



BRITANNIA HOUSE





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britannia
house

THE COLONNADE SHOPPING ↘



URBAN LIVING WITH A RURAL BALANCE

Britannia House is an exclusive collection of contemporary 1 & 2 bedroom apartments, created to surpass the expectations of today's busy professional.

Nestled in the centre of the historic town of Stafford, Britannia House is ideally placed to enable its residents to access the town's excellent facilities, shopping and transport hubs, as well as its surrounding picturesque countryside. As one of the principal towns in Staffordshire, Stafford has gained a reputation as a progressive town that consistently ranks very high in the 'Best places to live' polls. Stafford's location in the centre of the county also means Manchester lies less than an hour away, and Birmingham only half an hour, by train. Featuring 32 apartments built in 2019, the project is perfectly located to capitalise on the growing rental demand for long term lets but also the increasing demand for short term lets in the area.



BRITANNIA HOUSE





10



minutes to Stafford
Train Station

30



minutes to Birmingham

60



minutes to Manchester

80



minutes to London

STAFFORD'S REGENERATION

Stafford's Eastgate Regeneration Quarter scheme will see the redevelopment of vacant buildings and land in the heart of the county town into a residential led mixed use project.

This proposed £30m redevelopment project



STAFFORD'S EASTGATE REGENERATION QUARTER

The Eastgate regeneration programme also includes the county council-owned Wedgwood and St Chad's buildings, which could be developed for a potential mix of residential, commercial or hospitality use. Regenerating this area will also provide improvements to the link between the town centre and Riverside retail units.

The programme is one of a number of interlinked regeneration projects to vastly improve the vitality of the county town particularly after the pandemic, attracting investment, new jobs, visitors and residents. These include the Future High Street programme, Shire Hall regeneration, Stafford Gateway project and Stafford Western Access Route and will follow the borough council's improvement programme at Victoria Park.

MEECEBROOK - NEW GARDEN SETTLEMENT

In 2019 the Council secured Garden Community status and have received over £1million of government funding to help with this opportunity, supporting the development of visionary and evidence based documents.

This new Garden Community would be located near Yarnfield and Cold Meece, and will include around 6,000 homes, employment space and community facilities. This will also include infrastructure needed to support the homes like GP and health provision, sustainable travel, and a new West Coast mainline railway station.



RIVERSIDE

The Riverside retail and leisure destination, which opened in 2016, includes major high street names such as Marks & Spencer, Primark and River Island, as well as independent boutiques such as Acapella and SOS. The development is further bolstered by a new six-screen Odeon Luxe cinema on the riverside by Bridge Street. In total, the development provides over 190,000 sq ft of retail space to complement and strengthen the town centre economy.

The neighbouring Waterfront multi-storey car park provides over 1,000 spaces, combined with restaurants facing the river, including Frankie & Benny's and Nando's, with further restaurants due to arrive in the coming months.

LIVING IN STAFFORD



Stafford boasts a rich cultural heritage with year-round arts & leisure activities, and an excellent choice of shopping and dining opportunities.

Stafford is a bustling town with many great outdoor areas and activities set within a comfortable combination of old and modern architecture. It boasts a thriving shopping centre with a great selection of independent shops, restaurants and bars, as well as museums, galleries, historic architecture, a theatre and an attractive riverside.

There are a number of good primary and secondary schools, a college, pubs, churches and public parks, all within close-walking distance of the historic centre. As Stafford is set in rolling countryside there is also easy access to a variety of green spaces, including the Cannock Chase Area Of Natural Beauty and the Peak District, which is only an hour's drive away.



VICTORIA PARK Open green space featuring a river, walkways, gardens, bird aviary and a play area

DOXEY MARSHES 150 hectares of scenic wetlands, known for strolling, dog walking and birdwatching in a tranquil setting two miles from town centre

CANNOCK CHASE An area of outstanding natural beauty, just 5 miles south and reachable by train from Stafford

PROPERTY MARKET

Property prices grew by approx. 2.8% in the past 12 months
and by 23.8% in the past 5 years

The property market in Stafford remains strong despite nationwide uncertainty. Property prices grew by approx. 2.5% in the past 12 months and by 23.8% in the past 5 years, making it a good bet for steady medium to long term capital appreciation. The average cost of a rental property in Stafford has risen by 5.3% in the past 12 months with the average rental cost for apartments being £654 pcm according to recent data from the land registry.

The key driver of the growth in the area has been the strength of Stafford's local economy. The Borough of Stafford has a rich heritage and is home to over 6000 SMEs and micro-businesses through to large multinationals, such as Pets At Home, Perkins and GE.

During the past 3 years Stafford has seen in excess of 1000 new businesses make Stafford Borough their home supporting a wealth of established industry sectors, as well as strong research and development in engineering, electronics, materials and medical sciences. Currently the business density is greater than most across the County with some 430 plus businesses registered per 10,000 residents. The Borough hosts over 30 High Growth enterprises and our business start up and survival rates are exemplary.

2.8%

Property prices grew
in the past 12 months

23.8%

Property prices grew
in the last 5 years

£239k

Average price of
a home in Stafford

£840 / £654

Rent per month for
house / flat in Stafford

SHOPPING:

RIVERSIDE STAFFORD

- Accessorize
- H&M
- M&S
- JD Sports
- New Look
- River island

THE COLONNADE

GUILDHALL SHOPPING

SUPERMARKETS

FOOD:

RIVERSIDE STAFFORD

- Nando's
- Zizzi
- Frankie & Benny's

WITHIN 500 YARDS

- Revolution
- Pizza Express



INVESTMENT HIGHLIGHTS

£98.4K

1 Bedroom
Apartment

£124.5K

2 Bedroom
Apartment

20%¹

Gross Income on
Short-term Let

7%²

Gross Income on
Long-term Let

£5K

for Parking
Space

10min

Walk to Stafford
Station

30min

Train to
Birmingham

60min

Train to
Manchester

80min

Train to
London

And

Central
Location

FLOOR PLANS





The images featured here are rendered to give an impression of the design only and are subject to change without notice.

GROUND FLOOR

Ground Floor Area Schedule

Apartment Number	Area
1	45.5 m ²
2	41.0 m ²
3	43.1 m ²
4	48.4 m ²
5	43.2 m ²
6	46.1 m ²
7	46.3 m ²
8	46.7 m ²

Legend

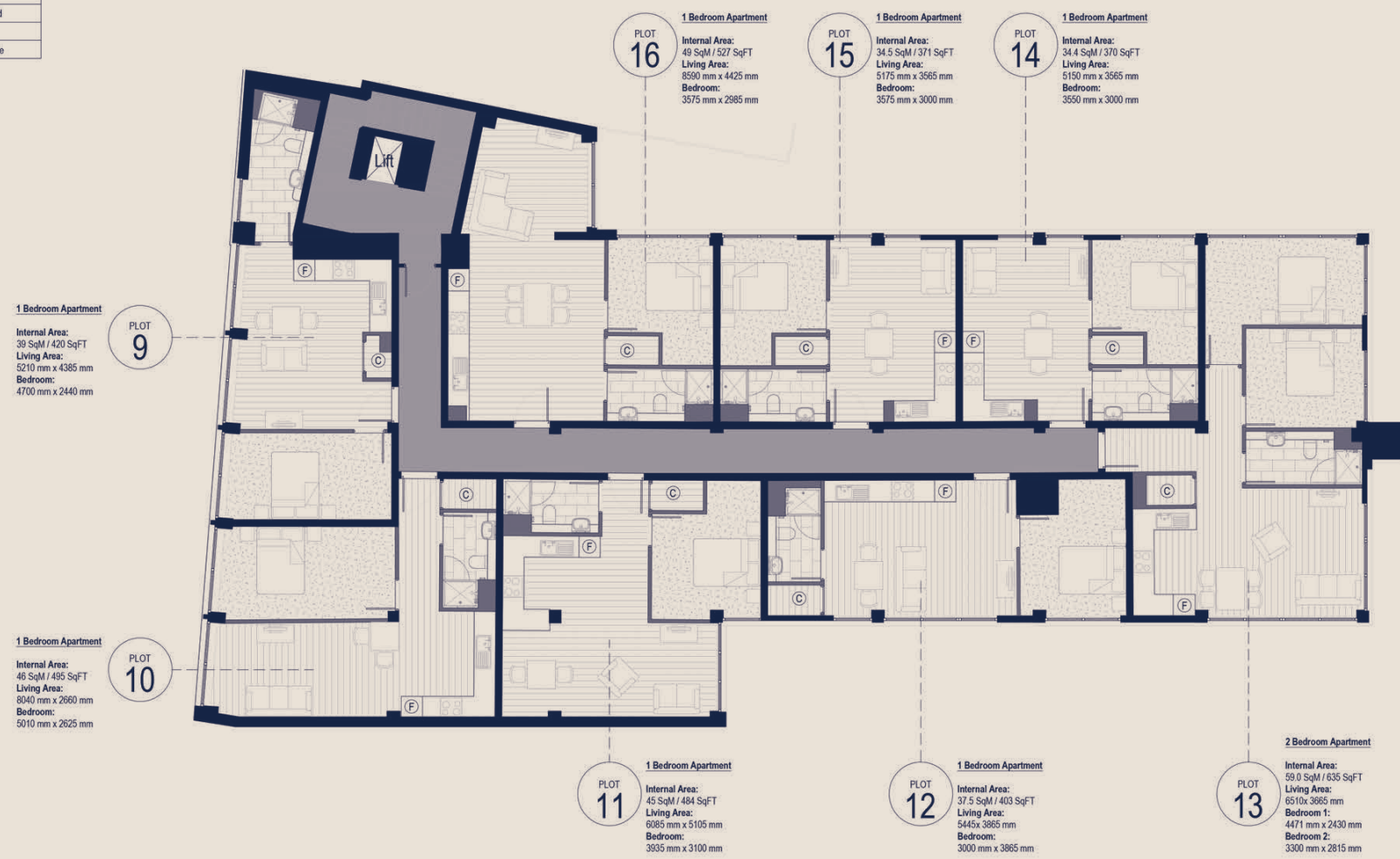
Symbol	Description
Ⓢ	Cupboard
Ⓣ	Fridge



FIRST FLOOR

Apartment Number	Area
9	39.0 m ²
10	46.0 m ²
11	45.0 m ²
12	37.5 m ²
13	59 m ²
14	34.4 m ²
15	34.5 m ²
16	49.0 m ²

Symbol	Description
(C)	Cupboard
(F)	Fridge
(W)	Wardrobe



Unit layouts and specifications are subject to change without notice.

Second Floor Area Schedule

Apartment Number	Area
17	39.0 m ²
18	46.0 m ²
19	45.0 m ²
20	37.5 m ²
21	59 m ²
22	34.4 m ²
23	34.5 m ²
24	49.0 m ²

Legend

Symbol	Description
(C)	Cupboard
(F)	Fridge
(W)	Wardrobe



SECOND FLOOR



Third Floor Area Schedule

Apartment Number	Area
25	39.0 m ²
26	46.0 m ²
27	45.0 m ²
28	37.5 m ²
29	59 m ²
30	34.4 m ²
31	34.5 m ²
32	49.0 m ²

Legend

Symbol	Description
(C)	Cupboard
(F)	Fridge
(W)	Wardrobe



THIRD FLOOR





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QUALITY AS STANDARD

All apartments at Britannia House come complete with fully-fitted contemporary kitchens, by UK manufacturers, as well as a range of other features:

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- Single electric oven
 - Ceramic hob
 - Fridge/Freezer
 - Heated chrome towel rail
 - Chrome hardware
 - New double-glazed windows

ADDITIONAL FEATURES



1 x 4 PERSON LIFT



8 BIKE SPACES



ENTRY DOOR SYSTEM WITH CCTV



23 PARKING SPACES



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BRITANNIA HOUSE
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