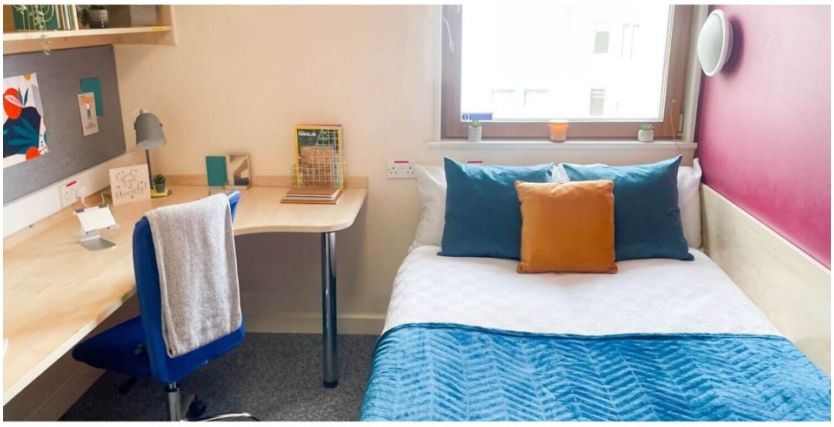
Nomination Investment Pack – Sanctuary Students: Don Gratton House

Building Images







A. Deal Snapshot

Building Name: Don Gratton House – Operated by Sanctuary Students
Address: 82 Old Montague Street, London E1 5NN
Total Rooms: Approx. 244 Ensuite Rooms (cluster flats)
Contract Type: N/A
Term Length: 1–3 years (to be negotiated)

Buy Rate:

- Ensuite Room: £XX–£XX p/w

Target Sell Rate:

- £308–£333 p/w (Pricing on Sanctuary Students Webpage)

Expected Occupancy: 88–96% (based on Zone 1/Zone 2 border, high demand from QMUL & City)

Key Dates:

- Contract Start: N/A
- Marketing Go-Live: N/A
- Refurb/Unit Checks: N/A

Summary: Strong East London location within walking distance of Queen Mary University, City University, UAL and easy transport links to central universities. Reliable operator with consistent student demand.

B. Location & Benchmark Analysis

Micro-Location (Whitechapel / Aldgate East – Zone 1/2)

Nearby Universities (10–25 min radius):

- Queen Mary University of London (QMUL) – Mile End
- City, University of London
- London School of Economics (via Aldgate East → Holborn)
- UAL (London College of Fashion – Stratford/Newham links)
- King's College London (via District/H&C Lines)

Student Profile:

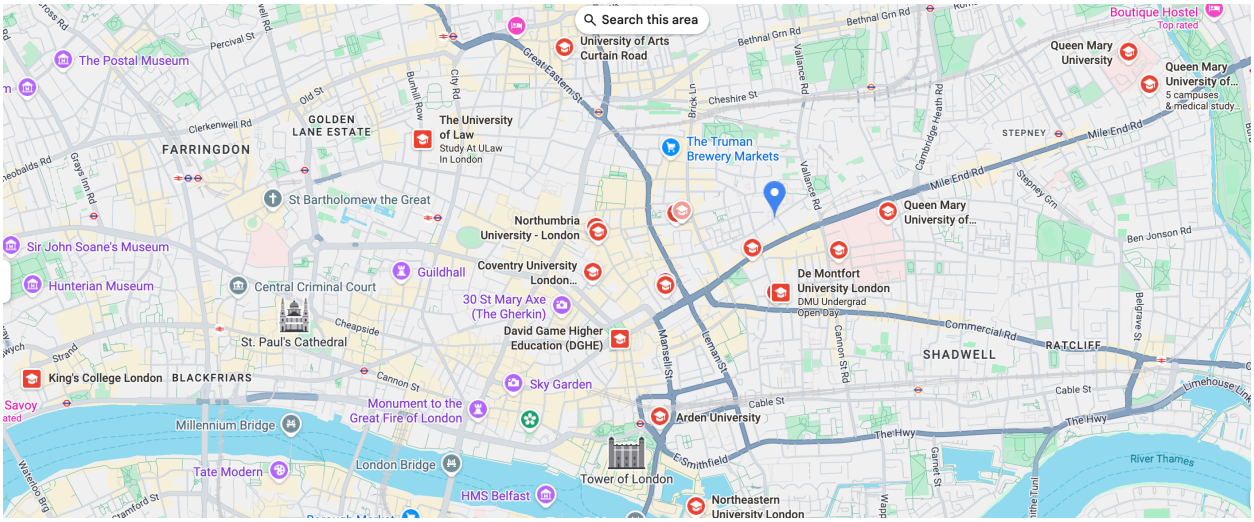
- High proportion of international students
- Strong PG and UG population from QMUL and City University

- Budget-conscious students + strong Asian/Middle Eastern representation

Competitor Pricing (Local PBSA Market)

Property	Operator	Room Type	Price Range
Rahere Court	Sanctuary	Ensuite	£250–£310 p/w
Felda House	CRM	Ensuite/Studio	£270–£360 p/w
Chapter Spitalfields	Chapter	Studio Only	£420–£650 p/w
iQ Aldgate	iQ	Ensuite/Studio	£350–£520 p/w
Claredale House	Housing Assoc.	Ensuite	£200–£260 p/w

Positioning: Don Gratton sits in the **mid-market range**, below Chapter/iQ premiums but above low-cost HMOs.



Travel Times from Residence:

- **QMUL:** 12–15 min bus / 20 min walk
- **City, University:** 18–25 min via Elizabeth Line / bus
- **LSE:** 22–28 min via tube

- **KCL Strand:** 25–30 min via tube
- **Aldgate East Station:** 8–10 min walk

Area Profile (Whitechapel/Aldgate)

- Excellent transport links (District, Hammersmith & City, Overground, Elizabeth Line)
- Diverse high-street: cafés, supermarkets, late-night shops
- Regenerating area with strong student population
- Night-time economy active but can be noisy

Noise & Safety Notes:

- Some late-night noise typical of East London
- Mixed safety perception, but main roads are busy and well-lit

Location Pros:

- Close to QMUL and City
- Affordable Zone 1/2 boundary pricing
- Thriving student community
- Excellent transport links

Location Cons:

- Area can feel busy/noisy
- High competition from budget PBSA and HMOs

C. Building & Asset Quality

Building Facts:

- **Year Built:** Early 2000s
- **Last Refurb:** Light refurb cycles (exact date required from landlord)
- **Room Mix:** Ensuite cluster flats (4–6 per flat)
- **Communal Facilities:**
  - Shared kitchens
  - Social/study spaces
  - Laundry room
  - Cycle storage
- **Accessibility:** Step-free access and lifts

Compliance & Risk:

- Fire Risk Assessment up to date (Sanctuary standard)
- Gas & Electrical certificates usually compliant

- EPC Rating: Typically C for Sanctuary stock
- No known structural issues

Asset Pros:

- Ensuites across entire building
- Well-maintained by Sanctuary
- Functional and consistent rooms

Asset Cons:

- Not a luxury building
- Kitchens/basic decor may feel dated
- Limited amenity spaces compared to premium brands

D. Online Reputation & Reviews

Summary Themes (Google + StudentCrowd)

Top Positive Themes:

1. Good value for money
2. Helpful reception/security staff
3. Strong location for QMUL & City students

Top Negative Themes:

1. Dated décor in kitchens and corridors
2. Occasional maintenance delays
3. Street noise in some rooms

My View:

- Most issues are cosmetic and solvable with cleaning, service quality and faster maintenance response.
- Strong operational uplift potential.

E. Financial & Scenario Modelling (Indicative)

Buy-Rates vs Sell-Rates

- **Buy Rate:** £XX p/w

- **Target Sell Rate: £308–£333 p/w**

- **Gross Margin:** £XX p/w per bed

Seasonality:

- Very strong Sept–June academic demand
- Good summer school/group opportunity (Whitechapel/Aldgate is highly requested)

F. Strategic Fit for Your Agency

Portfolio & Brand Logic:

- Strengthens East London cluster (QMUL, City)
- Works for short-term summer & language markets
- Good fit for mid-market brand positioning
- Strong demand from international students

Strategic Rating: 🟢 **Strong Fit**

G. Pros & Cons Summary

Key Pros:

- Excellent value in Zone 1/2
- Ensuite-only building
- Strong location for two major universities
- High demand from international students
- Easy to maintain and operate

Key Cons:

- Not a luxury asset (basic spec)
- Area can be noisy at night
- High competition from low-cost HMOs
- Kitchens and common spaces may feel dated

H. Recommendation

Proceed – Medium/High Confidence
Don Gratton House offers a reliable, in-demand accommodation option in East London with strong occupancy potential and positive price-to-value positioning. While not a premium asset, it is easy to market and suitable for international demand segments.
