



TURYAP[®]
UK



THE
ORION
L U T O N

A true icon
towering
over the London
Commuter town
of Luton, offering
luxury 21st
century living
for professionals
looking to enjoy
living and working
in this continually
expanding town



THE
ORION
L U T O N



A stunning residential town centre development, comprising of 67 spacious 1 and 2 bedroom apartments.

Circa
6% NET
Yield

£390
Avg. Sq Ft

999 Year
Virtual Freehold
£0 Ground Rent

67
Luxury
Apartments

£179,900
Starting Price

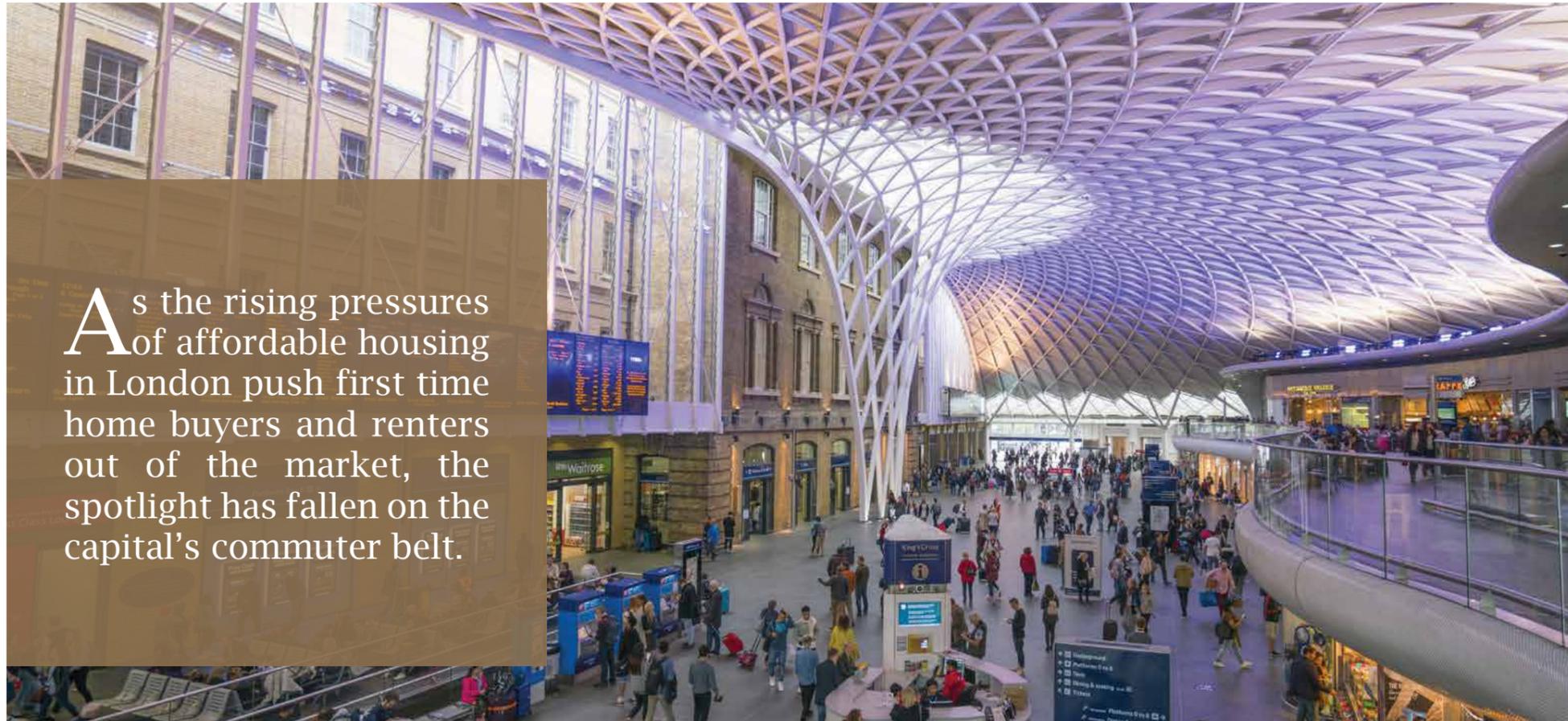
£11,550_{p/a}
Avg. Net Income

Designed with London Commuter residents in mind, these apartments will surpass expectations, delivering all the style and amenities required for luxury 21st century living.

Ideally situated for commuting to London the development lies within close proximity of the mainline station, accessible by a short walk. This urban convenience is ideal for professionals looking to enjoy living and working in this continually expanding town.



The Rise of LONDON'S COMMUTER BELT Property Markets



As the rising pressures of affordable housing in London push first time home buyers and renters out of the market, the spotlight has fallen on the capital's commuter belt.

With significantly lower living costs, areas such as Luton, Slough and Milton Keynes have seen a huge rise in popularity as commuting towns become an increasingly attractive prospect for living and investing into.

This matches figures from the Confederation of British Industry (CBI), which show that nearly 28% of London's top businesses have had employees leave because they can't afford to live in the capital. CBI believe entry-level staff, particularly those that earn lower wages, have been most badly affected. Combined with property prices continued price increase, professionals of all ages are being forced to look elsewhere, seeking employment opportunities in more affordable locations.

While regional cities are proving to be even more

affordable, for many London workers a shorter commute whilst maintaining their current role is ideal. Areas in the commuter belt such as Luton are already scoring high for potential housing opportunities, mainly due to the commute being as short as 23 minutes into central London with 60% more affordable accommodation expenses

Luton's close proximity to the capital has made it favourable among commuters. The impressive transport links in Luton have made travel in and out of the town very accessible and attractive to those looking for a short commute to the capital.

Most of the areas that have experienced the largest house price rises have been observed to be within a close commuting distance to Central London.

Luton can attribute its extreme growth in property development and investment in recent years to this.

As property prices rise substantially in central London, many are seeking property outside of the capital.

Regeneration schemes are increasingly taking place outside of the capital's centre. One of the most promising and successful areas of renewal is Luton. With many areas going under auspicious redevelopment, there is none that can beat the early success and future lucrative potential of Bedfordshire's Luton.



LUTON, the Fastest Growing London Commuter Belt Town



Luton is an established London commute town where property prices are still relatively affordable compared to many other towns and cities in the southeast region and other commuter towns.

Now that the UK Government has classified Luton as an enterprise zone and is benefitting from £1.5 billion in private investment and with over 18,500 new jobs projected, this has generated strong demand in Luton for town centre accommodation. Due to both increasing Greater London apartment prices and crucially rising rental values, London's commuter belt is thriving with a massive increase in popularity.

Rents in Luton climbed by 3.7% over the last 12 months, and property prices increased by a strong 8.5% over the same time period (HM Land Registry). Furthermore, Industry experts project that property prices in Luton will rise substantially over the next 5 years.

With excellent transport links; direct trains to central London in 23 mins, served by the M1 motorway (a major UK road artery) and one of London's four major international airports on its doorstep Luton already has the infrastructure on which to build its future economic and population growth for years to come.



- Key
- The site
 - Concentration of bus stops
 - Luton railway station
 - University of Bedfordshire
 - Major Road (A505)
 - Railway line
 - Retail areas

As Property Prices Rise Substantially in Central London, Many are Seeking Property Outside of the Capital



18,500 new jobs projected



Property prices increased by 8.5% over 12 months



Population is projected to rise by 20% by 2031



Rents in Luton climbed by 3.7% over the last 12 months



£150 million Power Court Development



£1.5 billion in private investment



UK Government has classified Luton as an enterprise zone



Luton Investment Framework - a plan for major town-wide transformation



23 minutes commute into central London

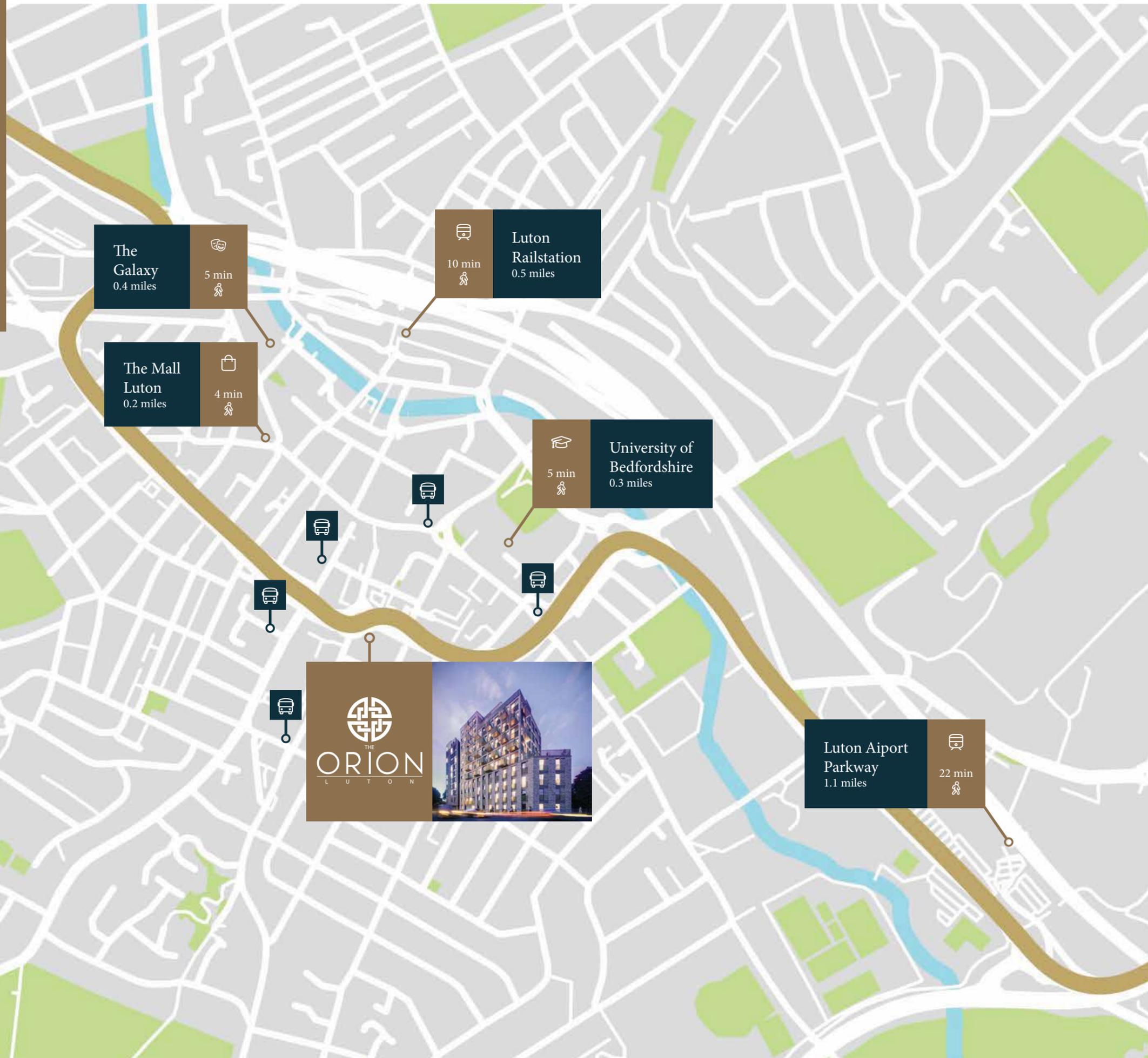


£160m transformation of London Luton Airport





Luton benefits from £1.5 Billion of investment after UK government classifies it as an enterprise zone





Financial Breakdown



1 BEDROOM APARTMENT*

Purchase Price	£179,900
Internal area in square feet	474
Price per square foot	£379
Projected Market Value on completion Q2 2021***	£202,308

Gross Rent pcm	£950
Gross Rent pa	£11,400
Projected Net Income**	£10,100

2 BEDROOM APARTMENT*

Purchase Price	£232,900
Internal area in square feet	700
Price per square foot	£332
Projected Market Value on completion Q2 2021***	£256,165

Gross Rent pcm	£1,225
Gross Rent pa	£14,700
Projected Net Income**	£12,978

*Financials are for illustrative purposes only and are based on particular one & two bedroom units respectively. This document does not constitute as an offer or contract.

**The Projected Net Income is based upon current market comparables

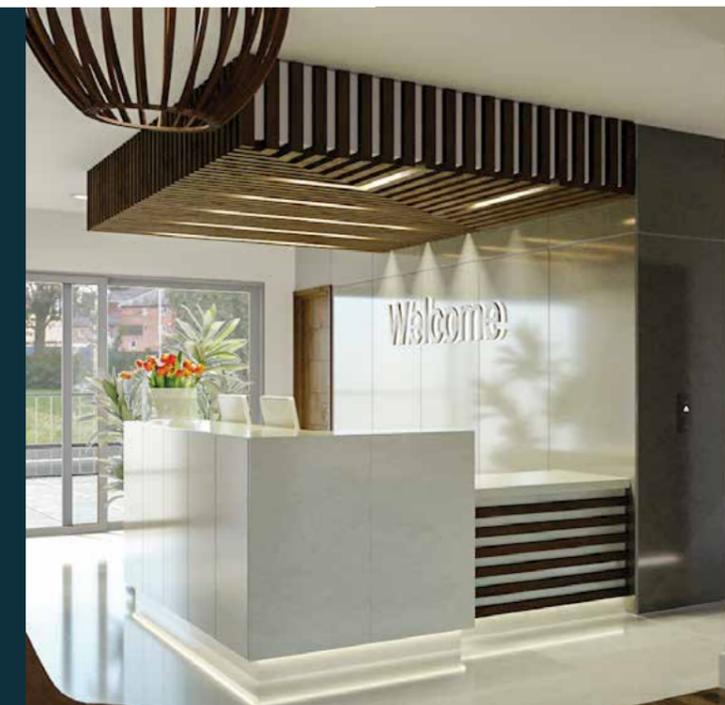
***Based upon comparable evidence from Rightmove, Zoopla and local agents.



FURNITURE PACKAGE

BEDROOMS

- › Double bed and mattress
- › 2x Bedside table
- › Wardrobes
- › 2x Bedside lamps



LOUNGE/ KITCHEN

- › 2x double fabric sofas
- › Coffee table
- › Gloss finish TV cabinet
- › Curtain rails and full height curtains to windows
- › Dining table and 4x chairs
- › 4x Breakfast bar stools (where applicable)



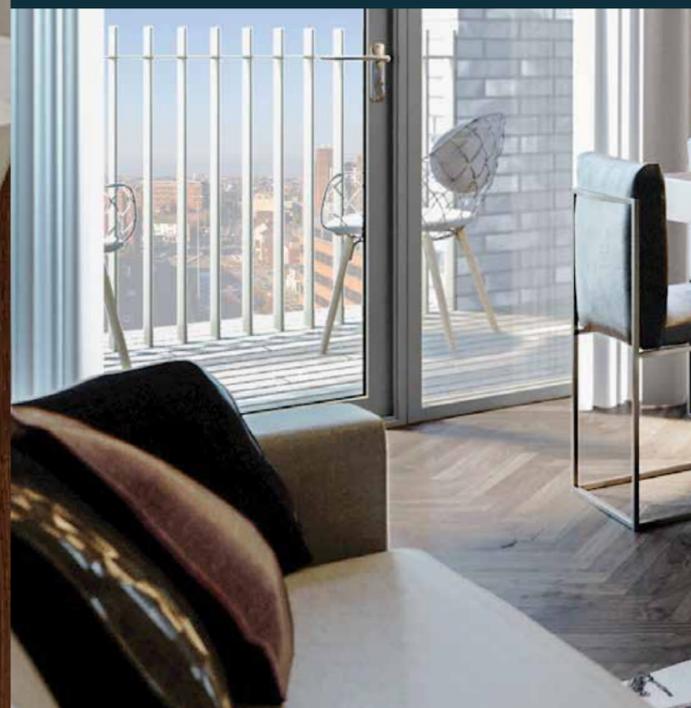
SPECIFICATION

APARTMENT SPECIFICATION

- › Winter Oak laminate wood flooring
- › Choice of blinds or curtains to windows
- › Eco electric heating
- › Hot water cylinder
- › Low voltage LED lighting
- › Mains wired smoke alarms
- › TV aerial and sat TV points
- › Internet and telephone points USB and 3 pin electrical sockets

LUXURY BATHROOMS

- › Feature wall tiles to wet area – dark grey tiling
- › WC, Basin, Bath incl. Shower,
- › Floor and wall tiles to ceiling
- › Towel rail radiator
- › Mirror
- › Bathroom ironmongery (toilet roll holder, vanity mirror)
- › Shaver plugs 110v and 240v



FULLY FITTED MODERN KITCHENS

- › White matt laminate worktops
- › White high gloss units
- › Contemporary styled basin with
- › Chrome finishing with designer mixer tap
- › Integrated, branded stainless steel appliances
- › Designer hob and oven
- › Fridge with freezer compartment
- › Built in washer dryer





EASE OF PURCHASE

Luxury 1 bedroom
apartments from

£179,900

1

£5,000

reservation
deposit

2

**Contract Pack
Issued**

to your solicitor

3

10% Deposit
on exchange of contracts
(minus reservation deposit)

£12,990

4

**20% Stage
Payment**
payable on
Q2 2020

£35,980

5

70%
due at completion
(Q2 2021)

£125,930

6

Purchase
Furniture Pack

£4,000

7

Avg. **£10,100*** PA
Projected
Rental Income

*Based on current market
comparables. Full financials available
from your Property Consultant

AWARD WINNING TEAM OF EXPERTISE

**FALCONER
CHESTER
HALL**



AWARD WINNING ARCHITECTS

Operating nationally since 1997, Falconer Chester Hall have built a reputation for delivering innovative and thoughtful buildings through often challenging economic times. Racking up numerous awards, the team believe that success is best measured through long-standing and fruitful relationships with clients.

Falconer Chester Hall work across a range of sectors with openness, integrity and intelligence. In recent years, their portfolio has expanded to more than 30 residential developments, 18 hotels, and 28 retail, leisure and student accommodations combined.

Championing breath-taking urban design and environmental responsibility, and relishing the opportunity to express these principles in their master planning work. Evidence of this can be found in projects like ic2, Liverpool's first BREEAM 'Excellent' building, found on the doorstep of Liverpool Metropolitan Cathedral.

*“Championing
breath-taking
urban design”*

ADVISING ON PROJECTS WITH A VALUE OF £600M+

Avison Young is one of the world's fastest-growing real estate service firms, and are expanding globally. This growth is a testament to their commitment to their clients and employees. They're different. They designed their organization to be highly collaborative and focused on one thing: creating the best solutions for clients to deliver long-term success. And because of the value delivered, their culture and unique approach - clients and talent are joining them every day.

Over the past nine years, Avison Young has grown from 11 to 81 offices in 73 markets globally and with more than 2,600 real estate professionals in Canada, the U.S., Mexico and Europe they handle over 1500 project management assignments annually.

They continue to expand and evolve, striving to meet the changing needs of their industry, clients and employees, remaining true to their values, culture and vision.

*“one of the world's
fastest-growing
global real estate
firms”*

OVER 100,000 PROPERTIES MANAGED IN UK

Countrywide PLC are the UK's most established, leading letting and property management agents. They manage the largest residential property portfolio in the whole of the commuter London region, which includes over 5,000 properties under management and in excess of 100 multi unit residential property developments. As the UK's largest and most successful estate agency and property services group with a market capitalisation of £788 million Countrywide PLC have unparalleled coverage of the UK property market. Through their national network they operate in 1,500 locations across more than 50 brands with 100,000 properties under management.

As an ARLA accredited letting agent and a member of RICS, both landlords and tenants can rest assured that they are dealing with qualified professionals, providing peace of mind that their deposits and rent are in safe hands.

*“national
network...
operating in
1,500 locations”*

FAQS

Q: Where is The Orion located?

A: On Castle Street, Luton. Ideally situated for commuting to London the development lies within close proximity of the mainline station, accessible by a short walk.

Q: Am I buying a freehold or leasehold interest?

A: The title of the properties is 999 years leasehold registered with the UK Land registry.

Q: When will the building complete?

A: Construction work has commenced with completion scheduled for Q2 2021.

Q: What are the projected annual returns on this project?

A: Investors see a two-fold return in the form of rental income and capital appreciation. Today's current market rental rates will deliver a projected 6% NET yield, coupled with capital growth; assuming 5% average projected growth per annum (Zoopla 5 year annual rolling average).

Q: Is there a management company in place?

A: A management company have agreed to offer their management and lettings services to buyers if they so choose. This company is Countrywide PLC, as the largest independent estate agent network in the UK, they manage over 100,000 properties.

Q: Is there an advantage to purchasing in the off plan stage?

A: Early purchasers have the benefit of purchasing on average 5% below the projected market comparables.

Q: Can I sell my property at any time?

A: Yes. You can sell the property on the open market at any time after completion to capitalise on the appreciated value.

Q: Is there an exit strategy?

A: This signature development, located in the town centre LU1 postcode, is in a thriving and upcoming area of Luton with a track record of rental income. Last year alone rents increased by 3.7%. These apartments will be a sought after and will be an attractive property investment for another investor as well as an ideal purchase for a first time buyer.



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