Ironworks House – Complete Nomination Investment Pack



A. Deal Snapshot

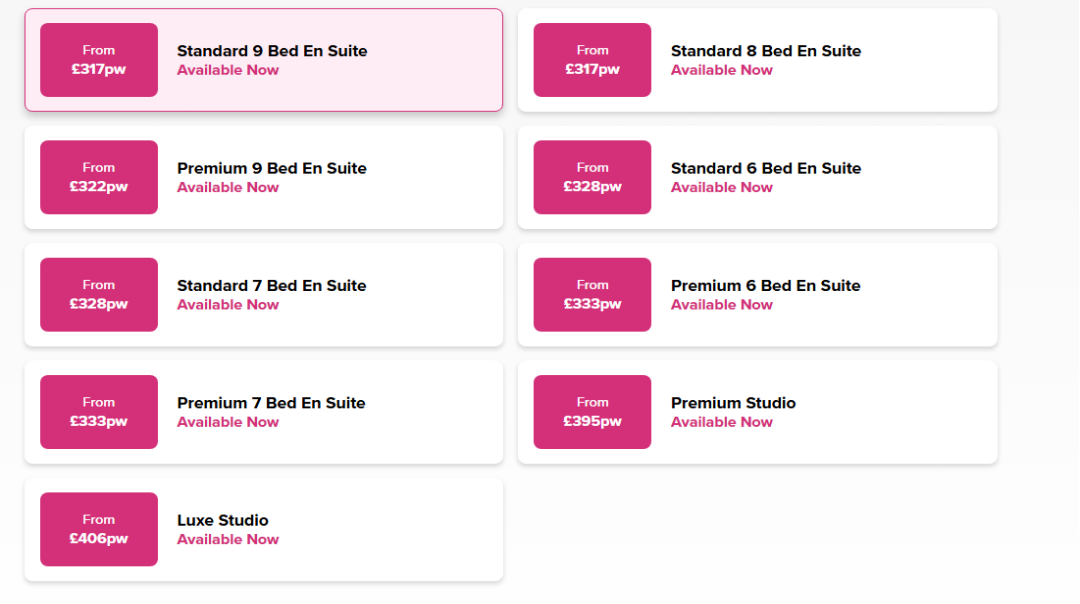
Building Name: Ironworks House

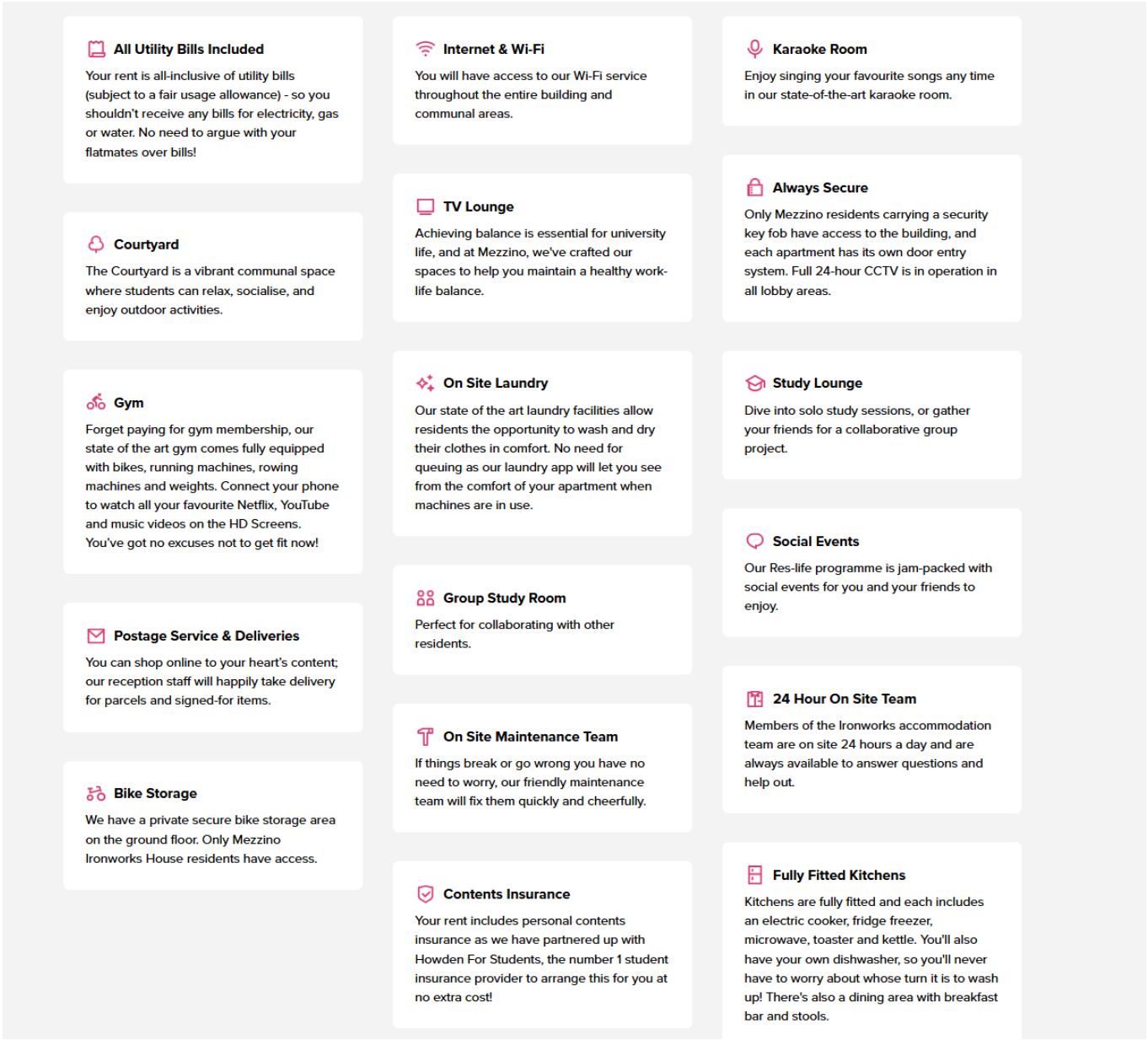
Operator / Landlord: Mezzino

Address: 164–196 Trundley's Road, New Cross, London, SE8 5JE

Contract Type: N/A

Room Types: Ensuite + Studio





Buy Rates: N/A

Sell Rates:

- Ensuite: £317 -£333
- Studio: £395 – £406 (**£440 - £480/week** we can aligned with AXO New Cross pricing)

Expected Average Occupancy (Base Case): N/A

Key Dates:

- Contract Start: TBC
- Refurb Status: TBC

Marketing Go-Live: TBC

Notes: Provider covers all operational services including utilities, Wi-Fi, maintenance, and compliance requirements.

B. Location & Benchmark Analysis

1. Micro-Location Overview

Area: New Cross / Deptford, Zone 2 – highly popular for Goldsmiths students; strong transport connections to Central London.

Nearby Universities (within 10–25 minutes)

- **Goldsmiths, University of London** – walking distance (primary demand generator)
- **King's College London (Guy's Campus)** – via direct transport
- **London South Bank University** – bus route proximity
- **UCL East & LSE (via London Bridge)** – accessible by Overground + Underground
- **Ravensbourne University London** – accessible through Southeast routes

Student Profile in Area

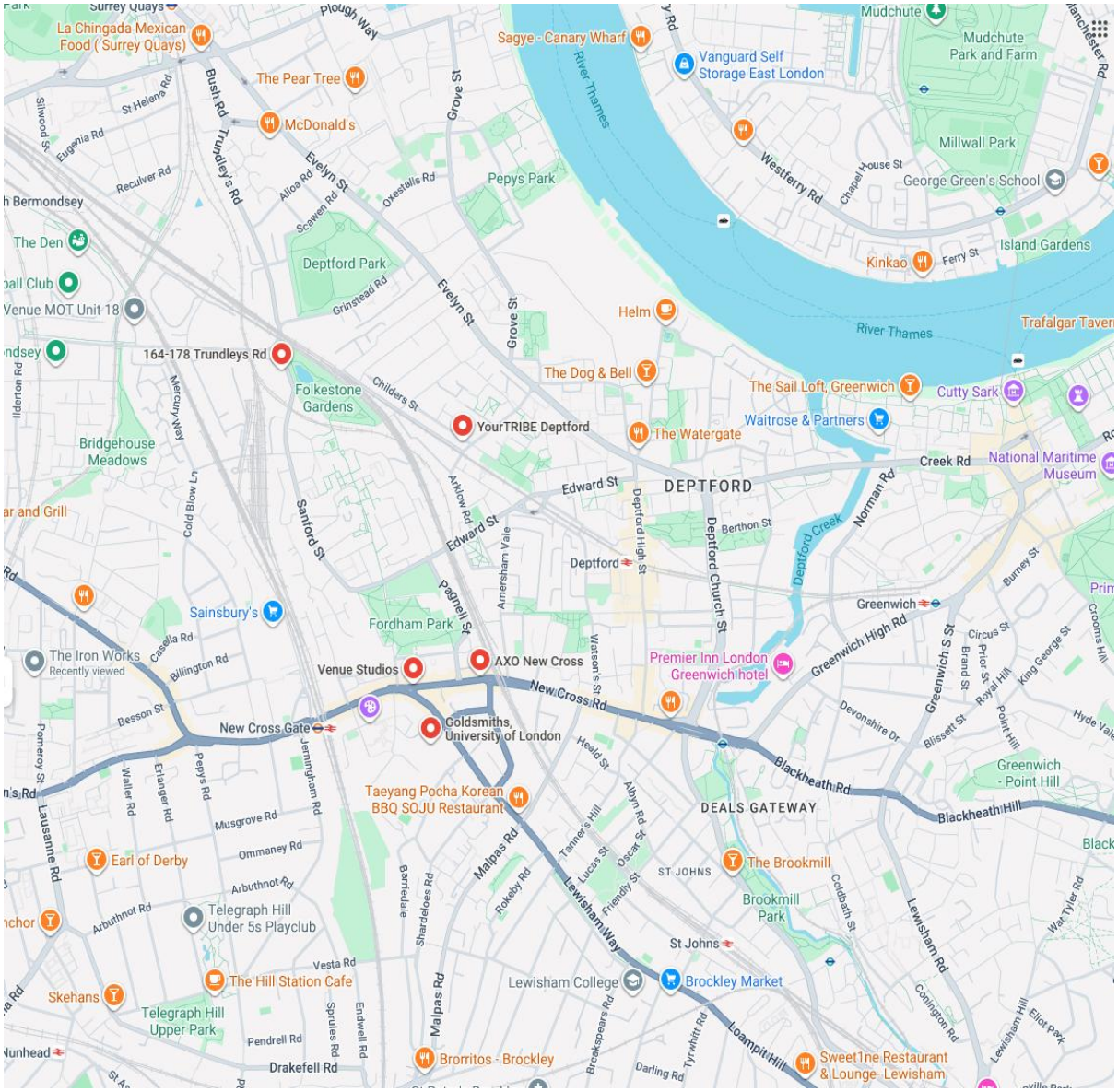
- High proportion of international students (Goldsmiths ~35–40%)
- Creative arts, humanities, and postgraduate population
- Strong January/February intake demand

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2. Competitor Map (Within ~2 km)

Competitor	Location	Room Types	Price Band	Notes
AXO New Cross (In Portfolio)	New Cross Road	Studios	**£440/week**	Fully occupied; strong demand indicator
Venue Studios	New Cross Road	Studios	**£420–£520**	Premium modern studios

Competitor	Location	Room Types	Price Band	Notes
YourTRIBE Deptford	Deptford/SE8	Ensuite & Studios	**£350–£480**	Trendy student-targeted building
Goldsmiths Halls (Chesterman, Loring Hall, Surrey House)	Campus-Adjacent	Shared/Ensuite	**£220–£330**	Lower-cost university halls



Competitor Summary

- Ironworks House sits between university halls (cheaper) and premium PBSA (higher price).
- Studio pricing at **£440/week** positions competitively and could be increased against Venue Studios and YourTRIBE.
- existing property (AXO New Cross) demonstrates proven demand saturation.

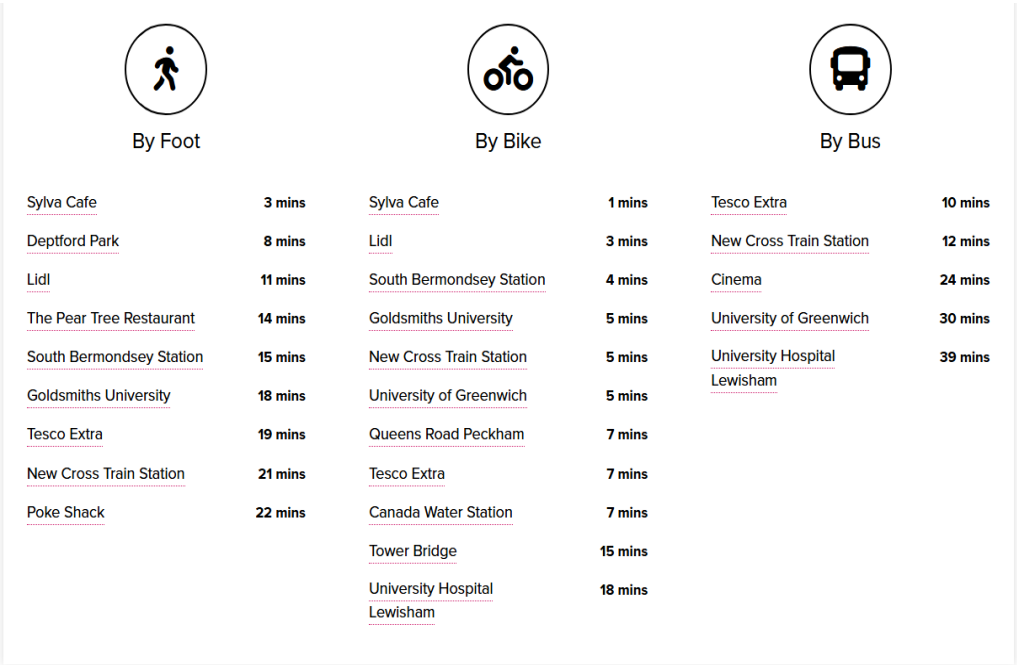
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3. Travel Times

- **Goldsmiths:** 12-15 minutes walk
- **KCL Guy's Campus:** 20–25 min via Overground → London Bridge
- **UCL East:** 30–35 min
- **LSBU:** 20 min by bus
- **Central London:** 15–20 min by Overground

Area Profile

- **Safety:** New Cross/Deptford moderately safe for Zone 2
- **Amenities:** Gyms, Tesco Express, Sainsbury's, bars, cafes, markets
- **Risks:** Busy roads, occasional late-night student social noise



By Foot

Sylva Cafe	3 mins
Deptford Park	8 mins
Lidl	11 mins
The Pear Tree Restaurant	14 mins
South Bermondsey Station	15 mins
Goldsmiths University	18 mins
Tesco Extra	19 mins
New Cross Train Station	21 mins
Poke Shack	22 mins

By Bike

Sylva Cafe	1 mins
Lidl	3 mins
South Bermondsey Station	4 mins
Goldsmiths University	5 mins
New Cross Train Station	5 mins
University of Greenwich	5 mins
Queens Road Peckham	7 mins
Tesco Extra	7 mins
Canada Water Station	7 mins
Tower Bridge	15 mins
University Hospital Lewisham	18 mins

By Bus

Tesco Extra	10 mins
New Cross Train Station	12 mins
Cinema	24 mins
University of Greenwich	30 mins
University Hospital Lewisham	39 mins

C. Building & Asset Quality

1. Building Facts

- **Year Built:** Under construction
- **Last Refurbishment:** In progress
- **Ownership:** Mezzino-managed student accommodation
- **Room Mix:** Ensuite + Studios (exact ratios pending)
- **Communal Areas:** Study rooms, kitchens, lounges, bike storage, laundry (to be verified)
- **Accessibility:** Lift/step-free access

2. Compliance & Risk

- **Fire Risk Assessment:** N/A
- **HMO Licence:** N/A
- **Gas & Electrical Certifications:** N/A
- **EPC Rating:** N/A
- **Structural Issues:** Still under construction

D. Online Reputation & Reviews

N/A

Current Reputation Summary

Top 3 Anticipated Positives

1. Modern rooms & interiors
2. Goldsmiths University
3. New rooms & interiors with furbished communal areas
4. Reliable provider as we already have one residence from Mezzino.

Top 3 Risks (To Monitor)

1. Slow initial occupancy due to launch year.
2. Limited early online reputation

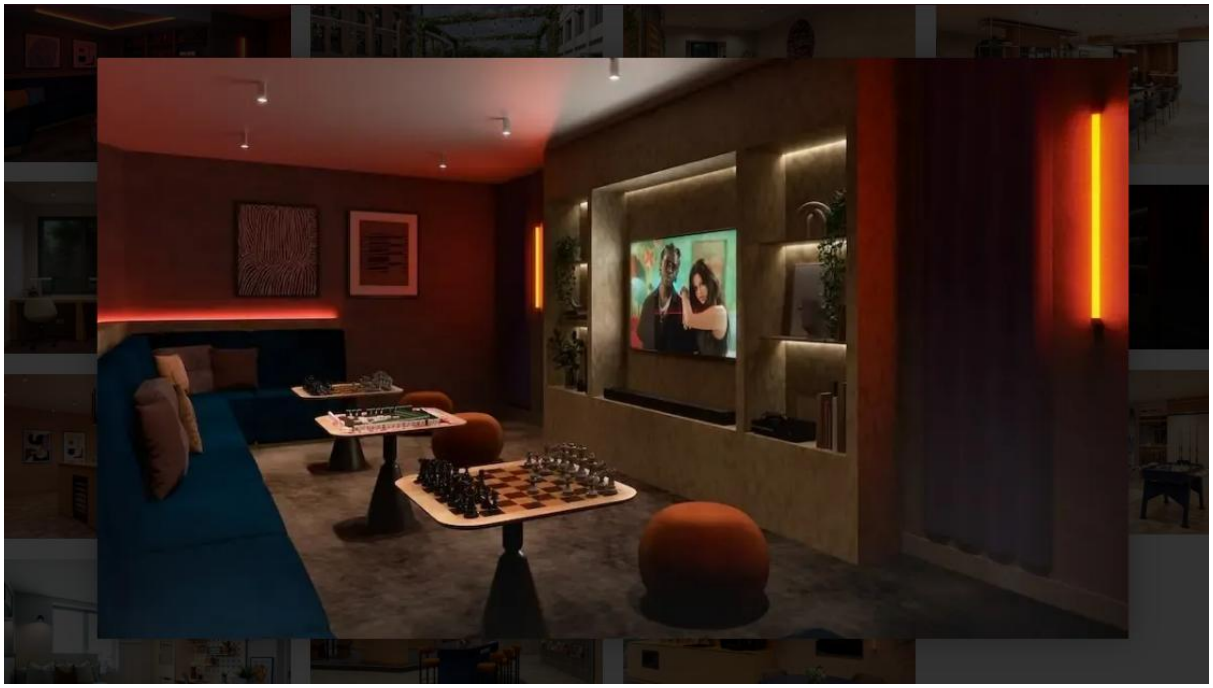
3. Lack of reviews as the building is new.

Assessment

- good condition rooms and lounge area with cinema room as well due to which we can sell at good prices .








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Risk	Explanation	Mitigation
Weak early bookings	It's a newer building; slow initial traction possible	Flexible stays allow filling gaps quickly
Price sensitivity	London rents rising may reduce domestic student demand	Target internationals + short stays
Competition	New Cross/Deptford has PBSA supply	our flexible model = *zero direct competitors*
Short-term churn	Weekly stays generate admin load	Margin per week is high enough to justify

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E. Strategic Fit for our Portfolio

1. Portfolio Synergy

- We already operate **AXO New Cross** nearby (fully occupied).
- Ironworks House expands footprint in a proven, high-demand submarket.

2. Brand Logic

- Our flexible-stay model differentiates strongly from competitors.
- Studio £440/week aligns with AXO New Cross positioning and even we can increase .

3. Market Demand Alignment

- High demand from: Goldsmiths students, postgraduates, international students, flexible short-stay population.
- Very suitable for occupancy smoothing using weekly stays.

Strategic Fit Rating: 🟢 **Strong**

F. Financial Summary (Non-Financial Version)

All financial fields intentionally set to **N/A** per instructions.
Only confirmed commercial detail:

- **Studio Expected Sell Rate: £440/week**
- Ensuite pricing: **N/A**
- Buy rates: **N/A**
- Occupancy modelling: **N/A**
- Profitability forecast: **N/A**