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HELMSLEY
GROUP

Newsletter Spring 2021

Developing your wealth through property



02

From the Directors



10

The Old Fire Station



11

Connaught Court





A MESSAGE FROM THE DIRECTORS

WELCOME TO THE LATEST ISSUE OF THE HELMSLEY GROUP NEWSLETTER

Firstly, we want to thank you for your support as we continue to navigate the effects of the coronavirus pandemic.

With the government's roadmap progressing and vaccination programme accelerating, we progress through the early part of 2021 with a feeling of growing optimism about the future as the economy and wider society begin to reopen again.

Over the past 12 months, both the Helmsley and Colenso teams have risen admirably to the many new challenges we have all faced. We're proud of the way everyone has quickly adapted to working from home, seamlessly adopted the use of new technologies such as property management software and navigated the wider difficulties associated with multiple national lockdowns. This has all been done with the positivity and enthusiasm our team is known for.

Despite these potential stumbling blocks, each team member has continued to provide a fantastic service to our clients across all areas of the business, working collaboratively with tenants and investors to ensure everyone feels supported during these times of uncertainty. We're now looking forward to when we can return to the office and continue to build on everything we've achieved over the last year.

As we have outlined in previous notes to our investors, we wouldn't exist without our clients and our team are always here to have a chat or answer any questions that you might have. So please don't hesitate to get in touch.

We hope you enjoy this issue of the newsletter as we reflect on our successes during this challenging period and look forward with a sense of positivity to the months ahead.

With best wishes,

Richard Peak, Max Reeves, Sue Jones, Ed Harrowsmith and John Reeves

“We're now looking forward to when we can return to the office and continue to build on everything we've achieved over the last year.”

HELMSLEY GROUP

POSITIVE SIGNS AHEAD DESPITE WELL-KNOWN CHALLENGES

Richard Peak, managing director at Helmsley Group, reflects on a unique 2020 and looks ahead with optimism to the future.

In our first newsletter of 2020, I reflected on our successes as we embarked on our 40th year in business. I also explained how we hoped to continue to build on the strong portfolio we've created over our many years in business despite the onset of the coronavirus pandemic.

Fast forward 12 months and I'm pleased to say we've been able to continue our positive story despite the many challenges our business, and many like us, have been facing.

Our ongoing belief that influence isn't just about the size or scale of the development that one is building, but also about the positive impact that the development has on those closest to it, such as stakeholders, investors and local communities, continues to hold us in good stead.

During 2020, we continued to invest in property on behalf of our clients with our portfolio expanding to 65 properties across the country, with a total combined value of over £158m.

Despite the challenging economic conditions, we have continued to deliver exciting projects. Our recent residential

developments, such as Neon, Aura and Luna also reflect our aims to positively influence local communities, as they provide much needed affordable housing to first-time buyers in central York.

And following the successful completion of our mixed-use scheme at the historic Old Fire Station in York in 2019, we sold the ground and mezzanine floors of the office element to Standard Life Trustees Limited.

We're proud to have maintained a trusted relationship with a multi-generational base of retained investors and look forward to continuing this over the years to come.

Many of these are younger and like us are passionate about sustainable development. Therefore, we will continue to develop our sustainability credentials, not just through our Mill Street development which, if given the green light, will save an estimated 226 tonnes of carbon emissions, but also through continuously reviewing our portfolio to see how we can lessen our environmental impact.

Clearly as we look ahead, we, like many others, will continue to navigate the effects of the global coronavirus pandemic.

“We’re proud to have maintained a trusted relationship with a multi-generational base of retained investors and look forward to continuing this over the years to come.”

**RICHARD PEAK
DIRECTOR AT HELMSLEY GROUP**



However, with the vaccine rollout gathering pace, and the Brexit agreement now in place, we approach the remainder of 2021 with cautious optimism, despite the fluid environment we operate in.

In fact, the remainder of this year and beyond is set to be an extremely exciting period as we spearhead once-in-a-generation opportunities, particularly in York. These will play a major part in the sympathetic regeneration of the city centre and its high street, helping to retain its reputation as a prime visitor attraction in the aftermath of the pandemic.

One of the most fundamental changes we expect to see is the way in which the public use the high street. The growth of online shopping cannot be exaggerated, and this pandemic has further accelerated this change dramatically and likely irrevocably. The high street will therefore remain a staple of our towns and cities but not in the way that we know it.

We expect more household names to sadly disappear from our high streets. However, we believe many of these occupiers will be replaced in the right locations and we will continue to support specialist independent businesses which are thriving and meeting market demand in the wake of the pandemic.

It's also critical that towns and cities invest in the experience they can offer to locals and tourists alike if they want to keep a healthy retail presence. In our local marketplace of York we are working collaboratively with York City Council to help drive this important agenda forward.

As commercial property ownership moves out of the hands of remote London funds, we look forward to exploring further opportunities for development, as well as continuing to provide finance to other developers and through our successful property syndication offer, for the benefit of generations to come.

HELMSLEY GROUP PIONEERING THE FUTURE OF SUSTAINABLE DEVELOPMENT

We're delighted to be leading the way for sustainable development, having recently submitted a planning application to build the UK's first net zero carbon hotel, on the currently derelict Mill House car park site in York.


During construction, the greenest alternatives to traditional construction will be used to achieve a BREEAM Excellent building. The carbon output from construction will be minimised and where this isn't possible, it will be offset via a recognised framework.

The proposed design includes sustainable features such as solar PV, air source heat pumps and a biodiverse green wall. No car parking spaces will be provided to further reduce carbon emissions and minimise local air quality impacts and to reflect York's aspiration to become the UK's first car-free city centre.

If approved, it's estimated that the carbon emissions saved following the hotel's completion will be 226 tonnes - which is the equivalent of the annual emissions of 170 UK households!

Aimed at attracting more business and tourism visitors to the city, the hotel will boast 99





“As an organisation we are passionate about doing what we can to help the environment and the positive sustainable impact of this development is of the upmost importance to us.”

**MAX REEVES
DIRECTOR AT HELMSLEY GROUP**

rooms and will also kick-start an associated programme of wider public realm upgrades nearby, including public spaces and landscaping.

Max Reeves, development director at Helmsley Group, said: “We’re excited about the opportunity to enhance an underutilised space and create a building of architectural and environmental high standards that will make a positive contribution to the surrounding area and wider city economy.

“The proposed hotel will have no onsite food or beverage facilities meaning all guests will spend their money at the fantastic variety of hospitality and leisure locations York has to offer, helping to support city centre businesses at a time when they need it most.”

Max added: “As an organisation we are passionate about doing what we can to help the environment and the positive sustainable impact of this development is of the upmost importance to us. This scheme has been a long time in the design process, resulting in a building we feel suits its setting while remaining visually unobtrusive on this tucked away piece of derelict land.”

A decision on the planning application will be made by City of York Council later this year.

HELMSLEY GROUP

PRIME LETTING AT ARTEMIS HOUSE DEMONSTRATES STRENGTH OF REGIONAL OFFICE MARKET

Rapidly expanding technology firm boxxe has taken 20,000 sq ft of office space at our Artemis House building in Heworth Green, York.

boxxe has moved into the building from its current offices near Huby as it continues on its growth journey.

As well as boosting York's reputation as a technological hub, boxxe's presence and expansion is set to create future job opportunities in IT and cybersecurity and boost the local economy.

The newly fitted-out office space has been designed with modern working in mind, with the original plans being redesigned to include more collaborative spaces, as well as an auditorium that will allow large groups to come together safely for training and development.

Max Reeves, director at Helmsley Group, said: "We are delighted to see a significant investment made into the city by an exciting technology company. Despite the challenges of the current economic climate, it is great to see companies prospering and continuing to explore opportunities for expansion.

"The space not only looks great, but the larger premises will allow boxxe to scale up its

operations and recruit the best talent from York and further afield, helping the city to further establish its reputation as a provider of cutting-edge technology."

Paul Jenkins, finance director at boxxe, said: "The move to Artemis House will help us make our growth plans a reality, as well as having a positive impact on our operational culture. We wanted to make the experience of coming into the office as safe and enjoyable as possible for our staff and the feedback that we have had so far has been fantastic.

"The larger space has not only allowed us to implement social distancing measures, but we have also introduced some new facilities to help us meet our ambitious growth targets, including a dedicated recording studio for our multimedia work. The new space is testament to our passion for collaboration and creativity and it's been great to work with Helmsley Group to make our vision a reality."

Simon Middleton, business growth manager at Make It York, said: "This investment is fantastic news for York and I was delighted to support boxxe in making a successful grant application from the Strategic Inward Investment Fund, operated by the Leeds City Region Local Enterprise Partnership, to help make this project happen.





“It stands to reinforce York’s position as an attractive business destination for technology and other businesses within the IT, Digital and Creative sector and it is hugely positive that they have been able to pursue their growth and expansion plans in a city centre location.

“Coupled with retaining talent and investment in the city as well as creating new job opportunities, this is a beacon of hope in the challenges of the current economic climate.”

“The new space is testament to our passion for collaboration and creativity and it’s been great to work with Helmsley Group to make our vision a reality.”

PAUL JENKINS
FINANCE DIRECTOR AT BOXXE

HELMSLEY GROUP GROUP CHAMPIONS HIGH STREET RECOVERY

Our development director Max Reeves recently spoke to the Yorkshire Post about the future of the high street and how the pandemic has created opportunities for us to reinvigorate these staples of our towns and cities.

We believe that the future is bright for York and that some of the challenges of the pandemic, including the closure of major high street chains, could be turned into opportunities to boost the local economy.

Max said: “We can look at the pandemic as a disaster or an opportunity. We believe that it gives us a real a chance to evolve the city. In York, we are seeing the end of the days of generic high streets and buildings owned by remote multi-billion pound funds. We have seen a big movement this year of properties moving into the investment of local investors who have the interest and the passion to see the city thrive. This is a trend that we expect to see continue and offers significant opportunities for sympathetic regeneration of our towns and cities.”

During the pandemic, we’ve bought several properties across the city and strongly believe that due to their knowledge of and passion for the region, Yorkshire-based investors are more likely to improve and preserve the city’s landmark buildings, as well as helping to regenerate its city centre.

For example, we recently collaborated with arts charity Skippko to create a pop-up gallery for local artists in the empty Dorothy

Perkins/Burton shop in Coney Street, driving footfall into the city centre.

Thanks to their strong relationships with the council and linked public bodies, developers have a real chance to evolve the city and help boost local investor confidence even further. It’s for this reason that we are in support of York Council’s campaign to remain unchanged as a local authority under local government reorganisation proposals.

In response to the devolution proposals, Max added: “The council are approachable. There is engagement between private and public bodies in the city. The council has made a real effort to engage with us and that’s vital, as its approachability will also help to draw in interest from external partners. Going forward, full focus needs to be on supporting the city and what the city needs.”





HELMSLEY GROUP AWARD SUCCESS FOR LANDMARK OLD FIRE STATION DEVELOPMENT

We're thrilled to announce that The Old Fire Station, our joint venture with London Ebor Developments, has been awarded Silver in the Best Mixed-Use Development category of the What House Awards.

The What House Awards are known as the Oscars of housebuilding, so it's great to see The Old Fire Station, a development that we're extremely proud of, receive recognition among some stiff competition.

The iconic building, located just a stone's throw away from Clifford's Tower, is made up of seven luxury apartments and seven riverside townhouses, as well as 3,000 sq ft of commercial space.

The judges of the What House Awards commented on how sensitively the building was developed and the attention to detail displayed, including the retention of the building's historic features such as its external brickwork and stone.

For more information on the development, please contact Carter Jonas on york.residential.sales@carterjonas.co.uk or Croft Residential on enquiry@croftresidential.co.uk

HELMSLEY GROUP REVEALS PHASE TWO OF CONNAUGHT COURT DEVELOPMENT

We've been delighted with the success of our Connaught Court scheme, with all eight properties in the latest phase being sold to homeowners.

We launched this phase of the development – Connaught Gardens, off St. Oswald's Road in Fulford – last year following high demand for houses at the site and positive levels of activity in the residential property market. And they didn't remain on the market for long!

The eight homes, sold through agents Hudson Moody, comprise bespoke designed four-, five-, and six-bedroom houses, located in one of York's most sought-after residential areas.

Built to a traditional design, each house features under-floor heating, smart home technology and top-of-the-range security systems. Buyers have also benefited from a complimentary interior design consultation.

The Connaught properties are semi-rural, offering stunning views over the meadows and marshes of the lngs, while also being situated close to a host of popular amenities.

We originally purchased the Connaught site with an existing planning permission in place for residential development and subsequently amended the permission to increase the developable floor area from 27,000 sq ft to 36,000 sq ft, creating space for a development of 14 high-quality homes.

Connaught Square, the first phase of the development, generated strong public interest, with a number of the houses being sold prior to completion.

Max Reeves, development director at Helmsley Group, said: "High-specification new-build homes, especially of this size and quality, are hard to come by, and we anticipated strong demand at Connaught Gardens.

"Our instincts were correct, and we've been delighted by the response from the market to these beautiful homes. We look forward to bringing similar quality schemes to the market over the coming months."

Tarnia Hudson of Hudson Moody added: "This is one of the most prestigious developments of its kind in the Fulford area of York and we've not been surprised by buyer interest.

"The development's accessibility to the city centre and main road networks is enviable and that, coupled with the exceptionally high specification, parking and garaging provision and sizeable gardens with open aspect views, sets these exclusive homes apart from the rest."





HELMSLEY GROUP PROVIDING AFFORDABLE HOUSING ACROSS YORK



We recently revealed our plans for our Luna development, aimed at helping first-time buyers in York.

Located on Fifth Avenue in York and, subject to planning approval, the development will be made up of 50 one- and two-bed apartments. The plans have been unveiled following our recent success of our Aura development, also

aimed at first-time buyers, where we saw all 14 apartments being reserved within two weeks following its launch during the pandemic.

Continuing our commitment to reducing carbon emissions, each apartment in the Luna development will have secure under-cover bike storage, as well as parking spaces equipped with EV charging points. Tenants can also make use of the nearby national cycle path in an effort to reduce the number of cars heading into York's city centre.

The apartments are proposed for development on the site of the former Cherry Tree House care facility, which was closed earlier this year following a strategic property review by the NHS.

Max Reeves, development director at Helmsley Group, said: "We're proud of the legacy we're building in helping first-time buyers and families access high quality, affordable housing in and around York.

"There's a lot of demand for housing in York, as the city has so much to offer for individuals and businesses, but often what's on offer is out of the price range of first-time buyers.

"By creating more homes aimed specifically at first-time buyers, we plan to transform a site with an underutilised, vacant building and give more people the opportunity to enjoy living close to the city centre."

For more information, please contact maxreeves@helmsley.co.uk



BAINES SIGNS FOR HELMSLEY

We've been busy in the transfer market and are delighted that George Baines has joined our team.

George graduated last year from the University of Aberdeen with a Masters' degree in Real Estate and Finance with distinction.

The 24-year-old was born in York and lives in the city, so he'll be bringing that local passion and wider expertise to his role with us as an asset manager.

George will assist on existing asset management requirements as well as supporting on identifying development and value-added opportunities across our portfolio. He will also work with the team on deal origination and appraisals.

Ed Harrowsmith, director at Helmsley, said: "As a proud York-based business we are committed to investing in the local economy and its people. George is a first-rate appointment for Helmsley and a valuable addition to the team.

"Although we're operating in uncertain times, we continue to perform positively thanks to our trusted approach of working collaboratively as a business, liaising with our tenants to support them where we can and working closely with our investors to ensure that we are well positioned for the years to come."

George added: "Helmsley has an outstanding reputation in the market and I'm excited about developing my skills and contributing to its ongoing success alongside its talented team.

"Being a proud York resident myself, I am looking forward to supporting Helmsley's positive work in continuing to shape the future of the city and wider region."





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