

Affinityliving

Lancaster Wharf

Birmingham City Centre

The next chapter for

Affinityliving™

A new Birmingham address for elevated city living.





Adam Price
CEO
Select Property

"Select Property has spent more than two decades refining the resident experience to create places where people genuinely want to live.

Four operational Affinity Living developments in Manchester have given us something few residential brands can claim: first-hand insight into what makes a building attract and retain a resident community over the long term.

Lancaster Wharf in Birmingham city centre is the next chapter.

Bringing together learnings from our residents, our operating teams and our investment experience, we have evolved the Affinity Living proposition for a new generation of city living and brought it to Birmingham for the first time.

As Lancaster Wharf approaches completion in ***Q1 2027, the final phase of apartments are being released at an off-plan price point until 14th December 2026,*** *giving investors a unique opportunity to secure today's price while benefiting from capital growth achieved over the construction period.*

This represents a rare opportunity to invest in waterfront apartments within the established Affinity Living model, in tier-one Birmingham directly opposite Aston University, with the potential to begin generating rental income from Q1 2027.

Lancaster Wharf represents what happens when experience, insight and ambition come together: an Affinity Living proposition that has been refined, elevated and designed for the future of city living."

The Final Apartments.

The final apartments have just been released ahead of completion, giving investors the opportunity to start earning rental income from Q1 2027.

Investment Overview

- **6% projected** rental yield
- **24.6% capital growth** projected 2026-2030
- **Q1 2027 completion** & start earning rental income

Payment Plan

- **10% down payment** + £5,495 reservation fee
- **90% due on completion** Q1 2027 minus reservation fee
- **Mortgage options** available

Development Overview

- **266 waterfront apartments** Final release now available
- **22 storeys** Contemporary city living with incredible views
- **Birmingham city centre** Princip Street, 2-minute walk to Aston University
- **Select Property** Developer & fully managed investment partner
- **Exceptional resident amenities** Rooftop terrace · Fully equipped gym · Waterfront garden courtyard · 24/7 concierge · Co-working space · Private meeting booths



A development designed to perform.

Lancaster Wharf combines prime city-centre location, considered apartment design and an extensive amenity offering within a professionally managed residential community.

Ideally positioned to appeal to Birmingham's growing population of graduates, young professionals and mature students, Lancaster Wharf puts residents on the doorstep of the city's universities, major employment hubs, transport connections and the cultural and lifestyle offering of the city centre.

Representing the next evolution of the brand, Lancaster Wharf offers a proposition refined around what residents value, what drives retention and what supports long-term rental performance.



Resident's Lounge (CGI)

Amenities designed for the modern resident.

We understand the difference between tick-box amenities that residents don't use, and activated spaces that attract genuine connection and community. That's why our Manchester residences benefit from average occupancy of 98%.

Every space at Lancaster Wharf has been considered with purpose, informed by years of experience creating and operating Affinity Living. The amenity offering has been carefully curated to encourage residents to see the building as an extension of their individual apartments, creating an environment residents are proud to call home.

Co-working Space



Roof Terrace



Resident’s Lounge

Roof Terrace



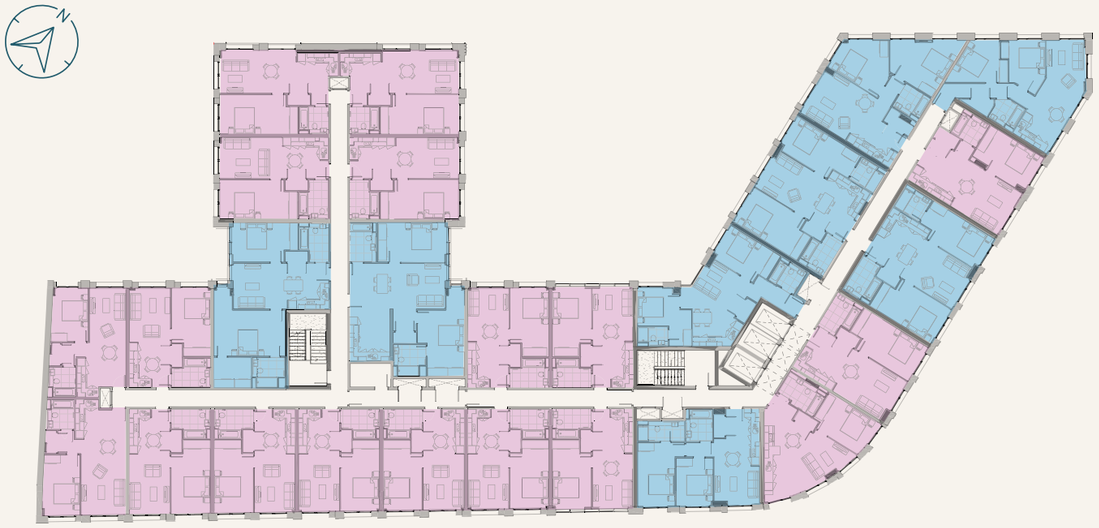
State-of-the-art Gymnasium



Luxury Water-Front Apartments

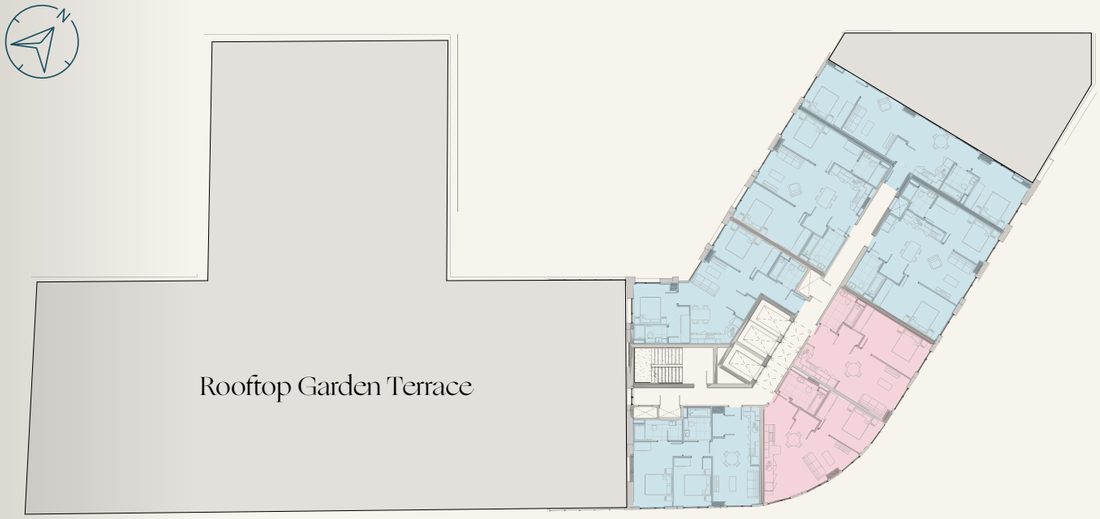
Typical Floorplans.

Floor 02 — 05



Colour	Bedrooms	Total Size (Sqft)
	1-Bedroom	470 - 547
	2-Bedrooms	654 - 910

Floor 07 — 22



Colour	Bedrooms	Total Size (Sqft)
	1-Bedroom	549 - 547
	2-Bedrooms	660 - 755

Strategically located at the heart of Birmingham city centre

Connected to everything that matters.

Lancaster Wharf places residents at the heart of Birmingham city centre, with the best of culture, leisure, education and employment all within easy reach.

Aston University is a 2-minute walk, while Birmingham's vibrant retail, dining and entertainment scene is right on the doorstep. Waterfront canal walks and green spaces offer a natural escape from the pace of the city, while major employment hubs and leading employers are easily accessible.

With connectivity, convenience and lifestyle built into its location, Princip Street is ideally positioned for Birmingham's growing community of ambitious professionals, graduates and mature students.



1. Library of Birmingham
2. City Centre Gardens
3. Baskerville House
4. Paradise
5. Opheem (2 Michelin Star)
6. Birmingham Town Hall
7. International Convention Centre
8. Symphony Hall
9. IKON Gallery
10. Utilia Arena Birmingham
11. Birmingham Museum & Art Gallery
12. Purnell's (1 Michelin Star)
13. Adam's (1 Michelin Star)
14. Birmingham Cathedral
15. The Grand Hotel Birmingham
16. Snell Park
17. The Alexandra Theatre
18. RBSA Gallery
19. Pen Museum
20. J. W. Evans Silver Factory
21. O² Academy
22. Bullring & Grand Central
23. National Sea Life Centre
24. BOA Creative, Digital & Performing Arts Academy
25. O² Institute
26. Cadbury World
27. Thinktank Birmingham Science Museum
28. The Custard Factory
29. Aston Hall

Birmingham: A City on the Rise.

The UK's second city by size. A growing population. A major economic centre.

At the heart of England, Birmingham is a city undergoing significant transformation. A young and growing population, five universities, major employers and billions of pounds of investment are driving demand for housing across the city.

For investors, that creates an increasingly compelling combination: a large pool of residents, a diverse employment base and a city with significant long-term development potential.

Birmingham at a Glance

24.6%
Projected residential sales value growth, 2026-2030*

19.9%
Projected rental growth, 2026–2030*

1.14m
Population (2021 Census)

74,650+
UK higher education students

18,000+
International higher education students

5
Universities including Russell Group, the University of Birmingham

49%
Graduate retention rate.

JLL **JLL Five-Year Residential Forecasts, 2026.*



Why Birmingham?

A city that attracts and retains talent.

Birmingham is home to five universities and around 80,000 students, creating a substantial and continually renewing pool of student and graduate demand.

The city has historically retained 49% of its graduates, creating a natural pipeline from university into the local rental market. For Lancaster Wharf, this established student and graduate population provides a strong pool of potential residents, with its central location ideally positioned for those seeking a well-connected home close to university, employment and city-centre amenities.

University of Birmingham · Birmingham City University · Aston University Birmingham

A major employment hub outside London, Birmingham is home to major employers across financial services, professional services, technology, media and advanced industries.

HSBC · BBC · Cadbury · Goldman Sachs · Gymshark · Deloitte. · Deutsche Bank · KPMG · pwc · BT · JLR · Lloyds Banking Group



Connected to the UK and the world.

Birmingham's central location makes it the UK's most connected city, with direct rail links to London and major cities across the country, alongside an extensive regional transport network and Birmingham Airport, which offers flights to 140+ direct destinations including Dubai, Doha, Istanbul and Paris.

HS2: The next generation of connectivity

HS2 remains under construction between London and Birmingham, with the government committed to completing the current Phase 1 route which will cut the commute time between the cities to just 49 minutes.

Beyond journey times, the project is intended to increase rail capacity and strengthen connectivity between Birmingham and London, in turn driving property values and supporting wider economic development around the route.





Culture

- Library of Birmingham
- Birmingham Hippodrome
- Symphony Hall
- Birmingham Museum & Art Gallery

Retail

- The Bullring
- Selfridges
- Harvey Nichols
- Grand Central
- Mailbox
- Jewellery Quarter
- Independent city-centre shopping

Food & drink

The UK city with the most Michelin-starred restaurants outside of London

Leisure & lifestyle

- Canal-side walks
- Parks and green spaces
- Gyms
- Bars
- Entertainment

More than an investment location: A city people want to live in.

Birmingham's appeal extends well beyond employment and education.

Residents have access to a vibrant city-centre lifestyle, with world-class culture, major retail destinations, independent restaurants, entertainment and extensive leisure facilities all within easy reach.

Become a Part of Birmingham's Growth Story

Birmingham is undergoing a period of transformational regeneration, with billions of pounds of investment reshaping its infrastructure, commercial landscape, economy and city centre.

This expanding economy and growing employment base continue to strengthen its position as a global economic powerhouse. With major regeneration already underway across the city, Birmingham offers investors the opportunity to be part of its next chapter, entering at a point where significant growth is still ahead.

The Big City Plan

- 20-year vision for Birmingham city centre
- 800-hectare transformation
- 50,000+ new jobs • 5,000+ new homes
- 1.5 million sq m of new floorspace
- Expanding the city core by 25%

Paradise Birmingham

- £1.2 billion regeneration scheme
- 10,000 new jobs
- 2 million sq ft of new business and leisure space
- Phase one out of three already complete

Smithfield Birmingham

- £1.9 billion project
- 40-acre transformation
- 3,000 new homes, 8,000 new jobs
- Public realm, leisure and commercial space
- Backed by The Crown Estate

The Central Edge

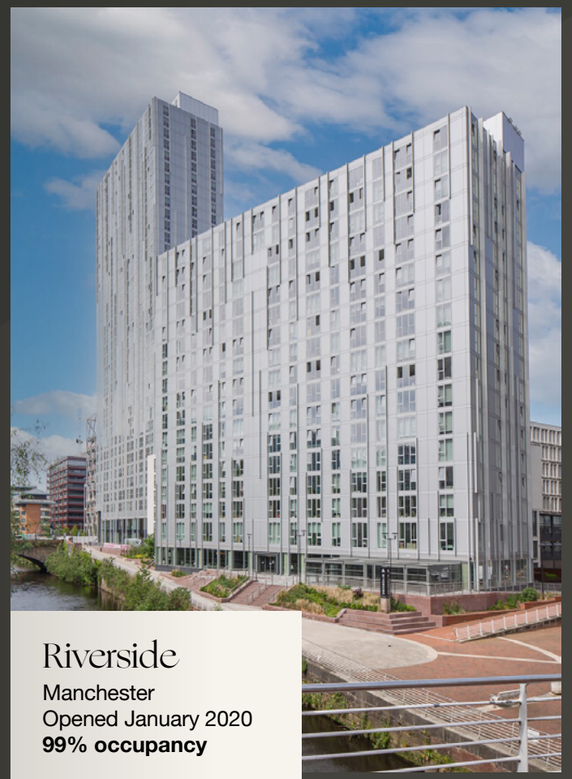
- Building on the already successful i54 Business Park
- 15,000 new jobs
- £582M GVA addition to the economy

The Affinity Living Portfolio.

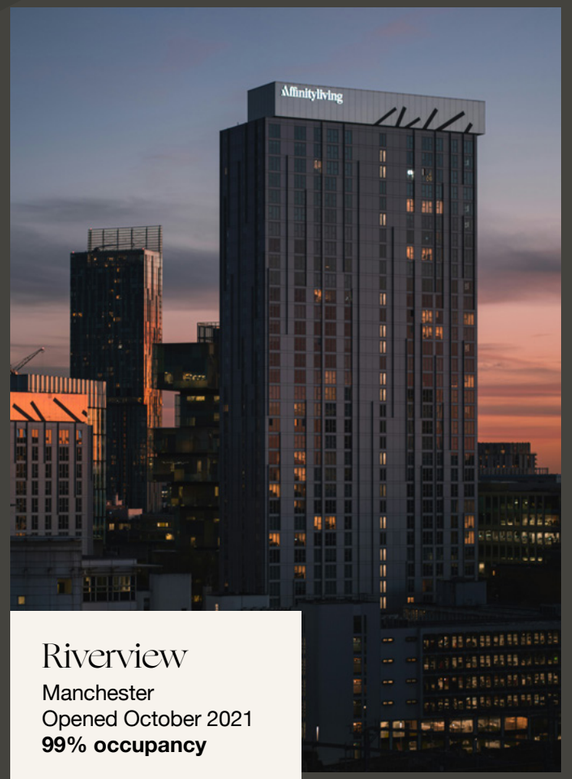
Average occupancy of 98% across four operational Manchester buildings.



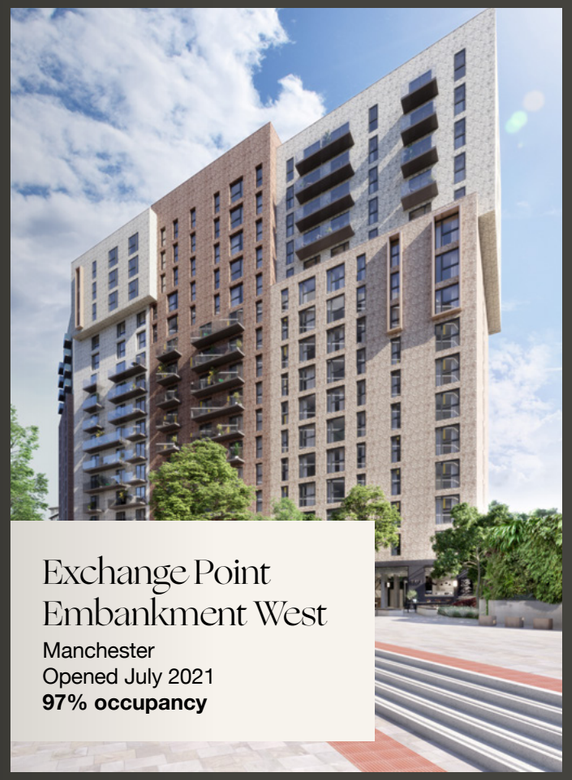
Lancaster Wharf
Birmingham
Completing Q1 2027



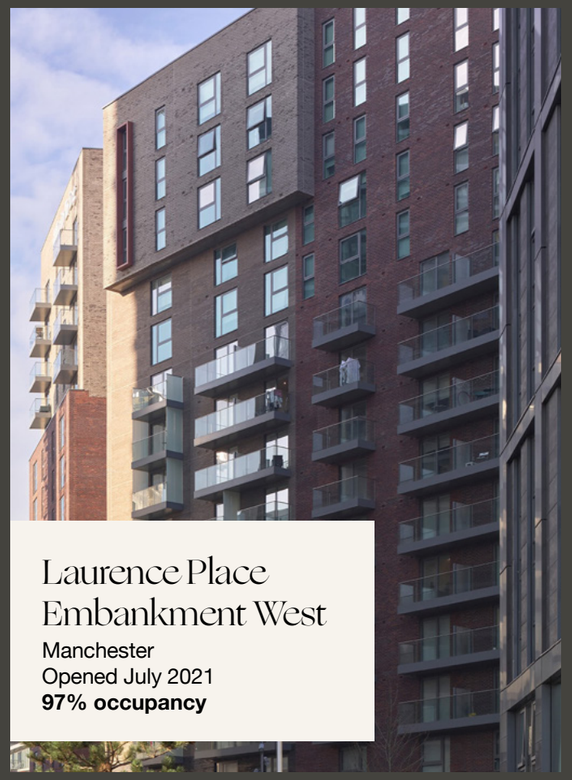
Riverside
Manchester
Opened January 2020
99% occupancy



Riverview
Manchester
Opened October 2021
99% occupancy



Exchange Point Embankment West
Manchester
Opened July 2021
97% occupancy



Laurence Place Embankment West
Manchester
Opened July 2021
97% occupancy

SelectResidential

Our dedicated property management business.

Select Residential was created to provide our investors with a true end-to-end service that is transparent, simple, and delivers the best returns for your property investment.

We make your property management as simple as possible. We use our decades of property experience to leverage your property's unique value, manage all aspects of your property effectively, and drive better investment returns for you.

Simple Service

Enjoy hassle-free, hands-off investment with streamlined communication through a single point of contact at each stage of the journey.

Transparent Terms

We offer simple fees with no hidden costs, and create sustained tenant demand to minimise void periods and deliver higher returns.

Your Property Experts

We're actively managing over 3,200 apartments in Manchester city centre with decades of property experience.



" Select Residential is now Manchester's leading lettings and property management agency, with the largest collection of city centre assets under management. We've successfully operated Vita Living since its 2021 launch, delivering outstanding results.

We're uniquely placed to offer a full end-to-end service for Select Property investors, ensuring a seamless journey from purchase to management. With a 98% occupancy rate and a 7.2% average yield, your investment is backed by a dedicated team with a proven track record of delivering impressive results and strong returns over the past five years.

Russell Hayes , Managing Director



Investing with Select Property

22 years. One mission. To develop the most exciting UK property investments that deliver the strongest rental returns for global investors.

Select Property is a leading developer and investment specialist, offering a 360° service from consultation, completion guidance, tenancy management, to exit strategy.

- **£3.15 billion** worth of global property sales
- **15,900** properties sold
- Over **£280 million paid** to our investors in rental revenue across the Group
- International offices in **Manchester, Dubai, Shanghai, Hong Kong and Riyadh**

A 360° approach





Secure your apartment at Lancaster Wharf

From **£262,000**

Projected rental yield: **6%**

Projected capital growth: **5% per annum**

Completion: **Q1 2027**

Speak to our **investment team**
to explore the **final apartments** available.

SelectProperty

Please note that the information that we distribute is produced with great care and believed to be correct at the time (01/10/2026), to the best of our knowledge. Pictures, computer-generated views, layouts and other details are given as a general guide and may change from time to time in accordance with the final designs of the development and appropriate planning permissions. Projected returns are based on market forecasts but should not be relied on.

Affinityliving™