

LOCATED IN BIRMINGHAM

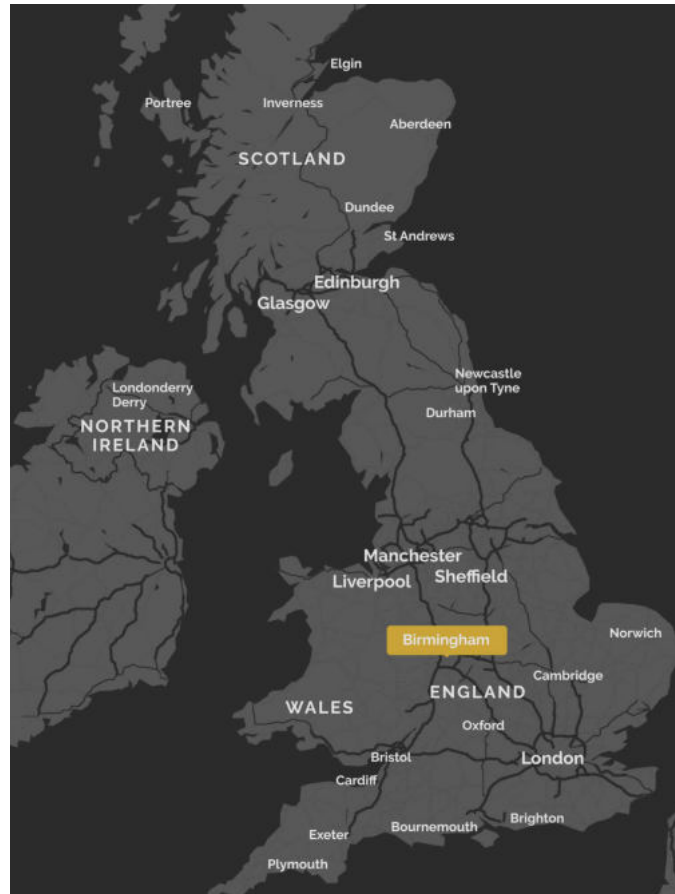
The youngest city in Europe

Strategically located in the heart of the UK, Birmingham is the UK's 'second city' which has long benefited from its geography and is consistently a popular part of the country to live and work. The city was a central part of the industrial revolution and is now dominated by finance and the services sector which contributes to the single biggest economy outside of London with a GDP of £120bn.

A growing population

Birmingham is Europe's youngest city. It is home to 5 universities and 80,000 students, with a further 20 universities within an hour of Greater Birmingham. Of those, the city retains a whopping 49% of students after graduation. Furthermore, Birmingham attracts the third largest number of graduates with no prior links to the city.

Over the past 15 years, there has been a significant amount of urban regeneration and investment which have taken place and even more is planned for the future. The redevelopment of Birmingham New Street Station and the extended tram network are paying dividends to the city centre, already helping to stimulate further local regeneration. With a vibrant city centre that plays host to a huge amount of the country's leading companies and a growing population of young professionals who are choosing Birmingham as their home.



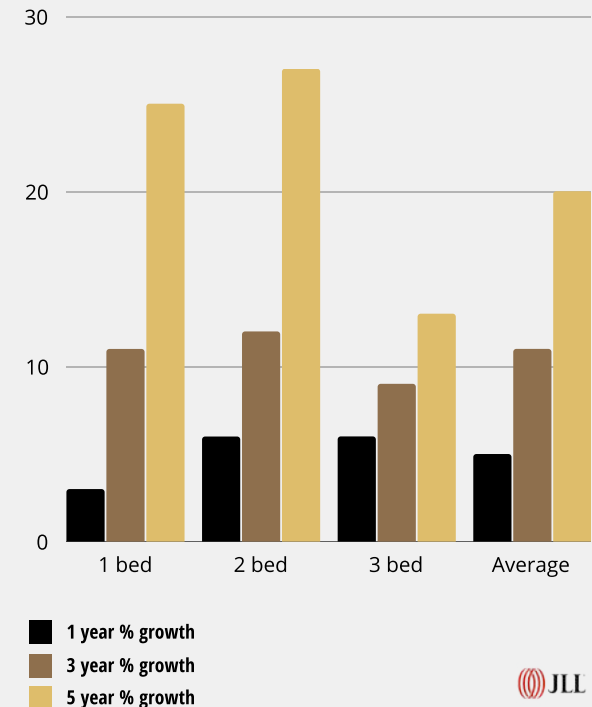
Birmingham New St Train Station

Regional city boom

Property beyond the capital is booming, especially with the increasing cost of living in London particularly; buyers and tenants are looking towards regional cities for their affordability. Major businesses are also following suit by opening their offices across regional cities with Birmingham leading that movement.

Birmingham house prices have been forecast by JLL to grow by 19.2% between 2023-2027, which is far higher than the UK average of 8.9%. Birmingham property investors can also expect to see 19.3% of cumulative rental growth from 2023-2027 too.

Birmingham house price growth forecast



BIRMINGHAM

Big City Plan

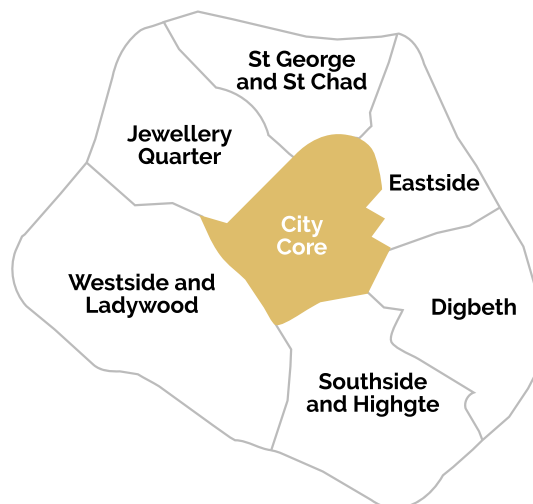
The Big City Plan is one of the most ambitious development projects ever undertaken in the UK. Anchored on some high profile regeneration projects and built on the existing heritage and industry of England's 'second city', the plan is to deliver a world class city centre in over just 20 years.

20 year master scheme

We are now over half way into that 20 year vision. Birmingham has transformed and is almost unrecognisable to the city of 10 years ago.

The Big City Plan divided the now much bigger city centre into seven districts, each with its own distinct character:

- City Centre Core
- Eastside
- Digbeth
- Southside and Highgate
- Westside and Ladywood
- Jewellery Quarter
- Gun Quarter



New commercial and residential developments have reshaped the city centre, with The Big City Plan turning Birmingham's seven quarters into a connected city centre and providing a world class city that is seeing net migration from London.

Over 35% of Birmingham's GDP is now from financial services Goldman Sachs, who are now the latest firm to move to the city, joining HSBC and Deutsche Bank.

The city has a growing commercial property scene with new tenants entering almost by the week.

The regeneration in Birmingham's city centre core and delivery of the city's infrastructure projects is greatly benefiting the city's creative, commercial and residential quarters which surround it, leading to Birmingham being first choice amongst many graduates, professionals and families who target city living.

Birmingham has become a national and international destination for business, leisure and tourism. With the extension of Birmingham International Airport's runway, followed by the £650 million investment into New Street station, tram network, and improvements to the public realm such as Centenary Square and Paradise, it is easy to see why.

Huge projects have been accelerating the success of Birmingham in recent years, including the Commonwealth Games 2022 which saw £778million investment into the city and the wider West Midlands.

The proposed High Speed 2 (HS2) trainline will connect Birmingham to London in around 50minutes - further encouraging migration from the capital to Birmingham.



BIRMINGHAM

A place to call home

With a vibrant city centre, rich in culture and a sense of confidence about its future, Birmingham's Big City Plan is coming into fruition.

Young people, established businesses and creative start ups are providing a positive feeling which can be felt as you step foot into the seven quarters of this expanding city. It is easy to see why year on year it leads the UK residential property market.



World class education

The student demographic of the city is another feather in its hat. Birmingham is home to five established universities, including the University of Birmingham which is part of the Russell Group. 49% of students choosing to stay upon completion of their studies - the 4th highest figure in the UK.

This contributes to the ever growing population of young professionals who are part of what's been referred to as "generation rent".



Leisure & Tourism

Hosts of the Commonwealth Games in 2022, home to the most Michelin star restaurants outside of London, the busiest theatre in the UK, 8,000 acres of green space and more canals than Venice - Birmingham is attracting renters and tourists from all over the world. The city is an attractive location for people of all ages.

A global shopping hotspot, Birmingham is home to the iconic Bullring shopping centre, Selfridges, and Harvey Nichols. The city's Jewellery Quarter has the highest concentration of jewellery production in Europe and is responsible for 40% of the UK's jewellery production, attracting tourists from all over the UK.

Transport & Connectivity

With a £200m expansion of the already world class Birmingham International Airport, Birmingham is a world city. Birmingham can reach 90% of the UK in under 4 hours, domestically the transport links are the envy of the country.

The city has an excellent road network with direct access to the M1, M5 & M6, and the centre is complimented locally by a network of city centre cycle paths and bus and tram networks.

Newly delivered infrastructure projects to the overland rail at New Cross Central station and the delivery of the city's expanded metro network as part of the Big City Plan has delivered a truly world class transport system..



DIGBETH

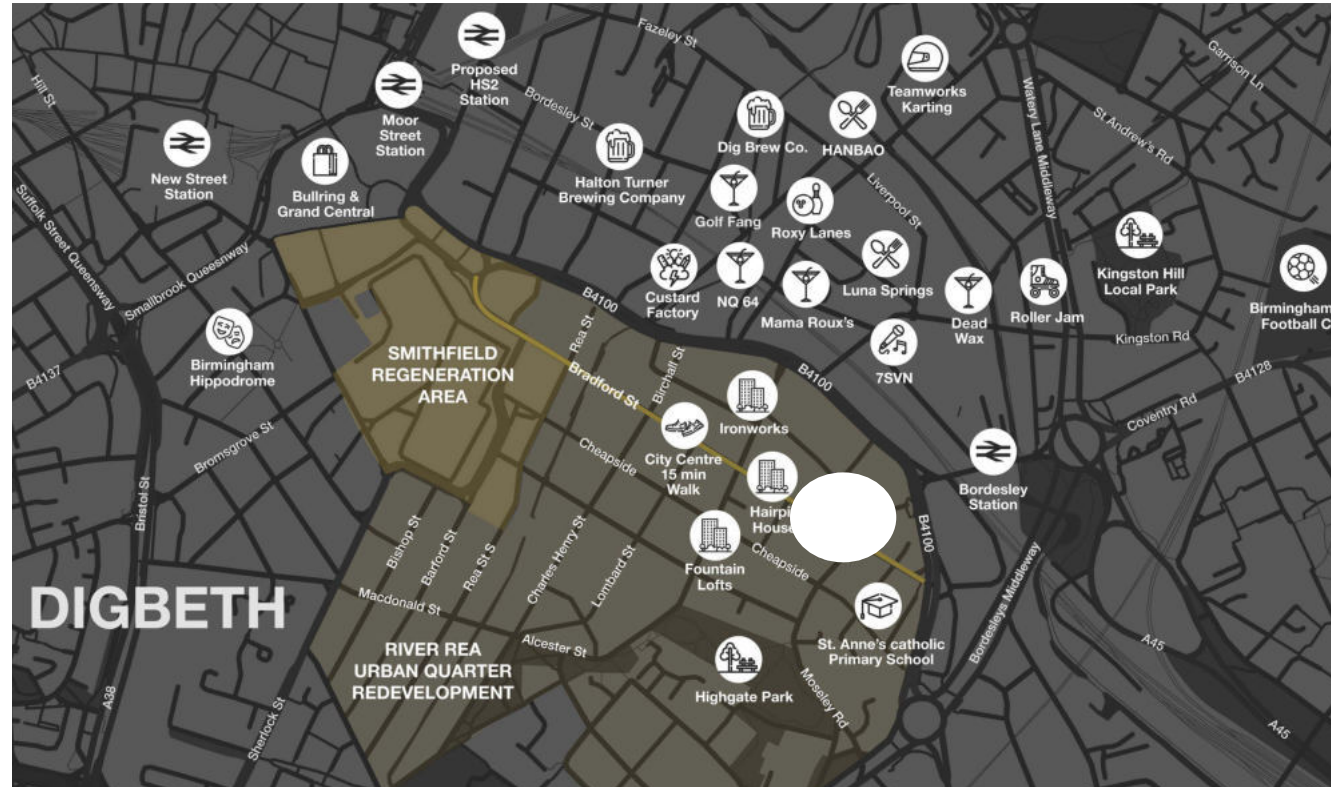
The Creative Quarter

"the coolest place to live in the UK"

THE  **TIMES**

Named the 'the coolest place to live in the UK' by the Sunday Times, Digbeth is Birmingham's hottest property spot, where city living meets the area's creative industries by day, and the best bars and restaurants by night. Comparable to London's Shoreditch, or to the Northern Quarter and Ancoats in Manchester, it is the coolest address in Birmingham.

Digbeth is one of the main creative centres in the city and is often termed Birmingham's 'creative quarter' – a place where artists, digital and media enthusiasts mingle at The Custard Factory and Fazeley Studios with students, vintage lovers and musicians. With a variety of independent businesses, as well as being a focal point for artists and musicians, it is the up and coming location to live and invest in the UK.



Being in the heart of the UK, Birmingham is very well connected with other major UK cities. The incoming Hs2 Station at Curzon Street that neighbours Digbeth will create high-speed rail links between Birmingham and Leeds, Manchester and London. The high speed train line will result in journeys under 50 minutes between Digbeth and Central London.

Digbeth is only a short walk away from the centre of Birmingham where the high-street stores and shopping malls, such as the Bullring Shopping Centre, are located.

Digbeth has plenty of bars and restaurants to enjoy, including Passing Fancies for cocktails, Roxy Ballroom for social games; and places to eat from pizzas at Baked in Brick or Crazy Pedro's, to the high-end tasting menus at Michelin young chef of the year Kray Treadwell's 670 Grams.

The area is set to see huge regeneration efforts over the next few years. The £1.9bn Smithfield regeneration will be central to the wider, long-term transformation of Digbeth and Birmingham's city centre.

DIGBETH REGENERATION

Shaping the future of the 'Creative Quarter'

Digbeth & the Big City Plan

Being a crucial part of Birmingham's industrial success, the Digbeth area has evolved with the times and is constantly reinventing itself and adapting the built environment to meet the needs of new uses.

It's evolution as part of the Big City Plan has been spectacular. Many independent business are joining the modern and digital movement to set up in the city's Creative Quarter as it is set to become the number one residential district in the city amongst the city's growing 21- 25 year old demographic.

Smithfield Regeneration

The £1.9bn Smithfield regeneration will substantially impact the wider, long-term transformation of Birmingham. The rich trading history and the legacy of the iconic Indoor, Open and Rag markets are central to the plans to create a new vibrant market which can thrive for years to come – celebrating the history of Birmingham and its roots as the 'city of a thousand trades'.

The Smithfield regeneration area will celebrate Birmingham and be an iconic new centrepiece for the city centre. It will be a great addition to the creative and cultural hub of Digbeth, serving local needs and drawing people together.



Rea Valley Urban Quarter Regeneration

The Rea Valley Urban Quarter will see a series of mixed-use neighbourhoods created, and plans to accommodate over 5,000 new homes and integrating innovative space for businesses, services and leisure to develop and grow.

"Central to the area's future success will be the delivery of high quality infrastructure including a network of high quality public realm, green spaces and pedestrian routes."

"The centrepiece of this network will be a reimagined River Rea. Running through the heart of the area, the River Rea will be transformed into a green corridor with an environment which is adaptable, resilient and ecologically rich."

-Ian Ward, Birmingham City Council



DIGBETH

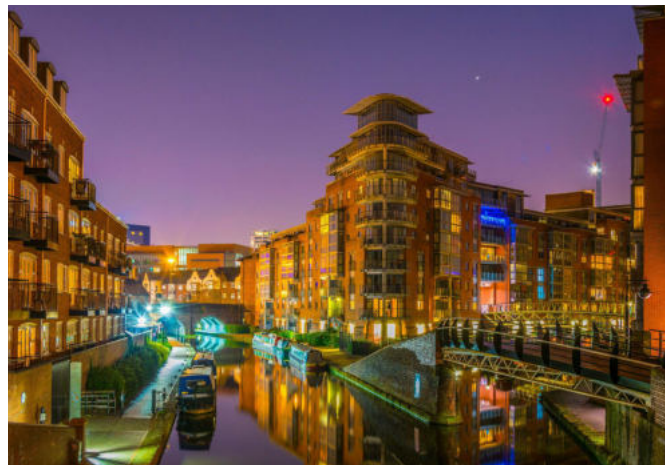
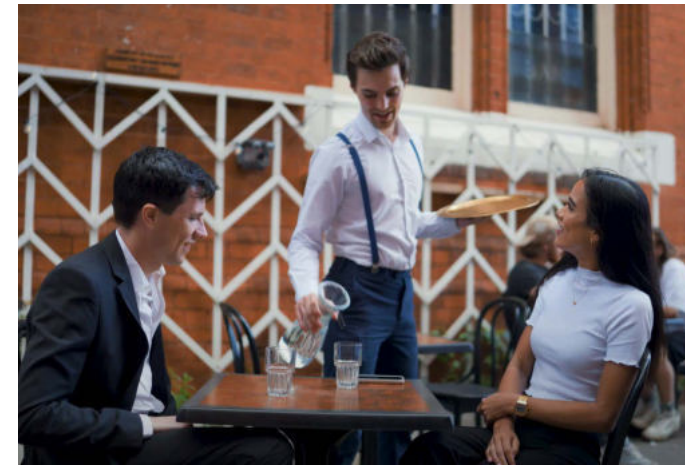
Live, work & play

Digbeth is a growing neighbourhood of welcoming, creative people in Birmingham's former industrial heartland.

Centred around the iconic 'Custard Factory', Digbeth is home to a dynamic community of 500+ artists and small creative enterprises. These businesses are based within the 5 acre complex of riverside factories, built around 100 years ago by Sir Alfred Bird.

Digbeth has grown into one of the UK's digital centre's, home to start ups, digital agencies right through to brewery's, coffee roasters, bars, restaurants and social spaces.

It is the perfect location for the huge number of young working professionals to set up home in Birmingham. Residents can benefit from a 10 minute stroll to work in the city's centre; excellent transport links across the city; as well as having fun and socialising at all of the fantastic bars, restaurants and activity spaces in Digbeth. The area is emerging as the UK's next property hotspot, with Sapphire Court's double fronted design a proud centre piece.





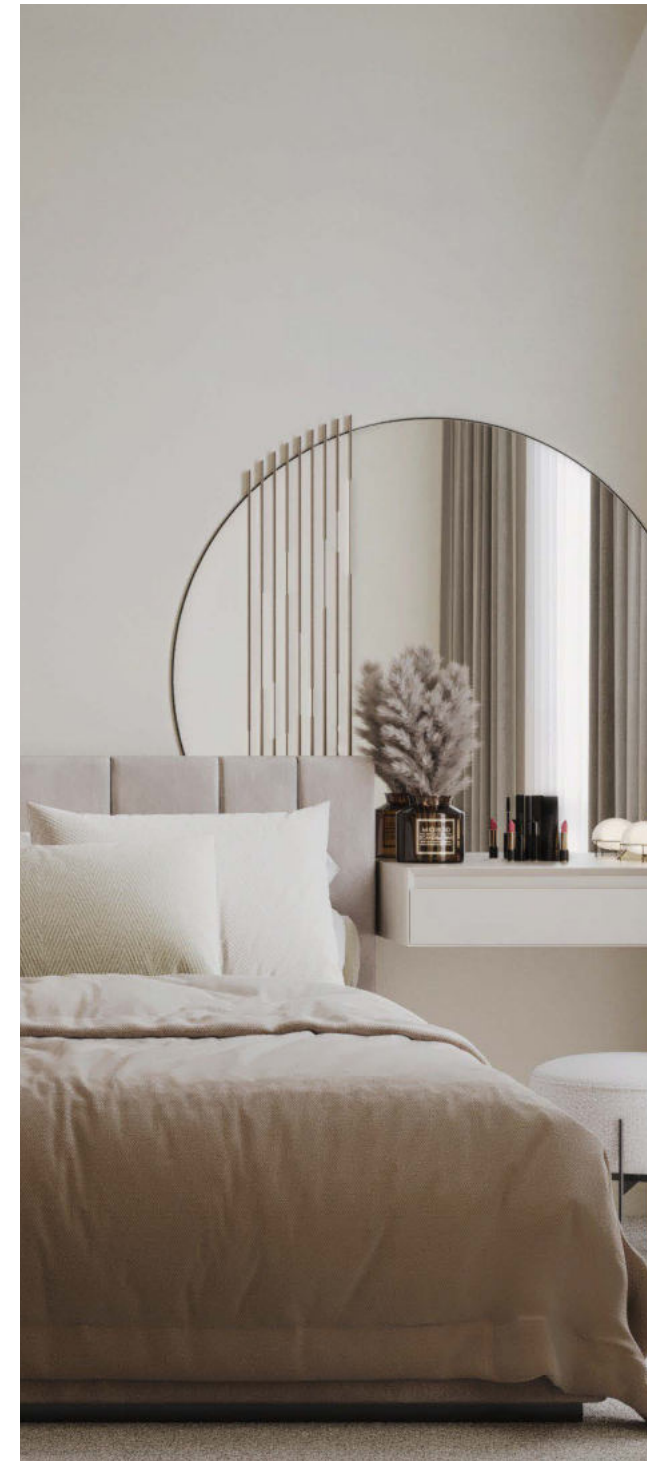
THE DEVELOPMENT

Digbeth, with its vibrant social scene, many coffee shops, top restaurants, and flexible workspaces has won the hearts of Birmingham's younger population.

Building on the success, popularity and 100% occupancy across 10M's neighbouring sites.

At a glance

- All residential, double fronted, landmark development
- Two communal architecturally designed courtyards
- Private terraces or balconies overlooking the courtyards across selected apartments.
- A focus on a sense of community and place.
- A focus on sustainability with EPC of C+ minimum
- One bicycle space per apartment.
- **Proven developer with a consumer following**



THE DEVELOPMENT

Influenced by the rich architectural history of Digbeth's heritage buildings and the new build neighbours that are making their way up Bradford Street.

The site is perfectly nestled amongst the £1.9 billion Smithfield Regeneration, the Rea Valley Urban Quarter and the activity surrounding the Curzon Street Station at the heart of Birmingham's High Speed rail development.



Curzon Street Station, High Speed Rail (HS2)

Good vehicle routes are also located close by linking to the city centre, with the newly delivered cycle network right outside, while pedestrian routes offer direct access into the city centre in under a 10 minute walk.

With the Custard Factory and Digbeth's vibrant lifestyle on its doorstep and the very best of Birmingham's city core in walking distance, Sapphire Court is an ideal place to call home.



Walking times:

- Highgate Park - 4 mins
- Bordesley Street Station - 4 mins
- Custard Factory - 4 mins
- Digbeth High Street - 5 mins
- Bull Ring Shopping Centre - 15 mins
- New Street Station - 15 mins
- Birmingham City University - 20 mins

