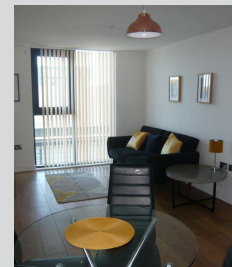
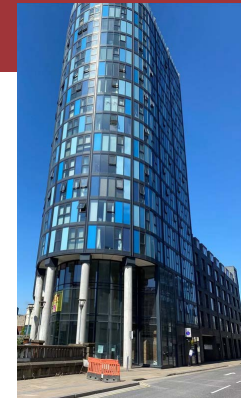




- Completed and fully tenanted
- Mix of Studios, 1-, 2- and 3-bedroom apartments
- Prices starting from £95,095
- Currently tenanted with rental yields of 6% being achieved on AST's.
- Short term lets allowed with Net yields of up to 10%.
- Located in Sheffield City Centre
- 100% Occupancy
- Opportunity to raise current rental prices



# WHY SHEFFIELD?



Sheffield has a vibrant economy, which was growing significantly before the pandemic, having experienced a net gain of 15,000 private jobs in 2019.”

Property Investor Today

## Economic strength

Sheffield's economy is as strong as the steel for which the city is famous. With a GVA of £11.3 billion, the city is packed with ambition. The 2020 Strategic Economic Plan aims to boost the local economy by £4 billion, generating 70,000 new private sector jobs and adding thousands of new businesses.

## Youth and talent

Sheffield is the fourth largest city in the UK, with a population of 1,424,050. Its population is projected to increase by around 15% in the 25 years to 2039.

With two universities (one in the prestigious Russell Group), Sheffield is home to plenty of young talent. 42% of students remain in the region after graduation – more than the UK average.

## Business growth

The Sheffield City Region investment deal secured £1.3 billion for the local economy over the next 30 years, as well as providing devolved decision-making powers (including over housing). Key businesses with a major presence already in the city include:

- HSBC
- Toshiba
- Rolls Royce
- McLaren, which opened a £50m composites technology centre there
- Boeing, which chose Sheffield as the site of its first European production facility

## Housing need

Sheffield's growing population and booming business sector are driving a need for additional housing, with 40,000 more homes needed by 2038. The city is already enjoying one of the highest rates of annual house price inflation in the UK, at 4.7% year-on-year (hometrack, December 2020).

## Rental demand

The rapid growth of the section of the population aged 20-24 in Sheffield is pushing up demand for rental homes. Major regeneration schemes, meanwhile, are creating pockets of intense interest

in and around the city centre, particularly its northern corridor, which incorporates the Heart of the City II and West Bar Square regeneration zones.

## Enhanced connectivity

Sheffield is set to benefit from both HS2 and Northern Powerhouse Rail. HS2 will connect directly to Sheffield city centre, cutting the journey time to London by 40 minutes. Northern Powerhouse Rail will reduce journey times to Manchester and Leeds to under 30 minutes.

**4<sup>th</sup>**  
biggest city in  
England

**£1.3 billion**  
investment  
programme

**70,000**  
new private  
sector jobs as  
part of 2020  
Strategic  
Economic Plan

One of the  
**highest**  
house price  
inflation in UK

**24.1%**  
house price  
growth  
projected from  
2020-2024

Sheffield Hallam  
- Highest student  
retention rate in  
England, with  
**42%**  
remaining after  
graduation

**15%**  
population  
growth in  
25 years to 2039

Kelham Island  
rated in  
**top 10**  
coolest places to  
live and work in  
Britain

# RENTAL MARKET HIGHLIGHTS

## What's driving demand?

Selecting the right location is one of the most important decisions when purchasing a rental property.

Until now, Sheffield has been an overlooked choice for buy-to-let investment; however, when you consider the city's property market's performance, it has a lot to offer investors.

According to Centre for Cities research, the number of people living in Sheffield city centre increased by 139% between 2002 and 2015, making it one of the UK's fastest-growing cities in terms of population growth.

Young people and students have been one of the most significant drivers for rental property demand, with talented young professionals

and a high level of students remaining in the city after graduating and seeking housing in the city centre.

With a £4 billion masterplan set to create 70,000 new private sector jobs, the demand for high-quality housing will increase as more people flock to the city for employment prospects.

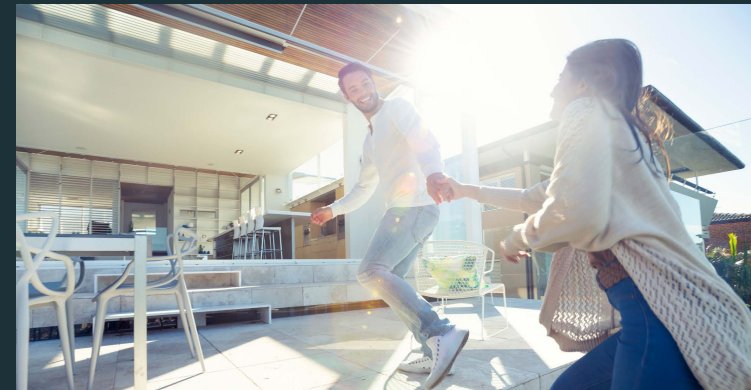


Population to increase by **15%** in the next 25 years

Additional **40,000** homes needed by 2038

Student population of 60,000, **42%** graduate retention rate

**139%** population increase 2002-2015



## Rental growth

The latest HomeLet report has shown that the average cost of renting in Yorkshire and the Humber increased by an average of 8.6% in the year to June 2022.

Highlighting demand, in Q2 2021, a survey by the National Residential Landlords Association showed that two-

thirds of private landlords in Yorkshire witnessed an increase in tenant demand, compared to the 39% national average.

Data from the Royal Institution of Chartered Surveyors mirrors the survey's findings, revealing that the demand for private rented

housing in the region is outstripping the supply.

With an estimated 40,000 new homes required across the city by 2038, investors are in an excellent position to address the supply issue by providing much-needed rental property to the market.

# EXTENSIVE REGENERATION



“

There has never been a better time to invest in Sheffield; major investors are moving in, real estate investment is at an all-time high and there are cranes above the sky-line of Sheffield.”

Invest Sheffield

Sheffield city centre is in the midst of a period of major change. Inspired by the success of the completed Heart of the City I regeneration, a range of ambitious new projects are shaping Sheffield's future.

## Heart of the City II

Heart of the City II is central to Sheffield's future plans. The £550 million mixed use scheme includes two hotels, 70,000 sq.ft. of Grade A office space, restaurants, leisure amenities including a 15,000 sq.ft. venue for music, comedy and other events, residential developments, parking and a beautiful new city centre park.

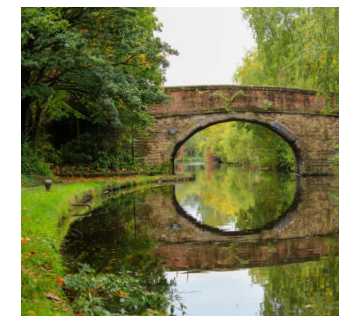
The scheme is projected to increase retail spend in Sheffield city centre by as much as 14%, taking it to £552 million per year by 2023. It is also anticipated that Heart of the City II will attract further investment and create up to 7,000 new jobs. The programme is due for completion by 2024.



“

“We're remixing the city centre, creating 1.5 million sqft of new individually designed & repurposed buildings surrounded by enlivened streets & public spaces including a new urban park for the city.”

## Sheffield Heart of the City





“West Bar Square represents a very significant step forward in the regeneration of Sheffield’s Riverside Business District which is becoming a major area for new employment.”

Cllr Leigh Bramall,  
Cabinet Member  
for Business, Skills  
and Development,  
Sheffield City Council



### West Bar Square

Nestled between Swinton House and the Heart of the City II site, West Bar Square is a £175 million development that incorporates a hotel, apartments, 700,000 sq.ft. of office space, shops and public realm.

Located in the Riverside Business District, the first phase of West Bar Square will provide office space for 1,800 workers, with Legal & General being a key investor.



“Fargate is one of the few wide, pedestrian thoroughfares in the city centre and it lends itself to more outdoor eating and activities - that’s relevant in a pandemic.”

Alexis Krachai,  
Director, Sheffield  
Property Association

### Fargate

In December 2020, the Future High Streets Fund awarded £15.8 million to Sheffield to develop its high street. Plans for the Fargate redevelopment include a six-storey ‘Events Central’ building for year-round entertainment, pocket parks, apartments, play areas and

outdoor seating for cafes and other retailers.

Plans for the scheme are still being finalised, but the ambition is to join up the Heart of the City II and Castlegate areas of the city centre.



**14%**  
projected  
increase in  
retail spend  
from Heart of  
the City II

**£550**  
million plan  
for Heart of  
the City II

First phase  
of West Bar  
Square to  
deliver office  
space for  
**1,800**  
workers

**£15.8**  
million  
awarded by  
Future High  
Streets Fund  
for Fargate  
revamp

# SHEFFIELD'S PROPERTY MARKET

**In recent years, Northern Powerhouse cities like Sheffield have been at the forefront of UK house price growth.**

According to Zoopla, property values in Sheffield increased by 8.5% in the year to April 2022, significantly outperforming the average 6.6% recorded across the UK's 20 Core Cities.

Yet, despite robust levels of growth, Sheffield is home to one of the most affordable property markets, with average values sitting at £163,100 (Zoopla, June 2022).

Compared to the UK average house price of £250,200 or hotspots like Manchester, where the average prices sit around £208,000, Sheffield offers a significantly lower entry-level whilst providing equal growth potential.

According to Savills, property values in Yorkshire and the Humber are forecast to rise by 18.8% over the next five years, equal to expected growth in the North West.

With the average house price growth across the UK set to rise by 13.1% between 2022 and 2026,

opportunities in prominent cities like Sheffield, which boast exciting employment prospects and have ongoing regeneration schemes underway, present investors with greater capital growth potential.

For buy-to-let investors, Sheffield has emerged as a profitable option for portfolio diversification, making now the time to unlock the long-term potential of an overlooked and proven UK buy-to-let hotspot.

## Low entry-level property market

**£163,100**

average house price Sheffield

**£250,200**

UK average

**£208,000**

average house price Manchester

## 5-year house price forecast

**+18.8%**

Yorkshire and the Humber

**13.1%**

UK average

**+18.8%**

North West

## Five-year house price forecast, November 2021

	2022	2023	2024	2025	2026	5 - year
North West	4.5%	4.0%	3.5%	3.0%	2.5%	18.8%
Yorkshire and the Humber	4.5%	4.0%	3.5%	3.0%	2.5%	18.8%
Wales	4.0%	4.0%	3.5%	3.0%	2.5%	18.2%
North East	4.0%	3.5%	3.5%	3.0%	2.5%	15.9%
East Midlands	4.0%	3.5%	3.0%	2.5%	2.0%	17.6%
West Midlands	4.0%	3.5%	3.0%	2.5%	2.0%	15.9%
Scotland	4.0%	3.5%	3.0%	2.5%	2.0%	15.9%
South West	3.5%	3.0%	2.5%	2.0%	1.5%	10.4%
South East	3.0%	2.5%	2.0%	1.5%	1.0%	13.1%
East of England	3.0%	2.5%	2.0%	1.5%	1.0%	10.4%
London	2.0%	1.5%	1.0%	0.5%	0.5%	5.6%
UK	3.5%	3.0%	2.5%	2.0%	1.5%	13.1%