

A modern, contemporary, high specification development of just 22 apartments across two blocks in Birmingham
Designed with character and sat at the heart of one the country's most exciting districts and the most desirable residential area in the city.



Birmingham - The UK's Second City

Known as the "City of 1,000 trades" and "the Workshop of the World", Birmingham was at the centre of the Industrial Revolution with a rich history in manufacturing anything from brass to toys and buttons to jewellery.

Today, Birmingham is not only the largest UK city outside London with a population of 1.1 m, but also one of the country's biggest financial and commercial centres. The relocation of firms such as HSBC, PwC and Deutsche Bank is bringing a large number of professionals to the city and boosting the housing market.

Home to five universities with a student population of over 60,000, with a record number of graduates choosing to stay and build a career in the city after graduation. Which is seeing Birmingham's infrastructure growth matched by a growing talent pool that continues to attract major employers to the city.

Geographically the city continues to prosper and as the country's travel infrastructure projects come online Birmingham invariably finds itself at the heart of the UK.

Over the road network it sits just 100 miles to the North-West of Birmingham from London, has an international airport that links to hundreds of destinations worldwide. While it's already impressive rail links are set to benefit from being the first stop on the new £100bn HS2 rail link. Cutting travel time other major UK cities including Manchester and reducing the travel time to London to just 45 minutes.

The city is seeing substantial large-scale investment and regeneration with a number of new commercial developments. Creating thousands of new jobs and an increased appetite for city centre living amongst the 18-35 working professionals. Putting the focus on Birmingham as a popular investment destination as it looks to meet this demand.



Economy & Employment

- ✓ Highest GDP outside of London at £120bn.
- ✓ Highest growth in economic output of 4.8% compared to 3.7% in the UK and 4.4% London.
- ✓ Top regional city for start-ups for the 6th consecutive year with over 18,500 new business start-ups in 2018, twice the number of Manchester.
- ✓ Greater Birmingham is the 3rd highest destination in the UK for Foreign Direct Investment reaching over £1.1bn p.a.
- ✓ UK's fintech hub and pioneer in 5G networks.
- ✓ Over 6,000 tech firms employ more than 38,000 people
- ✓ Employment is forecast to rise by a further 38,000 within the next decade.
- ✓ 60% of the UK's automotive R&D and 25% of the UK's aerospace industry is in Birmingham.
- ✓ Universities - 5 universities with over 60,000 students with a graduate retention rate of 49%, the third highest outside of London.
- ✓ The city attracts over 40m visitors annually spending over £9bn.
- ✓ Host city for the 2022 Commonwealth Games.

Major employers including:



Investment & Regeneration

- ✓ Eastside Locks is a 13 acre £450m canalside regeneration scheme billed as the most exciting and important city centre regeneration scheme in Europe.
- ✓ A completed £600m upgrade of New Street Station (central station).
- ✓ £200m expansion of Birmingham Airport.
- ✓ £1.3bn expansion of Midlands Metro light rail line.
- ✓ £10m revamp of Birmingham's largest public space Centenary Square.
- ✓ 42 acre Birmingham Smithfield is a £500m project due to start in 2022 which will include a museum, hotels, leisure facilities and family attractions.
- ✓ £500m media village in Digbeth creating new film and TV studios.
- ✓ Paradise is a £700m scheme between the city centre and Jewellery Quarter including a 250 bed hotel, three public squares and landmark new offices due to complete by 2029.

Arguably the biggest infrastructure project for a century connected Birmingham City Centre to London in just 47 minutes.

The HS2 logo, consisting of the letters 'HS2' in a bold, blue, sans-serif font, set against a white rectangular background.

Supply is not meeting demand.



- Birmingham is the second largest city in the UK with population of 1.1m.
- One of the most youthful cities in Europe - 40% of the population are below the age of 25.
- Population is growing at rate of 3.4% compared to 0.7% in Manchester and London.
- The population is expected to grow by 171,000 to over 1.3m by 2040.
- 49% graduate retention rate - second highest in the country after London. With 60% of tenants in the city centre aged 35 or below.

With the population growth rate rising faster than other UK cities, coupled with a high graduate retention rate, there is a continuous increase in demand for city centre apartments.

There is a current shortfall of 2,300 homes to keep pace with demand.

The influx of young professionals, together with the existing residents who are moving up the property ladder, results in a perfect blend for the property investor. With an excellent tenant profile providing great occupancy and yields, while also presenting a good mix of owner occupiers that prefer ready stock, providing a strong secondary market.



What does all this mean for prices?

Historical price growth

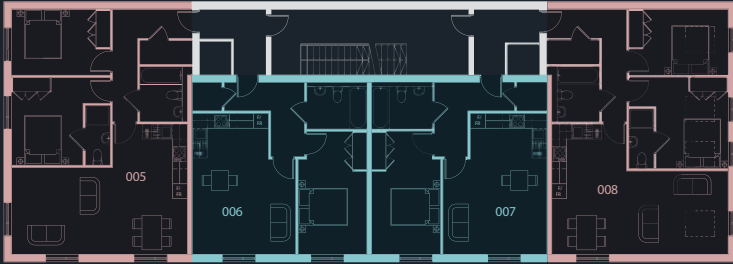
One of the best performing cities in the UK, with 8.2% price growth between Dec 17 - Dec 19 compared with London at 1.4%. Birmingham also had a 31% growth over the 5 year period from 2013-2018, outperforming the nationwide UK market prices, which grew by 5.5% between Jan - Sep 2019, outperforming the UK average of 3.5%.

Rental growth

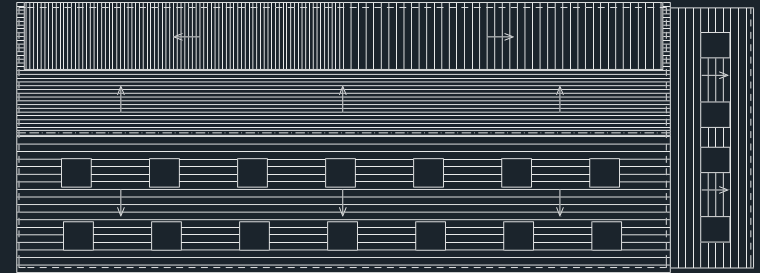
Rents are forecast to increase by 19.7% within the next 3 years driven by demand from young professionals and a growing population.



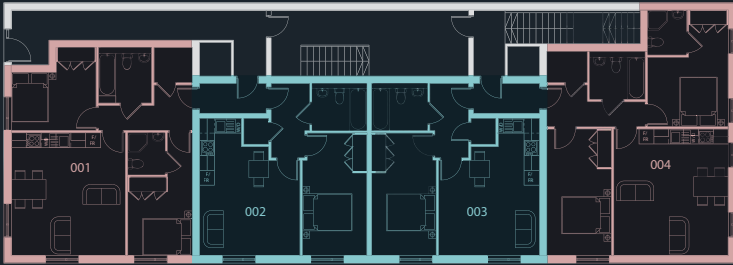
Block A1 Floor Plans



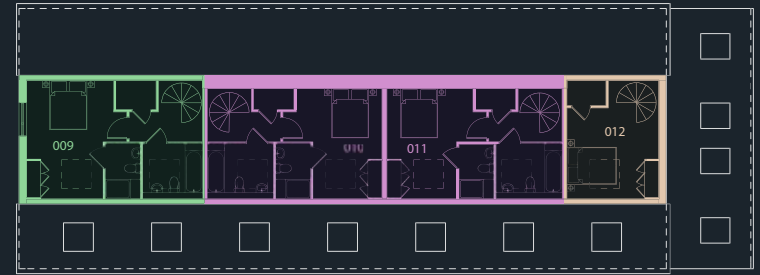
First Floor Plan



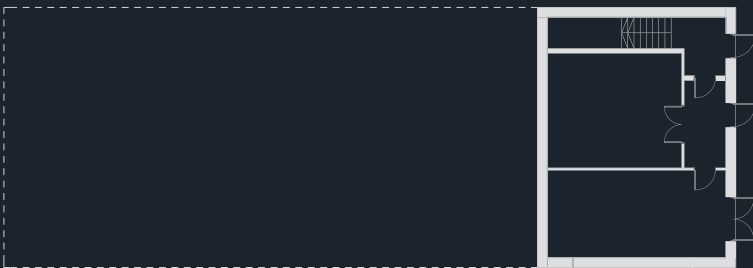
Roof Plan



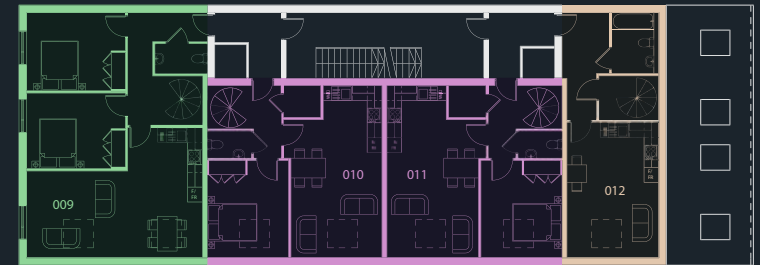
Ground Floor Plan



Third Floor Plan



Sub Ground Floor Plan



Second Floor Plan

Block A2 Floor Plans



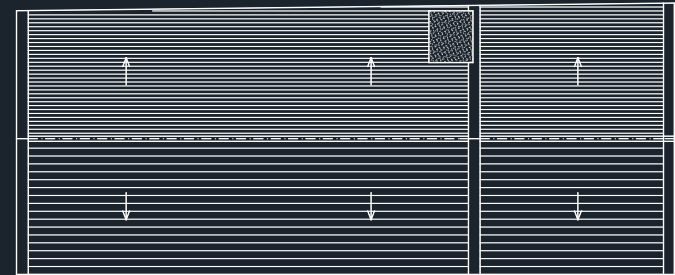
First Floor Plan



Ground Floor Plan



Sub Ground Floor Plan



Roof Plan



Third Floor Plan