



WELCOME TO
SHEFFIELD

From its prestigious universities and entrepreneurial structure, to the vibrant art and music scene, the northern city of Sheffield boasts an ideal lifestyle offering.

Once renowned as the centre of steel manufacturing, modern-day Sheffield has developed into a metropolis of opportunities with an ever-increasing population of young professionals and businesses. This growth has led to a rise in the economy and a forward-trending real estate market for homeowners and investors.

The 'S' postcode is one of the greenest cities in Europe, with over two million trees, 250 parks and the nearby Peak District. The city is the playground of choice for those looking for adventures or a lifestyle surrounded by beautiful nature. With seamless access to major motorways, as well as being regarded as one of the safest cities in the UK, it is no wonder Sheffield continues to welcome new residents each year.

Sheffield History

Located 260km northwest of London, Sheffield lies within the historic county of Yorkshire. The city's history dates back to the Roman Empire and became one of Britain's leading industrial cities due to its abundant resources such as iron ore for smelting and oak woods for charcoal. The city quickly became a hub of innovation with the creation of crucible and stainless steel.

The industrial revolution made Sheffield a flourishing trade centre in the nineteenth century. The increase in economic activity fuelled an unprecedented surge in the city's population which gave rise to Sheffield's rich culture and educational footprint. Most notably, the establishment of Sheffield Hallam University in 1843 and The University of Sheffield in 1905.

Sport

Sheffield is recognised both locally and internationally for its sporting attributes and is home to numerous sporting events and clubs. In 2018, in commemoration of the 2012 Olympic and Paralympic Games, Sheffield's GBP50 million Olympic Legacy Stadium was opened. The Park, which includes the National Centre for Sport and Exercise Medicine (NCSEM), has world class sports and science facilities and is expanding its facilities with a GBP250 million development plan. These improvements are expected to be completed between 2021 and 2026 and bring a further 5,600 job opportunities to the South Yorkshire Mayoral Combined Authority (SMYCA).

Sheffield has been the world-renowned home of the Snooker World Championship since 1977, while Sheffield United F.C., formed in 1889, was a founding member of the English Premier League. The city's successful sport and leisure industry currently employs over 50,000 people and generates an annual economic value of over GBP800 million.



Art and Culture

Sheffield has a growing cultural reputation and is quickly becoming known for its vibrancy, with the Arts, Entertainment & Recreation industry expected to grow by an impressive 32% by 2035. Its musical heritage holds an abundance of great bands such as Def Leppard and Arctic Monkeys. Sheffield also has a tradition of hosting popular musical festivals such as the Tramlines Festival, which attracts over 100,000 people.

Sheffield's thriving art scene is also quickly becoming recognised around the world with its array of galleries. The Millennium Gallery currently attracts over 800,000 visitors each year, making it one of the most visited galleries in the North of England. Further to this, the S1 Artspace was awarded a GBP22 million in investment for their venue in 2021, making it a world-class destination and one of the biggest galleries for modern art in the region.



Demographics

Sheffield is the fifth most populous city in the UK with 595,280 residents as of 2022. The city's population has grown by an average of 3,657 inhabitants per annum since 2000 and is forecast to grow by 3.8% reaching more than 617 thousand inhabitants by 2035.



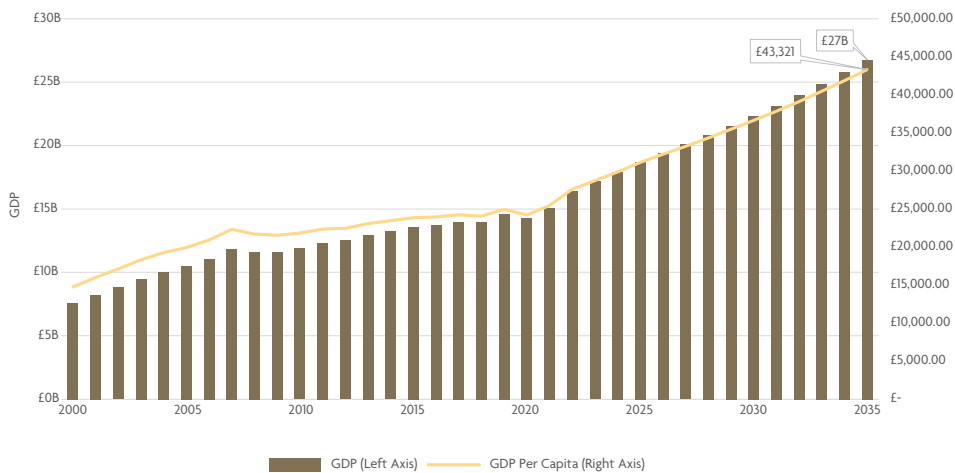
Sheffield's Economy

Sheffield's economy continued to thrive after World War II and maintained full employment levels for most of the post-war era. However, the second half of the twentieth century was a difficult period for the city. Corporate restructuring and nationalisation within the coal and steel sectors, together with deindustrialisation during the late 1970s led to a deterioration in economic performance.

In 1997, the new Labour government introduced a fresh approach to reinvigorate deindustrialised areas in the UK. New strategies focusing on education, urban renewal, economic development, social integration, and environmental reclamation were considered the key to renewed growth of private enterprise and investment. By 2007, Sheffield had reinvented itself with the aim to build a new city economy based on its laurels as an 'innovative producer city'. Sheffield is currently in its third phase of regeneration, with the first phase focusing on industrial enterprise and the second on aiding large-scale public reinvestments.

As a result of Sheffield's successful recovery plan, the economy has grown by 98% since 2000, totaling over GBP16.4 billion as of 2022. The economy is expected to expand by a further 63% and reach GBP26.8 billion by 2035. At the same time, average GDP growth per capita has risen 87% since 2000 and is expected to reach GBP43,321 by 2035, expanding by a further 57% from 2022.

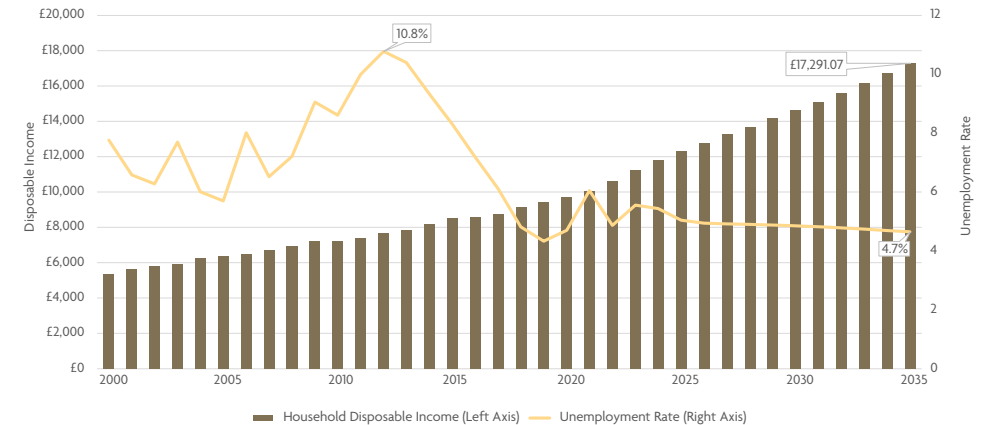
Sheffield Economic Growth 2000-2035



Employment and Incomes

As Sheffield's economy continued to grow, new jobs were created, resulting in the unemployment rate falling from 11% in 2012 to 4.9% in 2022. Sheffield's favourable economic climate has resulted in disposable household incomes rising from GBP5,361 in 2000 to GBP10,598 in 2022, an increase of 98%. Disposable incomes are forecast to continue rising to hit GBP17,291 in 2035, an increase of 63% since 2000.

Sheffield Labour Market Trend 2000-2035



Sources: Oxford Economics

Sheffield's economy has almost doubled in size over the last two decades, and the incomes of its residents have followed a similar trajectory. By 2035, the lowest income bracket is expected to fall to 38,560 households, a decrease of 70% from 2010. At the same time, those in the middle- and upper-income brackets are expected to rise at an exponential rate, registering growth rates of 68% and 1,015% respectively over the period.



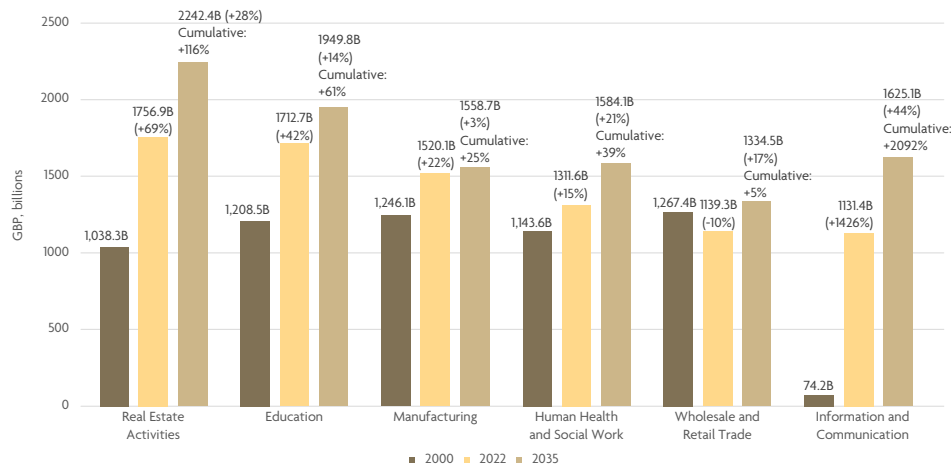
Productivity

Sheffield sits within the South Yorkshire Mayoral Combined Authority (SYMCA), which also comprises the towns of Barnsley, Doncaster and Rotherham. As the only city within the SYMCA, Sheffield is a major employment centre, especially for highly-skilled jobs in the region.

“Sheffield has a concentration of knowledge-intensive businesses, especially in advanced manufacturing, creative and digital technology industries, healthcare technologies and business, professional and financial services”.



Sheffield's Top 6 Sectors by GVA (2000-2035)



It is expected that Human Health & Social Work and Information & Communication will be among the highest GVA growth sectors between 2022 and 2035. Although Real Estate Activities is predicted to be Sheffield’s most productive sector with a GVA totalling GBP2.24 billion by 2035, the highest employment growth between 2000 and 2035 is within the Information & Communication sector.

Industry Sector	No. of Employees	Notable Employers
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Advanced Manufacturing	Employs: 50,000 Companies: 3,000	AECOM
Automotive	Employs: 17,000 Companies: 2,180	McLaren Automotive
Logistics	Employs: 15,000 Companies: 435	Ikea, Next, Amazon
Aerospace	Employs: 7,000 Companies: 495	Boeing, Rolls-Royce, ATI Allvac, Maher, Technicut and Goul Alloys
Banking and Finance	Employs: 19,000	HSBC, Santander, BDO, Lloyds Banking Group, Nationwide & RMS
Professional Services	Employs: 8,000	KPMG, Irwin Mitchell, Grant Thornton, CMS
Healthcare Technology	Employs: 2,000 Companies: 85	B. Braun & Orchid Orthopaedic

based on 2016 & 2017 figures



South Yorkshire Mayoral Combined Authority Investments

Due to its well-connected location, the SYMCA has become an attractive destination for many companies to invest. Today the region boasts an impressive array of large-scale industries and collaborations with leading firms. Most notably, those in advanced and digital-led manufacturing and engineering.

The Global Innovation Corridor

The SYMCA is building a Global Innovation Corridor that aims to connect businesses and people to further solidify the region's innovative reputation. One such location is the Advanced Manufacturing and Innovation District (AMID), set to be the UK's largest research-led advanced manufacturing cluster. To date, AMID has attracted investment from major companies such as:



McLaren Automotive Ltd

Total investment value: GBP50 million

Jobs created: over 200

In 2017, McLaren Automotive Ltd announced the launch of a new McLaren Composites Technology Centre in the AMID. Today, the GBP50 million facility produces the company's carbon fibre chassis and is expected to provide an estimated GBP100 million in GVA for the local economy by 2028.



Boeing

Total investment value: GBP40 million

Jobs created: over 75

Boeing has had a noticeable presence in Sheffield since it co-founded the Advanced Manufacturing Research Centre with The University of Sheffield in 2001. In 2018, Boeing opened its first manufacturing site in Europe, investing more than GBP40 million in a production facility located in Sheffield's Business Park. Currently the facility is responsible for manufacturing more than 100 different high-tech components for the company's 737 and 767 planes. Today, the facility employs over 75 highly skilled employees, including experienced mechanics and engineers.



Rolls-Royce

Total investment value: GBP160 million

Jobs created: 200

Rolls-Royce has also had a noticeable presence in Sheffield that dates back to 1993 with their establishment of the University of Technology Centre. In 2019, Rolls-Royce signed a record-breaking GBP160 million long-term deal with CW Fletcher, a Sheffield-based aerospace and nuclear manufacturing firm. To date, the facility in Sheffield has employed 200 highly-skilled employees.



HSBC

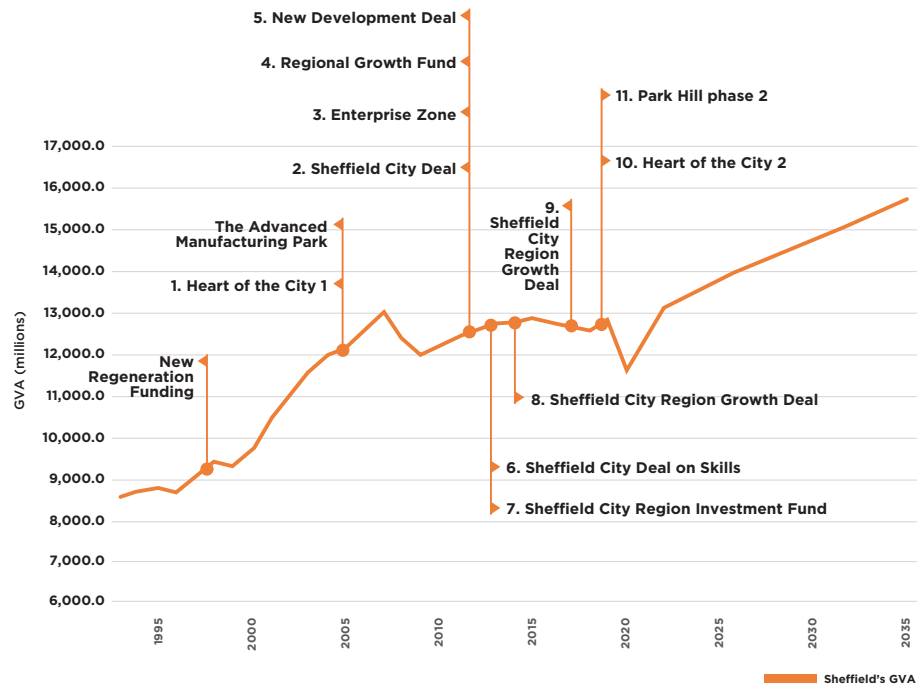
Total investment value: GBP90 million

Jobs created: 2,700

In 2016, HSBC invested GBP90 million into the creation of their Global IT Shared Service Centre. The 140,000 square feet of office space is home to HSBC's 2,700 employees in Sheffield's retail quarter.

Regeneration

South Yorkshire Mayoral Combined Authority (SYMCA) Regeneration Programs



Over the last two decades, the SYMCA has seen a wide range of regeneration projects that have benefited Sheffield and have resulted in its economic revival. Regeneration projects such as 'The Heart of the City' and the 'New Development Deal' have had an incredibly positive effect on Sheffield's economy.

Post GFC, Sheffield's GVA was on the rise due to numerous regeneration projects such as 'Heart of the City 2', one of Sheffield's most prominent and recent regeneration projects that's expected to be completed in 2023 and provide around 7,000 new jobs. Significant projects such as this, among others, are expected to contribute towards Sheffield's booming economy in the next decade and beyond.



1. Heart of the City 1
 • GBP130 million
 • Completed

4. Regional Growth Fund
 • GBP25 million to invest in local businesses

7. South Yorkshire Mayoral Combined Authority
 • GBP700 million
 • Extra 68,000 job opportunities by 2022

10. Heart of the City 2
 • GBP470 million
 • 7,000 job opportunities
 • Completion: 2024

2. Sheffield City Deal
 • GBP700 million
 • 4000 new apprentices

5. New Development Deal
 • GBP32.8 million
 • GBP200 million direct private sector investment
 • GBP93 million GVA uplift
 • Over 7000 new jobs

8. Sheffield City Region Growth Deal
 • GBP295.2 million
 • 8,000 job opportunities

3. Enterprise Zone
 • GBP5 million
 • Over 7000 jobs

6. Sheffield City Deal on Skills
 • GBP25 million
 • 4000 new apprentices
 • 2,000 job opportunities

9. South Yorkshire Mayoral Combined Authority
 • GBP105.9 million

11. Park Hill phase 2
 • GBP100 million
 • 100 job opportunities
 • Completed

Education

The lifestyle Sheffield has to offer has attracted students nationally and from abroad, drawn to its cultural diversity and world-class educational institutions. Ranked 60th in the world, it makes a feature on the list of Best Student Cities according to the QS World University Rankings. The city boasts a diverse student community, with over 22% of its 55,368 full-time students coming from outside the United Kingdom.

The city itself is home to two top-class universities. The University of Sheffield is ranked within the top 14 in the UK and is number 96 in the world rankings, whilst neighbouring Sheffield Hallam University recently was awarded The Times' and Sunday Times' University of the Year for Teaching Quality.

The high graduate retention rate of 42% has resulted in 33% of Sheffield's population being under the age of 25 years old. It also adds to the growing local economy as major companies establish head offices to take advantage of the young and highly-skilled talent pool.



29,717 full-time students
31% international students

Ranking within the world's best 100 universities, the University of Sheffield is a world-renowned research led university. The university is part of the prestigious Russell Group with 86% of its research ranked as World Leading or Internationally Excellent. The university also has 6 Nobel Prize winners among its former staff and alumni.



25,651 full-time students
13% international students

Sheffield Hallam University (SHU) was originally founded in 1843 as a design school in response to the industrial revolution that was transforming the city. The university now has 2 major campuses and offers over 700 different courses. SHU is ranked 14th globally in the Times Higher Education Impact Rankings, focusing on sustainable development goals.



Sustainability: Green Sheffield



Translational Energy Research Centre.

A green city, Sheffield was recently ranked within the top 5 eco-friendly cities in the UK. Through various schemes such as the 'Green City Strategy' and 'Grey to Green' the city continues to reduce its carbon footprint. With projects emphasising e-mobility and the successful integration of various energy sectors, the city has already reduced its carbon emissions per capita by 89% between 2005 and 2018.

Sheffield's commitment to building a low-carbon and cleaner economy is evident with its numerous projects and partnerships, most notably being the University of Sheffield Translational Energy Research Centre. The centre, which opened in 2021, is one of Europe's largest and most advanced research and development facilities. The centre is an innovative research and testing facility for academics and partners within bioenergy, zero-carbon production, Carbon Capture and Storage, and the combustion industry.



Transportation

Sheffield's central position in the UK's transit network has accelerated the connectivity to the city. Individuals and freight can easily travel from Sheffield to other UK cities and beyond thanks to various connections via rail and road networks.

Rail

Developments to Sheffield Midland Station will be at the heart of the transformation of the city centre and the SYMCA over the next 20 to 30 years. Sheffield Railway Station is one of the busiest in the region, having seen 10.1 million passengers between 2019 and 2020 alone. It offers direct lines to major cities like London, Liverpool and Manchester. In March 2021, investment funding of GBP137 million was secured for upgrades to further improve connectivity between Sheffield and Manchester.

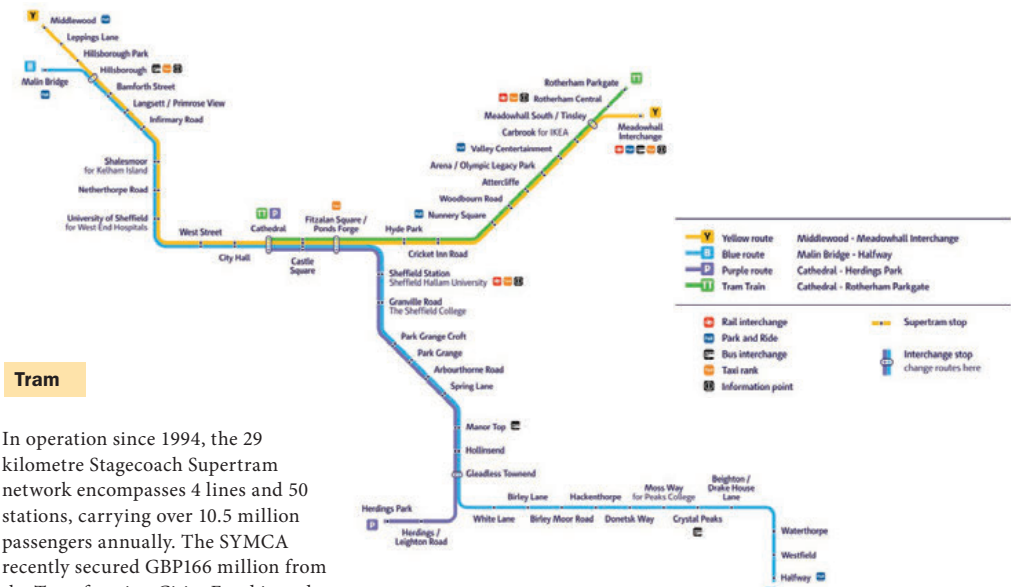
Travel Time by Rail

Location	Travel Time to Sheffield (Hours)
London	2:08
Birmingham	1:08
Manchester	0:53
Liverpool	1:37
Manchester Airport	1:30
Heathrow Airport	3:16
Gatwick Airport	3:13



Tram

In operation since 1994, the 29 kilometre Stagecoach Supertram network encompasses 4 lines and 50 stations, carrying over 10.5 million passengers annually. The SYMCA recently secured GBP166 million from the Transforming Cities Fund in order to boost public transportation and cycling connectivity throughout the region.

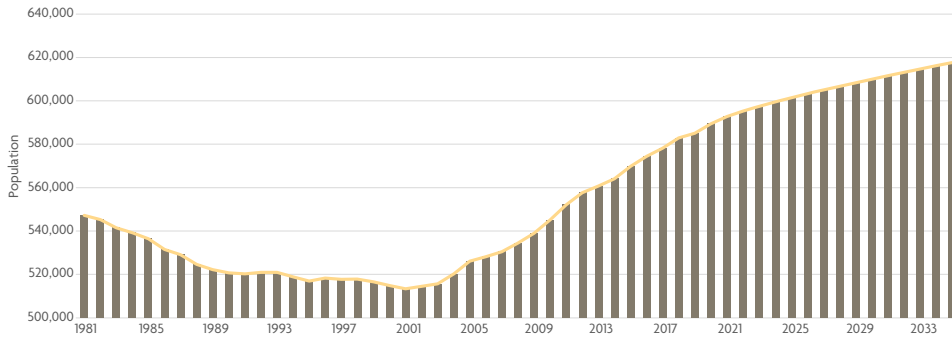


Sheffield Housing Market

DEMAND

Ever since the new Labour government's economic initiatives began to yield results in the early 2000's, Sheffield's population began expanding. From its 513,300 residents in 2001, the number of residents living in the city had grown to 595,280 as of 2022. The population is expected to continue on this upward trend, totalling 617,650 by 2035, a 20% increase since 2001. This high level of population growth has, and will continue to, put immense pressure on the city's housing stock.

Sheffield Population (1981-2035)

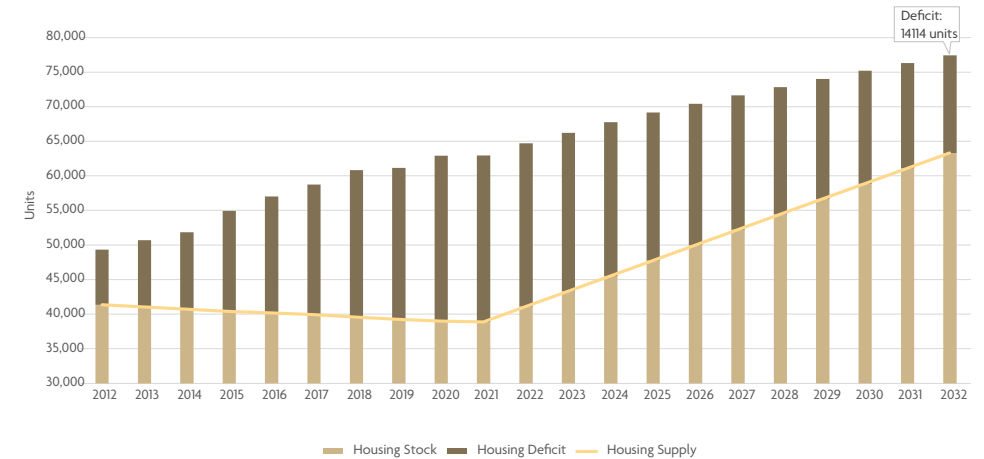


SUPPLY

Construction activity in Sheffield has been unsuccessful in meeting the demand resulting from the high levels of population growth since the early 2000s. Between 2011 and 2020 alone, a mere 7,600 units were added to the housing stock, which totalled 38,877 units as of 2021. With an average of 760 dwellings added per annum over the last 10 years, the council's current Supply & Demand of 2,222 units per annum up to 2039 may seem highly ambitious. Therefore, with only 7,600 new units to accommodate a growth in housing need of 31,542 units in the last 10 years, there is a significant undersupply of new-build investment grade properties in the city.

Sheffield's city council targets 2,222 units per annum to be completed between 2022 and 2039. As a result, an undersupply of at least 14,114 housing units is expected by 2032 meaning a 22% shortage of the housing requirement.

Sheffield's Housing Supply and Demand 2012-2032



SALES AND RENTAL MARKET

Sustained population growth combined with the economic revival since the early 2000's has led to house prices in Sheffield increasing by an **average of 13.7% per annum**. With these underlying factors expected to remain in place in the years to come, house prices in the region are forecast to rise by a further 11.7% up to 2027 Sheffield offers excellent value for investors, with prices on average 9.4% below that in cities such as Leeds, Birmingham and Manchester as of September 2022.

The Yorkshire and Humber region has seen 4.1% rental price growth in the year to November 2022



5-YEAR PRICE FORECAST
11.7%