



DEAKIN'S YARD

NEWCASTLE-UNDER-LYME



*Unlocking student
potential: Where
student living meets
excellence.*

DEAKIN'S YARD

NEWCASTLE-UNDER-LYME



Welcome to DEAKIN'S YARD

Deakin's Yard represents an exciting investment opportunity in the UK Purpose Build Student Accommodation (PBSA) sector. This venture offers investors a chance to acquire a lucrative income-generating asset within a high-demand market.

With an impressive 273 units all designed to cater to the diverse needs of students. It includes 122 studios with en-suites, 127 studios with en-suites and kitchens and 10 one-bedroom apartments.

Deakin's Yard sets a new standard in student accommodation, offering affordable high-quality living with a strong sense of community. Every unit is completed to the highest standards and delivered fully furnished to investors, ensuring a hassle-free and rewarding investment experience.

Nestled in the heart of Staffordshire, Newcastle-under-Lyme has undergone a remarkable transformation, steadily gaining appeal among students over the years. Central to this evolution are the prestigious Universities. Keele University and Staffordshire University are both award winning institutions that have transformed this once quaint market town into a thriving educational hub.

Prices starting from

£86,350

Deposit protection

10%

NET on 3 year corporate let

8%



2.86m

Number of
students studying
in the UK



DR.

DEAKIN'S YARD

NEWCASTLE-UNDER-LYME



Location

PERFECTLY PLACED

A thriving student population comprising of more than 27,500 students within a mere two-mile radius contributes to the vitality of the student property market. Both Keele University and Staffordshire University enjoy a stellar reputation, creating a sustained demand for high-quality accommodation that, in turn, guarantees a consistent rental income stream for investors.

Ongoing regeneration projects, backed by investments exceeding £11 million, promise improved infrastructure and urban development, enhancing the town's investment appeal and potential for growth.

Affordable property prices, despite its strategic location and economic strength, Newcastle-under-Lyme maintains affordable property prices compared to larger urban centres. This offers investors the potential for both rental yields and capital appreciation.

A desirable living environment, rich history, cultural attractions and picturesque surroundings make Newcastle-under-Lyme a desirable place to live. This contributes to sustained demand from residents and investors alike, investing in a town that combines economic strength, a thriving student population, ongoing development and affordability. Newcastle-under-Lyme has it all.

UK MAP

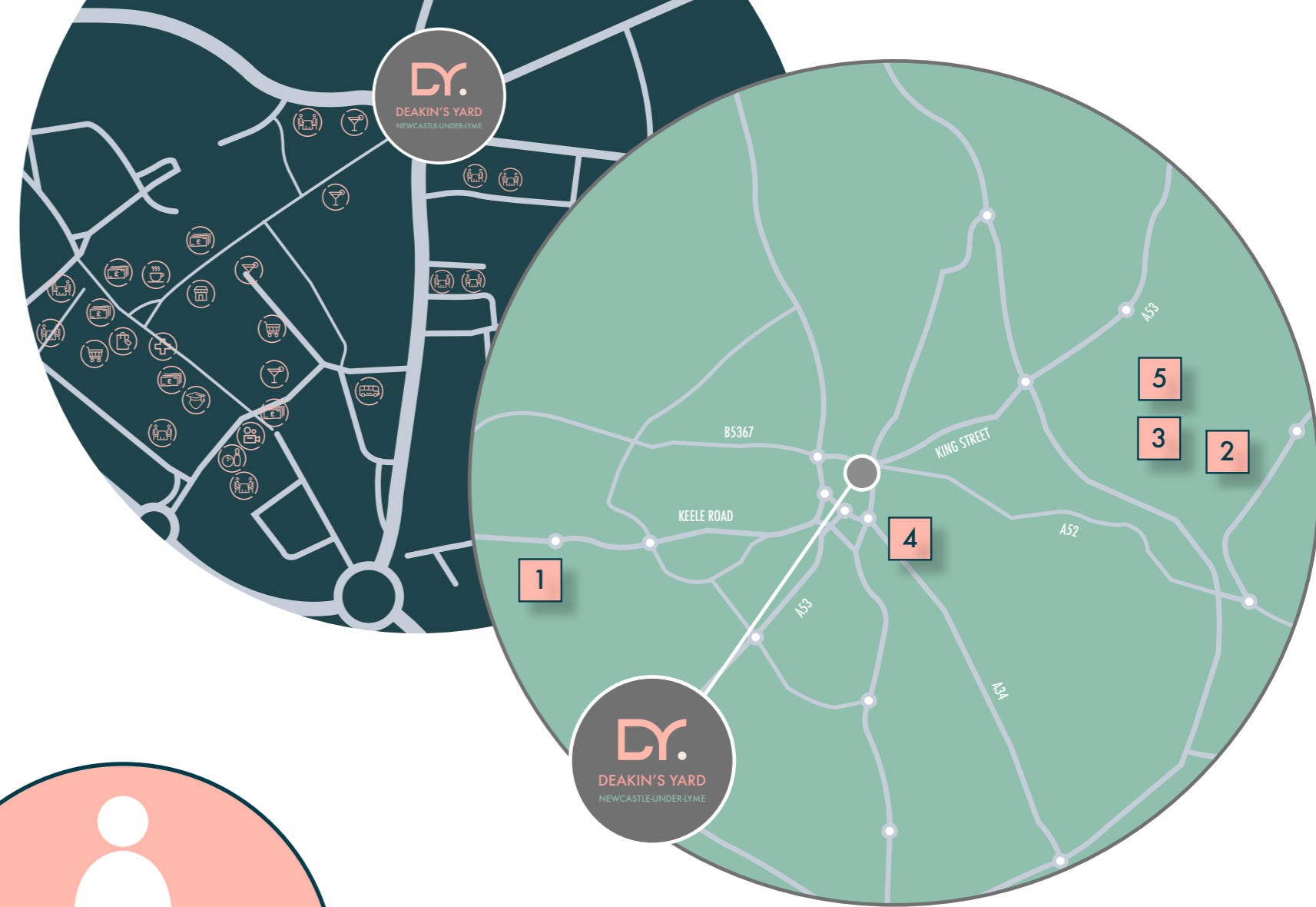
- A. YORK
- B. SHEFFIELD
- C. LEEDS
- D. MANCHESTER
- E. LIVERPOOL
- F. BIRMINGHAM
- G. NOTTINGHAM



KEY

Within 150m of the development:

- Cinema and entertainment
- Coffee shops
- Restaurants
- Bars and nightclubs
- Supermarkets
- Sport and retail fashion
- Banks
- Local services
- Bus interchange



Newcastle-under-Lyme

THE HISTORY

Newcastle-under-Lyme has a strong history, with roots dating back to 1173. The "Newcastle" name derives from a new castle built locally in the 12th century. It is thought the word "Lyme" originates from the vast Forest of Lyme, which covered large areas of the North West at the time.

When Stoke-on-Trent was formed through the 1910 amalgamation of the "six towns" (Stoke, Hanley, Fenton, Longton, Burslem and Tunstall), Newcastle remained separate. Its strong local economy stood it in good stead to remain independent, despite pressure from the wider townships.

Today Newcastle-Under-Lyme is an energetic market town with a growing population of 123,000. The town centre benefits from a large array of retail and leisure facilities, along with a wide variety of cultural events. The New Vic Theatre and local high-tech cinema offer a great night out, and for sporting fans looking to watch a game of football, the area is also home to Newcastle Town FC and close proximity to Stoke City FC.

Essential road links are easily accessible, with the M6 just a few minutes' drive away. A carefully planned bus network provides access to all essential regional destinations, along with further connectivity through Stoke train station, a major hub on the UK rail network. Passengers can expect regular services to all major cities across the country.

"There is a thriving student life and a wide range of café-bars, restaurants and pubs in Newcastle-under-Lyme"

TELEGRAPH.CO.UK



Keele University and Staffordshire University

AN EDUCATION HOTSPOT

The dynamic and student-centric transformation of Newcastle-under-Lyme is primarily fuelled by the increasing demand for accommodation. Staffordshire University, home to 15,000 students, and Keele University, boasting 12,500 students from over 120 countries, together have housing capacity for only 4,100 students. This leaves a significant 23,400 students in need of alternative accommodation. The remarkable influx of students, combined with limited accommodation options, has propelled the demand for quality housing in Newcastle-under-Lyme to unprecedented heights.

Further contributing to the area's appeal is the presence of the £370 million Royal Stoke University Hospital, conveniently located just a 6-minute drive away. This makes Deakin's Yard an ideal residence for medical students.

Deakin's Yard stands out as a distinctive and unparalleled asset, offering competitive rates and high-quality living spaces. It directly addresses the pressing need for student accommodation, bridging a significant gap in the educational landscape of Newcastle-under-Lyme.

27,500



Students Across Keele University and Staffordshire University



Ranked by students as being the best in the UK

Nationwide Student Crowd Awards 2022



Midlands University of the year 2020

Midlands Business Awards

2023 THE SEPTEMBER STATS

Student levels

Keele University
Undergraduate 77% - Postgraduate 23%
Staffordshire University
Undergraduate 86% - Postgraduate 14%

Study format

Keele University
Full Time 77% - Part Time 23%
Staffordshire University
Full Time 60% - Part Time 40%

Nationality

Keele University
UK 93% - International 7%
Staffordshire University
UK 97% - International 3%

Student gender

Keele University
Male 39% - Female 61%
Staffordshire University
Male 51% - Female 49%

473



Number of full time courses

Deakin's Yard Is Elevating Student Living To The Next Level

Deakin's Yard stands out as a statement for student living. Pushing the boundaries of conventional accommodation; it embodies a distinctive living concept crafted to deliver an unparalleled experience for its residents. Our student residents have an impressive array of amenities included in their monthly rental:



Cinema Room



Garden Room



Study Room



Residents Gym



Bike Store



Concierge



DEAKIN'S YARD
NEWCASTLE-UNDER-LYME

Deakin's Yard

Homes for Students Partnership

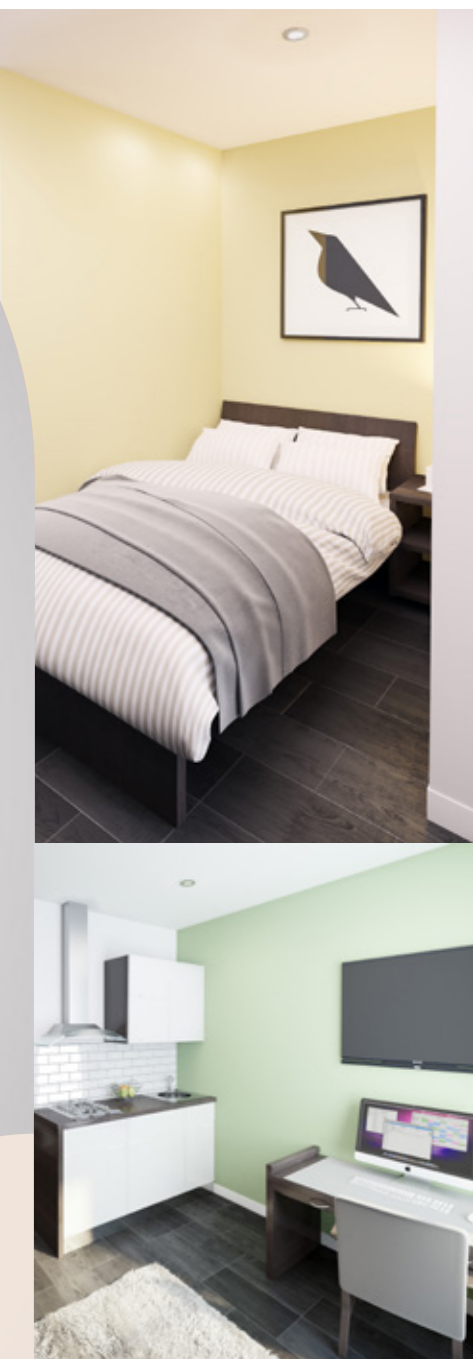
Fully managed

Integritas Property Group has partnered with Homes for Students, a prominent independent student accommodation provider in the UK and Ireland.

Homes for Students is involved in the management and provision of student accommodation, offering various types of housing including studios and apartments, all close to educational institutions. They currently manage a portfolio of 35,000 studios and rooms across the UK and Ireland. From Aberdeen to Plymouth, Aberystwyth to Norwich and now Dublin.

They are on a mission to ensure students have their perfect home away from home. Students can sit back and relax in the best student accommodation with amazing facilities living their best life with Homes for Students.

Through Integritas Property Groups partnership with Homes for Students, everything from leasing to maintenance is taken care of, offering property owners a seamless and hands-off investment experience.



Investing

PURCHASE PROCESS



STEP 1.

Speak to your designated Investment Consultant to discuss options and availability



STEP 2.

Choose your perfect apartment and pay a reservation deposit of £5,000



STEP 3.

Introduction to the progression team



STEP 4.

Both sets of solicitors are instructed, and the legal documents and sales pack are sent out to you



STEP 5.

20% of the balance is payable upon exchange of contracts



STEP 6.

Remaining balance payable upon completion of the development

THE DEVELOPER

Integritas Property Group: Ethical Property Developers in the Heart of the North West

Based in the vibrant North West of England, Integritas Property Group stands as a beacon of ethical property development. Our commitment to ethical practices is deeply rooted in our local community.

Transparency is not just a concept for us; it's our way of doing business. Our unwavering dedication ensures that we see every project through to its successful completion.

We thrive on collaboration and work closely with investors, construction companies and landowners, to transform promising UK property areas into unique and vibrant rental property developments.

Your interests are our priority. When you choose to work with us, you choose a partner who genuinely cares about the well-being and success of everyone involved. We go above and beyond to achieve our shared goals.

IPG have a wealth of experience in successfully delivering student accommodation, and are excited to be able to bring another five star development to the ever expanding PBSA market.



Mitchell Walsh
CEO & Founder

As the CEO of Integritas Property Group, Mitchell, with over 10 years of extensive property experience, has managed complex client accounts across national and international property investment portfolios. His ongoing analysis, delivery, and successful customer strategy have optimised market expansion efforts, consistently achieving significant increases in revenue and gross profit to enable organisational expansion ambitions.

Showcasing a strong track record of leadership and strategic direction, Mitchell, as the CEO of Integritas Property Group, believes it is essential to provide professional development opportunities while ensuring accountability during every aspect of the development life-cycle.



Emma Greenaway

Operations Director

Emma has worked in the property sector for over 20 years and has a wealth of experience in sales and progression.

As Operations Director for the Group, Emma oversees a wide range of critical functions within both the property investment and property development companies.

This includes overseeing property acquisitions, evaluating investment opportunities, managing construction and development projects, and implementing strategic plans to maximise returns on investments.



Ru Nathoo

Investment Director

Ru has an enviable record in managing change, operational risk and control in a career spanning almost 20 years. His career to date includes working in London's financial centre with some of the world's most respected banking giants, including RBS, Credit Suisse and Mitsubishi UFJ.

Currently, he is Head of UK Operations and Business Support for a London subsidiary of an International Bank where his primary focus has been to advise and put into place a robust controls framework to mitigate regulatory and operational risk.



Adam Ross

Sales Director

With over a decade in Senior Roles, Adam brings a wealth of experience to the IPG Management team.

His experience has lead him to work with some of the U.K's leading property developers establishing effective routes to market and launching several projects globally.

Originally starting his career living and working in The Middle East, Adam has amassed a vast knowledge of investment markets here in the U.K and overseas.



Ben Morris

Senior Quantity Surveyor

Ben has over 10 years' experience as a quantity surveyor within the construction industry. He also benefits from a further 15 years as an expert joiner within the sector.

Ben's first position was at Arcus Consulting LLP, where he stayed for just over two years before accepting a permanent position within the M&E sector at Vital Energi.

He has gone on to sample several of the different sectors available to quantity surveyor's within the industry including healthcare, residential, commercial high-rise and student living accommodation.



Jane Atkinson

Procurement Manager

Jane has over 30 year's of experience in construction, predominately house building including refurb and apartments.

Working as a key player within the Commercial Team, Jane will be responsible for managing the supply cost base across all aspects of the business, working closely in conjunction with IPG's contractors and suppliers.



DEAKIN'S YARD

NEWCASTLE-UNDER-LYME