



ELISABETH GREEN

REDDISH, MANCHESTER

1870

CONTEMPORARY URBAN COMMUNITY

STRICTLY PRIVATE & CONFIDENTIAL

Welcome to Manchester and DeTrafford Estates

As the capital of the North, the UK's fastest growing city, and with inward investment second only to London, Manchester has become a central location for students, workers and businesses. Its thriving economy has led to an ongoing property boom, with families and businesses turning to Manchester and its suburbs to establish their homes.

As demand for real estate in Manchester continues to soar major opportunities for property investors have emerged, which this document seeks to present and detail.

This document aims to provide an insight into Manchester's thriving economy and property market, which has been the catalyst for DeTrafford Estate's Manchester developments. We are seeking to build upon the tremendous success of our city centre developments, with our latest innovation of Elisabeth Green in the heart of the Manchester commuter town, Reddish.

Elisabeth Green is the latest addition to our growing portfolio and includes 198 no homes made up of 1 and 2 Bedroom Apartments, 2 Bedroom Mews houses and 3 and 4 Bedroom Townhouses.

This new mixed use development sits central to Houldsworth Conversation Area and boasts stunning panoramic views across Houldsworth Golf Club, represents one of Manchester's most prestigious New Build Developments and an attractive investment for both homeowners and investors.

Michael Walsh
DeTrafford Estates Group





Proposed CGI of Elisabeth Green's Public Square



Manchester Economic Overview

As the birth place of the Industrial Revolution in the 19th Century, Manchester has played a central role in the UK economic structure and the advance of the global economy, and continues to do so. The metropolitan borough of Manchester has an estimated population exceeding 2.6 million, and is the UK's second most populous urban area. Greater Manchester consists of a number of towns and cities, including Wigan, Bolton, Trafford, Salford, Stockport, and Manchester itself.

Since 2011 Manchester has been the fastest growing major city in the UK and remains the second most visited city in the country. Removed from London, it has the largest economy in the UK and is regarded as the key financial influence in the North of England. Featuring 65 of the FSTE 100 companies, Manchester has one of the UK's largest and diverse economies, with its 1.2 million workers contributing over £46 billion to the economy annually.

Manchester's established and efficient infrastructure is a major driver for its continued economic and population expansion. Transport links by road, rail and air are excellent. The city has the most extensive bus network outside London, serving around 90 million passengers a year. Twenty-five per cent of the UK's motorways run through Manchester and the city has five rail stations serving central Manchester, and linking with the Metrolink rail tram service, which operates throughout central Manchester, and is itself undergoing major investment to expand its services to Manchester's suburbs. Manchester Airport is the UK's largest regional airport and third busiest; 22 million passengers travel through the Airport each year, served by 100 airlines offering direct flights to 225 destinations worldwide.



Manchester's economic re-emergence has been driven by the City's ability to diversify its economic activity, and preventing reliance upon one sector. Manchester is now a economic centre for cultural industries, real estate, financial services, legal expertise, manufacturing and the media, as represented by the BBC's relocation to the £650m Media City in the heart of Salford. This rich diversity and vibrancy of the City's economy has created excellent opportunities for investors and businesses with its sustainable growth projected to continue. Manchester's economic prowess was expressed in 2011 by the European Cities Monitor ranking Manchester as the 12th best city in Europe to locate a business.

Home to three of the UK's largest Universities and some of the country's leading grammar schools, Manchester is producing some of the foremost thinkers within the UK economy. This synergy between leading education institutions and Manchester's businesses is harvesting a talented pool of workers and young professionals to continue the area's economic vibrancy and ensures it remains an attractive area for workers, students and businesses alike.

"Manchester has the 15th highest investment to GDP ratio in the World."

Jones Lang LaSalle

Invest in Manchester

In exchange for pledging to create and protect up to 6,000 jobs within the City, Greater Manchester has been allowed to retain a portion of the tax revenues stimulated by infrastructure investment. This is the first time a UK city has been given the freedom to reinvest its own national tax revenues. A key example is the work undertaken to improve the performance of Manchester's city centre, and the transport improvements required to support its future growth. Manchester's city centre has been a top performer in recent years – with a 40% increase in private sector jobs, the city centre registered the third largest expansion of all British city centres in the decade to 2008.

The relative success of Manchester and its surrounding area is indicative of a city with a healthy business sector. Big name companies, particularly within media, such as the BBC and other media companies in the Salford Quays area, have attracted talented individuals and boosted employment. This means that the demand for rental properties, including luxury and professional city centre flats, is buoyant and rental prices are strong.

This is supported by the fact that demand for office space in the area is also increasing, showing that businesses are growing in confidence in investing in the City. UK property advisors GVA report an increase in enquiries during 2013 and early 2014 and are optimistic for the rest of the year. Projects such as the planned refurbishment of 201 Deansgate, are indicative of the attractiveness of office space in the region for investors.

Manchester's Ongoing Investments

As presented by the Centre for Cities Economic Indicator below the North-West has become the second ranked region for economic activity in the UK, heavily driven the success and inward investment in the region's capital Manchester. There are many on-going large investments into the Manchester economy which are assisting the region's economic advancement and are cementing its place as the UK's Second City. Some of the major projects in the area are outlined below;

- £800m NOMA, Manchester
- £659m Manchester Airport City
- £120m Etihad Campus Project
- £400m Manchester Docks: Port Salford
- £650m Media City

Economic Indicator

Rank	Region
1	London
2	North West
3	South West
4=	South East
4=	West Midlands
6	Scotland
7	Yorkshire & Humber
8	North East
9	East Midlands
10	Wales

Centre for Cities, 2014

NOMA Manchester

This £800m scheme is the largest ongoing development project outside London with the first phase completed in 2012, forming The Co-operative Group's HQ. NOMA focuses on revitalising and opening the northern area of Manchester city centre. The development involves the creation of 4,000,000 square feet of office, residential, retail and hotel space, with the NOMA name taking inspiration from North Manchester.

Manchester Airport City

Manchester International Airport is the second largest in the UK and its on-going growth is expressed by the £659m Airport City project (image right), that aims to further enhance the Greater Manchester economy by creating on-site logistics, manufacturing, office and leisure facilities. It will become the first Airport City in the UK and highlights Manchester's zeal to enhance its global reputation.



Etihad Campus Project

Driven by Manchester City Football Club, this project seeks to create a global leisure and sports excellence centre, with the regeneration of 80 acres of land in East Manchester. The scheme will include a leading sports centre, education space and leisure developments, building upon the area's success linked to the 2002 Commonwealth Games.

Manchester Docks: Port Salford

This new freight terminal is currently under construction on the banks of the Manchester Ship Canal, and forms part of the Atlantic Gateway project, to develop the UK's first tri-modal (served by road, rail and short-sea shipping) inland port facility and distribution park.

Media City

CGI of Manchester Airport City

In 2012, the BBC moved its radio services, research, sport and children's programming to Media City in the heart of Salford. It is estimated that the move, which was part of the Corporation's decentralisation from London, will create thousands of jobs and add £1 billion to the regional economy.

Key Reasons to Invest in Manchester

- Largest UK economy outside London
- Population growth is three times the national average
- High demand for city centre property from well-paid city workers
- Largest University campus in Europe
- Excellent transport links



Manchester vs the South

A North-South divide - opportunities for higher rental yields

According to the Select Property Report 2013, Manchester offers exciting opportunities for property investors, highlighting strong evidence that suggests regional areas of the country provide similar - if not better - rental yields to London, and at considerably reduced financial outlays.

A recent report by the Association of Residential Letting Agents (ARLA) revealed the North-West has the highest rental returns in the UK, and possesses a number of the UK's cheapest properties. This illustrates why Manchester has become such an attractive place to purchase buy-to-let properties in the UK.

Rightmove recently published that rental yields in northern regions are typically above those of southern areas, with average returns being more than 6% in the North, whilst returns remain below this figure for the South-East and London. They found that the North-West was in fact the highest returning area, offering rental returns of 6.4% in the second quarter of 2012.

Rightmove's findings have been consistent with the ARLA Members' Survey of the Private Rented Sector; from Q4 2011 to Q3 2012 this found that the North-West was the area with the highest average rental returns. These returns have encouraged established and first time investors to turn their portfolio attentions to Manchester and the North-West.

These returns have been augmented in recent years by Manchester's burgeoning occupancy rate, with the Manchester Evening News reporting that it exceeds 96% and leading to bidding wars and creating a lucrative market for Manchester's landlords.

"Serial landlords seem more active in northern regions, perhaps attracted by lower capital values...For the most attractive and immediate rental returns, the north wins."

*Miles Shippside
Director and Housing Market Analyst at Rightmove*



ARLA Members' Survey of the Private Rented Sector

Geographic	Average Rental Return			
	Q4 2011	Q1 2012	Q2 2012	Q3 2012
Central London	4.4	4.7	4.4	4.5
Rest of London	5.0	4.9	4.9	5.1
Rest of South-East	5.0	5.1	5.1	5.1
South-West	4.9	4.8	4.9	4.8
Midlands	5.3	5.3	5.4	5.5
North-West	5.4	5.6	5.8	6.2
North-East	4.9	5.2	5.2	5.7
Scotland/Wales/Ni	5.3	5.2	5.4	5.6

Select Property - Student Property Report

Manchester: The Next Property Boom

Growth in Demand leading House Price Hike

The Royal Institute of Chartered Surveyors' recent Residential Market Survey has shown that the rise in house prices in Manchester and the North-West is projected to continue throughout 2014. John Ogden, managing director of CBRE North West, stated: "Manchester is not only continuing to thrive during these challenging economic times but that it is actually outperforming all the other regions the UK outside of London."

Rising Costs

Housing Charity, Shelter, has said that the rising cost of homes in Manchester and the North-West is leaving almost 4 in every 10 families unable to buy their own properties. The charity is calling for more public investment in the form of expanded shared ownership schemes to increase the chance for these 'forgotten families' to own their own homes, and which is aiding the Manchester rental market.

Growing Demand

As demand for accommodation continues to rise in the area, the increase in value of the standard home has created a boost for the property market which shows no signs of waning.

This demand has been enhanced by the fact that technology, media and telecommunications for the fastest-growing sectors in the UK, forecast to grow by 7.4 per cent over the next five years, Manchester is well-placed to take advantage of this growth, especially since the arrival of the BBC at Media City UK, and the advent of The Sharp Project as well as other creative pockets within the City such as the Northern Quarter. Manchester is line to become the creative capital of the UK.

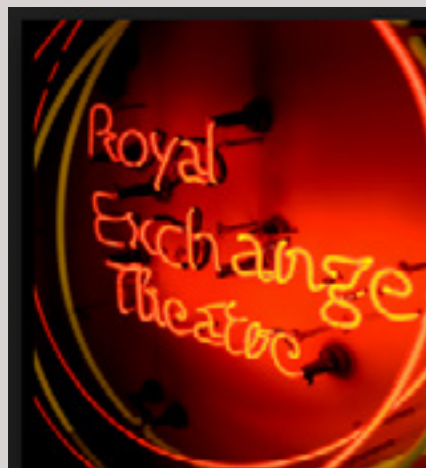
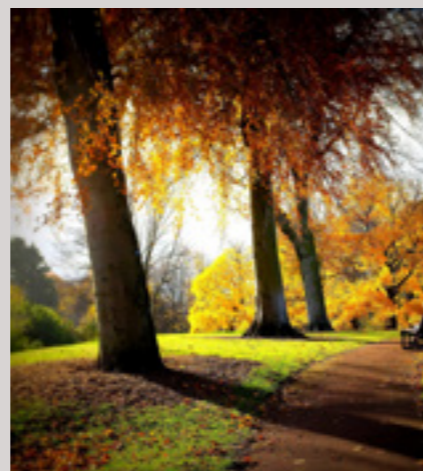
More New Homes Needed

For almost the last 7 years, construction of any new residential developments in most major cities was halted due to the economic meltdown. Banks and other major financial institutions were no longer lending to either developers or giving mortgages to buyers. These two factors essentially put a stranglehold on the whole industry. Many half-completed projects were "moth-balled" and have lain dormant until recently. The UK Government's recent "Help to Buy" scheme along with more readily available mortgage finance is helping reinvigorate Manchester's New Build property market. But whilst the supply of houses in the region is continuing to improve, it is by no means keeping up with the increasing pressure for more homes in the region. This is leading to upward pressure on the average property value not experienced since 2006.

Thanks to cheaper mortgages and increased investment in the region, the demand for housing in Manchester and the North-West is predicted to remain strong for the long term. And whilst this is good news for property investors in the region, new buyers are finding it harder to get their foot on the property ladder, causing more and more people seeking property in Manchester to look to the rental market to provide them with the accommodation they need.

Rob Cuffe, Director at the Deansgate branch of Philip James tells us "We are really excited at how things are turning out. There have only been a handful of new developments completed in the city centre in the last 5 years. There is still a huge shortage of supply for rental properties and the sales market has certainly gained pace over the last 6-12 months. Confidence is certainly returning back into the market."

The recently launched Residential Growth Prospectus for Manchester highlights plans for almost 5,000 new homes to be built in the City within the next three years. This growth in the area and continuous demand ensures that opportunities for the savvy property investor in Manchester continue to expand.



Manchester Life

Manchester's Culture

Steeped in history and home to two world famous football clubs, top bands, restaurants and bars, Manchester has become an ever popular location and tourist hotspot. An election of Manchester's attractions are presented below.

Museums and Galleries

Manchester's array of museums celebrate its Roman history, rich industrial heritage, its role in the Industrial Revolution, the textile industry, the Trade Union movement, women's suffrage, and sport. The Manchester Art Gallery houses a permanent collection of European painting, and has one of Britain's most significant collections of Pre-Raphaelite paintings. Other exhibition spaces include the Cornerhouse, the Urbis centre, and the People's History Museum. The globally famous works of L.S. Lowry can be seen across Manchester's galleries, and particularly at the Salford Quays Lowry Art Centre.

Sport

Manchester is recognised as one of the leading sports cities in the world, boasting two global football clubs Manchester United and Manchester City, playing hosts to the 2002 Commonwealth Games, the National Cycling Centre, Lancashire Cricket Club, two leading Rugby Clubs Sale Sharks and Salford City Reds, and the National Football Museum.

Music

Manchester's music legacy is almost unrivalled, producing some of the UK's leading bands, including The Smiths, the Buzzcocks, Joy Division, New Order, Oasis, Happy Mondays and Stone Roses. It is renowned for the "Madchester" scene that centred around The Hacienda club developed by the founder of Factory Records Tony Wilson.

Retail

Manchester's excellent fashion and lifestyle shopping offers everything from high street brands to exclusive designer labels and the 1.5 million sq ft. Arndale Centre is Europe's third largest city centre shopping mall, attracting almost 40 million visitors each year. Meanwhile The Trafford Centre, on the City's outskirts, is the second largest shopping centre in the United Kingdom.

Restaurant and Bars

With over 300 restaurants, a number of Michelin star chefs, and over 500 licensed premises in the city centre, Manchester has become a centre for fine cuisine and evening entertainment. Its many distinct districts across the city also cater for Manchester's diverse population.

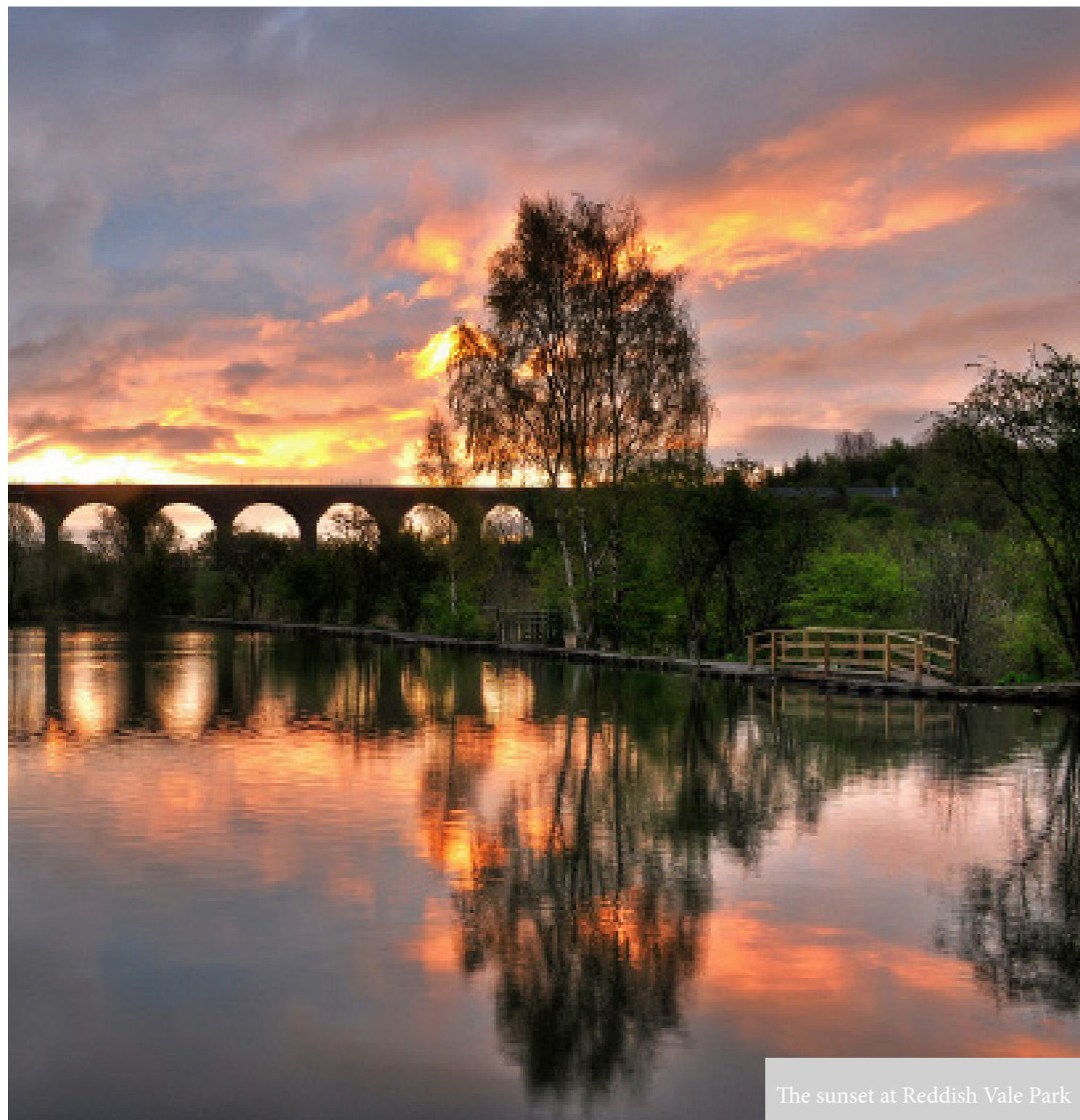
The Arts

Manchester has a thriving theatre and opera scene being home to a number of large performance venues, including the Manchester Opera House, the Palace Theatre and the Royal Exchange Theatre which all feature large-scale touring shows and West End productions. These are supported by a number of smaller, niche performance spaces.

Landmarks

Manchester's buildings display a variety of architectural styles, from Victorian to contemporary architecture. Manchester Town Hall, in Albert Square, was built in the Gothic revival style and is one of the most important Victorian buildings in England. A number of skyscrapers line the Manchester skyline, notably Beetham Tower that represents the new surge in high-rise building and includes a Hilton Hotel, a restaurant, and apartments. Albert Square and Piccadilly Gardens house many of Manchester's public monuments including those to Prince Albert, Queen Victoria, Robert Peel and James Watt.





The sunset at Reddish Vale Park

AT MANCHESTER'S DOORSTEP

Located 5 miles South-East of Manchester City Centre, Reddish is becoming an ever popular destination for Manchester's workforce. With its attractive canal basin, open spaces, parks, converted mills, and viaducts Reddish has become one of most sought-after residential suburbs of Manchester. It is particularly popular with professionals who combine the undoubted lifestyle benefits with close proximity to the city centre and excellent road and rail access.

With a heritage dating back to Victorian times, Reddish today offers vibrant, modern suburban living, complemented by appealing cafés, restaurants and entertainment. Its plentiful amenities are complimented by the neighbouring four Heaton; Chapel, Mersey, Norris and Moor, famous for their fashionable cafés, bars and specialist shops, that have further enhanced Reddish's popularity.

Lying on the Cheshire and Greater Manchester border, Reddish benefits from the unique blend of excellent access to the bright lights of the city centre, whilst being on the doorstep of Cheshire's idyllic countryside. Reddish Vale Park is an ever present reminder of this, providing tranquil green space, alive with an abundance of wildlife, and stunning waterside views of the Railway Viaduct carrying Manchester's railway traffic.

MANCHESTER'S BEST CONNECTED TOWN

FOR THE SMART COMMUTER

Located in South East Greater Manchester, Reddish is particularly favoured, for its excellent commuter links into Manchester City Centre and Salford Quays, provided by Reddish South, Reddish North and Heaton Chapel train stations all within walking distance and its ease of access to motorway connections. Reddish's population of 30,000 are spoilt for business and retail options, with Manchester just over 10 minutes via train and Stockport a couple of miles away.

With Manchester City Centre 5 miles away, connections to M60 and M6 motorways and Manchester International Airport accessed within 8 miles, Reddish has become the ideal commuter town.





Elisabeth Mill c1930s



AN ABUNDANCE OF HERITAGE

Reddish's growth is deeply rooted within the industrial revolution, with the series of large spinning mills acting as imposing reminders of Reddish's industrial heritage. Led by the construction of the Stockport Branch of the Ashton Canal, Reddish became a hub of industrial activity, with cotton and textiles works leading the way for Reddish's prosperity. Most of these Mills including Elisabeth Mill were constructed by local businessman Sir William Henry Houldsworth. Heralded as a great philanthropist and noble man, he constructed many notable local buildings, including churches, schools and social institutes. To this day, several Reddish landmarks bare his name, including the Town Square, a Conservation Area and a public park.

It was between 1870-1874 when he commissioned the construction of Elisabeth Mill & Victoria Mill (the former named after his wife) as an expansion of his existing Reddish textile empire based around the neighbouring Houldsworth Mill. The mills comprise of 4 Storey red-brick construction designed by the renewed architects A.H Stott & Sons of Oldham are uniquely arranged in an L-shaped layout, as poised the conventional 'double mill' concept. Cotton spinning remained on the its until 1858, when the mills were closed, since then the mill has had several industrial uses until operations cease in 2003. Victoria Mill has recently undergone conversion into apartments, all of which are now sold. It is DeTrafford's intention to restore Elisabeth Mill into 198no. homes to create a new residential hub and community.



ELISABETH GREEN

Elisabeth Green provides stylish residential and communal space in the heart of the Houldsworth Conservation Area. The development of 54 no. Houses and 144 no. Apartments preserve the character and heritage of the site, whilst creating contemporary homes of unrivalled design and quality.

The site's industrial heritage is showcased by Apartments that line the grand Elisabeth Mill, which contrast the mews homes and townhouses that replicate the old workers' homes to the South of the site. The homes demonstrate DeTrafford's expertise in restoring and protecting historic buildings for bespoke residential homes, ensuring that Elisabeth Mill is returned to its former glory for the owners to enjoy. Central to the vision and future of the site is creating a vibrant community centred around shared living and communal spaces lined by work/live units, a resident's cafe and allotments.

With the homes backing on to Houldsworth Golf Club, the residents will be able to enjoy stunning sunsets across the golf course against the backdrop of the Manchester Skyline.



FASHIONING FLEXIBILITY WITH FLOOR SPACE

There is a range of options on offer to meet differing accommodation needs and requirements – but all designed to satisfy a high level of expectation. A total of 54 townhouses, offering, three and four bedrooms, blend harmoniously with 144 one and two bedroom apartments.

Your full package of options is:

- 1 bed apartment
- 2 bed live/work unit
- 2 bed apartment
- 3 bed 3 storey house
- 2 bed mews house
- 4 bed 3 storey house

The variety of accommodation and layouts ensures that this exciting new lifestyle opportunity is available to a broad range of home buyers.



Relax with the views across Houldsworth Golf Club



Draft layout of a typical Bedroom

THE APARTMENTS

Elisabeth Green offers a rare and fine opportunity to acquire modern Apartments that have been comprehensively redesigned behind their period façade to create luxury living space. Lining Elisabeth Mill, the generously apportioned suites marry the clean, minimal designs of contemporary interior architecture with the property's period façade.

- Outdoor space for each Apartment
- Penthouse Apartments
- Secure Parking for all 2 Bed Apartments
- Lift Access

- Communal BBQs
 - Wild-flower Gardens
 - Picnic Areas
 - Sun Terraces
 - Urban Beehives
-



Draft layout of a typical Bedroom

The industrial heritage of the site is preserved with the exposure and use of the site's raw materials, which is blended with modern interior architecture to create unique homes.



THE HOUSES

Elisabeth Green's public square creates a pleasant focal point for families and individuals to meet, interact and enjoy a real sense of community. Off this central public square the 2, 3 and 4 bedroom mews and town houses are positioned to enjoy close proximity to the communal allotments and play areas.

And for those who want to work from home there is the chance to integrate your business by exercising the option to use your ground floor space as work/ live units, with the advantage of bespoke company plaque displaced to the front of road-facing homes.



THE INTERNALS

Together with award winning architects Ollier Smurthwaite Architects, DeTrafford Estates have hand-picked a bespoke collection of fittings to furnish the stunning homes to the highest standard. The inspiration for the interior architecture of Elisabeth Mill has been drawn from the character of the local area and the site's industrial heritage, together with DeTrafford Estate's passion to seamlessly integrated modern technology to simplify everyday life

The generously proportion windows and high ceilings optimize the room's natural light, creating open and elegant spaces, refined by a selected palette of authentic materials and fine detailing. The rich tones of the floors and stand in contrast to the raw materials of exposed brick work and polished concrete. White handleless kitchen doors enclose the integrated modern appliances and are topped by the solid surface worktops.





VIBRANT SPACES

Drawing inspiration from our internationally acclaimed development The Roof Gardens (image above), the interior architecture at Elisbath Green has been crafted to ensure open, vibrant living spaces .



DESIGN YOUR OWN HOME

Homeowners will be offered the choice of a refined selection of interior finishes to tailor your home to your own taste, and preference, making your dream move as straightforward as possible.

DETRAFFORD ESTATES

At DeTrafford, our purpose goes beyond that of conventional property developers - our entrepreneurial vision and passion lie within the crafting of bespoke sustainable spaces to enhance communities. Our ethical corporate growth and success is founded upon our philosophy of placing the community at the heart of our projects, by creating dynamic and diverse civic spaces.

Lawnhurst, the sensitive conversion of a 73-room Victorian mansion house in Didsbury, Manchester (right images), showcases this approach and we have secured sites across the UK with the potential to develop in excess of 2,000 residential units and are also acquiring sites across London, the North West and internationally.

Our developments are driven by a clear vision, backed by a dedicated team providing personal service and high design standards in the creation of tailored schemes that reflect and meet the needs of our communities.

DeTrafford is continually striving to achieve innovative, efficient and elegant design solutions – key components in our mission to deliver beautiful homes, cherished by owners and communities, and acknowledged for their sustainability.



The restored stain glass window at Lawnhurst



CGI of a loung at Southbank House



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Disclaimer

This overview is to not be circulated, it is a confidential document intended to provide an overview of DeTrafford Estate's proposed development of Elisabeth Green. Unauthorized use, reproduction or distribution of these images is strictly prohibited. The information provided herein is believed to be correct but is not guaranteed. The content of this brochure has been produced prior to the completion of the Project and many of the images presented are artists' impressions and meant as a guide to the developments.

