

A VIBRANT AND CULTURED CITY

The UK's fourth largest city, Sheffield offers a unique blend of both urban lifestyle and rural retreat. The city has been going through something of an 'urban renaissance' in recent years, making the most of its grand industrial heritage and architecture, and reinventing itself as a city of European significance. Sheffield has something for everyone: a vibrant pub and club culture; high street and boutique shopping; restaurants to suit all tastes; the largest theatre complex outside London; art galleries; iconic music venues; and sports facilities, including three climbing centres and the world's deepest diving pool. Yet a third of the city also lies within the beautiful Peak District National Park. This combination of an exciting, bustling, cosmopolitan city within an outstanding area of natural beauty, makes Sheffield a truly unique and inspirational place to live, work and study.

THIS IS A RICHLY DIVERSE, MULTICULTURAL CITY THAT HAS EARNED ITS REPUTATION FOR BEING **ONE OF THE FRIENDLIEST AND SAFEST IN THE UK**

(Source: The University of Sheffield: Essential Guide 2013)



WHY INVEST IN SHEFFIELD



Sheffield's economy has significantly transformed over the last twenty years, with substantial improvements made across a range of economic indicators. New employment opportunities and businesses have been created, the two Universities have considerably increased both student numbers and capital investment, and the city's image has been radically reshaped with a series of high-profile improvements to the built environment.

The Sheffield City Region is at the forefront of the UK's industrial and entrepreneurial development and was recently described by the Secretary of State as being "at the heart" of Britain's continued economic growth.

With an economy bigger than some European countries, the Sheffield City Region is a significant financial power.

The area is home to almost 1.8 million people and has an output of more than £24.7 billion per year.

'THE SHEFFIELD CITY REGION'S ECONOMY HAS AN OUTPUT OF MORE THAN

£24.7

BILLION PER YEAR

AND CONTAINS APPROXIMATELY

55,000
BUSINESSES

AND

700,000
JOB

(Source: Sheffield City Region, March 2013)

WHY INVEST IN STUDENT MARKET



TOTAL STUDENT POPULATION OVER 60,000

The student and young professional property market continues to provide stable and lucrative returns and investor appetite shows no sign of waning, with over £2 billion invested in this sector in the UK in 2013.

Demand for university places in the UK remains strong, resulting in a continued oversubscription each year. Overall, universities receive 14 applications for every 10 places available: an 8% increase over the last five years.

Students are increasingly demanding high quality and secure purpose built accommodation with great facilities close to their place of study. And they are willing to pay more than ever for these benefits. And when they graduate, they will keep looking for accommodation nearby for work.

A shortage of this kind of accommodation ensures rental values remain high across the board. Data from the National Union of Students shows that rents for purpose-built accommodation continue to rise above the level of inflation, increasing by 53% since 2006.

International students are the driving force behind the demand for purpose built accommodation and, with no cap on the number of students who can study in the UK, Knight Frank has forecasted that the number of international students in higher education will increase by 15%-20% over the next five years.

This will certainly further boost demand for luxury accommodation for students and young professionals and propel this investment sector from strength to strength.

CENTRALLY LOCATED & CONNECTED CITY

Located at the heart of the UK, Sheffield has excellent transport links whether you are travelling by road, rail or air



TRAINS

Sheffield has extensive rail links to all major UK cities. Manchester is less than an hour by train and London is just 2 hours and 4 minutes away. Trains run from Sheffield to London every hour, and up to three times per hour to and from Manchester.



ROADS

Sheffield is connected to the national motorway network via the M1 and M18 motorways. The M1 skirts the north-east of the city, linking Sheffield with London.



AIR

Manchester Airport is an hour's journey away by car, and just over an hour by train. This major international airport is the largest outside London and provides direct flights to over 220 destinations worldwide — more than any other UK airport.

SHEFFIELD IS THE UK'S MOST CENTRALLY LOCATED CITY REGION. IT IS AT THE HUB OF KEY ROAD AND RAIL NETWORKS AND CLOSE TO THE MAJOR UK BUSINESS CENTRES OF MANCHESTER AND BIRMINGHAM



STUDENT MARKET IN SHEFFIELD

With a total student population of more than 60,000, Sheffield recently topped a list of university towns and cities that could benefit from more purpose built accommodation.

The universities in Sheffield are only able to provide university owned accommodation to a relatively small proportion of students. With just 11,369 bedrooms available to more than 46,890 full time students, a massive 76% are left looking for accommodation in the private sector.

This demonstrates a clear opportunity for the provision of purpose-built accommodation within the city, particularly for Sheffield's expanding international student population, who are driving the demand for luxury student rentals.



UNIVERSITY OF SHEFFIELD

The University of Sheffield is amongst the top 1% of universities worldwide, renowned for its innovative research, five Nobel prize winners, and awarded University of the Year 2011 by The Times.



Students	Full time	International
25,545	22,420	17.8%

THE UNIVERSITY OF SHEFFIELD HAS CONFIRMED ITS PLACE AS A WORLD-LEADING UNIVERSITY WITH AN INTERNATIONAL REPUTATION FOR RESEARCH EXCELLENCE ACROSS A WIDE RANGE OF DISCIPLINES

[Source: The 2014 Research Excellence Framework]



SHEFFIELD HALLAM UNIVERSITY

Sheffield Hallam University is a centre of excellence for health care training. It is nearing the end of a £110 million development program that provides impressive new buildings on each of the main campuses.



Students	Full time	International
34,715	24,470	9.2%

SHEFFIELD 'CHINATOWN' DEVELOPMENT PLAN

C

Community

H

Hiring

I

Investment

N

Network

A

Accessible

- Local community support and work experience (for student)
- Accessible to Asian shopping & groceries
- Attract Chinese enterprises to the city, rather than to Leeds or Manchester



**A £65 MILLION "CHINATOWN" DEVELOPMENT IN SHEFFIELD FULLY FUNDED BY CHINESE INVESTORS
8 MINUTES WALK | TO BE COMPLETED BY 2018**



[Source: www.bbc.com/news/uk-england-south-yorkshire-30915766]

INTRODUCING

- **SUBSTANTIAL REAL ESTATE INVESTMENT OPPORTUNITY**
- **NEWLY COMPLETED 5-STORY BUILDING WITH CIRCA 130 STUDENT APARTMENTS**
- **CONVENIENT LOCATION LESS THAN 10 MINUTES' WALK FROM SHEFFIELD RAILWAY STATION, SHEFFIELD HALLAM UNIVERSITY, AND THE CITY CENTRE**
- **OFFERED FOR SALE WITH 250 YEARS' LEASEHOLD**

- The City of Sheffield is a popular destination for students and young professionals: home to two first rated universities, and witnessing a transformation in recent years from northern industrial hub to one of the UK's most desirable and cosmopolitan cities.

**PURCHASE FROM
£85,000**

**ASSURED NET RENTAL
7+%**





*The above return ONLY applies to buyers who choose to appoint on-site management. Owners would have to pay ground rent at GBP 300 per annum separately.

LOCATION

TRANSPORTATION

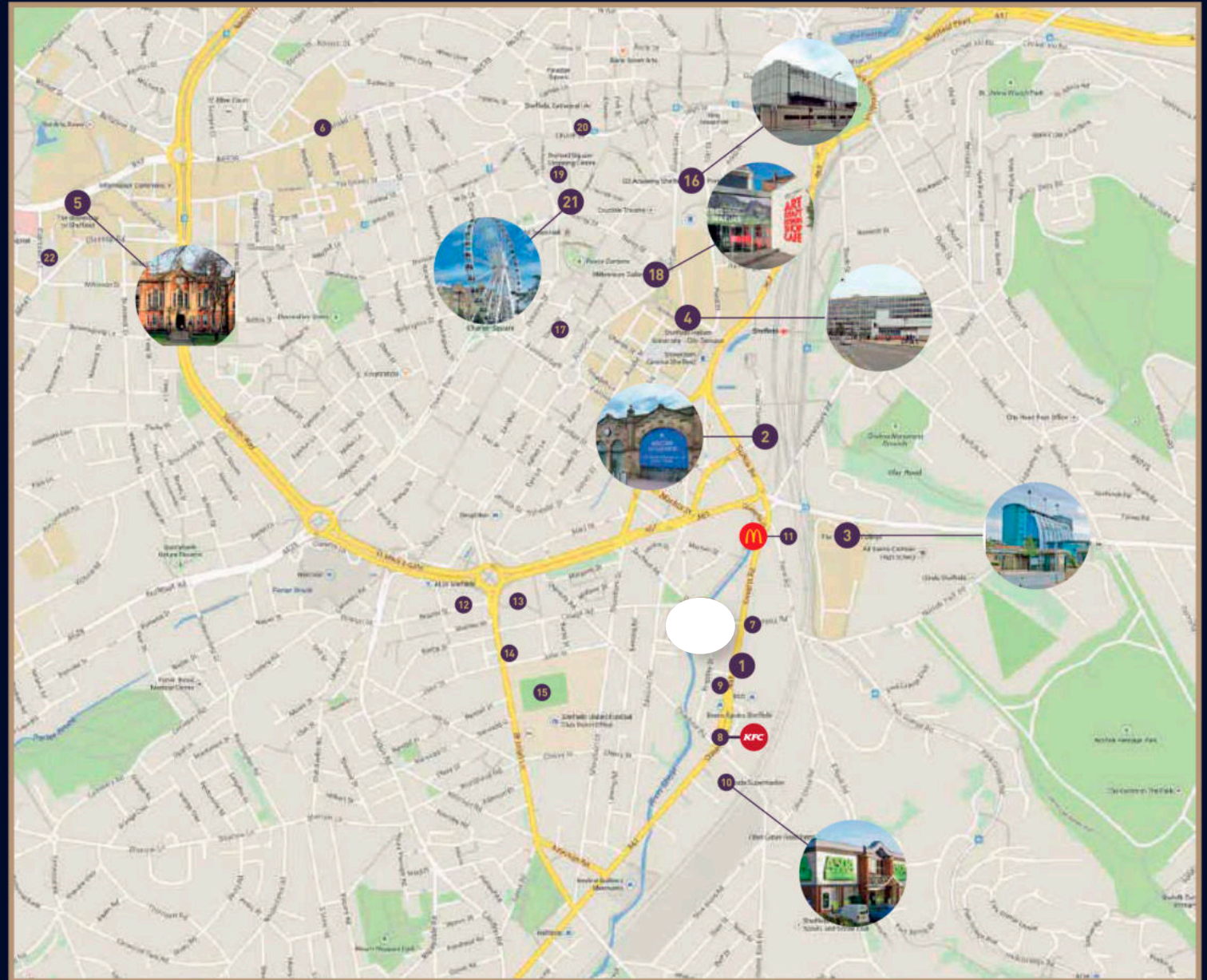
- 1. Bus Station 1 min 
- 2. Sheffield Railway Station 10 mins 

EDUCATION

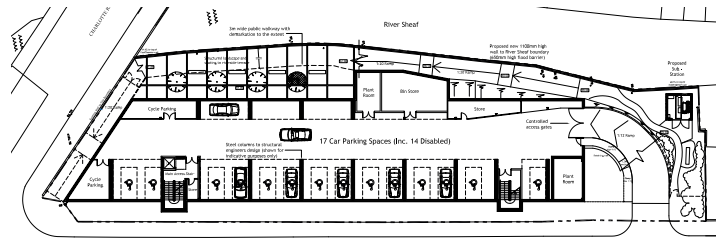
- 3. The Sheffield College 9 mins 
- 4. Sheffield Hallam University 10 mins 
- 5. University of Sheffield 5 mins 
- 6. Sheffield International College 5 mins 

OTHERS

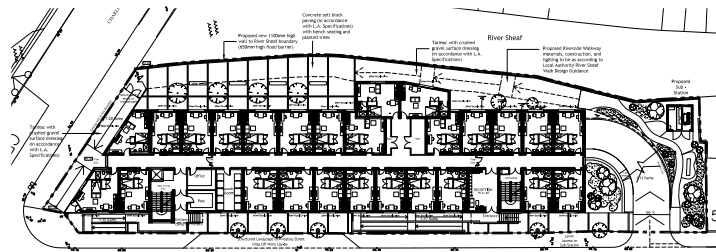
- 7. Grosvenor Casino Sheffield 2 mins 
- 8. KFC 3 mins 
- 9. Evans Cycles Sheffield 3 mins 
- 10. Asda Supermarket 4 mins 
- 11. McDonald's 6 mins 
- 12. Chinatown (Future Development) 8 mins 
- 13. St Mary's Church 8 mins 
- 14. Petrol Station 8 mins 
- 15. Sheffield United Football Club 10 mins 
- 16. O2 Academy Sheffield 15 mins 
- 17. City Centre 15 mins 
- 18. Millennium Gallery 15 mins 
- 19. Orchard Square Shopping Centre 20 mins 
- 20. Sheffield Cathedral 20 mins 
- 21. Wheel of Sheffield 20 mins 
- 22. Royal Hallamshire Hospital 6 mins 



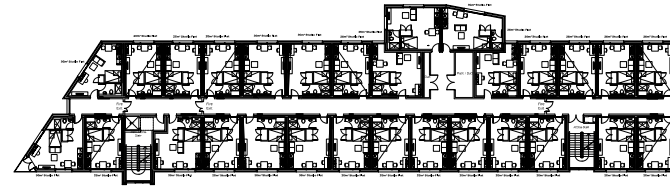
FLOOR PLAN



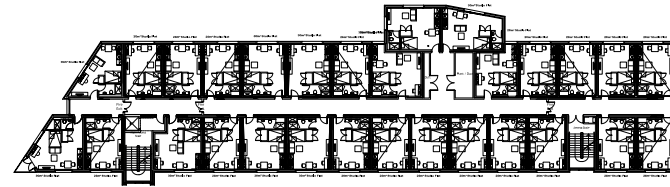
LOWER GROUND FLOOR



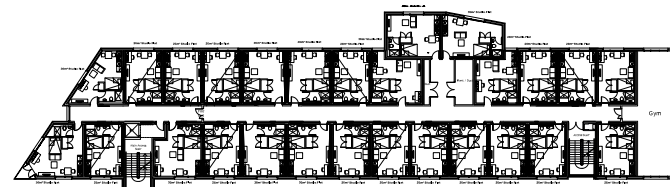
GROUND FLOOR



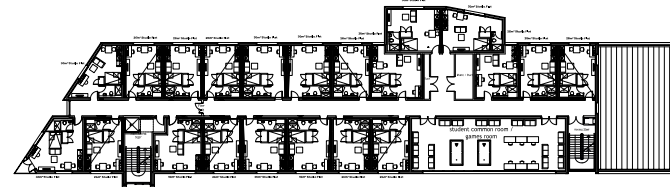
FIRST FLOOR LEVEL



SECOND FLOOR LEVEL



THIRD FLOOR LEVEL



FOURTH FLOOR LEVEL

