

An aerial photograph of a large, calm lake. In the background, a dense line of trees with autumn foliage (yellows, oranges, and greens) borders the water. Several modern, multi-story apartment buildings with large windows are situated along the shoreline. The sky is filled with dramatic, layered clouds in shades of blue and grey. The overall scene is serene and scenic.

LAKESIDE APARTMENTS

THE LAKES

APART —MENTS

The Lakes are delighted to announce the launch of a series of luxury 3 bedroom apartments. Fully serviced by The Lakes concierge and security teams, these managed apartments are an exceptional lifestyle investment.

There are now 180 homes on the 850 acre estate of which 25 homes are currently in the rental pool. Average rents are £4,500 per week and average occupancy is in excess of 30% (before Owner use). Spacious luxury managed apartments are being launched to satisfy the ever increasing demand for Holiday 'live and let' market.





REMOTE —RETREAT, CLOSE TO HOME

The apartments are located within a three-storey, 9,000 sqft lakeside building; with two apartments per floor, averaging 1,300 sqft. Featuring an open plan design, purchasers can select from three interior design packages created by YOO Studio.





Stunning estate-wide views



Parkland settings



Ground floor lakefront terracing with boat docks and gardens



Large balconies



Air conditioning



Log burners



Home entertainment systems

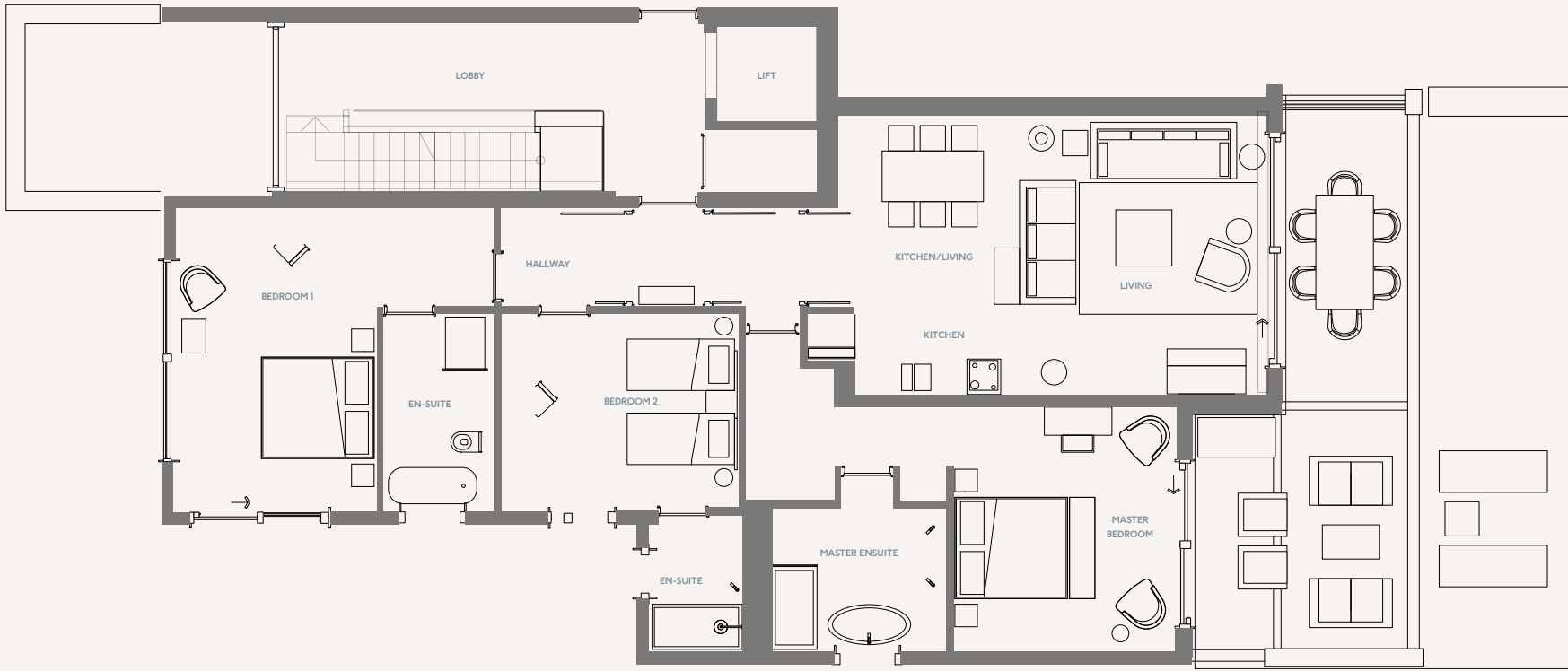


Lifts

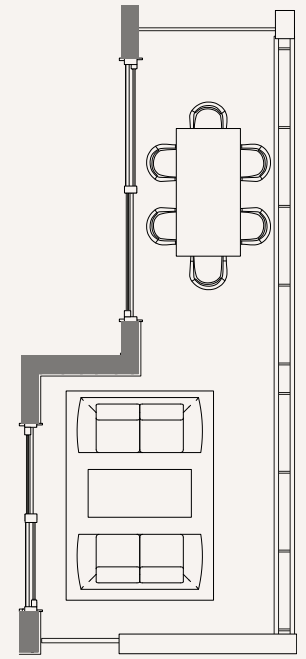








Ground Floor — Front Terrace



First & Second Floor — Front Terrace

Average Area 121 sqm
 1,300 sqft

Terrace size varies dependant
 on chosen floor.



Lakeside Apartments

Artisan Apartment Interiors





Apartment Terrace



INTERIOR DESIGN —BY YOO

Each apartment will be luxuriously appointed and will include air conditioning, log burners, sliding balcony doors, fully fitted kitchens, bathrooms, timber flooring and rugs. There will also be the option to use the third bedroom as a single bedroom, bunk room or study, and other optional extras such as deck pools, boat docks and fire pits.

There will be a choice of three design styles, each evoking a sense of place and a feeling of home away from home. All styles feature a distinct colour theme, antique finds and a selection of handcrafted pieces to give a relaxed and homely atmosphere. Each apartment will have unique points of difference and customised touches within the same style, with items that lovingly celebrate craftsmanship and the hand of the maker:

STYLE 1 — BREEZE

A fresh, light and airy palette, including yellows, greens and blues inspired by the surrounding lakes and landscaping. Materials include light coloured timbers, textured weaves, wools and linen.





STYLE 2 —ARTISAN

Earthy warm and dusky colour palette, with burnt red, ochres and natural tones. Materials include shaded timbers, linens and wool as well as hand painted wallpapers.





STYLE 3 —HERITAGE

A sumptuous country style characterised by a laid back elegance. This style is relaxed yet embraces sumptuous colours and an eclectic mix of patterns and textures. A moody palette of dark wood, deep blues and burnt orange combined with rich browns and deep aubergine.

Traditional buttoned upholstery and turned timber detailing set against more informal pieces and conversational displays add character and contemporary twist.





Lakeside Apartments



THE LAKES —BY YOO ESTATE

Set in 850 acres of freshwater lakes, woodlands and meadows, The Lakes is a secure estate in the heart of the Cotswolds. Within easy reach of London and international transport links, it is home to 165 luxury family homes.

The estate's facilities include a full-service spa, a restaurant, sailing club and a wealth of family-friendly activities from kayaking and zip-wiring. Rediscover yourself in the great outdoors with exclusive access to our farmyard, arboretum, beehive, freshwater lakes, and woodland trails.

This idyllic quality of life, its location and long-standing record of capital growth, have given The Lakes an exceptional reputation amongst investors and residents.



Start your day with freshly made bread from our bakery and honey and eggs from our own beehive and hens.

You will always find seasonal locally sourced, homemade food served at our restaurant. We also have private dining options – your own chef to create a bespoke menu and our team can take care of everything from flowers to wine pairing; or perhaps a picnic in the meadow or along the riverside walk...

FARM TO —TABLE





Taking a holistic approach to wellbeing, the estate's panoramic views provide the inspiration for healing and recuperation at The Lakes, home to dazzling freshwater lakes for swimming, cycling, meadow walks and riverside walking.

The Orchard Spa – a 17-metre heated pool, gym, treatment rooms plus sauna and steam – is the perfect place to unwind; a sanctuary of serenity, to indulge, refine and laze around, set in the green surrounds of the estate and views over Marley Lake – with tailored therapies to suit all, enhancing a special sense of harmony to make you feel your best self.

A BREATH OF —FRESH AIR





SOMETHING —FOR EVERYONE

There is plenty to do for our Little Lakes Explorers – zipwing over pristine waters, fishing, a climbing wall, outdoor camps, kayaking, tennis, horse riding, dune bugging and much more - adults are welcome too!



CLUB —HOUSE

Launching in 2023 we will house a dedicated lakeside dining space, with outdoor waterside terraces, a private bar, and open kitchen restaurant with seasonal menus using organic, locally sourced ingredients; in addition to a versatile and exciting events space, available to residents for exclusive hire.



Dedicated lakeside
restaurant space



1 waterside terrace



Open kitchen dining with seasonal
menus using organic, locally
sourced ingredients



120+ covers for dining



Versatile event space,
available to residents for
exclusive hire



Private bar



Lakeside Apartments

LIVE WELL, INVEST —WISELY

As well as an extraordinary quality of life, residences at The Lakes offer significant returns and benefits as investment properties.

The gated estate is the perfect setting to create family memories. A safe and secure expanse of lakes, meadows and woodlands that are a sanctuary for wildlife, home to an array of activities for guests of all ages including tennis, kids club, water sports, zip wire and many more. Our services have been designed to enable guests to get the most out of the estate and to spend their time here exactly as they want.



Fully managed letting agreements



Agreed owner occupation periods



Highly competitive forecast capital growth



A full concierge service, including private dining and managing deliveries



A fully managed lettings service



Meet and greet services



Housekeeping and property servicing and maintenance



24-hour security



WE HAVE IT
—ALL IN HAND

PROPERTY MANAGEMENT

- Annual condition report
- Monthly invoicing of add on services provided
- Quarterly property inspections carried out
- Landlord compliance management
- We will carry out compliance on your behalf or provide reminders when certification is due.
- Property maintenance management
- Active communication regarding property maintenance issues. Our on-site maintenance team can arrange any repairs or works on your behalf. (Spend limits and costs agreed directly with you)

HASSLE—FREE RENTAL

Our Rental Management Team take out the stress of managing your home as a rental investment, so sit back and relax while we look after everything. From marketing your home to the overall guest experience, we've got it covered:

- Marketing and selling of your property by our in-house reservations and commercial team
- Collection and management of the guests booking details and payments
- Full service reservations process and delivery (outlined in commercial strategy)
- Collection and management of guest security deposits
- Pre-rental check of your property prior to a guest stay
- Preparation of your home prior to arrival to ensure a great first impression, including a 'Welcome' hamper
- Pre and post-arrival housekeeping and linen provision as required*
- Meet and greet service on arrival for the guest to ensure a seamless stay and guest journey
- Point of contact during the guests stay to deal with any issues that arise and resolve to the highest of standards to ensure repeat business and positive word of mouth
- Guest services facilities for your guests to enjoy and book to enhance their overall experience this includes activities, kids club, food & beverage offering and use of the spa
- Daily housekeeping services as required*
- Departure service and check out procedure
- Post departure condition/damage check following a guest stay
- In the event of damages, we will manage the deduction of security deposits while communicating with you and the guests, assisting with repairs and replacements

*Agreed within your Property Rental Agreements

OUR STRATEGY

- Source guests for your property and manage all aspects of the reservation process with a dedicated on-site reservation and sales team
- Organise and provide all paperwork to the guest in relation to the stay
- Manage and process all reservation payments including deposits, full payment and security deposits
- Organise a photo shoot of your home for marketing purposes
- Provide and manage an online booking portal on the website to ensure maximum opportunity for conversion
- Create a dedicated page for your home within the Stay section of the website
- Plan and deliver strong PPC and SEO campaigns to ensure your property is promoted digitally
- Write, plan and deliver a full PR and commercial plan that can be reviewed with you if necessary
- Regular e-marketing to our database relating to rentals
- One email annually relating to rentals for your property
- Inclusion in the annual magazine
- Social Media exposure via the Lakes by YOO



SAILING CLUB

ESTATE OFFICE ENTRANCE

← FAIRFORD

MAIN ENTRANCE

RESTAURANT

MULTI PURPOSE COURTS

SAILING LAKE

TENNIS COURTS

LECHLADE

MARLEY LAKE

ORCHARD SPA

FOOTBALL PITCH

SNOWEY

KIDS PLAY AREA

ELSA'S YURT

TRIM TRAIL

BEACH

ZIP WIRE & CLIMBING WALL

CONSERVATION LAKE

CLEARWATER LAKE

LONGDOLES LAKE

WARRENS CROSS LAKE

NEW FOUND LAKE

BIRDWATCHING

FISHING

BOATING PONTOON

HUNTSMAN'S LAKE

KINGFISHER LAKE

BOWMOOR LAKE

BEEES

HONEY BEE LAKE

BIRDHIDE

FARM

ARBORETIUM

VEGETABLE GARDEN

BOATING PONTOON

THE LAKES ESTATE MAP



YOO is a branded lifestyle and design orientated place maker. Since 1999, YOO has worked with the world's most visionary developers to create and design residential, hotel, commercial and mixed use projects in over 36 countries throughout the UK, Asia, Australia, Europe, Africa, North and South America and the Middle East.

Co founded by John Hitchcox and celebrated designer Philippe Starck, YOO is about creating a lifestyle through amazing spaces, where people come together and create communities; spaces developed to inspire the feeling that anything is possible.

WHO ARE —YOO

For more information and viewings please contact

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