

Lancaster Wharf Birmingham

AFFINITY LIVING COLLECTION



2023

Investment Brochure



SelectProperty



Affinityliving[™]
LANCASTER WHARF
BIRMINGHAM

An architectural rendering of a modern, multi-story brick apartment complex. The building features a mix of red and light-colored brickwork, large windows, and balconies with dark metal railings. Some balconies have potted plants and people. In the foreground, there is a landscaped courtyard with trees, benches, and people walking. The building is situated next to a body of water, with a wooden walkway and a low brick wall in the immediate foreground. The sky is blue with some clouds and birds.

Bringing the Finest Standards
of Luxury Living to the UK's
Second City.

Affinityliving[™]
LANCASTER WHARF
BIRMINGHAM

Affinity Living Lancaster Wharf, Birmingham

Select Property will set a new standard for purpose-built luxury living in the UK's second city.

Following the incredible success of four Manchester developments, we are proud to be expanding Affinity Living, our luxury residential brand, to Birmingham.

One of the UK's most important cities:

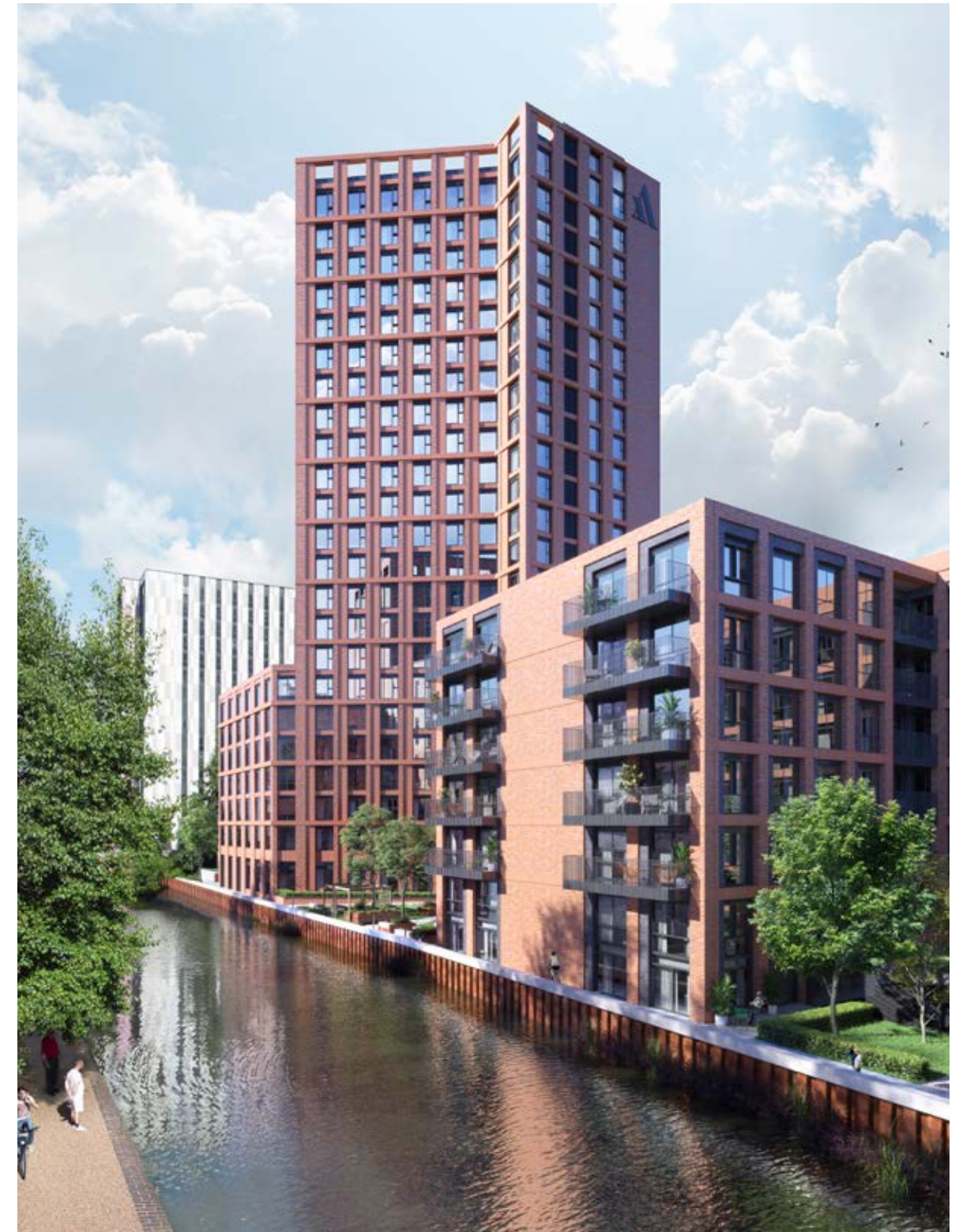
- Located in the centre of England
- A hub for international trade and business
- A city with one of the fastest growing economies in the country
- West Midlands is the region with the highest forecasted growth over the next five years (JLL)

Projected house price growth of 4.9% per year.
Projected rental growth of 2.8% per year.

JLL attributed Birmingham's high performance to key factors such as the Commonwealth Games 2022 and High-Speed 2 (HS2). Both are key drivers for growth, increasing Birmingham's global profile and creating thousands of jobs.

Promising Affinity Living's brand standards of prime location, luxury apartments and premium amenities, Lancaster Wharf will quickly become one of the most in-demand addresses in Birmingham city centre.

AffinitylivingTM





Affinityliving[™]
LANCASTER WHARF
BIRMINGHAM

Four successful developments in operation and sold out. One experience-led approach.

Affinity Living has already proven to attract and retain residents across our four Manchester developments, which are among the city's fastest-letting buildings despite the disruption caused by the pandemic.



Affinityliving™



A New Standard for City Living

Standing 22 storeys canal-side, this stunning 266-apartment development is designed to deliver on all the demands of today's rental market.

Boasting the brand standards of prime city centre location, luxury apartments and premium amenities, every Affinity Living development is built to attract and retain residents.

Facilities & Amenities

Prioritising outdoor areas and amenity space, we encourage residents to see the building as an extension of their overall apartments, creating thriving communities.

Reintroducing greenery to the canal front, the waterfront courtyard will provide a relaxing outdoor space for residents to escape busy city life.

- Large, contemporary living spaces
- State-of-the-art gymnasium
- Rooftop terrace
- Waterfront garden courtyard
- Residents' lounge
- TV lounge area
- Live/work lounge and private working booths

INVESTMENT OVERVIEW

Completion Date:

Q3 2025

Developer:

Select Property

Location:

Princip Street, Birmingham city centre

Projected Yield:

6%

Estimated Capital Growth:

10% anticipated over the build period

Estimated Service Charge (Insured):

GBP 3.5 per sq.ft.

Leasehold:

999 years



Affinity Living Lancaster Wharf

Payment Plan

ONE-BEDROOM APARTMENTS	TWO-BEDROOM APARTMENTS
GBP 5,000 reservation fee + GBP 495 admin fee	GBP 5,000 reservation fee + GBP 495 admin fee
30% on contract exchange	25% on contract exchange
70% balance on completion (less your GBP 5,000 reservation fee)	75% balance on completion (less your GBP 5,000 reservation fee)

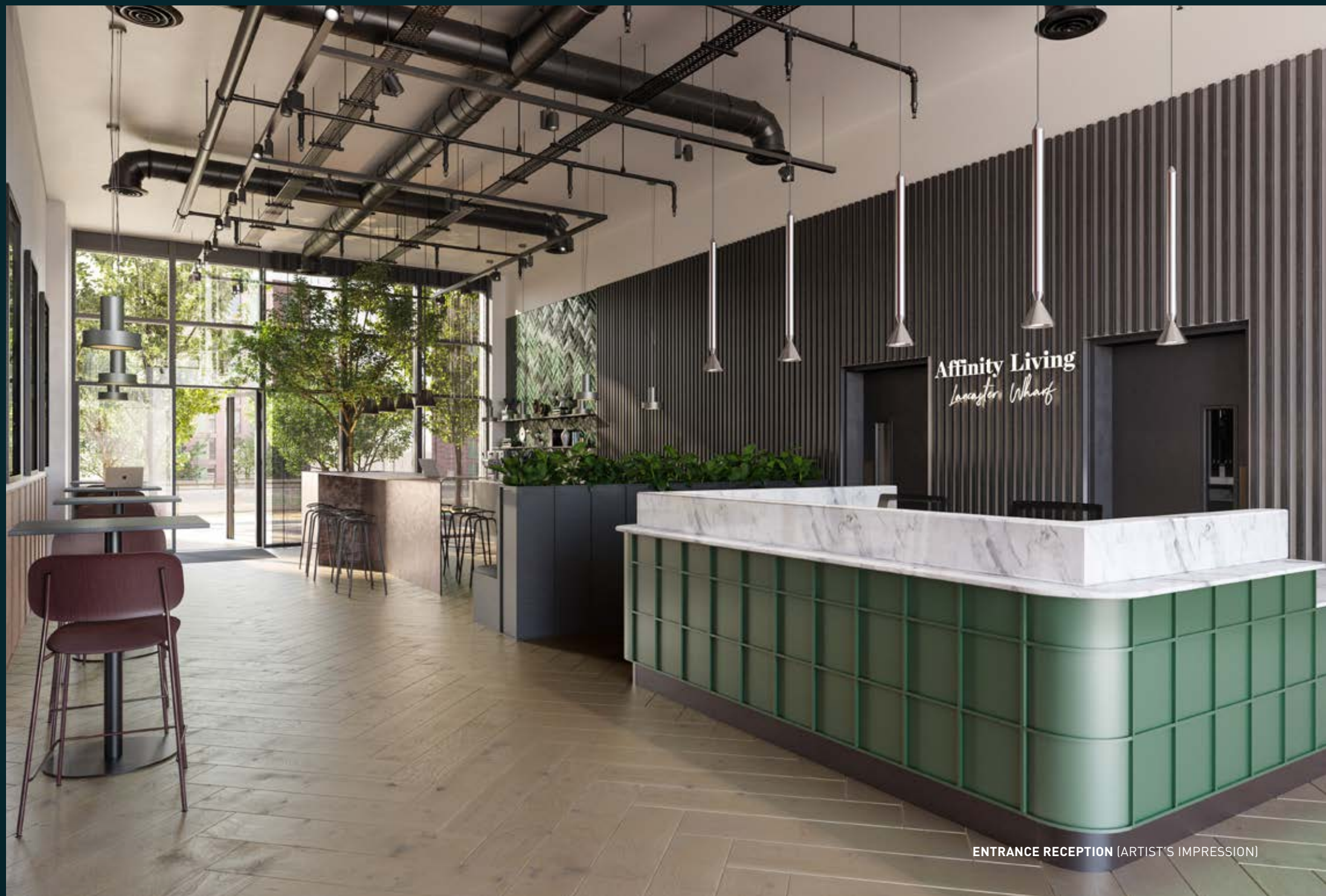
*Join the success of an expanding
brand in a prime investment location.*



Affinity Living Lancaster Wharf: Gallery

*Experience what will become Birmingham's
most in-demand new address.*

Affinityliving
LANCASTER WHARF
BIRMINGHAM



ENTRANCE RECEPTION (ARTIST'S IMPRESSION)





OUTDOOR TERRACE LOUNGE (ARTIST'S IMPRESSION)





OUTDOOR TERRACE LOUNGE (ARTIST'S IMPRESSION)



OUTDOOR TERRACE LOUNGE (ARTIST'S IMPRESSION)







DINING AND LIVING ROOM (ARTIST'S IMPRESSION)





KITCHEN, DINING & LIVING ROOM (ARTIST'S IMPRESSION)



KITCHEN, DINING & LIVING ROOM [ARTIST'S IMPRESSION]

Affinityliving™
LANCASTER WHARF
BIRMINGHAM



DINING (ARTIST'S IMPRESSION)



BATHROOM (ARTIST'S IMPRESSION)



LIVING ROOM (ARTIST'S IMPRESSION)



Affinityliving
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BEDROOM (ARTIST'S IMPRESSION)



LIVING ROOM (ARTIST'S IMPRESSION)







AffinitylivingTM
LANCASTER WHARF
B I R M I N G H A M

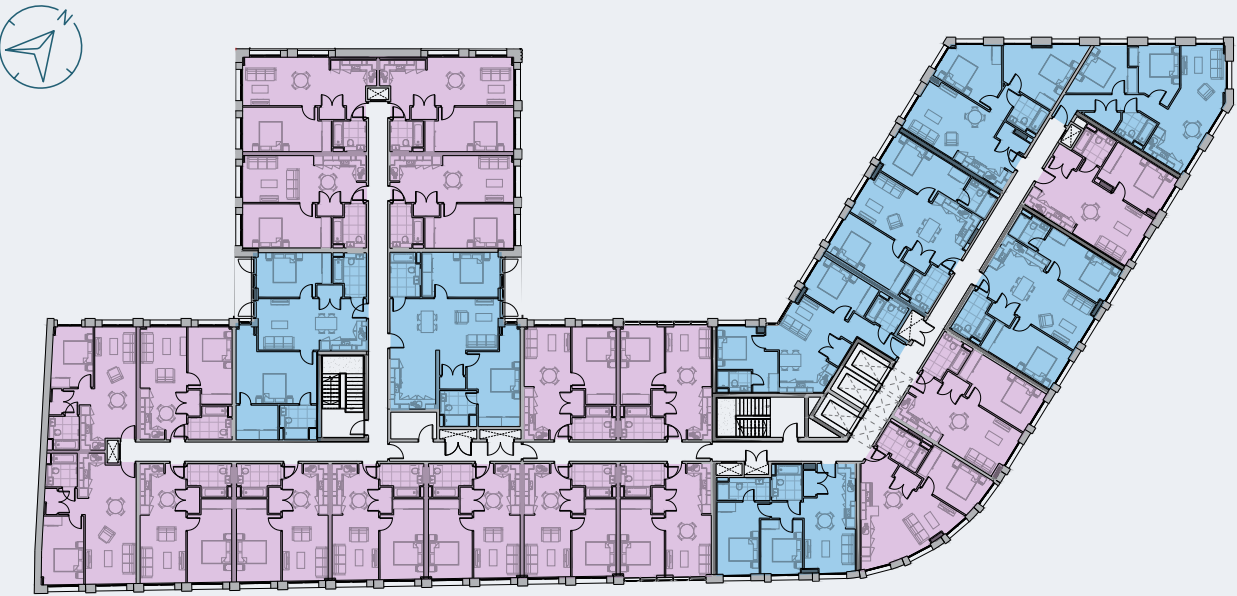
COURTYARD (ARTIST'S IMPRESSION)



| TYPICAL FLOOR PLANS

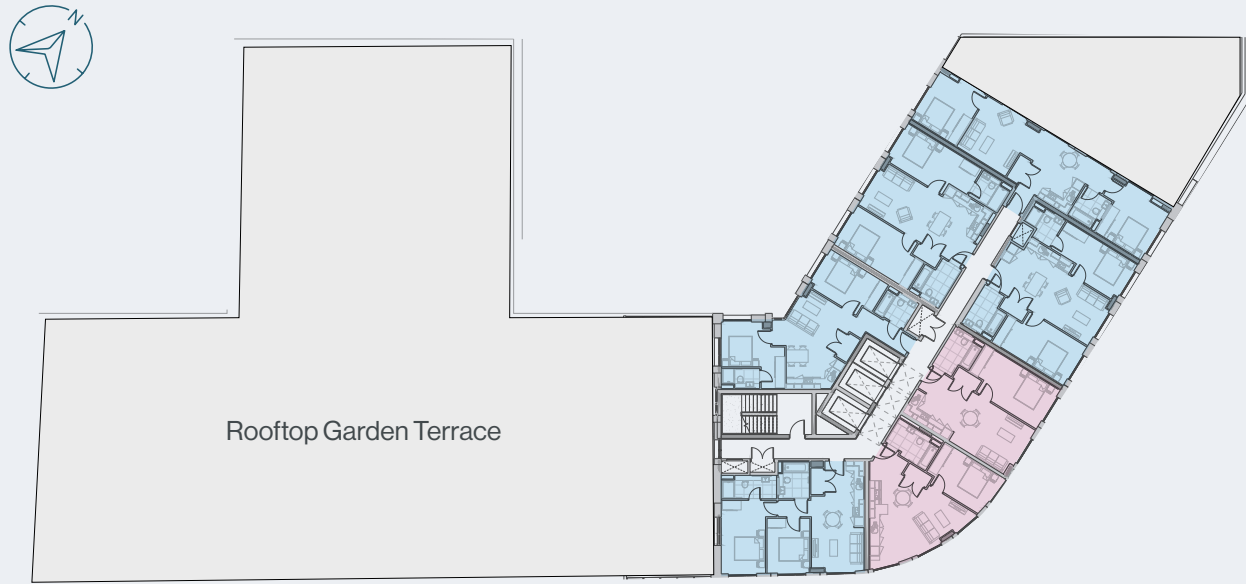
| 2nd to 5th Floor

COLOR	BEDROOM	TOTAL SIZE (SQFT)
■	1 BED	470 - 547
■	2 BED	654 - 910



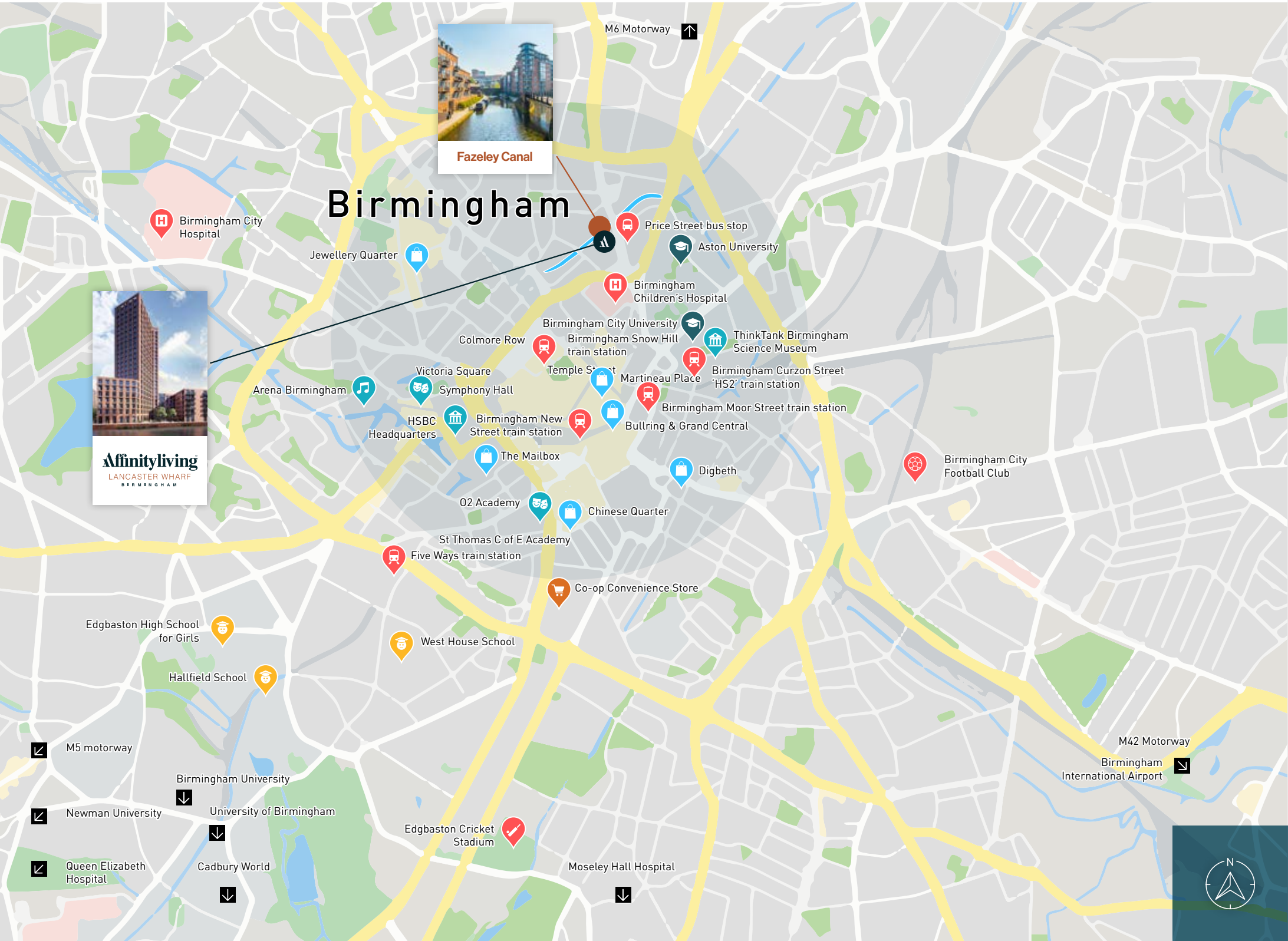
| 7th to 22nd Floor

COLOR	BEDROOM	TOTAL SIZE (SQFT)
■	1 BED	549 - 547
■	2 BED	660 - 755



A Prime Location at the City Centre

Affinity Living Lancaster Wharf boasts a location without compromise. Located on the waters edge of Birmingham canal and within walking distance of major UK railway station Birmingham New Street, main shopping centre The Bullring and the Colmore Business District.



DESTINATION	DISTANCE (MILES)
SHOPPING, ENTERTAINMENT AND FINANCIAL	
Tesco Co-op Convenience Store	0.3
O2 Academy	1.2
Chinese Quarter	1.2
The Mailbox	1.1
Bullring & Grand Central	0.9
Victoria Square	0.9
Temple Street	0.8
Digbeth	1.3
Colmore Row	0.6
HSBC Headquarters	1.2
Edgbaston Cricket Stadium	2.8
Arena Birmingham	1.2
Jewellery Quarter	0.8
Birmingham City Football Club	2.0
Aston Villa Football Club	2.0
Cadbury World	5.1
National Exhibition Centre (N.E.C.)	8.7
Villa Park (Aston Villa Football club)	2.4
BT Tower	0.8
Radisson Blu Hotel	1.5
GALLERIES, THEATRES AND MUSEUMS	
Symphony Hall	1.1
Birmingham Repertory Theatre	1.0
TRANSPORT	
Price Street bus stop	430ft
Five Ways train station	1.7
Birmingham New Street train station	0.9
Birmingham Moor Street train station	0.9
Birmingham Snow Hill train station	0.5
Birmingham Curzon Street 'HS2' train station	0.8
M6 motorway	2.5
M5 motorway	5.1
M42 motorway	10.2
Birmingham International Airport	9.4
UNIVERSITIES	
University of Birmingham	2.5
Aston University	0.6
Birmingham City University	0.7
Newman University	6.5
Birmingham University	3.9
SCHOOLS	
St Catherine's RC Primary School	1.5
St Thomas C of E Academy	1.6
Chandos Primary School	1.9
West House School	2.0
Hallfield School	2.4
St George's School	2.2
Edgbaston High School for Girls	2.4
HOSPITALS	
Birmingham Children's Hospital	0.3
Birmingham City Hospital	2.0
Moseley Hall Hospital	3.6
Queen Elizabeth Hospital	3.8



Aston University

HS2 (Coming 2029-2033)

The Bullring

Birmingham
Children's Hospital

Chinese Quarter

Birmingham New
Street Station

Colmore Business District

Snow Hill Station

Birmingham Museum & Art Gallery

Birmingham City Council

Paradise Circus &
Victoria Square

BT Tower

Brindley Place

Jewellery Quarter

INNER CENTRAL
BUSINESS DISTRICT

5 min
0.3 miles

Fazeley Canal

Canal

Fazeley





About the Developer

Select Property is one of the UK's leading property developers and investment specialists.

Since 2004, we have been developing the finest property investments in the strongest investment cities.

Our projects are proven to grow your returns in the UK's highest-performing property sectors.

We create investments shaped by your needs and wants above all else. We provide the highest levels of service as standard, which is why thousands of investors from around the world choose Select Property time and time again.

Our relationships are built on trust, and purchasing a property is just the beginning. Our global team of experts will guide you through every step of your investment; from initial purchase and property management, through to exit and beyond.

With offices in Europe, the Middle East, Southeast Asia and mainland China, we're never far away. Our talented worldwide investment teams offer a truly bespoke service, no matter where you are.

14,000+

UK and international properties sold to date

GBP 1.24 Billion

worth of UK property sold to date

GBP 171 Million

in rental revenue generated by the Groups operational UK developments

2,800

Total number of properties sold in Manchester by Select Property Group to date

GBP 815 Million

Select Property Group has sold over 2,800 properties in Manchester worth a combined GBP 815 million (2013-2021)

Affinityliving™

A Brand That's Raising the Benchmark for Rented Living in the UK

*Select Property Group's
Premium Residential Brand,
Affinity Living*

As the UK's rental sector continues to grow, so does the demand for purpose-built rental homes.

Launched in 2016, Affinity Living is Select Property Group's luxury residential property brand. Contemporary, purpose-built rental homes targeted specifically at young, affluent city centre renters.



Affinity Living - The Brand Designed for Evolving Demands

Increased time spent at home in 2020 has created new property priorities for tenants in the UK. According to a JLL survey, the following qualities are now classed as 'extremely important' by more people:

- Access to private workspace (+36%)
- Access to outdoor space (+30)
- Fast, reliable broadband speed (+28%)

All of these are qualities have been brand standards for Affinity Living since launching in 2016.¹

The Affinity Living Portfolio

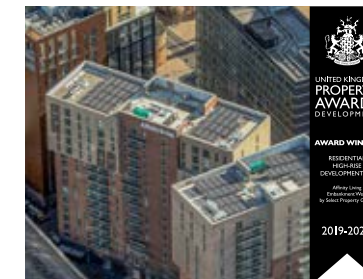


AFFINITY LIVING RIVERSIDE

Manchester

Opened January 2020

100% occupied



AFFINITY LIVING EMBANKMENT WEST LAURENCE PLACE

Manchester

Opened July 2021

100% occupied



AFFINITY LIVING EMBANKMENT WEST EXCHANGE POINT

Manchester

Opened July 2021

100% occupied



AFFINITY LIVING RIVERVIEW

Manchester

Opened October 2021

80% occupied



AFFINITY LIVING LANCASTER WHARF

Birmingham

Scheduled Completion
Q3 2025

970+

Affinity Living properties sold by Select Property Group to date

**correct as of 1st January 2022*

GBP 290.5 Million

Total value of Affinity Living property sold by Select Property Group to date

*Among the fastest-selling and
fastest-letting apartments in
Manchester, despite disruption
caused by the pandemic*

CASE STUDY OF SUCCESS:

Affinity Living Riverside

Affinity Living Riverside became the first of the brand's developments to open its doors in 2020.

Located just minutes from Manchester's central finance and leisure district, it didn't take long for it to become one of the most in-demand new residential buildings in Manchester city centre.

We have already successfully created a vibrant community of residents. Many of our first residents have quickly become friends with each other, further strengthening their bond with the development.

Apartments have been furnished to individual tastes. Amazing resident events have been held in our ground-floor communal area. And, of course, many of our residents' pets have made themselves at home, too!

All these things sync with Affinity Living's vision of creating communities of like-minded individuals. Happy tenants are less likely to move out of their apartment – which is, naturally, hugely beneficial to our investors.

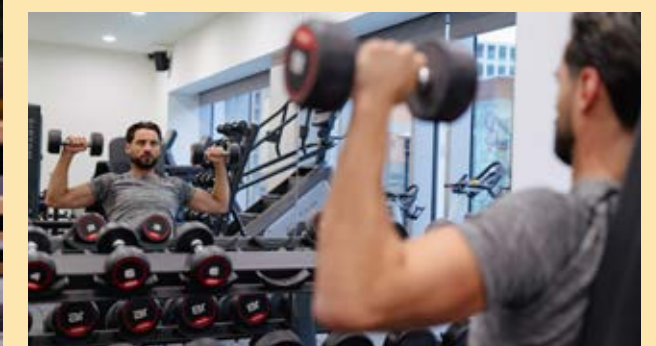
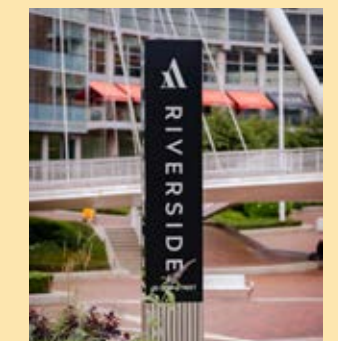
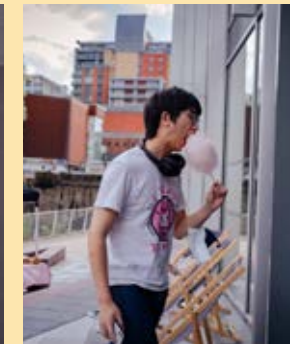
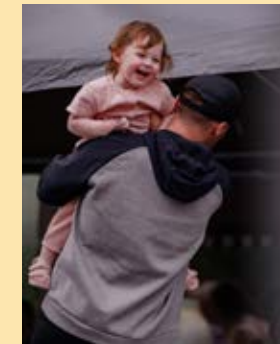
100%

Occupancy level of Affinity Living Riverside since its opening, despite the disruption caused by the global pandemic – means that Affinity Living Riverside is among the fastest-renting new buildings in Manchester.

GBP 1,250 p.c.m.

Average rental rate across all apartment types currently at Affinity Living Riverside

Affinityliving™





Building Vibrant New Communities

Affinity Living delivers on all the things this target market now demands from a rental home:

- Premium residential apartments
- State-of-the-art facilities
- Prime city centre locations

But the brand exceeds these minimum requirements. All Affinity Living projects place a huge importance on connecting with the wider neighbourhood – and this is what makes our properties different.

- Studies show that 75% of tenants are more likely to renew their tenancy if they know one other person in their building
- This number rises to 90% for those that know two other people

Affinity Living developments create vibrant communities of like-minded people.

Our residents can bring their pets to make their apartment – and the developments as a whole – feel like their home. We host events in our communal areas, creating unforgettable experiences. We also work with local brands and businesses in our cities to host pop-up shops in our residences.

All of these things bring people together. Neighbours become friends. It is this that will drive rental interest and tenancy renewals from your tenants.

It is this that will drive your returns.

“I’m incredibly proud of the Affinity Living brand and what we have created. In recent years, the UK’s rental sector has increasingly begun to look outdated and not fit for purpose. The build-to-rent sector is the future of rented living in Britain – and Affinity Living will be at the forefront of this sector. But what makes our brand different is our approach to community building. Anyone can fill a building with a host of facilities that tenants want. We create homes – our tenants’ homes – where relationships thrive, and roots are put down. It ensures the long-term success of our developments for both our tenants and, ultimately, our investors.”



Adam Price
CEO
Select Property Group



"I looked everywhere. I wanted the perfect place – somewhere peaceful, a place where I could work and just feel relaxed. I went to view a lot of places, but when I came here it just blew me over. The first thing I noticed was how welcoming people were. As soon as I walked in, someone came over straight away, 'Hi how can I help you', so it felt good. Then I looked at the area and I just thought 'yes it's perfect for me'. It was somewhere I felt comfortable, so I picked Affinity."

JULIUS, RESIDENT AT AFFINITY LIVING RIVERSIDE

Affinityliving™

ACTUAL IMAGES OF A COMPLETED AFFINITY LIVING DEVELOPMENT



'The building and the security are just great. When you come in there's always a concierge on the desk, so if you've got any concerns or anything you can approach them, they're very helpful and welcoming. We also have the comfort and reassurance of knowing there's a lot of cameras both internally and externally, which is great for peace of mind.'

LIAM, AFFINITY LIVING RIVERSIDE



"We are incredibly proud to be expanding our user-led, premium residential brand, Affinity Living, to such a prosperous city on the verge of an exciting growth curve. Birmingham is an unmissable opportunity for Affinity Living, our investors, and their tenants."

COMMENT FROM ADAM PRICE, CEO

UK PROPERTY:

The Proven Investment in Times of Wider Uncertainty

As we emerge from the economic shock of Covid-19, UK real estate remains one of the most stable asset classes, demonstrating the resilience of the market in times of wider uncertainty.

The property market and the UK economy are performing exceptionally well, with growth projections from the International Monetary Fund (IMF) showing good signs that the UK economy is bouncing back even faster than predicted.

Tenants returning to the office has triggered record-breaking rental growth in the UK's largest urban areas

Across Britain, rents are rising at the fastest rate ever recorded by Rightmove, now up 8.6% annually outside London (September 2021)²

Although London is finally showing signs of growth, rents are only up 2.7% on a year ago (September 2021)³

Total British rental demand is now up 39% compared with the same time in 2019 and up by 11% compared with a strong September last year (September 2021)⁴

4 Core Strengths of Investing in Property



Regular income, in the form of yields



Performance underpinned by supply and demand



A physical asset you own



Long-term growth

Case Study: UK Property Market After 2008-2009 Global Financial Recession

Between 2004 and 2018, it was investors that bought UK property in 2009 – immediately after the global financial recession – that achieved the biggest returns when selling their property in 2018

On average, those buying UK real estate in 2009 made GBP 93,378 when selling their asset in 2018

This underlines the importance of purchasing with the right market conditions – and taking advantage of wider economic uncertainty⁵

UK Government Makes Real Estate a Priority

Property has played a major part in the government's Covid-19 recovery strategy:

- Prime Minister, Boris Johnson, pledged to “build back better, build back greener, build back faster”.
 - Within this economic recovery plan, Johnson has made it easier to build on brownfield sites, change buildings from commercial to residential use, and build on top of existing properties.⁶
- Chancellor of the Exchequer, Rishi Sunak, announced a stamp duty land tax (SDLT) holiday for property buyers and extended the scheme to September 2021.
 - Increasing the tax threshold for properties under GBP 500,000 was designed to prompt more people to buy homes and protect the property market throughout the pandemic.

Savills' latest baseline projections – updated in July 2021 – forecast positive property price growth over the next five years, as the market rebounds from COVID-19.

Five-year mainstream house price forecasts (updated July 2021)⁷

	2021	2022	2023	2024	2025	5-YEAR TOTAL
UK house price growth	9.0%	3.5%	3.0%	2.5%	2.0%	21.5%

Source Savills



Rental Demand is Soaring Across the UK

In September 2021, total British rental demand was up 39% compared with the same time in 2019 and up by 11% compared with a strong September in 2020.

Purpose-built rental homes have become the modern city centre home of choice for millions of tenants across the UK in recent years. And as many UK tenants now refocus their accommodation priorities following life in lockdown, Build-to-Rent homes are appealing to more of the country's rental population.



New Property Priorities

A Savills survey found⁸:

39% of those aged under 50-years-old now have a desire to move to a bigger living space following lockdown.

Many build-to-rent properties offer larger living space than older rental homes.



Having greater access to outdoor space has become more important to those under the age of 40-years-old.

Build-to-rent developments typically offer communal gardens and outdoor space.



The uplift in working from home has further underlined the importance of good Wi-Fi access.

Reliable, fast-speed Wi-Fi is usually one of the most important qualities prioritised by build-to-rent developers.

“If the pandemic has shown us anything, it’s that the inflexible homes of yesterday may no longer be compatible with our future needs. We have re-focused and re-learnt what is important, from health, wellbeing and nature, to local trade and authentic community spirit. All of which feeds back into this idea that Build to Rent is – and will always be – about creating a community that residents buy into, build upon and don’t want to leave.”

JOHN BADMAN,
Director and Residential Lead at architects CallisonRTKL

CALLISONRTKL™

Why UK Property Will Work for You

Here’s why UK property – among the world’s most trusted and mature real estate markets – is one of the strongest investments you can make:

Politically Stable

Property prices have a significant impact on the UK’s national wealth. This means the government takes steps to maintain growth in the property market.

History of Growth

Average house prices in the UK have increased by 300% since 1999¹⁰.

Protective Legal Framework

UK law offers a clear, comprehensive framework that offers a greater level of protection than other popular international property markets.

Performance Determined by Supply and Demand

Returns from UK property, unlike equities and commodities markets, are determined by supply and demand levels. In England alone, 300,000 new homes are needed each year just to meet demand¹¹.

A Rental Market That Continues to Expand

As more people in the UK actively choose to rent, this is now one of the best investment opportunities for a generation:

- Over one third of those born between 1980-1996 will now rent their entire lives¹²
- Over 40% will still be renting by age 30; that’s twice as many as their parents’ generation
- Demand for rental property will reach six million by 2025¹³
- But, just 100,000 purpose-built rental properties are currently in the delivery pipeline nationwide¹⁴

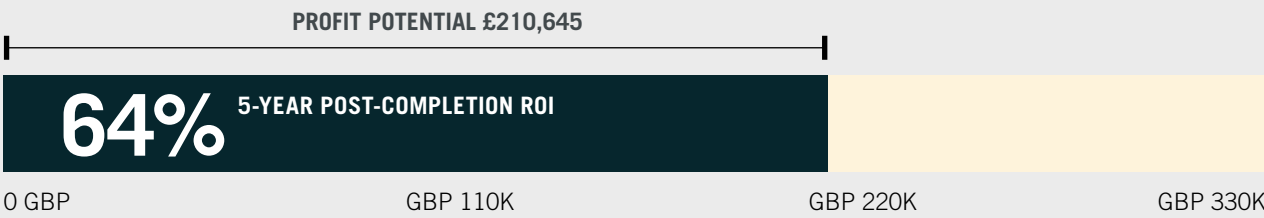


Your Long-Term Investment Projections

Investing in Affinity Living Lancaster Wharf Birmingham

5-Year Post-Completion Projected Return- Predicted*

Based on a two-bedroom apartment at Affinity Living Lancaster Wharf, priced at GBP 330,000



INVESTMENT FORECAST	Over Build	Year 1	Year 2	Year 3	Year 4	Year 5
Capital Appreciation	363,000	377,520	392,621	408,326	424,659	441,645
	10.0%	4%	4%	4%	4%	4%
Rental Income		19,800	19,800	19,800	19,800	19,800
Rental Yield Per Annum (Gross)		6%	6%	6%	6%	6%
Total Capital Appreciation	111,645				Total Return	210,645
Total Rent	99,000				5-Year ROI	64%

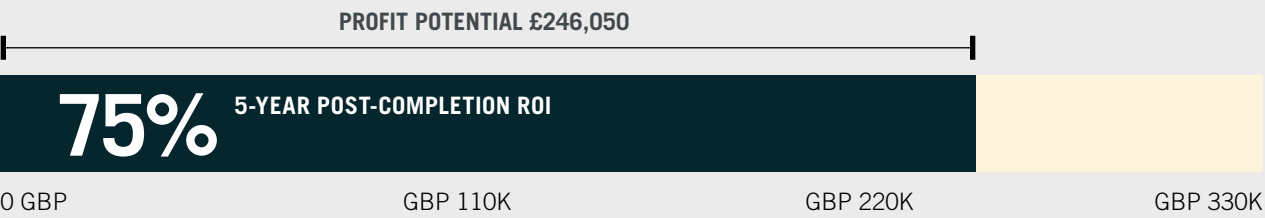
STRONG APPRECIATION OVER THE CONSTRUCTION PERIOD

- 10% capital growth predicted over the construction period of Affinity Living Lancaster Wharf
- Positive long-term growth projections in one of the UK’s strongest property investment cities

* In the Predicted forecast, returns are calculated based on average returns in the prevailing market, using market data for Birmingham summarised on page 85

Total 5-Year Post-Completion Projected Return – Strong Market*

Based on a two-bedroom apartment at Affinity Living Lancaster Wharf, priced at GBP 330,000



INVESTMENT FORECAST	Over Build	Year 1	Year 2	Year 3	Year 4	Year 5
Capital Appreciation	376,200	391,248	407,876	426,230	446,476	468,800
	14%	4.0%	4.25%	4.5%	4.75%	5.0%
Rental Income		19,800	20,625	21,450	22,275	23,100
Rental Yield Per Annum (Gross)		6%	6.25%	6.5%	6.75%	7%
Total Capital Appreciation	138,800				Total Return	246,050
Total Rent	107,250				5-Year ROI	75%

THE BRAND, CENTRAL LOCATION, AND FACILITIES THAT WILL COMMAND A PREMIUM RENTAL RATE

- 6% annual yield predicted
- Based on Affinity Living’s proven track record, in addition to the development’s high-quality communal facilities in a prime location at the gateway of Birmingham city centre, this is a very achievable benchmark yield for Affinity Living Birmingham

* In the ‘Strong Market’ forecast, returns are calculated based on potential returns achievable for properties in Birmingham that are of comparable quality and location. This is based on feedback from agents and property professionals with local market knowledge and expertise.

Birmingham

An established investment city on the verge of long-term growth. Increasing on the international consciousness and the global investment radar.

In the coming years, key infrastructure projects such as High-Speed 2 (HS2) will accelerate the growth of the city's economy, population, and subsequently, its property market.

- City population increasing by 10,000 people a year¹⁵
- Youngest city population in Europe
- Five universities (one Russell Group) and a graduate retention rate of 41%¹⁶
- A city where a quarter of households rent their properties

It's also a city with a comparatively low supply of purpose-built residential property.

A world-class hub for business due to its prime Midlands location and self-sustaining economy. With the largest economy in the UK outside of London, Birmingham is an increasingly popular alternative to the capital for company headquarters. Home to global companies such as Goldman Sachs, Deloitte, and HSBC Bank, this growing trend is attracting a talent pool of young professionals – a key demographic of the Build to Rent sector.

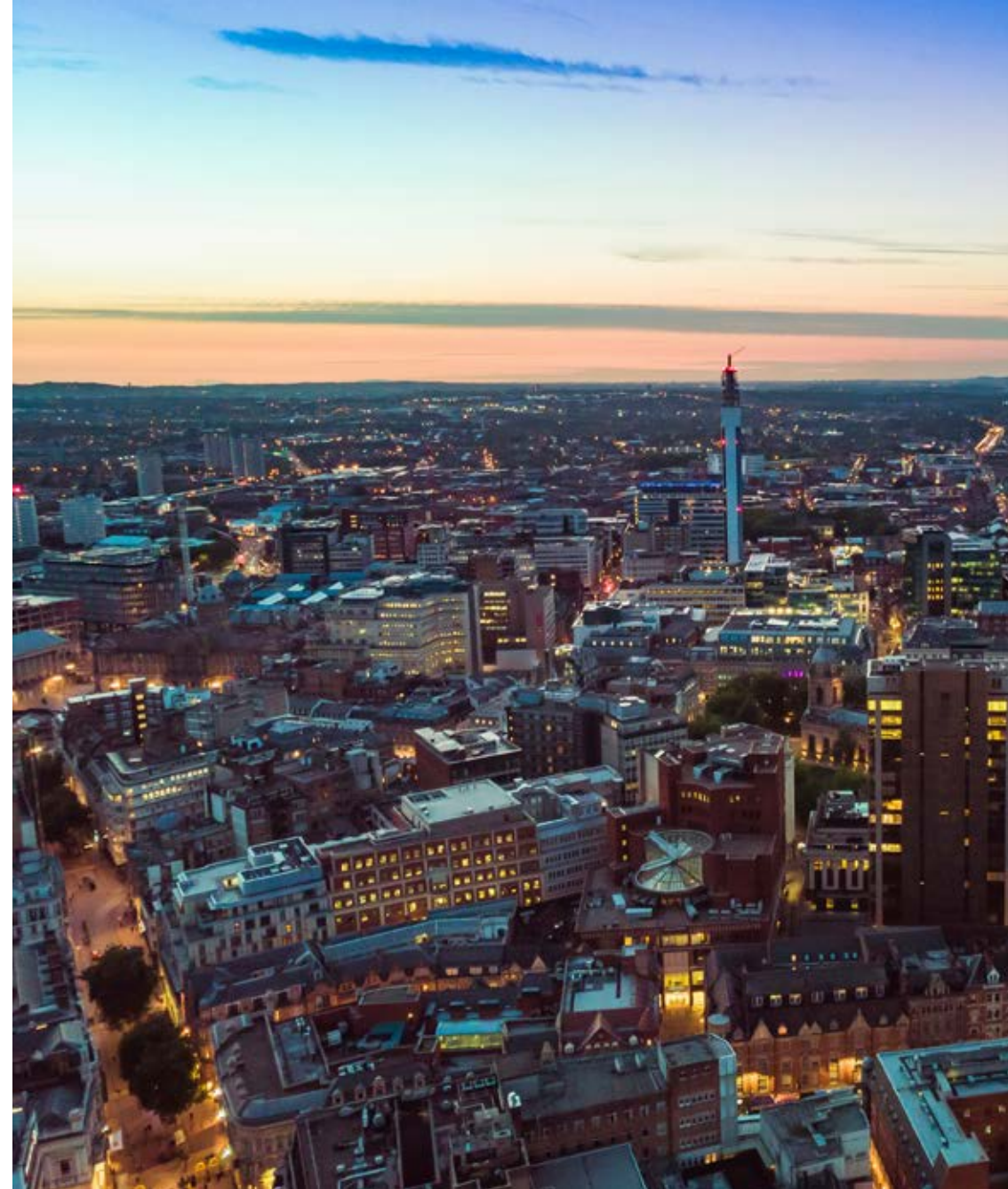
But it's Birmingham's future growth projections that make it such an exciting investment opportunity.



It lies near the geographic centre of England, at the crossing points of the national railway and motorway systems.

*Birmingham is the largest city of the West Midlands conurbation—one of England's principal industrial and commercial areas—for which it acts as an administrative, recreational, and cultural centre.*¹⁷

ENCYCLOPEDIA BRITANNICA



Fast Facts:

Birmingham

Region:

West Midlands, England

Population:

1.14 million (2.8 million in Birmingham metropolitan district)

Distance to London:

101 miles (162 kilometres)

90-minute direct train link (reduced to just 49 minutes when high-speed railway HS2 completes 2029-2033)

International Airport:

Birmingham International Airport is one of the busiest UK airports, handling over 12.5 million passengers every year. Its top three routes are Dublin, Amsterdam and Dubai.



A Diverse, International City

Birmingham's Chinese Quarter; the city has one of the UK's largest Chinese populations.



Exterior and minaret at Birmingham Central Mosque, while an Emirates A380 aircraft takes off from Birmingham Airport on its daily flight to Dubai.

Birmingham & West midlands' four biggest football clubs all have asian or MENA owners:



Aston Villa Football Club
PREMIER LEAGUE
Part-owned by Naseef Onsi Sawiris, Egyptian billionaire listed as the fourth richest African by Forbes in 2019²⁰



Wolverhampton Wanderers FC
PREMIER LEAGUE
Owned by Fosun International, a Chinese conglomerate headquartered in Shanghai.²³



West Bromwich Albion FC
PREMIER LEAGUE
Owned by Chinese billionaire businessman, Lai Guochuan²¹



Birmingham City FC
CHAMPIONSHIP (TIER 2)
Owned by Hong Kong businessman Paul Suen Cho Hung and his Trillion Trophy Asia company²²

Far East Connections



Guangzhou, China

has been a partner city of Birmingham since 2006¹⁸



The University of Birmingham

has the 4th largest group of Chinese students across the UK¹⁹





BIRMINGHAM

The UK's Second City at the Start of an Exciting New Growth Curve

Strategically located in the centre of England, Birmingham is home to a GBP 31.9 billion economy - the largest city economy outside of London.

Birmingham is established as a prosperous, high-growth investment city. Bouncing back from the declines caused by the pandemic, the city has hit double digit growth and overtaken the national average for property prices and rents.²⁴

Birmingham is forecast to see the highest level of house price and rental growth in the country over the next five years.²⁵



Savills predict that Birmingham will see property prices rise by 24% by 2025. Rental prices are expected rise by 12.5% over the same period.



Affinity Living Lancaster Wharf will revolutionise the private rental sector in Birmingham, a city where a quarter of households rent their properties.

An international city with a high density of young professionals and comparatively low supply of purpose-built residential property, Birmingham is an unmissable opportunity for Affinity Living, our investors and their tenants.



The Birmingham Development Plan (2011-2031)

A mass regeneration and development plan that sets out Birmingham City Council's vision and strategy for the sustainable growth of the city.

Plans include key infrastructure projects such as High-Speed 2 (HS2), which will almost halve the commute time between Birmingham and London from 90 to just 49 minutes. HS2 has already created over 20,000 jobs in Birmingham.



“The city’s population is projected to grow by an additional 150,000 people by 2031, which means that new homes and jobs will be required, as well as the creation of quality environments in order for residents, workers, businesses and visitors to thrive.”²⁶

COUNCILLOR IAN WARD
DEPUTY LEADER, BIRMINGHAM CITY COUNCIL

A City Increasing on the Global Agenda

Strong 5-Year Price Growth Forecasts for Birmingham & West Midlands

- Average cumulative property price growth in Birmingham is forecast at 19.5% 2021-2025 – JLL²⁷
 - In comparison, average cumulative growth for the UK during the same time period is 14.5%
- 4-year average property price growth in Birmingham is forecast at 24%. – Savills²⁸
 - UK average for this time period is 20.4%

House price growth (% pa)	2020	2021	2022	2023	2024	2025	2021 - 25*
Birmingham	4.5%	0%	4%	5.5%	5%	5%	19.5%
UK	3.5%	-1.5%	2.5%	4%	5%	4.5%	14.5%

*Cumulative growth

Five year mainstream house price forecasts (updated September 2020)

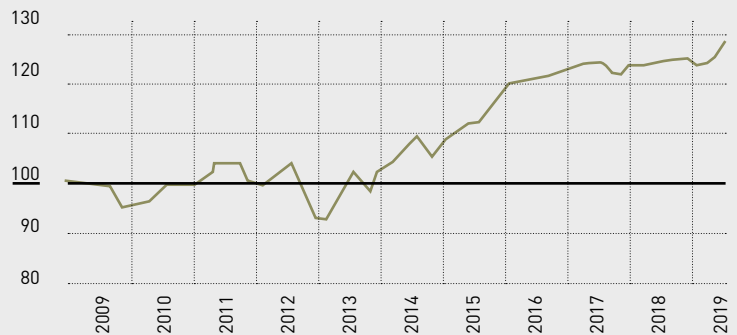
	H1 2020 [Actual]	H2 2020	2021	2022	2023	2024	5-YEARS* To 2024
West Midlands	0.7%	15%	0.0%	5.0%	7.5%	5.5%	21.7%

*Cumulative growth

Source Savills

A Thriving Rental Sector

Average asking rents, Birmingham



Source Rightmove




“Of all the housing markets that JLL monitors, Birmingham is forecast to see the strongest house price and rental value growth over the next 5 years. The city is also seeing a growing housing shortfall.²⁹”



12%

Cumulative average rent growth forecast 2019-2023 - JLL

Affinity Living’s Target Market in Birmingham

41% 
41% graduate retention rate

75% 
75% of ‘city core inhabitants’ aged under 35-year-old³⁰
Affinity Living’s key target market



The Undersupply Driving Growth for Investors

89,000
Birmingham needs 89,000 new homes between 2011 and 2031

4,450
That’s the equivalent of 4,450 new homes per year³¹



Subdued development activity in recent years has “only exacerbated the demand for rental accommodation in the city centre”³²

For a more in-depth overview of Birmingham as an investment location, please refer to our Investors’ [Guide to Birmingham.](#)



A Young, Rising Population of Young Professionals

Home to the headquarters of global employers, Birmingham is attracting a talent pool of high earning young professionals - the target demographic of the Build to Rent sector.

40% of Birmingham's population is under the age of 25 - the youngest city population in Europe.³³

With a third of millennials expected to rent their entire lives, Birmingham's young, affluent rental demographic are willing to pay a premium for their desired living experience.

Global Brands & Businesses Headquartered and Operating in Birmingham



Goldman Sachs



Deutsche Bank



HSBC



Lloyds Banking Group



Deloitte



KPMG



RBS



Cadbury



PwC



HM Revenue & Customs



Jaguar Land Rover



Barclays

HS2 & Birmingham

The government's GBP 106 billion high-speed railway, High-Speed 2 (HS2) will revolutionise connectivity across the UK.

And few other city economies will benefit from HS2 as much as Birmingham, the central hub connecting London with the Northern Powerhouse:

- Journey between Birmingham and London reduced from 90 to just 49 minutes
- A GBP 4 billion increase in Birmingham's economic output per year³⁶
- 50,000 additional jobs in the West Midlands (26,000 of which would be in Birmingham/Solihull)³⁷
- An average GVA increase of GBP 680 per worker³⁸
- JLL predicts property values in Birmingham to rise by an average of 4.9% every year for the next five years³⁹ – at a time when the report expects the UK housing market nationally to cool
- Buyer demand in Birmingham is up 35% higher than average levels recorded in 2017⁴⁰

“Since HS2 was given the green light, demand for city centre living has far outpaced supply. Demand has largely been comprised of young professionals.”³⁵

JLL



Birmingham's proposed Curzon Street HS2 station. Together with a wider GBP 900 million regeneration scheme of the surrounding area, it will lead to the creation of several new neighbourhoods, including 36,000 new jobs.

BIRMINGHAM

A Commuter Hotspot

With 43 out of 50 of the UK’s biggest employers embracing a mix of home and office working, there is a reduced need for London’s white-collar workers to live in the capital.⁴⁴

With the implementation of HS2, Birmingham will become a commuter hotspot for millions of renters working in London. An attractive prospect for many Londoners, Birmingham’s rental market will offer larger living areas, stronger amenities and more affordable rent.



Journey Times from Birmingham on HS2



Increased Jobs

- 50,000 additional jobs in the West Midlands⁴⁵
- Employers to gain access to a larger pool of employees for local businesses, improving productivity and reducing business costs⁴⁶
- Access to a greater range of jobs for people living in these regeneration areas

OTHER MAJOR PROJECTS IN THE PIPELINE

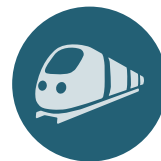
The Curzon Street Masterplan



Curzon Street Station will be at the heart of the high-speed rail network, with proposals for GBP 724 million investment into the surrounding area.



Creation of 36,000 new jobs, 4,000 new homes and 600,000 square metres of commercial development



Curzon Street Station will be the first brand new intercity terminus built in Britain since the 19th century



Eventually there will be 9 direct trains per hour in each direction from the station



The station will be built with the latest eco-friendly design and sustainable technologies including capturing rainwater and sustainable power generation



The Snow Hill Masterplan

A 20-year plan created to enhance the Snow Hill area's key assets and drive Birmingham's growth and regeneration activity, including a GBP 50 million investment into Snow Hill station.



Colmore Business District

Commercial heart of the city employing over 35,000 people and contributing significantly to the city economy



Snow Hill Railway Station

A GBP 50 million overhaul of one of Birmingham's three busiest stations, which could create 7,700 new jobs



High-Speed 2 (HS2) Headquarters

Positive economic impact of HS2 has already benefitted Snow Hill as HS2 Ltd. have set up their construction HQ in the area, creating an initial 1,500 jobs

The Commonwealth Games 2022

27TH JULY - 7TH AUGUST 2022

The international multi-sport event for members of the Commonwealth is being held in Birmingham this year. Alexander Stadium is scheduled to host the ceremonies and athletics, with a GBP 72 million renovation and temporary seating increasing capacity from 12,700 to 30,000. Increasing Birmingham's international profile, over 5,000 athletes and 72 teams participate from all over the world.

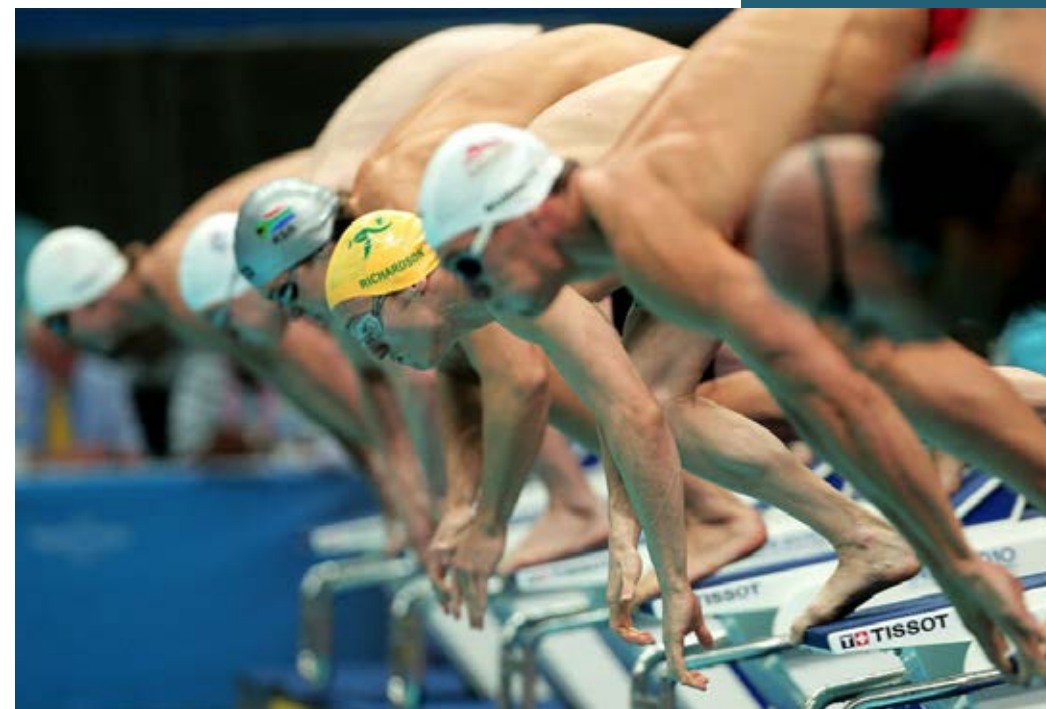
“11 days of sport, the eyes of 1 billion people across the globe will be on Birmingham, providing a unique opportunity to showcase the potential of our city-region on the world stage. Beyond 2022, it is anticipated that the Games will also provide legacy benefits to help the region grow and succeed.”¹⁷

HENRIETTA BREALEY

CEO, Greater Birmingham Chambers of Commerce

The Legacy of the Games

The economic growth generated by the games isn't just short-term. As well as building Birmingham's global reputation, a legacy of the Games will see 5,000 new homes in Perry Barr by 2040, with GBP 750 million of investment into the area.



Midlands Gateway to the World Project

Masterplan to increase the capacity of Birmingham International Airport [34]

- 18 million passengers per annum by 2033 targeted
- The creation of 34,000 new jobs
- The airport to increase the Midlands economy by 42%



A Property Market that Cannot Keep Pace with Demand

Birmingham is among the UK’s most popular investment locations for global property buyers.

Like the very best markets, Birmingham’s performance as an investment city is underpinned by its supply and demand imbalance. The city’s undersupply of real estate across all sectors and the wider region has contributed to the consistent growth of house prices and rental growth in Birmingham.

To house its rapidly growing population, Birmingham needs an estimated 89,000 new homes between 2011-2031.

With all forecasts predicting strong growth in the coming years, it’s a property market with all the essential qualities required for a strong and sustained investment.

- Over the past five years, the average property value in Birmingham has grown by 29%⁴⁸
- Properties in Birmingham are performing at the fastest rate in five years. In December 2021, it was taking just 26 days for a home to sell after coming onto the market. Typically, it would be 37 days.⁴⁹

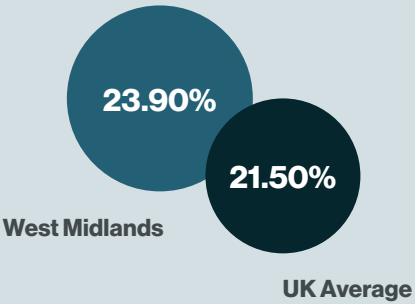
The majority of households living in the city centre are in the private rented sector, according to Knight Frank analysis.

Around 60% of those living there are under the age of 35, reflecting the growth in a young, professional population attracted by the improving jobs market and career opportunities within the city^[45]



Strong 5-Year Price Growth Forecasts for Birmingham & West Midlands

Forecast average cumulative property price growth between 2021-2025^[39]



5-year average property price growth in the West Midlands forecast at 23.90% to 2025 – Savills^[40]. UK average during this period is forecast at 21.50%

	2021	2022	2023	2024	2025	5 YEARS TO 2025
North West	10.5%	4.5%	4.0%	3.5%	3.0%	28.0%
Yorkshire and The Humber	10.5%	4.5%	4.0%	3.5%	3.0%	28.0%
Wales	10.0%	4.0%	4.0%	3.5%	3.0%	26.8%
Scotland	9.5%	4.0%	3.5%	3.0%	2.5%	24.4%
North East	8.0%	4.0%	3.5%	3.5%	3.0%	23.9%
East Midlands	9.0%	4.0%	3.5%	3.0%	2.5%	23.9%
West Midlands	9.0%	4.0%	3.5%	3.0%	2.5%	23.9%
South West	8.5%	3.5%	3.0%	2.5%	2.0%	20.9%
South East	9.0%	3.0%	2.5%	2.0%	1.5%	19.1%
East of England	8.0%	3.0%	2.5%	2.0%	1.5%	18.0%
London	7.0%	2.0%	1.5%	1.0%	0.5%	12.4%
UK	9.0%	3.5%	3.0%	2.5%	2.0%	21.5%

House price growth (% pa)	2020	2021	2022	2023	2024	2025	2021- 25*
Birmingham	4.5%	0%	4%	5.5%	5%	5%	19.5%
UK	3.5%	-1.5%	2.5%	4%	5%	4.5%	14.5%

→ 5% higher than the uk average

*Cumulative growth

Investing with Select Property Group

WHAT OUR INVESTORS SAY

“

I have been dealing with Select Property Group since 2016. I have invested with them in UK and they have been absolutely spot on, with their advice and support with rental payments. I personally would not hesitate to recommend them for anyone looking for a safe, reliable real estate outfit.”

FAHAD S,

Saudi Arabia-based investor



“

Very positive experiences with this company over a number of years. Prompt and efficient responses to any query. Professional approach.”

JENNIFER H,

UK-based investor

“

I am very satisfied with the one-stop service provided by Select Property Group, from the very beginning of project introduction to unit selection and current aftersales service. I cannot speak English, but the China team was so helpful to connect myself with a local solicitor, avoiding any language barrier and miscommunication.”

JANE Q,

China-based investor



“

Fantastic customer service, always willing to assist. From the start of the sign-up process, I was always kept informed of progress with the construction period and thereafter. The returns were much better than what I was getting anywhere; I ended up buying three units in total. Great investment with almost nil effort from my side on an ongoing basis.”

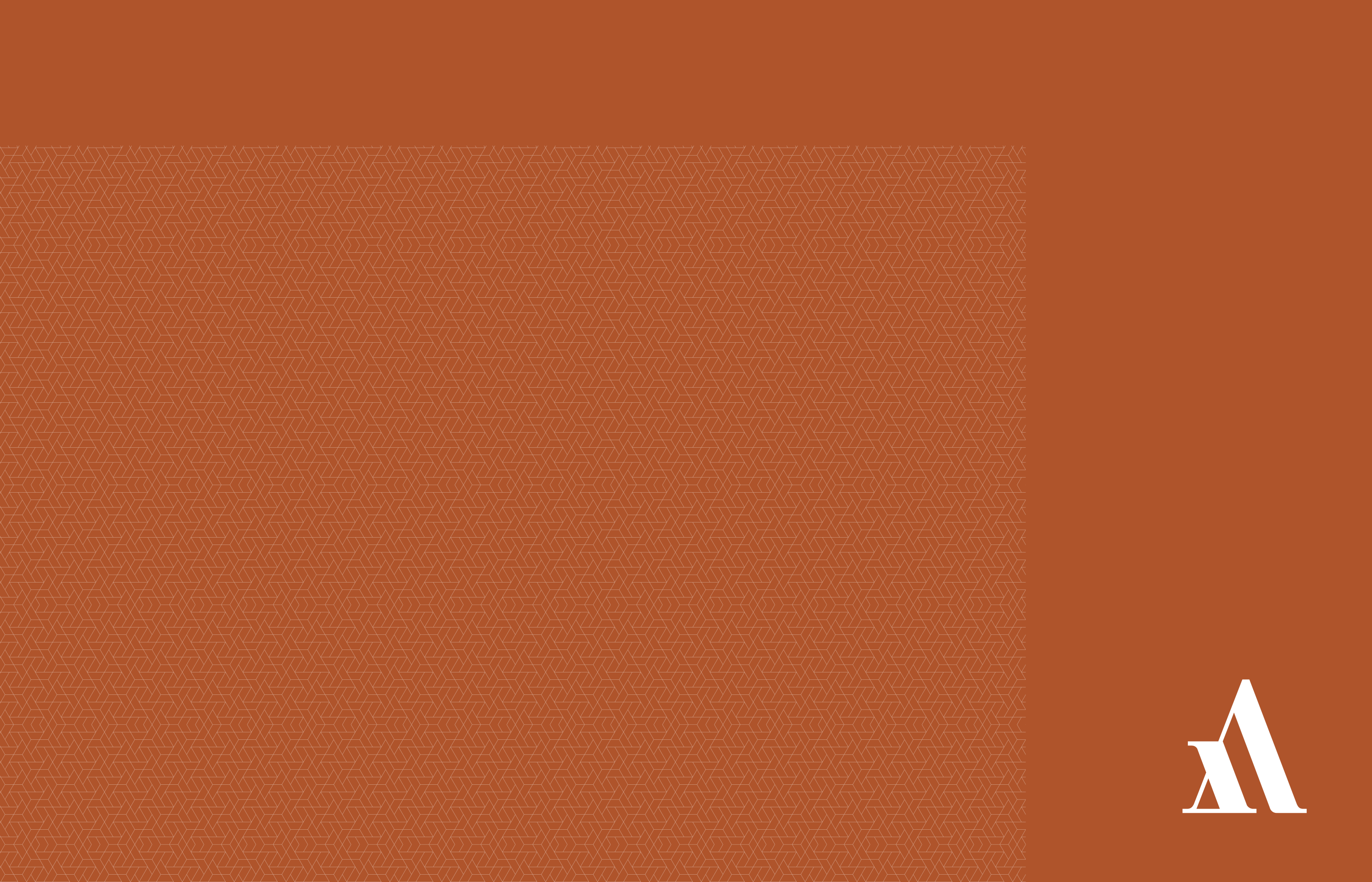
DIPEN S,

Kenya-based investor

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