average require accommodation for 51 weeks in a year, are now acting like general housing consumers and expect a higher standard of living, opting to go for the best quality they can get at a reasonable price, not just the cheapest property on offer.

Increasing numbers of international students and postgraduates are now living within private purpose-built accommodation, as they appear more able to afford the higher rents and subsequently demand a higher standard of accommodation.

International student numbers represent 13% of all students in Leeds, reaching more than 8,500\*.



\* HESA stats, 2011-12

\*\* UKCISA stats 2013

# WHY LEEDS?

Situated in the middle of the United Kingdom, with a diverse population of 751,500, Leeds is the third largest and one of the fastest growing, greenest cities in the UK\*\*.

A thriving economy boasting strengths in financial services, legal, manufacturing, health and retail, Leeds has excellent road, rail and air links, providing a gateway for tourist and business visitors to the region.

Leeds is recognised internationally as a centre for learning with two major universities, as well as eight colleges. The University of Leeds and Leeds Metropolitan University have world-class research facilities and top business schools, with Leeds Trinity specialising in teaching. Leeds Teaching Hospitals care for more patients than anywhere else in the north of England and is one of the largest teaching hospitals in Europe.

Leeds is a safe, compact and student friendly city. A multicultural city, housing people from a diverse range of countries.

The student population in Leeds benefits from an abundance of things to do: the city centre is easy to explore, and is home to breathtaking architecture like the Leeds Town Hall, and the Victoria Quarter.

*Leeds is the largest financial District outside of London*



THE PAVILLION



\* HESA 2011/2012

\*\* [www.leeds.gov.uk](http://www.leeds.gov.uk)

## WHY LEEDS? CONT.

Sports fans have plenty to choose from, with Leeds United FC playing only a short trip from the city centre at Elland Road stadium, while Leeds Rhinos Rugby League Club and Yorkshire Country Cricket Club are based at Headingley Stadium, only 650m from The Pavillion development.

Leeds is also surrounded by areas of outstanding natural beauty, with the famous national parks of the Yorkshire Dales, the Peak District and the Lake District easily accessible from Leeds. Cities of historic and cultural interest lie on its doorstep, including York, Manchester and Whitby.

It's also a great place from which to travel around the UK, with London only 2 hours and Edinburgh only 3 hours away by train, and an international airport a short distance outside of the city.

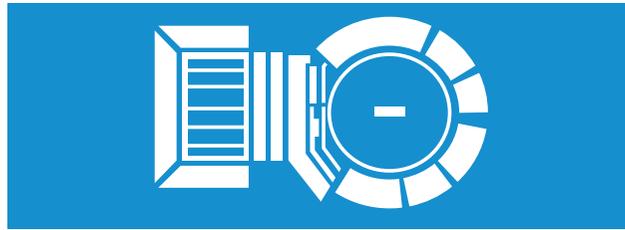


# LOCATION

The Pavillion is located in Headingley, a student suburb of Leeds, approximately two miles out of the city centre. Close to both the University of Leeds and Leeds Metropolitan University campuses, Headingley has always been a very popular student area.

The site is situated on the eastern side of St. Michael's Lane and in very close proximity to the Headingley Stadium, home to the Leeds Rhinos and Leeds Tykes Rugby teams and the adjacent Carnegie Cricket Ground, home of Yorkshire County Cricket Club.

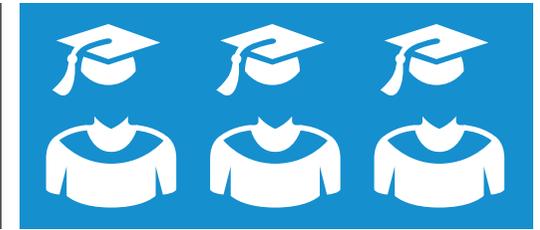
Headingley has had a vibrant community of long-term residents for years and has held on to many of its traditional advantages - local shops, local cinemas, a village atmosphere, and many green spaces.



**HEADINGLEY RUGBY & CRICKET STADIUM**  
50 METRES



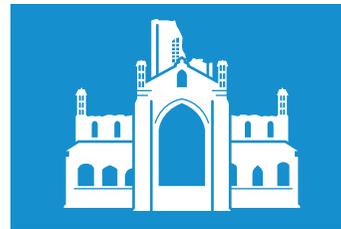
**UNIVERSITY OF LEEDS**  
1.4 MILES



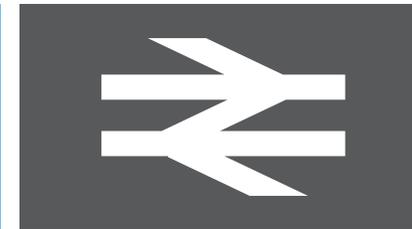
**LEEDS METROPOLITAN UNIVERSITY**  
1.6 MILES



**LEEDS CITY CENTRE**  
2.2 MILES



**KIRKSTALL ABBEY**  
1.7 MILES

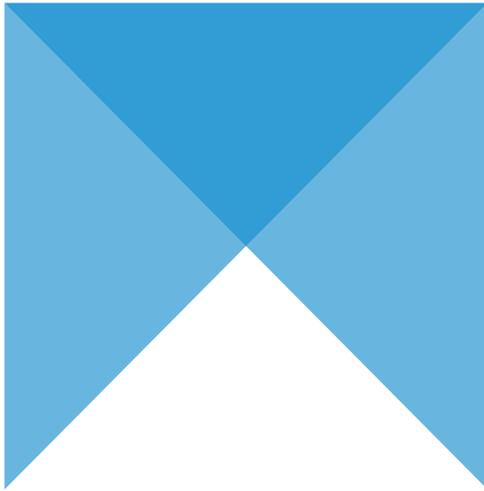


**LEEDS TRAIN STATION**  
3.7 MILES



**TRINITY SHOPPING CENTRE**  
2.4 MILES

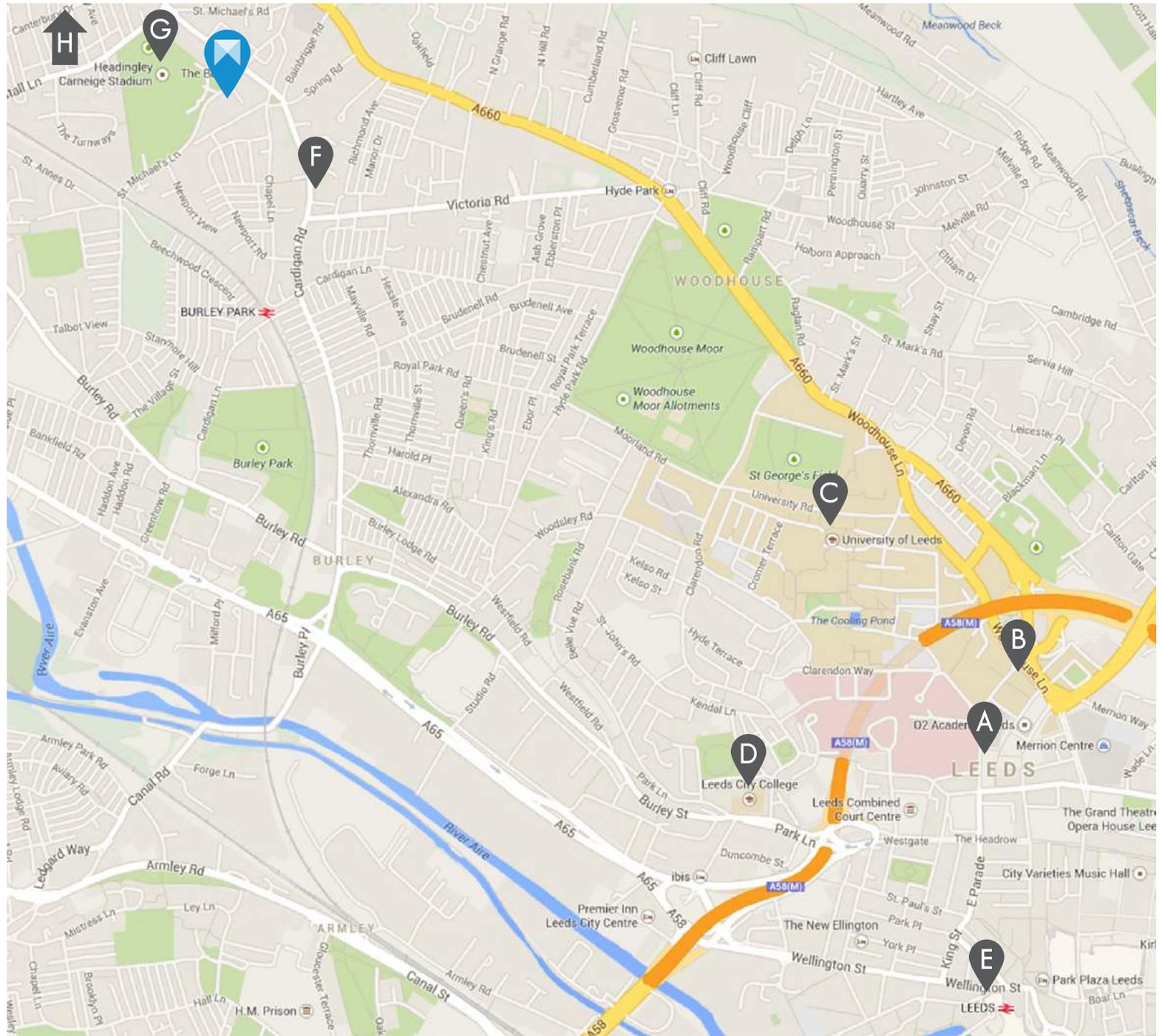




# THE PAVILLION

## THE PAVILLION

- A - Leeds City Centre
- B - Leeds Metropolitan University
- C - University of Leeds
- D - Leeds City College
- E - Leeds Station
- F - Bus Stop to City Centre
- G - Headingley Stadium
- H - University of Leeds Campus



# THE DEVELOPMENT

The Pavillion, with 44 student studio apartments, a social room, games room, fitness gym and rooftop garden, will be one of the most sought after student residencies in Leeds.

The managers office is located at the front of the building to provide natural surveillance and will be manned during normal office hours.

Entry into the complex is initially through an access-controlled gate. Past this first level of security the scheme is effectively split into two halves each with their own access door. Once within the building each studio is self contained with lockable doors.

Flats 1 and 2 at ground floor level are larger than normal to accommodate wheelchair users and a wheelchair-designated parking space is provided.



*3 year  
minimum  
rental  
assurance  
at 8%*

# TYPICAL STUDIO LAYOUT

There is a small garden to the rear of the site, which is anticipated to be used by the people from the adjacent studios. The top floor of the building has a stunning rooftop garden which is a rare among such residencies.

Each studio unit at The Pavillion is equipped with its own en suite shower-room facilities, integral kitchens, work stations and beds.

All rooms are designed specifically to match all undergraduate, postgraduate and international students' needs. To offer them a personalised space, orientated towards their own cultural needs, where they can fulfill both their personal and academic lives.

## SPECIFICATIONS:

- ❑ Three quarter bed with mattress
- ❑ Workstation with study chair
- ❑ Shelving and drawers
- ❑ Kitchenette with fitted oven, hobs and sink
- ❑ En-suite bathroom with shower cubicle, vanity sink unit and toilet
- ❑ Carpet, blinds and light fittings
- ❑ Internet with hi speed Wi-Fi or Ethernet connection



**5% interest paid  
on deposited funds**

# THE DEVELOPER



Based in Cheshire, with over 30 years experience in building and converting prestigious properties, Ladson Group is the force behind many of the region's most attractive developments.

The team has a wealth of experience developing sites for blue chip companies in both the commercial and private sector. In the past 5 years the Ladson Group has completed a number of high end houses, apartments and retail sites.

## *Ashley Ladson, Director*

Ashley graduated from Sheffield University with a degree in Mathematics and Management. Ashley 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 top lead roles, Ashley has experience from the bottom upwards on construction and development projects.

## *Chris Bowman, Land Director*

Chris Bowman has a property degree and is an MRICS qualified surveyor. Chris has worked in the development sector since 2001 as a development strategy consultant, then as a senior acquisitions manager. As Land Director for Ladson Group, Chris has developed supermarkets on behalf of Morrisons and Tesco. He has bought & delivered over 350 residential units in the since 2005.

30+ YEARS  
EXPERIENCE



# THE MANAGEMENT COMPANY

Founded in 1844, Eddison group has over 160 years of experience in the industry and serves the UK's major towns and cities.

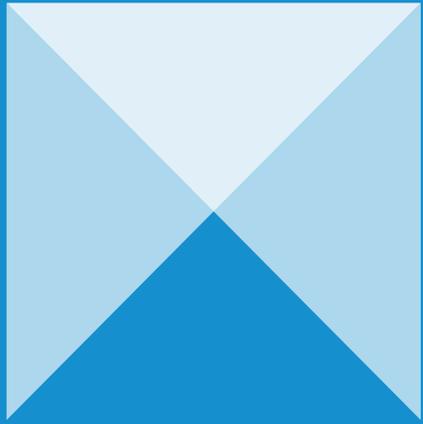
The Residential Services department is a specialist team of residential property professionals offering a wide range of expert residential property services including sales, lettings and block management as well as strategic property advice.

Whilst Eddisons is of a size which leaves them able to manage large residential blocks, the company prides itself on their personal, hands-on approach, so it is just as comfortable dealing with a small number of residential property owners as looking after the bigger residential developments.

The key to Eddisons success is having the best people in place to get everything right. A well-managed residential block with keen reliable services in place will genuinely enhance values and create the reputation you want for your investment.

Eddisons residential block management service is wide-ranging and covers everything you need.

160+ YEARS  
EXPERIENCE



## THE PAVILLION

### FAQ's

#### *When will the building be completed?*

The Pavillion is due to complete in 2015, with students able to move in to the development ahead of the September intake in 2015.

#### *What are the projected annual returns?*

There is a three-year minimum rental assurance of 8% NET yield. This is because the developer can be certain that the development will be fully tenanted, due to the high demand and attractive proposition to potential tenants. After the three year period the rental income is expected to be in excess of 9%.

#### *Are there any restrictions if I want to sell?*

No. Once you have completed on the purchase and you have the legal title deed, you would be free to sell your unit on the open market at any time in the future.

#### *Are these units classified as "student pods"?*

No. All the units at The Pavillion are self-contained studio apartments, and you will receive a Full Title Deed and you will be the owner of the property.

#### *Am I buying as freehold or leasehold?*

125 years leasehold.



# PURCHASE PROCESS

1/ £5,000 RESERVATION FEE (includes £1000 admin fee)

2// 50% VALUE OF PURCHASE PRICE (less £4000)  
On exchange of contract (within 28 days)

3/// 25% VALUE OF PURCHASE PRICE  
(+6 months)

4//// REMAINING BALANCE  
on completion