



*...inspired student living*

# AXIOM

A luxury student development from a proven property developer

## A new standard for student living in the heart of Stoke

Prices from just £79,999

---

Guaranteed 10% rental returns for 3 years

---

Striking conversion of a significant building

---

Just over a mile from Staffordshire University

Central Stoke-on-Trent location

---

Premium student property developer with a proven track record

---

Unrivalled amenities including a private gym

---

Excellent transport links





*04*  
Introducing  
Axiom

Luxury student apartments in the heart of Stoke-on-Trent.

---

*08*  
Staffordshire economic  
overview

One of the most popular places to live, work and invest.

*09*  
Why invest in student  
property?

Invest in one of the fastest growing and sustainable investment classes.

---

*13*  
Example floor  
plans

161 student studio apartments over five stories.

*16*  
A premium student  
property developer

Delivering high-quality bespoke student accommodation since 2014.

---

## High-quality student apartments



Originally a police station from the 1970s, the site is being tastefully converted into high-quality, purpose-built student apartments that are perfectly suited to those studying in the local area.

From premium student property brand, Abode Student, Axiom will consist of 161 studio apartments, each one furnished to a high standard. Residents at Axiom will also benefit from an unrivalled selection of amenities. From a concierge, laundry room and residents lounge to a games room, private gym and courtyard garden, Axiom offers unparalleled student living in the heart of the city.

In addition to the exceptional amenities on offer at the development, Axiom also benefits from a truly unrivalled location in the centre of Stoke-on-Trent. Axiom is extremely close to numerous local shops as well as the Hanley Bus Station and is just over a mile away from Staffordshire University, the 4th Best UK University according to the StudentCrowd University Awards.

The excellent amenities paired with such a great location will no doubt result in extremely high demand at Axiom amongst both investors and tenants alike. Studio apartments at Axiom are priced at £79,999 and come with a rental guarantee of 10% for 3 years following the completion of the build.



**£23,999+**

guaranteed returns  
over 3 years when you  
invest at Axiom.

*Courtyard and Communal Study Room*

# The Development

Axiom is a luxury new student development in the heart of Stoke-on-Trent, close to Staffordshire University.

## Location

Axiom features a truly excellent location in the heart of Stoke-on-Trent.

Of all Abode developments in Stoke-on-Trent, Axiom is one of the closest to Staffordshire University and is set to be extremely sought-after as a result. Students will benefit from numerous local amenities, setting a new standard for student living in the area.

### Nearby locations

City Central Library (79ft)

Victoria Hall (371ft)

Hanley Bus Station (449ft)

Iceland Supermarket (0.3 miles)

Tesco Extra (0.3 miles)

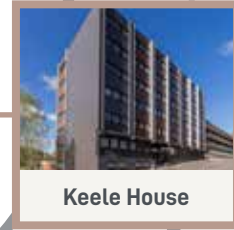
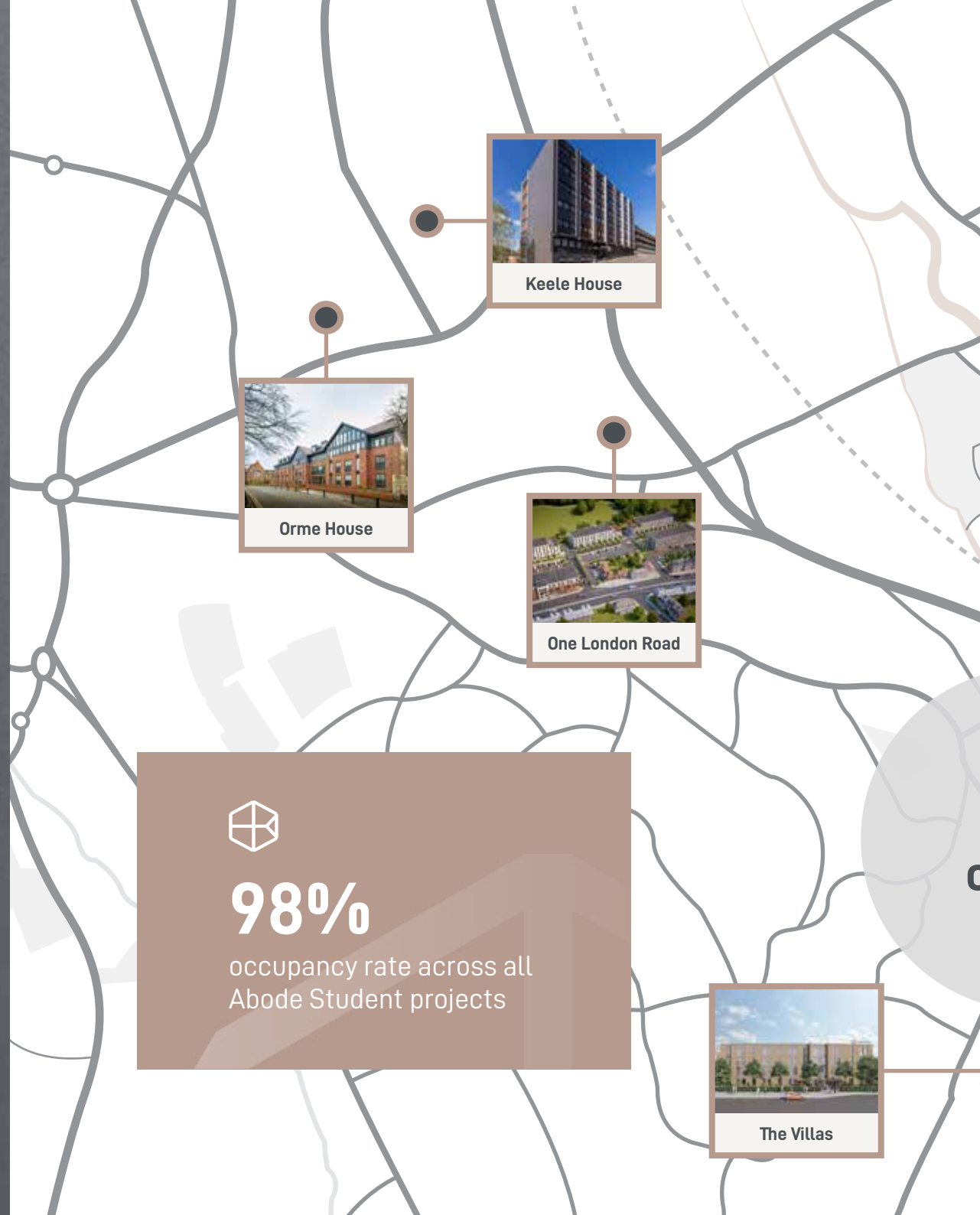
The Potteries Shopping Centre (0.4 miles)

Hanley Park (0.7 miles)

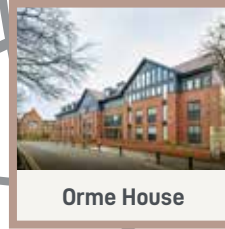
Stoke Railway Station (1.1 miles)

# 1.1 miles

Axiom is just 1.1 miles away from Staffordshire University.




Keele House



Orme House



One London Road

  
**98%**  
occupancy rate across all  
Abode Student projects



The Villas



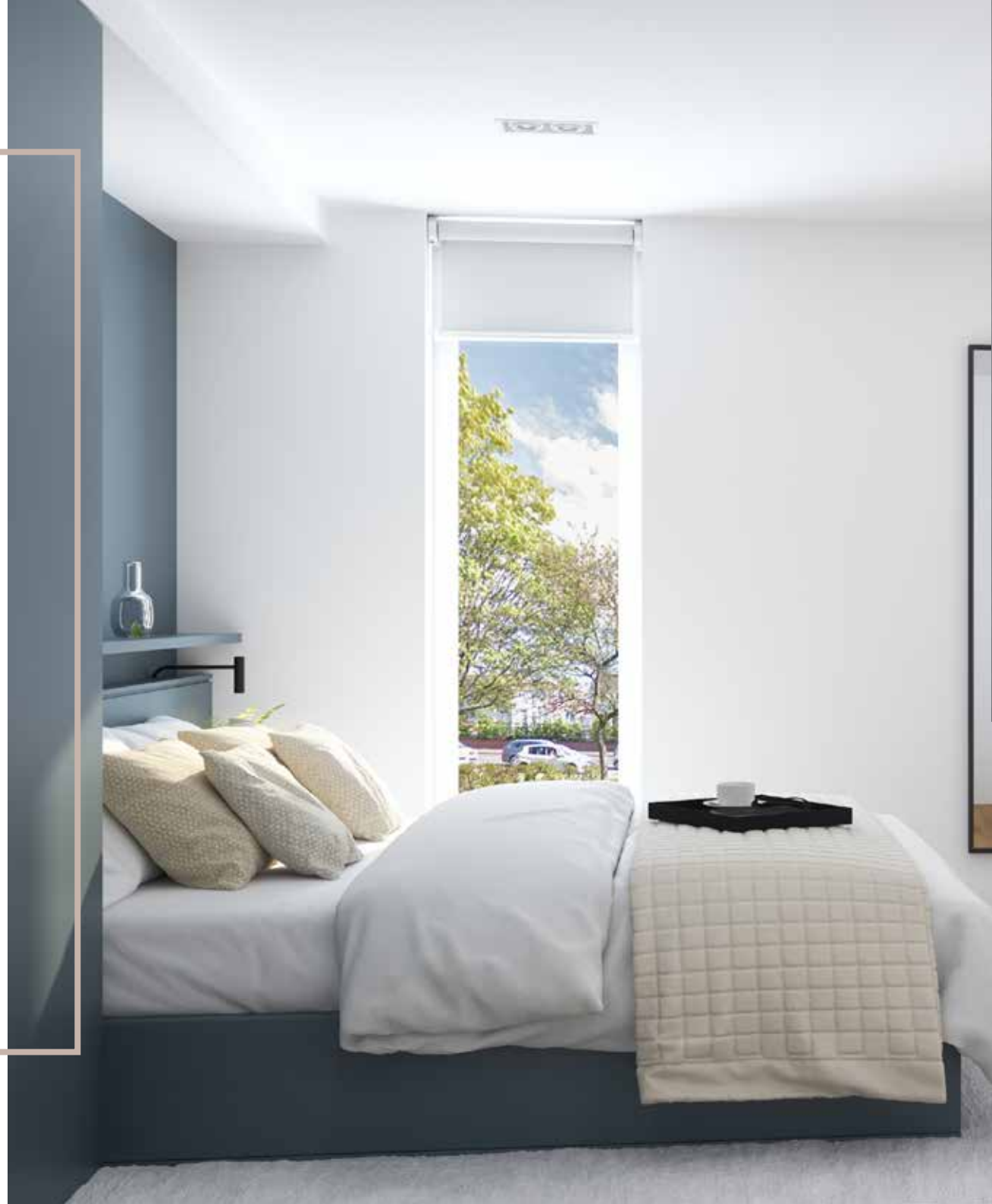
Staffordshire is home to a bustling economy that has gone from strength to strength over the last few decades.

Thanks to its central location at the heart of the country, the region is an extremely popular place to live, work and invest.

The region, like the rest of the UK, has recovered well after the last few years of economic instability thanks to the Covid-19 pandemic. This recovery, whilst extremely positive, has certainly changed many aspects of local economies across the UK, including in Staffordshire. Changes including a shift in people's shopping habits and a renewed focus on the health and care system have led to an increase in jobs in these sectors just to name a few.

As local governments come to terms with these changes and support any businesses and residents affected through the continued recovery of these local economies, the forecast for the future in Staffordshire is looking extremely bright.

The area's Strategic Infrastructure Plan outlines the immense growth that is planned throughout Staffordshire over the next 20 years, amounting to over 80,000 houses and significant levels of employment land whilst also capitalising on both its central location and the introduction of HS2, with Staffordshire set to be surrounded by new full-HS2 stations.





In addition to the Strategic Infrastructure Plan, Staffordshire's Economic strategy: 2022-2030 is set to further enhance the already impressive local economy throughout the county. The ambition is to have carried out the following by 2023:

### 01

Tackle the challenges faced by many of our town centres and strive to create places that we can be proud of.

---

### 02

Create the conditions to allow more people to start and grow their businesses within Staffordshire, thereby addressing our relatively low levels of business start-ups across large parts of the county.

---

### 03

Address the low levels of skills across some parts of the county and support more of our residents to gain the high-level skills needed to take advantage of many better-paid job opportunities.

### 04

Put climate change at the heart of all that we do, including supporting businesses on their journey to Net Zero.

---

### 05

Play our part in supporting the substantial planned growth within the county through the development of investment-ready projects and securing funding for our services.

---

### 06

Ensure we do not miss the substantial opportunities afforded by our location in the centre of the country by developing our key strategic A50 / A500 and A38 corridors, including securing increased investment in innovation activities.

## Stoke-on-Trent

One of the key driving forces in Staffordshire's booming economy is Stoke-on-Trent. Before the pandemic, the city was among the fastest local economies to bounce back from the last recession, outperforming large parts of the UK in terms of economic growth, job creation and innovation.

Whilst the pandemic may have slowed things down in recent years, Stoke-on-Trent looks set for an extremely prosperous period in the coming few years. The Powering Up Stoke-on-Trent

Prospectus looks to regain momentum from pre-Covid times through targeted investment in improved infrastructure to connect to and build on the existing strengths in the city.

Much of the prospectus is already underway, the result of which is evident in a report from Irwin Mitchell found that the city is set to have the third-highest job growth throughout 2023. As Stoke-on-Trent continues its impressive growth, the region will only become more attractive to investors.



Staffordshire is home to the aptly named Staffordshire University. Founded in 1914 as a polytechnic institution before receiving University Status in 1992, the university is famous for its forward-thinking approach and is one of the leading locations for its vocational and academic teaching, innovative grasp of the industry and student employability.

The university is home to around 15,000 students, many of whom make up the large student population in Stoke-on-Trent. In the last year alone, the number of students in the city increased by 5%, one of the highest increases in the UK according to Savills and it's clear to see why.

Staffordshire University was named 4th in the Best Universities category at the StudentCrowd University Awards in 2023, beating the likes of the University of Manchester, the University of Liverpool as well as the illustrious Oxford and Cambridge Universities. The university also ranked 6th for job prospects, 14th for course content and 16th for teaching quality.

With the university continuing to attract students from across not just the UK but internationally, the demand for purpose-built student accommodation like Axiom in the region is only going to increase.

# Why invest in student property?

For years, universities have struggled to cope with the ever-increasing demand for student beds as more and more students apply for universities. This demand paired with a lack of stock on offer has resulted in a boom in the private student accommodation investment market, with student property now one of the leading property investment classes.

## 01 Extremely high demand

According to historic HESA data and Savills projections between the 2016/17 and 2022/23 academic years, the number of full-time students in the UK will have increased by over 15% in the UK. These elevated numbers are only further increasing the demand for private student property.

## 02 Lower entry points

Due to the predominantly smaller units on offer, student properties tend to offer significantly lower entry prices when compared to residential and commercial properties.

## 03 Higher rental yields

Student investment properties also usually offer higher rental yields when compared to residential properties. This is thanks to the aforementioned lower purchase price.

## 04 Less frequent void periods

Given the immense demand for privately owned student accommodation, void periods within the standard academic year are much less likely to occur, especially as student numbers continue to rise.

## 05 Recession-proof

One of the biggest positives of investing in student property is the fact that these kinds of properties are very rarely impacted by external economic uncertainty or house price fluctuations. Throughout the last few years of instability, student numbers have continued to increase, further highlighting the stability of student property investment.

Axiom amenities



Lounge and games room



Storage facilities



Electric car charging points



Concierge



Gymnasium



Communal study rooms

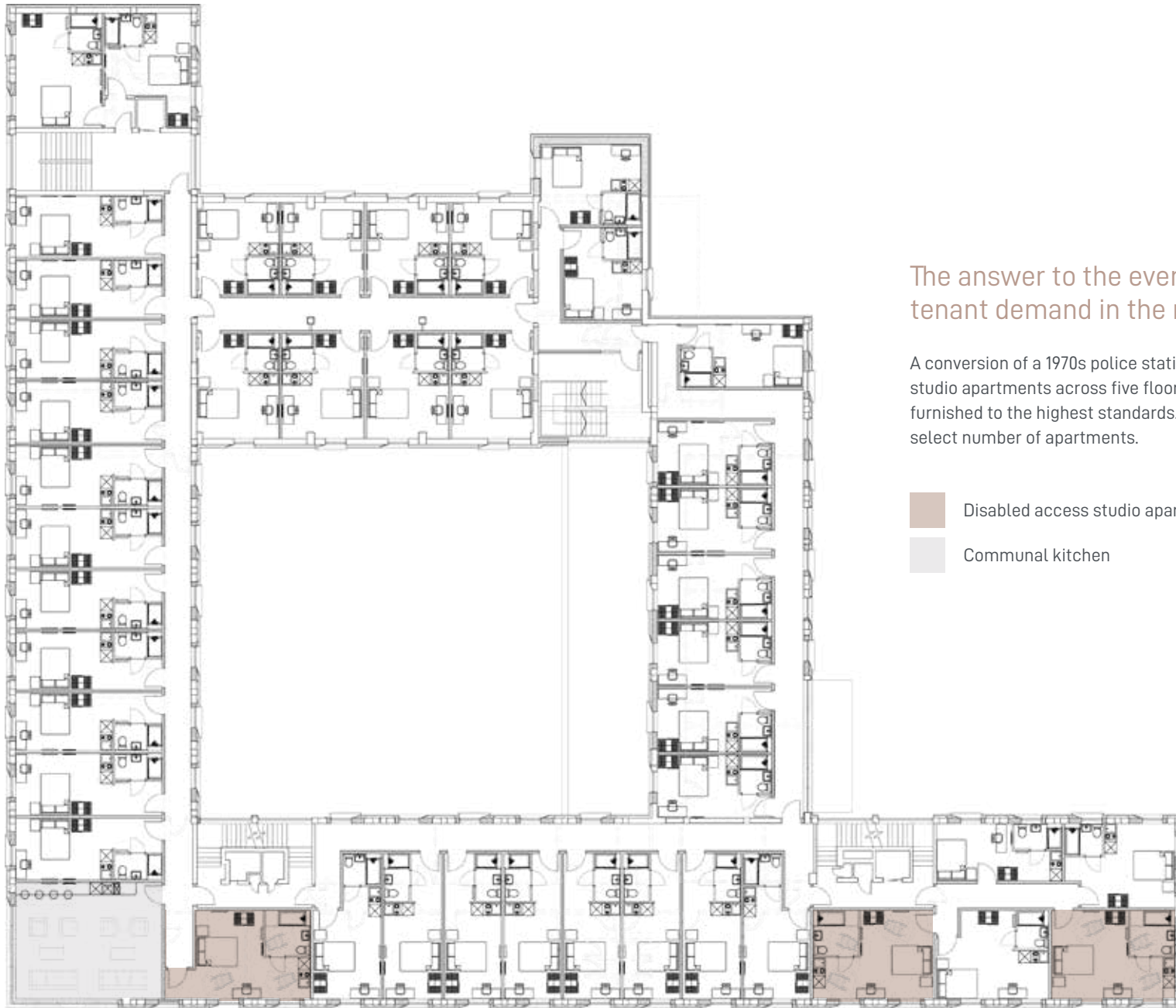


Courtyard garden



Bike storage





## The answer to the ever-increasing tenant demand in the region.

A conversion of a 1970s police station, Axiom will consist of 161 studio apartments across five floors, with each apartment fully furnished to the highest standards. Parking is also available on a select number of apartments.

- Disabled access studio apartment
- Communal kitchen

*1st floor example floor plan*

# Expand your property portfolio and invest at Axiom today.

The purchase process at Axiom can be broken down into 5 simple steps. A property consultant will be on hand to guide you through each and every step of this process.

## *Step 1*

Talk to a consultant and find your desired apartment(s).

---

## *Step 2*

Pay a £5,000 reservation fee to secure the apartment of your choice. You will earn 4% interest on all deposited funds.

---

## *Step 3*

Pay 50% of the total balance minus the £5,000 deposit upon exchange of contracts.

## *Step 4*

6 months after exchange of contracts, pay an additional 25% of the total balance.

---

## *Step 5*

Upon completion of the build, pay the outstanding balance minus the 4% interest earned during the build.





# FAQ's

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

Leasehold, 125 years

**What is the address of the site?**

Axiom, Bethesda Street, Hanley, Stoke-on-Trent, ST1 3DR

**What is the price of an apartment?**

Studio apartments are priced at £79,999

**How much is the ground rent?**

£350 per annum

**What are the guaranteed returns on this project?**

Investors are guaranteed 10% annual returns for 3 years following completion.

**Is there a management company in place?**

Yes, the appointed management company is Homes 4 Students.

**Who is the developer?**

The developer is Abode Hanley Limited

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

Whilst you are free to sell your apartment on the open market after completion, your apartment must be sold as a student property due to the development's planning.



## A word from Abode Student's CEO

*"Abode Student is a hassle-free fully-managed investment model that generates good returns for our investors around the world. Our developments are of the highest quality and situated in the best locations, providing a premium experience for thousands of local and international students."*

**Ashley Ladson BA(Hons)**  
CEO  
Abode Group





# Student property investment opportunities in the UK.

Abode Student is a premium student property brand based in the UK.

They have been delivering high-quality bespoke student accommodation since 2014, capitalising on a rapidly evolving market. Students in the UK are demanding higher standards than ever before, and Abode caters for their needs in undersupplied campus locations with the biggest potential for growth.

The Abode Student brand is part of Abode Group, a parent company that boasts more than 20 years of experience delivering high-quality developments across residential, retail and commercial sectors.

The information contained within this document is intended as a general guide. This information does not constitute an offer or a contract and we (or anyone in our company) do not imply, make or give any representation, guarantee or warranty whatsoever relating to the terms contained within. Any intending investor must satisfy themselves as to the correctness of any of the statements, plans or images contained within. Images are for representational purposes only. As with any investment, please be aware that your capital may go up or down. The content contained within is correct adhering to the previous statement at the time of publishing.

2024-02\_V5

