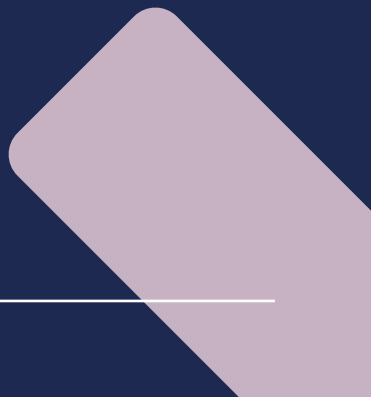




# OPPORTUNITY ON THE BANK

---

**An investment opportunity**  
298 Lower Broughton Rd,  
Salford M7

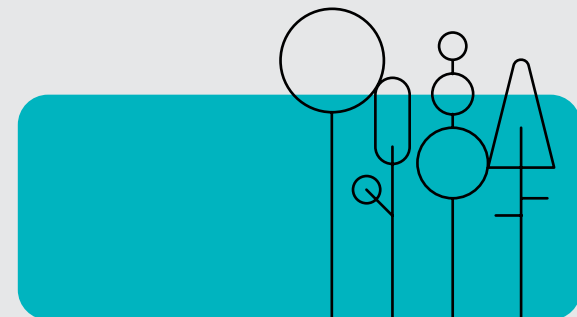


# X MARKS THE SPOT



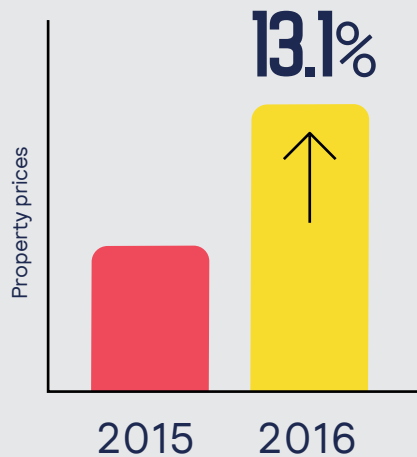
Crossbank is an exciting new development located in a flourishing suburban community on the doorstep of Manchester City Centre. Crossbank is situated adjacent to the east bank of River Irwell with private terraces, secure parking and high end fixtures and fittings.

Within Walking distance from Salford University and direct public transport links to Manchester City centre in under 10 minutes, the location offers investors the potential to benefit from the continued rapid capital grow seen in the area and the strong rental yields in this location.



Salford's housing prices are competitive, at currently just over 20% lower than the average for the Greater Manchester area, and 44% lower than the UK average. This is beneficial for investors who can invest with low entry prices but benefit from the area's strong growth and high property yields.

## Property Market Facts:



Salford Property prices rise by almost double the national average - rising by 13.1% in 2016.

**6.68%**

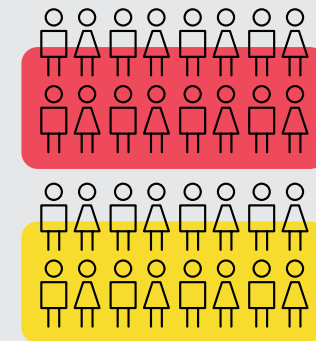
Avg rental yield



Salford came out as the UK's second best buy-to-let location with average rental yield of 6.68%. (*BuyAssociation, 2017*). This, coupled with the strong capital growth make the location a compelling investment destination.

**21,000**

Students



Salford University is home to just under 21,000 students and this large student population leads to a strong rental market demand in the local area.

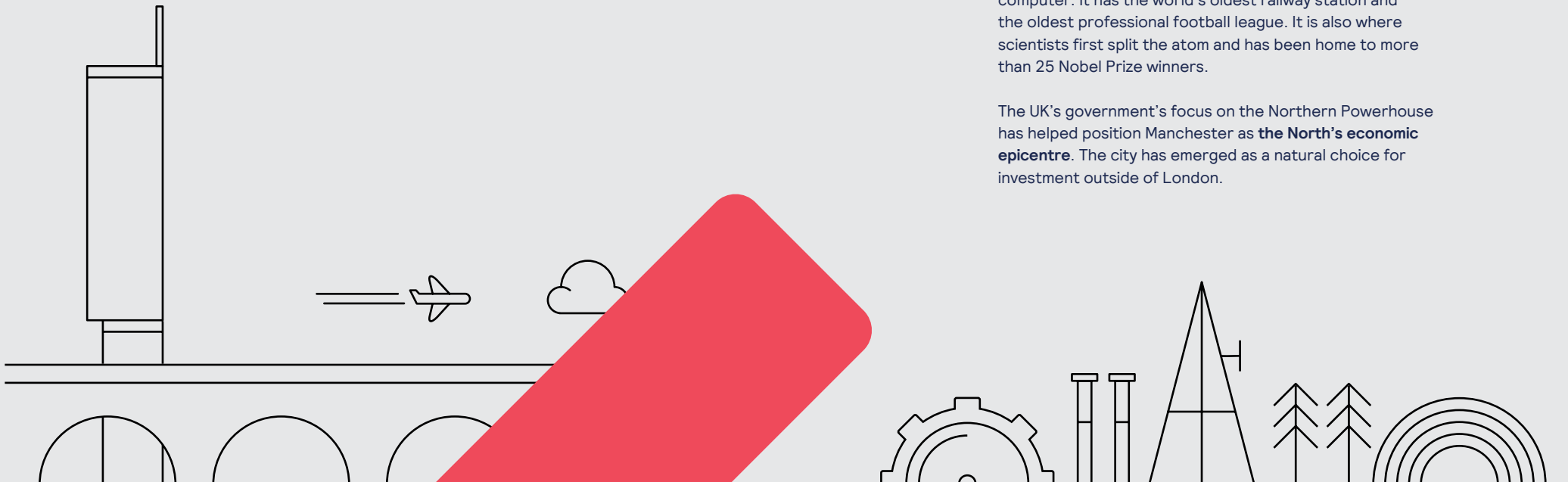
# MANCHESTER, NORTHERN POWERHOUSE

Manchester, the second city of the UK and the centre of the economic “Northern Powerhouse”, is a thriving cosmopolitan city built upon an industrious legacy.

Manchester’s prominence dates back to its status as the birthplace of the **Industrial Revolution** in the early 19th century. Then, many factors came together to propel Manchester to become the pre-eminent city of its time. Here in the early 21st century, there are many parallels that can be made in the city’s transition during the industrial revolution to the world’s leading industrial metropolis and now to a **leading 21st century economy**.

Manchester is a city with many impressive statistics to its name. It was the world’s first industrialised city, home to the first public library and birthplace of the world’s first computer. It has the world’s oldest railway station and the oldest professional football league. It is also where scientists first split the atom and has been home to more than 25 Nobel Prize winners.

The UK’s government’s focus on the Northern Powerhouse has helped position Manchester as **the North’s economic epicentre**. The city has emerged as a natural choice for investment outside of London.



Voted best UK city to live by by the Global Liveability Survey 2016 Manchester ranked first in Europe for cost of doing business (*KPMG*) Manchester airport provides direct flights to over 225 destinations – more than any other UK airport – investment announced in to a new “super terminal” with work starting 2018.

# THE CITY IN NUMBERS

The ten local authorities of Greater Manchester – Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, and Wigan – represent the largest functional economic area outside London, with a population of **2.7 million** and gross value added (*GVA*) of £56 billion.

The largest financial services sector outside of London employing **324,000** people The fastest growing cluster of digital, creative and tech start-ups in the UK, with the Northern Quarter and Ancoats at the heart of this growth. Ancoats & The Northern Quarter have seen the number of digital firms located there increase by **70%** over 3 years with Manchester recently being crowned the UK’s “**capital of start-ups**” with over 2000 firms created in the City in the last since March 2015.

Manchester’s GDP predicted by Oxford Economists to grow quicker than Berlin, Paris and Tokyo over the next 5 years (*2016*) Manchester has the largest UK office market outside of London and has seen twice the investment of nearest regional rivals Liverpool.

## Housing Market

Manchester is the UK’s leading property investment market and fastest growing city:

- **20%** population growth over the last 10 years and another 20% is forecast over the next 10 years (*Manchester City Council*).
- A backlog from several years of housing undersupply has meant demand has consistently exceeded supply leading to strong price and rental growth.
- Greater Manchester house price inflation hit a 12 year high in 2016.
- Manchester property prices rose by **8.9%** in 2016, the second fastest rate in the UK.
- Manchester apartment prices up **25.88%** over past 5 years.
- Manchester house prices projected to grow by **26.4%** over next five years.
- The average apartment in Manchester is ~1/3 of the price of a London apartment.



# LIFE ON THE BANK

Home to a population of 234,000 people, Salford is a major City of the North West, located adjacent to Manchester. Connected by exceptional road and rail networks, and combined they are the undisputed epicentre of the Northern Powerhouse.

It is estimated **60%** of Salford is occupied by green space, with hundreds of acres of beautiful parkland including most notably Albert Park, Peel Park, and Buile Hill Park. This is of particular interest to families seeking a home in natural surroundings, whilst also benefitting from access to the outstanding employment opportunities of the city.

Salford is integral to the Greater Manchester economy, which is the economic powerhouse of the north-west of England. Its economy is growing at above the UK's average rate.

Almost half of the **Top 500** business in the north-west are based in the Greater Manchester region, along with many FTSE 100 companies and thousands of foreign owned companies.

Salford has been part of an ambitious regeneration and development programme to attract further companies. Its greatest success story so far is **MediaCityUK** a hub of creative industry spearheaded by the BCC. Since it opened in Salford has come one of the UK's most determined, innovative and creative business destinations.



---

## Education

Salford City College in Dronfield Road provides the majority of the further education in the city, it caters for over **5,000** students from the ages of **16** and above.

## Higher Education

Around **21,000** students attend the University of Salford. This public research university is situated in **60** acres of parkland on the banks of the River Irwell.

The city presents investors with a unique opportunity to capitalise on what is already known as the UK's best location for buy-to-let returns.

**4.2%**

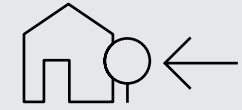
Predicted increase in Manchester rent rates to rise by per year for the next five years

**5%**

Availability rates in the City Centre have been quoted at. *(Deloitte)*

**#1**

Location in the UK for rental returns *(HSBC 2015)*



City centre accommodation particularly sought after

**26.8%**

Percentage of housing stock rented, one of the highest proportions in the UK *(HSBC)*

**19%**

Percentage rise of rented housing stock over the next 5 years *(Rightmove)*

**9,000**

New homes per year required for the next 5 years *(Rightmove)*



6 applicants per property *(Belvoir Lettings)*

# RENTAL MARKET





# THE LOCATION

## Places of interest in the area

- 1 Arndale Centre
- 2 Victoria Station
- 3 Albert Park
- 4 Peel Park
- 5 Salford University (4 mins drive)
- 6 Broughton Cricket & Rugby Club
- 7 Salford Sport Village (4 mins drive)
- 8 Castle Irwell Student Village



Crossbank consists of 59 one to two bedroom apartments ranging from 49 - 69.5 sqm. Most apartments offer fantastic views overlooking the River Irwell. The development is situated approximately 3km north west of Manchester City Centre. The surrounding area is predominantly residential although there are a number of local shops and amenities in close walking distance along Lower Broughton Road.

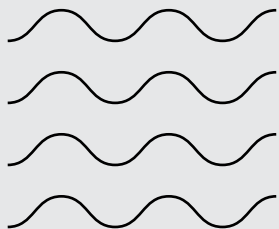
The development benefits from not only its close proximity and ease of access to Manchester City centre (Manchester's main shopping centre, **the Arndale Centre** is 14 minutes drive or bus ride away) but also its close proximity to **Salford University** which is less than 4 minutes bus ride away. Salford University is home to just under **21,000 students** leading to strong rental demand in the local area from this sizeable student population. Crossbank offers these students an attractive alternative to student halls or house shares.

Other Local amenities including schools, parks and public transport links are within an easy walking distance. Both **Albert Park** and **Peel Park** are within 5-10 minutes walk of the development offering residents ease of access to two of the largest urban green spaces within Greater Manchester, offering space to relax and unwind. The development is also close to the **National Cycle Network** that connects to the city centre and destinations further afield.

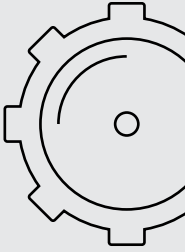




# AN OPPORTUNITY FROM WITHIN



Crossbank is being developed by a young, energetic and talented team all based within, and with insider knowledge of the local area. Partnering some larger national players will create a development to seize this great opportunity.



---

## CERT Property

Founded in 2006 and based in Ancoats, CERT is delivering some of Manchester's most exciting developments. Focused on delivering the highest quality living, working and recreational spaces that add value to the neighbourhoods in which they are located.

---

## Heatley Developments

Building over 400 homes per year over the last 4 years, Heatley has a wealth of construction experience and a track record of successfully delivering properties to the highest quality.

---

## Countrywide Estate Management

As the UK's largest property services group, Countrywide serve customers from over 1,200 locations across more than 50 brands. They have unparalleled coverage of the UK property market, and are uniquely placed to support customers and their leasing and property management needs.





For more information contact:  
CERT Property  
[info@certproperty.co.uk](mailto:info@certproperty.co.uk)  
0161 806 0015

---