

# A UNIQUE OPPORTUNITY TO INVEST IN THE FUTURE

## Key Facts:

- FIRST PHASE OF MIXED USE REGENERATION SCHEME OVERLOOKING RIVER MEDWAY
- EXCELLENT CAPITAL GROWTH POTENTIAL
- PRICES FROM £109,950
- STRONG TENANT DEMAND
- RENTAL YIELDS CIRCA 6%
- EXCELLENT TRANSPORT LINKS (CENTRAL LONDON 40 MINS BY TRAIN)
- HIGH QUALITY SPECIFICATION INCLUDING FULLY-FITTED KITCHENS AND FLOORING THROUGHOUT
- SUPERB FACILITIES ON-SITE INCLUDING RESIDENTS' GYM AND HOTEL-STYLE WI-FI LOUNGE
- 10 YEAR NHBC WARRANTY
- FINAL APARTMENTS NOW RELEASED

“As with the rest of Kent, there is a rental property shortfall in Medway. As a result, stronger rental values and increased demand are predicted to continue during 2011 and any investors in Victory Pier can expect occupancy within approximately two weeks of completion.”

James Leuschner, Regal Estates

“The area has some fantastic assets such as the Medway University campus and the redevelopment of the nearby Chatham Maritime. It also benefits from a good local transport network with easy access to the M20 and A2, coupled with regular train services to London from a number of nearby stations.”

Jonathan Bateman, Associate Director for New Homes, Savills



Being created by

**Berkeley**  
Designed for life

# INVESTMENT OPPORTUNITY

## VICTORY PIER – THE NEXT “PLACE TO BE”



Victory Pier is a new mixed-use waterfront development with impressive landscaped grounds and overlooking the River Medway, it will include:

- More than 800 new homes
- 50,000 sq ft of commercial space, incorporating: shops, restaurants, cafés and bars
- A major brand 120 bed hotel
- New marina-style moorings
- Residents Gym and WiFi lounge
- Landscaped grounds and riverside walks
- Refurbished historic pier with The LV21 lightship and the pleasure paddle steamer the ‘Medway Queen’

### Medway Regeneration

Fuelled by an estimated £6 billion of public and private sector investment, Medway is now entering the delivery phase of a major regeneration that is transforming the area into a thriving new river city. Rail journey times to London have been slashed to just 40 minutes by HS1 the ‘high-speed one’ service. This has boosted the property market in key locations along the route including Medway, with the wider economic benefits to the region estimated to reach more than £17 billion<sup>1</sup>.

With a population of more than 250,000 people, Medway forms the largest conurbation in the South East outside of London and is a business hub with more than 13,000 businesses, an economy currently worth approximately £2.8 billion per year and a targeted growth rate of twice the national average.

### Tenant Demand

With a younger age profile than the national average and excellent road and rail links, Medway is fast becoming a destination for young professionals looking for easy access to London, but without the London price tag. From professionals and academics, to overseas students and first time buyers, Medway is home to a rich source of prospective tenants looking for high quality, contemporary apartments. Major employers in the Medway area include:

- More than 900 engineering and manufacturing companies including BAE Systems, Delphi Diesel Systems
- Major public sector organisations, including Medway NHS Foundation (3,800 staff), Medway Council (7,000 staff) and Kent Police (800 staff)
- Educational institutions, including the University of Kent, Canterbury Christ Church University, the University of Greenwich, the University for the Creative Arts and the largest further education college in the Thames Gateway, Mid-Kent College
- Financial and business services, such as Lloyds of London, Royal Bank of Scotland, Lloyds Banking Group and Vanquis Bank
- Energy and environment technology specialists, such as E.ON and Scottish Power
- Medical companies including Bedford Scientific & Cardinal Health

There is also a high concentration of post-graduate and overseas students at the University of Greenwich attending internationally recognised engineering and pharmacy courses.

### Berkeley “Assistance”

Berkeley recognise that many landlords need help and guidance with buying and renting out their property and as such we would like to make you aware that we are able to provide the following assistance:

- Financial advice and mortgages through Berkeley’s appointed IFA
- Legal advice and assistance with legal fees via panel of local solicitors
- Dedicated Landlord Relations Manager who will guide you through the buying and lettings process
- Assistance with furnishing and interior design options
- 2 year Customer Care Warranty and 10 year NHBC guarantee
- Fully specified apartments - ‘ready to occupy’ – including flooring, white goods, fitted wardrobe (main bedroom).

### Letting Agents

Whilst there are several letting agents in the Medway area that can assist in finding tenants and managing the property on your behalf, Berkeley have appointed a lettings partner for Victory Pier who can provide the following services:

- Tenant identification through their network of Lettings offices throughout Medway and Kent
- Experience in identifying ‘premium’ tenants
- Reduced management charges to Victory Pier landlords
- Full services in tenant finding, reference checking, inventory, rent collection, property management

Please call if you require any further information.

### Being created by Berkeley

Victory Pier has been designed by, and is being built by the award-winning Berkeley Group who is recognised as being at the forefront of Urban Regeneration in London and the South East. They are committed to delivering quality, sustainable developments that people will not only enjoy but will benefit the wider community. Their 30 years of experience in regeneration schemes such as Gunwharf Quays in Portsmouth and Royal Arsenal Riverside in Woolwich has demonstrated their ability to create places that deliver sound investment returns and strong capital growth well above the surrounding areas.

### Phase of Development

The Boathouse is the first residential phase of Berkeley’s Victory Pier development, comprising 124 apartments, and was launched in June 2011. The final apartments have now been released for sale and represent the last opportunity for purchasers to invest at this early stage of the development. All apartments will be ready for occupation by the end of December 2011.

**“The Boathouse at Victory Pier has clearly demonstrated that the Medway area is crying out for high quality apartments at sensible prices. Investors can look forward to increasing rents and property values over the next ten years with the huge regeneration plans underway.”**

Tina Nicholls, Area Manager, Countrywide Residential Lettings

### The Returns

The rental market in Medway is currently very strong and tenant applicant levels are predicted to increase throughout 2011. Additionally, with housing stock in the area traditionally made up of older terraced houses, there is a consistently high demand for high quality, well specified apartments, particularly those situated on the waterside.

Apartment Type	Guide Price	Estimated Rent** (£pcm)	Yield
Suites	£109,950	600	6.5%
One bedroom Apts	£129,950	650	6.0%
Two bedroom Apts	£174,950	795	5.5%
Service charge*:	£1.80 per sq ft per annum approx.		

\* Excludes charge for residents’ water - please ask for further details \*\* Estimated rent based upon local area letting agents advice.

To discuss the investment opportunity further please call : 01634 565 000