# THE HARLEQUIN CENTRE

**PAUL STREET, EXETER EX4 3TT**

A PRIME COLIVING DEVELOPMENT OPPORTUNITY


Computer-Generated Image (CGI)

savills

# EXECUTIVE SUMMARY

Prime residential development site in Exeter, located in close proximity to the High Street and Queen Street, with the benefit of a Russell Group university market situated between The University of Exeter main Campus and St Luke's campus.

- Brownfield co-living development opportunity
- Prime city centre location
- Planning permission for two Co-Living (Sui Generis) accommodation blocks
- Planning reference - 21/1104/FUL
- Block one - to provide for 180no. studios and 8 cluster flats with 48 cluster bedrooms
- Block two - to provide 133no. studios
- Off-site contribution in lieu of affordable housing of £2,000,000
- 2no. operational retail units on Queen Street, with approx. income of £40,500 per annum
- 250 year long leasehold title registered under title DN511035
- ECC Freeholder under title DN147487
- Ground rent of £100,000 per annum, commencing on completion of enabling works
- 1.76 acres (0.71 hectares)
- The University of Exeter ranks 11$^{th}$ in the Times Good University Guide 2027 and 136$^{th}$ in the QS World Rankings 2027
- Opportunity to partner with Curlew Capital ("Curlew"), an operational living specialist and highly experienced investment, development and asset manager
- Savills are instructed to seek unconditional offers for this exciting development site

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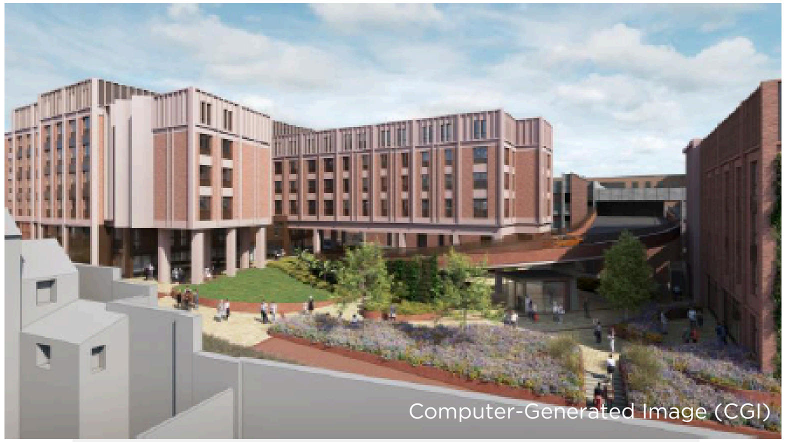
# The Harlequin Centre Development Site

# ASSET SNAPSHOT

The Harlequin Centre is located in the heart of Exeter city centre, benefitting from a Sui Generis (Co-living) planning consent which can be delivered for the AY 29/30.

| Asset Overview | |
|---|---|
| Address | Paul St, Exeter EX4 3TT |
| PC Year | AY 29/30 |
| Tenure[1] | Leasehold - 250 years at a ground rent of £100k pa |
| Beds | 361 |
| % of Cluster / Studio | 13%/ 87% |
| Amenities | Lounge, Co-Working Space, Wellness Suite, Gym |
| Commercial | Two operational income-producing retail units (£40,500 per annum) |
| Lettings Type | Direct Let: 361 beds, |
| Planning Status | Approved S.106 signed |
| Planning - Application Number | 21/1104/FUL |

- The Harlequin Centre benefits from a Sui Generis (Co-living) planning consent comprising a total of 361 beds, with studios accounting for 87% of the units.
- A deed of variation has been agreed with ECC to remove the 20% affordable rent units on site, to be replaced by an off-site payment of £2,000,000 in lieu of affordable housing. This has a late stage review mechanism with a profit share above £13,000,000.
- The site also benefits from two operational retail units, both of which are let at a combined rent of £40,500 per annum, which will remain income producing throughout the development period and remain operational with the rent to rise upon completion of the development.
- The site is ideally located in the city centre providing access to Exeter High Street, including shops, bars, restaurants and historic sites of interest.
- The site is located equidistant from both the University of Exeter main Streatham Campus and the St Luke's Campus, providing an ideal location for students looking for convenient access to both the University and city centre.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Computer-Generated Image (CGI)

1.The ground rent will be £100k pa commencing on completion of enabling works and will be subject to upward only reviews every 5th year, at 2.5% of the residential rent plus 10% of the commercial rent received

# LOCATION OVERVIEW

The development site is located in the city centre, five minutes from the major train station and within an 18 minute walk of the University of Exeter

## Location Overview


**5 mins**
Cycle to University of Exeter (either campus)

**1 min**
Walk to Guildhall Shopping Centre

**5 mins**
Walk to Exeter Central Station

## Key Points of Interest

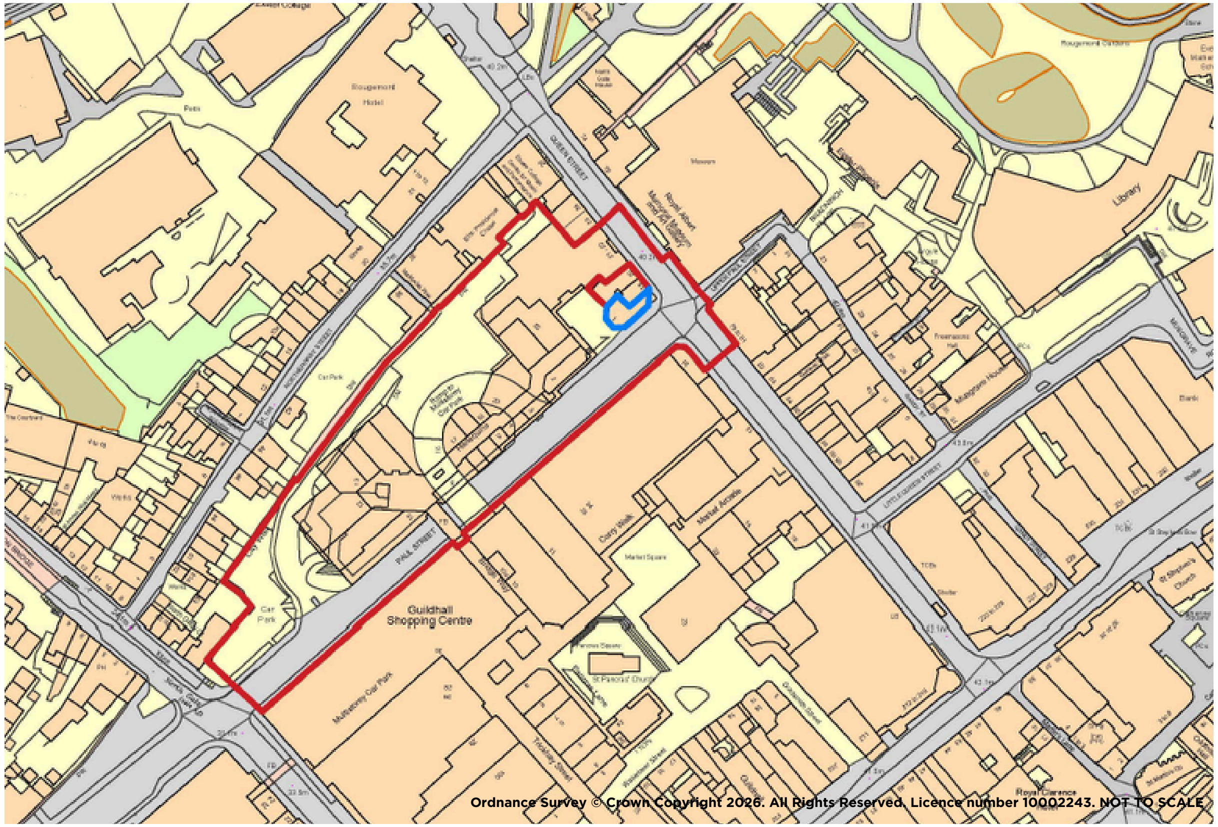
| | Distance | Travel Time (walk / cycle) | # Full-time Students[1] |
|---|---|---|---|
| The University of Exeter, Streatham Campus | 0.7 miles | 18 mins / 5 mins | 28,610 |
| The University of Exeter, St Luke's Campus | 0.8 miles | 20 mins / 5 mins | 28,610 |
| Guildhall Shopping Centre | 295 ft | 1 min / 1 min | |
| Gandy Street | 0.1 mile | 3 mins / 1 min | |
| Exeter Central Station | 0.2 miles | 5 mins / 1 min | |
| Exeter Cathedral | 0.3 miles | 6 mins / 1 min | |
| Exeter Castle | 0.3 miles | 6 mins / 1 min | |
| Princesshay Shopping centre | 0.3 miles | 7 mins / 1 min | |
| Exeter St David's Station | 0.6 miles | 15 mins / 7 mins | |
| Exeter St James Park | 0.9 miles | 20 mins / 6 mins | |

1. HESA figures reflect total for University

# SITE OVERVIEW

The Harlequin Centre is a former shopping centre, strategically positioned between Queen Street to the north east, Paul Street to the south east, the Iron Bridge to the south west and Northernhay Street to the north west.

## Site Plan




## Description

The shopping centre is currently vacant and in the process of being demolished in line with the implemented planning permission.

Two retail units, 1 The Harlequin Centre and 21-22 Queen Street are to remain, and are currently tenanted, with the main vehicular access to the Council owned Guild Hall Car Park, accessed off Paul Street to be retained.

## Tenure and Title

The Property is held under a 250 year leasehold title and is registered under title DN511035.

The freehold title is owned by Exeter City Council, title number DN147487.

A ground rent of £100,000 per annum is payable to the freeholder upon completion of the enabling works on site. The ground rent is subject to an upwards only rent review every 5th year at 2.5% of the residential rent plus 10% of the commercial rent received.

## Existing Tenancies

1 The Harlequin Centre is let to Hyde and Seek on a 10 year lease from 5th March 2019 with an annual rent of £25,000 per annum up until practical completion of the redevelopment, and an annual rent of £30,000 per annum thereafter.

21-22 Queen Street is let to Scrivens on a 15 year lease from 22nd October 2020 with an annual rent of £15,600 per annum.

# BLOCK 1 - EXAMPLE FLOOR PLAN

Block 1 First Floor Plan

# BLOCK 2 - EXAMPLE FLOOR PLAN


Block 2 - First Floor Plan

# ACCOMMODATION SCHEDULE

## BLOCK 1

| BLOCK 1 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Apartment Studios | Accessible Studio | Cluster Room | Total | GIA | Efficiency | Amenity | Local Amenity | Cluster Amenity | Ancillary |
| G | 0 | 0 | 0 | 0 | 746.5 | | 404 | | | 186.7 |
| Mezzanine | 0 | 0 | 0 | 0 | 365 | | 254 | | | 25.6 |
| 1 | 34 | 4 | 12 | 50 | 1318 | 26.36 | 146 | 14.7 | | |
| 2 | 35 | 4 | 12 | 51 | 1318 | 25.84 | 48 | 13.6 | 52.5 | |
| 3 | 37 | 3 | 12 | 52 | 1318 | 25.35 | | 14.7 | 52.5 | |
| 4 | 37 | 3 | 12 | 52 | 1318 | 25.35 | | 13.9 | 52.5 | |
| 5 | 22 | 1 | 0 | 23 | 617 | 26.83 | | 0 | 52.5 | |
| SUM | 165 | 15 | 48 | 228 | 7000.5 | 30.70 | 852 | 56.9 | 210 | 212.3 |

## BLOCK 2

| BLOCK 2 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Apartment Studios | Accessible Studio | Total | GIA | Efficiency | Amenity | Local Amenity | Ancillary |
| LGF | 9 | 0 | 9 | 846.46 | 94.05 | 120.2 | | 353.4 |
| GF | 30 | 1 | 31 | 836.87 | 27.00 | 44.3 | | |
| 1 | 31 | 1 | 32 | 836.87 | 26.15 | | 27.6 | |
| 2 | 29 | 1 | 30 | 791.66 | 26.39 | | 28.2 | |
| 3 | 25 | 1 | 26 | 706.37 | 27.17 | | 30 | |
| 4 | 4 | 1 | 5 | 369.4 | 73.88 | | | |
| SUM | 128 | 5 | 133 | 4387.63 | 32.99 | 164.5 | 85.8 | 353.4 |

# CURLEW MANAGEMENT OVERVIEW

Curlew provides a full service operational living sector asset creation and management platform, from asset acquisition/creation through to ongoing long-term operational asset management, with fee alignment to investors' income and capital returns

## 01 Investment

- Founded in 2011 by Paul Oliver (ex-Teesland PLC) with a total of over 11,000 beds acquired/developed over 36 schemes, across 22 cities since inception – over £1bn capital invested, typically at a rate of £150-200m pa
- Deep industry relationships and nationwide access through a network of off-market principles has delivered prime UK PBSA assets to investors, especially focussed on Russell Group / Top 50 cities

## 02 Asset Creation

- Curlew has a proven track record of sourcing and managing 36 forward-funding, development, and refurbishment PBSA schemes
- Founded in 2016, Curlew's development team have successfully completed or is in the process of completing seven developments (its other 29 schemes were created by forward-funding third-party developers)
- All newly-created assets are designed and developed around sustainability, wellness, community and social impact, targeting the highest industry standards

## 03 Operational Asset Management

- Living Sector asset and property management is more intense than traditional longer-let commercial real estate, and Curlew's Asset Management team ensures high quality, cost-effective Property Management service delivery
- Curlew manages its long-term preferred property management partner, Fresh Student Living, exercising full control over strategy, all business-critical decision making, and material subcontractor relationships. Curlew works with Fresh from underwriting, through to building mobilisation, marketing and leasing newly created assets, to stabilisation and beyond, delivering institutional quality reporting well-received by clients

## 04 Governance, Finance and Operations

- Institutional quality development and operating systems, processes, reporting standards, and corporate governance
- Thorough IC processes in place to ensure proper due diligence on all potential opportunities, major investment decisions, and the supervision of sub-committees
- Curlew utilises its strong relationships with lenders to source accretive debt to finance developments and investment, ensuring lender performance requirements are met for investors

CURLEW Award winning Investment Management business, which has demonstrated strong capabilities and track record across the living sectors in the UK and The Netherlands.

# Exeter Co-Living Market Overview

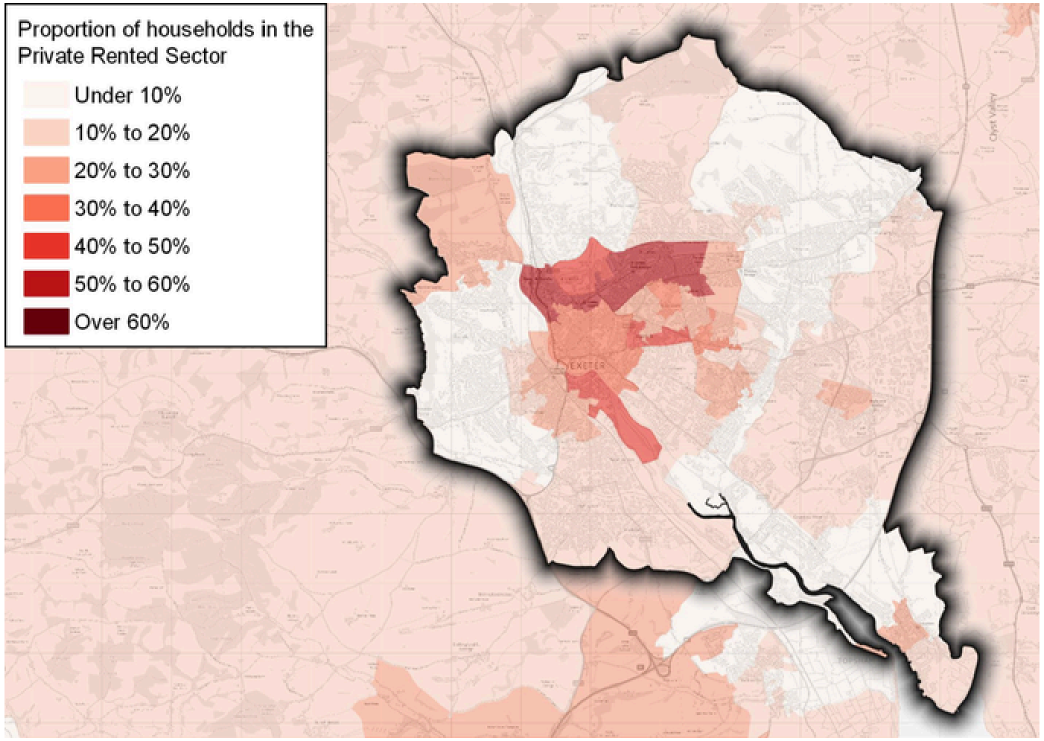
# EXETER CO-LIVING - HOUSEHOLD DISTRIBUTION

According to the 2021 Census, Exeter had around 13,107 private rented sector (PRS) households, representing 24.9% of all households, with more recent Experian estimates indicating this has risen to just over 14,000 households, or 25% of all households.

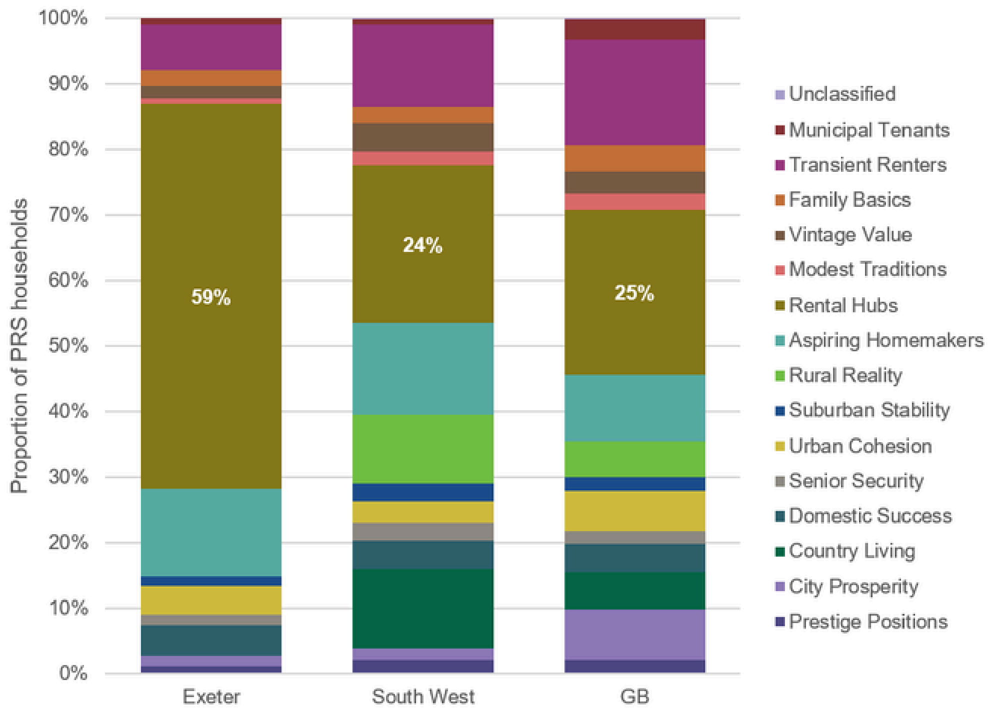
Experian Mosaic classification shows the geodemographic makeup of PRS in Exeter, showing the dominant group as Rental Hubs, accounting for 59% of all PRS households, compared to only 24% across the South West.

The Rental Hubs group is described as educated young households, typically in their mid-20's to early-30's, with working professional occupations, which are a primary target group of Co-Living units.

The area immediately around the site has the highest concentration of PRS households




Classification of households in the Private Rented Sector




1. Source: Experian, Census 2021

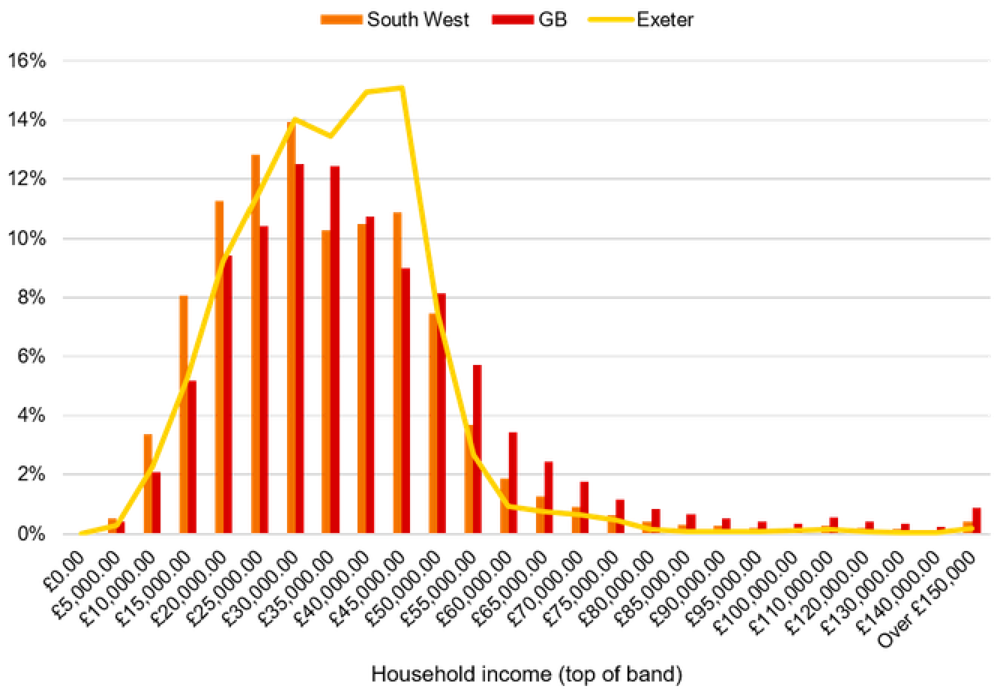
# EXETER CO-LIVING - INCOME DISTRIBUTION

PRS households in Exeter are more affluent than the wider region. Median household income is just under £33,000, compared to £30,000 for those in the rest of the South West.

Assuming 30% of gross income spent on rent, this allows households greater flexibility with capacity to spend around £800 more on rent over a year than the wider region.

Exeter PRS income distribution departs from wider regional trends, with households earning between £30,000-£50,000 accounting for 65% of those in PRS compared to 53% in the South West and wider GB.

PRS household income distribution




PRS household Incomes

| | Lower Quartile | Median | Upper Quartile | Upper Decile |
|---|---|---|---|---|
| Exeter | £23,426 | £32,731 | £41,303 | £47,585 |
| South West | £20,685 | £29,995 | £41,940 | £51,224 |
| GB | £23,789 | £34,002 | £46,720 | £61,099 |

Maximum rents assuming 30% spend on rent

| | Lower Quartile | Median | Upper Quartile | Upper Decile |
|---|---|---|---|---|
| Exeter | £586 | £818 | £1,033 | £1,190 |
| South West | £517 | £750 | £1,048 | £1,281 |
| GB | £595 | £850 | £1,168 | £1,527 |

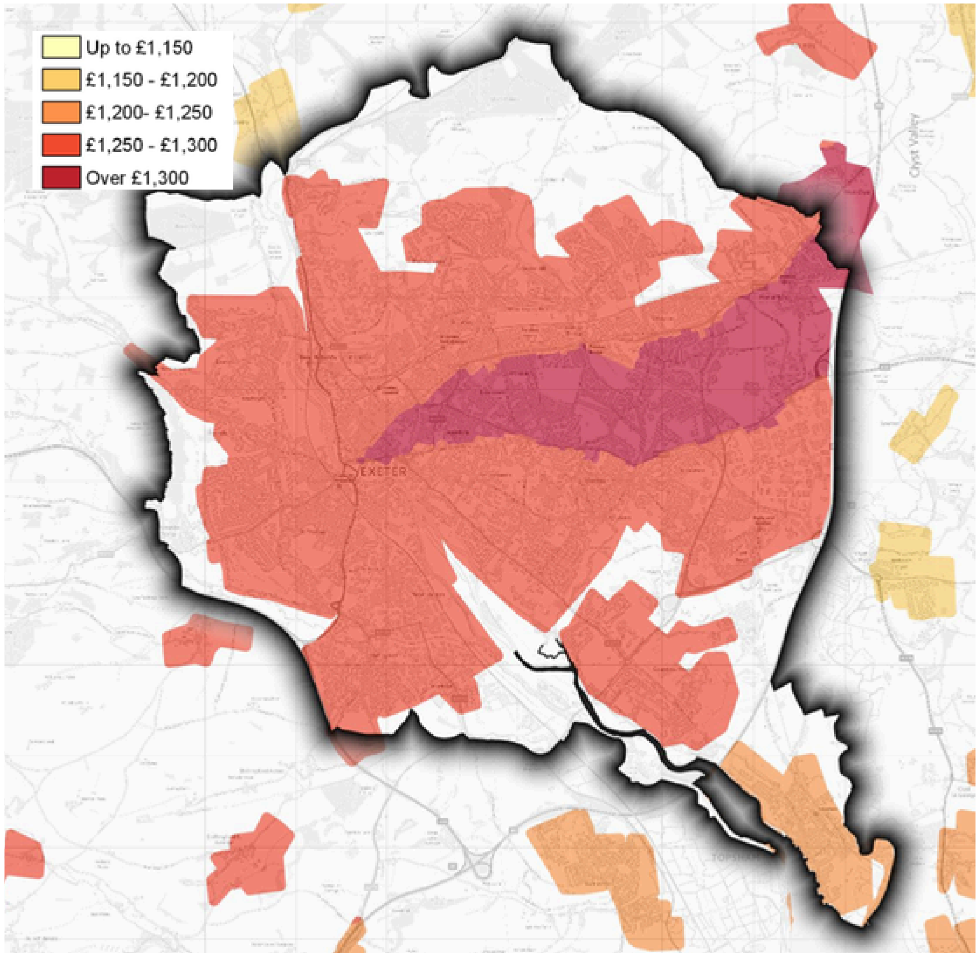
Source: 1. Experian 2021

# EXETER CO-LIVING - RENTS

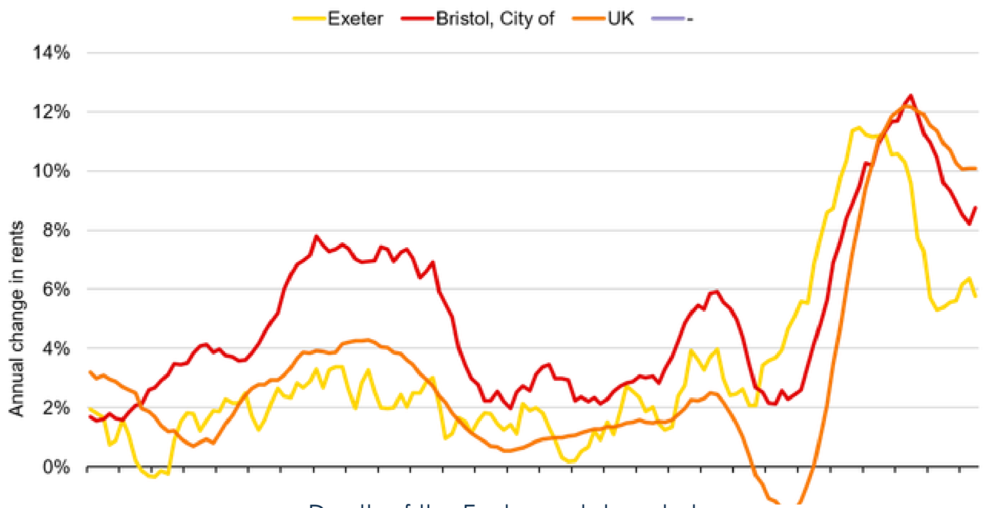
Exeter has seen significant rental growth in recent years, driven by the supply and demand imbalance, with rents increasing in Exeter by around 5.8%, with 5 year rental growth forecasts of 18.1% in the south west.

The median asking rent in Exeter was £1,111 PCM in the year to Q4 2025, rising to £1,252 PCM at the upper quartile. The highest rents are typically achieved in Newtown, Polsloe and Whipton, where upper-quartile rents exceed £1,300 PCM.

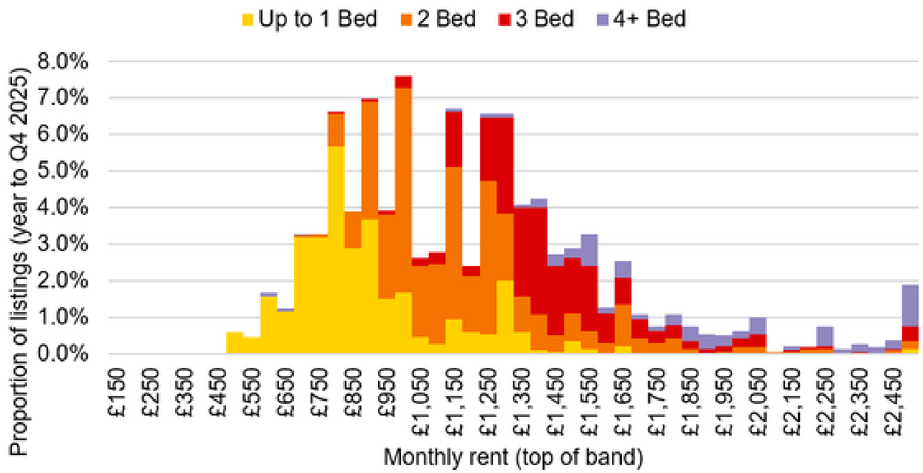
Upper Quartile asking rents




Exeter Rental Growth




Depth of the Exeter rental market



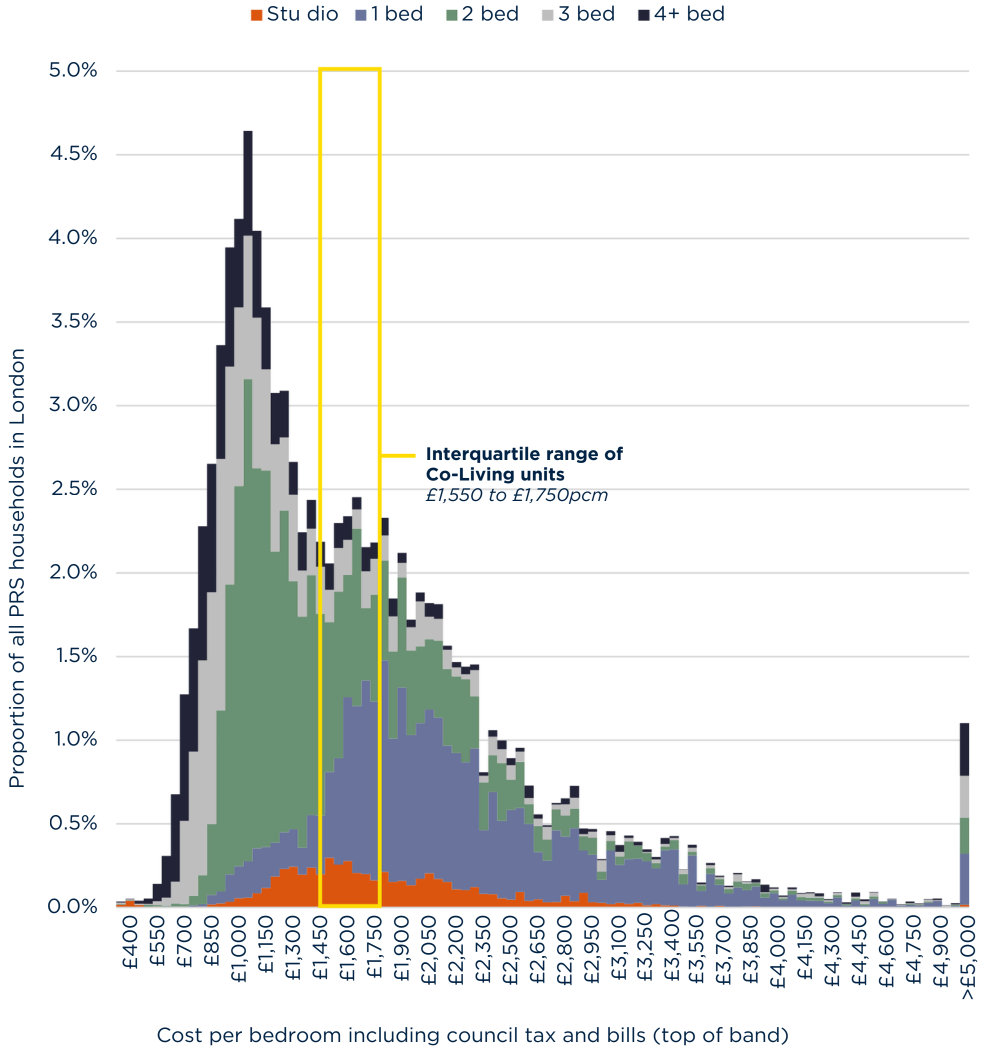

Source: 1. Rightmove, 2. Experian

# UK Co-Living Market Overview

# UK CO-LIVING MARKET OVERVIEW

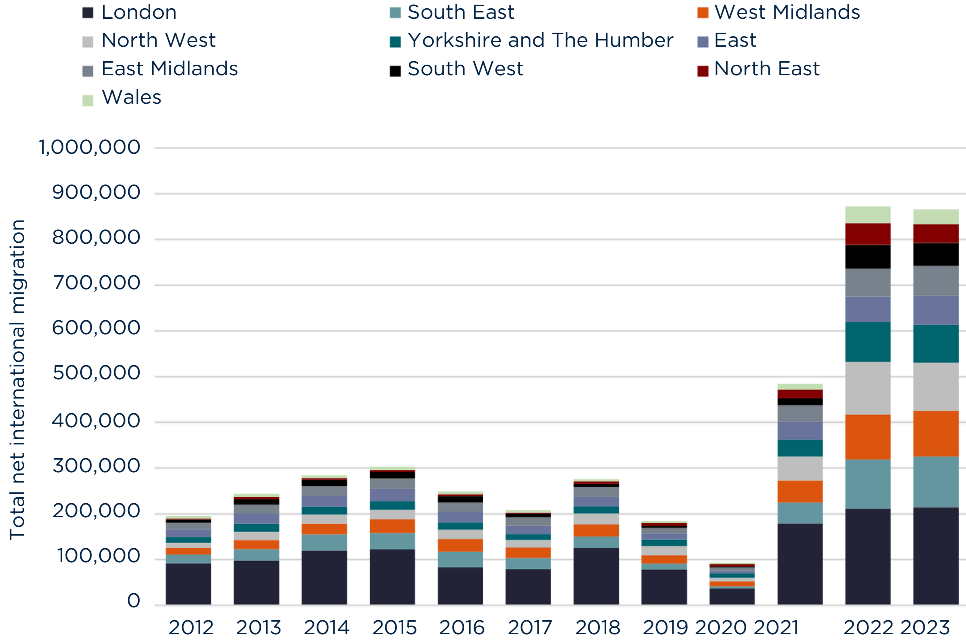
Due to a supply shortage in the PRS market, there is a strong opportunity for Co-Living, providing a greater choice for residents, offering Co-Living tenants numerous advantages, including the convenience of all-inclusive rent, alongside a built-in community.

Co-Living is affordable and creates further choices for people in the PRS. Rents are at a substantial discount to the average one-bed




1. Source: Savills using Zoopla powered by Hometrack, council tax/bills sources, 2. Savills using ONS

Due to ease of renting in Co-Living, the sector attracts many overseas residents, which combined with a high net international migration has generated increasing demand in the sector.




Average annual increase in net migration in the regional cities is particularly strong

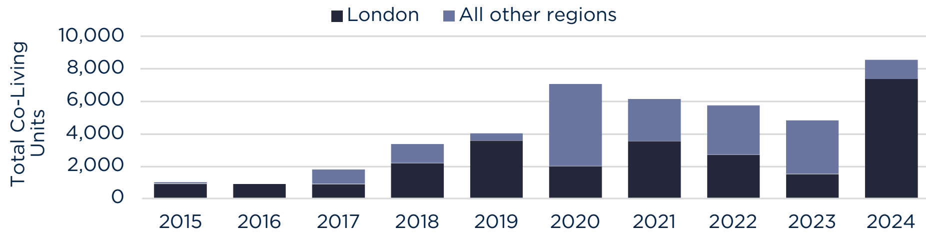
| | 2012-21 | 2022-23 | % change |
|---|---|---|---|
| **England and Wales** | 252,000 | 869,000 | 245% |
| **London** | 101,464 | 213,023 | 110% |
| **Outer London** | 41,175 | 74,301 | 80% |
| **Inner London** | 43,854 | 69,268 | 58% |
| **Birmingham** | 8,171 | 34,344 | 320% |
| **Manchester** | 8,745 | 34,130 | 290% |
| **Cardiff** | 3,082 | 14,371 | 366% |
| **Bristol** | 3,209 | 10,183 | 217% |
| **Brighton and Hove** | 2,115 | 5,073 | 140% |
| **Cambridge** | 2,937 | 4,851 | 65% |

# UK CO-LIVING MARKET OVERVIEW

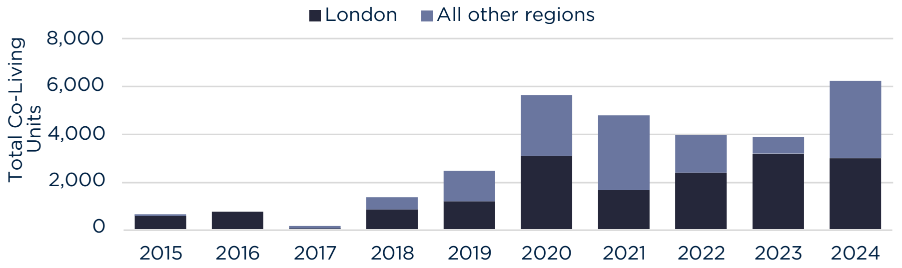
The Co-Living sector is continuing to grow, with record numbers of units being delivered, however there is still a supply and demand imbalance, which coupled with a shortage of PBSA accommodation is allowing Co-Living to offer an alternative option for students seeking high quality and well amenitised living

It is estimated that there are approximately 9,000 operational Co-Living units across the UK, with the pipeline continuing to grow year on year.

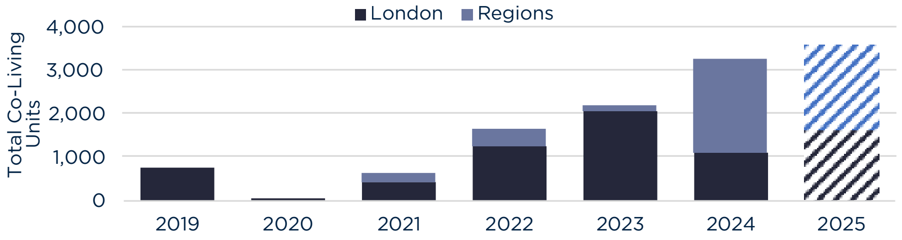
## Co-Living units submitted




## Co-Living units permitted

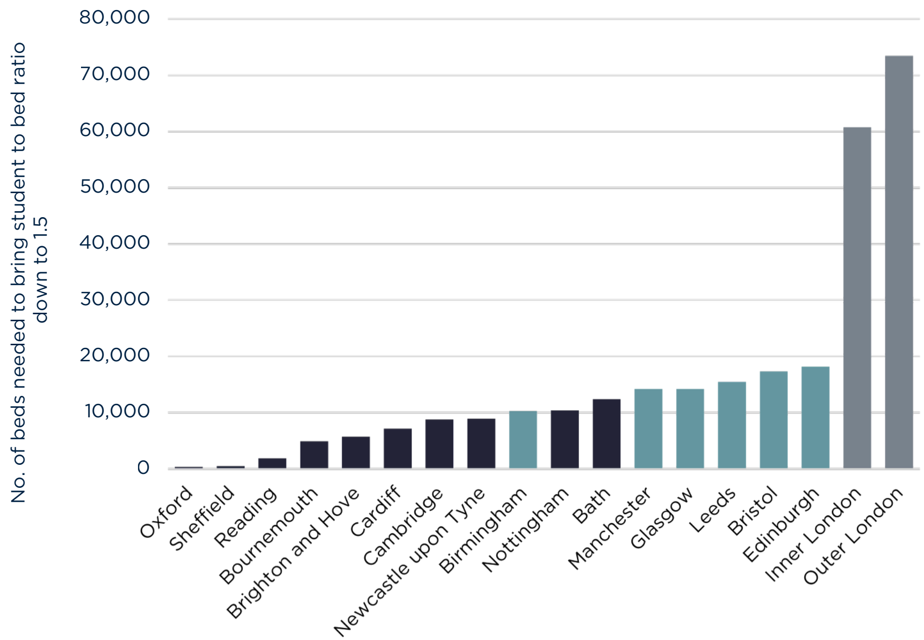



## Co-Living units completed




Student numbers across the UK have increased substantially in recent years, with the growth far outpacing the PBSA supply, fuelling the demand for alternative housing options

| | No. of FT students (2022/23) | | % growth in FT students since 2012/13 | |
|---|---|---|---|---|
| | Overseas | UK | Overseas | UK |
| **Inner London** | 120,522 | 87,357 | 94% | 24% |
| **Outer London** | 60,750 | 83,478 | 170% | 60% |
| **The 'Big Six'** | 132,596 | 215,654 | 109% | 20% |
| **Regional Cities** | 108,982 | 269,369 | 50% | 26% |




1. Source: Savills Research, 2. HESA

# EXETER PBSA MARKET

**28,610**
AY 24/25 Full-time Students[1]

**7,905**
Full-time International Students[1]

**5.08%**
10-year Full-time International Student CAGR[1]

**11,316**
Existing PBSA Beds[2]

**2.93x**
Current Student-to-bed Ratio[1,2,3]

**17,294**
Full-time Students Unable to Access PBSA[1,2]

**1**
Higher Education Institutions

**11th**
The University of Exeter ranking in the UK[4]

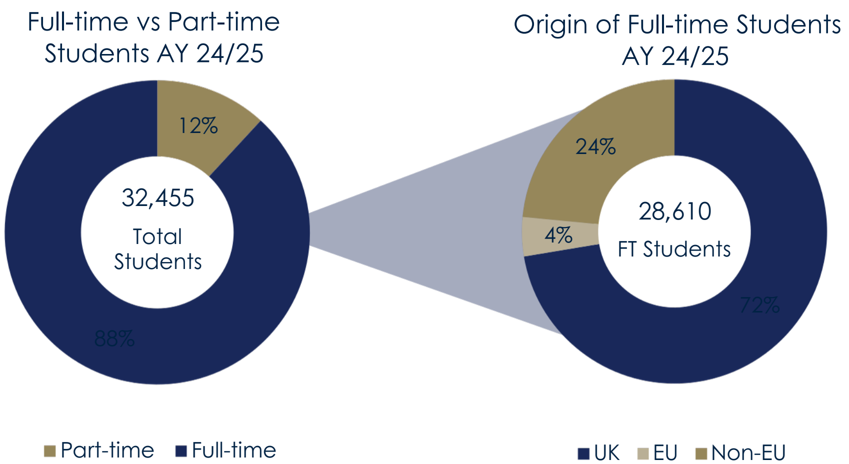
**28%**
Of the Full-time Student Population are International Students[1]

1. HESA 24/25; 2. Savills Research; 3. Student-to-bed ratio calculated by applying an estimated AY 26/27 student population (latest data from AY 24/25 grown by three years using the historical 10-year CAGR) and dividing by AY 26/27 supply; 4. Times Good University Guide 2027

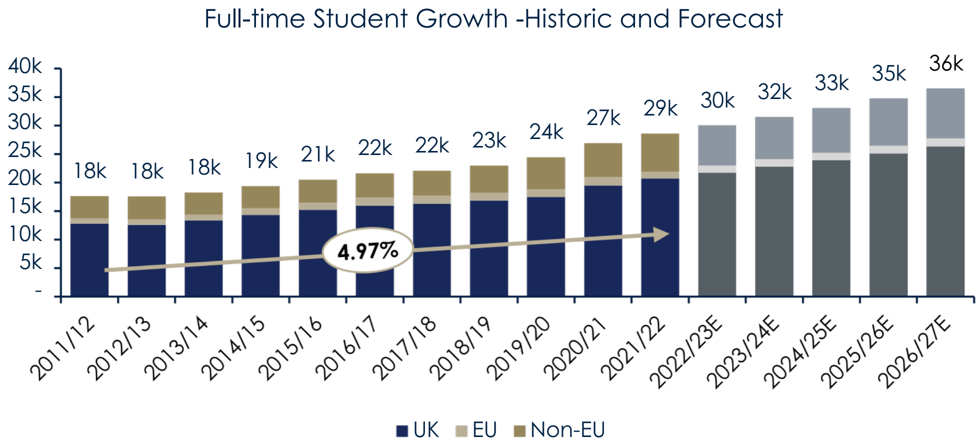
# EXETER PBSA OVERVIEW

Exeter is home to the prestigious Russell Group university, the University of Exeter, which has c.29,000 full-time students. The university has proved attractive to domestic and international students, with full-time student population increasing by c. 5% pa in the past 10 years.

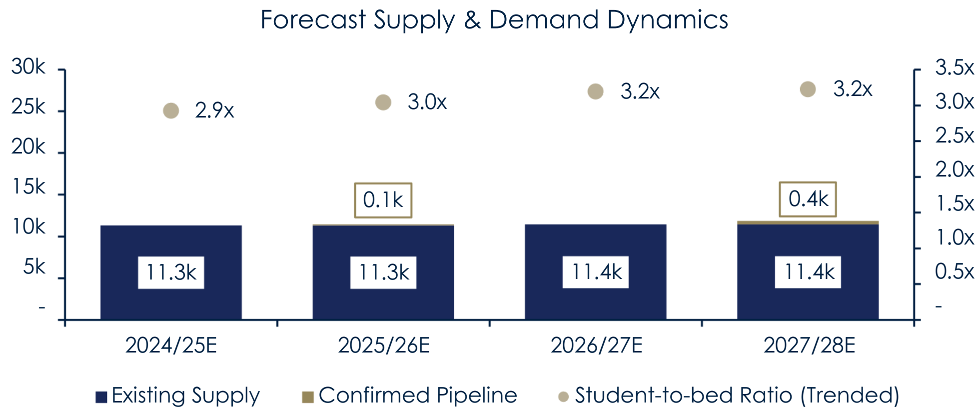
High proportion of full-time students (88%), of which a significant number is represented by international students (28%)[1]




Strong historical full-time student population growth, reflecting an attractive CAGR of 4.97% and a 5.08% CAGR for international students since 2011/12[1]




Limited provision of existing supply with 17,294 full-time students unable to access PBSA, resulting in a student-to-bed ratio of 2.9x[2,3] and insufficient future supply




Exeter is home to one of the UK's leading universities, the University of Exeter, spread across two major campuses within the city[1]

- Exeter is home to the prestigious Russell Group member, the University of Exeter, accommodating approximately 28,610 full-time students and ranked 11th in the UK with 6.7 applicants per place[4]
- Exeter boasts two major campuses: the main Streatham campus near the city centre and St Luke's medical campus
- Exeter's robust domestic and international demand underpins its global appeal, highlighted by placing as runner-up for the Times University of the Year award (2024)
- The University of Exeter's Capital Strategy programme will see the university invest up to £430m to improve and deliver world class research and education, as well as provide exceptional teaching, learning and research spaces within the next 10 years
- There is a significant demand-supply imbalance within the city's student accommodation market, with a student-to-bed ratio of 2.9x. This imbalance is set to increase given the constrained pipeline, which primarily comprises the University of Exeter's redevelopment of Clydesdale & Birks, whilst student population witnessed impressive growth of 4.97% over the last 10 years

1. HESA 24/25; 2. Savills Research; 3. Method: Student-to-bed ratio calculated by applying an estimated AY 26/27 student population (latest data from AY 24/25 grown by three years using the historical 10-year CAGR) and dividing by AY 26/27 supply. Confirmed pipeline includes developments with permission or currently under construction and exclusive of HMO conversions; 4. Times Good University Guide 2027

# FURTHER INFORMATION

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### DATA ROOM

Data Room access available on request.

### VAT

The site is not elected for VAT.

### PROPOSAL

Savills are instructed to seek unconditional offers for the Long Leasehold interest of the asset, subject to contract.

### VIEWINGS

Strictly by appointment only through Savills.

### LOCAL AUTHORITY

Exeter City Council, Civic Centre, Paris Street,
Exeter EX1 1JJ

### FOR FURTHER INFORMATION, PLEASE CONTACT:


NICK WALKER

DIRECTOR

+44 (0) 7807 999 523

NDWALKER@SAVILLS.COM

RHIANNON WICKS

ASSOCIATE

+44 (0) 7807 999 856

RHIANNON.WICKS@SAVILLS.COM

OLIVIA EKINS

GRADUATE SURVEYOR

+44 (0) 7779 402 609

OLIVIA.EKINS@SAVILLS.COM