



A socially responsible and ethical investment

# N<sup>o</sup> 7 *by* LA TOUR

UNIQUE HOTEL INVESTMENT OPPORTUNITY  
LOCATED ON BLACKPOOL SEA FRONT



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# PROVIDING STYLISH ACCOMMODATION AND SUPPORT YOUNG ADULTS WITH AUTISM



# INVESTMENT OPPORTUNITY

A fully operational hotel in the centre of Blackpool, that will offer accommodation & training facilities for young autistic adults and accommodate family, friends a tourist vistors throughout the year. With anentry level invest of £49,950, the opportunity here is to earn a total ROI of 110% over 10 years, while making a socially responsible



and ethical investment. Investors receive immediate, quarterly income with no ongoing costs. Secured exits are offered to sell at any time on the open market or sell back to the developer at year 5, or at year 10 and receive an additional 10% uplift.

// St. Camillus' long term goal is to create specialist hotels across the UK with strong ties to the local community, offering a socially responsible and ethical investment and secure long term returns for their investors.

## Investment Overview

- ✓ NUMBER OF UNITS: 65 en-suite rooms
- ✓ UNIT PRICE: £49,950
- ✓ OWNERSHIP: 999-year leasehold property title
- ✓ YIELD: 10% net contractually assured (£4,995 per year)
- ✓ YIELD PAYMENT: Quartly in arrears
- ✓ ADDITIONAL OWNERSHIP COST: None



## Exit Strategy

- ✓ Assured buy back option at the end of year 5 at 100% of your purchase price = £49,950
- ✓ Assured buy back option at the end of year 10 with a 110% uplift on original price = £54,945
- ✓ Sell on the open market at any time

## Projected Return on Investment

- ✓ Year 5 with assured buy back at 100% of purchase price - 50% - £74,925
- ✓ Year 10 with assured buy back at 110% of purchase price - 110% - £104,895

## A GROWING DEMAND

The National Autistic Society estimates that 700,000 adults in the UK have autism, of which 53% are aged between 16-35 years old. The majority receive primary care and support from their families, so it directly affects over 1.1 million people across the UK.

The demand for locations that offer supported accommodation for this age group, with experienced on-site care and support, is already in huge demand, but still massively under supplied.



// The St. Camillus Group are changing the way accommodation and on-site training & education services are provided in the UK.



- ✓ Based on statistics, 1% of the adult population in the UK will have autism & learning disabilities, the demand for specialist accommodation and training facilities will increase.
- ✓ 73% want to be able to have some form of independent living, including going on holiday. The number of locations available that offer both accommodation and day care across the UK is substantially below the required demand levels.
- ✓ 1 in 3, between the ages of 16-35, will continue to live with their families who would directly benefit from locations that promote and support independent living, holidays and the ability to learn new skills.
- ✓ Vocational training & education is desperately needed. Only 15% of autistic adults are in full-time paid work. 53% of people on the autism spectrum say they want help to find work, but only 10% get the support to do so.

(Statistics from The National Autistic Society / NHS Health & Social Care Information Centre)



## THE HOTEL

St. Camillus is acquiring the hotel as a fully operational and going concern with booking commitments in place as a budget 2-star hotel with prominent sea views.

St. Camillus will be implementing a full, rolling refurbishment with an aim to get as much in place before the summer season 2018, and complete the remaining work in the low season from January 2019. The hotel will not close for business to maintain an income for their investors and keep up with the demand.

Once completed it will provide 65 modern en-suite rooms at a 3/4-star level of accommodation increasing room rates by at least 50%. La Tour, their current 2-star hotel in Blackpool, achieves £50-£120 per night, and once fully refirbished will become 3-star hotel.

The hotel also has several function & dining areas and a working kitchen that will be modernised to offer training facilities for the occupants and local users, further supporting their stay.

The building will be refurbished to cater for the needs of their guests and growing tourist trade, offering the highest standard under a recognised brand in Blackpool and more importantly, creating a home away from home for their clients.

“ The new hotel rooms will be offered nationally to tourists throughout the UK and through colleges & charities to provide accommodation to families who require respite or want to send their family members to Blackpool for an educational holiday.



## Refurbishment Work

- ✓ Room redecoration
- ✓ New furniture
- ✓ New bathrooms
- ✓ Upgrade fire & security systems
- ✓ Refurbish and modernise kitchen
- ✓ Exterior renovation & redecoration
- ✓ New dining areas
- ✓ New bar & function areas



## THE ROOMS

The rooms will be fully refurbished to offer a boutique & luxurious feel within close proximity to the beach and sea. The rooms will be fully redecorated, newly furnished & new bathrooms installed.

All rooms will be marketed to the public and become a leading autism friendly hotel in the area. To keep occupancy levels high all year St Camillus offer the rooms to college supported students to come to stay, train and work at the hotel to help them gain essential experience and potentially lead to future opportunities.



## DINING AND EVENTS

The hotel has 3 separate function areas:

**Lower ground floor** - This area is planned to be open to the general public as a diner/event space.

**Ground floor** - A bright dining area for staying guests with a "shabby chic" homely feel.

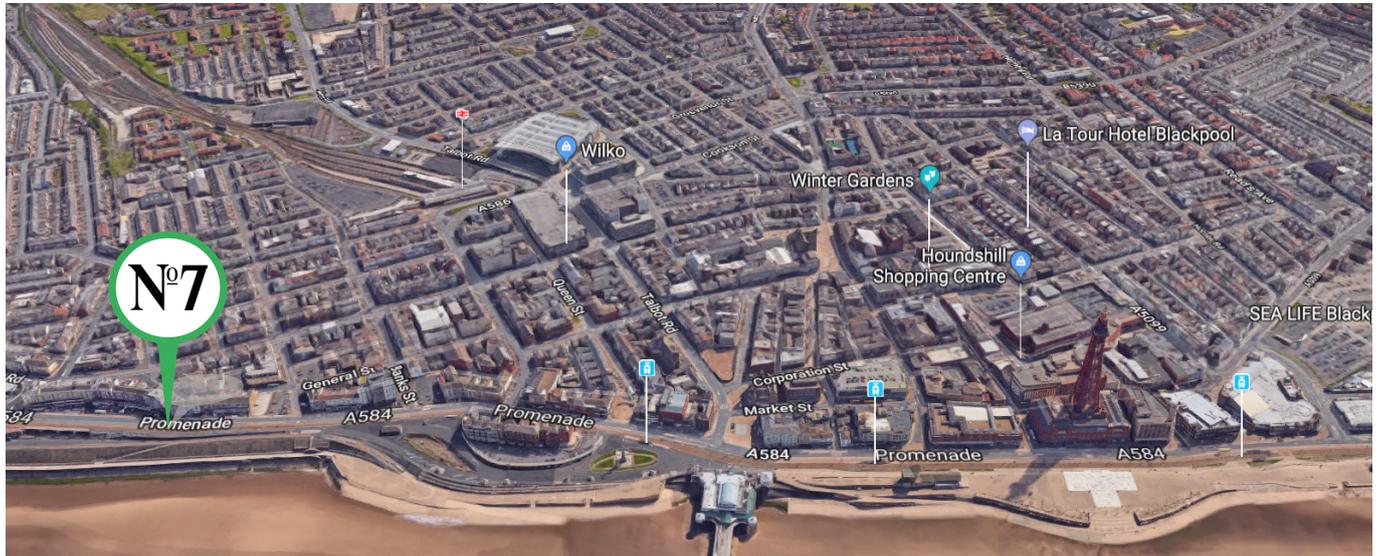
**First floor** - This area will be for private hire events, student training and business meetings.

The ground floor kitchen will also provide additional training and employment to the students.

# THE HOTEL LOCATION

## BLACKPOOL

The hotel's location was sourced for its fantastic position on the front line of the promenade with unspoilt sea views and metres from the centre of Blackpool and all the attractions the city has to offer. Blackpool attracted over 17 million visitors in 2016 and is projected to increase year on year, creating substantial investment.



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- ✎ Shopping Centre - 500 metres
- ✎ Blackpool Tower - 750 metres
- ✎ Winter Gardens - 750 metres
- ✎ Sea Life - 800 metres

- ✎ Madame Tussauds - 800 metres
- ✎ Central Pier - 700 metres
- ✎ Main North Train Station - 750 metres
- ✎ Pleasure Beach - 3.2km (2 miles)



### Blackpool Illuminations

Between September and November Blackpool Illuminations sees this seaside city buzzing with excitement from 3.5 million tourists each year. At 10 kilometers long and using over one million bulbs the lights are an awesome spectacle.



### Blackpool Tower

Built in 1894, The Blackpool Tower is one of the most iconic buildings in the UK and one of Britain's best loved landmarks welcoming over 650,000 visitors each year. Inspired by the Eiffel Tower in Paris, it is 518 feet (158 metres) tall and is the 120th tallest freestanding tower in the world.

Visitors to Blackpool contribute £1.5 billion to the local economy each year.

80% of all the top attractions are within 800 meters of the hotel.



Out of the leading hotels in Blackpool St Camillus Seafront is positioned perfectly to attract visitors looking for a modern boutique seafront hotel close to all attractions.



**Blackpool Hilton - 4\***

The Blackpool Hilton was built in the 1982 and offers the international standard the brand is famous for including a spa and casino. Located over 1.6km (1 mile) from the centre of Blackpool it offers visitors full on-site facilities not catered for the tourist looking for a more personable experience closer to the attractions.



**The Imperial Hotel - 4\***

The Imperial Hotel is a grand 19th Century hotel recalling the opulence and glamour of this famous resort's Victorian heyday, with all the comforts of modern life. A landmark and style that show the increase in high end boutique hotels in Blackpool, located 1.6km (1 mile) from the centre of Blackpool.

# EXCITING THINGS ON THE HORIZON

## BLACKPOOL

The start of 2018 sees Blackpool on the cusp of reaching the next stage of regeneration. Hundreds of new homes are set to be built in the town, whilst investment in hotels and leisure facilities is also in the pipeline. Work is already underway on more than £30m of new public buildings.



### New £25 Million Pound Conference Centre

Blackpool has started work on a new conference centre and hotel which will give the resort a chance to bring back the major events it has missed out on in recent years.

The massive development will include a new hotel and allow the Winter Gardens to host up to 7,000 delegates putting it back in the big league with potential to see the return of major political conferences.



### New plans for Blackpool Tower Revealed

Radical plans to DOUBLE the size of Blackpool's iconic tower have been revealed which will see the tower soar from 158 metres (518 feet) to more than 320 metres (1050 feet tall). Almost as tall as the Empire States Building in New York!



### New tramlink proposal given the green light

Blackpool Council has approved plans to buy a prominent building to make room for the new North Tram Terminal.

Building work on the £22m project is set to begin in 2018, and will see the development of an extended tram line travelling up Talbot Road from the Promenade stopping right in front of the hotel, and a tram stop at Talbot Square connecting to the main North Station.

“ We have seen an increase of hotels in the area being bought by well known hotel groups and international investment funds due to the increasing levels of visitors and all the regeneration work being approved and funded by Blackpool Council.

Over 18 million visitors in 2018  
Spending £1.5bn in the local economy  
Fuelling regeneration  
Increasing demand for quality hotels



## Developers start work on the Red Box Quarter

Developers have started work to transform the Grade II listed former Post Office on Abingdon Street into a modern shopping and dining destination – now dubbed the Red Box Quarter. Plans to fully renovate the building to include a coffee concession in the main counter hall, a restaurant at plaza level and a roof top bar on Edward Street with views over the town and out to sea.



## Plans lodged for a £12M 120-room hotel

Plans for a £12m 120-bedroom hotel and conference centre at Blackpool Pleasure Beach have been officially lodged with Blackpool Council. A detailed blueprint reveals the bedrooms and conference centre would be accommodated within a new five storey building on the site. The hotel is expected to be managed by a leading international brand, bringing another quality hotel to the area.

# INVESTMENT BREAKDOWN

## 5 & 10 YEAR INVESTMENT

### INFORMATION

- ✓ These are figures based on a single unit purchase.
- ✓ Your fixed rental returns starts from the day you complete the purchase of your unit.
- ✓ Rental payments paid quarterly on fixed dates, the 1st week of January, April, July & October of £1278.75.

### Year 5 Buyback Breakdown

5 Year Buy Back Scenario One Hotel Room				
	Purchase Price £49,950.00			
	Fixed Return		5 Year Buy Back Income	
Years 1-5	10.00% p.a.	£4,995 x 5		
Total Rental Income		£24,975.00		
Year 5 Buy Back				£49,950.00
Exit Income				£74,925.00
			Total Yield	£24,975.00
			ROI %	50%

### Year 10 Buyback Breakdown

10 Year Buy Back Scenario One Hotel Room				
	Purchase Price £49,950.00			
	Fixed Return		10 Year Buy Back Income	
Years 1-10	10.00% p.a.	4,995 x 10		
Total Rental Income		£49,950.00		
Year 10 Uplift Payment			£4,995.00	
Total Year 10 Buy Back				£54,945.00
Exit Income				£104,895.00
			Total Yield	£54,945.00
			ROI %	110%

# PURCHASE PROCESS

## INVESTING MADE EASY

The process is very simple and we can help you through every step of your purchase. St Camillus now work with a large number of investors and are focused on making this investment as easy as possible.

### The Sale Process:

- ✓ Pay a reservation fee of £5,000 to secure a unit.
- ✓ A buyers solicitor will then be engaged to represent you and oversee the transaction.
- ✓ Balance of funds will be due within 28 days of making a reservation.
- ✓ Rental return starts and is paid in arrears quarterly directly to your nominated bank account.



### Your next steps:

- ✓ Complete the reservation form and reserve your unit for just £5,000.
- ✓ Instruct your UK solicitor or we can recommend some companies that can assist you. We estimate this cost to be £1,000 - £1,200 depending on the firm.
- ✓ Solicitor will report back to you and send you contracts to sign.
- ✓ Final payment of £44,950 due at exchange of contracts within 28 days from reservation.
- ✓ Your leasehold title is registered with HMRC Land Registry.
- ✓ Provide St Camillus with your nominated bank account details to set up rental payments.
- ✓ Your first quarterly payment will be made pro rata up to the next quarterly date and then every 3 months for the duration of your investment.