

Select Property

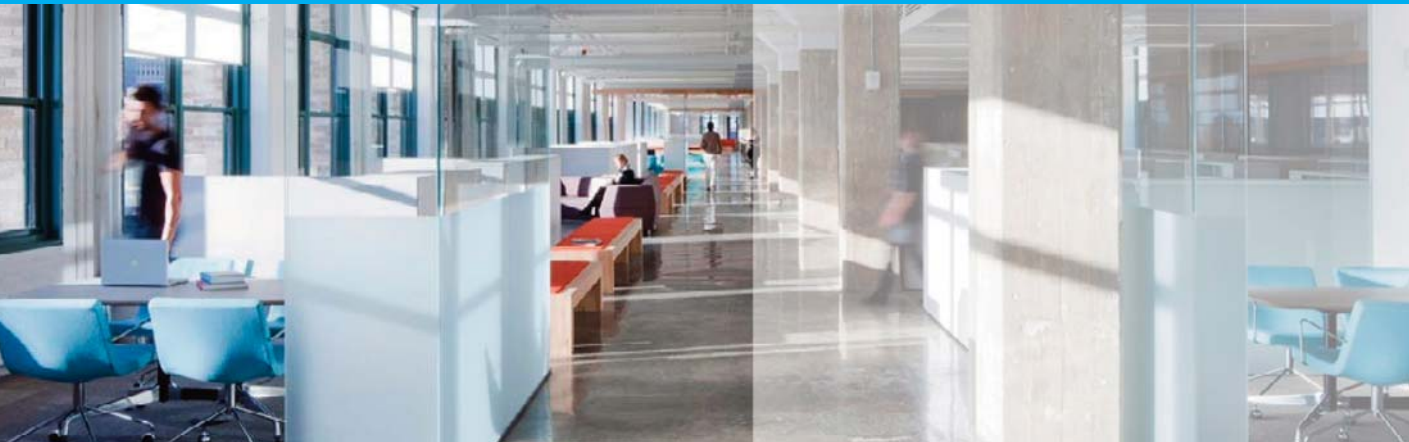
Student property investment research



# The Investors Guide to Student Property in Manchester

A detailed insight into Manchester, home of the UK's  
biggest student property investment opportunity.





Contents

03

**An introduction to student property in Manchester**  
Giles Beswick of Select Property explains why Manchester is the best city in the UK for student property investments.

04

**An overview of Manchester**  
An introduction to the thriving city of Manchester and its potential for further growth in the future.

06

**International students in the uk**  
Discover why international students are choosing to come to the UK for their higher education.

09

**A university city**  
Find out about Manchester’s long history as a university city, with its good reputation among students hoping to enjoy the entire university experience.

14

**Manchester – Ideal for student property investments**  
Learn how the growing demand for high-quality student properties led by an influx of international students creates great opportunities for investors.

20

**Vita Student at First Street**  
Vita Student at First Street is the ideal student accommodation project – read on to find out why.

23

**About us**  
Find out what Vita Student is and how to pursue a student property investment in Manchester.



# An Introduction to Student Property in Manchester



Foreword by Giles Beswick

“Manchester is becoming a naturally popular choice among student property investors, hosting some of the best-known universities in the country and being home to the largest student population in Europe.

This guide is aimed at showing you just why Manchester is the ideal location for a student property project, boasting everything that creates a good environment for economic growth, and a rising number of students - in particular those from fast-increasing economies abroad.

With UK education courses commanding higher tuition fees and the number of international students in the country increasing all the time, we have seen a clear trend towards students expecting much more from their accommodation and a new requirement for luxury student property has emerged. What sets Vita Student apart from other student property brands is they have all the components to occupy this gap in the market and offer student consumers exactly what they want; and in so doing, providing investors with consistently high returns. By reading this guide, we hope to show you why Manchester is the ideal city for a student property asset and just how Vita Student can lead you on your investment journey.”

**Giles Beswick**  
Director, Select Property



# An Overview of Manchester

Manchester, home to world-famous football teams, top bands and some of the biggest businesses across the globe, is one of the best and most visited cities in the UK. Among the most important cities in England, Manchester offers visitors and residents a long and interesting history, a thriving economy and a powerful cultural scene. Not only does it boast a great infrastructure to encourage business development and investment, but it has some of the best leisure and entertainment facilities in the UK.

Its ever-growing popularity as somewhere to live in Britain in turn creates profitable opportunities for investors, particularly those who want to make money in the student property market. What's more, there will always be high demand for real estate in the city, as the population here keeps on growing.



## Manchester's economy

The wider area of Greater Manchester consists of other cities, including Stockport, Bolton, Salford, Wigan and Manchester itself, collectively comprising 2.6 million people.

The region is one of the UK's biggest economic influences and adds £46 billion to the economy annually. It also has the largest economy outside of London, growing at the fastest rate in the UK. Manchester is regarded as the biggest financial influence in the north of England, and plays host to a substantial number of FTSE 100 firms.

Its top-quality infrastructure is one of the most attractive reasons for businesses to settle in Manchester, with an international airport, orbital motorways, trams, trains and a free inner city bus service. The city has two main railway stations, providing train connections to the rest of the UK and around the region. Major work is currently underway to increase its Metrolink tram service across the city, and commuters can reach London in just over two hours, enabling companies in Manchester to do business with firms all around the country – and the rest of the world.

*Manchester has the 15th highest investment to GDP ratio in the World.*

*Jones Lang LaSalle*

## Getting around

Manchester Airport serves more than 18 million passengers every year. It has been voted the UK's best airport, providing useful transport links to around 200 destinations around the world. The airport is set to grow in importance as a £650 million project has been granted to develop and expand the global gateway.

It received the accolade for the Best UK Airport in 2012 by the Travel Weekly Globe Awards, while Cushman & Wakefield named it as one of the top ten European cities for its transport facilities in its European Cities Monitor 2011.

## Potential for growth

Manchester is one of the most dynamic and vibrant cities in Europe, let alone the UK, creating excellent opportunities for investors. Its exciting setting is driving people to the region who are subsequently establishing or helping to boost local businesses. The area's strong economic position also provides a positive environment for growing companies and creates a good atmosphere to conduct business with other booming firms.

Home to two of the country's largest universities and, with billions of pounds worth of investment being ploughed into the city, Manchester has a leading reputation for education and enterprise. In addition to this, its increasing popularity among business owners and young professionals make it an even better and more attractive area to work, live and study in.

### Manchester Factfile

Manchester is home to premiership football teams Manchester United and Manchester City Football Club.

The city has been given the title of the World's Best Sports City.

Top bands have come from Manchester, including Oasis and The Stone Roses.

Manchester was the birthplace of the computer, based on the work of Alan Turing.

Manchester opened the first free public library in the world.

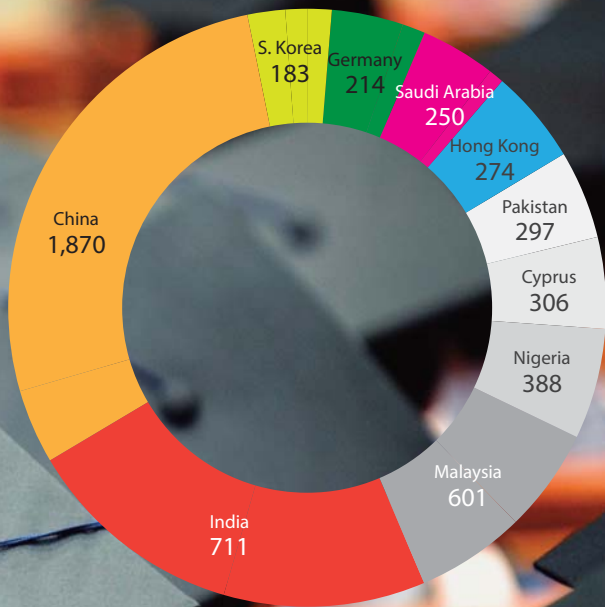
The atom was first split in Manchester in 1917.



# International Students in the UK

The UK is world's 2nd largest host country to international students, with the number of foreign students studying here increasing year-on-year.

Collectively, Manchester has 3,000 Chinese students – a thousand more than any other UK university city.



Origin of international students at The University of Manchester

## Students at UK HE institutions by domicile 2010/11 and 2011/12 [HESA]

Domicile	2010/11	2011/12	% change
Non-UK	428,225	435,235	1.6%
Other EU	130,120	132,550	1.9%
Non-EU	298,110	302,680	1.5%

## Top 5 largest HE recruiters of international students 2010/11 [HESA]

Non-UK student numbers and percentages at UK university institutions.		
The University of Manchester	10,490	26%
University College London	9,350	38%
The University of Nottingham	8,590	24%
The University of Warwick	8,575	30%
The University of Edinburgh	7,210	28%



## Manchester - Europe's largest international student population

Out of last year's total figure of international students in the UK (428,225), north-west higher education facilities served 33,415 foreign students, a significant total of 13% of the UK's total population of university attendees.

With regards to individual institutions, The University of Manchester was the UK's most sought-after establishment for students coming from abroad, as figures show it was the largest recruiter of international students in 2010/11, with 10,490 foreign university goers. This represented 26% of its total student body.

The university leads other world-famous institutions in the country, boasting more foreign students than University College London, The University of Oxford and The University of Cambridge, which came second, eighth and fifteenth places respectively.

The overseas country with the greatest population of students at The University of Manchester is China, with 1,870 pupils. This number is substantially larger than the next biggest group of international students – India. There are 711 students from India, followed by 601 from Malaysia and 388 from Nigeria. Among the top 20 countries for international students at the establishment are Hong Kong, Pakistan, Saudi Arabia, South Korea, the USA and Singapore.

Collectively, Manchester has 3,000 Chinese students – a thousand more than any other UK university city – demonstrating just how popular the area is among international students from Asia.

This reflects the make-up of the international student population across the UK, with HESA revealing 62% of non-EU domiciled students in 2011/12 came from Asia, and those from China increased from the previous year by 17%.

The University of Manchester's current student body is made up of university goers from 180 countries, while its 240,000-strong alumni come from 200 nations around the world.

With regards to Manchester Metropolitan University (MMU), 9% of its student population are from outside the UK (2,800 from 109 countries). Though this is far less than those studying at The University of Manchester, together they result in a significant number of foreign students living in the north-west city.

*The University of Manchester was the UK's most sought-after establishment for students coming from abroad in 2010/2011.*





### Why Manchester is a haven for international students

There are many reasons why so many people from overseas choose Manchester for their higher education, including its quality teaching, excellent travel links, standing as a business centre and vibrant social atmosphere.

With such a large population of foreign students, there is a strong community atmosphere, particularly among those from the same region in the world. This is very appealing for overseas students, as it allows them to befriend people who have a lot in common with, and can speak the same language as, themselves.

Manchester’s international reputation for its football culture, music scene and economic significance also help those from abroad recognise the metropolis. This generates interest from students who are not that familiar with other cities in the UK and do not want to study in the capital where places can be limiting, costs are high and there is less of a community atmosphere.

The city’s top-quality universities are also attractive to international students, with both The University of Manchester and MMU achieving high graduate results and positive recruitment statistics.

Which? revealed 92% of graduates at The University of Manchester go on to find work or further study after finishing at the institution. It also ranks highly in various league tables, coming 41 out of 120 in The Guardian University Guide, 33 out of 122 in the Times Good University Guide and 29 out of 118 in the Complete University Guide. In The Times Higher Education World University Rankings 2012/13 by Thomson Reuters, the university was ranked the 49th best in the world. At MMU, 92% of graduates are in work or further study and, according to The Complete University Guide, it is ranked 86 out of 118 universities in the UK.

2013 UCAS figures show the number of total students applying for university in the UK has increased by 3.5% since 2012, revealing a growing demand for a place at a British university. With such high quality of education and being a vibrant and exciting place for students, it is not hard to see why Manchester is an incredibly popular place to attend university.

However, while there are more than 10,000 international students in Manchester and over 100,000 university attendees in total, there is a big deficit of student beds. As the city will just continue to grow in popularity, this undersupply needs to be addressed immediately – and this is exactly what student property investment firm Vita Student does.

# Manchester - A University City

Manchester’s status as a cultural, social and economic centre, as well as having two of the biggest universities in the country, means its popularity among students is always growing.



**Top European Universities 2012/13 by Thomson Reuters**  
[The Times Higher Education]

No.	University	European Ranking	World Ranking
1	The University of Oxford	1	2
2	The University of Cambridge	2	7
3	Imperial College London	3	8
4	University College London	5	17
5	London School of Economics and Political Science	7	39
6	The University of Manchester	11	49
7	King's College London	12	57
8	The University of Bristol	21	74
9	Durham University	24	80
10	The University of York	33	103







Manchester might be a thriving economic centre, with great transport links and impressive retail facilities, but its popularity among students is what provides lucrative opportunities for investors. The city’s vibrant student population is the result of its top-quality universities – particularly, two of the country’s five largest HE establishments, The University of Manchester and MMU.

The University of Manchester

This institution is the oldest in the region, spanning a history of 180 years in total. The University of Manchester is among the most popular education establishments in the country, as it is part of the prestigious Russell Group – a list of the top 24 universities in the UK.

Having an accolade such as this attracts thousands of students here from all over the world. Among other Russell Group institutions are The University of Cambridge and The University of Oxford.

As well as having an international reputation and being part of this highly-acclaimed collection of universities, The University of Manchester is placed 38th in the Academic Ranking of World Universities and number six in Europe. Its achievements are the result of the high calibre of teaching staff and students alike; this is shown in part by being the third university in the country for its research activity, following The University of Cambridge and The University of Oxford [Hefce RAE 2008].

More than 39,000 students study at The University of Manchester, while it received 58,000 applications in 2011, which demonstrates the huge shortage of places available to the number of applicants each year. This figure is likely to grow over the next few years, as it hopes to become one of the world’s top 25 universities by 2020, which will give prospective students an even bigger incentive to apply for a place here.

*Proud and ambitious, down-to-earth and friendly, we offer [students] a world-class learning experience that’s rooted in a rich educational heritage at The University of Manchester... Part of the prestigious Russell Group of universities, with outstanding facilities, resources and opportunities, we are highly respected among global academic and business communities.”*

The University of Manchester 2012

Number of students at The University of Manchester 2012			
[The Times Higher Education]			
	Home/EU	Overseas	Total
Undergraduate	24,504	4,010	28,514
Postgraduate taught	4,475	3,202	7,677
Postgraduate research	2,409	1,132	3,541
Total	31,388	8,344	39,732

Manchester Metropolitan University

Manchester’s second world-famous university is MMU. This institution has a 150-year history and it was given university status in 1992. Despite only receiving this title relatively recently, MMU is now one of the largest education providers of science, engineering and technology in Britain, a tenth of all of Britain’s food technologists are trained here, and its creative community is among the biggest in the UK with 8,000 students studying courses in this field.

*“The institution estimates that around 45% of all of its courses relate to the needs of the community.”*

The Telegraph

It has more than 37,000 students and holds the title of being the largest campus-based undergraduate university in the UK. According to UCAS, it received more than 56,000 applications in 2011/12 – this clearly demonstrates the desire for many young people to live and study in Manchester. MMU’s All Saints campus is situated in the heart of the city, although there are four more sites spreading students all over the region for their studies. There are eight faculties at MMU and prospective students can choose from over 1,000 courses. The university not only provides a reason for students to live in

Manchester throughout their higher education, but also beyond their studies, as 70% of graduates stay in the north-west after leaving MMU. In the health sector, 80% of trained medical professionals work in the region’s health services after completing their education at MMU, showing that the local area benefits greatly from these universities.

The University of Salford

The University of Salford has a history spanning more than 100 years, and the higher education establishment has a strong reputation in the north-west. More than 20,000 students study a variety of courses here, assisted by the 2,500-strong team of staff.

As well as undergraduates, there are 3,400 postgraduates at The University of Salford. In addition to this, the institution is well-known internationally, with 3,000 foreign students coming from 100 different countries to study here, making up 13% of its student body. The university’s popularity has grown among both domestic and international students as a result of the regeneration of Salford, in particular the creative space at MediaCityUK – the new home of BBC North and ITV. The campus is in the centre of Salford Quays, where the £650 million regeneration project is being held, and the university has strong links with MediaCityUK, having a digital learning, teaching and research space here. Facilities include TV and radio studios and post-production suites, so it is ideal for

anyone looking to pursue a career in media. Located just 1.5 miles from the heart of Manchester, many students like the campus proximity to the city centre. There are good transport links into the city, as well as mainline train stations and the airport, enabling students to travel around the region and further afield easily.

University Bolton

This university, which is situated 13 miles north of Manchester, was given university status in 2005. However, the origins of the higher education institute are more than 100 years old.

Despite this, it is the university of choice for more than 14,000 students, and 72% of those who graduate from the higher education establishment go straight into employment. Out of its 3,788 full-time undergraduates, 12% are from abroad, showing the popularity of this university among foreign students. It has good access to Manchester, with a mainline train station offering regular services to the city centre, Manchester International Airport and further afield.

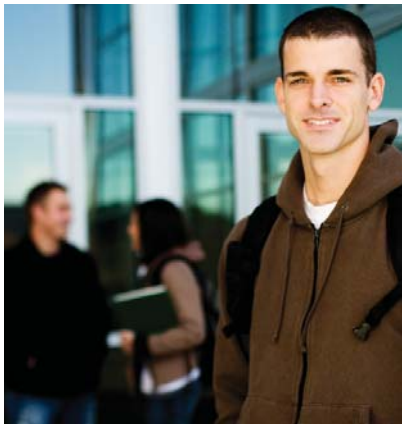
Other universities

These universities are among the biggest in the UK; however, there are other large higher education establishments in the region that add a substantial number of students to the local area.

Collectively, these universities inject 100,000 students to Manchester; while 18 more establishments around the region add a further 400,000 to the area, according to the HESA 2010/11’s Students in Higher Education..



Application numbers for Manchester students 2011 [HESA]	
Higher Education Establishment	Application Numbers
The University of Manchester	57,906
MMU	58,751 - The highest number of applications for any University in 2011
The University of Salford	24,469
The University of Bolton	6,345
Manchester College	2,503
Total	149,974



University life in Manchester

While so many students choose to study at Manchester’s universities because of the quality of teaching available, they are also attracted to its sights, transport links, central location and vibrant culture scene.

The University of Manchester and MMU have campuses in the centre of the city, meaning students do not have to travel far to go shopping, dine out or meet their friends. Everything is within walking distance to the campus locations, so students can easily make their way around the different faculties, while still enjoying being in the heart of all the action. There is also a free shuttle bus, enabling students to travel between locations without spending any money.

Having city centre locations is a great selling point for many students, as it means they are able to enjoy urban life while at university and do not feel disconnected from the thriving city, as can sometimes happen at campus-based universities.

*“Current students at this uni are more likely to describe their university as having a wide variety of local nightlife than students at other universities - with lots of different types of pubs, clubs and music venues nearby catering for all tastes.”*

**The Which? Guide -**  
Manchester Metropolitan University

Manchester for students – top hangouts for university goers

**Bars** – There is no shortage of bars or clubs in the city centre, but Oxford Road is perhaps the most popular location for students to socialise in the evening, with the street being home to a number of drinking establishments.

**Dining out** – Manchester has plenty of restaurants and cafes, so students have a huge choice when it comes to finding somewhere to eat out. The Arndale, Oxford Road, Piccadilly Gardens, Albert Square and Deansgate are the best areas for restaurants.

**Music** – Lots of students love going to gigs and concerts, and Manchester has a wide selection of music venues, including their student unions, Manchester Evening News arena, The Ritz and Manchester Academy.

**And the rest...** - The Trafford Centre, Chill Factore, Chinatown, Albert Square and St Anne’s Square are also incredibly popular among students, collectively providing university goers with shops, leisure activities, markets and eateries galore.

**Daytrips** – Students have a great choice if they want to take daytrips from Manchester, being able to easily visit the cities of Liverpool, Chester and Leeds, enjoy the countryside and traditional English villages in the Peak District, and explore the likes of Chester Zoo, Blue Planet Aquarium and Knowlsey Safari Park for fun excursions.





# Manchester - Ideal for Student Property Investments

Student property is becoming an increasingly popular asset class to invest in, offering high yields and safe returns. Manchester, out of all the cities in the UK, provides some of the best student accommodation investment opportunities.



## The Opportunity - The biggest under supply of Student Property in Europe.

Manchester's appeal to students makes it one of the best places to invest in student property, as investors can always be certain there'll be demand for their apartments or houses. So, why is Manchester the ideal place to buy student accommodation? Aside from the huge number of students that call the city home (100,000 and growing), there is a significant shortage of purpose-built students beds in the region.

There are only 30,000 beds specifically dedicated to students, meaning 70% of Manchester's student body does not have access to dedicated student accommodation. This results in the city having the biggest undersupply of student property in Europe. In addition to this, many traditional student properties in Manchester are based in its suburbs Fallowfield, Victoria Park and Didsbury. While these areas have catered well for students for many years, the trend is now changing and more university attendees are becoming interested in living in the heart of their university cities.

Data released through a Freedom of Information request by Manchester Evening News revealed there has been 29% increase in the number of students choosing to live in city centre properties over the last four years. This shows the growing demand for central accommodation, something that shared houses in Manchester's traditional student areas cannot satisfy. Therefore, there is a big gap in the market for city centre student properties that will fulfil this growing demand from Manchester's students – any investor who capitalises on this could subsequently find the move very profitable.

## Manchester's student accommodation supply - a close look

### Fallowfield

Located 3 miles south of the city centre, Fallowfield is one of the most popular areas of Manchester to live in outside the city centre. The suburb is mostly favoured among students from The University of Manchester, which is in part due to it being home to the higher education establishment's main halls of residence - the Fallowfield Campus.

The student body in Fallowfield is significant, making up around 50% of the entire population. The University of Manchester's halls of residence injects more than 3,400 students to the area, around one-tenth of its total student population. Many other university attendees also live here, as privately-rented properties are very popular in the area. The main bus route through Fallowfield provides good access to the institution's campuses and the city centre, while the area is full of cheap bars, shops and cafés, creating a young and vibrant atmosphere.

### Didsbury

Didsbury is a leafy suburb in the south of Manchester, located 4.5 miles from the city centre. It is popular among all students in the region, as it has lots of bars, shops, pubs and cafés, while also offering a friendly community atmosphere.

MMU has halls of residence in Didsbury, adding 140 students to the locality. Students from both MMU and The University of Manchester choose to live in the area, as there are many private Victorian houses and modern flats here too. Out of its population of 14,000-plus, many living in Didsbury are students and young professionals.

Another appeal of Didsbury is that it is in the ideal location for MMU students using its Didsbury Campus. It is also on one of the main bus routes into the city centre, enabling students to get into Manchester's core shopping and entertainment area within 20 minutes.

### Victoria Park

Victoria Park is another popular location among The University of Manchester students, as there is a number of halls of residences in this area. It is situated just 2 miles outside the heart of Manchester, meaning students are nearby to their favourite hangouts.

It is only a 15-minute walk to the institute's main campus, and it is next to Rusholme, which is another popular location among students. There are around 17,500 people living in Victoria Park, with 1,884 of these being students in the university's halls.

In both Victoria Park and Rusholme, other accommodation is large shared terraced Victorian housing that students rent privately, adding a huge number of university goers to the local populations.



University Halls of Residence

There is university accommodation offered by the HE establishments in Manchester, but this is generally reserved for first-year undergraduate students only, enabling them to have somewhere to stay in their fresher's year. There is a reasonable level of choice available when it comes to accommodation options, but students rarely get their preferred accommodation.

MMU allocates student hall places to those who need it most, with the majority going to first-year students and those with special needs. Submissions need to be put in by August 15th, while August 31st is the deadline for students at The University of Manchester; for both institutions, prospective students need to have a firm offer to be accepted into halls.

There are also a few private student property companies in Manchester, including Student Castle, which has student accommodation in Bristol, Cardiff, London and Newcastle, as well as the north-west city. University properties offer more traditional student accommodation, with shared facilities and a common room, but Student Castle provides a mix of self-contained studios and flats in the city centre.

Map showing the locations of student property in relation to the central university campus.



Example of Student Property in the North West

University	No of Rooms available	No of Rooms in Manchester	Cost	Location
University - An example of university halls of residence	9,200	9,200	£89 pw for a single room with shared facilities (52 weeks) £127 pw for a single room with en-suite facilities (40/51 weeks)	City centre
MMU - An example of university halls of residence	4,531	3,345	£86 pw for a single room with shared facilities (42 weeks) £118 pw for a four-bed shared flat (42 weeks)	City centre, Rusholme, Fallowfield, Didsbury
University of Bolton - An example of university halls of residence	700	0	£66.01 pw for a single room with shared facilities (40 weeks) £105 for a single room with en-suite facilities (42 weeks)	Bolton
University of Salford - An example of university halls of residence	3,200	0	£72.50 pw for a single room with shared facilities (40 weeks)	Salford
Student Castle - An example of private student flats	-	520	£155 - £258 pw for a self-contained student apartment (51 weeks).	City centre



The rising demand for high-quality accommodation for students means that Vita Student's properties are becoming increasingly required by university attendees. Offering luxury facilities for both individual and shared spaces, Vita Student at First Street in Manchester provides the likes of fully-integrated kitchens, en-suite shower rooms, broadband, a flatscreen TV and high-spec communal spaces, including a gym, a room with iMacs, and a games zone with pool tables. Fees to rent a room in this development are around £200 per week, with this including everything from utility bills to internet access.

In comparison, Student Castle's fees range from £155 to £258 per week depending on the unit for comfortable fittings. Its 550-room building is fully-occupied, demonstrating a strong demand for student accommodation that is priced higher than university-provided rooms. While Student Castle's properties offer a higher standard of living than halls of residence, Vita Student is confident there is no comparison with its high-spec facilities – both in its shared spaces and in the individual units themselves.

Therefore, this table not only reveals there is a huge shortage of beds in Manchester compared to the number of students in the city, but it shows that students are prepared to pay more for high-quality accommodation. This means there is a great opportunity for Vita Student investors to capitalise on this, as they can be confident rooms will always be full and they will always receive consistently strong returns.

A north-south divide - opportunities for higher rental yield

Manchester offers great opportunities for property investors, as there is strong evidence to suggest regional areas of the country provide similar – if not better – rental yields than in London, despite lots of investors concentrating their efforts on the capital's real estate sector.

The Association of Residential Letting Agents (ARLA) reported the north-west has the highest rental returns in the UK, despite it having some of the cheapest properties, demonstrating why Manchester is such a good place to purchase buy-to-let properties. The following table shows the north-west outperformed every other region for the last four quarters, revealing how profitable an investment in Manchester property could be.

Rightmove also reported rental yields in northern regions are typically above those in southern areas of the country, with average returns being more than 6% in the north, while they are below this figure in London and the south-east. In comparison, the north-west specifically offered rental returns of 6.4% in the second quarter of 2012.

ARLA Members Survey of the Private Rented Sector				
Geographic Area	Average Rental Return			
	Q4 2011	Q1 2012	Q2 2012	Q3 2012
Central London	4.4	4.7	4.4	4.5
Rest of London	5.0	4.9	4.9	5.1
Rest of south-east	5.0	5.1	5.1	5.1
South-west	4.9	4.8	4.9	4.8
Midlands	5.3	5.3	5.4	5.5
North-west	5.4	5.6	5.8	6.2
North-east	4.9	5.2	5.2	5.7
Scotland/Wales/NI	5.3	5.2	5.4	5.6

Therefore, Manchester and the rest of the north-west is one of the best locations to invest in any kind of property, regardless of the target market. What's more, previous figures from CBRE and Jones Lang LaSalle (JLL) show how much more lucrative student accommodation investments can be compared with other types of real estate. For instance, the rental yields investors can expect to receive from Vita Student properties are 9% per annum, which is significantly more than the aforementioned 6.4%.

“Serial landlords seem more active in northern regions, perhaps attracted by lower capital values ... For the most attractive and immediate rental returns, the north wins.”

Miles Shipside  
Director and Housing Market Analyst at Rightmove





## Student property - a global asset class

As you already know, student property is a lucrative asset class, and recent research supports this. JLL, for example, revealed student housing worldwide was worth \$200 billion (£127.64 billion) at the end of 2012 in its Global Student Housing report.

The last decade has seen an unprecedented surge in the interest in student accommodation, and there were \$3 billion (£1.94 billion) worth of investments in the UK in 2012 – more than double the amount invested in 2011, demonstrating the pace at which this sector is growing.



One of the main reasons behind this rise is the growing number of students in higher education the world over, forcing demand for student accommodation to increase rapidly. JLL reported there were 98 million people studying at universities across the globe in 2000, increasing to 165 million by 2011, and it anticipates this will rise to 263 million by 2025. If this does happen, investors who enter the market during this growth period will be able to benefit greatly from this movement.

CBRE figures show lots of investors have already discovered this, reporting investment in student accommodation totalled £2.7 billion in 2012. This is an increase of 125% since 2011 and is eight times higher than the amount invested in 2009.

One of the main reasons why investors are interested in this asset class is the returns it can bring – with CBRE stating they can expect yields of up 9.6% per annum, compared to 4.4% and 2.2% for office and retail properties respectively.

In addition to this, there is no place better to invest in student property than Manchester. Despite such a huge number of international students living in the city, there is no high-quality student accommodation in the city centre built specifically with their needs in mind, creating a gap for Vita Student and providing great opportunities for investors. Furthermore, buy-to-let investors can expect strong yields and low prices in Manchester in particular, providing them with extremely profitable returns.

*“Student housing is increasingly a global asset class.”*

*Philip Hillman, Lead Director of Student Housing and Higher Education at JLL*

# A Word from Corporate Residential Management Ltd (CRM)

The UK's leading independent student accommodation manager, currently looking after more than 11,000 student beds.

“Manchester retains its crown as having the largest student population in Europe, and we are seeing that demand for city centre property is steadily increasing; indeed, city centre accommodation for students has grown by 29% in just four years.

We have also seen a rise in the number of foreign students searching for privately-owned accommodation, as they are particularly keen on having a high-spec property for their years abroad. It is more important to them to have good-quality facilities, as they can't enjoy creature comforts by visiting home every other weekend like domestic students.”

**Stewart Moore**

*Commercial & Marketing Director CRM*





# Vita Student at First Street, Manchester.

Vita Student at First Street offers investors the perfect opportunity to get a high rental income in a thriving university city that continues to grow in popularity among international students.



## Vita Student - the brand

The shortage of student beds in Manchester, the growing number of university attendees, the increasing popularity of the city and the trend of students moving towards city centre accommodation options collectively mean projects like Vita Student at First Street are much needed here.

This will give students who are not able to find somewhere to live that caters for their needs access to high-quality apartments and facilities. This initiative not only provides them with high-spec flats, but also an entire neighbourhood within the 17-acre site, which will be home to bars, restaurants, shops and a multi-storey car park when it is complete.

All of this is great news for investors, but there are other reasons to buy Vita Student's luxury student accommodation in the city. Knight Frank's Student Property 2012 report suggested there would be a move towards high-quality accommodation for university attendees as a result of the rise in tuition fees in the UK. As students are now "highly sophisticated consumers", they will be increasingly looking for somewhere to live that matches their increasing standards and the amount they have to pay to attend higher education establishments. Vita Student is also a recognisable brand, which will penetrate well with international students, as they will soon easily identify and be familiar with its luxury apartments.

Knight Frank's predictions have particular relevance for Manchester, as traditional student properties here are shared houses in Manchester's suburbs. Therefore, there is a lack of accommodation available for those who are looking for apartments of the same standard as a professional let with the social facilities of a student property in a city centre location – this is where Vita Student can step in, offering something unique for students they're increasing asking for.

## A word from Corporate Residential Management Ltd (CRM)

"Vita Student offers everything they'll require to have a true home away from home experience – a self-contained apartment that is conducive to both studying and socialising, large and varied communal areas that allow them to make friends and connect easily, and a city centre location with everything on their doorstep.

Vita Student at First Street provides outstanding property of a professional quality for students with discerning taste – an increasingly growing sector of the student body."

**Stewart Moore**  
Commercial & Marketing Director, CRM





# A word from...

## ASK Developers

One of the UK's largest development companies and the master developer of the £750 million First Street regeneration project in Manchester.

"When it is complete, First Street will be a unique, colourful and vibrant place to live and work, and a special addition to Manchester's cultural life. Perfect for students, it includes HOME, a new arts venue with theatres and cinema screens, together with a four-star hotel – ideal for parents to stay when they visit – and plenty of bars, restaurants and shops. A spacious landscaped square will offer students an outdoor space to enjoy.

First Street will provide everything students need for an enjoyable life at university, and is very well situated being just a stone's throw from some of the most popular areas of Manchester, including Whitworth Street and Oxford Road – home to a huge variety of shops, cafés, bars, live music venues and the Palace Theatre. The apartments offer stunning views across the city but, in the immediate vicinity, students will be so close to the universities that they will be able to see their lecture theatres, seminar rooms and student unions from their window.

As well as Vita Student at First Street being a top quality development in itself, property investors will be well-placed by buying real estate here. First Street is the most ambitious development in the city, with its own distinct feel and atmosphere, making Manchester a more appealing place to live, and boosting demand for property here."

**Ken Knott**  
*Chief Executive, Ask Developers.*

## Huntsmere

Luxury home developer and creator of numerous best home of the year titles, as well as being development partner behind Vita Student.

"Manchester presents a great opportunity for property investors and, with student accommodation becoming an increasingly profitable asset class, the development is the ideal place to put your money. Students are growing more and more discerning when it comes to where they live and many won't put up with the poor standards of traditional university accommodation.

With the introduction of tuition fees, a greater number of students are hoping to find a place that is consistent with how much they are spending on their education; which means they are looking for luxurious living quarters for a price they can afford.

Vita Student offers the highest quality of interior design, so all residents will spend their time in higher education feeling comfortable and enjoying top facilities. We have designed apartments that have everything students need, with desks, a kitchen and a flatscreen TV with Freeview.

We also recognise students want a social environment for their university accommodation and this is why we have provided communal areas – complete with the same high-spec features you can expect from all our properties. Vita Student at First Street has a gym, laundry facilities, a study area with Apple Macs and chill out zones, so we are confident it has everything students want – we anticipate they will snapped up quickly by the huge number of students in Manchester who can't find this standard of accommodation elsewhere."

**Chris Oakes**  
*Director, Huntsmere.*



# About Us

Once you have decided to invest in student accommodation in Manchester, Select Property will make the entire process very simple for you. As a premium investment specialist, we are dedicated to delivering the finest student residences in the UK.

Recognising the shift in the higher education market, Select Property together with Vita Student and its award-winning team is pioneering the change in student property in locations across the UK by creating exceptional student residences of the highest standard complete with first class facilities, unlike anything that has gone before.

For the investor, Vita Student offers a hassle-free, fully-managed property investment with assured returns in the UK's best student accommodation projects.

As Manchester offers students everything students could want from university life, and there is a huge demand for high-quality, luxury apartments here, we beleive this is the ideal location to invest in student property.

## Contact us

Our professional property consultants are available seven days a week to speak to you and understand your investment requirements to match these to the best available student apartments.

Visit us online at [www.selectproperty.com](http://www.selectproperty.com) to browse our fantastic range of properties available in Manchester and keep up to date with the latest news from the region.

Call our UK office on: +44 161 322 2222  
Call our Dubai office on: +65 6430 6735  
Email: [info@selectproperty.com](mailto:info@selectproperty.com)  
or visit us at: [www.selectproperty.com](http://www.selectproperty.com)

UK Head Office Address  
Dunham House, Brooke Court,  
Lower Meadow Road, Wilmslow  
Cheshire SK9 3ND, England.



## References

[www.investinmanchester.com](http://www.investinmanchester.com)  
[www.manchester.gov.uk](http://www.manchester.gov.uk)  
[www.manchesterairport.co.uk](http://www.manchesterairport.co.uk)  
[www.mosi.org.uk](http://www.mosi.org.uk)  
[www.traffordcentre.co.uk](http://www.traffordcentre.co.uk)  
[www2.mmu.ac.uk](http://www2.mmu.ac.uk)  
[www.manchester.ac.uk](http://www.manchester.ac.uk)  
[www.bolton.ac.uk](http://www.bolton.ac.uk)  
[www.salford.ac.uk](http://www.salford.ac.uk)  
[www.hesa.ac.uk](http://www.hesa.ac.uk)  
[www.ucas.com](http://www.ucas.com)  
[www.ucasmedia.com](http://www.ucasmedia.com)  
[www.mediacityuk.com](http://www.mediacityuk.com)  
[www.didsburylife.com](http://www.didsburylife.com)  
[www.askdevelopments.com](http://www.askdevelopments.com)  
[www.huntsmere.co.uk](http://www.huntsmere.co.uk)  
[www.crm-students.com](http://www.crm-students.com)  
[www.university.which.co.uk/university-of-manchester-m20](http://www.university.which.co.uk/university-of-manchester-m20)  
[www.telegraph.co.uk/education/universityeducation/universities-and-colleges](http://www.telegraph.co.uk/education/universityeducation/universities-and-colleges)  
<http://coursefinder.telegraph.co.uk>  
[www.joneslanglasalle.co.uk/UnitedKingdom/EN-GB/Pages/Student-Accommodation-Global-Report.aspx](http://www.joneslanglasalle.co.uk/UnitedKingdom/EN-GB/Pages/Student-Accommodation-Global-Report.aspx)  
[www.cbre.co.uk/uk\\_en/news\\_events/news\\_detail?p\\_id=13406&title=Investment\\_In\\_Student\\_Accommodation\\_Soars\\_To\\_A\\_Record\\_%C2%A32.7\\_Billion](http://www.cbre.co.uk/uk_en/news_events/news_detail?p_id=13406&title=Investment_In_Student_Accommodation_Soars_To_A_Record_%C2%A32.7_Billion)  
[www.arla.co.uk/news/2012/10/rental-returns-64708/](http://www.arla.co.uk/news/2012/10/rental-returns-64708/)  
[www.rightmove.co.uk/news/files/2012/09/Rightmove-Rental-Market-Report-September-2012-Q3-CCS.pdf](http://www.rightmove.co.uk/news/files/2012/09/Rightmove-Rental-Market-Report-September-2012-Q3-CCS.pdf)  
[www.ukcisa.org.uk/about/statistics\\_he.php](http://www.ukcisa.org.uk/about/statistics_he.php)  
[www.ucasmedia.com/analysis/2013/uk-application-rates-by-country-sex-age-and-background](http://www.ucasmedia.com/analysis/2013/uk-application-rates-by-country-sex-age-and-background)  
[www.guardian.co.uk/education/table/2012/may/21/university-league-table-2013](http://www.guardian.co.uk/education/table/2012/may/21/university-league-table-2013)  
[www.timeshighereducation.co.uk/world-university-rankings/2012-13/world-ranking](http://www.timeshighereducation.co.uk/world-university-rankings/2012-13/world-ranking)