



WINCKLEY HOUSE



**TURYAP**<sup>®</sup>  
UK



# Contents

---



About

Preston

UCLan

Investment Summary

Location

Specification

Rental Market

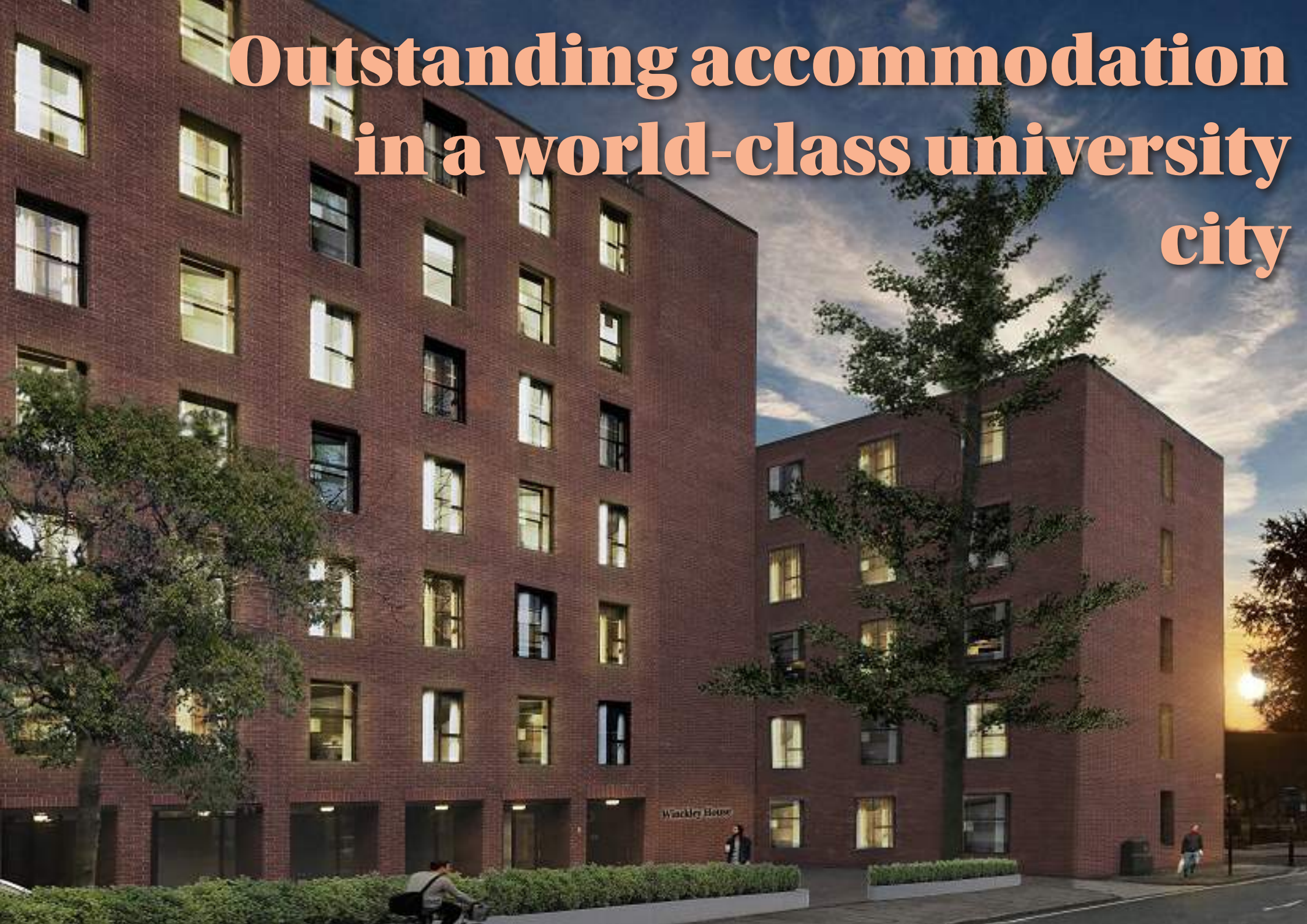
Investment Example

Apartment Floorplans

The Ladson Group

FAQ

**Outstanding accommodation  
in a world-class university  
city**





# INTRODUCING WINCKLEY HOUSE

A STUNNING BRAND-NEW INVESTMENT OPPORTUNITY IN A PRIME LOCATION



Located directly in the city centre of Preston with views over the historic Winckley Square, which underwent a £1.2 million renovation in 2016, Winckley House is the perfect solution for young professional tenants working in the city, with all local amenities right on its doorstep. The regeneration of the beautiful Georgian Winckley Square and the surrounding district is making it a historical yet vibrant visual, cultural and intellectual outdoor experience, bringing delight to the people of Preston and visitors alike.

The six-storey office conversion comprises a total of seventy-six luxurious high specification apartments, and will feature beautiful fitted kitchens with oven, hob and extractors, laminate and carpeted flooring, full tiled bathrooms and will be secured by a ten-year CRL warranty. With the city's shopping district and restaurants right on the doorstep, tenants will love its amazing central location, with the bus and train stations also just a short walk away, offering speedy commutes to both Manchester and Liverpool.

**76** LUXURY HIGH  
SPECIFICATION  
APARTMENTS

**7.1%\*** NET YIELD (UP  
TO) \*BASED ON A  
CASH PURCHASE

**10** YEAR CRL  
WARRANTY



# Preston

---

The Guild City of Preston lies in the heart of the beautiful Lancashire countryside, and has a population of approximately 140,000. It traces its history back nearly 1,000 years, and is a modern multicultural city built on the solid foundations of the Industrial Revolution. Preston is the administrative centre of Lancashire, a county with a £25.5 billion economy that supports nearly 650,000 jobs. Equipped with a competitive cost base and good location near to Manchester and Liverpool, Preston is the engine room of Lancashire's economy and one of the largest local economies in the north of the UK.

Preston has been reinventing itself since 1179 and continues to do so. With the government's economic strategy using cities to drive regional growth, Preston received an enormous boost to its economic growth aspirations with the announcement of the Preston, South Ribble and Lancashire City Deal:

- £430 MILLION DIRECTLY INVESTED INTO CENTRAL LANCASHIRE
- EXPANSION OF TRANSPORT AND BUSINESS INFRASTRUCTURE AROUND PRESTON
- CREATION OF 20,000 NEW JOBS AND 17,000 NEW HOMES
- STIMULATING A FURTHER £2.3 BILLION WORTH OF LOCAL INVESTMENT

**3<sup>rd</sup>**

**Best Performing UK  
City for Private Sector  
Growth 1998-2008**

**Q1**

**Attracted More Overseas Investment  
Q1 2013 Than Anywhere in the UK  
Outside London**

**6<sup>th</sup>**

**Top Performing  
City for Growth in  
2013**







# University of Central Lancashire

Founded in Preston in 1828 as the Institution for the Diffusion of Knowledge, The University of Central Lancashire (UCLan) is one of the largest universities in the UK. The staff and student community totals 38,000 and offers in the region of 500 undergraduate courses and 200 postgraduate courses. It is a leading seat of learning in terms of developing degrees in the emerging disciplines of fashion, forensics, journalism and sporting science.

UCLan has recently spent £100 million upgrading its buildings, teaching technology and sporting facilities. A further indication of its ambitions, the University in 2015 also announced proposals for the investment of a further £200 million. This plan, known as the Campus Masterplan 2020, will comprehensively transform its Preston campus over the next decade.





# Investment Summary

- 76 HIGH SPECIFICATION OFF PLAN APARTMENTS
- COMPLETION DATE SEPTEMBER 2019
- UP TO 7.1% NET YIELDS
- PRIME CENTRAL LOCATION
- CONTEMPORARY DESIGN AND HIGH SPECIFICATION FINISH THROUGHOUT
- PERFECT FOR YOUNG PROFESSIONAL TENANTS WORKING IN THE CITY CENTRE OR COMMUTING TO MANCHESTER





**10** MINUTE WALK TO  
UCLAN CAMPUS

**0.2** MILES TO  
RESTAURANTS

**2** MINUTE WALK TO  
MAIN SHOPPING  
DISTRICT

**0.4** MILES TO TRAIN  
STATION

**41** MINUTES TO  
MANCHESTER BY  
TRAIN

**2.8** MILES TO M6  
MOTORWAY





# Specification

- SIX-STOREY DEVELOPMENT WITH LIFT
- 10-YEAR CRL WARRANTY
- LAMINATE FLOORING IN LIVING AREAS
- CARPETED BEDROOMS
- FULLY TILED BATHROOMS
- FULL FINISH KITCHEN WITH OVEN, HOB AND EXTRACTOR, WASHER/DRYER AND FRIDGE FREEZER
- STUNNING VIEWS OF WINCKLEY SQUARE — ONCE AN EXCLUSIVE RESIDENTIAL AREA AND NOW A CONSERVATION AREA OF GREAT BEAUTY, SUPERB ARCHITECTURE AND IS DESCRIBED AS A HIDDEN GEM IN THE HEART OF PRESTON.



---

"This is a fantastic opportunity for investors to own an apartment on Winckley Square — one of the finest examples of a Georgian square in the North of England.

Apartments in this area are always in high demand from professional and corporate tenants.

Having assessed the development and its floor plans and finishes, we are confident this will be the most sought-after development on the square with rents of £750 pcm being achieved for the two bedroom apartments, £600 pcm for the one bedroom apartments and £470 pcm for the studio apartments."

— Matt Eastham, Preston-based letting agent

---





# Rental Market

Voted the best city in North West England in which to live and work, Preston recently beat both Manchester and Liverpool in an assessment of the UK's largest cities that measured economic success and personal wellbeing. The index, produced by PricewaterhouseCoopers (PwC) and the thinktank Demos, showed the city performing extremely well in all ten categories including jobs, income, work-life balance, transport, skills environment and the house price to earnings ratio.

With over 21% of the city's population made up of students, many of whom settle after graduating, there is a huge rental demand for high quality accommodation in the city centre which currently cannot be satisfied by current supply. Winckley House has been evaluated by both Preston-based and nationwide lettings agents in regards to its rental potential, and all were extremely positive and confident in its future performance.

**"These apartments are in a perfect location, just two minutes from the train station and city centre, with its huge selection of bars, restaurants and shops. I'm extremely confident in being able to achieve rents of £750 pcm for two bedroom apartments, £600 pcm for one bed apartments and £470 pcm for studios."**

**— Jonathan Rudd, Head of Property Management at Cherish Property**

Cherish Property are the preferred letting agent for Winckley House. Developed from the ground up, they are focused on optimising returns for property investors. Their property management services cover all aspects of letting and maintaining your property. They are fully accredited by national and local agencies including The Property Ombudsman.

Cherish Property specialise in managing buy-to-let residential investment properties and their knowledge and services provide landlords with confidence that their investment is in good hands. Their service is all encompassing and covers everything any landlord or investor needs: pre-purchase advice, furnishings, handover, lettings, management, accounts, tax advice and returns.

- MARKET RESEARCH TO ACHIEVE BEST RENT
- MARKETING TO POTENTIAL TENANTS
- BACKGROUND CHECKS ON TENANTS
- COLLECTION AND PAYMENT OF RENTS
- DAY-TO-DAY MANAGEMENT
- AGREEMENT OF SAFETY CHECKS AND CERTIFICATES
- ACCESS TO PARTNER SERVICES
- MAINTENANCE
- RENTAL GUARANTEE
- INVENTORY TAKEN



C H E R I S H



# Investment Example

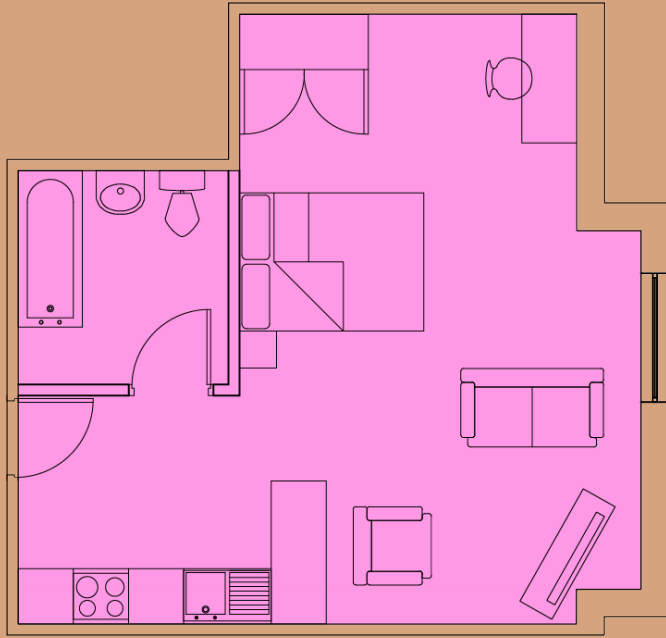
One Bedroom Apartment - Cash Purchase Example

<b>Price</b>	<b>£90,000</b>
<b>Deposit</b>	<b>£22,500</b>
<b>Service Charge and Ground Rent</b>	<b>£350 pa + £552 pa</b>
<b>Rental Income</b>	<b>£600 pcm</b>
<b>Cash Positive in Year One</b>	<b>£6298*</b>
<b>Cash Positive per Month Gross</b>	<b>£525**</b>
<b>Gross Yield</b>	<b>8%</b>
<b>Net Yield</b>	<b>7%***</b>

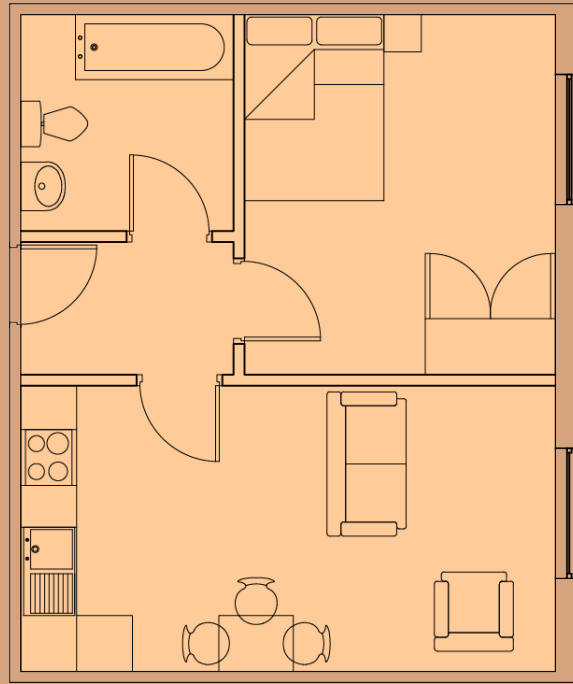


\*All deductions taken out apart from standard management fees  
\*\* All deductions taken out apart from standard management fees  
\*\*\* Based on all the above assumptions deducted

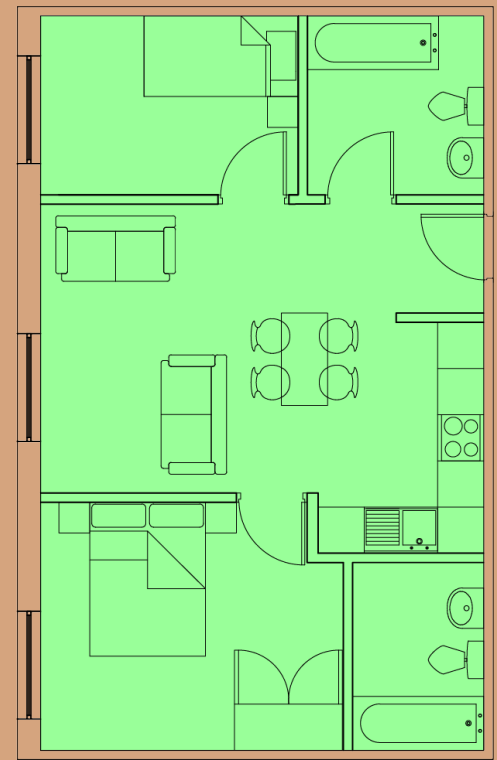




**Typical Studio - 39m<sup>2</sup>**



**Typical One Bed - 40m<sup>2</sup>**



**Typical Two Bed - 54m<sup>2</sup>**

# Apartment Floorplans



**With over thirty years in the construction and development industry and an illustrious portfolio of previous developments, The Ladson Group has a proven track record in the property development sector**



# The Ladson Group

“The Ladson Group was founded in 1980 and we are a privately owned investment property development company. Based in South Manchester, our aim is to provide the highest standard of accommodation both in the student and residential sector throughout the UK. Our passion, expertise and vision in the construction industry enables us to gain advantage in selecting the right property or parcel of land to develop in the most efficient and attractive manner. We are proud to be an A1\* rated NHBC developer.”

— Guy Ladson, Managing Director of The Ladson Group





# FAQ

---



## **Is the development new-build?**

No, it's a conversion of a building previously used as office space.

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

September 2019

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

125-year leasehold

## **Are there any restrictions to sell?**

No. Once you have completed on the purchase you are free to sell your unit on the open market using any estate agent.

## **Is finance available?**

Yes, subject to status. Applications for mortgages should be submitted no earlier than six months prior to the completion of the building.

## **What is the amount of deposit due at exchange of contracts?**

A 25% deposit will be due 28 days after receipt of contracts by client's solicitor.

## **Is my deposit protected?**

Yes. Details of this will be in the contract issued by your solicitor.





WINCKLEY HOUSE