

# Escapade

Silverstone Circuit, Northamptonshire, NN12 8TN

*"Wake Up Trackside"*



BY DESIGN



## Welcome to **Escapade at Silverstone Circuit.**

*WAKE UP TRACKSIDE at the iconic Silverstone Race Circuit.  
An incredible commercial property investment with a fantastic  
rental income, fully managed by Escapade, Silverstone.*

- » Stay, relax, entertain & work from your property all year round.
- » Earn a rental income from paying guests when you're not using your property.
- » Enjoy free access throughout the year to Silverstone for all major race events with discounts for friends and family.
- » Use of the Clubhouse, even when you're not staying in your property.
- » Discounted track access with advanced booking, ahead of the general public.
- » Invitation to the annual 'Escapade Owners' Grand Prix and Dinner', with additional guest invites.
- » Special vehicle access and VIP parking on major event days.
- » Discounts on food and drink.
- » Exclusive invites to motorsport-based events & trips and behind-the-scene factory visits.
- » All residents are invited to join the **Escapade owners WhatsApp group**, an incredible opportunity to network with other business owners.



*For Sale*  
**ESCAPADE** Plot 30





## WHY PLOT 30?

- » Plot 30 is a **dual-aspect** property with 4 double bedrooms, sleeping 8 guests.
- » The property offers views of both the track and the countryside.
- » You have the **entire self-contained property**, without anyone living above or below you. (Trackside properties are stacked with other owners above/below).
- » The dual-aspect properties are one step back from the track, designed as **a quiet escape from the track**, whilst still providing the opportunity to see it from the roof terrace if you wish.
- » The flexible configuration allows the property to be **divided into 3** separate apartments, each with their own entrances. This gives the opportunity to take 3 separate incomes at the same time, or for groups to have the entire property but with the flexibility of their own spaces within the same house.
- » The property occupies the **prime location** next to the members clubhouse (The Gallery), giving you and your guests easy access to the clubhouse facilities without having to walk through the development.
- » The car port gives shelter for two of your vehicles, with an EV charger fitted to use if needed. The private driveway allows for a further 4 vehicles.
- » The roof terrace provides a large open area for up to 16 guests to eat and drink whilst enjoying the warm British sun.







## DUAL-ASPECT 4BR

The Dual-Aspect 4 Bedroom residences ("4BR") sit behind the trackside residences, yet benefit from a large roof terrace which offers sight lines across the circuit and the rolling Northamptonshire countryside - the perfect private space to enjoy an evening drink and watch the sun go down. This residence can also operate as 3 separate apartments, so you can enjoy a weekend alone, or host friends and family.

### GROSS INTERNAL AREA

190 m<sup>2</sup> / 2,045 ft<sup>2</sup>

### CAR PORT

55 m<sup>2</sup> / 592 ft<sup>2</sup>

### TERRACE

89 m<sup>2</sup> / 904 ft<sup>2</sup>



GROUND FLOOR



GROUND DIVIDED INTO TWO  
1BR APARTMENTS



FIRST FLOOR



ROOF TERRACE

# Income

The flexibility of Escapade allows each owner to use their property to the capacity that works for them. When owners are not using the property Silverstone will rent out the rooms to ensure each owner is making an income from their empty property.

To ensure consistency and transparency, Silverstone have set room prices, specific to the property type and the demand of the seasons. Prices will be increased each year to reflect inflation and guest demand as popularity for the properties increase.

**Note: owners cannot set their own rental prices.**

The figures below show the income that can be generated. Owners' income is paid quarterly in arrears.

The owner's return is calculated in accordance with the following formula: **Owner's return** = gross room revenue x 35%

### SCENARIO EXPLANATION

No usage nights –Where an owner uses no usage nights during the year.

No usage nights Except F1 -Where an owner only uses their residence usage nights for the F1 weekend.

Full usage nights –Where an owner uses their usage nights in full. It is assumed that usage nights are split over both the Winter and Summer.

*If you would like further information on usage nights, please refer to the FAQs.*

	Year 1	Year 2	Year 3
Annual Income	Revenue	Revenue	Revenue
No usage nights	£110,951	£115,627	£120,479
No usage except F1	£89, 951	£94,627	£99,479
Full usage nights excluding F1	£80, 351	£85,027	£89,879

4 Bedroom Dual-Aspect (Prices are per room / per night)												
Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Property Rates	£210	£210	£210	£300	£300	£300	£300	£300	£300	£210	£210	£210

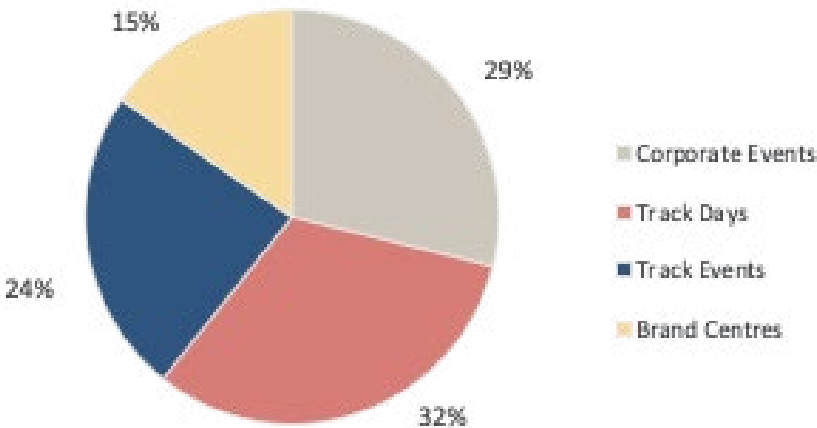
» Silverstone Estate welcomes an average of 1.5 million visitors each year and this is anticipated to increase to 2 million over the coming years.

» The key sources of visitors to the wider Silverstone Estate are for track days, corporate events, track-related events and automotive brand centres.

» The proportionate yearly split is seen in the pie chart opposite and this is based on the average current attendance figures.

» Using data driven demand assumptions, the graph shows the expected occupancy at Escapade Silverstone and how this varies month-on-month.

Average Annual Split











# Ownership

Bordering the legendary Silverstone Circuit, Escapade Silverstone offers you a rare opportunity to own a piece of this globally renowned motorsport venue.

You'll be able to experience some of the circuit's most nail-biting corners from the best vantage point high above Maggots and Becketts. Outside of major sporting events, you can explore your own motorsport interests with unique access to the track - whether in your own vehicle or with expert coaching. You'll also be able to uniquely benefit from the hospitality returns generated from the 1.2 million+ visitors that are attracted to Silverstone each year.

Each residence is intended to be enjoyed with friends and family within a light-filled, modern and comfortable setting. The careful design combines underfloor heating, comfort cooling, the latest tech, high acoustic spec, en suite bathrooms and obviously somewhere safe to store your cherished vehicle.

Ownership is straightforward. You will benefit from a 125-year lease and will be able to use your residence as you desire, up to a certain number of nights per year. In collaboration with Silverstone, we will take care of all ownership aspects, and offer a fully hands-off investment. When you're not using your residence, it will form part of the accommodation available to guests seeking to stay on the circuit.

You will receive a proportion of the room revenue generated from your residence and the rest of the revenue will be used to cover all other liabilities which include overall management; operating costs and expenses, utilities, marketing expenses, maintenance and insurance. For those who wish to make their usage nights feel more like home, storage can be provided to house personal effects. Prior to your arrival, these will be laid out in your desired configuration. Once your stay is over, we will simply remove them from the residence to ensure any paying guests never see or use them.

# Usage

We understand that everyone will want to use their residence at different times throughout the year. We'll provide you with a provisional annual calendar of events prior to general release, and this will allow you to choose when you would like to stay.

Each time you stay, you will do so without any accommodation costs. Besides receiving the same level of service as Escapade's guests, we'll go the extra mile to ensure we understand what you like. Even if not staying overnight, you will have free access to all of the amenities in the Clubhouse including use of the swimming pool, gym, sauna and treatment rooms. We'd advise always booking ahead to be assured of priority usage.

We've designed each residence so that it can also be used as separate apartments. This gives you the flexibility to choose how many of your friends and family you wish to bring. If you decide that you don't want to entertain, you can choose to use just one of the apartments within your residence. This is designed to ensure that you can maximise the number of nights you use each year, and also earn revenue from your residence whilst staying.

The number of free nights you use your residence or apartment for is dependent upon the total number of bedrooms in your residence multiplied by 30. When you stay, we will simply deduct nights based on the bedrooms occupied.

Usage Nights = Bedrooms Per Residence x 30

There are certain events throughout the year that will cause demand to spike and create greater revenue opportunities. In recognition of this, usage nights are calculated differently for the 'Key Track Events' listed below. During these periods your residence will be required to be taken as a whole, as opposed to as smaller apartments. Of course, if you don't use your residence during peak demand, you will benefit from greater returns and the opportunity to use it more throughout the rest of the year.

We know owners will want to host extended family and friends for major events, so you can invite additional guests for these days - effectively turning your residence into a private hospitality box. A 4-bedroom residence can host up to 16 people, a 3-bedroom up to 12 people and a 2-bedroom up to 8 people.

F1 GRAND PRIX	Minimum stay 3 nights	1 night residence utilisation = 5 usage nights
BRITISH SUPERBIKE	Minimum stay 2 nights	1 night residence utilisation = 2 usage nights
MOTOGP	Minimum stay 2 nights	1 night residence utilisation = 2 usage nights
BRITISH TOURING CARS	Minimum stay 2 nights	1 night residence utilisation = 2 usage nights
SILVERSTONE FESTIVAL	Minimum stay 2 nights	1 night residence utilisation = 2 usage nights







# Specifications

## Interior Finishes

- » Herringbone pattern flooring to living areas, dining and bedroom
- » Modern modular furniture
- » High quality integrated white goods to complement the silestone worktops and splashback
- » Bespoke wardrobes and headboards in all bedrooms
- » High acoustic performance partition walls to separate the apartment living rooms when divided

## Ensuite Finishes

- » Obscured sliding glass screen to separate the bedroom and ensuite
- » Vado fixtures (shower, taps)
- » Crittall shower screens
- » Polished plaster walls to give a refined industrial look and feel

## Doors & Windows

- » Clear double-glazed windows throughout
- » Anthracite grey coated aluminium frames

## Electricals

- » EV charging points
- » Understated Lutron lighting system
- » High efficiency LED lighting throughout
- » TV and network points to living room/bedroom
- » Wifi throughout
- » External lighting to balconies/terraces for minimal light pollution but a sympathetic illuminance

## Heating & Water

- » Underfloor heating within each ensuite
- » High-efficiency air source heat pump for heating and cooling with individual controls to each area
- » Heat recovery ventilation systems
- » High efficiency hot water cylinders and boosted water supplies for shower and plentiful hot water
- » All pipework distribution systems thermally insulated for minimal heat loss and heat gain

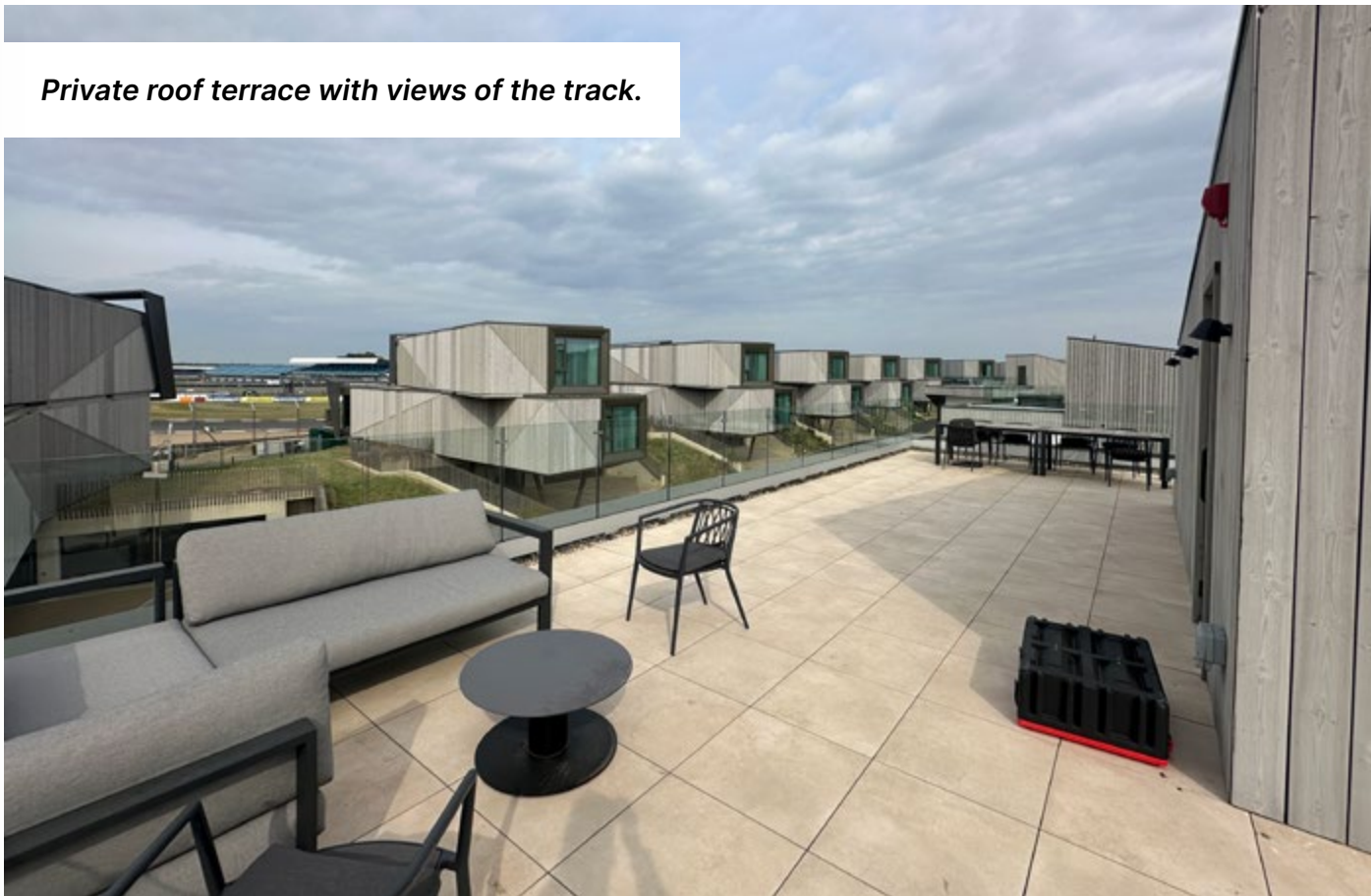
# The Residences

Each residence is intended to be enjoyed with friends and family within a light-filled, modern and comfortable setting. The careful design combines underfloor heating, comfort cooling, the latest tech, high acoustic spec, en suite bathrooms and obviously somewhere safe to store your cherished vehicle. The front-row Trackside Residences all have direct views over the circuit – with the terraces cantilevered out at angles designed to maximise sight lines, so you can get even closer to the tarmac. The Countryside Residences provide greater privacy and a calming rural outlook. The middle-row Dual-Aspect Residences offer partial views of the track while more oriented towards the rolling countryside and feature a large roof terrace. And when the racing is on, the Clubhouse is there to offer up all of the direct action.

All of the residences can be subdivided into smaller apartments – allowing for increased flexibility.



**Private roof terrace with views of the track.**







## The Clubhouse

The Clubhouse is designed to become the beating heart of Escapade Silverstone, available to owners 365 days a year, whether staying overnight or not.

Beyond providing the perfect place to socialise and watch all of the activities on the circuit, it offers a multitude of other amenities to enjoy. This includes a performance-focused gym to train, or just clear the mind for the day ahead, and a briefing room where you'll receive your pep talk before going out on the UK's only Grade 1 circuit.

When you're not in 'race mode', the rest of the Clubhouse will allow you to relax and unwind with friends and family. The ground floor has an indoor swimming pool and sauna, in addition to treatment rooms. On the first floor you'll find a large and inviting area with

floor-to-ceiling windows, sofas for those all-important coffees during the day, and a relaxing space to eat and enjoy an evening drink – and share your anecdotes from the day's activities on the track.

If you want to celebrate a special occasion, or be a bit more discreet, we also have a private dining room to cater for these needs. The roof terrace provides the best track views at the Clubhouse and acts as an extension to our main floor during the summer months.

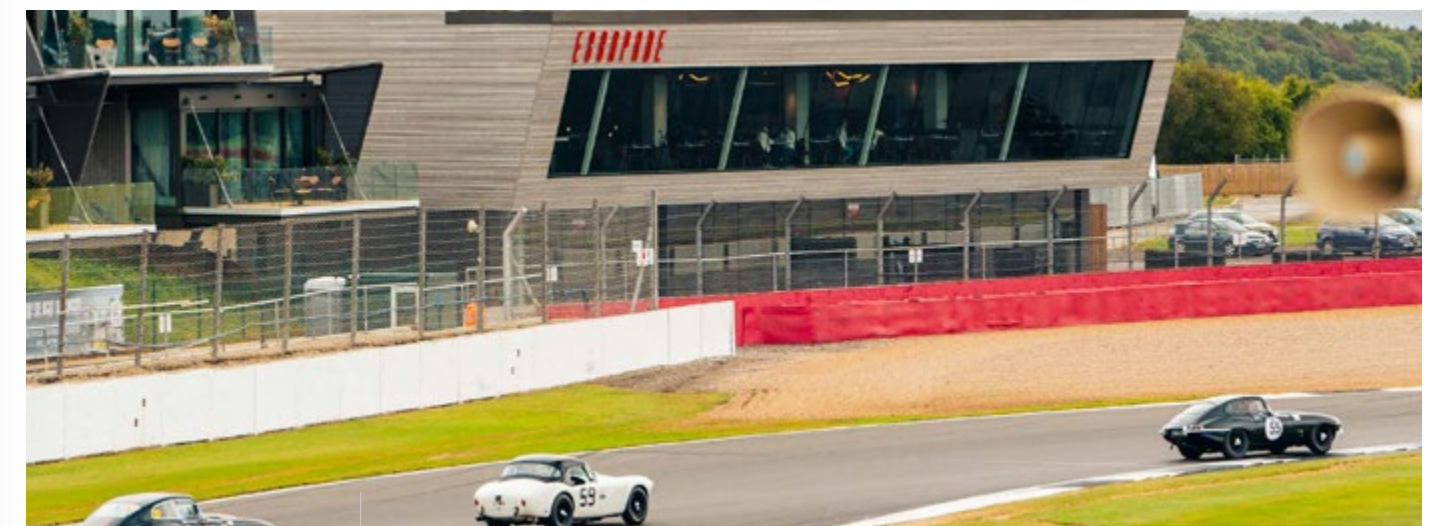
## Track Access

For those still clinging onto those childhood dreams of living the high life as an F1 driver, good on you. We might not be able to offer you a seat in the championship, or one of the sizeable sponsorship deals, but we'll give you access to one of the world's greatest racetracks.

We're aiming to redefine track days and offer you some of the most exciting cars at our disposal. If you want to understand the capabilities of your own machine on the track, then this is very much encouraged, and the track will be available for this. Whether you're a novice wishing to learn how to tackle some of

Silverstone's legendary racing corners, or a more accomplished driver looking for marginal gains, we can offer the world's very best. This includes private instruction and on-hand personal training, or even a fully tailored performance programme. There's no limit to how far we'll go.

The track will also be available for other usages, particularly in the evenings when vehicles are restricted. There will be plenty of opportunities to cycle and run around the track, for those who also like to test themselves in other ways.







# The heart of motorsport

From humble beginnings as a WWII airfield, Silverstone has become the absolute Home of British Motor Racing.

The surrounding area is populated with a large number of motorsport related companies and is commonly referred to as 'Motorsport Valley'. Beyond the world's biggest and most recognisable racing brands, it has also become a centre for sport, science and technological excellence.

There are multiple driving experiences located on the circuit, including the Porsche Experience Centre and Handling Track, the Aston Martin Test and Development Centre, and Aston F1 have are now completing a £200 million new HQ a stone's throw from the track. There's also a conference and exhibition facility in the Wing, and Silverstone Interactive Museum. There's a lot more coming – although we've been sworn to secrecy for the time being.

Motorsport in the UK has an annual turnover of £10+ billion – this has more than doubled in the last twenty years. A large part of this is due to the 4,300 companies located in Motorsport Valley which now collectively employ 41,000+ people.

**Seven out of the ten Formula 1 teams are within an hour of Silverstone, these include:**

**MERCEDES**  
Brackley, Northamptonshire (SW 9 miles)

**McLAREN**  
Woking, Surrey (S 68 miles)

**ASTON MARTIN F1**  
Silverstone, Northamptonshire (W 0.6 miles)

**RED BULL RACING**  
Milton Keynes, Buckinghamshire (SE 21 miles)

**ALPINE F1**  
Enstone, Oxfordshire (SW 25 miles)

**WILLIAMS RACING F1**  
Grove, Oxfordshire (S 42 miles)

**HAAS F1**  
Overthorpe Rd, Banbury (W 15 miles)

The majority of Formula E teams as well as the F2, F3, GT3 teams and their suppliers are also based in close proximity. It is no surprise that Silverstone is often seen as the major hub of motorsport in the world. Escapade is the ideal location from which to explore and immerse yourself in the culture that surrounds Silverstone.

## FAQs

Supplied by Escapade, Silverstone.

### What is Escapade Silverstone?

Escapade Silverstone is a development of sixty residences and a clubhouse on the edge of the Silverstone Circuit. The striking architecture and high-spec residences, with strong motorsport aesthetics and showcase garages, maximises the sightlines of the circuit. Where sightlines are limited, guaranteed viewing is provided from the clubhouse. The contemporary design, intertwined with landscaped open spaces, will appeal to the 1,200,000+ visitors that are already attracted to Silverstone annually.

Beyond the many track-related events; independent events, product and press launches, film opportunities, dinners, conferences and seminars are being held daily throughout the year. Escapade Silverstone will also build a new audience of visitors. It aims to provide those individuals who wish to experience the thrills of the circuit themselves with a greatly improved and broader experience to the traditional track day. This is where the originality, inclusivity and functionality of the residences and clubhouse will deliver.

### Where is Escapade Silverstone located?

Escapade Silverstone is situated on the edge of the Silverstone Circuit and overlooks a stretch of Silverstone's most notable set of corners: Copse, Maggots, Becketts and Chapel. The front edge of the clubhouse and trackside residences are approximately 11 metres from the crash barrier / debris fence.

Silverstone is a 90-minute drive from Central London and sits in the centre of 'Motorsport Valley'. The area is surrounded by the beautiful rolling countryside of both South Northamptonshire and North Buckinghamshire. It is often ranked as one of the most desirable areas to live in the UK and is recognised for the open spaces, ancient woodlands, peaceful canals and quiet lanes that provide fantastic opportunities for sports and recreation. Road access to Escapade Silverstone is directly from the A43 which links to the M1 and M40 motorways. There are rail links to London Euston, St. Pancras and Paddington from Northampton, Milton Keynes, Oxford and Bicester.

The UK's two primary airports - Heathrow and Gatwick - are respectively 68 miles and 106 miles from the Circuit. Luton airport is 48 miles and Stansted 97 miles. Cranfield airport (18 miles) and Turweston Airport (3 miles) are both suitable for private jet and helicopter accessibility. Silverstone

Circuit also has its own helipad located next to the inner Stowe Circuit, just a short drive to Escapade Silverstone.

### What are the benefits of building next to Silverstone?

Currently, when major track events are held on the circuit, most luxury accommodation within a 50-mile radius (especially in Oxfordshire and Buckinghamshire) is fully booked and visitors often choose to stay in London to find the type of accommodation they're looking for. This is in part why the airspace over Silverstone is the busiest in the world during the Formula 1 period. When you take into account that from March to November, major public race events are held almost weekly including the British Grand Prix (close to 500,000 visitors) and Silverstone Festival (100,000+ visitors). Beyond this there is a diverse range of circuit related activity held daily.

The Porsche Experience Centre is also adjacent to the site. Due to demand, it recently doubled its capacity and it requires guest accommodation. Aston Martin also runs its testing on Silverstone's inner Stowe Circuit. A recently completed major expansion of their existing F1 HQ has allowed them to triple their footprint, and enabled all Aston Martin Cognizant F1's operations to take place under one roof. Beyond this, there are various other notable brands considering long-term commitments to Silverstone, which we look forward to revealing in due course.

### Who's behind Escapade Silverstone?

Escapade Silverstone has been delivered by Escapade. A company which combines sports & event hospitality with experiential travel and one-off property opportunities. Escapade's consultants were chosen based on their experience and past working relationships with the principals of Escapade.

We're in talks with some other equally unique locations and we look forward to sharing these in due course.

### What is your opinion on the longevity of the Grand Prix being held at Silverstone?

Silverstone has recently extended its F1 contract with Liberty until 2034. This year's Grand Prix achieved the highest number of ticket sales ever recorded and 2025 will see 75th anniversary of the first round of the World Championship which took place at Silverstone on 13th May 1950. Silverstone is 1 of only



44 Grade One tracks in the world and the only Grade One track in the UK. Silverstone has continuously held Formula One since 1987.

THE LEGAL & MANAGEMENT STRUCTURES

How is the ownership structured?

The British Racing Drivers Club (“BRDC”) is the freehold owner of the land. It has entered into an agreement with Escapade Silverstone Limited for a 125-year headlease.

Escapade Silverstone will grant up to sixty 125-year leases to individual buyers. When a buyer is granted their lease, he or she simultaneously enters into a management lease and agreement.

Who will act as the Management Company?

Silverstone Estates, a wholly owned subsidiary of the BRDC, will manage Escapade Silverstone.

How are the returns calculated?

The owner’s return is calculated in accordance with the following formula:

Owner's return = gross room revenue x 35%

How is the remaining revenue used?

The remainder of the room revenue will be used to cover all of the costs arising during the operation of Escapade Silverstone, including but not limited to:

- » Operating costs and expenses including; utilities; advertising, promotion and marketing expenses; staff wages; and a management fee;
- » All operating supplies;
- » Maintenance of the residences and the Escapade Estate.
- » Insurance of the residences and the Escapade Estate.

How will I ensure my residence is kept up to the required standards?

4% of the total room revenue will be set aside from the management company share into a segregated account over the first five years. This can then be adjusted, but is required to be maintained at a level which will always ensure a suitable luxury standard remains constant. The maintenance fund will be used for the purposes of renovations and replacement of any furniture, fixtures and electrical (“FF&E”) across the Escapade Estate.

How long is the management agreement in place?

The management agreement lasts the full length of the 125-year lease. The management company has an option to appoint an alternative operator at any time and owners have the ability to enforce the

appointment of an alternative operator after 5 years, if they consider that the management company is not performing adequately. 70% of the owners have to collectively agree to this. If this occurs, the outgoing management company is required to find an alternative management company on comparable terms.

USAGE OF YOUR RESIDENCE

Can the residences be used in different configurations?

All residences have the ability to be subdivided into smaller ‘apartments’. The configuration of these varies according to the residence type. Further information and floor plans can be found in the brochure.

How often can I stay?

You are entitled to occupy your residence (or an apartment within your residence) based on a number of ‘bedroom usage nights’ per calendar year. When you and your guests are using your residence in this period there are no associated costs.

Total bedroom usage nights (per calendar year) = bedrooms per residence x 30

Bedroom usage nights will be deducted based on the number of bedrooms within the residence, or apartment, being used by the owner and his / her guests. As an example, if you were a 3BR Trackside owner and you wanted to stay for five nights and only had one set of friends joining you, you would use the 2BR apartment within your residence. This would mean you would use 10 of your bedroom usage nights out of your total 90-bedroom usage nights.

Are usage nights calculated the same when the major track events are on?

In recognition of the potential for greater room revenue during certain periods, bedroom usage nights will be calculated differently for ‘key track events’.

These are as follows:

F1 Grand Prix

Minimum stay 3 nights 1 night residence utilisation = 5 usage nights x bedrooms used

British Superbike

Minimum stay 2 nights 1 night residence utilisation = 2 usage nights x bedrooms used

MotoGP

Minimum stay 2 nights 1 night residence utilisation = 2 usage nights x bedrooms used

British Touring Cars

Minimum stay 2 nights 1 night residence utilisation = 2 usage nights x bedrooms used

Silverstone Festival

Minimum stay 2 nights 1 night residence utilisation = 2 usage nights x bedrooms used

As an example, for the Silverstone Festival, a 2-night stay in a Countryside 2-bedroom residence would equate to 8 bedroom usage nights out of your total 60 bedroom usage nights.

During the key track events, the residences must be used as one and cannot be broken down into smaller apartments. Owners acknowledge that for the key track events, the minimum number of nights, and the utilisation of the usage nights, are subject to periodical review and amendment by the management company. You will be notified at the time of the release of the bookings calendar each year.

Can I exceed my usage night allowance?

If you wish to exceed your bedroom usage nights, you will be able to use your residence / apartments based on a 35% discount from the cheapest available rate on the specific date requested. This will be simply offset against the income you will earn when your residence is publicly rented, up to the point at which this cost exceeds the income you will be receiving for an individual quarter.

Can I bring guests?

You certainly can. Normal capacity limits at night must always be followed (double occupancy per bedroom). During key track events, and between the times 9am and 7pm, owners can also invite additional ‘day guests’ to their residence. The number of total guests is capped at double the max nightly occupancy, inclusive of the night guests. A 2-bedroom residence (4 night guests) can have up to 8 people, 3-bedroom residence can have up to 12 people and a 4-bedroom residence can have up to 16 people.

Can I personalise my residence?

We want owners to feel like it is their own personal space when they’re staying. We can look after your personal items when you’re not using your residence and, prior to your arrival, these can be positioned in your residence according to wishes. Once your stay is over, we will simply remove them and place them back in storage. There is a uniform high-end fit out of furniture to ensure residences conform to the general aesthetic. This is all covered in the purchase price.

Are the amenities free to use during my stay?

Yes, all amenities are free to use for both yourself and your guests within the Escapade Estate. This includes the swimming pool, sauna and driver-focused gym. You and your guests will also receive complimentary breakfast at the clubhouse during your stay.

TRACK ACCESS

How do I book time on track?

Owners will be provided with a provisional annual events calendar two weeks ahead of release to the general public. Owners will then be able to book their stays, and in turn, track access. The management company will endeavour to notify you of any changes to the provisional calendar as soon as it becomes aware of these, and prior to informing the public. This will enable you to adjust your stays as required.

Is driving on the track free for owners?

There is a fee associated with using the track, but owners will receive a discount to the general market rate.

What circuits are available?

Track days are always subject to track availability. Fortunately, there are multiple tracks at Silverstone which ensures increased availability and variation. These include: The GP Circuit (3.66 miles), The International Circuit (1.85 miles), The National Circuit (1.64 miles) and Stowe Circuit (0.8 miles – weekends only).

DISCLAIMER

You should note that the contents of these FAQs are intended only to be a summary of the title and other matters relevant to Escapade Silverstone. The explanations are necessarily superficial, and for full details the buyer should refer to the relevant documents themselves.

The summaries and explanations set out in these FAQs are not intended to constitute any representation or warranty on which the intending buyer can rely, nor is it intended to create any legal relationship with the buyer.

The buyer and their legal adviser should satisfy themselves and form their own view as to the effect of the entries in the registers of title to the Escapade Estate and the various matters which the property is stated to be sold subject to and no warranty is given by the seller or its legal adviser and no responsibility is accepted for the accuracy or completeness of the information contained in this document.





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