



NEW ETON HOUSE



THE FUTURE
BELONGS TO
THOSE WHO
CAN IMAGINE IT
DESIGN IT AND
EXECUTE IT



NEW ETON HOUSE

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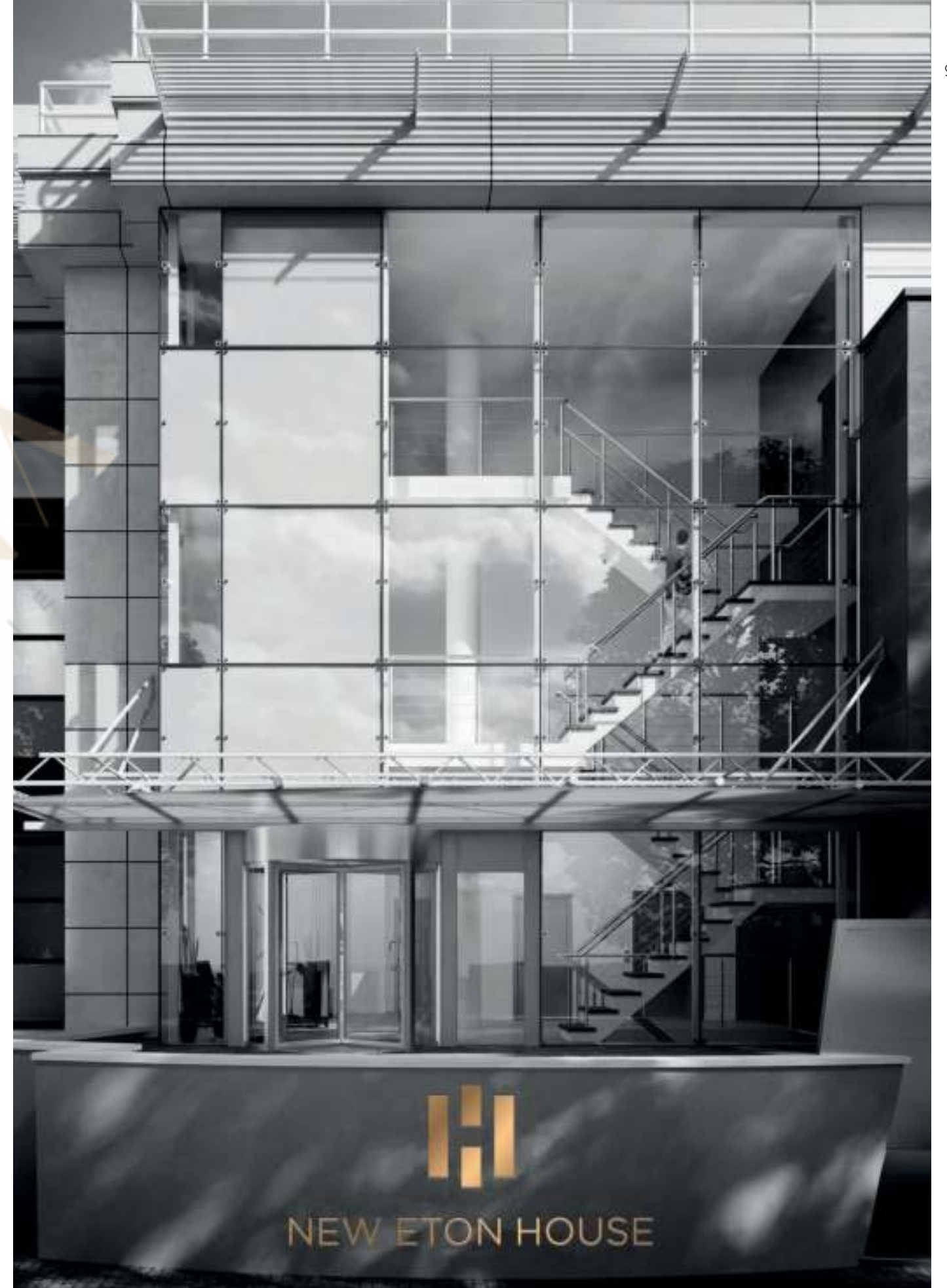
A LANDMARK DEVELOPMENT

SevenCapital is proud to present New Eton House, a landmark residential development for Slough. Located in the heart of the town's thriving commercial centre on the Bath Road, you'll find 58 stunning apartments, light, spacious and designed as a haven for a new era of residents.

Welcomed by a contemporary lobby which takes inspiration from Scandinavian design, residents will find the perfect haven - refined apartments and sophisticated interior design integrated with the latest in smart functionality.

Research shows a clear gap in the market for high-end luxury boutique apartments. As demand increases and supply remains extremely limited New Eton House is perfectly placed to meet the needs of the executive resident.

An elegant and sophisticated addition to Slough's address book, New Eton House is a new opportunity for a new breed.





THE START OF A NEW CHAPTER

Slough is experiencing a period of unprecedented regeneration. Already home to over 5,480 businesses, excellent infrastructure and attracting a range of both public and private investment, Slough is writing its own story.

At the core of Slough's incredible rise are several projects totalling over £1 billion investment. In a plan spanning 15 years, part of the wider Slough Urban Renewal project, the Heart of Slough masterplan has delivered a huge £450 million pound uplift for the town, comprising 34 developments including 3,000 new homes, two hotels and 200,000 sq ft of Grade A offices.

The wider Slough Urban Renewal (SUR) project, a public and private program between Slough Borough Council and Morgan Sindall Investments, continues to rejuvenate transport links, redevelop leisure facilities, deliver new commercial space and create iconic buildings across a culturally and economically thriving Slough landscape.

The flagship development of SUR is The Centre, a £18 million leisure facility which will enhance the town's leisure facilities and promote an active lifestyle within the affluent community. Other major developments include the refurbishment of the Ice Arena, a state-of-the-art sports centre in Arbour Park and the creation of The Curve - an iconic library and cultural centre which serves as a striking landmark in the centre of Slough.

£18M

LEISURE FACILITY

£450m

UPLIFT TO SLOUGH

£1BILLION

INVESTMENT PROJECTS



THE CURVE

SPOTLIGHT: TRANSPORT

Crossrail and the development of the Elizabeth Line has seen property prices within a mile of a proposed station increase by 66% since 2009. Thanks to the advantages of the line, Slough is forecasting a 35% increase in overall property price growth by 2020. Finally, with Crossrail's completion on the horizon, Slough will soon boast unrivalled connectivity with the capital and other key destinations in the region such as Canary Wharf. Crossrail is a key component to Slough's achieved and forecast growth.

A NEW CENTRE OF COMMERCE

Slough thrives on connectivity, perfectly positioned at the heart of the Thames Valley with access to an employment base of nearly 2.6 million people within an hour's drive. It ranks in the top ten in Europe for both Business Friendliness (8th) and Connectivity (2nd), using this position to attract the largest concentration of corporate headquarters in the UK outside of London.

New Eton House is ideally located just five minutes from Slough Trading Estate, the largest trading estate under single ownership in Europe and proud home to over 500 international business including **Ferrari, Telefonica, Fiat, O2, UK Mail, Mars, Virgin Media, Centrica and Yell.**

Slough Trading Estate embodies the enviable commercial reputation which Slough has built. Home to over 20,000 jobs spread across 486 acres - equivalent to around 324 football pitches - it plays a huge part in Slough being named the 'Best Place to Live and Work 2017' by Glassdoor.

Outside of the trading estate, Slough is home to around 68,000 jobs, a £9 billion economy and over 200,000 sq ft of Grade A office space being delivered as part of the Slough Urban Renewal project.

The region is thriving and doesn't look set to slow down. Approval of the third runway at Heathrow, already the world's second busiest airport, is expected to provide 40,000 job opportunities for the local community, only 16 minutes from Slough.



THE FUTUREWORKS



THE CURVE



THE LEADERS OF TOMORROW

Slough is a town of opportunity. Home to more than 5,400 businesses and average house prices of £395,210 it's ideally located to house the leaders of tomorrow - the early risers who want a 5-minute walk to one of the global headquarters nearby or a short train journey to the capital.

34,700 people currently commute inwards to Slough - attracted by the highly skilled jobs at the large number of headquarters in the town. By 2021, Slough's total population is estimated to increase by 18,000, a rise which has brought with it incredible demand for quality residential space and attracting top corporations who want to capitalise on this highly talented workforce.

30,900 Slough residents also commute outwards towards the high-value jobs on offer in the capital - an increasing number opting to call Slough home. These future leaders are importantly choosing to work and play in the city and live in the surroundings of the Commuter Belt - opting for higher quality, larger living spaces at just under 50% of London prices.

Comprised of 58 stunning open-plan apartments in a brand new development, New Eton House is beautifully designed with a contemporary finish, sun shining through floor-to-ceiling glass



windows and nestled against a tree-lined road set back from the commerce and activity. New Eton House will be a haven amongst the bustle of this commercial hub - a high standard of living for professionals who want an aspirational lifestyle, whether they're living, working and playing in Slough or only staying there during the working week.

This development is perfect for residents working in Slough, just five minutes from Slough Trading Estate and 33 minutes from the commercial opportunities available in London. With 74 parking spaces and direct access to both the M4 and M25, New Eton House is also ideal for those working further afield.



SPOTLIGHT: SLOUGH

34,700 INWARD COMMUTERS

HOME TO OVER **5,400** BUSINESSES

HEADQUARTERS OF **02, MARS, FERRARI**

68,000 JOBS WITHIN 12.5 MILES²

18,000 POPULATION INCREASE BY **2021**



CROSSRAIL

Once Crossrail begins running, demand will see an unprecedented spike - property and rental prices are nearly half that of London and over 46% of the homes in Slough are let to tenants who have moved from the capital. When the Elizabeth Line is in full-swing, Slough will cement its status as the premier destination along the Commuter Belt.

We can already see evidence of this in Slough property prices. With an average house price of £395,210, Slough is much more affordable than the London average of £651,033 but house prices in Slough grew 13.8% in 2017 with JLL predicting 35% growth to 2020.

THE FUTURE



SPOTLIGHT: CROSSRAIL

6% AVERAGE RENTAL GROWTH
PREDICTED BETWEEN 2015 - 2020

£1,500
AVERAGE RENT PCM - 2 BED

35% AVERAGE PROPERTY PRICE
GROWTH BETWEEN 2015 TO 2020

Source: JLL Crossrail Tool

SPOTLIGHT: HEATHROW EXPANSION

18,000 NEW JOBS CREATED

£187 BILLION
IN ECONOMIC GROWTH ACROSS THE UK

130 MILLION
PASSENGERS PER YEAR (CAPACITY)

Source: Heathrowexpansion.com

CREATING NEW CONNECTIONS

Slough's positioning as a major Commuter Town has contributed to its success and acts as a critical signpost for investors. Investment into the transport infrastructure along the Commuter Belt is helping to drastically improve travel times and capacity while building brand new links, putting London closer than ever.

With 5.92 million jobs recorded across London in June 2018, a new high for the city, there's a definite demand for more affordable living without compromising working in the capital. The unemployment rate continues to remain near record lows but renters are moving out of London at the highest rate in over a decade, choosing areas such as Slough because of the relative affordability and accessibility.

Crossrail will only take this accessibility further, reducing travel times and increasing capacity. Offering a direct 'door-to-door' service between London and Slough, it'll introduce new levels of connectivity, giving professionals the option of living in Slough and working in the capital with just a 18-minute commute in between.

Reading is 23 minutes away, providing access to a strong labour market, high rate of employment and what is widely regarded as the UK's top technology sector, boasting three times the number of 'tech businesses' compared to the national average.

Heathrow is under 15 minutes away by car or under 30 minutes by train, providing access for work or travel.

New Eton House is within walking distance of the Slough Trading Estate and just 4 minutes on the train to Slough town centre.

READING
85,600 JOBS

LONDON
483,000 JOBS

HEATHROW
76,600 JOBS

WINDSOR
77,300 JOBS



LOCATION & DISTANCES

Walk

Slough Trading Estate	04 Minutes
Burnham Train Station	13 Minutes
O2 Headquarters	04 Minutes
Mars Headquarters	10 Minutes

Drive

Windsor	10 Minutes
Eton	10 Minutes
Slough Train Station	09 Minutes
Windsor Castle	14 Minutes
Eton College	09 Minutes
Heathrow	15 Minutes

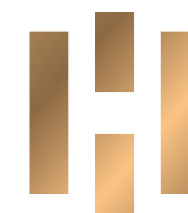
Train (from Burnham Train Station)

Slough	04 Minutes
Windsor & Eton Central	17 Minutes
London Paddington	33 Minutes
Reading	23 Minutes





Images for Illustration Purpose Only



NEW ETON HOUSE

58

Boutique Apartments

53

1 Bedroom Apartments

2

1 Large Bedroom
Apartments with Study

3

2 Bedroom Apartments

74

Car Parking Spaces



BOUTIQUE LUXURY SPECIFICATIONS

- Security & Internal Finishes

Video intercom entry system to each apartment
Hardwood veneered, solid core entrance door with spy hole
Hardwood veneered, or equivalent, internal doors throughout
Brushed stainless steel and chrome ironmongery throughout
White painted finishes to all ceilings and skirting boards and architrave
- Kitchen

Clean high gloss fitted kitchen with solid surface worktop
Built in hob, extractor fan and oven
Integrated fridge/freezer,
Washer dryer*
Dishwasher
Low energy LED downlights
Wood effect flooring to lounge, kitchen and hallway
- Bathroom

Low energy LED spotlights throughout bathroom and living areas
Tiled floor to the bathroom
Full height tiling around bath and shower area
Half height tiling around WC with tiled shelf and built-in mirror
Ladder style polished chrome, or equivalent, heated towel rail
Bathroom vanity Unit
- Bedrooms

Pendant light fittings to bedrooms
Fitted carpets to bedrooms
Built-in sliding wardrobes to bedrooms
- Additional Details

Full furniture and accessory packs available for 1 and 2 bedroom
10 year CML compliant warranty provided by Checkmate

*Located in kitchen or hallway cupboard













