



WESTMINSTER
WORKS



Contents

Introduction.....	4
An International City	6
Facts about Birmingham.....	8
Birmingham City Regeneration	10
The Project.....	14
One Bed Apartments.....	20
Two Bed Apartments	22
Specifications	24
Reasons to Invest in Birmingham.....	26
About High Street Residential	28

BIRMINGHAM IS THE UK'S SECOND LARGEST CITY. A THRIVING METROPOLITAN CENTRE WITH A GROWING POPULATION OF OVER THREE MILLION AND ECONOMIC CAPITAL OF OVER £623 BILLION.





WESTMINSTER
WORKS

IN THE

Heart

OF BIRMINGHAM



Introduction

Located close to the proposed high-speed rail network linking Birmingham and London, HS2, Westminster Works is an ideal base for commuters to the north and south. Within the Southern Gateway £1 billion regeneration zone Westminster Works offers city living within a vibrant new neighbourhood.

Within an area of current major development, the project is situated around a newly created public space known as Moat Square. This is an opportunity to diversify Birmingham's leisure, retail and cultural offer, including niche retail, improved markets, family entertainment, residential and space for creative industries. Birmingham is identified by overseas investors as a source of opportunity, with major strategic developments backed by investors from around the globe. Birmingham is rich in heritage with an established economy and excellent transport links. World-class culture, vibrant nightlife, award-winning dining, fantastic shopping and acclaimed architecture are all found in Birmingham.

A UNIQUE DEVELOPMENT

- EXCELLENT COMMUTER LOCATION
- UNIQUE LIFESTYLE OFFERING
- QUALITY APARTMENTS
- PREMIUM RENTAL LOCATION





BULLRING BULLRING BULLRING

Ladbrokes wagamama mama

AN INTERNATIONAL *city*



FACTS ABOUT

Birmingham

BIRMINGHAM ATTRACTS 34 MILLION VISITORS A YEAR, ALMOST 1 MILLION OF THESE ARE INTERNATIONAL VISITORS

THE METROPOLIS IS ONE OF THE YOUNGEST CITIES IN EUROPE WITH ALMOST 40% OF ITS POPULATION BEING UNDER 25 YEARS OF AGE



IT IS HOME TO FIVE UNIVERSITIES
AND OVER

73,000 STUDENTS

BIRMINGHAM AIRPORT IS THE THIRD BIGGEST IN THE UK

THE NATIONAL EXHIBITION CENTRE (NEC) AND INTERNATIONAL CONVENTION CENTRE (ICC) HOST OVER 850 EVENTS PER YEAR



BIRMINGHAM'S BULL RING IS ONE OF THE LARGEST SHOPPING CENTRES IN EUROPE AND HAS BEEN 'THE PLACE TO SHOP' SINCE THE MIDDLE AGES, HOSTING MARKETS SINCE THE 12TH CENTURY

THE CITY HOSTS OVER 50 FESTIVALS EACH YEAR, INCLUDING THE MOSELEY FOLK FESTIVAL, FLAT PACK FILM FESTIVAL, FIERCE ART FESTIVAL AND THE BIRMINGHAM INTERNATIONAL JAZZ FESTIVAL

THE BIRMINGHAM HIPPODROME IS THE BUSIEST THEATRE IN THE UK WITH OVER 520,000 VISITORS A YEAR

BIRMINGHAM IS PART OF DÉLICE – A GLOBAL NETWORK OF 'GOOD FOOD CITIES'

THE CITY HAS FIVE MICHELIN-STARRED RESTAURANTS, MORE THAN ANY OTHER UK CITY OUTSIDE OF LONDON

THERE ARE OVER 100 BALTI HOUSES IN THE CITY AND ITS FAMOUS 'BALTI TRIANGLE' ATTRACTS OVER 20,000 VISITORS A WEEK

REGENERATION

Location

Birmingham is undergoing the strategic growth of the Eastside of its City Centre. Westminster Works is located within the Southern Gateway regeneration zone brought forward as part of the HS2 masterplan.

NEW STREET STATION 1

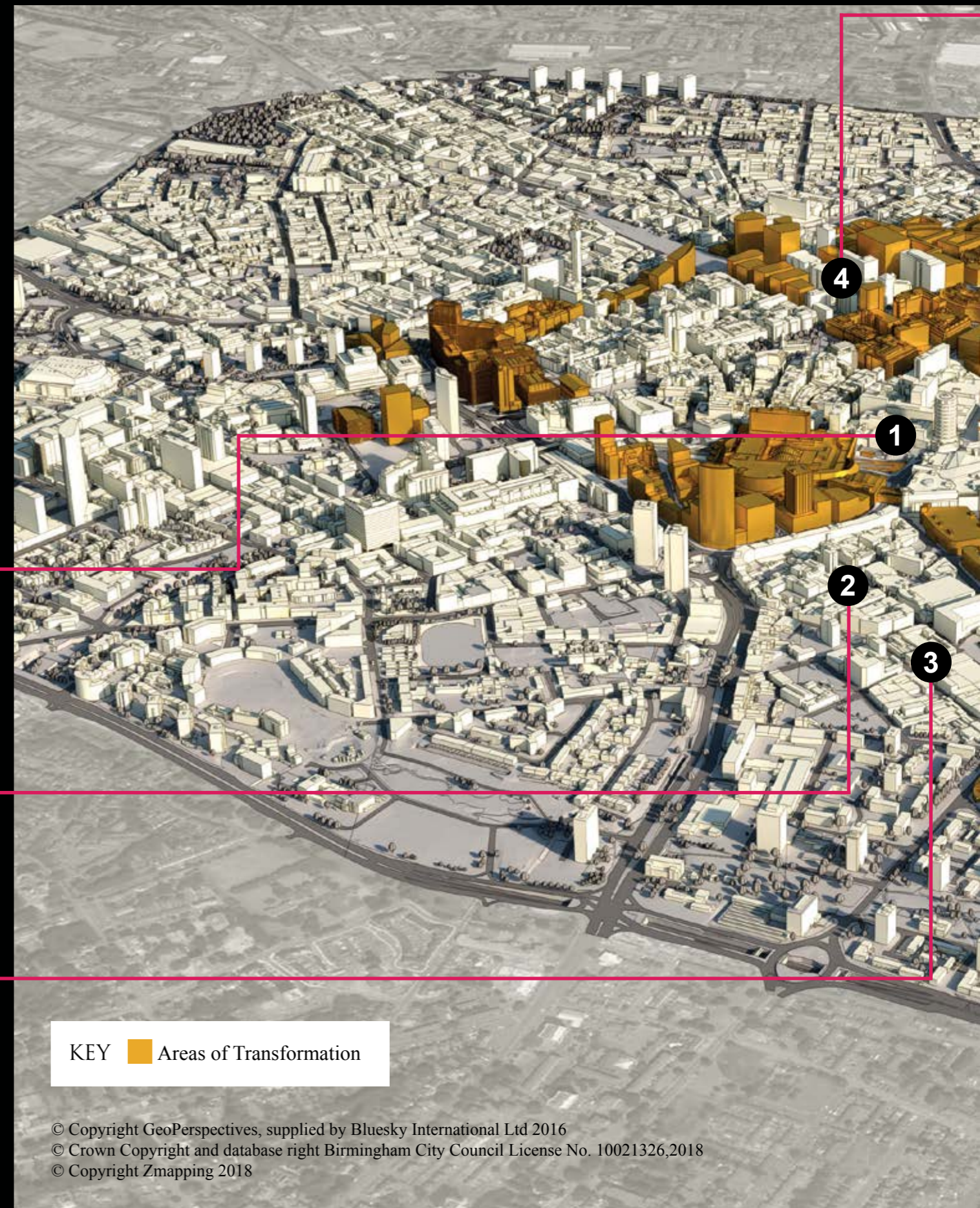
The recent £770 million major redevelopment of the station has given the city a bright modern transport hub. Used by more than 51 million people per year it will be connected to Birmingham Smithfield via a new metro link and improved pedestrian links.

IRISH QUARTER 2

The city's Irish Quarter has a strong history in the area, home to a wealth of Irish based businesses and organisations centred on St Anne's Church. The quarter is yet another element of the area's distinctive character.

SOUTHSIDE 3

Home to the city's lively theatre, entertainment, and restaurant scene, Birmingham Smithfield will benefit from the tens of thousands of people that visit this area's attractions every year. As a cultural focus for the city's Chinese and LGBT community, Southside is seeing new investment and development that is bringing added vibrancy to the whole area.



KEY ■ Areas of Transformation

© Copyright GeoPerspectives, supplied by Bluesky International Ltd 2016
© Crown Copyright and database right Birmingham City Council License No. 10021326,2018
© Copyright Zmapping 2018



4 COLMORE BUSINESS DISTRICT

The Colmore Business District area is a major hub for the business, professional and financial services sector and is the commercial heart of Birmingham, with around 500 companies, employing around 35,000 people and occupying approximately 5.6m sq.ft of office space. The district will see development that will further strengthen its standing as an exceptional business destination with excellent connectivity.

5 KNOWLEDGE HUB

Focused to the north of the HS2 station, this area is home to over 20,000 students and a number of leading educational and research establishments including the Birmingham Science Park Aston.

6 HIGH SPEED 2 (HS2)

The rail link, initially between Birmingham and London, will deliver 21st century rail connections when it opens in 2026. The new terminus station at Birmingham Curzon will bring significant numbers of new jobs and visitors to the city and open up a 141ha regeneration area.

7 RETAIL CORE

Birmingham has a highly attractive and successful retail core that positions the city as one of the top shopping destinations in the UK. The city centre attracts over £2 billion of expenditure and more than 40 million visitors per year.

8 DIGBETH CREATIVE QUARTER

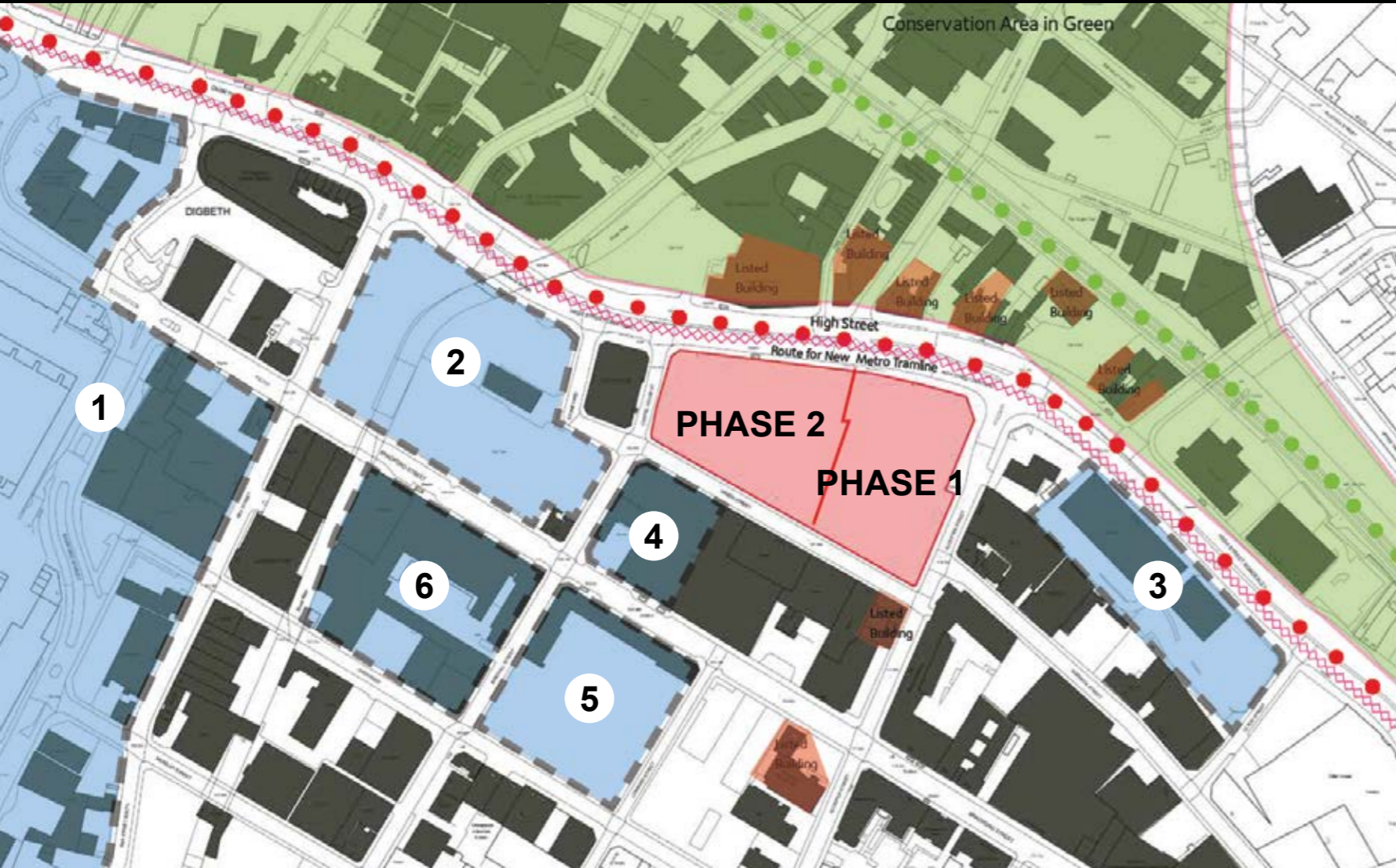
The Digbeth area is home to an established and growing creative sector such as the Custard Factory and Fazeley Studios, creating innovative spaces for business, a hub for digital media, gaming and arts companies, complemented by a diverse cultural and nightlife scene to include independent shopping, atmospheric industrial history heritage, art, music and food.

9 SOUTHERN GATEWAY

Westminster Works is situated in this area. A 61ha regeneration zone, which Birmingham Smithfield will help to unlock, delivering new residential neighbourhoods with over 5,000 homes.



SOUTHERN GATEWAY



1 BIRMINGHAM SMITHFIELD MASTERPLAN



Birmingham Smithfield will become part of the city's exciting growth agenda that will see 51,000 new homes, 100,000 new jobs and billions of pounds worth of investment in infrastructure. This growth will continue to strengthen the city's national and international standing, placing it at the heart of an economic renaissance of the Midlands.

Unparalleled in its mix of uses, Birmingham Smithfield forms part of the city that is growing as a focus for culture, leisure and retail. Sitting alongside Southside's lively theatre, entertainment, restaurant and gay scene, Birmingham Smithfield will benefit from the tens of thousands of people that visit its attractions every year.

As a cultural focus for the city's growing Chinese community, Southside is seeing new investment and development that is bringing added vibrancy to the whole area. The future development can also tap into the exciting new creative quarter that is flourishing in Digbeth. Neighbouring Birmingham Smithfield, Digbeth is fast growing as a location for companies involved with digital technologies, design, media, TV production and arts. This economic activity is already clustered at The Custard Factory and Fazeley Studios which brings an innovative edge to the city.

2 CONNAUGHT SQUARE



Planned development.

3 LUNAR RISE



In January 2018 planning permission was approved at committee for the redevelopment of the site known as Lunar Rise for 517 new apartments with amenity space and residential parking, together with retail and commercial space at ground level. There are a series of buildings ranging from 6-8 storeys with a 24 storey tower on the corner of the High Street and Clyde Street.

4 PARK WORKS, 274, BRADFORD STREET



In October 2017 planning permission was granted for the redevelopment of this site to provide 140 residential units over 5/6 storeys together with 42 parking spaces and associated works.

5 RESIDENTIAL DEVELOPMENT, HARRISON DRAPE SITE, BRADFORD STREET.

Planning permission was granted in 2014 for the redevelopment of this site to provide 313 residential units and a retail offering with associated parking and landscaping.



6 S&K BUILDING, BRADFORD STREET, DIGBETH



Planned development.





220 APARTMENTS
OVER 7 STOREYS
AROUND A CENTRAL
COURTYARD AND
ACCESS TO ROOF
GARDENS





WESTMINSTER WORKS

The site is located in the eastern part of Birmingham. Digbeth is currently undergoing major regeneration on the back of the successful redevelopment of the Bull Ring Centre which is the main shopping destination of the West Midlands.

Currently, there are some significant new planning applications under consideration in the area. The existing site use is a mixture of warehouse units and car parking.

The site is within 10 minutes walking distance from the Bull Ring Centre and less than 1km from New Street Station, Birmingham's principal mainline railway station. Other public transport links within easy walking distance are Digbeth Coach Station, Moor Street Station and Bordesley Street Station (all within 500m).

On the High Street there are many bus routes which run along Digbeth/Deritend High Streets and Bradford Street. These bus routes are major arteries into the centre of the city from the east.

The site is well connected with the centre of Birmingham due to its proximity and location on one of the main routes into the city.



THE PROJECT

Our scheme comprises a modern appearance both internally and externally. The units will be open plan, modern residential apartments configured around a central courtyard and access cores. There will be a roof garden.

There are 220 units currently incorporated into the design with a balanced mix of 1 and 2 bedroom apartments. The scheme can be delivered in 2 phases, with separate accesses onto Cheapside and Alcester Street.

HIGH RENTAL DEMAND

Between December 2016 and March 2017, the biggest surge in workforce jobs in the UK was in the West Midlands, at 65,000, whereas the largest decrease was in the East of England at 36,000 (ONS), more jobs will mean more of a demand for property in the area.

Managerial, professional and technical positions dominate the labour market, accounting for 39% of total employment. Birmingham also has one of the youngest, most highly qualified and most diverse workforces in the UK.

The total number of new jobs created between 2013 and 2025 is projected to be slightly above 29,000, equating to a 5.7% increase. Employment growth is forecast to be much stronger among higher skilled occupations which are expected to see a 13.5% increase by 2025. This will have positive implications for the housing market as these jobs will command higher salaries and thus improve household affordability prospects.

Birmingham was named top choice for people leaving London in 2016 (ONS), house prices and affordability of living in the capital generally being the driving force for relocation.

The initial impact of HS2 will be on Birmingham. The city is already changing fast and undergoing tremendous regeneration and development. Large employers are expanding and, in turn, not only generating more jobs but also a bigger number of higher skilled positions. Relatively low employment and housing costs compared with those of London will support expansion.

Linking Birmingham's growing financial district and tech sector, including the flourishing creative enterprises in Digbeth, with London via HS2 adds to the attraction for both occupiers and investors enabling further growth.

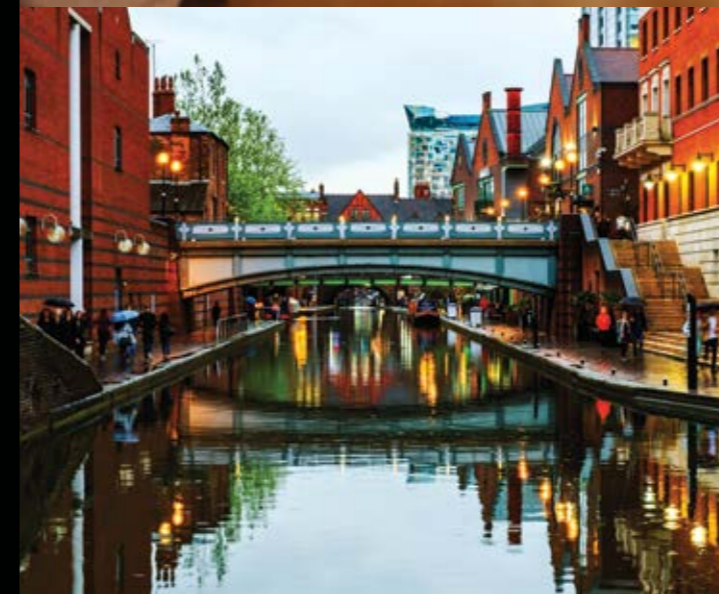




WESTMINSTER
WORKS

DEVELOPMENT FACILITIES

- CONCIERGE SERVICE
- PARCEL AND FOOD DELIVERY FACILITY
- ONLINE TENANT PORTAL
- COMMUNITY EVENTS
- CAR PARKING AND CYCLE STORAGE
- CENTRAL COMMUNAL COURTYARD
- 24/7 SECURITY
- PROFESSIONAL BUILDING MANAGEMENT
- SMART TECHNOLOGY



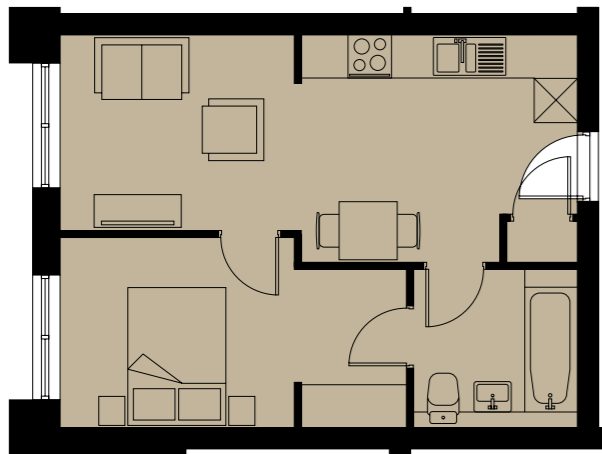
ONE BED *apartments*



WESTMINSTER
WORKS

High Street Residential typical floorplan.
This is for illustration purposes only.

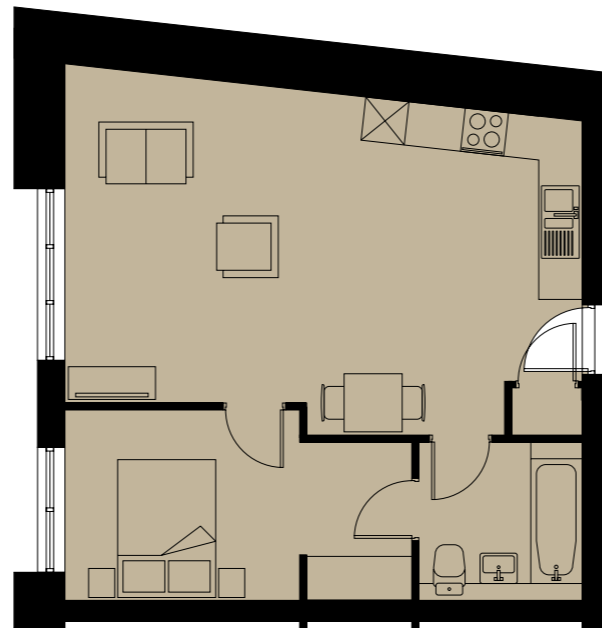
1 BED – GROUND FLOOR



APARTMENT 4 (Type 1)

Total area 42.75 m² / 460.2 ft²

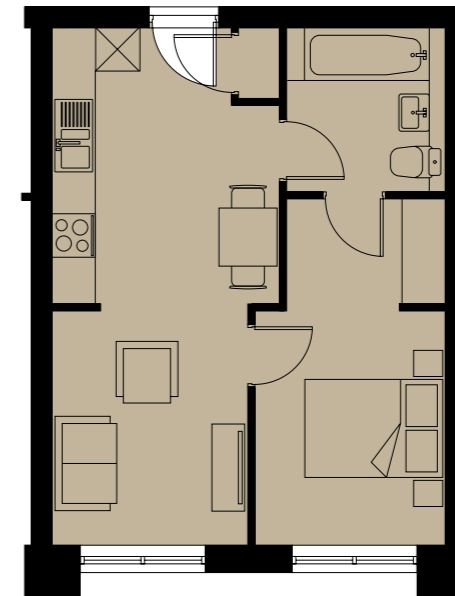
1 BED – 1ST/2ND FLOOR



APARTMENT 11 (Type 1)

Total area 55.21 m² / 594.3 ft²

1 BED – 3RD/5TH FLOOR



APARTMENT 101 (Type 1)

Total area 42.75 m² / 460.2 ft²

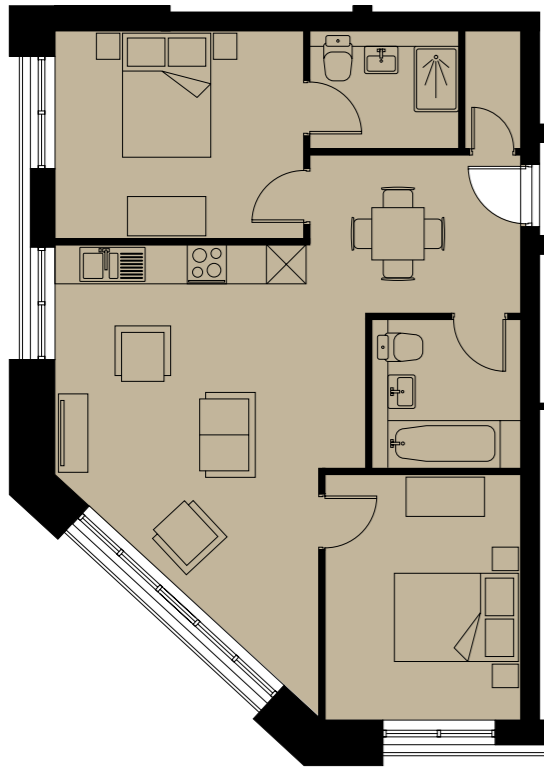
TWO BED *apartments*



WESTMINSTER
WORKS

High Street Residential typical floorplan.
This is for illustration purposes only.

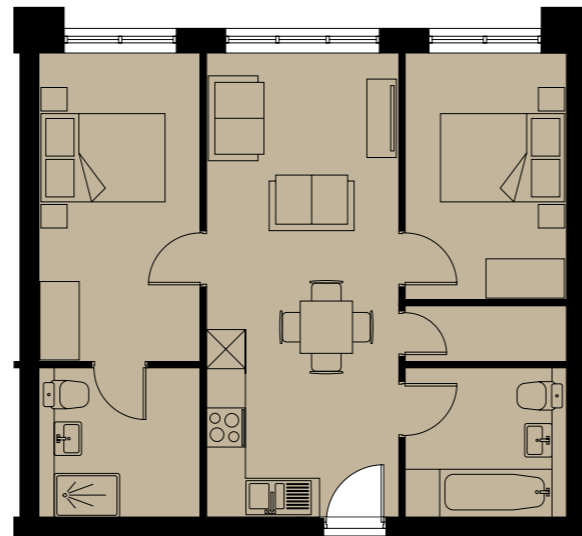
2 BED – GROUND FLOOR



APARTMENT 7 (Type 2)

Total area 74.85 m² / 805.6 ft²

2 BED – 1ST/2ND FLOOR



APARTMENT 32 (Type 1)

Total area 63.75 m² / 686.2 ft²

2 BED – 6TH/7TH FLOOR



APARTMENT 215 (type 3)

Total area 64.10 m² / 690.0 ft²

SPECIFICATIONS

EXTERNAL

- High efficiency double glazed windows
- Double glazed patio doors (where applicable)

SAFETY AND SECURITY

- Secure residents entrance
- Carbon monoxide and heat detectors
- Smoke detectors

COMMUNAL

- Lift access to all floors
- Automated door entry system
- Audio door entry system



INTERNAL FINISHES

- American white oak veneered apartment entrance doors
- Brushed chrome ironmongery
- Satinwood finish to internal skirtings and architraves
- Matt emulsion finish to walls and ceilings
- Fitted blinds
- Fitted wardrobes

KITCHENS

- Halvanto high gloss finish kitchens
- Handleless door and drawer fronts
- Square-edged work surfaces with matching upstand
- Integrated Indesit electric oven, ceramic hob and microwave
- Integrated fridge-freezer and dishwasher
- Stainless steel sink with monobloc mixer tap

FLOORING

- LVT flooring to hallways, living areas, bathrooms and en-suites
- Carpets to bedrooms

BATHROOMS AND EN-SUITES

- Ideal Standard – Concept Air sanitary ware with close coupled WC
- Bristan brassware
- Shower – Bristan ‘prism dual control’ thermostatic mixer shower c/w hose and handset (en-suites only)
- Glazed shower screens
- Ceramic tiled walls

ELECTRICAL AND COMMUNICATION

- LED downlights to kitchens, bathrooms and en-suites
- Pendant light fittings to bedrooms, hallways and living room
- Provision of digital TV installation
- Brushed chrome sockets and switches

HEATING

- Adax slim-line electric panel heaters
- Chrome towel rails to bathrooms and en-suites

Exceptional apartments

OFFERING A UNIQUE
INVESTMENT OPPORTUNITY



*Perfectly
Placed*

No.1
REGIONAL CITY
FOR STARTUPS IN
THE UK
START UP BRITAIN



£29BN
REGIONAL EXPORT
VALUE IN 2015

No.1
FOR JOB
CREATION
PROJECTS
OUTSIDE OF
LONDON

19.8%
ECONOMIC
GROWTH RATE
IN THE LAST
FIVE YEARS
(MERCER LIVING INDEX)



17,473
NEW BUSINESSES
BORN IN 2016

**TOP UK
REGIONAL CITY**
BIRMINGHAM RANKED TOP UK
REGIONAL CITY FOR QUALITY OF LIFE

£1.6BN
INVESTED IN
BIRMINGHAM
CITY CENTRE

BIRMINGHAM
AIRPORT HAD
**11 MILLION
PASSENGERS**
IN THE LAST
12 MONTHS

REASONS TO INVEST IN *Birmingham*

With an economy worth £24.8 billion, Birmingham had a growth rate of 19.8% in the last five years and is one of the largest growing city economies in the UK. The following are just some of the reasons why Birmingham is fast becoming one of the most attractive places to invest in, in the UK:

1. Birmingham is the youngest major city in Europe with 40% of the population under 25 years of age.
2. Between 2005 and 2015, Birmingham's population increased by nearly 100,000 and over the next 15 years the population is set to increase by another 150,000.
3. In 2016, the city was ranked most popular location for business tourism events outside London.
4. Birmingham is ranked as having the highest quality of life of any English city outside the capital, by the global Mercer Quality of Living Report 2017.
5. The 1.1 million overseas visitors to Birmingham in 2015 was 17% up on 2014 and the largest increase of any UK city outside London.
6. The city has more schools receiving an 'outstanding' OFSTED inspection rating of any regional city.
7. The city has unrivalled connectivity with 114 rail services to London daily, with a fastest journey time of just over 70 minutes. This will be enhanced further as Birmingham will be at the heart of the £56 billion national high speed rail (HS2) project. On completion, HS2 will make the journey time to London less than 45 minutes.
8. International connectivity is provided by Birmingham Airport with 44 airlines serving more than 140 routes worldwide, including a twice daily service to Dubai.

OUR OFFERING

Oxford University predicts Birmingham needs 89,000 new homes between 2011 and 2031, the equivalent of 4,450 a year. Birmingham saw 1,810 net additional homes delivered in the year to March 2015, which leaves the city with an annual shortfall of 2,640 new homes, even before the backlog is taken into account. This shortfall could build up to at least 26,000 homes from now until HS2 is expected to start operating in 2026, by which time Oxford Economics projects that Birmingham's 1.1 million population will have grown by 8.0%.

Our scheme, Westminster Works, is located in the heart of the Digbeth regeneration zone and offers quality accommodation that will appeal to the young professionals looking to relocate to the area.

ABOUT US

High Street Residential is a property development company focused on Build to Rent schemes in the Private Rental Sector in the UK.

We are a team of experienced and motivated professionals with years of construction knowledge in large scale complex developments.

We deliver high quality developments through a combination of innovative design, in depth analysis of locations and rigorous research of our target market to ensure maximum sustainability of each of our projects.

We are committed to delivering homes and creating communities with added value where people want to live and work.

In a relatively short period of time, High Street Residential has assembled a portfolio of landmark projects and quality investment assets in strategic areas in the UK which will enjoy substantial growth in the forthcoming years.

High Street Residential is part of The High Street Group of Companies, based in Newcastle upon Tyne. The company specialises in three fundamental development sectors: Private Rental Sector schemes, traditional residential development and hospitality in the form of hotels, bars and restaurants with a fourth opportunity, Rooftop Extensions already in planning in 2018.

WE ARE A UK BASED DEVELOPMENT COMPANY WITH GLOBAL REACH





Disclaimer

Each property mentioned in this brochure (including text, photographs, artists impressions and computer generated images) on all pages is indicative and intended as a guide only. It should not be assumed that any contents/furnishings/furniture etc. photographed or illustrated in this brochure are included in any sale. Any areas, measurements or distances, external and internal, referred to are approximate and are given as a guide only and may be subject to variations.

Descriptions of the properties and landscaping are subjective and are used in good faith as an opinion and not a statement of fact. Depending upon the stage of construction, purchasers should satisfy themselves by inspection should they have any concerns.

We reserve the right at any time to change the layout, specifications, elevations and landscaping on each property and development. The information in this brochure does not constitute a contract or warranty.

In accordance with the Property Misdescriptions Act (1991) we have prepared this information as a general guide to the property. It is not intended to form part of any offer or contract. All photographs and floor plans are given as a guide only and should not be relied upon for the purchase of any furnishings.

OUR PROJECTS

HADRIAN'S TOWER, NEWCASTLE UPON TYNE

High Street Residential has acquired a site to construct what will be Newcastle upon Tyne's tallest building. The 82-metre high structure, located on Rutherford Street off St James' Boulevard, will be made up of 27 storeys and comprise 162 PRS apartments, with a plethora of facilities for residents. A contract has been signed with Tolent to construct this scheme.

MIDDLEWOOD PLAZA, SALFORD

This site at Liverpool Street can be developed into a split height of 6 and 9 storeys. Accommodating 127 units in total, the development will include a mixture of one-bedroom apartments, two-bedroom apartments, two-bedroom townhouses and three-bedroom townhouses. The scheme is located in the large regeneration area known as Middlewood Locks, 10 minutes' walk from Manchester City Centre.

CHESHIRE JUNCTION, WARRINGTON

A land deal has been completed, paving the way for the development of 362 apartments for private rent in Warrington's regenerated town centre. High Street Residential has acquired the site next to the central station – a former industrial site – and expects to start construction in Summer 2018, creating an 8 storey complex with a total development value of £56 million.

DURHAM CRICKET CLUB, COUNTY DURHAM

Adjacent to the Emirates Riverside Cricket Stadium, the site will be developed into 176 apartments and a 130-bed hotel with conference facilities. The development will have river views and a direct link to the A1.



TALBOT ROAD, TRAFFORD

The site is located to the South West of Manchester City Centre. Surrounding the site are an abundance of retail and food establishments as well as rail links. The scheme is a large residential scheme comprising 154 units over 10 storeys.

WESTMINSTER WORKS, BIRMINGHAM

Located close to the proposed high-speed rail network linking Birmingham and London, HS2, Westminster Works is an ideal base for commuters to the north and south. On the edge of the Southern Gateway £1 billion regeneration zone, Westminster Works offers city living within a vibrant new neighbourhood. The scheme comprises 220 apartments.



SILBURY BOULEVARD, MILTON KEYNES

The site at Silbury Boulevard involves the demolition and replacement of the 2 existing office buildings with a 7 storey block of 139 exclusive apartments. The scheme has been sold to Grainger PLC in a multi-million pound forward funding development deal, and will be constructed by United Living.



HOLLOWAY HEAD, BIRMINGHAM

This site has 487 units comprising 1 and 2 bedroomed apartments and an ideal City Centre location, with an estimated GDV of £121m.



PIPELINE

- 1571 homes in Birmingham's Southern Gateway
- 510 homes in Smithfield Market, Birmingham
- 154 homes in Trafford, Manchester
- 176 homes as part of an international sports venue in North East England



WESTMINSTER
WORKS

BIRMINGHAM