



# SCHOLARS QUARTER

LEGGE LANE × BIRMINGHAM



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# A NEW ICONIC NEIGHBOURHOOD

VIEW OF CAMDEN DRIVE

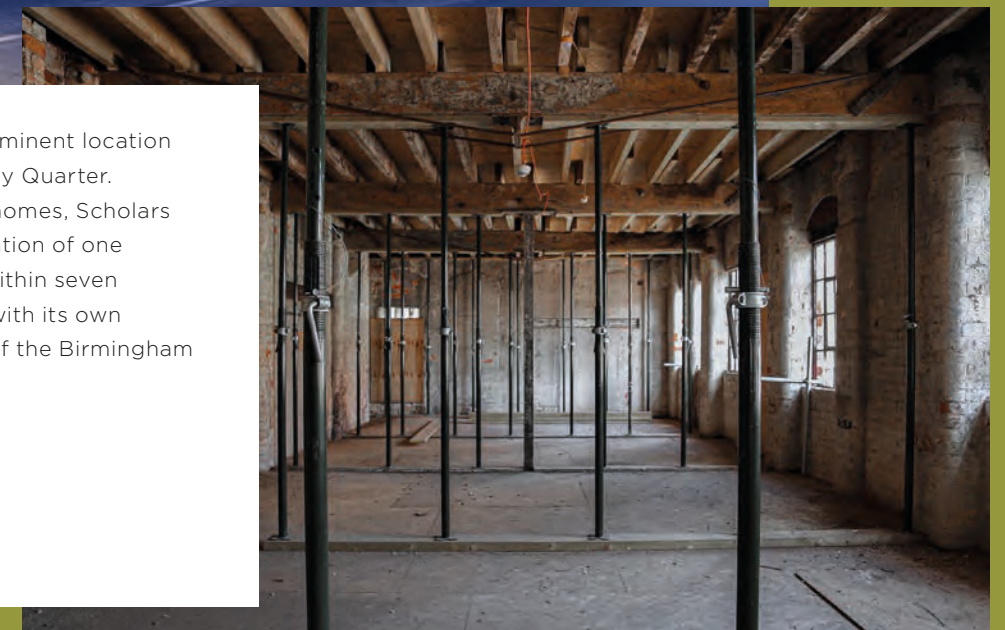
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VIEW OF LEGGE LANE. COMPUTER GENERATED IMAGE. INDICATIVE ONLY.

Scholars Quarter occupies a prominent location in Birmingham's vibrant Jewellery Quarter. A community of 100 new-build homes, Scholars Quarter offers a unique combination of one and two bedroom apartments within seven interconnected buildings, each with its own character, some offering views of the Birmingham skyline.







JEWELLERY QUARTER STATION

8 MINS

THE CHAMBERLAIN CLOCK  
TESCO EXPRESS

5 MINS

SNOWHILL STATION

16 MINS

ST PHILIP'S CATHEDRAL  
& COLMORE ROW

14 MINS

MOOR STREET STATION

22 MINS

THE BULLRING

19 MINS

GRAND CENTRAL  
NEW STREET STATION

16 MINS

BIRMINGHAM TOWN HALL  
& VICTORIA SQUARE

13 MINS

PARADISE CIRCUS

9 MINS

LIBRARY OF BIRMINGHAM

12 MINS

THE MAILBOX

17 MINS

CENTENARY SQUARE

11 MINS

THE CUBE

22 MINS

BIRMINGHAM SYMPHONY HALL

14 MINS

THE ICC BIRMINGHAM

12 MINS

BRIDLEY PLACE

14 MINS

BIRMINGHAM ARENA

13 MINS





# AT THE HEART OF THE CITY



## WALKING TIMES FROM SQ

1 ST PAUL'S SQUARE  
6 MINS

2 JEWELLERY QUARTER STATION  
8 MINS

3 LIBRARY OF BIRMINGHAM  
12 MINS

4 CENTENARY SQUARE  
12 MINS

5 PARADISE CIRCUS  
12 MINS

6 THE INTERNATIONAL CONVENTION CENTRE  
13 MINS

7 VICTORIA SQUARE  
13 MINS

8 SNOW HILL STATION  
14 MINS

9 BRINDLEY PLACE  
14 MINS

10 COLMORE BUSINESS DISTRICT  
14 MINS

11 CATHEDRAL SQUARE  
15 MINS

12 THE MAILBOX  
17 MINS

13 GRAND CENTRAL  
16 MINS

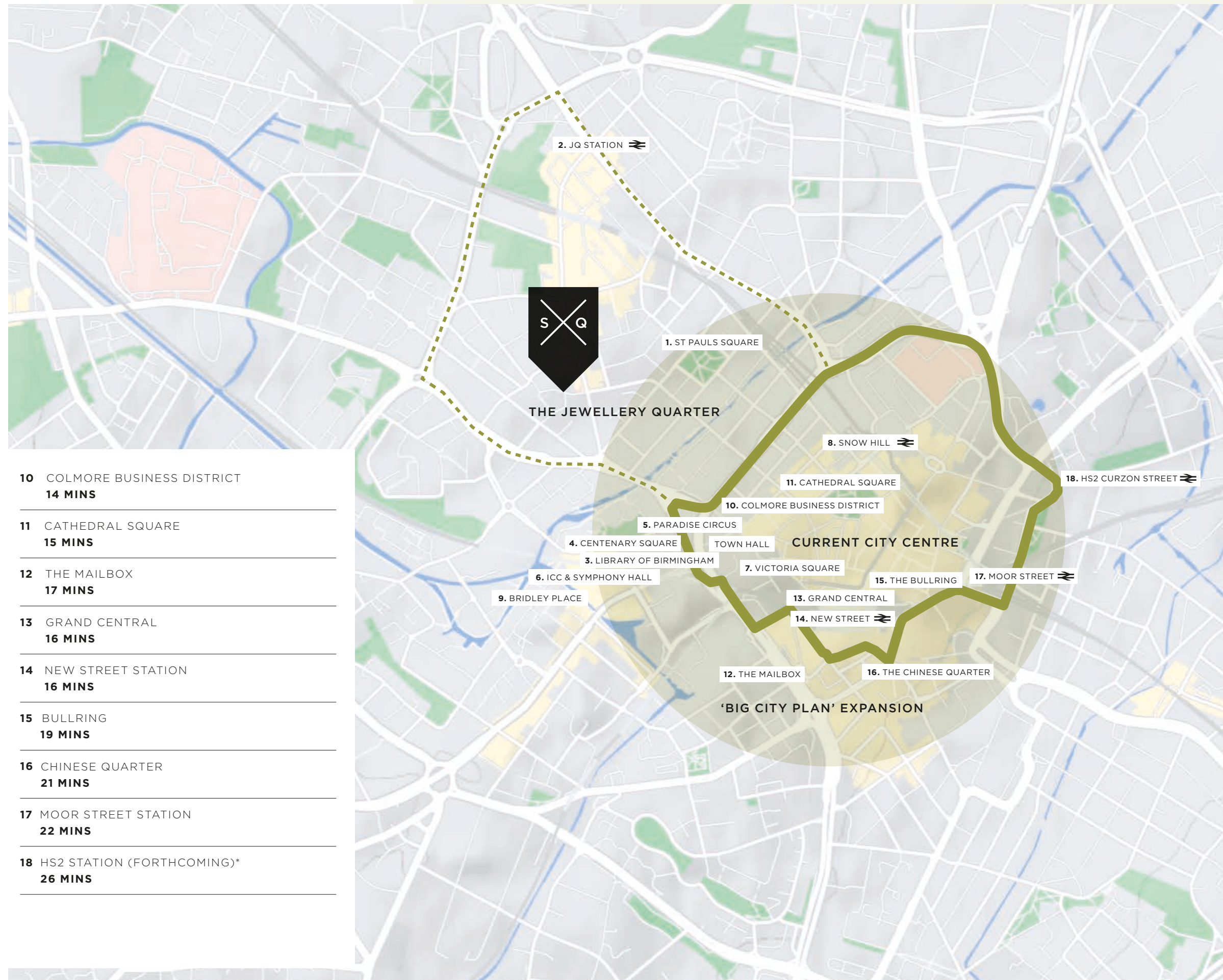
14 NEW STREET STATION  
16 MINS

15 BULLRING  
19 MINS

16 CHINESE QUARTER  
21 MINS

17 MOOR STREET STATION  
22 MINS

18 HS2 STATION (FORTHCOMING)\*  
26 MINS







Signature courtyards offer an abundance of light while also providing a distinct sense of community.

VIEW OF SCHOLARS QUARTER COURTYARD A AND B

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# INVESTING IN BIRMINGHAM

**Savills** predicts that Birmingham will be in one of the fastest growing regions over the next five years, forecasting price rises of 24% by 2025.



- Average rents have **risen by 30%** over the last 10 years and are expected to rise by 12% over the next five years.
- Boosted by tenant demand from young professionals leaving London and a rising **population set to hit 1.24 Million** by 2030
- **20%** cumulative property price growth from 2020 into 2024
- **4,057 additional properties** are required every year until 2026 in order to meet projected demand
- **£5bn** being **invested** in infrastructure in the city centre



## House prices: 6% growth 2020-21

- 32% growth 2017-2021
- JLL: Birmingham will see the strongest house price growth in the UK over the next five years
- Apartments account for 30% of sales

## Lettings: Birmingham's Young Crowd

- Residential Rents to **rise by 3.5% in 2022** alone, the year of the Commonwealth Games
- **83%** of properties let in Birmingham Jun 20-July 21 were apartments, with an **average rent of £763pcm**, citywide
- **63%** of tenants between 18-29

**A shortfall of 28,150 homes to 2031, rising to 60,900 homes by 2036.**





# BIRMINGHAM HAS ONE OF THE FASTEST GROWING POPULATIONS AND ECONOMIES IN THE UK

With a population set to hit 1.24 million by 2030, Birmingham is one of the fastest growing cities in Europe and ranked as one of the most popular places in which to invest.

As the UK's second largest city, Birmingham is strategically positioned in the heart of the country and is central to the UK's strong economic performance. The city has a booming £120 billion regional economy and is home to global employers such as Jaguar Land Rover, HSBC, Deutsche Bank, Deloitte and BT.

Birmingham has been voted the **best regional city** in the UK to live, with the **cost of living 60% lower than London** and best quality of life

City with the **most Michelin star restaurants** outside of London

The UK's first **5G test bed** rolling out 100% superfast broadband coverage

Birmingham's population has previously risen by 163% since 2002\* impacted heavily by the continued allure it holds with young professionals that want a true 'city-centre lifestyle', where exceptional amenities and career opportunities offer endless possibilities.

\*Sourced from <https://www.bbc.co.uk/news/uk-44482291>





## Regeneration

In 2003, the Bullring redevelopment kickstarted a much wider plan of regeneration, officially named the 'Big City Plan' in 2010. With the Bullring now one of the busiest shopping centres in the UK, it's only right that its surroundings are as prestigious. The Big City Plan aims to:

- Create over 50,000 new jobs
- Create 1.5 Million square metres of new floorspace
- Contribute £2.1 Billion to the economy each year
- Creating a well-connected, efficient and walkable city centre

## Investment

- £700 million development Paradise, Birmingham
- £150 million redevelopment of New Street Station to Grand Central
- Birmingham Commonwealth Games 2022 - 1 million visitors, 4,500 additional jobs
- Big City Plan £2.1bn into economy each year, 1.5 million sq metres, 50,000 new jobs

## Economy

- Birmingham has one of the fastest growing populations and economies in the UK
- Regional economy of £120bn
- With a GVA growth rate of 22.4% over the last 5 years the West Midlands combined authority has one of the fastest growing economies of any combined authority in the country
- Birmingham's gross value added (GVA), a measure of the value of goods and services produced in an area, is set to climb 16.4% by 2030, faster than the average for the region

Birmingham retained its spot as the UK's start-up capital outside of London for the seventh year running (2014-2021).\*

Sourced from Annual study from Think-Tank Centre for Entrepreneurs



## Transport

- Birmingham Airport £300 million expansion
- HS2 £44.6bn investment
- £1.3bn invested in the new tram network
- Birmingham International Airport currently serves 147 direct global destinations plus a further 50 airlines, 280 global connections

## Commercial

- BT, HSBC, KPMG, Deutsche Bank, Deloitte, PWC have opened offices in Birmingham
- Goldman Sachs soon to have a new office in Birmingham
- Major manufactures including Jaguar Land Rover, Modelez and Changan have R&D centres in the West Midlands
- 80% increase in people earning £40-50k over last 5 years
- Birmingham has seen the highest growth in wages of all UK cities



HSBC

pwc

KPMG

BARCLAYS

BT

Deutsche Bank

Goldman Sachs

LAND-ROVER

Deloitte.



# AT THE HEART OF THE COUNTRY



## HS2 DESTINATION TIMES

LONDON	45 MINS
BIRMINGHAM INTERNATIONAL AIRPORT	10 MINS
MANCHESTER AIRPORT	32 MINS
MANCHESTER	41 MINS
LEEDS	49 MINS
SHEFFIELD	57 MINS



CURZON STREET HS2 STATION (IMAGE: HANDOUT)

## HS2: Making Birmingham the epicentre of the UK's new high speed network

Centrally located in the middle of England, Birmingham boasts an enviable transport infrastructure that includes an international airport (BHX), an extensive mainline rail network and connected motorways. The proposed Birmingham Curzon HS2 railway station opening from 2026\*

\*anticipated completion date

- HS2 Stations
  - Integrated high speed stations
  - Core high speed network (Phase one & two)
  - Core speed network (Phase 2a)
  - Classic compatible services
- \* South Yorkshire proposal July 2016





# A BRIGHT FUTURE

Birmingham is home to four world-class campus universities and many more top-flight educational establishments.

The rental market is supported by demand from students studying at the city's numerous universities.

**Birmingham University was recently named as the 19th best in the country in The Times Good University Guide 2021.**

Home to four universities – **80,000 students** graduate each year

Knight Frank predicts that **40% of students plan to remain** in Birmingham after graduation

Sourced from - <https://content.knightfrank.com/research/1474/documents/en/birmingham-market-update-2020-7033.pdf>

Birmingham is the **third best performing city** in the UK for attracting graduates who have no prior links to the city, helping drive further demand for rental accommodation

Sourced from - <https://www.centreforcities.org/reader/city-space-race-balancing-need-homes-offices-cities/geography-demand-residential-commercial-space/>

Employment **growth of 5.5%** over the last 5 years with population

Set to increase a further **17% by 2039**



SCHOOL OF JEWELLERY  
**0.2 MILES**

UNIVERSITY COLLEGE BIRMINGHAM  
**0.4 MILES**

ASTON UNIVERSITY  
**1.1 MILES**

BIRMINGHAM CITY UNIVERSITY  
**1.4 MILES**

UNIVERSITY OF BIRMINGHAM  
**1.9 MILES**

The Commonwealth Games will be held in Birmingham in the summer of 2022 and is predicted to inject over £750m into the local economy.

Birmingham Games 2022 will;

Generate £1.1bn in revenue games, with £500m being re-invested into the West Midlands

Attract over 1 million spectators

Provide 12,500 volunteers with training and qualifications

Inject £778m investment into the city and region

Include £70m expansion of the Alexander Stadium

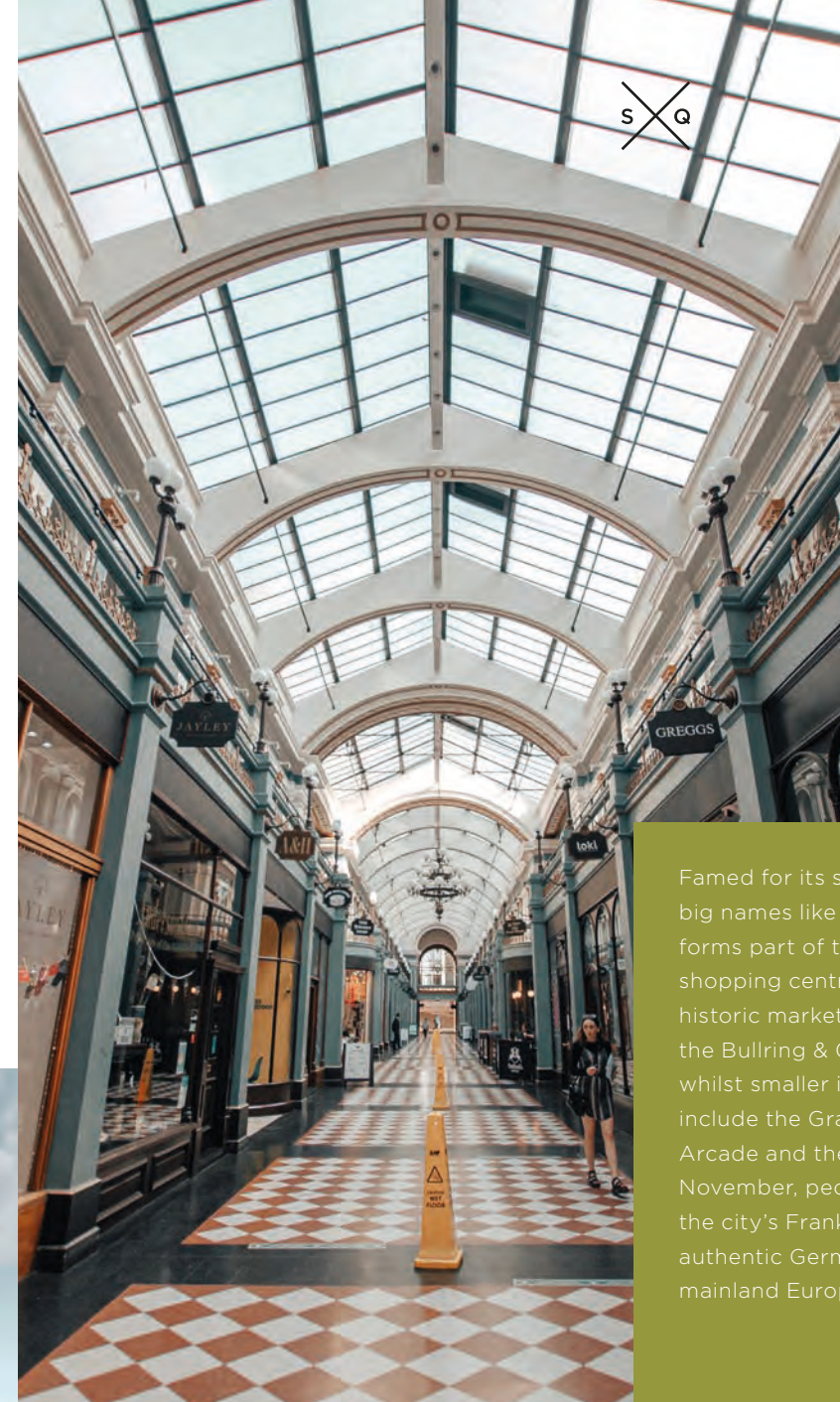
Include £60m aquatics centre in Sandwell



ALEXANDER STADIUM, BIRMINGHAM CITY COUNCIL



# VOTED TOP 3 MOST VISITED CITY FOR SHOPPING



Famed for its shopping; malls anchored by big names like Selfridges and Harvey Nichols forms part of the outstanding range of nearby shopping centres, independent retailers and historic markets. Its main shopping centres are the Bullring & Grand Central and The Mailbox, whilst smaller independent shopping-destinations include the Grade II listed Victorian Great Western Arcade and the Custard Factory. During each November, people from all over the UK flock to the city's Frankfurt Christmas Market, the most authentic German Christmas market outside mainland Europe.



## WALKING TIMES FROM SQ

GREAT WESTERN ARCADE  
**16 MINS**

MAILBOX BIRMINGHAM  
**17 MINS**

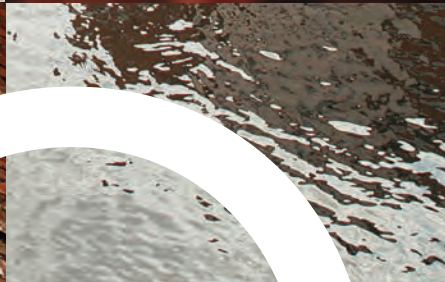
THE BULLRING  
**19 MINS**

GRAND CENTRAL  
**16 MINS**

THE CUBE  
**22 MINS**





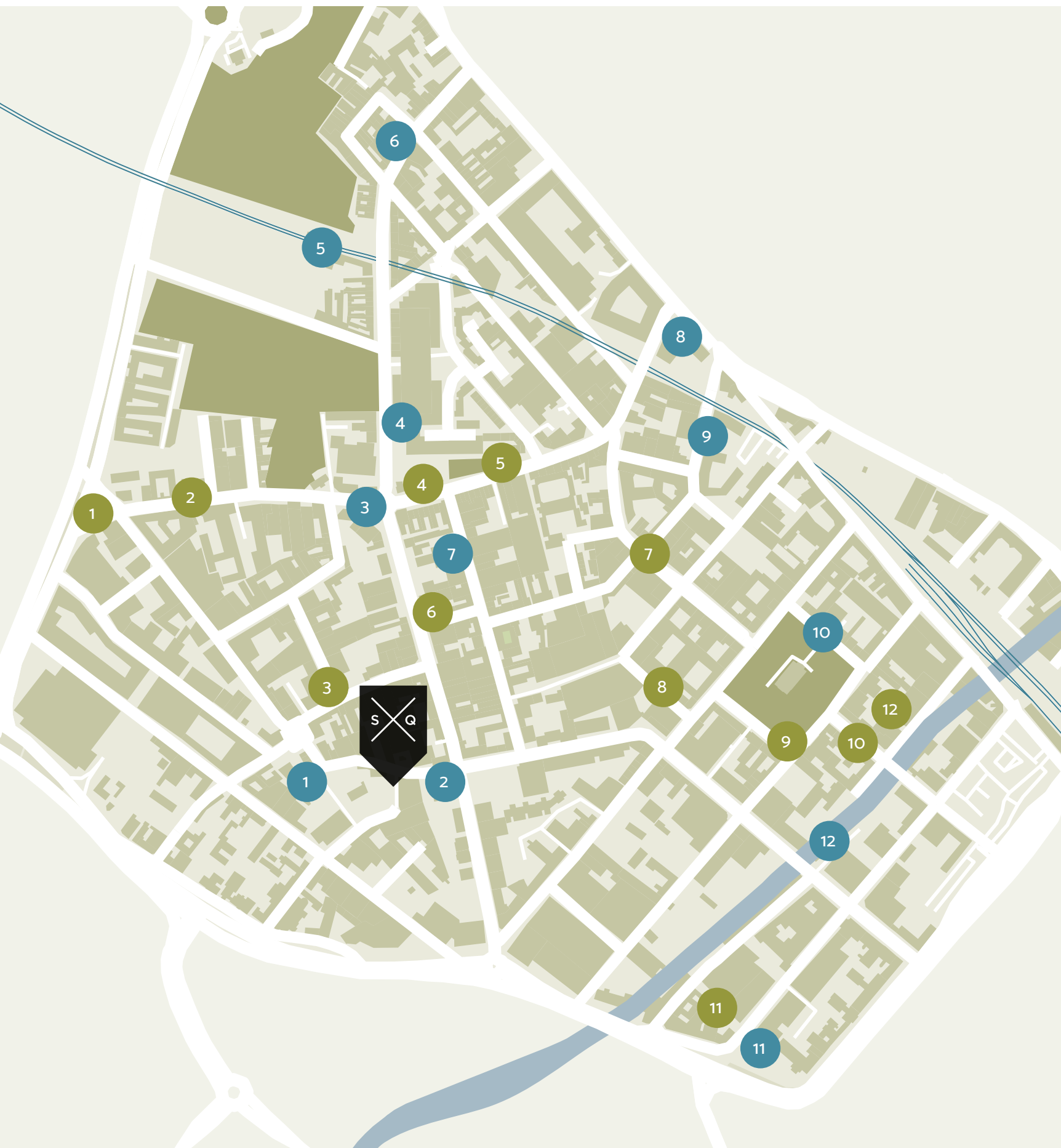


# LIFE

The Jewellery Quarter, or JQ as it is colloquially known, has established a reputation as the place for independents, infused with its own signature style and character. Home to an eclectic and continually evolving community of long-standing locals and newcomers, the Jewellery Quarter's vibrant streetscapes play host to an exciting mix of old and new. Renowned for the manufacturing of jewellery dating back to the 16th century, craftsmanship has played a huge role in the cities past and will continue to play a big part of Birmingham's future. Incredibly, it still accounts for 40% of all the jewellery made in the UK, this sense of industry still palpable as you walk its streets.







# ON YOUR DOORSTEP



## BARS & RESTAURANTS

- 1 VICEROY TANDOORI
- 2 THE RED LION
- 3 THE PIG & TAIL
- 4 THE ROSE VILLA TAVERN
- 5 THE WILDERNESS
- 6 THE BUTTON FACTORY
- 7 OTTO WOOD FIRED PIZZA
- 8 LASSAN INDIAN RESTAURANT
- 9 THE RECTORY
- 10 ACTRESS & BISHOP
- 11 THE ATRIUM AND BRASSERIE RESTAURANT
- 12 STIRLINGS BAR



## AMENITIES

- 1 THE PIT GYM
- 2 COOL PILATES
- 3 TESCO
- 4 POST OFFICE
- 5 JQ STATION
- 6 JQ MUSEUM
- 7 SCHOOL OF JEWELLERY
- 8 UNIVERSITY OF LAW
- 9 TEMPLE GYM
- 10 ST PAULS HOUSE
- 11 UNIVERSITY COLLEGE BIRMINGHAM
- 12 BIRMINGHAM CANAL



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# SPECIFICATION

## INTERIOR DESIGNED KITCHENS

Gloss light grey (or similar) handleless cabinets

Granite worktops, upstands and splashback behind hob

Stainless steel sink

Integrated Samsung (or similar) appliances – induction hob, fridge freezer and dishwasher. Washer dryer to be freestanding (if Samsung) or integrated similar brand.

LED strip lighting under wall cabinets

## GENERAL

Brushed stainless steel sockets and switches

Varnished wooden premium apartment doors

Designer stone windowsills

## BATHROOMS AND ENSUITE

Wood effect or similar basin cabinet with white basin and mixer tap

Polished concrete style or similar ceramic wall and floor tiles – floor to ceiling in wet areas

Dual flush soft close WC with chrome flush

Shower head with rose head and hand shower in chrome

Heated designer towel rail

Granite worktops in selected bathrooms

## HEATING/ENERGY

Energy efficient, sustainable fully electric scheme



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## SECURITY

Secured gates at section entrances

Digital access to main entry doors and gates

Colour video access screens in apartment hallways

Compliant smoke alarms

Lockable letterboxes

Secured bike storage

## FLOORING

Oak effect flooring in living, hallway and kitchen areas

Carpet in bedrooms

Ceramic and/or porcelain tiled bathroom

## LIGHTING

Recessed LED spotlights – brushed steel

Brushed steel light switch and sockets

Hanging pendants in selected rooms and over kitchen islands





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INDUSTRIAL  
CHARM FOR  
CONTEMPORARY  
LIVING



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LEGGE LANE

CAMDEN DRIVE



AERIAL VIEW OF SCHOLARS QUARTER. COMPUTER GENERATED IMAGE. INDICATIVE ONLY.





## ABOUT THE DEVELOPER

Kings Crescent Homes is an integrated property development business, specialising in the end-to-end delivery of large developments completely through its unique inhouse capacity.

Founders and directors, Nick Harvey-Jones and Radu Dinului-Mereantu have combined experience of over 40 years and have delivered in excess £300 million in real estate development and construction across the UK and managed active real estate

portfolios into the £billions. Their rare ability to deliver large scale projects mostly in-house, including most elements of construction, sets them apart from many. Investment partners are able to rely on a company with ultimate control on timing and budget, whilst customers who buy or rent a Kings Crescent Home are able to trust that quality control and efficiency is at the heart of their mission.





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DETAILS  
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**LEGGE LANE × BIRMINGHAM**