

April 2023



Project Proposal

Co-Living Hub Ashburton:
Ashburton House



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Where ?

Ashburton in Devon in the Southwest was described as ‘one of the best places to live in 2022’ by The Times.

With Dartmoor on the doorstep and the coast half an hour by car, the setting offers great recreational opportunities. The town itself boasts an open air swimming pool, International Cookery School, thriving Arts Centre, Museum, skate park and two award winning Delis, as well as a number of signature gift, antique and vintage shops and several cafés, restaurants, and bars. London is just over 2 hours by train and Exeter and Plymouth are both half an hour away via the A38 expressway.



What?

Home Hubs™

Introducing the first co-living home hub in Ashburton, Devon; showcasing innovative design, subdividing and repurposing local old and derelict buildings, we present our best practice replicable House of Multiple occupation (HMO) model. Our concept improves well-being, whilst meeting real and growing housing needs for design-aware young singles who want to live flexible, affordable, sociable and sustainable...

COMMUNITY

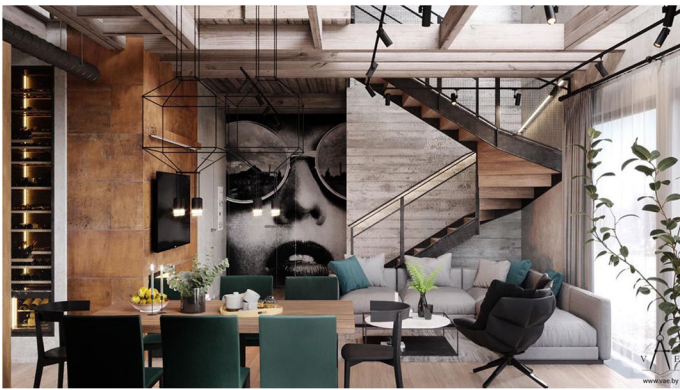
Since the dawn of time, humans have lived in tribes, clans and villages. We are a social species, and community is our natural habitat. Hence, Home Hubs™ are designed to enhance interaction, collaboration and social engagement for tenants, friends and affiliates.

- Ensuite double bedrooms throughout
- Communal kitchen, diner and lounge
- Long-term lets provide stability and security
- Design – led interiors
- Multifunctional spaces for home-working, studying and socialising
- Recreational facilities – table tennis and film projector
- Outdoor space for recreation and growing produce
- Yoga, weights and therapy room



Why?

We notice young people leave Ashburton for the city and those that remain struggle to find affordable and suitable accommodation. Isolation and changing demographics – declining marriage and birth rates – are putting pressure on the mental health of young people. The Home Hub™ model has well-being and affordability built into the fabric of the project – addressing all these concerns. The model can be replicated widely ...



Furthermore, the flexible shared communal spaces could be used to host workshops and seminars for educational purposes, show-casing best-practice sustainable solutions - further enhancing the involvement of the local community for the benefit of all.

Our Ethos ...

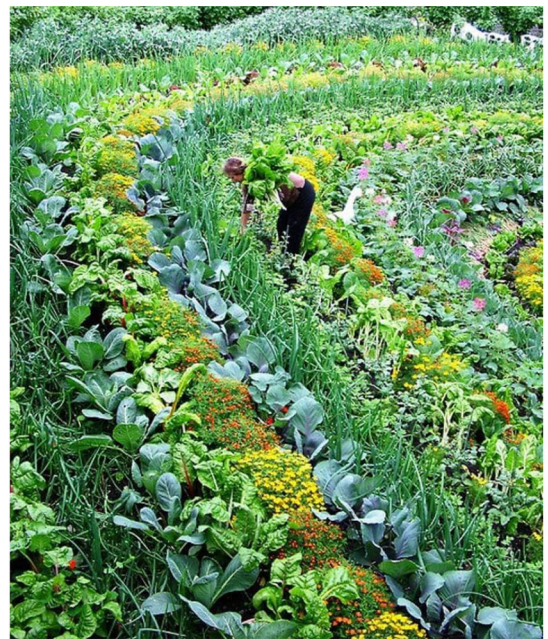
Home Hub™ accommodation delivers flexible, affordable live-work spaces, whilst a community garden grows organic food, promoting outdoor activities. A dedicated space for yoga, gym, massage, therapy sessions and more forms part of the fabric of the building. Residents enjoy a positive lifestyle with improved social opportunities, and commit to two hours fortnightly helping maintain the gardens and living space in optimal condition.

Regenerative Gardening

Community gardens grow nutritious food, foster well-being, strengthen social ties and tackle climate change by reducing food miles. They increase biodiversity and soil fertility, marrying people to place, thus combatting disconnection.

A professional gardener oversees the community gardens, offering learning opportunities for residents in organic food production in a seamless 'garden to table' experience.

Optional meal sharing in the kitchen-dining space a few times a week involves tenants fully in the Home Hub™ concept.



We want to take the experience of being well housed to a new level for Home Hub™ tenants - The project will creatively combine reclaimed and up-cycled materials at every stage of the process, supporting local tradespeople, artisans and makers to produce beautiful, functional and extremely comfortable living spaces with carefully curated furniture, fittings and fabrics.

Who?

Françoise is a solopreneur investor, designer, Airbnb host, gardener, counsellor and mentor. She's converted her house in Ashburton next door to the Bay Horse Pub into 3 flats that she manages on short and long stay platforms. She trained with Simon Zutshi on the very first property mastermind programme 15 years ago.

Her gardening and design background bring passion for beautiful, sustainable solutions, whilst her counselling training puts mental and emotional well-being at the heart of her business ethos. This is her second involvement in a community project in the town. The first was over 3 years helping raise £100,000 for a skatepark with the charity Ashburton Rollers.

Francoise has lived in Ashburton for 20 years.



WWW

Selfcateringashburton.co.uk

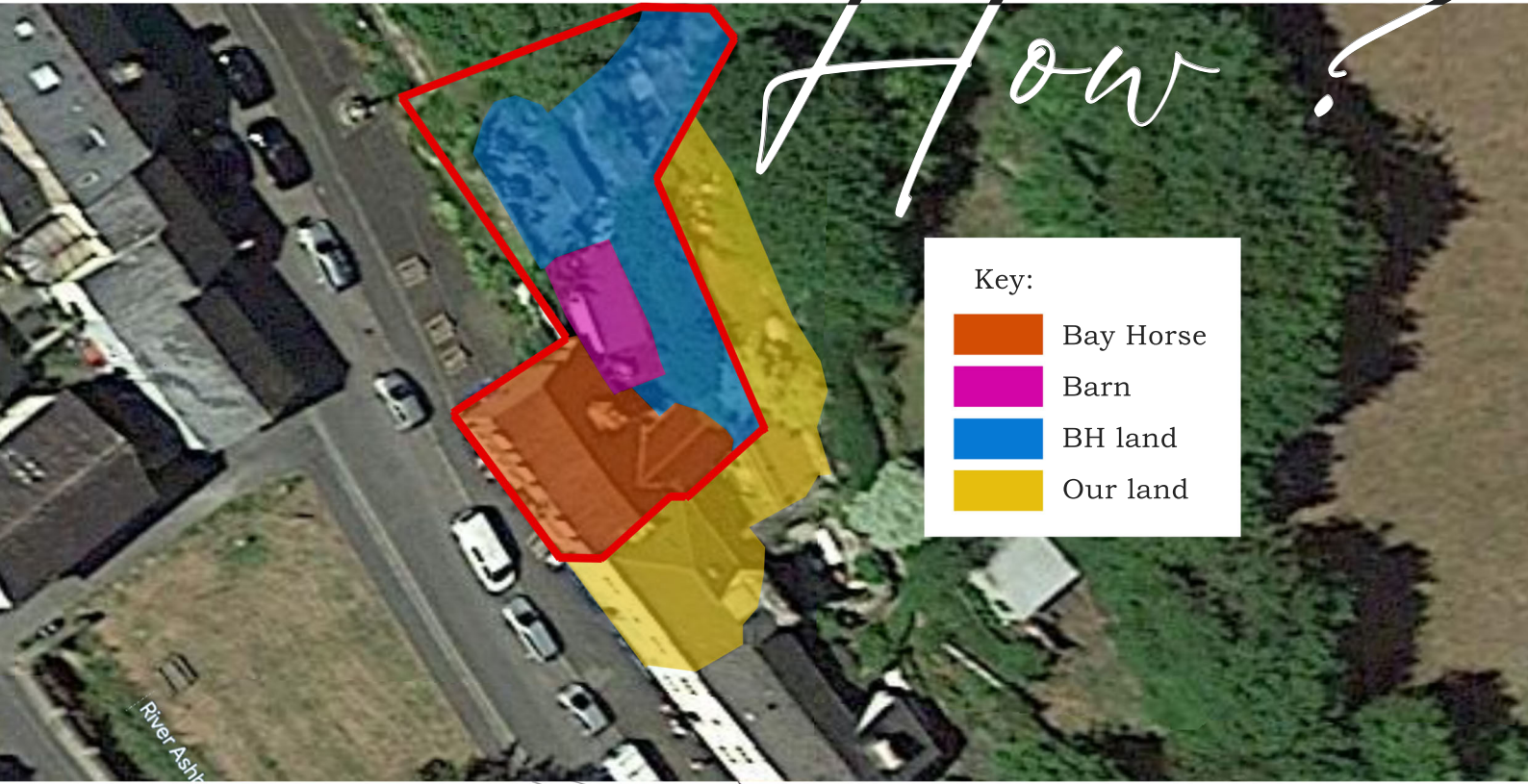
Greenmantlegardens.com

Elephant.intheroom.is



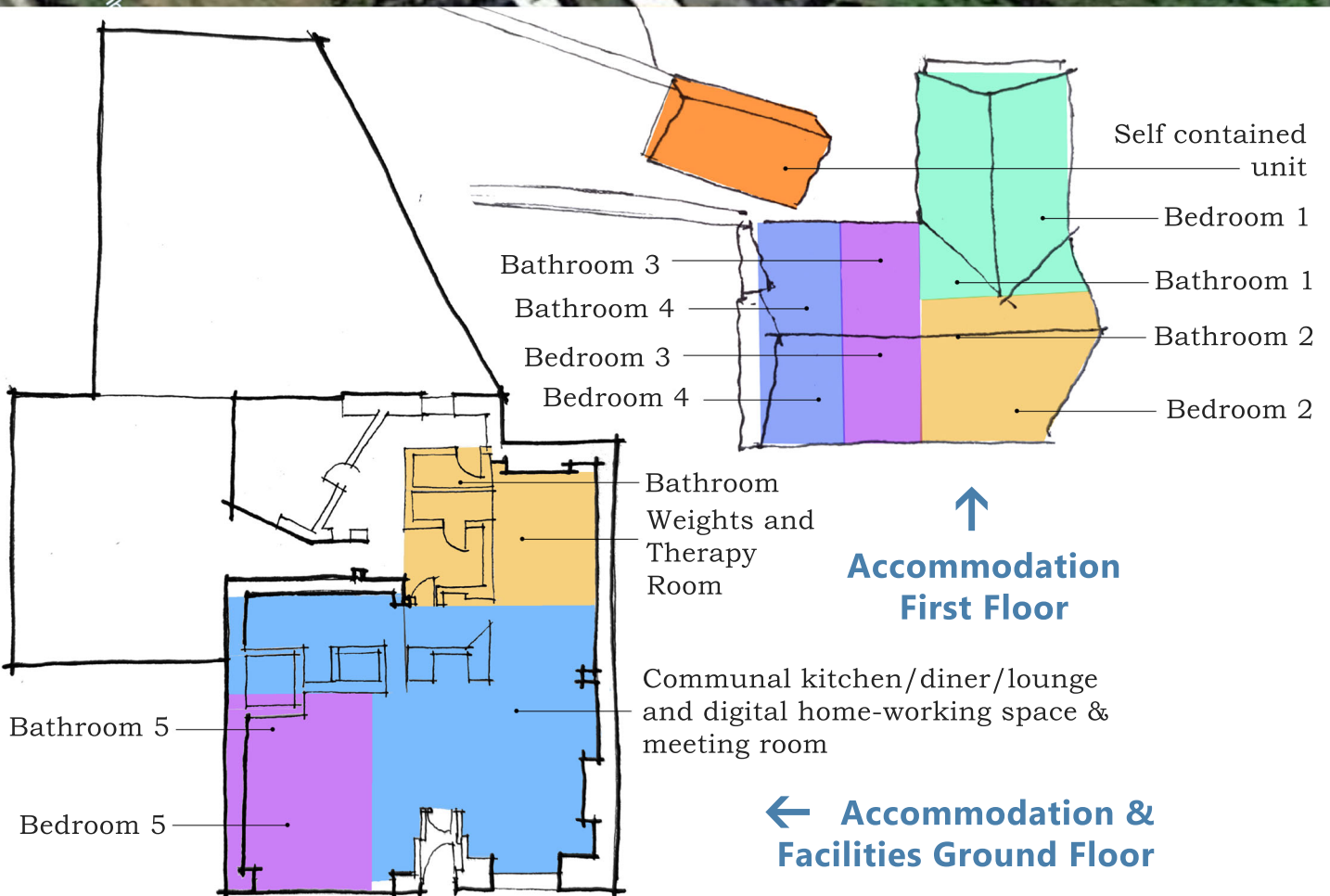
General Plans

How?



Key:

- Bay Horse
- Barn
- BH land
- Our land



Financials

PROMOTING SCALEABLE WIN-WIN CULTURES

Through our commitment to excellence; demand for and satisfaction with our properties is high, and void periods virtually unknown. A modest premium can be charged, making the ROI attractive from an investor perspective.

Françoise brings the following skills to the table :- Project management throughout the build phase /garden design/interior design/ tenant search/managing ongoing property maintenance/ Airbnb marketing and management.

She is seeking full funding/planning advice and negotiation skills/legal advice.

FINANCIAL RETURNS

Outlay for main building and outdoor areas:-

Acquisition £180,000
Refurbishment Spend £100,000
Contingency £20,000
Total = £300,000

Income
5 en-suite rooms averaging £600 pcm
Annual income :- £36,000
Net profit :- £33,000k
= 11% ROI

Barn (separate project)

(Included under primary acquisition cost)
Renovation cost £48,000

Income (Airbnb) £12,000 p.a
= 25% ROI

Benefits to Investors:-

- largest share of ROI as funder(s)
- largest profit share on resale
- Innovators in ground breaking, scaleable project
- Free building plot (strip of land on hillside for chalet)

Our benefits:-

- Passive income from barn (% to be decided)
- Ownership of the barn in time
- Ownership or shared use of the land (% to be decided) adjacent to garden

Thank you for your interest. You can contact me on
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