



ELLISON

WATERS

SLEEK WATERFRONT APARTMENTS WITH PANORAMIC VIEWS

WILLIAM ARMSTRONG DRIVE, NEWCASTLE NE4 7YA

CONTENTS



INTRODUCTION	3	THE EDUCATION SECTOR	14
INVESTMENT OVERVIEW	4	THE WIDER REGION	15
WHY NEWCASTLE?	5	LOCAL TRANSPORT	16
THE LOCAL ECONOMY	6	THE DEVELOPMENT	17
GROWTH SECTORS	7	THE APARTMENTS	19
FUNDING AND REGENERATION	8	SPECIFICATION	20
THE VISITOR ECONOMY	9	THE DEVELOPER	21
THE LOCATION	11	SUMMARY	22
DISTANCES TO KEY AMENITIES	13	RESERVATION AND PURCHASE	23



ELLISON WATERS is a new, off-plan development set on the banks of the River Tyne, just minutes from the centre of Newcastle. It comprises a total of 116 residential units and offers a choice of one- and two-bedroom apartments.

With its exclusive waterfront location, the property boasts a distinctive appeal to the many professional workers now finding jobs in the city. Newcastle's economy is growing faster than anywhere else in the North East and is forecast to outpace that of the UK as a whole. So too is its population, which has expanded by over 7% since 2011, and which is expected to grow by a further 5% by 2040.

INVESTMENT OVERVIEW

To maximise its appeal to this continuing influx of professionals, families and first-time buyers, the property's design includes a range of attractive amenities. A private cinema, fitness centre, and a co-working area will all add to the allure of this distinctive development.

INVESTMENT OVERVIEW

116 units

74 one-bedroom apartments

42 two-bedroom apartments

999-year leasehold

Expert developer with a proven track record



WHY NEWCASTLE?



As the largest city in the North East of England, Newcastle is becoming an increasingly exciting place to live. Its residential property market is characterised by robust demand, limited supply, and an excellent record of growth in both capital and rental values.

Demand here is driven in part by a steady stream of new residents, causing the population to grow far faster than the national average. Significant overseas investment and robust growth in high-value, knowledge-based industries are attracting a growing number of high-earning workers. As a result, there is a growing waiting list for homes, asking prices have been rising sharply, and landlords are enjoying impressive real-terms growth in their rental yields.

Capital growth rate (Newcastle)	+7.1% (ONS) ¹
Regional growth rate	+1.7% (ONS) ¹
National growth rate	+2.8% (ONS) ¹
14-year capital growth (Newcastle)	+72% (ONS) ²
Capital growth forecast (NE region)	+5% in 2025 / +28.2% by 2029 ³
Rental growth (Newcastle)	+8.8% ⁴
Rental growth forecast (NE region)	+4.0% in 2025 ³
Average yields (regional)	8.02% ⁵

Sources: 1: Office for National Statistics data for the 12 months to August 2024, published October 2024. 2: Office for National Statistics house price data, 2010 to 2024. 3: Savills 5-Year Mainstream Residential Forecast, November 2024. 4: Zoopla Rental Market Report, Q3 2024.

THE LOCAL ECONOMY

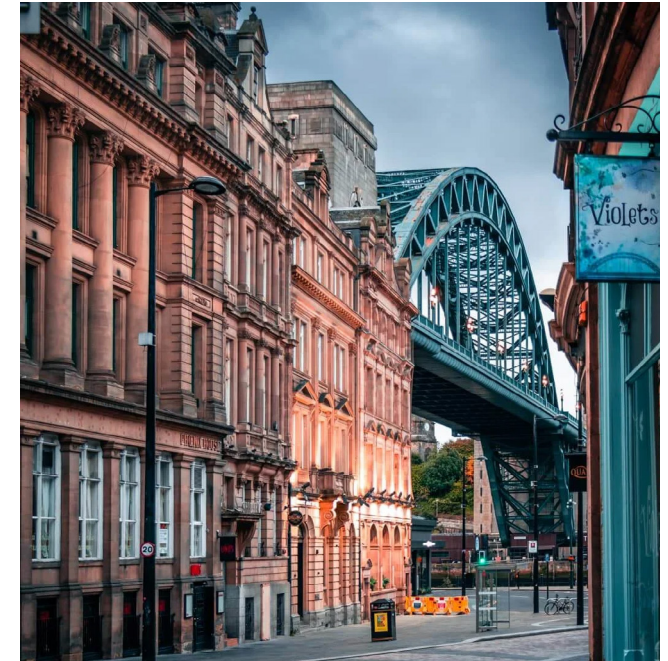


Newcastle is considerably exceeding regional averages in terms of both capital growth and rental returns. In its Five-Year Mainstream Residential Forecast, Savills predicts that by 2029, average values in the North East will rise by 28.2%, the second fastest rate in Britain. However, Office for National Statistics records for Newcastle have shown that asking prices in the city have risen much faster than those in the wider region. This means that homeowners and investors could potentially see five-year capital gains of between 30% and 35%.

Newcastle's economy is currently valued at £9.9 billion (GDP) and according to a recent forecast by Oxford Economics, it will grow by a further 3.8% by 2028. This growth will boost employment, earnings and average disposable incomes – thereby adding further upward pressure on average rents and asking prices.

GDP (Newcastle)	£9.9 billion ¹
Economic growth forecast	+3.8% by 2028 ¹
Population	300,125 ¹
Population growth forecast	315,038 by 2040 (+5%) ¹
Employment growth forecast	1.4% by 2027 ²

Sources: 1: Newcastle City Council, 2024. 2: EY Regional Economic Forecast, 2024.



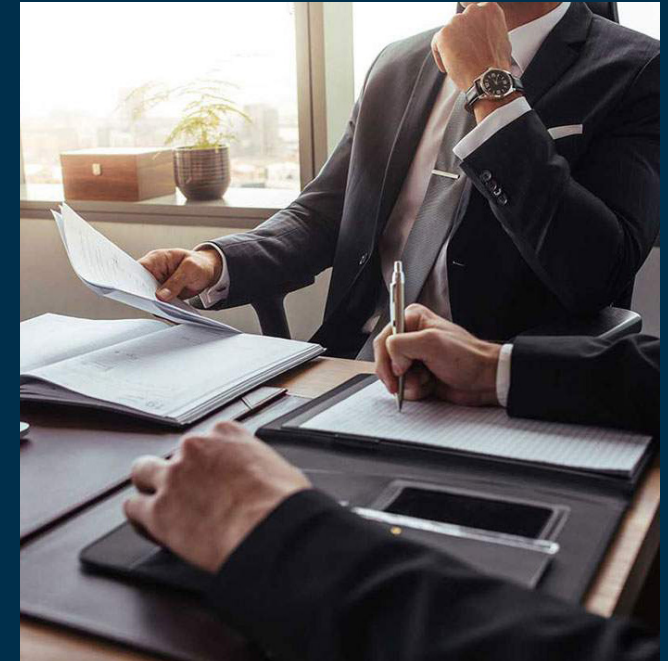
GROWTH SECTORS



Newcastle is home to many thriving businesses, and certain sectors are faring especially well. Some of the most important growth sectors in and around the city include:

- Advanced manufacturing / automotive
- Business and professional services
- Creative industries
- Digital technology and cyber security
- Education
- Energy and sustainability
- Fintech
- Health and life sciences
- Pharmaceuticals
- Robotics
- The visitor economy

Importantly for landlords looking to invest here, many of these are innovative, modern industries that are associated with higher skills, higher pay and more secure, sustainable roles for workers. More money in the pockets of local residents generally translates to a greater capacity to seek and afford new homes, so these trends should also help to fuel rising rental and capital values.



FUNDING, INVESTMENTS AND REGENERATION PROGRAMMES



Newcastle's rapid economic growth is partly the result of large-scale investment by both public and private sector organisations. This is fuelling city-wide regeneration and job creation, with estimates suggesting that well over 35,000 new jobs could be delivered over the coming years.

Growth is also resulting from the region's new status as a Combined Mayoral Authority, which encompasses seven local authorities, and from the launch of the North East Innovation Zone, which seeks to promote the growth of progressive industries.

Another important factor is foreign direct investment, especially from the Kingdom of Saudi Arabia, whose Public Investment Fund acquired an 80% stake in Newcastle United FC in 2021. Since then, it has increased its share to 85% and begun exploring additional investments across the region. These investments support a variety of

sectors including property, sustainable energy, low-carbon fuel production, carbon-reduction technologies, healthcare, advanced manufacturing, deep-water docks, higher education and the digital industries. The KSI's continued interest has also prompted speculation about a possible £1 billion investment in a new stadium.

Major Funds and Developments

North East Transport Plan	£8.7 billion over 15 years
North East Devolution Deal	£4.2 billion (budget)
Annual spending	Over £100 million
Health Innovation Neighbourhood	£500 million
St James' Boulevard / Newcastle Helix	£350 million
KSA / Newcastle United FC	£300m+
North East Innovation Zone	£160 million (budget)
Founders Place	£137 million
City centre regeneration scheme	£50 million
Grainger Market	£14 million



THE VISITOR ECONOMY



Newcastle and Gateshead lie on opposite banks of the River Tyne but in many respects, they operate as a single visitor destination. Certainly, for those staying at Ellison Waters, many of their respective tourist attractions are within equally easy reach.

Central Newcastle is, of course, readily accessible but so too are many of Gateshead's best-known cultural, musical and leisure venues. For example, the Baltic Centre for Contemporary Art stands just across the water at the southern end of the Gateshead Millennium Bridge, while the Glasshouse International Centre for Music lies on the same bank, just 200 metres further to the west.

Utilita Arena Newcastle	1.8km
Discovery Museum	1.9km
Life Science Centre (museum)	2.0km
Tyne Theatre & Opera House	2.2km
St Mary's Cathedral	2.2km
Newcastle Castle	2.6km
Newcastle Cathedral	2.7km
Newcastle Castle	2.7km
Laing Art Gallery	3.0km
Great North Museum	3.1km
Glasshouse Int. Centre for Music, Gateshead	3.2km
Baltic Centre for Contemporary Art	3.5km



THE SHORT-STAY VISITOR MARKET



Newcastle plays host to live musical performances and to numerous arts, music, craft and food festivals that change with the seasons. It's the setting for a wide range of sporting events and active pursuits, and its nightlife is, of course, legendary.

These and many other attractions make Newcastle an exceptionally popular tourist destination. Moreover, it is set within a wider region that is, itself, a haven for lovers of history, open countryside and beautiful coastline. With Blue Flag beaches and two UNESCO World Heritage Sites within comfortable driving distance, it's hardly surprising that the area enjoys a thriving visitor economy.

Tourism inevitably drives much of the demand within the lucrative short-stay rental market, but it is by no means the only source. Newcastle and Gateshead are host to numerous conference venues, two large universities and a Premier League football club. Consequently, they also attract large numbers of business delegates, sports fans, academics, and the families and friends of local university students. Investors with good, modern accommodation to let can therefore be confident of robust, year-round demand.

Shown below are some statistics published by the Newcastle Gateshead Initiative – the inward investment agency supporting Newcastle, Gateshead and the wider region. The figures highlight the importance of the visitor economy and the scale of the short-stay rental demand that it supports.

For investors, Newcastle makes an attractive destination with a proven track record of generating high demand amongst short-stay visitors, even outside of the usual seasonal peaks. The combination of strong, reliable demand and relatively affordable prices underscores the potential for achieving impressive annual yields.

Importantly, this should also have a significant bearing on capital growth rates: if an investor eventually wishes to sell, a property that can demonstrate a history of high occupancy and good yields should also command a higher price.

In short, by appealing both to short-stay visitors and to tenants who wish to settle in the city, Ellison Waters offers maximal potential for capital growth, rental growth and inflation-beating yields.

Total annual visits	17.4 million
Total annual tourist spending	£1.46 billion
Value of regional visitor economy	£5.4 billion
Annual day visitors	15.4 million
Annual overnight visitors	1.94 million
Annual total of nights stayed	4.72 million
Average expenditure per overnight stay	£230
Average value of overnight market	£475 million

THE LOCATION: WILLIAM ARMSTRONG DRIVE



William Armstrong Drive runs for approximately 1km along the northern bank of the River Tyne, just a few minutes to the west of Newcastle's Central Station.

The area has a contemporary feel. The road itself is open, tree-lined and flanked on its northern side by modern office developments. Immediately to the south is the leafy riverbank and an attractive cycleway, which is well maintained and affords easy access to the city centre.

LOCATION



Despite this proximity, William Armstrong Drive promises a quiet respite from the noise and crowds that are often associated with the city's nightlife. Essentially a business district, the neighbourhood feels relaxed and civilised, far removed from pubs, clubs and the clamour of the urban centre. Conversely, however, it also makes an excellent base for commuters with jobs in the city, and those who simply want ready access to its many amenities. Newcastle's principal shopping district lies less than 2.5km away and is easily reached on foot, by bicycle or by bus.

Residential developments are scarce on this stretch of road, so close to the heart of the city. Ellison Waters will therefore have a unique appeal, offering residents an enviable address that promises modernity, style and urban convenience.



DISTANCES TO KEY AMENITIES



Lying close to central Newcastle, Eliison Waters puts a host of shops, restaurants, bars and banks within very easy reach. Many other amenities are similarly convenient: supermarkets, cafes, health centres and more.

SHOPPING & AMENITIES

Grainger Market	2.5km
Newcastle city centre	3.2km
Metrocentre Gateshead (shopping centre)	5.7km

TRANSPORT HUBS

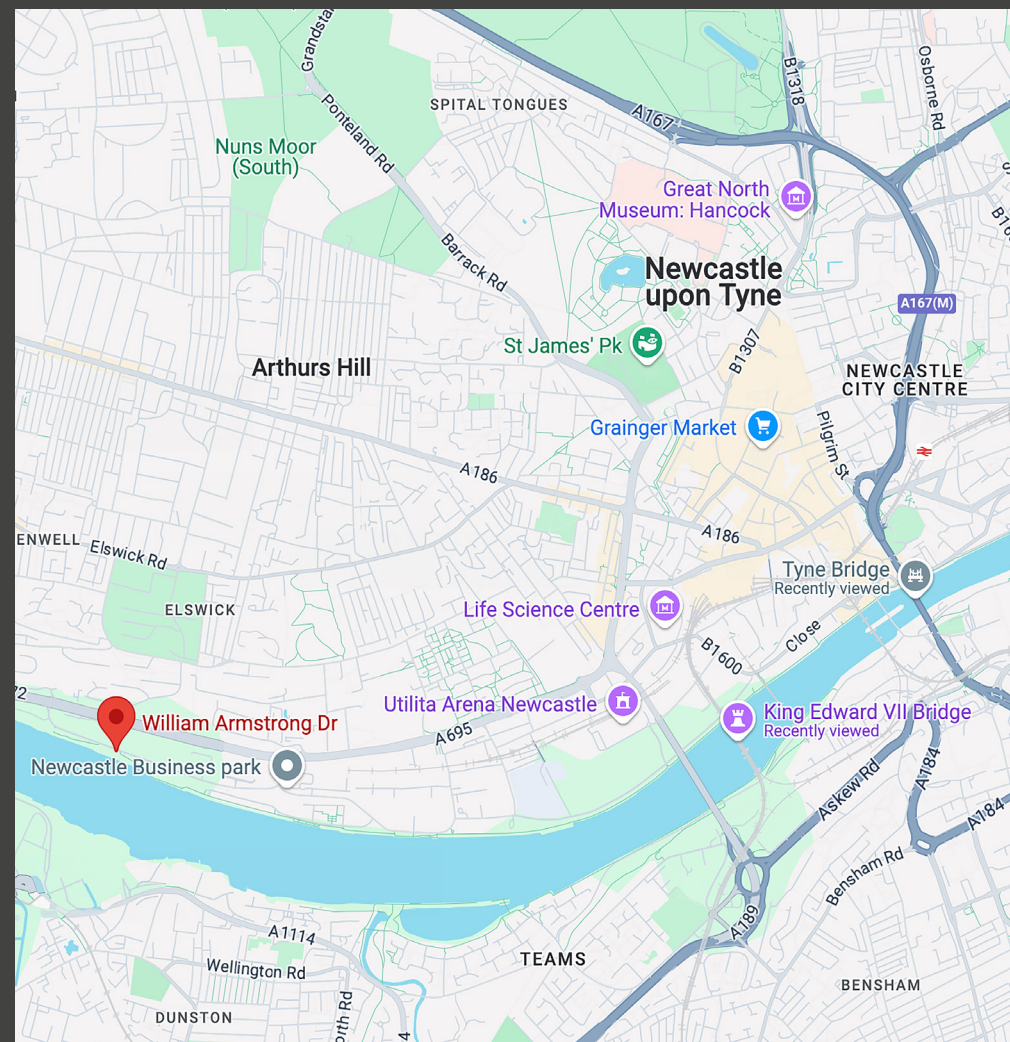
Newcastle Bus & Railway Station	2.3km
Newcastle Airport	8.8km

SPORT, LEISURE & RECREATION

Elswick Park	800m
Hodgkin Park	1.1km
Nun's Moor	2.0km
St James' Park Stadium	2.3km
Leazes Park & Gardens	2.5km
Kingston Park Rugby Stadium	6.6km
Newcastle Racecourse	8.0km
Goals Sports Complex	8.3km
High Gosforth Park Golf Club	8.6km

CENTRES OF EMPLOYMENT

New Castle Business Park	0.7km
Environment Agency offices	1.1km
Royal Victoria Infirmary	2.8km
Newcastle University Medical School	2.8km
Newcastle University	3.0km
Newcastle City Council	3.0km
All Saints Business Centre	3.1km
Newcastle Magistrate Court	3.2km
Newcastle Law School	3.3km
Northumbria University	3.3km



THE EDUCATION SECTOR



Residents with children will have many excellent local educational facilities to choose from. The area is dotted with nurseries, schools and sixth-form colleges, many of which are within easy commuting range.

LOCAL EDUCATION FACILITIES

St John's Primary & Nursery	550m
West Newcastle Academy	700m
St Michael RC Primary School	800m
Atkinson Road Primary Academy	1.0km
Trinity Solutions Academy (college)	1.4km
Newcastle Sixth Form College	1.6km
Newcastle Helix	2.0km
Royal Grammar School Newcastle	3.6km



THE UNIVERSITIES

For investors, the presence of two well-regarded universities is also very important. Supporting a student population of well over 60,000 and a combined workforce of nearly 10,000, **Newcastle University** and **Northumbria University** are important sources of housing demand in their own rights. They both have campuses in central Newcastle.



In addition, of course, the universities also have profound economic impacts. They nurture the development of many high-value spin-off businesses and invest millions each year in their premises, projects and research. Announcing a new working partnership in October 2024, the universities of Newcastle, Northumbria, Durham, Sunderland and Teesside reported that, together, they contribute an estimated £2.7bn to the region's economy.

Newcastle University	
– student population	c.27,000
– UK staff	c.6,400
Northumbria University	
– student population	c.38,300
– UK staff	c.3,100



THE WIDER REGION



Newcastle is known for its vibrant culture, its history and its sporting heritage. It is also increasingly establishing itself as a major centre for job creation and economic growth. However, the city itself is by no means the only attraction for those considering a move to the area. Newcastle sits within a wider region that encompasses open green spaces, national parks, ancient towns and harbour villages, long stretches of beautiful coastline and a host of historical sites. Countless recreational resources, together with low living costs and a famously friendly culture all contribute to an enviable quality of life.



OPEN SPACE

Watergate Forest Park	3.0km	Blyth Beach	19km
Tyne Riverside Country Park	6.5km	North Pennines AONB	21km
Big Waters Nature Reserve	10km	Northumberland National Park	36km
Long Sands Beach, Tynemouth	16km	Northumberland Coast National Landscape	46km
King Edwards Bay	16km		
Whitley Bay / Beach	16km		

LOCAL TRANSPORT



On many occasions, residents of Ellison Waters will have no need for cars or public transport. Countless essential facilities and leisure amenities are within comfortable walking distance, as too are local nurseries and schools. The city centre is accessible on foot, using the riverside pathway, which also doubles as a flat and easy cycleway. However, for those who need them, transport connections in the area are excellent.



MOTORISTS

William Armstrong Drive runs parallel to the river. It connects at either end with the A695, a main arterial road that runs east towards the city centre and Redheugh Bridge, which crosses the river into Gateshead. A little to the west, the same highway connects with the A1 – ‘the Great North Road’ – which stretches the 660km between London and Edinburgh.

DRIVING DISTANCES

Redheugh Bridge	2.0km
Central Station	2.4km
A167 (M)	3.1km
A1	2.9km
City Centre	3.2km

Neighbouring Towns & Cities

Gateshead	2.5km
Sunderland	18km
Durham	21km
Darlington	48km
Middlesbrough	50km

BUS SERVICES

Services 12 and 22 run along William Armstrong Drive. They run west to Throckley and Winlaton, and east to Newcastle Eldon Square, Cobalt and Howdon. The city centre is home to three bus stations: Eldon Square, Haymarket, and Newcastle Coach Station. From here, services run to most local and subregional destinations.

RAIL SERVICES

Newcastle Railway Station is located roughly 2.2km to the east of the property and is readily accessible by bus. It is used by operators including TransPennine, CrossCountry, LNER and Northern. Services run to major destinations including, amongst others, Aberdeen, Edinburgh, Carlisle, Liverpool, Middlesbrough and London Kings Cross. The station also supports services to more local destinations such as Hexham, Morpeth and Whitby.

ELLISON WATERS: THE DEVELOPMENT



Ellison Waters is an off-plan investment opportunity that will offer residents an exciting combination of urban convenience and elegant design, all set in a unique waterfront location. Boasting a tranquil, landscaped setting and spectacular views across the River Tyne, Ellison Waters will become one of the city's most desirable addresses.

- Secure parking spaces
- Residents' cinema
- Residents' fitness centre
- Co-working area
- Communal gardens

THE DEVELOPMENT

Sitting in its own grounds and offering dedicated parking for residents, the property appeals on many fronts. It has a contemporary style and, importantly, it is being constructed to the highest standards of security, digital connectivity and energy efficiency.

To enhance its appeal to discerning modern tenants, Eden Waters will also feature a number of striking 'extras'. These include a five-star cinema for residents and their guests, a fitness centre, and well-equipped facilities for home working and occasional meetings.



ELLISON WATERS: THE APARTMENTS



Buyers can choose either one- or two-bedroom apartments, all attractively designed and fitted out to a very high standard.

Running costs are an increasingly important consideration for modern residents. Consequently, the units are equipped with energy-efficient lighting, appliances, insulation and double-glazed windows. These features will help to keep residents' energy bills to a minimum. The specification also includes a high degree of acoustic insulation.

Digital connectivity is another key factor, so the apartments come complete with all the necessary wiring and technologies to support high-speed broadband and Sky Q entertainment services. For ease and security, they also feature an intercom system that is linked to the main entrance.

Low energy costs

Excellent sound insulation

High-speed broadband

Sky Q ready

Intercom system



INTERNAL SPECIFICATIONS

The apartments vary in size and design, but the overall specifications remain very similar throughout. Typically, investors can expect their units to feature the following:

Decoration

Light, neutral colours throughout

Kitchens

Bespoke designs

Integrated appliances

Fridge freezer

Washer dryer

Dishwasher

Induction hob

Extractor fan

Eye-level ovens

Base and under-cupboard illumination

Bathrooms

Fitted baths and showers

White sanitaryware

Chrome finishes to brassware

Tiled walls and floors

Illuminated mirrors

Heated towel rails

Flooring

Carpets to bedrooms

Tiles to bathroom floors

Herringbone-style flooring to kitchen and living areas



THE DEVELOPER



Elison Waters is the work of Virtu Homes, a British developer that is committed to innovation and quality in the private home sector.

Virtu Homes has an excellent track record of successful delivery. It has completed more than 200 units to date, and its various projects have a collective gross development value of more than £100 million.

Virtu Homes developments include new-build and refurbishment schemes, but all of the company's projects share certain common features:

Properties that meet the needs of local people

Designs that respect the character of the local area

The highest construction standards

Meticulous attention to detail

Use of modern building technologies

Energy-efficient designs

Future-ready living spaces

SUMMARY



Ellison Waters is a perfectly-situated residential property in a very desirable part of Newcastle. For residents, its principal attractions will include its quiet waterfront location, easy access to the city centre, strong transport links and excellent modern build quality.

For investors, the development is equally attractive. As part of a city that is exhibiting rapid growth in its economy, its jobs market and its population, it is ideally positioned to meet fast-rising demand for elegant, high-quality accommodation.

As a result, Ellison Waters holds considerable potential for strong capital gains and, with few direct competitors, it should support steadily rising rental values for many years to come. Moreover, affordable prices and fierce rental demand should help to ensure that investors can enjoy yields of around 8%.

Investment Details

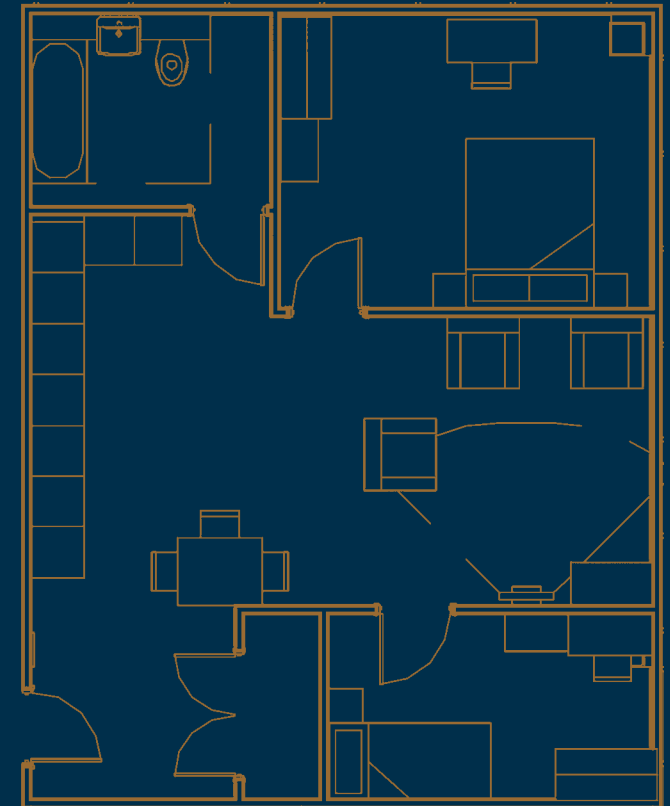
5-star hotel standard onsite facilities

Waterfront development with stunning views

1 and 2-bedroom luxury apartments

Capital growth rates well above the UK average

8% projected yields



RESERVATION AND PURCHASE



A decision to invest should always follow a careful analysis of the opportunity, to make sure it is compatible with your goals and preferences as an investor. However, once you have decided to invest, the purchasing process itself will be very straightforward.

There are four main steps.

- 1 Speak with your designated consultant to discuss the options that best suit your personal investment plan and strategy.

- 2 Choose your preferred apartment and pay £5,000 reservation deposit to reserve it.

- 3 Pay 20% of the balance upon exchange of contracts. (The £5,000 deposit is deducted from the total payable upon exchange.)

- 4 Pay the remaining balance on completion of the development.
