

News

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Sales off to a flying start at Vimto Gardens

Hoads of potential buyers headed to Salford's Chapel Street for Vimto Gardens' exclusive launch party as the development opened for sales.

The celebratory launch event, held on Friday 4 July and Saturday 5 July, saw first-time buyers, families and young professionals alike enjoying locally supplied food and drinks – including Vimto-inspired cocktails, beer from Salford's First Chop brewery and music by Chapel Street-based DJ College, The Midi School.

Nine homes were sold over the opening weekend, demonstrating that the property market is returning to strength, according to Hollie Reynolds, residential sales and marketing manager for the north at English Cities fund.

She said: "Securing nine sales over one weekend is a really positive indicator that confidence is returning to the residential property market. Add to this the high levels of interest in the development and the numbers of people expected to confirm that they want to take apartments or town houses over the coming weeks and it really does look like good news for the sector."

Party-goers had the opportunity to find out more information about the 83 one and two-bedroom apartments and 14 three-bedroom townhouses on the development, and were able to buy the properties off plan at the official sales opening event.

Mia Howard, 26, from Chorley, one of the buyers at the launch, said: "I was really impressed with the high spec of the Vimto Gardens apartments and I'm excited by the future developments down Chapel Street, so was keen to snap one up. I can't wait to move in next year!"

Vimto Gardens is part of the Salford Central regeneration scheme, which is being delivered by English Cities Fund (ECf) – a joint venture between Muse Developments, Legal & General and the Homes & Communities Agency (HCA) – through an active partnership with Salford City Council.

Hollie added: "The launch party was a great event for everyone involved. It was fantastic to see so many prospective buyers come along to find out about one of the city's most exciting new developments. I'm sure that the remaining homes won't be on the market for long."

Already being dubbed Salford's newest and coolest residential development, the striking properties are set to thrust life back into the heart of the city when they are completed towards the end of 2014.

Based on Chapel Street, just metres along from the world-renowned purple soft drink's original factory site, the development takes its name from the much-loved brand.

The six-storey luxury residential building features an internal private courtyard on the first floor, as well as retail and commercial units on the ground floor, making Vimto Gardens a real hub of the community.

The sales office is now open 10am to 5 pm Monday to Saturday. To book an appointment email sales@vimtogardens.co.uk or call 0161 300 8546.