



THE
SILVERSMITHS
BIRMINGHAM

Investment Case





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About Us

CREATING WEALTH THROUGH INTELLIGENT PROPERTY INVESTMENT.

We provide our clients with access to the best property investment opportunities across the globe and deliver an end-to-end service that guides them through every step of their international real estate investment journey.

“Our track record speaks for itself: since 2006, IP Global has launched USD3 billion worth of properties across 28 markets worldwide.”

TRACK RECORD SNAPSHOT

UK

Total projects: 111 since 2009
Total investment value: USD1.8 billion

GERMANY

Total projects: 18 since 2014
Total investment value: USD127 million

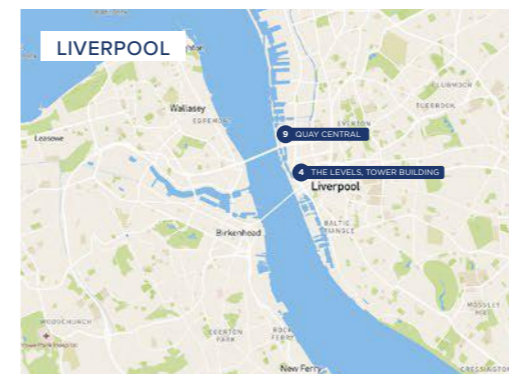
USA

Total projects: 19 since 2011
Total investment value: USD150 million

AUSTRALIA

Total projects: 17 since 2013
Total investment value: USD149 million

Track Record



#	Project Name	Project Completion Date	# of IPG Units	Avg. Selling Price per sqft at point of sale	Units under Management	Achieved Rental v. Projected Rents	Average Gross Yield	Location
17	NO 1 TRAFFORD WHARF	Q2 2021	173	£338	-	-	-	MANCHESTER
16	KENT STREET RESIDENCE	MAY/JUNE-21	98	£406	-	-	-	BIRMINGHAM
15	LUCENT SQUARE	Q1 2021	52	£232	-	-	-	LEEDS
14	THE PRESTON	Q1 2021	57	£252	7	98%	7.01%	LEEDS
13	BISHTON FLETCHER BUILDING	JUL-20	12	£398	10	95%	4.2%	BIRMINGHAM
12	CROSSBANK	AUGUST 2021	40	£259	-	-	-	MANCHESTER
11	CENTENARY HOUSE, LEEDS	BLOCK A: APR-20 BLOCK B: MAY-20 BLOCK C: TBC	80	£302	-	-	-	LEEDS
10	THE LOOM AT VULCAN MILL	MAR-20	89	£355	58	96%	5.04%	MANCHESTER
9	QUAY CENTRAL	AUG-19	108	£304	51	90%	5.15%	LIVERPOOL
8	THE CARTWRIGHT	JUL-19	14	£338	9	82%	4.60%	MANCHESTER
7	THE CURVE II AT PARK CENTRAL	NOV-18	46	£339	22	109%	4.72%	BIRMINGHAM
6	THE CURVE AT PARK CENTRAL	JUN-18	99	£329	77	101%	4.79%	BIRMINGHAM
5	PARK RISE	FEB-18	87	£277	64	93%	5.48%	MANCHESTER
4	THE LEVELS, TOWER BUILDING	NOV-17	33	£266	27	101%	5.20%	LIVERPOOL
3	WILBURN WHARF	NOV-16	163	£330	120	99%	4.90%	MANCHESTER
2	THE ASSEMBLY	NOV-16	157	£337	112	112%	5.59%	MANCHESTER
1	HARTER STREET	OCT-15	22	£338	-	-	-	MANCHESTER

*12 month uplift data available at zoopla.co.uk

Track Record

1

THE CURVE AT PARK CENTRAL BIRMINGHAM

A prime location in the south city centre, The Curve at Park Central is at the heart of an area undergoing an urban renaissance. Blending the benefits of convenience with the tranquillity of park-side living, this is a chance to be a part of Birmingham's budding growth story.

ESTIMATED PRICE INCREASE: **20%¹**



Project Launch: May 2017
No. of Units Launched: 145 (Phase 1 & 2)
Unit Type: 1-2 bedroom
Average Price at sale: £232,783
Average Price psf at sale: £339
Estimated Current psf: £406

Complete Lettings and Management Comments:

Situated on the outskirts of the city centre, The Curve offers parkside living with the convenience the bustling city has to offer. The development is especially popular with professionals as well as young families. It is a very popular development and outperformed rental estimates.

Average Current Yield: 4.7%
Achieved Rent vs. Projected Rent: 101%



¹House Price data compiled from the UK House Price Index. Does not constitute a valuation or market appraisal.
 Rental data provided by our Lettings & Management partners.
 Disclaimer: Whilst every care is taken to provide the most accurate appraisal, our appraisal is for guidance purposes only based on current market conditions and visual inspection. No warranties are formed as to the structural condition of the property. For rebuild costs and property structural reports, you are advised to consult a chartered surveyor.

Track Record

2

THE ASSEMBLY MANCHESTER

Occupying a prime city centre location just minutes from the Oxford Road transport hub, The Assembly is a stunning new landmark for Manchester that will deliver much-needed new residential capacity to the heart of this rapidly growing city.

ESTIMATED PRICE INCREASE: **38.74%¹**



Project Launch: June 2015
No. of Units Launched: 157
Unit Type: 1-3 bedroom
Average Price at sale: £263,266
Average Price psf at sale: £341
Estimated Current psf: £473

Complete Lettings and Management Comments:

Manchester has an extremely high demand for furnished properties, this development in particular is very popular with overseas students due to the university proximity and the 24 hour concierge. This has resulted in 97% of the development being let on a furnished basis.

Average Current Yield: 5.59%
Achieved Rent vs. Projected Rent: 112%



¹House Price data compiled from the UK House Price Index. Does not constitute a valuation or market appraisal.
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UK Macro Overview

The United Kingdom is one of the world's major economic powers with the sixth-largest global economy. It remains a great political and cultural influence with its capital city, London, operating as one of the world's most important financial hubs.

United Kingdom

Area: 93,628 sq. miles

Population: apx. 66.8 million

Language: English

Currency: Pound Sterling

Capital: London



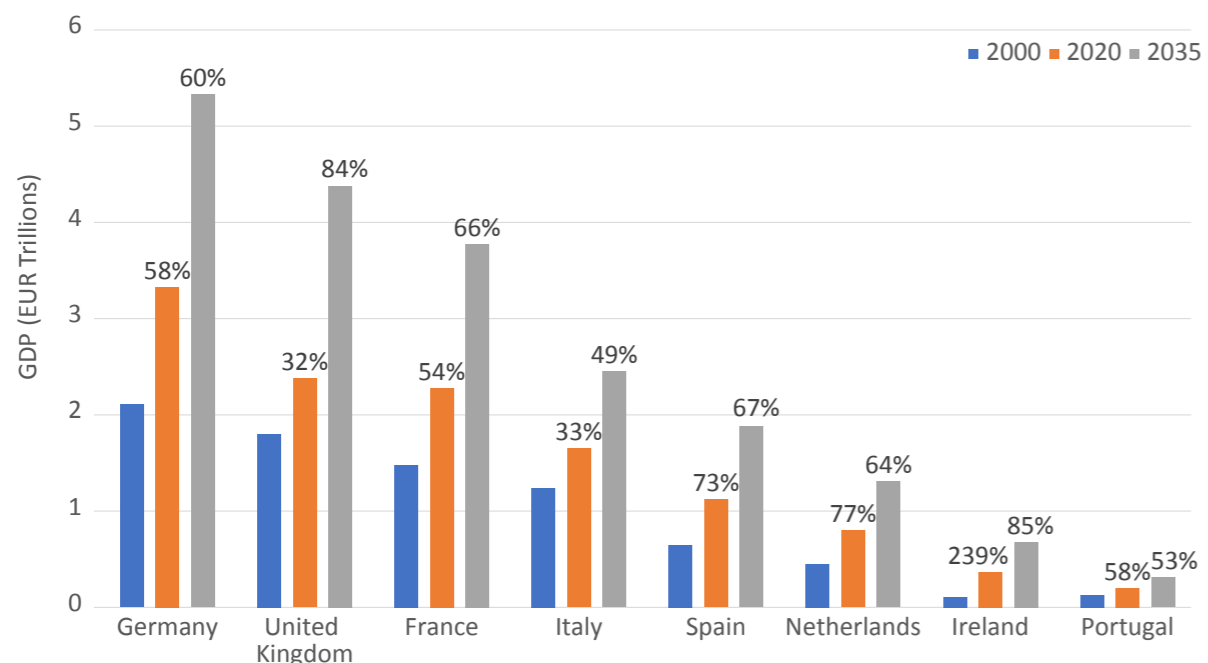
LONDON, UK

UK Economy

Now experiencing a strong rebound back to pre-pandemic levels, the UK's economy is predicted to expand by a rate of 84% up to 2035. This is the fastest growth rate expected for any major European economy.

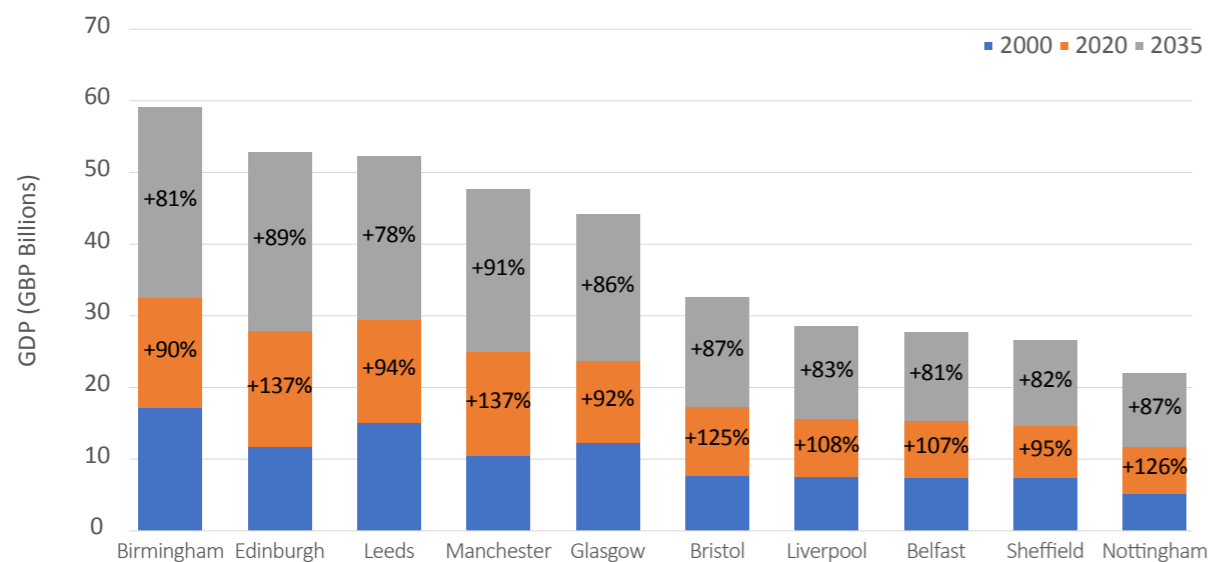
As a result, the UK will remain **the second-largest economy in Europe**, totalling EUR4.38 trillion as of 2035. This is primarily due to favourable demographics, as the UK's strong population growth is expected to sustain a working age population of just under 43 million people over the next 15 years and beyond.

European GDP Growth Rate Comparison 2000 - 2035



The 10 largest cities in the UK after London have experienced transformative levels of economic development with an average GDP growth rate of 111% between 2000 and 2020. Over the next 15 years these cities are expected to expand by an average of 85%.

Top 10 Largest UK Cities by GDP (excluding London) 2000-2035



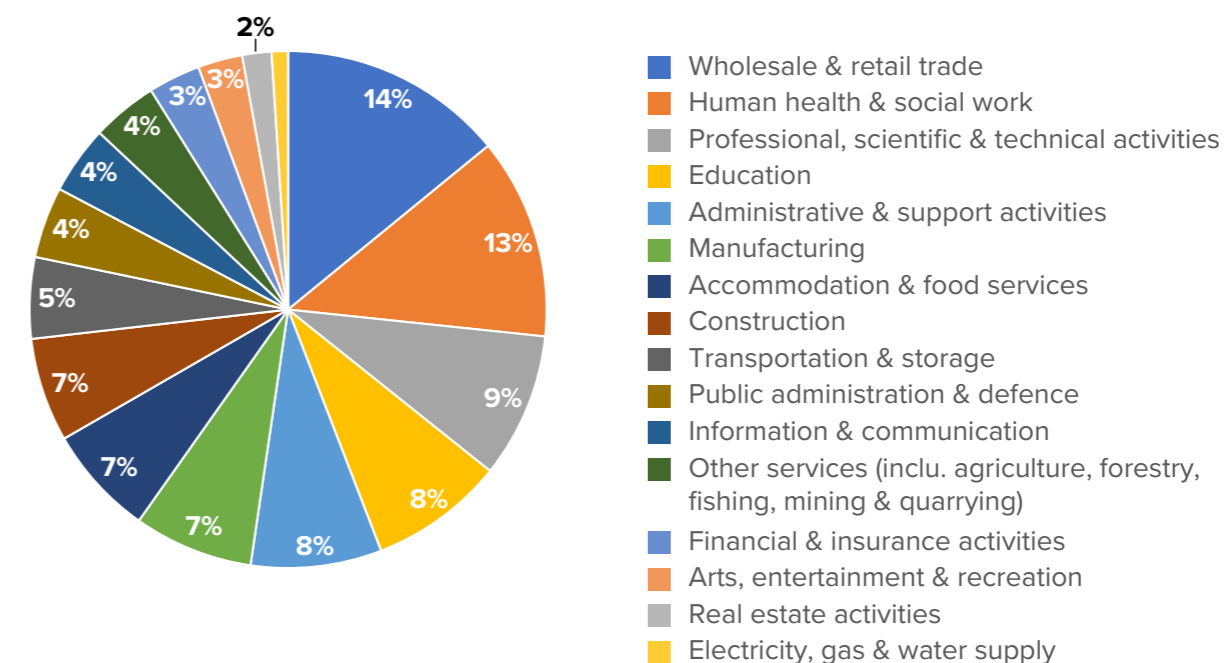
Sources: Oxford Economics

UK Economic Structures

The UK's economy is incredibly well-diversified, with over 50% of the total workforce employed across 5 highly innovative and productive sectors. The Human Health sector is expected to grow by 17% and become the UK's largest employment sector with 5.2 million jobs as of 2035.

In terms of productivity, the Professional, Scientific & Technical Activities sector experienced the most significant growth with a 110% increase in GVA since 2000. As of 2020, this figure was GBP140 billion, while employing 3.2 million people. By 2035, this sector is expected to produce a GVA of GBP217 billion, while employing 3.7 million people.

UK Economic Sectors by % of Workforce Employed (2020)

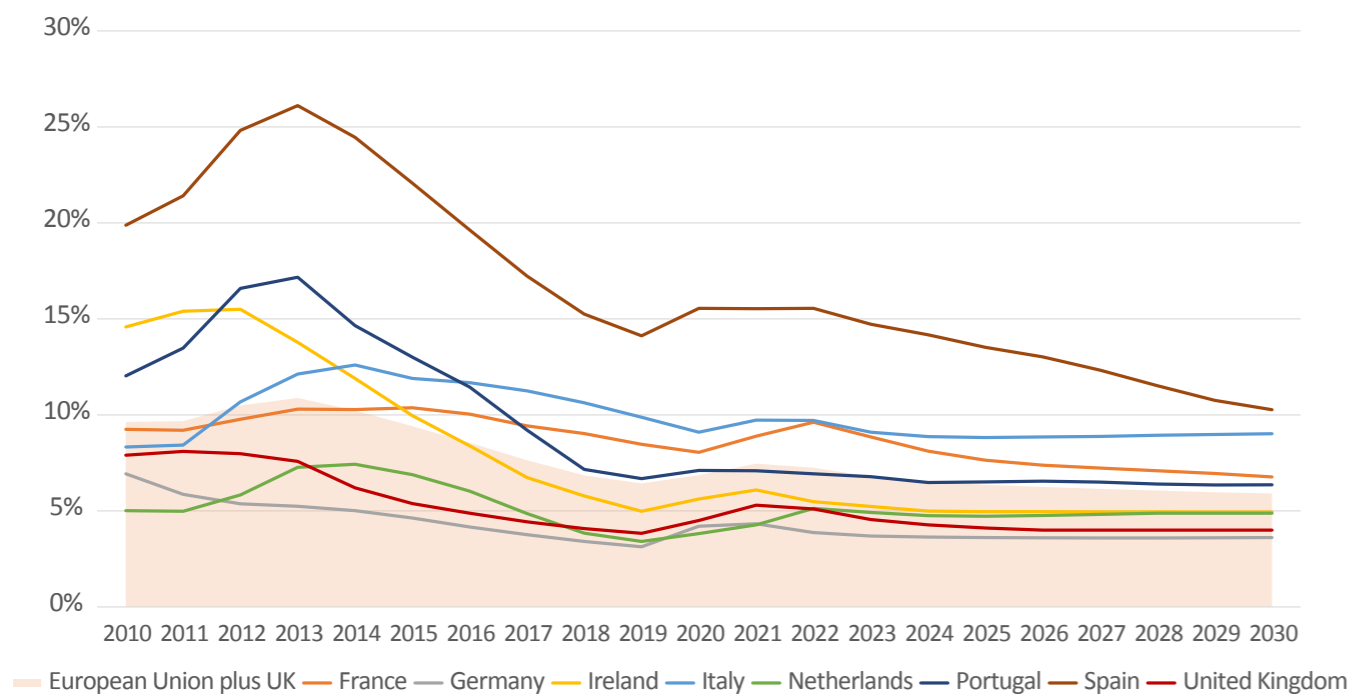


UK Economy

The UK has maintained **one of the lowest and most consistent unemployment rates** of all major European economies over the last decade.

The UK's Coronavirus Job Retention Scheme (Furlough), which has successfully protected millions of jobs, is due to come to an end in September 2021. 2.4 million people remained on the scheme as of May 31st 2021, a figure which has over halved from the peak of 5.1 million in January this year. **As of May 31st, the number enrolled had more than halved to 2.4 million and will continue to taper off as businesses reopen and people return to full-time work.**

European Unemployment Rate Trend 2010 - 2030



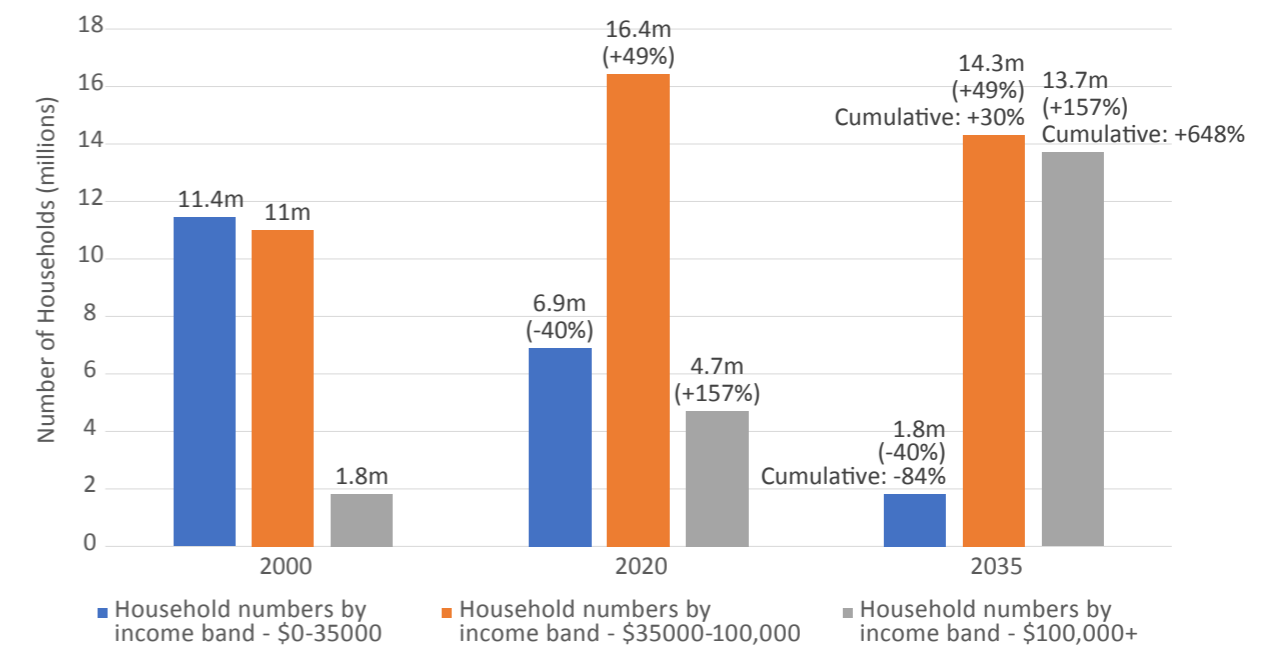
Sources: Oxford Economics, BBC

UK Income Growth

The UK's economy expanded by 32% in the last 20 years and household income levels have risen in a similar fashion. The number of households in the UK's lower-income band is expected to continue to shrink to 1.8 million by 2035, a fall of 84% since 2000. Between 2000 and 2020, the UK's middle-income band increased by 49% to over 16 million households, and is forecast to decrease to 14 million (-13%) by 2035. This decline is primarily due to a positive shift from the middle- to the top-income band over the next 15 years.

Incredibly, the UK's top-income band is expected to reach 13.7 million households by 2035, an increase of 648% since 2000. As a result, the number of high-net-worth and ultra-high-net-worth individuals in the UK is expected to increase by 76% and 39% respectively within the next five years, far exceeding the growth rates in other major global economies such as Germany and the U.S.

Number of British Households per Income Band 2000 - 2035



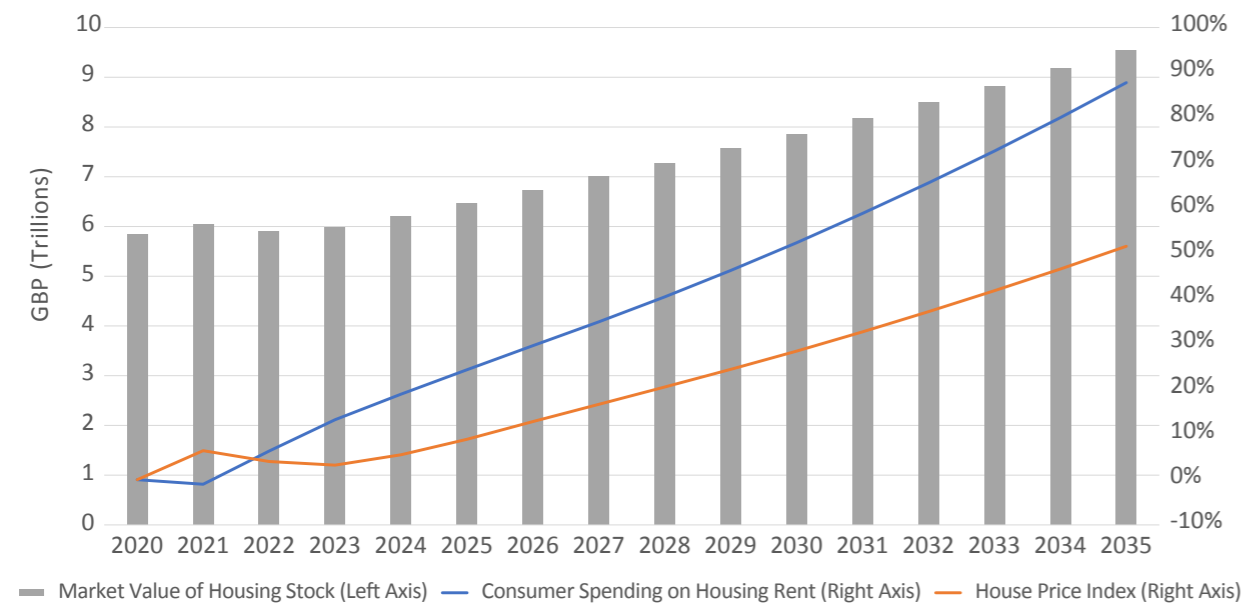
Sources: Oxford Economics, Knight Frank

UK Housing Market

With more than 6.2 million newcomers migrating to the UK between 2000 and 2019, the construction sector has struggled to keep up with the increased demand for housing. Only 716,610 housing units were completed between 2015 and 2019, far below the Government's target of 1.1 million. **The housing deficit over this five-year period alone is an estimated 383,400 units.**

Combined with a well-diversified and resilient economic environment, house prices in the UK have risen by 167% over the last 20 years. With continued demand from both domestic and international buyers, **UK house prices rose by an average of 8% in the year 2020 despite the global pandemic.**

UK Housing Market Forecast 2020 - 2035

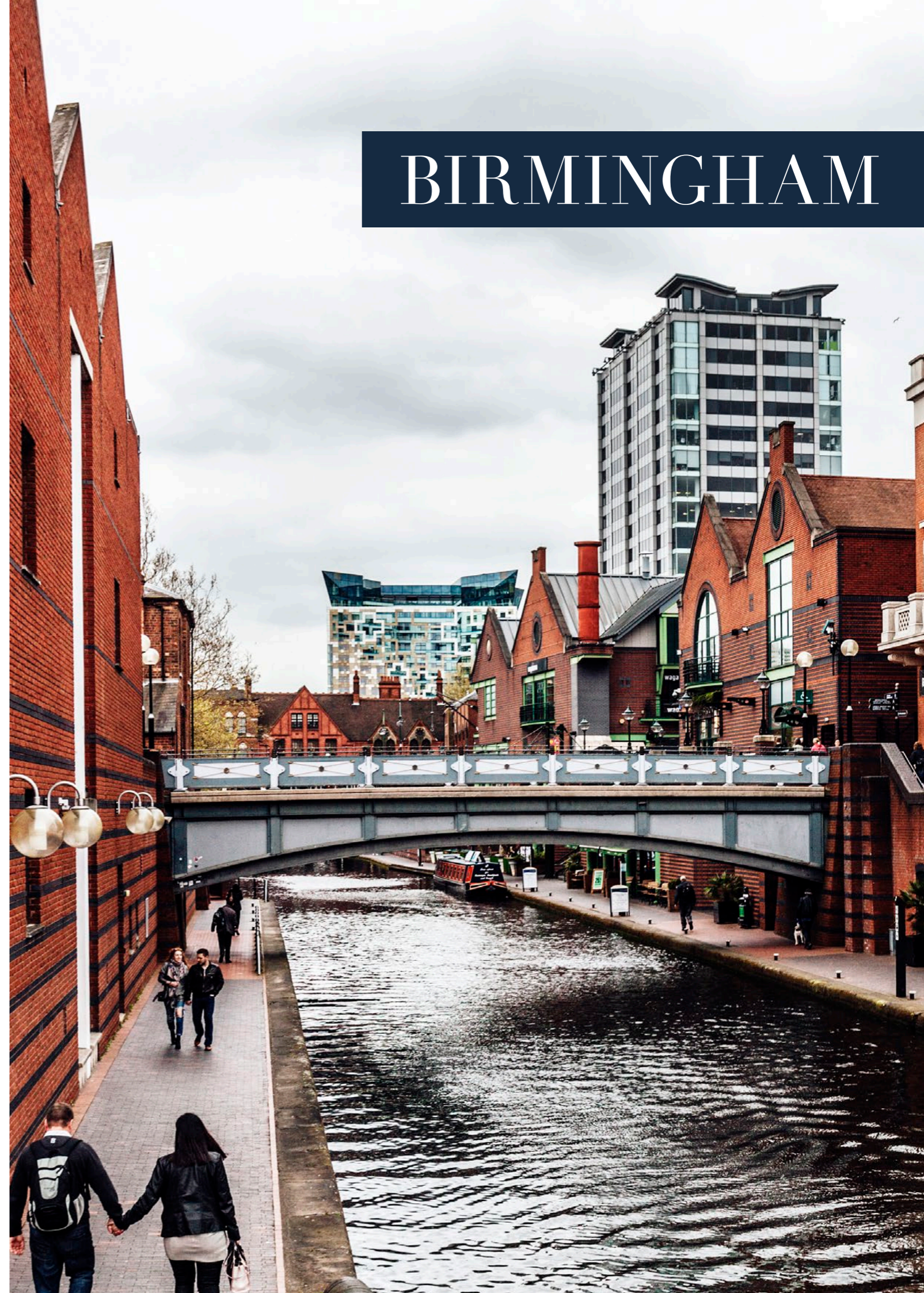


The market value of the UK's housing stock is expected to reach GBP9.5 trillion by 2035 with average house prices increasing by 52% from 2020 to 2035. Consumer expenditure on household rent is expected to continue its steady incline, with a further rise of 88% expected over the same period.



Sources: ONS, Oxford Economics

BIRMINGHAM



Birmingham History

Birmingham's establishment dates as far back as the 12th century.

It's industrious heritage, and strategic geographic location approximately 100 miles from London, allowed its merchants to trade items such as jewellery, tools, household goods and armaments around the world. **In 1889 it was hailed as the 'City of a Thousand Trades'**, giving rise to the city's rich culture and educational foundation with the establishment of Birmingham University in 1900.

The city's industrial development was primarily attributed to the adaptability and creativity of its highly skilled labour force. As a result, the city was dubbed "the first manufacturing town in the world" in 1791. Birmingham quickly became a hub of innovation, with many industry-firsts such as the Boulton and Watt steam engine for industry, the mass production of affordable pen nibs, and a letter-copying machine that is considered to be the world's first widely used photocopier.

Today, Birmingham has expanded beyond its primarily industrial roots into a diverse and innovative economic base. In fact, Forbes ranked Birmingham 2nd in the UK for new business start-ups in 2020.

Sports

Sport has always been an important feature of Birmingham, and the city has invested a considerable amount of resources into its sporting infrastructure. The city has established a long sporting heritage, hosting more national, European, and world sporting championships than any other UK city. It was also the first city to be named a 'National City of Sport' by the UK Sports Council.

In 2017, **Birmingham was awarded the rights to host the 2022 Commonwealth Games** – the world's third-largest sporting event. The games, now commonly known as 'Birmingham 2022' will bring 6,600 competitors from 71 countries and territories, along with a vast amount of tourism and business to the city. Hosting the games will create approximately 35,000 new jobs, providing a further boost to its already thriving economy. **Birmingham secured a £778 million investment for hosting the games**, and will generate additional revenue through ticket sales, sponsorship, merchandising and the sale of broadcast rights. The city will welcome over 1 million spectators from around the globe over the course of the 11-day event.

Birmingham also boasts a rich footballing culture, with the city's three major teams being Aston Villa, Birmingham City, and West Bromwich Albion. The city also hosts international cricket games, Davis Cup tennis, athletics, badminton, table tennis, judo, basketball, and wrestling. Many of which take place in the Barclaycard Arena, the UK's premier indoor sporting arena where a number of new world records have been set in the field of athletics.



Sources: Britannica, Culture Trip, Forbes, Birmingham City Council, Aston University, Insides The Games, Birmingham City University

Arts and Culture

Birmingham is distinctive in terms of its cultural location in the UK, hosting an array of music venues, theatres, galleries, and museums. The city is quickly becoming known for its vibrancy, with the Arts, Entertainment & Recreation industry expecting to **increase its GVA and number of new jobs by 55% and 21% respectively in the next fifteen years.**

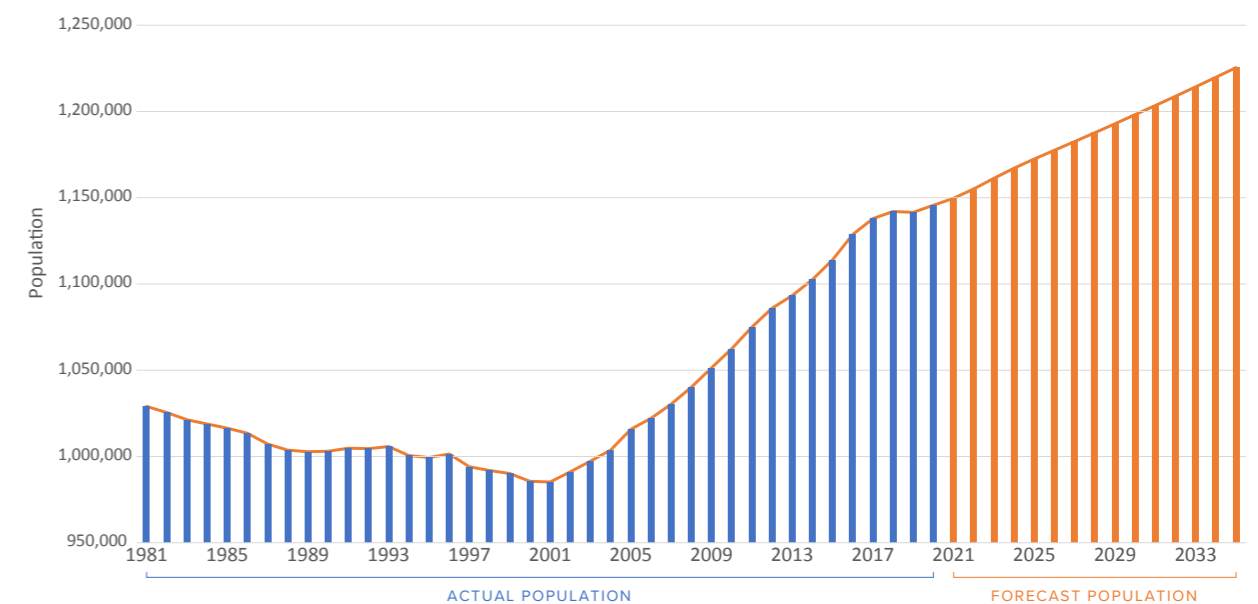
Theatres such as the Hippodrome, which is home to the Birmingham Royal Ballet and the world's largest Pantomime, welcomes approximately 500,000 visitors a year. While the Birmingham Museum and Art Gallery housing over 40 galleries includes Europe's largest collection of Pre-Raphaelite art and draws in 650,000 visitors per annum. In terms of cultural events, the Birmingham International Jazz and Blues Festival, attracting artists and bands from across the globe, is the UK's largest jazz festival, while the city's St. Patrick's Day Parade is the world's third largest.

Demographics

Birmingham received city status in January 1889, and soon developed into one of Britain's most significant industrial hubs. The 1950s saw the population peak at 1.1 million, and by 1971 manufacturing accounted for 47% of all jobs in the city. However, a large proportion of traditional manufacturing jobs migrated to low cost emerging economies in the 1980s, heralding in a period of economic decline and significant depopulation.

This trend persisted until the early 2000s, when a combination of **natural population growth and inward migration saw the number of residents in the city skyrocket.** Birmingham's working population has increased by 20% in the last twenty years, compared to the West Midlands area at 10% and the UK national average at 11%. **It is the second most populous city in the UK**, registering 1.15 million residents as of 2020, and is forecast to reach more than 1.23 million (+7%) inhabitants by 2035.

Birmingham Population Trend 1981 - 2035



Sources: Oxford Economics, University of Birmingham, Association of Leading Visitor Attractions, World Population Review

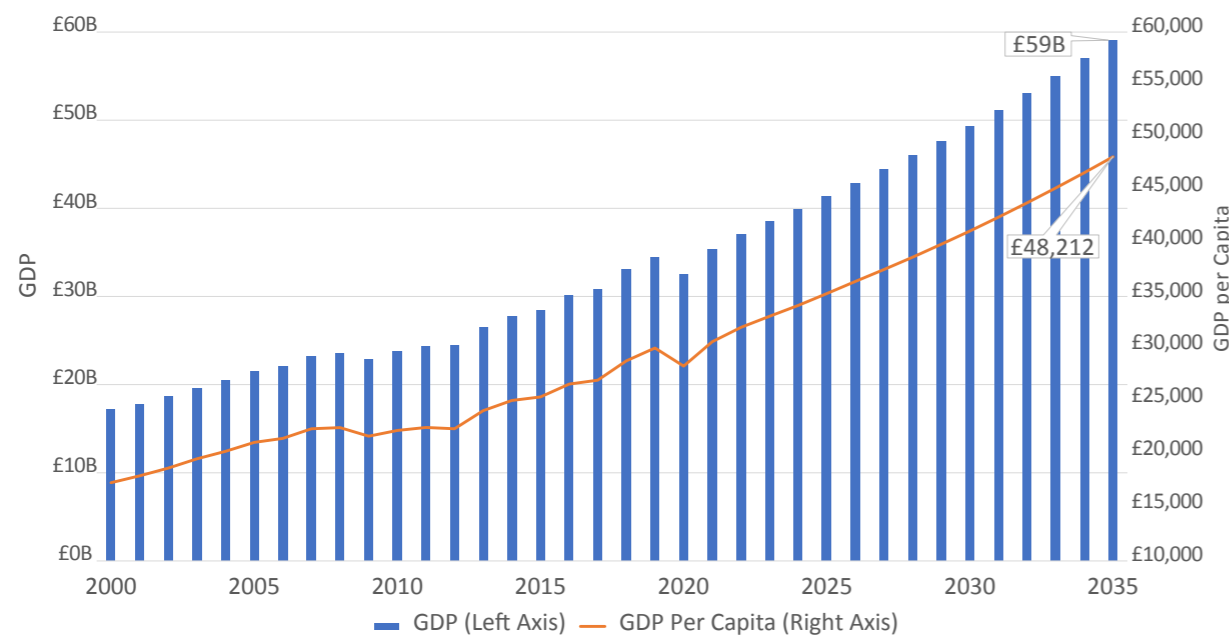
Birmingham Economy

Birmingham has transformed from a city heavily reliant on manufacturing to one with a diverse, innovative, and robust economic base. While the city retains a significant foundation in advanced manufacturing, the finance, professional services, technology firms and start-up ecosystem all now contribute substantially to the city's economy.

The financial and professional services sector employs almost 50,000 people in the city and hosts the largest legal services and accountancy cluster outside of London. The city has approximately 13,000 IT firms in operation, and has been awarded the title of 'UK's Regional Start-up Capital' for the last seven years in a row.

“Today, Birmingham is recognised for its young, diverse population, vibrant start-ups and digital tech ecosystems.”
Birmingham Economic Review, 2019

Birmingham Economic Growth Trend 2000 - 2035



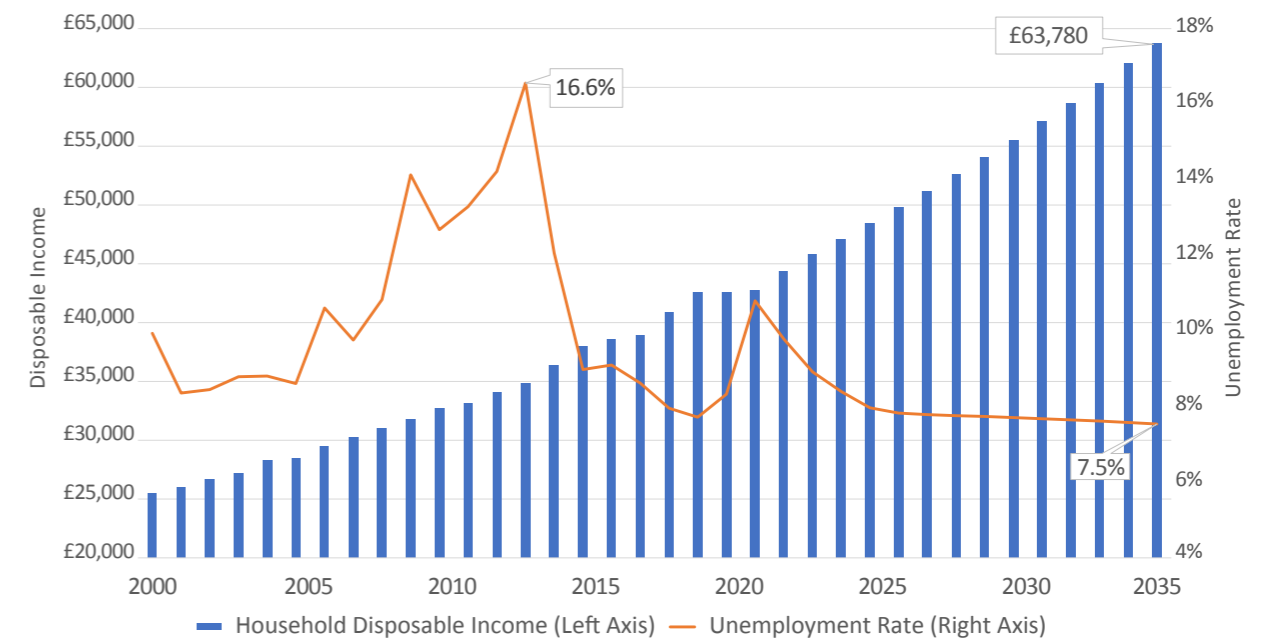
Birmingham's meteoric revival has resulted in the economy growing by 90% since the year 2000 alone, totalling over GBP32.5 billion as of 2020. **The economy is expected to expand by a further 81% and reach GBP59 billion by 2035.** At the same time, average GDP growth per capita has risen 63% since 2000 and is expected to reach GBP48,212 by 2035, a further 70% increase on the 2020 figure.

Sources: Oxford Economics, West Midlands Growth Company, Birmingham Economic Review 2020

Employment and Incomes

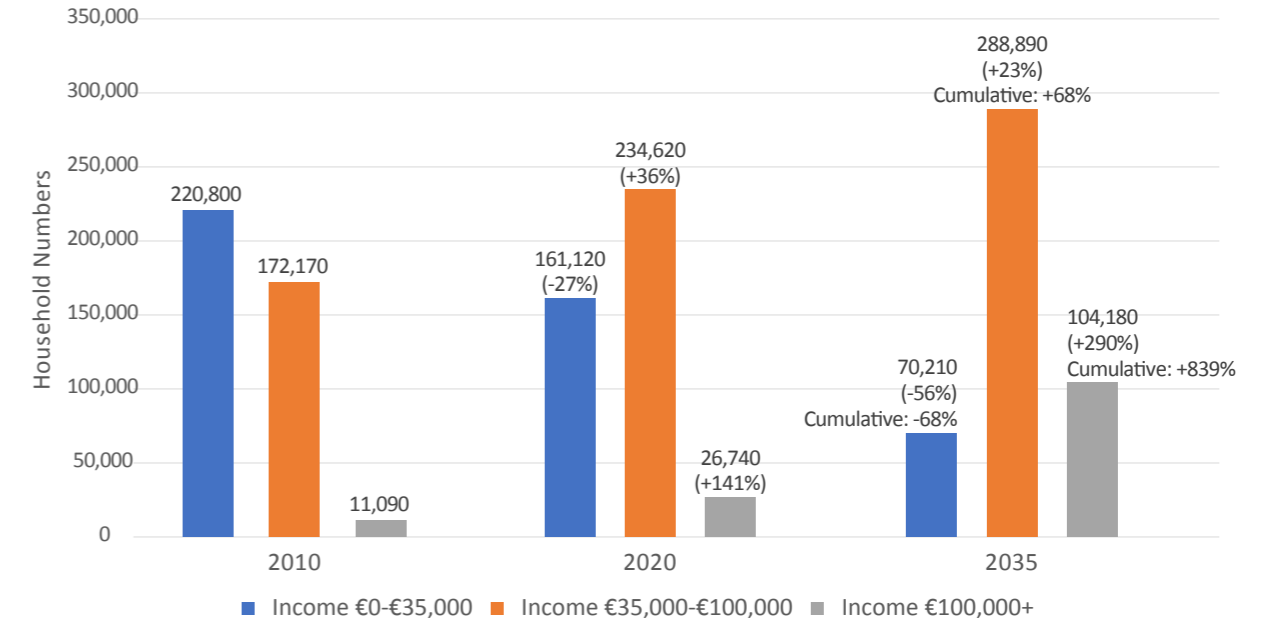
As Birmingham's economy continued to grow, the unemployment rate fell from a peak of 16.6% in 2013 to 7.7% as (2019). The rate is expected to rise to a peak of 10.8% in 2021 after the furlough scheme ends in September, before returning to its pre-crisis full-employment level in the following years. **Birmingham's favourable economic climate has resulted in disposable household incomes rising from GBP25,480 in 2000 to GBP42,580 in 2020, an increase of 67% over the period.** While disposable incomes dropped slightly in 2020, they are expected to rebound swiftly and reach GBP63,780 by 2035, a remarkable increase of 150% since 2000.

Birmingham Labour Market Trend 2000 - 2035



Birmingham's economy expanded by 90% over the last two decades, and the incomes earned by its residents have followed a similar progression. By 2035, the number of households in the lower income bracket is expected to fall to 70,210, a decrease of 68% from 2010. At the same time, **those in the middle- and upper-income brackets are expected to rise at an exceptional rate, registering cumulative growth rates of 68% and 839% respectively over the 25 years.**

Birmingham Household Numbers by Income Band 2010 - 2035

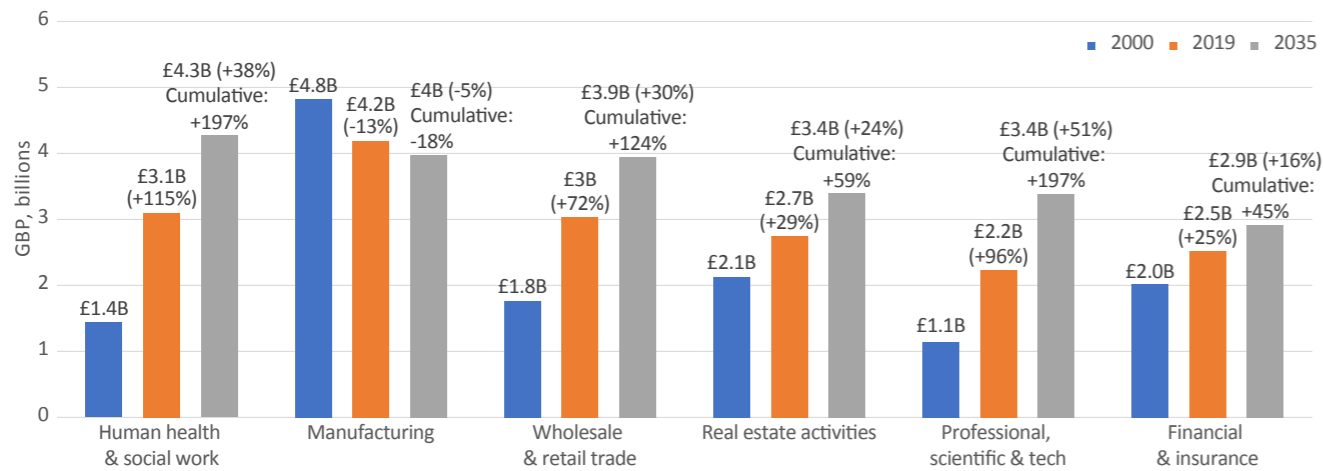


Source: Oxford Economics

Productivity

Birmingham sits within the metropolitan county of West Midlands, which also comprises the cities of Wolverhampton and Coventry, as well as boroughs such as Walsall, Sandwell and Solihull. As the largest city within the West Midlands, **Birmingham is a major economic region, contributing a total GVA of GBP26.5 billion as of 2020.**

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



Both the Human Health & Social Work and Professional, Scientific & Technical sectors are expected to experience the highest levels of productivity growth (in % terms) between 2000 and 2035. While the Human Health & Social Work sector will have the largest GVA of GBP4.3 billion by 2035, **Professional, Scientific & Technical will see the number of persons employed reach 65,920, an increase of 96% over the 35-year period.**

The West Midlands employs 270,000 people in manufacturing all within an hour of Birmingham. **The region holds 25% of the UK's skilled advanced engineering workforce, 25% of the UK's aerospace sector and nearly 30% of Britain's automotive employment.** Notable contributors to these figures within the Second City are Collins Aerospace, Rolls Royce Control Systems, Gehring and Jaguar Land Rover amongst 42,000 other advanced engineering companies. The sector generates an impressive GBP8 billion for the Greater Birmingham economy as a whole.



Sources: Oxford Economics, University of Birmingham, Business-Live, Research England, BBC, West Midlands Growth Company, PwC

Notable Employers / Investments

SECTOR	COMPANY NAME	CONTRIBUTION
Logistics	Genesee & Wyoming	Investment: £30 million Job Creation: 100
	Birmingham Airport	Investment: £500 million Job Creation: 8,000
	National Express	Job Creation: 4,800
Banking, Finance & Accounting	HSBC	Investment: £200 million Job Creation: 3,500
	Deutsche Bank	Job Creation: 1,500
	Royal Bank of Scotland	Job Creation: 2,120
	KPMG	Job Creation: 1,500
	PwC	Job Creation: 2,200
	Goldman Sachs	Job Creation: 700
Medical	Binding Site	Job Creation: 500
Insurance	Beazley Insurance	Job Creation: 150
	Jaguar Land Rover	Investment: £500 million Job Creation: 2,500
Automotive	Rolls-Royce	Investment: £60 million Job Creation: 1,700
	BMW	Job Creation: 1000
	Changan	Job Creation: 200
IT	SCC (Specialist Computer Centres)	Job Creation: 2,050
	BT Telecommunications	Job Creation: 4,000
Retail	Sainsbury's	Job Creation: 3,470
Food & Beverage	Whitebread	Job Creation: 2,060
	Mondelez (Cadbury & Trebor)	Investment: £15 million Job Creation: 2,500

Birmingham Largescale Investments

Attracted by the city's continued growth, a large number of globally prominent firms now have a significant presence in the city. Birmingham's broad economic base, coupled with a young and well-educated talent pool, provides a solid foundation for future growth.

BANKING, FINANCE & ACCOUNTING



In 2018, HSBC opened its Birmingham HQ due to the city's reputation as the UK's Second City. The 11-storey building in Centenary Square was the first building in Birmingham to be constructed to LEED Gold accreditation. The Birmingham HQ was part of HSBC's GBP200 million investment within the West Midlands, and today employs approximately 2,500 people from the bank's retail and commercial divisions, support, and back-office staff. Overall, HSBC employs a total of 3,500 people across its numerous locations within the Birmingham area.



In 2020, PwC opened its largest UK regional office in Birmingham. The 172,000 sq ft office space stretches across seven floors and houses approximately 2,200 employees, with plans to increase by a further 1,000 employees by the end of 2021. This move to Birmingham was part of PwC's plan to invest GBP140 million in people, quality, training, technology and upskilling across the UK between 2019 and 2020. In June 2021, PwC announced that the UK arm intends to invest a further USD1.2 billion over the next three to four years in areas such as environmental, social, governance and technology, with an emphasis on job creation.



In 2009, KPMG moved into the newly built One Snowhill business quarter in Birmingham, occupying 118,403 sq ft of Grade A office space in the city. In recent years, the firm has developed a thriving technology consultancy department, advising tech companies in the surrounding area and helping them tackle some of the biggest challenges facing businesses in the UK. Like many other businesses, KPMG was attracted to the region by its local talent base. With three of the top 20 universities in the UK situated in the area, Birmingham offers KPMG a skilled workforce, strengthening the firm's century-long history in Birmingham. The Birmingham office currently houses 50 partners and 1,500 staff.

INFORMATION TECHNOLOGY



In April 2021, the telecom giant BT moved into Birmingham's Three Snowhill business quarter. The company aims to relocate up to 4,000 of its employees into the 283,000 sq ft newly built premises, making it the largest letting ever in a single building in Birmingham. BT is responsible for employing 5,470 people and contributed £1.5 billion GVA to the West Midlands economy during the 2020 financial year. In addition, BT plans to recruit a further 51 apprentices and graduates in Birmingham for its September 2021 intake and create 160 new full-time engineering roles by the end of 2021 across the West Midlands area.

ADVANCED MANUFACTURING



Rolls-Royce has had a long-standing relationship with The University of Birmingham. In 2012, the firm announced that they would build a GBP60 million centre for research in advanced manufacturing. The centre was built in 2017, and has assisted in the development of future air travel with the advancement of aircraft engines, allowing for more environmentally friendly and efficient air travel. To date, the facility in Birmingham has created more than 1,700 highly skilled jobs.



The Castle Bromwich factory in Birmingham, originally a production site for the famed Spitfire aircraft, was taken over by Jaguar Land Rover in 1977. Since then, the factory has been a hub of car production, employing 3,200 highly skilled individuals today. With an eye toward the future, in January 2019 Jaguar Land Rover announced their GBP1 billion investment plan, to produce the all-electric Jaguar XJ and other electric models of their automobiles at the Castle Bromwich site.

HEALTHCARE



The Birmingham Health Innovation Campus is a GBP210 million investment project set to complete in 2030. The medical research hub will provide world-class facilities, create around 10,000 highly skilled jobs in the region, and deliver more than GBP400 million GVA to the local economy.

Birmingham – Regional Start-up Capital

For the seventh year in a row, Birmingham has been crowned the UK's regional start-up capital in a range of sectors. Birmingham had 18,394 new companies debut in 2020, up 28.8% from the previous year, making it the city with the highest number of start-ups outside of London.

The West Midlands is a thriving technological epicentre, with a well-connected community of highly talented digital entrepreneurs, start-ups, and well-established businesses. There are over 100,000 people employed in fields ranging from automotive technology to digital media to EdTech and coding, with a large number of these companies being based in Birmingham.

There are over 30 accelerators, incubators, and business support programs located throughout Birmingham and the West Midlands, notable names include:



S2I is a new and innovative initiative funded by Bridging for Innovators with the goal of assisting small and medium-sized companies (SMEs) in gaining access to world-class scientific and hi-tech knowledge in order to find innovative solutions for product, process, and R&D-related technical difficulties.



The BioHub Birmingham is a fully equipped biomedical incubator and accelerator that houses life science start-up firms at all stages of development from proof of concept through to expansion.

5SPRING is the first 5G commercial application accelerator in the United Kingdom. Launched in partnership with O2, WM5G, Wayra and Digital Catapult, their goal is to assist businesses of all sizes in the West Midlands and beyond in harnessing the power of 5G to drive development and innovation.



Innovation Birmingham is part of Bruntwood SciTech's network of thriving innovation zones, and is the UK's largest campus dedicated to digital technology firms. The campus is home to a community of over 170 digital technology firms, over 1,000 innovators and a network of investors looking to develop or fund digital tech businesses with high growth potential across sectors such as health, transport, finance, sport and property.



Birmingham Start-up Hub

Established in 2019

Total funding: GBP2 million

Number of employees: 26

Founded in Birmingham, Nourished is making strides in the nutrition industry as the first 3D printed edible vitamin tablet in the world that enables consumers to customise and personalise their supplement tablets. The start-up recently secured GBP2 million from HenkelX, Apatar Capital and other smaller investors.



Established in 2015

Total funding: GBP1 million

Number of employees: 23

This forward-thinking, autonomous car and transportation business is revolutionizing the transportation sector by offering an all-inclusive mobility plan to futureproof transportation for cities. The aim is to create greener and more efficient mobility for everyone having raised just over GBP1 million in financing in less than five years. Conigital has established itself as a major worldwide player in the smart mobility industry.



Established in 2016

Total funding: GBP2.6 million

Number of employees: 31

Acleron is a Birmingham-based sustainable technology company revolutionising battery waste management in order to kickstart a circular energy economy for the future. The company is currently operating across UK, Europe and Sub-Saharan Africa, and recently secured a further GBP2 million in funding for further development and growth.



Established: 2014

Total Funding: GBP1,044,562

Number of Employees: 20

Petalite was established in 2014 as a revolutionary, individual movement within the electric vehicle charging industry. In a short space of time, the company already has an extensive IP portfolio and has integrated a pilot project that successfully collaborates with innovative projects worth GBP13 million. The company has also managed to attract investors such as ICM Capital and Innvotec, and partnered up with businesses such as Tech Nation, Innovate UK, the UK Department of Transport and Climate KIC.

Birmingham's Regeneration

The policies first enacted in 1984 aimed at economic revival and development have transformed various parts of the city. These projects have contributed towards Birmingham's revitalisation, attracting unprecedented levels of investment and development in the city and the surrounding area.

THE BIG CITY PLAN

Birmingham's 'Big City Plan' is the most ambitious, far-reaching development project ever undertaken in the UK. This 20-year master plan's vision is to encourage and support Birmingham's continuing transformation into a world class city.

Covering every aspect of the built environment, the plan includes:

- 1.5 million square metres of new floorspace
- Over 50,000 new jobs
- Contributing £2.1 billion to the economy each year
- Creating a well-connected, efficient, and walkable City Centre
- Providing 65,000 square metres of new and improved public spaces
- Providing 28 kilometres of enhanced walking and cycling routes
- Providing over 5,000 new homes with new leisure and recreational facilities to attract more families
- Valuing the city centre's heritage and cultural assets
- Integrating sustainable development and addressing the impact of climate change as part of the future transformation of the city centre
- Delivering five areas of transformation supporting the growth of the City Core.

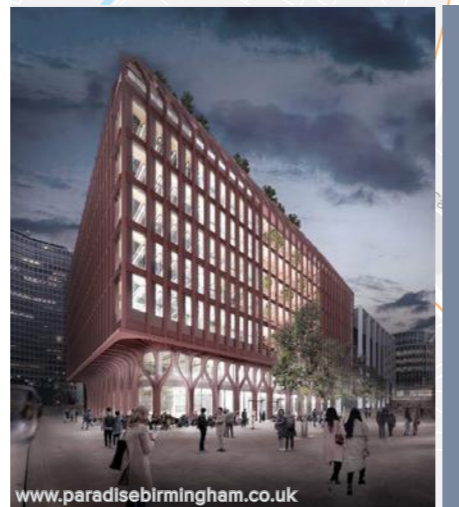


www.glennhowells.co.uk

ST PAULS QUARTER

This Galliard led scheme is the largest regeneration in the Jewellery Quarter. It will see an abundance of new shops, restaurants and entertainment spaces added to The Silversmith's doorstep.

- GBP125 million Investment
- 4 acre Jewellery Quarter regeneration
- 100,000 sq ft of mixed-use commercial space
- 305 New Homes



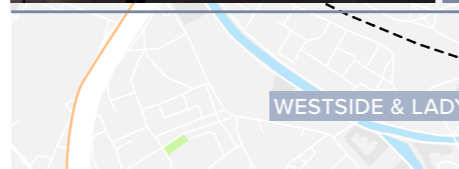
www.paradisebirmingham.co.uk

PARADISE CIRCUS

Est completion: 2028

Some of the city's most well-known structures, including the Central Library and the Conservatoire, will be knocked down to make way for a host of new business, leisure, and hotel buildings, as well as more open public spaces and a Midland Metro tram station.

- GBP700 million investment
- 1.9m sq ft of commercial, retail and leisure space
- 346 new homes



<https://arenacentral.com>

ARENA CENTRAL

Completed: 2020

Arena Central is another development in the heart of Birmingham. The scheme intends to meet Birmingham's growing demand for high quality business and residential space within its city centre.

- GBP500 million investment
- 1 million sq ft



<https://axisquare.co.uk>

AXIS SQUARE

Axis Square is located in the heart of Birmingham city centre and will create a sustainable, green and inclusive place for people to work and live. The development will improve connectivity with the integration of the Metro, bus routes and prioritisation of pedestrians and cyclists.

- GBP135 million redevelopment
- 1million sq ft of Grade A commercial and retail space
- 10,000 employees



<https://axisquare.co.uk>

DIGBETH

Est completion: 2035

Digbeth is an area of central Birmingham undergoing a significant transformation, with historic buildings such as the 'Custard Factory' transformed into prime retail, residential, and office space.

- GBP450 million investment
- 13-acres of prime real estate
- 16,000 new jobs



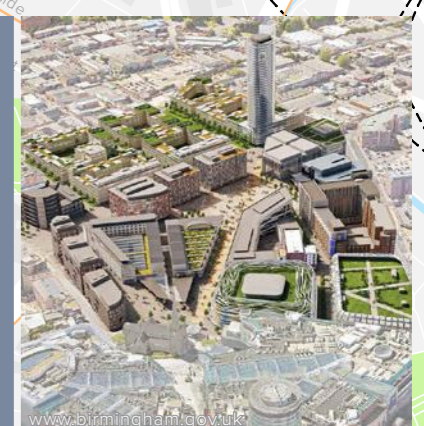
<https://visitbirmingham.com>

SMITHFIELD

Est completion: 2037

The Birmingham Smithfield Regeneration is conveniently located to take advantage of the HS2 railway system and famous Bullring shopping centre, increasing the footfall and drawing in up-and-coming neighbourhoods from the South East.

- GBP500 million redevelopment
- 3,228,000 sq ft
- 3,000 new jobs



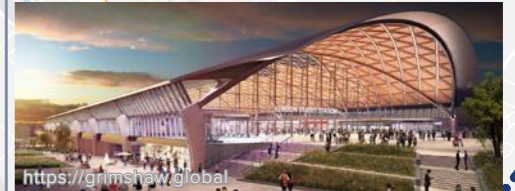
www.birmingham.gov.uk

CURZON STREET STATION

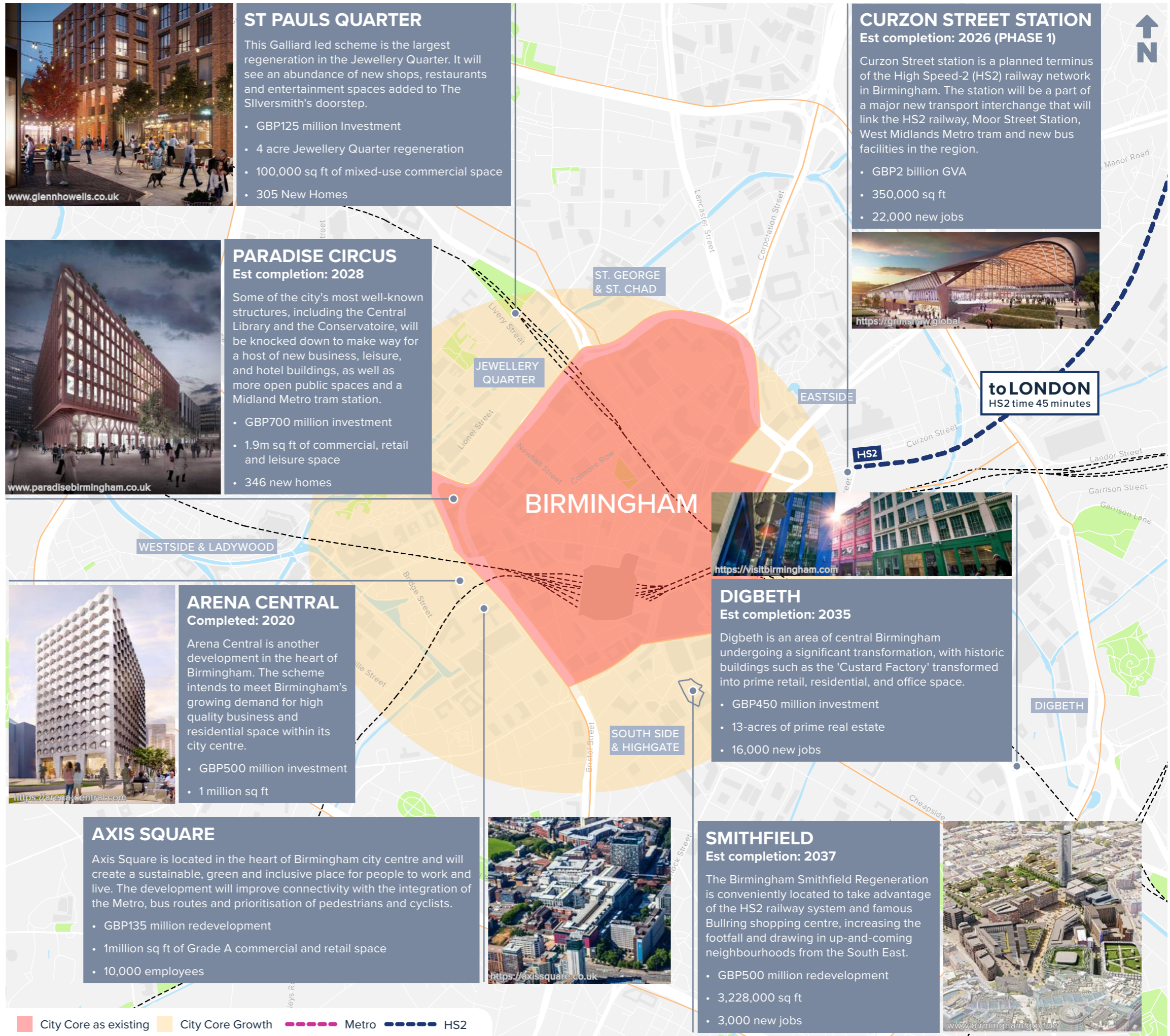
Est completion: 2026 (PHASE 1)

Curzon Street station is a planned terminus of the High Speed-2 (HS2) railway network in Birmingham. The station will be a part of a major new transport interchange that will link the HS2 railway, Moor Street Station, West Midlands Metro tram and new bus facilities in the region.

- GBP2 billion GVA
- 350,000 sq ft
- 22,000 new jobs



<https://grimsnawglobal>



City Core as existing City Core Growth Metro HS2

Education

Birmingham's exceptional lifestyle offering has attracted many people from across the UK and abroad to enrol in the city's educational institutions. Drawn-in by its standard of living, cultural diversity and world-class educational institutions, the city makes a prestigious feature on the list of 50 Best Student Cities according to the QS World University Rankings.

The city is home to 5 universities producing 25,000 graduates a year, 49% of whom opt to stay in Birmingham after graduation, contributing to a highly educated and talented workforce. The high graduate retention rate has resulted in 40% of Birmingham's population being under the age of 25, supporting a buoyant rental market. It also adds to the growing local economy as major companies establish local offices in order to take advantage of the young, well-educated talent pool.



- One of the top 110 universities in the world
- The 14th best university in the UK
- Over 34,000 full time students
- 30% of students are internationals from approximately 150 countries
- 40% are postgraduates
- One of the top 50 universities ranked for student life quality



- Listed in the top 50 universities in the UK
- Ranked 11th in the world for students pursuing Marketing studies
- 11,549 full time students
- 25% of students are internationals from more than 120 countries
- Featured in the World Top 50 for International Outlook
- Over 250 university partnerships across 45 countries



- Featured in the top 100 universities in the UK
- 24,500 full time students
- 24% students are international
- 97% of students are employed or in further study within 6 months of graduating
- £260 million invested to transform the campus



Recharging batteries on an environmentally friendly bus

Sustainability

Birmingham boasts more open spaces and canals than Paris and Venice combined and is made up of approximately 25% green spaces. Through various schemes such as 'Route to Zero', the 'Clean Air Zone' and 'Transport Plan 2031', Birmingham's next 20-year plan focuses on building a sustainable city for the future. With projects emphasising e-mobility and the successful integration of various energy sectors, the city has already reduced its carbon emissions per capita by 82% between 2005 and 2018.



Birmingham's commitment to building a low-carbon and cleaner economy is evident with its numerous projects and partnerships, most notably being Birmingham's Tyseley Energy Park. It is estimated that the total investment value for the Tyseley Energy Park is approximately GBP500 million and will provide an energy innovation zone, supporting the city's transformation into a leading sustainable city.

Sources: Energy Research Accelerator, GOV.UK, The Guardian

Transportation

Birmingham's central position in the UK's transit infrastructure provides excellent mobility and connectivity with other nearby towns and cities. Individuals and freight can easily travel from Birmingham to other UK cities and beyond thanks to various connections via air, rail, and road networks.

RAIL

Birmingham Station is well connected with direct lines to cities such as London, Manchester, and Liverpool. Between 2019 and 2020 Birmingham New Street Station recorded 46.5 million passengers.

It is the most strategically-located city in the UK, with 90% of the population reachable in under 4 hours. Soon the travel times via rail will be even further shortened as the HS2 integrates with the city's current transportation system.

HS2 transportation link

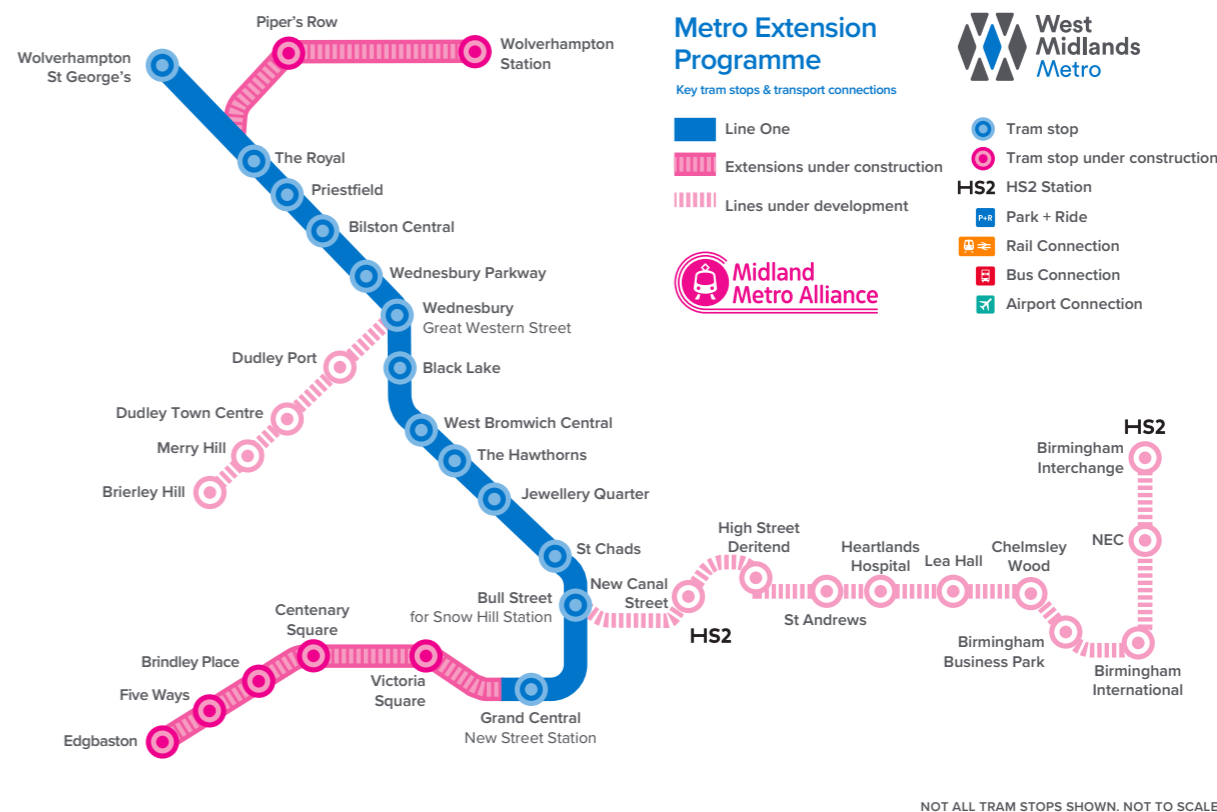


Sources: Office of Rail and Road, New Civil Engineer, West Midlands Metro, Knight Frank, West Midlands Growth Company, Statista, One Touch Property Investment, Birmingham Airport

METRO

In operation since 1990, the 25-kilometre West Midlands Metro runs between the cities of Birmingham and Wolverhampton. The metro system encompasses 28 stops and is undergoing major extensions at a total investment cost of GBP1 billion.

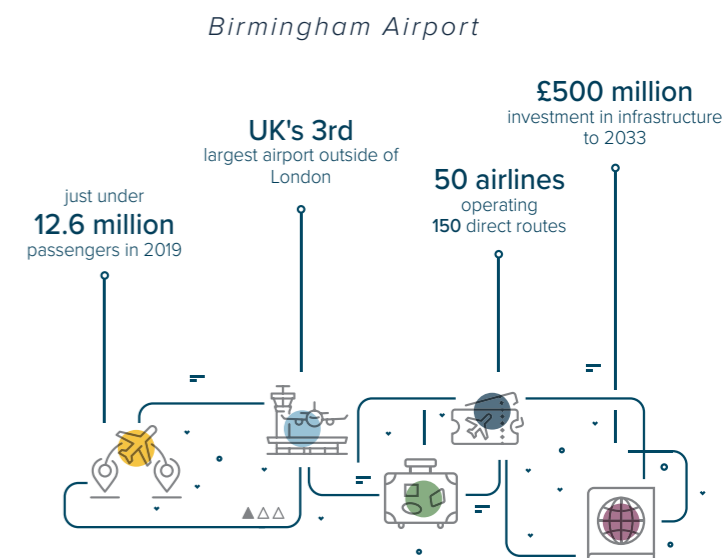
The full-extension will open the line to include over 80 stops serving more than 20 transport interchanges linking Wolverhampton, **Birmingham**, Dudley, Brierley Hill, **Digbeth**, North Solihull, **Birmingham Airport**, the **National Exhibition Centre** and the **HS2**. The project is expected to increase the metro's passengers from 8 million to 30 million by 2030.



AIR

Birmingham Airport reopened in 1946 after the end of WWII, exactly seven years after it was originally opened. The airport has since expanded into a national and international aviation hub for the UK's Midlands, creating 8,000 jobs and carrying over 12.6 million passengers per annum. The airport offers flights to over 150 direct destinations and 340 one-stop global connections through the world's major transport hubs in Europe and the Middle East.

In 2018, Birmingham Airport launched a GBP500 million expansion plan in order to meet forecasted demand over the next 15 years. The airport is anticipated to see 18 million passengers per annum by 2033, in line with the city's continued economic growth and development.



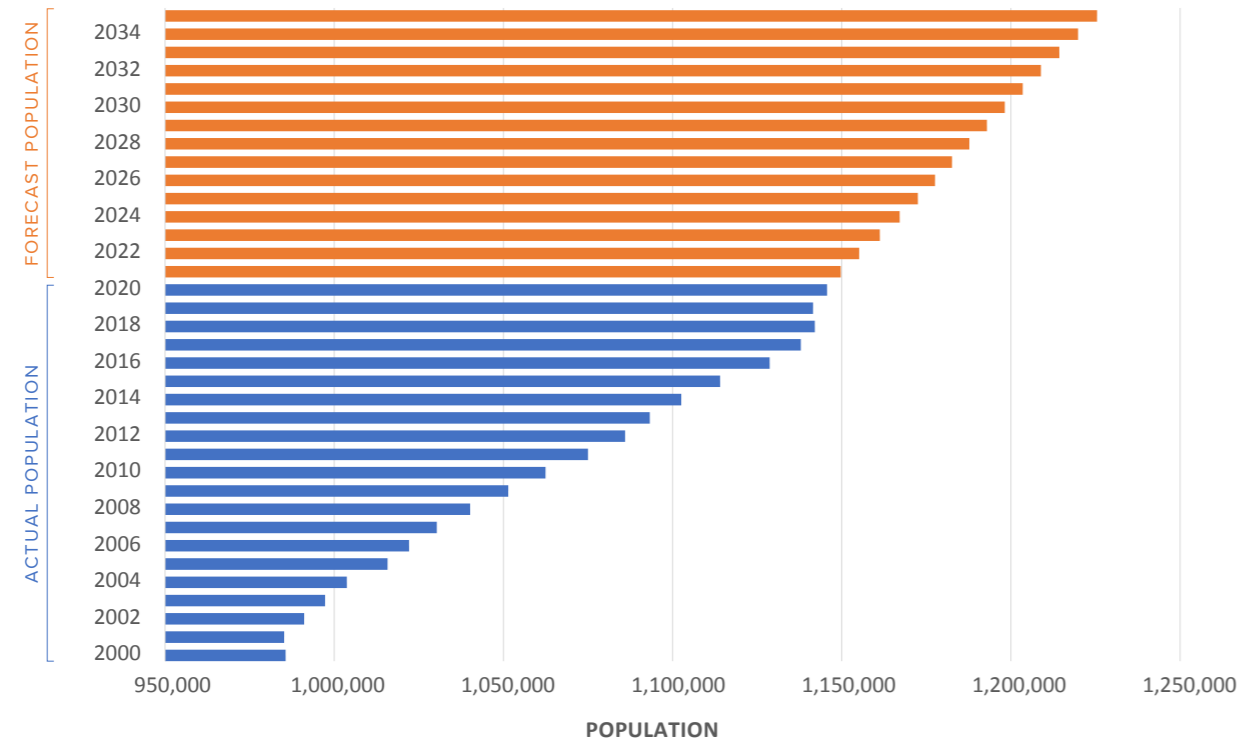


Housing Market

Demand

Birmingham's population began to decline in the 1980s as a result of the poor economic environment, a trend which was reversed by the early 2000s thanks to well executed economic strategies. The city's population has increased from 985,630 in 2000 to 1,145,650 in 2020, with an average increase of 8,000 new residents per annum. **The population is expected to reach 1,225,450 by 2035, an increase of 24% from 2000.** This increase in population has provided a significant boost for the economy, while putting sustained pressure on the already strained housing stock.

Birmingham Population Growth (2000 - 2035)

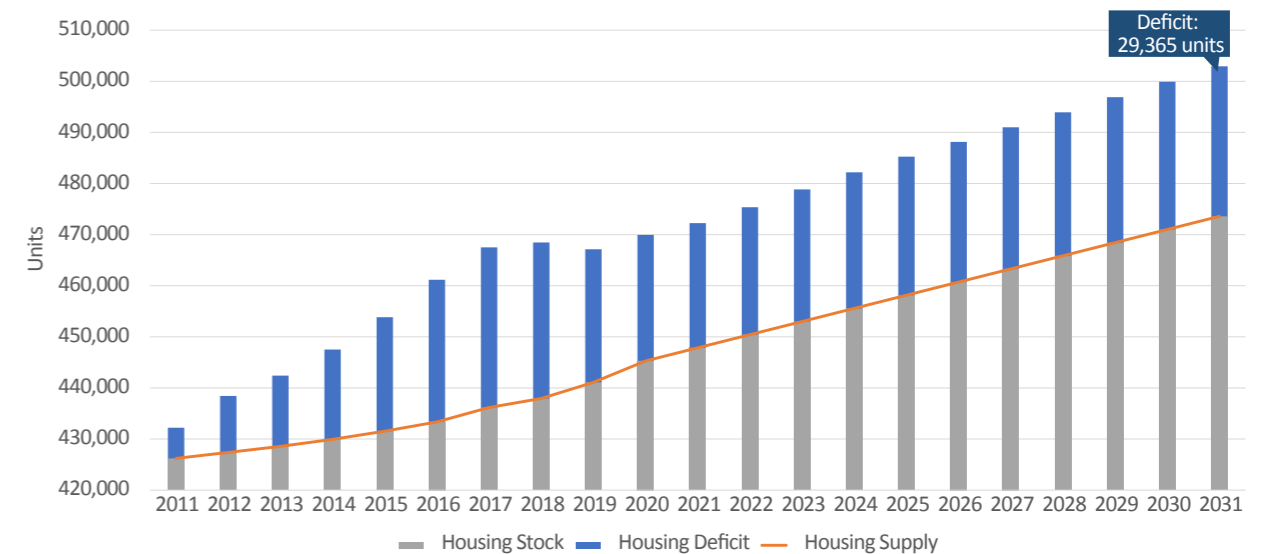


Supply

Despite the increase in construction activity in Birmingham, the housing supply has been unsuccessful in meeting demand. Since 2011 a mere 22,806 units were added to the housing stock, which totalled 445,276 units as of 2020. As a result, **there is a substantial undersupply of homes in Birmingham, with just 48% of the city's housing needs fulfilled over the past 9 years.**

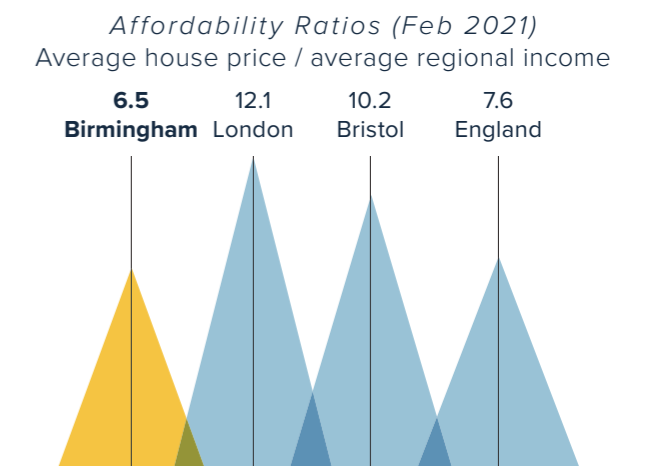
Birmingham's City Council expects that 2,572 housing units will be completed per year between 2020 and 2031, below the average annual housing requirement of 3,000 units. Taking the previous backlog into account, **an undersupply of at least 29,365 housing units is expected by 2031.**

Birmingham Housing Supply & Demand 2011 - 2031



Sales and Rental Market

A consistently undersupplied housing market combined with an economy that has almost doubled in size has led to **Birmingham's house prices increasing by 42% over the past 10 years.** Furthermore, the city is anticipated to see a substantial 19.5% house price growth in the next 4 years to 2025. Currently, however, average house prices in the city are 34% below the national average with almost half the affordability ratio of London.



Birmingham's average rent has increased by 15% over the last 5 years compared to the broader West Midlands region at 14% and England at 7%. **Between 2021 and 2025, rents in the city are expected to increase by a further 13.5%, surpassing the national average rental growth rate of 10%.**



The Jewellery Quarter

With 200 listed buildings, the Jewellery Quarter is undeniably one of the most attractive places to live and work in the city of Birmingham. Dating back to the 18th century, it is home to the largest collection of Victorian and 20th century buildings devoted to jewellery manufacturing in Europe. The manufacturing industry is still thriving today with the Quarter producing 40% of all the jewellery made in the UK.

Since its industrial start, the area has attracted significant investment and restoration and is now home to a bustling food & beverage scene. Bars and modern eateries line the streets up to St Pauls Quarter along with indie stores and galleries attracting trendy, young professionals from across the city.





Own A Piece of History

The grand heritage building of The Silversmiths dates back to 1865, during the reign of Queen Victoria. Today, developer NVSM, who specialise in bringing new life to buildings with a great story, will delicately restore it to its former glory in the heart of the Jewellery Quarter.

The Silversmiths' Story

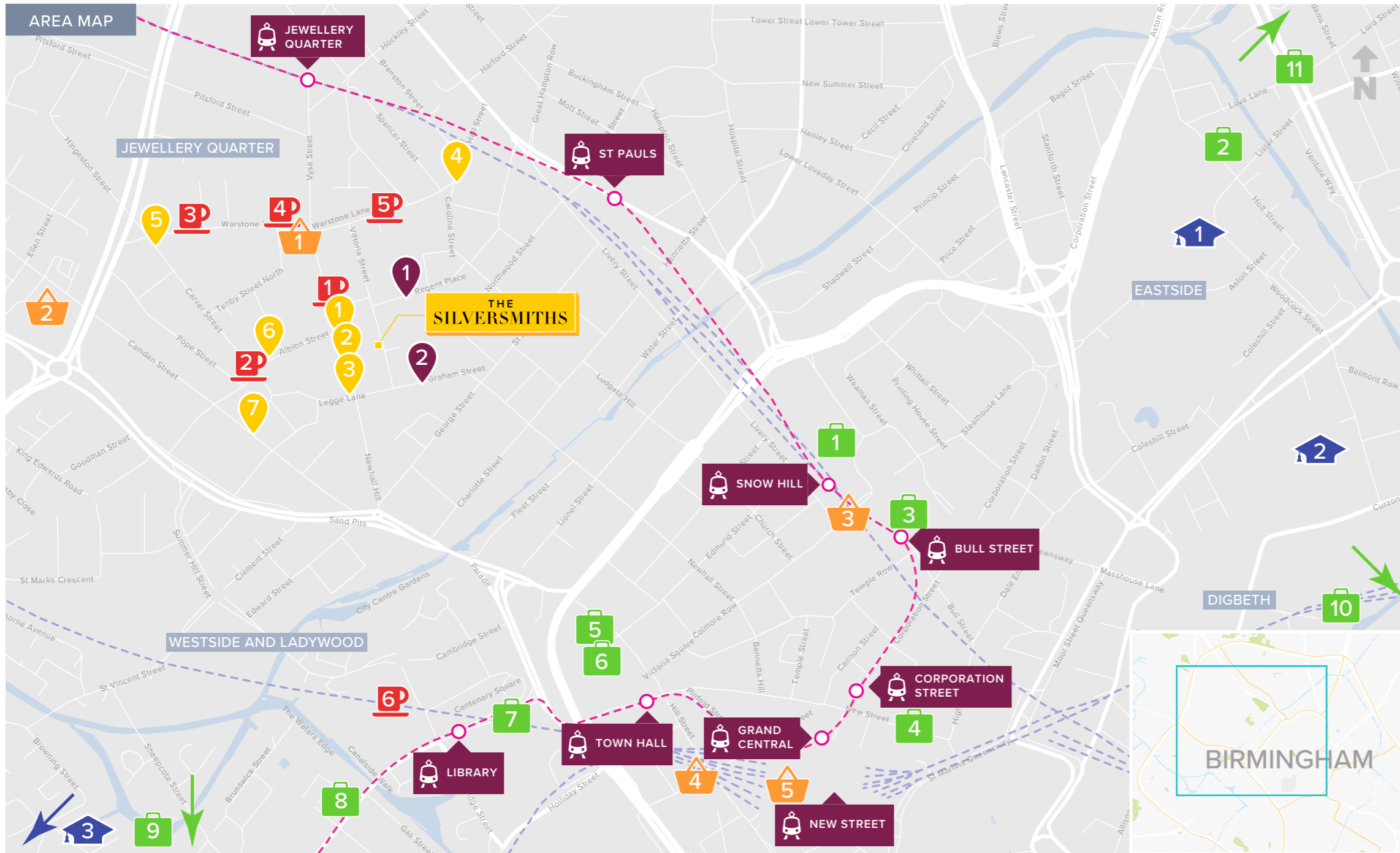
Originally constructed as a toolmaker works for Henry Jenkins and Sons, the grade II listed building was extended in 1898 seeing silverware makers occupy the premises.

By 1914 with the rise of WWI, the building was adapted into an arsenal, producing over 1 million rifles to aid the British troops during the war years.

Throughout its lifetime of manufacturing, the building has seen six monarchs and the start and end of the industrial revolution which made Birmingham a global powerhouse in the industry.

By 1992, the Jenkins family ended their long tenure at Vittoria & Unity Works, allowing for the opportunity to let its rich history speak character into new residential loft-style homes.

The iconic industrial framework coupled with open-plan interiors creates the epitome of stylish urban living. Choose from 26 luxury one- and two-bedroom apartments set over 3 floors overlooking the courtyard below.



EMPLOYMENT

- 1** KPMG
17 min walk / 11 min metro
- 2** Innovation Birmingham Campus
30 min walk / 7 min drive / 26 min bus journey
- 3** Genesee & Wyoming
17 min walk / 12 min metro
- 4** The Royal Bank of Scotland
18 min walk / 14min metro
- 5** PwC, Birmingham
12 min walk / 12 min metro
- 6** Mazars
12 min walk / 16 min metro
- 7** HSBC UK Headquarters
16 min walk / 10 min drive / 16 min bus journey / 17 min metro
- 8** Deutsche Bank
15 min walk / 17 min metro
- 9** Birmingham Research Park
55 min walk / 12 min drive / 38 min bus journey
- 10** Rolls-Royce Control Systems
22 min drive
- 11** BMW Group Plant Hams Hall
22 min drive

LOCAL AMENITIES

- 1** Hair & Beauty Salon
3 min walk
- 2** Fitness Centre
2 min walk
- 3** Royal Mail Post Box
3 min walk
- 4** Yoga Studio
5 min walk
- 5** Hockley Medical Practice Pharmacy
4 min walk
- 6** Dental Clinic
4 min walk
- 7** The Pit Gym JQ Birmingham
6 min walk

TRANSPORTATION

- 1** Regent Place
1 min walk
- 2** Vittoria St (Stop NH7)
- St Pauls**
4 min walk
- Snow Hill**
14 min walk
- New Street**
23 min walk / 9 min drive / 19 min bus journey

SUPERMARKETS

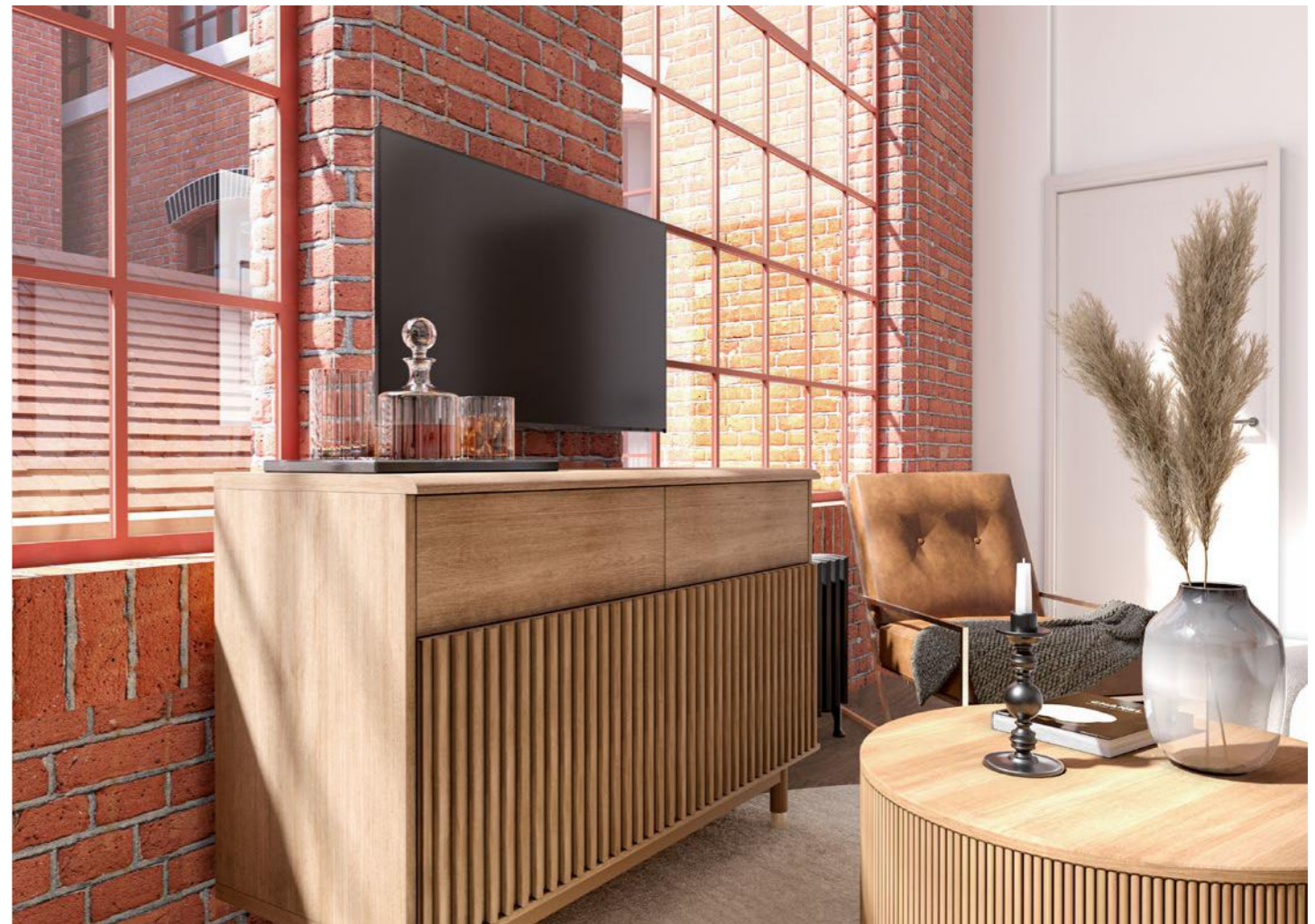
- 1** Tesco Express
2 min walk
- 2** Tesco Superstore
13 min walk
- 3** Sainsbury's Local
15 min walk
- 4** Sainsbury's Local
17 min walk
- 5** Marks and Spencer
18 min walk

CAFE & RESTAURANT

- 1P** The Button Factory
2 min walk
- 2P** The Pig & Tail
4 min walk
- 3P** The Red Lion
5 min walk
- 4P** The JQ Bar & Grill
5 min walk
- 5P** The Wilderness
3 min walk
- 6P** Starbucks
14 min walk

EDUCATION

- 1** Aston University
23 min walk / 6 min drive / 18 min bus journey
- 2** Birmingham City University
28 min walk / 8 min drive / 19 min bus journey
- 3** University of Birmingham
40 min walk ; 11 min drive ; 28 min bus journey





Specifications

THE BUILDING

- Hand Restored crittall-style historical windows
- Video intercom to all apartments
- Communal lighting to all courtyard and outdoor spaces
- Landscaped courtyards with blue/ black pavers
- Newly detailed fitted outdoor Metal staircases
- Newly restored original brickwork and pointing
- Cycle rack, block post boxes and bins stores
- New timber door entries
- Original restored slate roof, guttering and downpipes along with new fascia boards to entire building

PEACE OF MIND

- 10-year new home structural warranty
- Full new electrical installation certification
- 12-month new appliance warranties
- Smoke detection to all rooms
- Category 1 concealed fire sprinkler system
- 30-minute fire doors fitted to all habitable rooms
- Acoustic and fire rated down lights fitted
- Newly fitted outdoor metal staircases
- Communal fire protection panel installed

THE FOUR WALLS

- Newly fitted skirting architraves in main house
- Wood laminate flooring to main rooms except bedrooms and bathrooms
- Carpets to bedrooms and tiled to bathrooms
- Concealed fire sprinkler system
- TV and virgin cable points to all lounge and master bedrooms. BT phone point
- Exposed original brickworks in specific apartments
- Some walls plastered for contrast
- 30min fire doors
- Double radiators to all rooms
- All ceilings painted brilliant white
- All plastered wall areas painted white matt emulsion.
- Exposed original brickworks areas in specific apartment walls
- Exposed electrical conduit in certain units/locations
- Newly fitted electric heating and hot water infrastructure
- Pendant and spotlighting to allocated rooms, bulkhead type lighting to certain apartments
- Acoustic and fire rated downlighting
- Smoke alarms fitted to all rooms
- Satin/Brushed chrome sockets and switches

COOKING

- SMEG stainless steel electric oven – Model SF6400TVX or equivalent
- SMEG stainless steel electric hob – Model SE264TD or equivalent
- SMEG stainless steel microwave Model FM1017X or equivalent
- Integrated fridge freezer – Hoover HMCB505011UK or under worktop equivalent
- Integrated washer dryer – Hoover HBD485DIE/1 or equivalent
- 18 mm Matt finish handleless soft close kitchen units
- Integrated dishwasher /slimline or equivalent (certain units only)
- SMEG External duct ventilation chimney hoods – SMEG KSET61W2 or equivalent
- Wood flooring throughout 12mm quick step laminate flooring or equivalent
- Under counter sinks – SMEG / FRANKE 1.0 Stainless steel undercounter sink
- Quartz worktops and low-level up stands – White Quartz

WASHING

- 1700 fitted bath (certain units)
- Concealed showers to en-suite
- Grey wall and floor tiles, full height tiling to shower and bath areas
- Grohe Mixer Basin Tap
- Shower mixer with fixed shower head (certain units)
- Vanity storage units
- Heated towel radiators
- Glass shower screens to en-suites
- Mirrors above basins
- Grey grouting throughout
- Acoustic and fire downlighting

Interested in **THE DEVELOPMENT**? Take a look at the floorplans or Investment Returns Model by reaching out to enquiry@ipglobal-ltd.com today. One of our Wealth Managers will be in touch with you shortly.

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Developer

A development by

est.2001 **nvsm** limited



NVSM was founded in 2001 and has built combined operational portfolio valued in excess of GBP40 million, along with cash reserves to respond to new market opportunities.

HISTORY

PROPERTY INVESTMENT

(2001 - CURRENT)

NVSM was founded in 2001 with a primary focus upon rental investment primarily held within the Central London and M25 region.

PROPERTY DEVELOPMENT

(2004 - CURRENT)

The above rental investment strategy has been complimented by a property development strategy which focuses upon selling housing units and creating cash reserves.

PRIVATE CLIENT CONSULTING

(2010 - CURRENT)

Most recently and without compromise to the above two strategic focuses, NVSM has now developed close working relationships with internationally based third parties so that they can achieve benefit from the UK housing market and avoid any purchase/development pitfalls.

www.nvsmlimited.co.uk



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