

RBORN

WELCOME

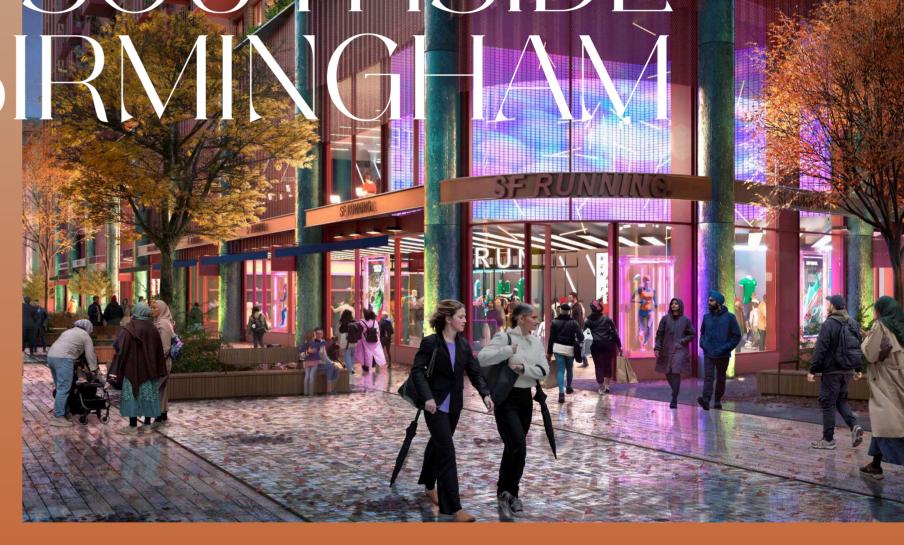
Introducing Origin, a bold new chapter in Birmingham's cultural quarter Southside. Comprising 133 design-led apartments, Origin is more than just a place to live, it's a community built around connection, creativity and lifestyle. Set in a district known for its cultural depth, rich history and dynamic energy, ORIGIN blends cutting edge design with exceptional amenities to support the way people live today, and the future. Whether you're working remotely, socialising, unwinding, ORIGIN offers the space and spirit to live to your fullest. This is where city living begins.





133 PRIVATA APARINATE





Origin is a striking new development comprising 133 private residential apartments, purposefully designed for a new generation of city living. Set in the heart of Birmingham's Southside, a district alive with culture, creativity, and transformation, Origin places residents at the centre of one of the UK's fastest-growing cities.

With Birmingham undergoing unprecedented investment and regeneration, and attracting global attention for its innovation, connectivity and talent, Origin offers not only a beautifully crafted place to live, but a front-row seat to the city's next chapter.



Whether it's a quiet morning espresso in the residents' lounge or an impromptu catch-up on your emails in the co-working space, Origin is designed to foster connection, conversation, and a sense of community.





Every detail at Origin has been carefully considered to elevate the experience of everyday living. From the moment you step inside, you're greeted by clean architectural lines, an abundance of natural light, and a material palette chosen for its elegance and timelessness. Origin offers a collection of thoughtfully designed spaces that enhance modern city life. The residents' lounge provides a welcoming setting for social connection and quiet retreat, while a dedicated co-working area supports focus and flexibility in an inspiring environment.



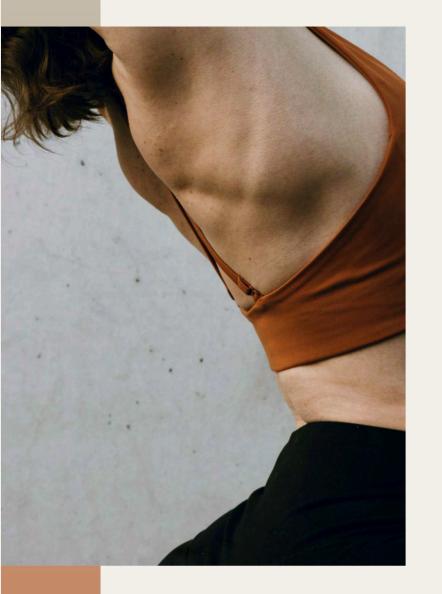


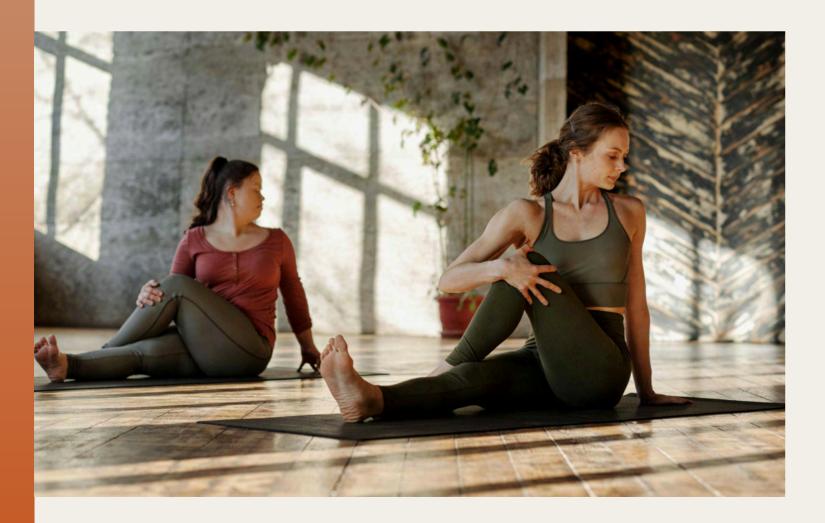
The co-working and communal areas at Origin have been thoughtfully designed to bring people together while offering space to focus, create, and unwind. Bathed in natural light and styled with contemporary elegance, these shared environments blur the line between work and leisure. Whether you're dialling into a meeting, collaborating with peers, or simply finding a quiet corner to think, the atmosphere is calm, considered, and effortlessly refined.

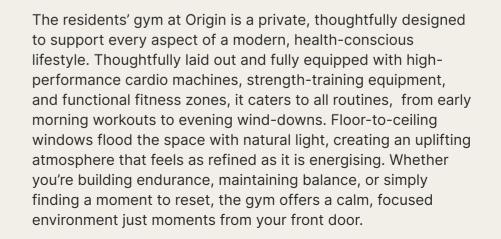


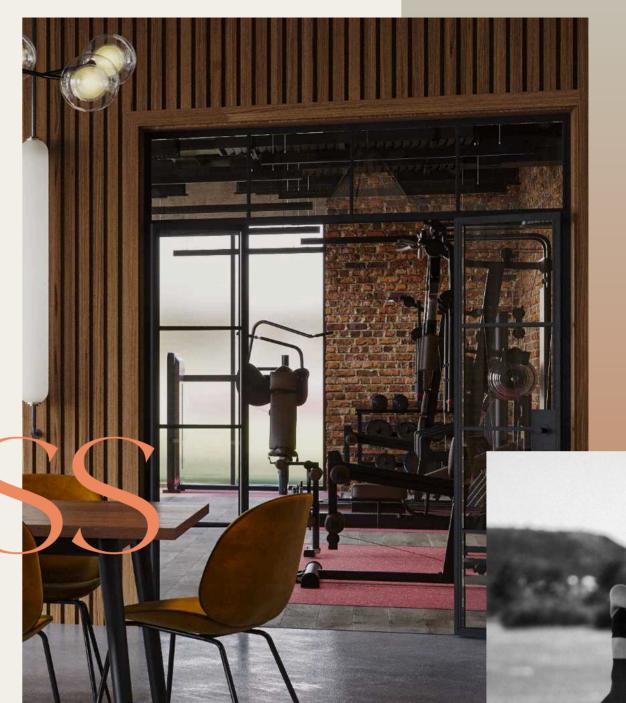






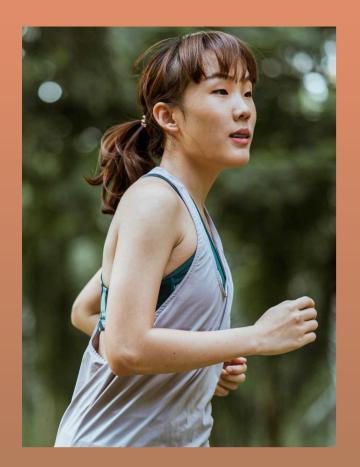












From morning yoga sessions to bodyweight workouts under the sky, residents can embrace an active lifestyle without ever leaving home. Combined with the fully equipped private gym and walkable city surroundings, Origin supports a balanced way of living that's energised and healthy.





and social. Whether it's morning coffee in the sun, an evening drink with friends, or simply a moment of calm between the rhythm of city life, this outdoor space is a place to breathe,

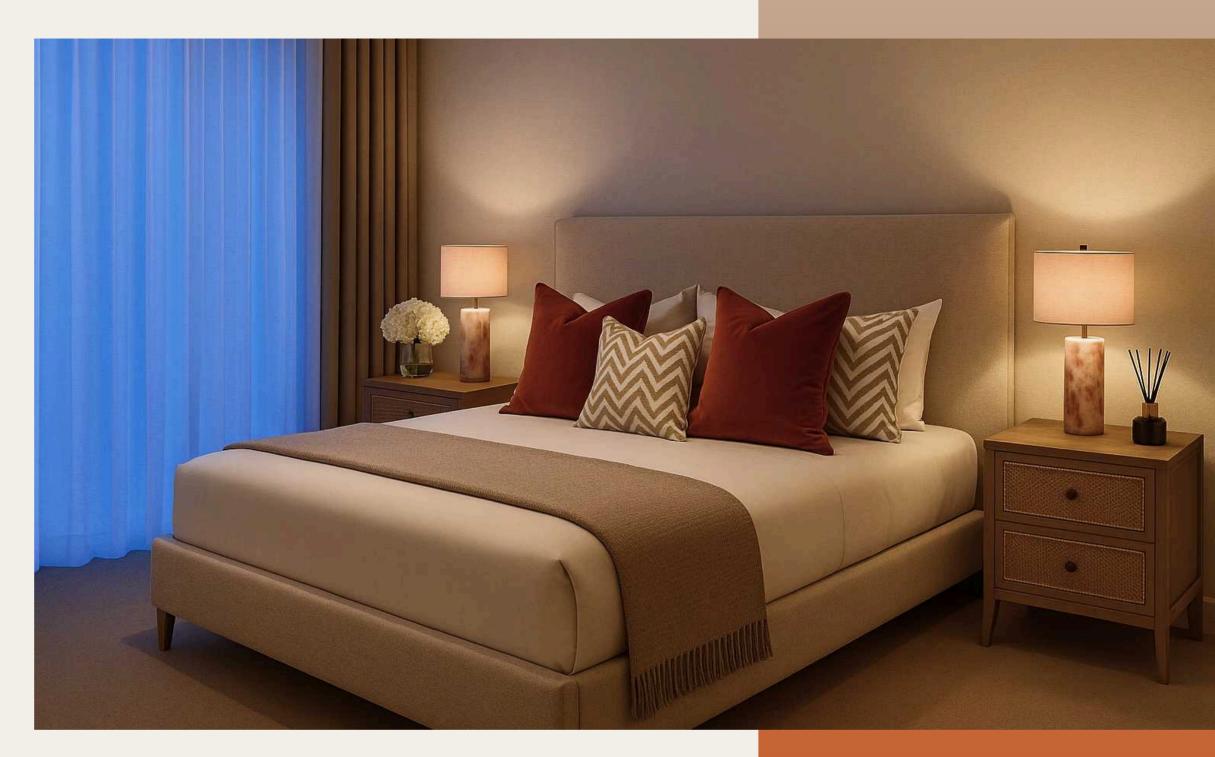
connect, and feel grounded.





The kitchens at Origin are the true heart of each home, meticulously designed to be as functional as they are beautiful. Featuring sleek, handleless cabinetry, high-quality integrated appliances, and elegant worktops, every element has been selected for its performance, durability, and style. Clean lines and a neutral colour palette create a calm, contemporary backdrop, while thoughtful layouts make cooking, entertaining, and everyday living effortless. Whether preparing a quiet meal or hosting with ease, these kitchens are crafted to meet the demands of modern life with understated sophistication.





STYLLSH DESIGN

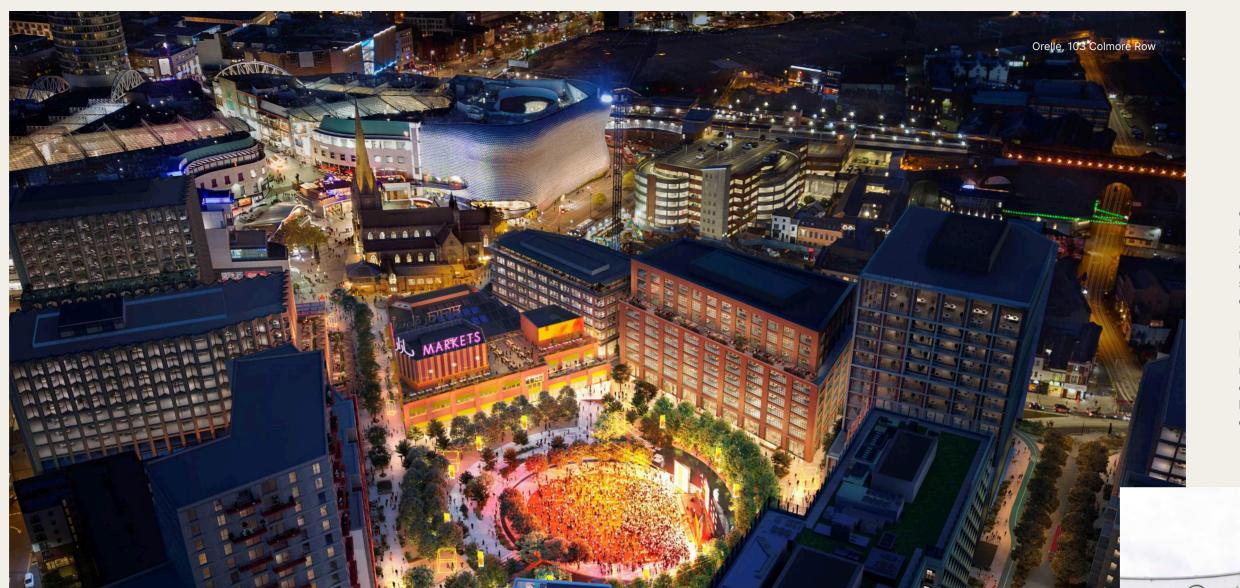
Origin embodies a refined aesthetic that balances bold, contemporary architecture with timeless interior elegance. Every apartment is thoughtfully designed to maximise space, light, and flow — with clean lines, sophisticated materials, and a neutral palette that invites personal expression.

From floor-to-ceiling windows to high-spec finishes, the design reflects a quiet confidence and attention to detail that elevates everyday living. The building itself is a statement of modern urban style, seamlessly integrated into the fabric of Birmingham's Southside, yet distinctly elevated in both form and function.

The Crown Estate has taken a landmark step in Birmingham's transformation by acquiring a 50% stake in the £1.8 billion Smithfield redevelopment through a joint venture with Lendlease.

Spanning 40 acres just south of the Bullring, this visionary project will introduce 3,400 new homes and over 2 million sq ft of commercial space, cementing Smithfield's role as a thriving mixed-use district built for the future.

This strategic investment marks The Crown Estate's most significant move outside London to date, unlocking major regeneration potential and signalling long-term confidence in Birmingham's urban renewal.



Once the city's creative fringe, Southside is now its most talked-about transformation zone. Home to independent galleries, global cuisine, and a thriving nightlife scene. Southside is a place where culture, connectivity, and capital growth converge.

Minutes from New Street Station, the Bullring, and the £1.9 billion Smithfield regeneration site, Origin stands at the centre of a city alive and on the rise, at the heart of Southside's evolution into a destination neighbourhood.



11

AVERAGE RENTS FOR NEW BUILD
APARTMENTS HAVE RISEN 9.5% OVER THE
PAST YEAR, THE HIGHEST GROWTH OF
THE RIG SIX CITIES

24%

BIRMINGHAM IS FORECAST TO SEE THE HIGHEST PRICE GROWTH OF THE BIG SIX CITIES OVER THE NEXT FIVE YEARS: 24%

4.1%

AVERAGE PRICES OF NEW BUILD APARTMENTS INCREASED BY 4.1% IN





Birmingham holds strong growth potential across multiple fronts. Its population continues a steady climb, around 2.7 million in the wider urban area, up 0.7% in the past year, with long-term forecasts predicting further growth into the 2030s. Economically, the city-region added nearly £61 billion GVA in 2022 and saw 9.7% growth since 2021, buoyed by significant foreign investment (FDI rose 72% in 2023) and a diversified economy spanning finance, tech, manufacturing, and education



HS2

High-Speed 2 network is already reshaping the city, accelerating regeneration, investment, and economic growth, enhancing connectivity from Birmingham to London. With HS2's central hub at Curzon Street and the Solihull Interchange station in progress, the surrounding areas are witnessing a dramatic surge in planning and development.

Over the coming years, HS2-enabled development is expected to deliver 704,000 m² of commercial space, 41,000 new homes, and 30,800 jobs across the West Midlands, driving a £10 billion economic uplift. The promise of under-45-minute travel to London not only enhances connectivity but also boosts city-centre property values, already accelerating 20% faster in the city centre compared with the city average.



Birmingham's business landscape is a thriving magnet for major enterprises, ambitious startups, and global innovators. The city's economy is the second-largest in the UK outside London, led by a powerful mix of financial services, technology, and manufacturing.

In the Colmore Business District, home to companies like Allianz, AECOM, Grant Thornton, and Zurich, over 500 firms employ some 35,000 professionals while Birmingham Business Park hosts more than 100 businesses including industry leaders such as Rolls-Royce and Fujitsu.



Deutsche Bank

Goldman Sachs

Deloitte.

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pwc

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JLR KPIN





DISCOVER THE CITY

EDUCATION

01	Birmingham City University	0.9 miles
02	Aston University	0.9 miles
03	University College Birmingham	0.9 miles
04	Newman University	1.9 miles
05	Birmingham University	1.9 miles

CONNECTIONS

06	Birmingham Moor Street	0.8 miles
07	Birmingham Snow Hill	0.8 miles
08	Birmingham New Street (Grand Central)	0.9 miles
09	Curzon Street Station (HS2)	0.9 miles
10	Birmingham Airport	8.6 miles

LANDMARKS & CULTURE

0.8 miles
0.8 miles
0.8 miles
0.8 miles
0.8 miles
1.0 miles
1.2 miles

SHOPPING

18)	Selfridges	0.8 miles
19	The Bullring Shopping Centre	0.8 miles
20	Great Western Arcade	0.8 miles
21	The Mailbox	0.8 miles

EATING OUT

22	The Oyster Club by Adam Stokes	0.8 miles
23	Tattu	0.8 miles
24	Adam's	0.8 miles
25	Asha's	0.8 miles
26	Pasture	0.8 miles
27	Opheem	0.8 miles
28	San Carlo	0.8 miles
29	The Ivy	0.8 miles
30	Orelle	0.8 miles

ENTERTAINMENT

31	The Alexandra	0.8 mile
32	Birmingham Hippodrome	0.8 mile
33	O2 Academy Birmingham	0.8 mile
34	Symphony Hall	0.8 mile
35	Utilita Arena Birmingham	0.8 mile





Birmingham Airport (BHX) serves as a gateway for both leisure and business travellers, offering direct flights to over 130 destinations across Europe, North America, Africa, and Asia. Whether you're escaping to sun-soaked Mediterranean beaches like Alicante, Antalya, and Tenerife, jetting off to cultural capitals such as Paris, Rome, or Amsterdam, or flying long-haul to Orlando, Dubai, and Cancun, BHX makes travel seamless with direct access to the world from Birmingham's doorstep.



Birmingham is one of the most innovative cities for cycling in the whole of Europe. The city is developing a network of cycle highways to promote cycling as a mode of transport. These routes are designed to be safe, comfortable, and convenient for cyclists, with features like segregated lanes and prioritised junctions.



09

MINUTE DRIVE TO M5

MOTORWAY

10

MINUTE WALK TO GRAND CENTRAL

15

MINUTE WALK TO

HS2

45

30

MINUTE TRAIN JOURNEY TO LONDON VIA HS2

DESTINATIONS FROM BIRMINGHAM AIRPORT





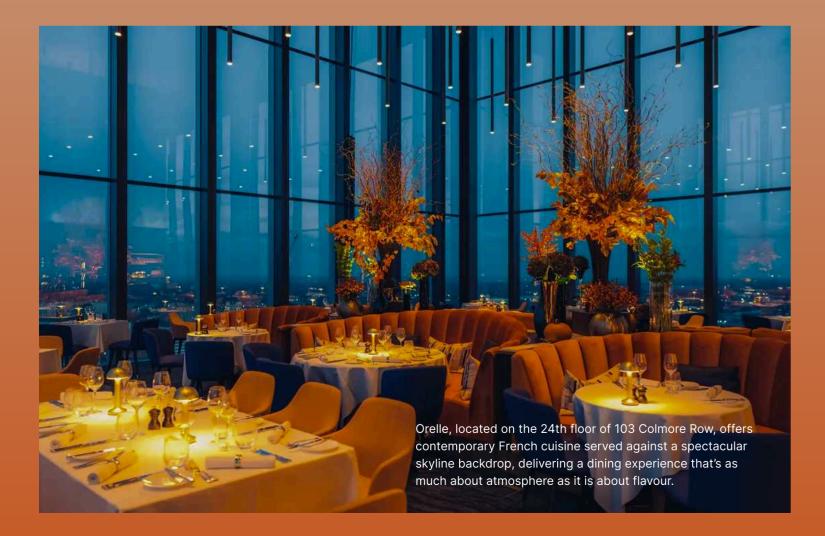
Birmingham is a city where sport runs deep. Aston Villa's triumphant return to the UEFA Champions League signals a new era of top-flight football, reigniting passion across the city and putting Villa Park back on the European stage.

Just a few miles away from Origin, Birmingham City F.C. is at the heart of a transformative £3 billion Sports Quarter development, a visionary regeneration project set to deliver a world-class stadium, community facilities, and thousands of new jobs. The city's sporting prowess extends beyond football: Edgbaston, one of cricket's most iconic grounds, continues to host international Test matches and inspire new generations of fans. Golf enthusiasts find their haven at The Belfry, a legendary PGA venue and multiple-time host of the Ryder Cup.



















Birmingham's culinary scene is as diverse as it is distinguished, earning its place among the UK's top gastronomic destinations. While the city proudly celebrates its roots with the legendary Balti Triangle, it has evolved into a true haven for global cuisine and fine dining. Birmingham boasts more Michelin-starred restaurants than any UK city outside London, with five located in the city centre. Whether it's afternoon tea, cocktails at a rooftop bar, or an unforgettable evening overlooking the city lights, Birmingham serves it all, with style, variety, and a world-class standard.

RE-EVALUATION GAIN 2024

GROWTH IN RENTAL VALUE 2024



SELFRIDGES

QLO



LOUIS VUITTON

uplift in its portfolio in 2024.

M&S

At its core lies the iconic Bullring & Grand Central, the UK's largest city-centre retail destination. Bullring continues to shine as Hammerson's strongest-performing asset, with footfall up roughly

6% year-on-year and the centre achieving the greatest rental-value





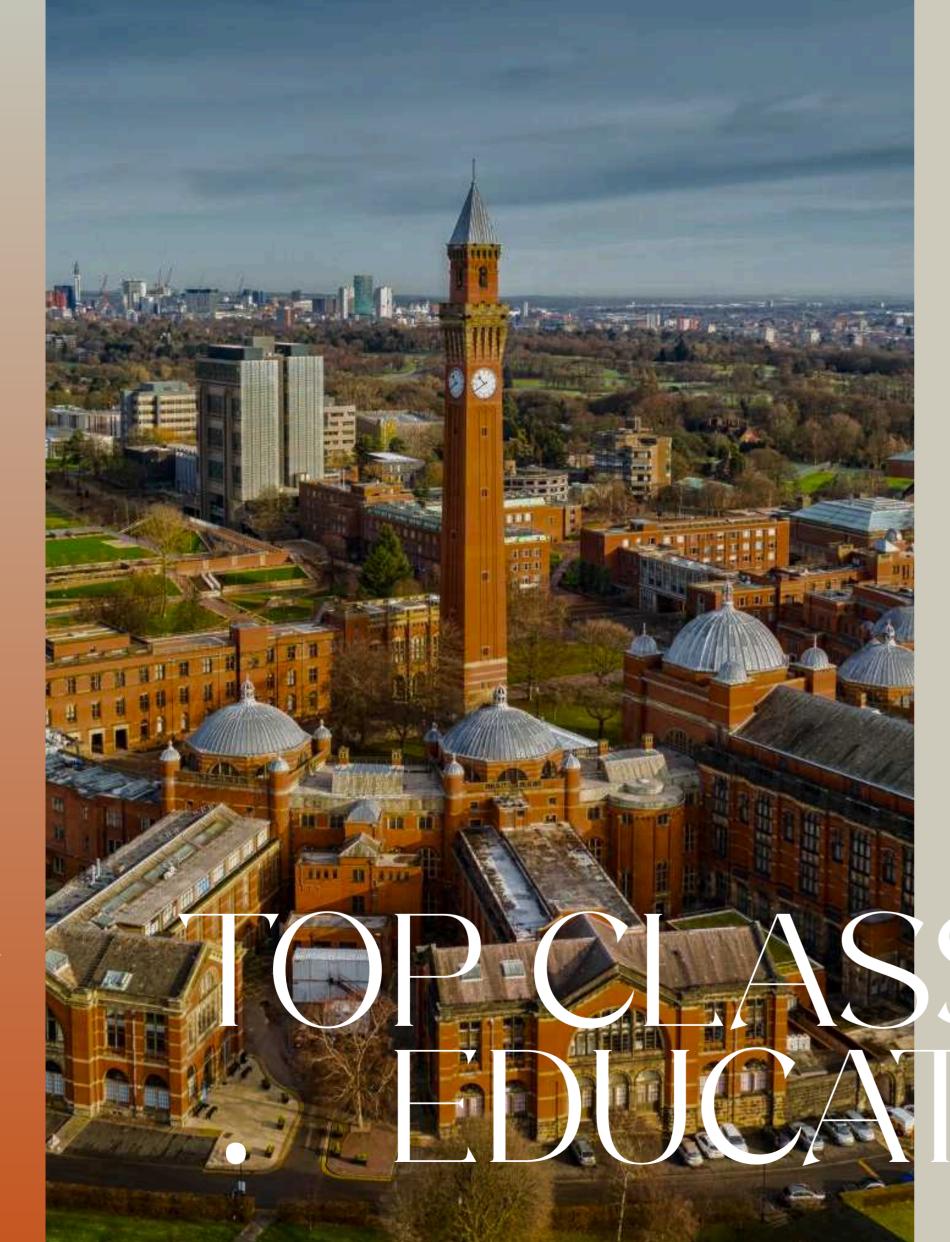




Birmingham's retail offering is sophisticated, diverse, and constantly evolving — a true reflection of the city's energy and ambition. Origin is a short walk away from The Bullring & Grand Central, home to Selfridges, Sephora, Zara and more. The Mailbox offers an elevated retail experience with designer boutiques, premium lifestyle brands, and the city's only Harvey Nichols, all set against the backdrop of the canals. For those seeking something more independent, the Great Western Arcade provides a refined mix of heritage retailers and artisanal charm, while the High Street and surrounding streets pulse with high street favourites, streetwear, and everyday essentials. From luxury to local, statement fashion to one-of-a-kind finds, Birmingham delivers a retail landscape as layered and exciting as the city itself, within effortless reach of Origin.







OF GRADUATES REMAIN IN BIRMINGHAM FOLLOWING GRADUATION.

With over 80,000 students, Birmingham is a true powerhouse for higher education, anchored by a number of leading institutions including the University of Birmingham, Birmingham City University (BCU), and Aston University. Aston University is nationally renowned for its integrated placement years, with over 73 % of students gaining valuable industry experience before graduating. Meanwhile, Birmingham City University's city-centre campus and links to STEAMhouse and the Royal Birmingham Conservatoire underscore its role in developing creative and technical talent.





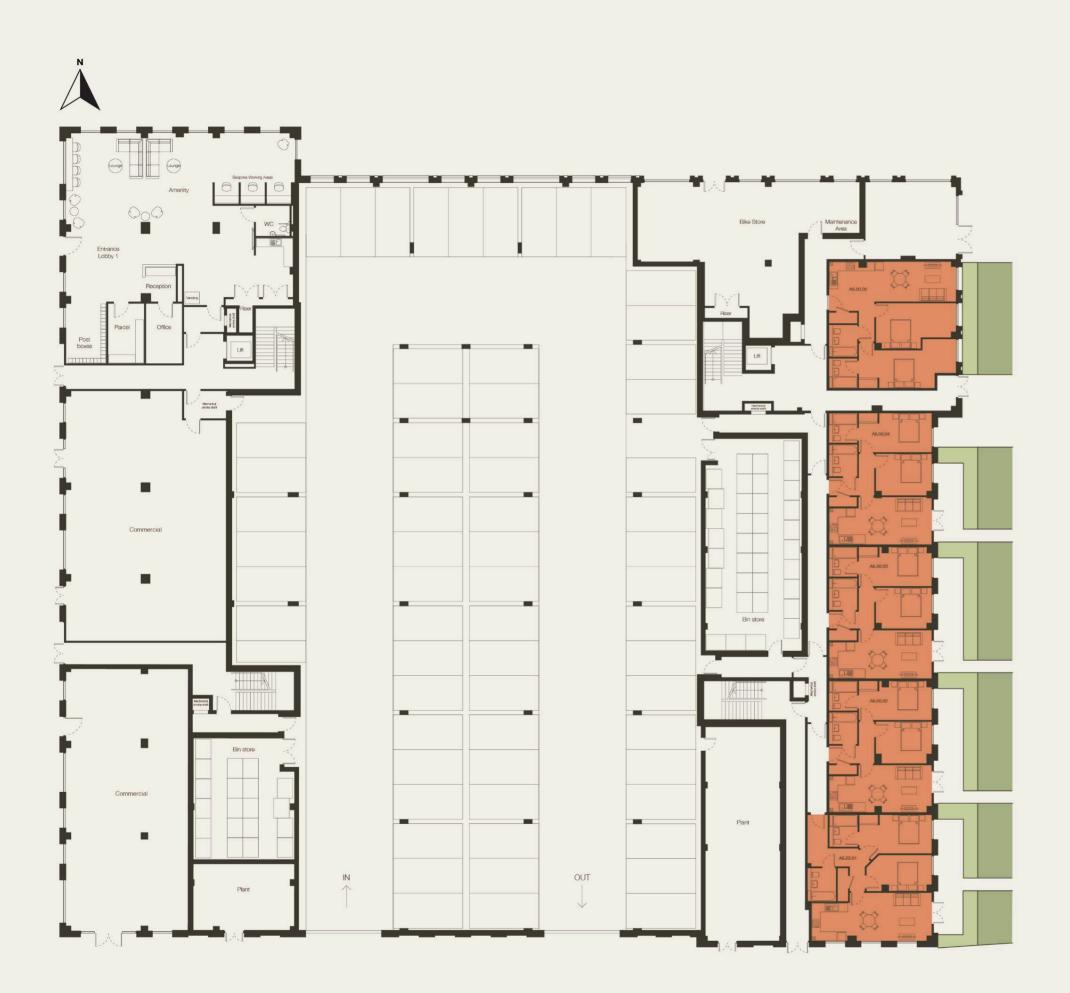


For international investors and residents of Origin, living in a city with a powerful talent pipeline, ensuring strong demand for high-quality housing, a dynamic local economy,





FLOORPLANS



GROUND FLOOR

Unit Number	Unit Type	Podium/Patio Access	Area (sq.ft)
A5.00.05	2 Bed w E/S	N	797.2
A6.00.01	2 Bed w E/S	Υ	781.5
A6.00.02	2 Bed w E/S	Υ	677.6
A6.00.03	2 Bed w E/S	Υ	682.3
A6.00.04	2 Bed w E/S	Υ	685.5

65 PARKING SPACES



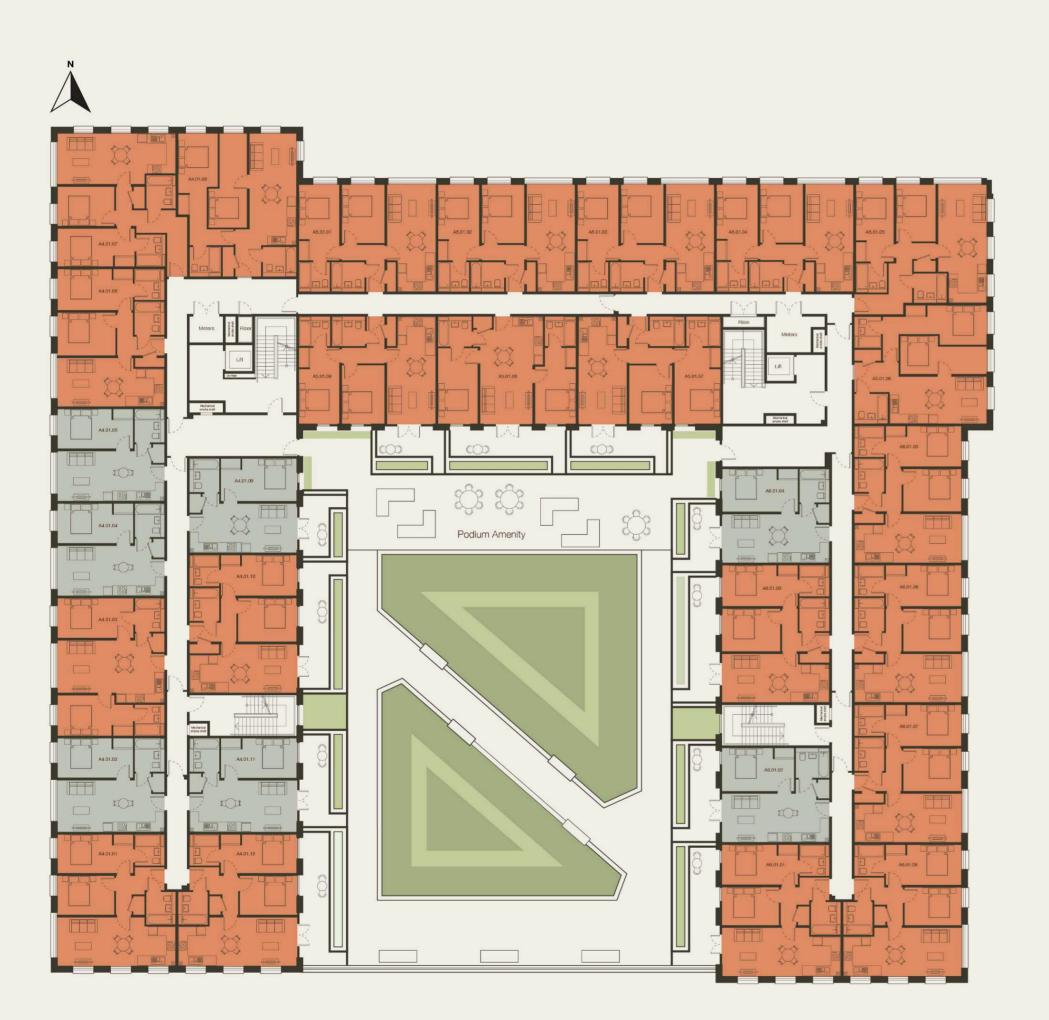


FIRST FLOOR

Unit Number	Unit Type	Podium/Patio Access	Area (sq.ft)
A4.01.01	2 Bed w E/S	N	693.8
A4.01.02	1 Bed	N	465.1
A4.01.03	2 Bed w E/S	N	684.2
A4.01.04	1 Bed	N	458.5
A4.01.05	1 Bed	N	457.9
A4.01.06	2 Bed w E/S	N	683.8
A4.01.07	2 Bed w E/S	N	767.9
A4.01.08	2 Bed w E/S	N	753.7
A4.01.09	1 Bed	Υ	466.5
A4.O1.10	2 Bed w E/S	Υ	683.8
A4.01.11	1 Bed	Υ	463.5
A4.O1.12	2 Bed w E/S	Υ	694.6
A5.01.01	2 Bed w E/S	N	682.3
A5.01.02	2 Bed w E/S	N	681.5
A5.01.03	2 Bed w E/S	N	681.5
A5.01.04	2 Bed w E/S	N	680.1
A5.01.05	2 Bed w E/S	N	747.8
A5.01.06	2 Bed w E/S	N	700.6
A5.01.07	2 Bed w E/S	Υ	706.9
A5.01.08	2 Bed w E/S	Υ	686.8
A5.01.09	2 Bed w E/S	Υ	681.1
A6.O1.O1	2 Bed w E/S	Υ	693.8
A6.01.02	1 Bed	Υ	467.6
A6.01.03	2 Bed w E/S	Υ	680.5
A6.01.04	1 Bed	Υ	465.6
A6.01.05	2 Bed w E/S	N	680.4
A6.01.06	2 Bed w E/S	N	682.7
A6.O1.O7	2 Bed w E/S	N	683.1
A6.01.08	2 Bed w E/S	N	694.6





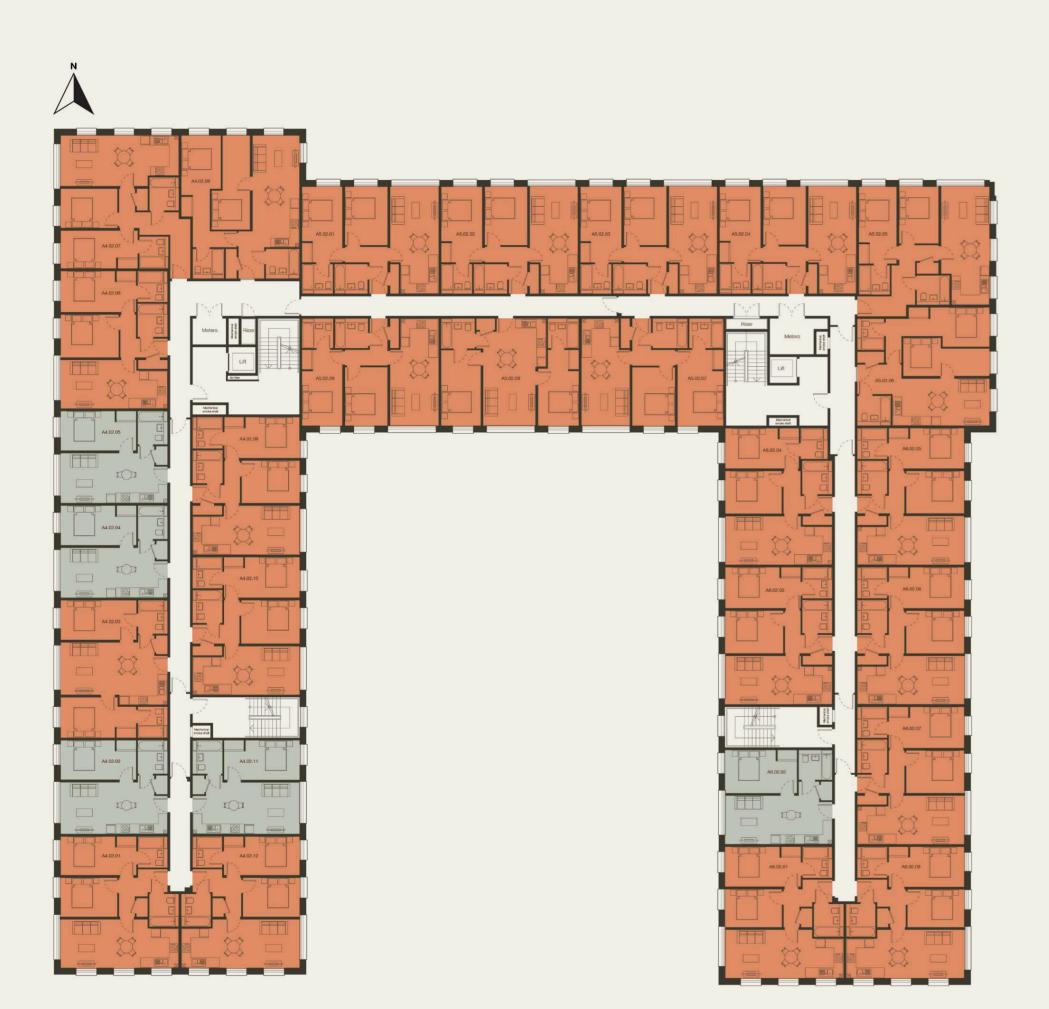


SECOND FLOOR

Unit Number	Unit Type	Podium/Patio Access	Area (sq.ft)
A4.02.01	2 Bed w E/S	N	693.8
A4.02.02	1 Bed	N	465.1
A4.02.03	2 Bed w E/S	N	684.2
A4.02.04	1 Bed	N	458.5
A4.02.05	1 Bed	N	457.9
A4.02.06	2 Bed w E/S	N	683.8
A4.02.07	2 Bed w E/S	N	797.9
A4.02.08	2 Bed w E/S	N	753.7
A4.02.09	2 Bed w E/S	N	683.0
A4.02.10	2 Bed w E/S	N	683.8
A4.02.11	1 Bed	N	463.5
A4.02.12	2 Bed w E/S	N	694.6
A5.02.01	2 Bed w E/S	N	682.3
A5.02.02	2 Bed w E/S	N	681.5
A5.02.03	2 Bed w E/S	N	681.5
A5.02.04	2 Bed w E/S	N	680.1
A5.02.05	2 Bed w E/S	N	747.8
A5.02.06	2 Bed w E/S	N	700.9
A5.02.07	2 Bed w E/S	N	706.9
A5.02.08	2 Bed w E/S	N	686.8
A5.02.09	2 Bed w E/S	N	681.1
A6.02.01	2 Bed w E/S	N	693.8
A6.02.02	1 Bed	N	467.6
A6.02.03	2 Bed w E/S	N	680.5
A6.02.04	2 Bed w E/S	N	671.4
A6.02.05	2 Bed w E/S	N	680.4
A6.02.06	2 Bed w E/S	N	682.7
A6.02.07	2 Bed w E/S	N	683.1
A6.02.08	2 Bed w E/S	N	694.6
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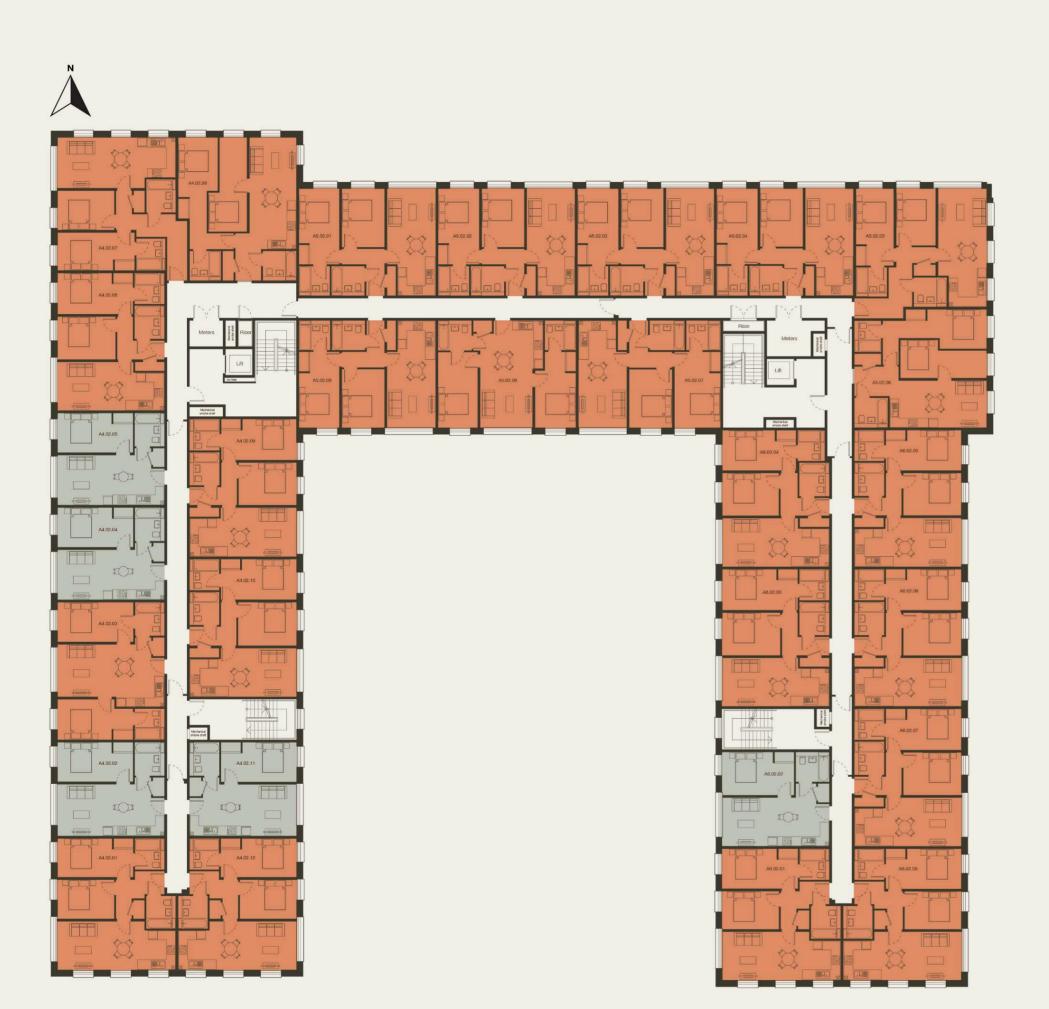


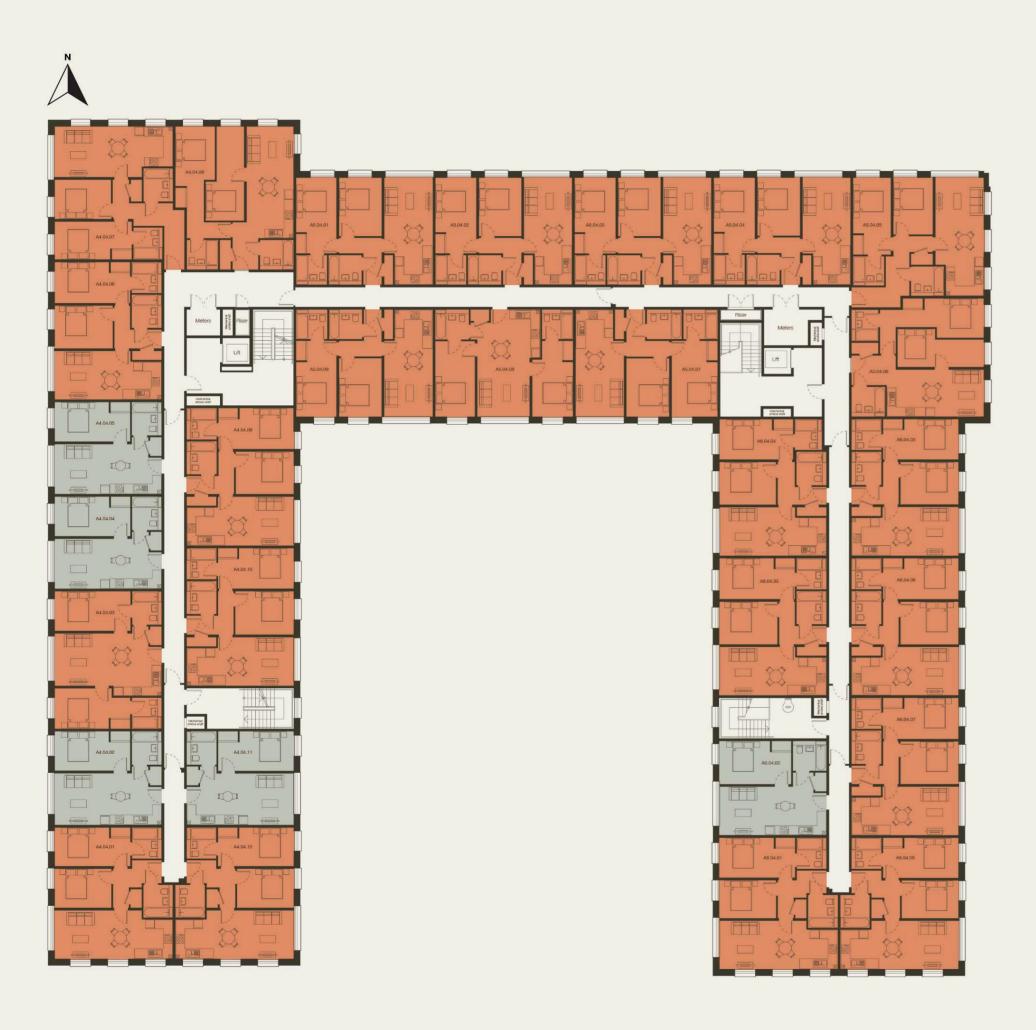
THIRD FLOOR

Unit Number	Unit Type	Podium/Patio Access	Area (sq.ft)
A4.03.01	2 Bed w E/S	N	693.8
A4.03.02	1 Bed	N	465.1
A4.03.03	2 Bed w E/S	N	684.2
A4.03.04	1 Bed	N	458.5
A4.03.05	1 Bed	N	457.9
A4.03.06	2 Bed w E/S	N	683.8
A4.03.07	2 Bed w E/S	N	767.9
A4.03.08	2 Bed w E/S	N	753.7
A4.03.09	2 Bed w E/S	N	683.0
A4.03.10	2 Bed w E/S	N	683.8
A4.03.11	1 Bed	N	463.5
A4.03.12	2 Bed w E/S	N	694.6
A5.O3.O1	2 Bed w E/S	N	682.3
A5.O3.O2	2 Bed w E/S	N	681.5
A5.03.03	2 Bed w E/S	N	681.5
A5.03.04	2 Bed w E/S	N	680.1
A5.03.05	2 Bed w E/S	N	747.8
A5.03.06	2 Bed w E/S	N	700.6
A5.03.07	2 Bed w E/S	N	706.9
A5.03.08	2 Bed w E/S	N	686.8
A5.03.09	2 Bed w E/S	N	681.1
A6.03.01	2 Bed w E/S	N	694.6
A6.03.02	1 Bed	N	467.6
A6.03.03	2 Bed w E/S	N	680.5
A6.03.04	2 Bed w E/S	N	671.4
A6.03.05	2 Bed w E/S	N	680.4
A6.03.06	2 Bed w E/S	N	682.7
A6.03.07	2 Bed w E/S	N	683.1
A6.03.08	2 Bed w E/S	N	694.6







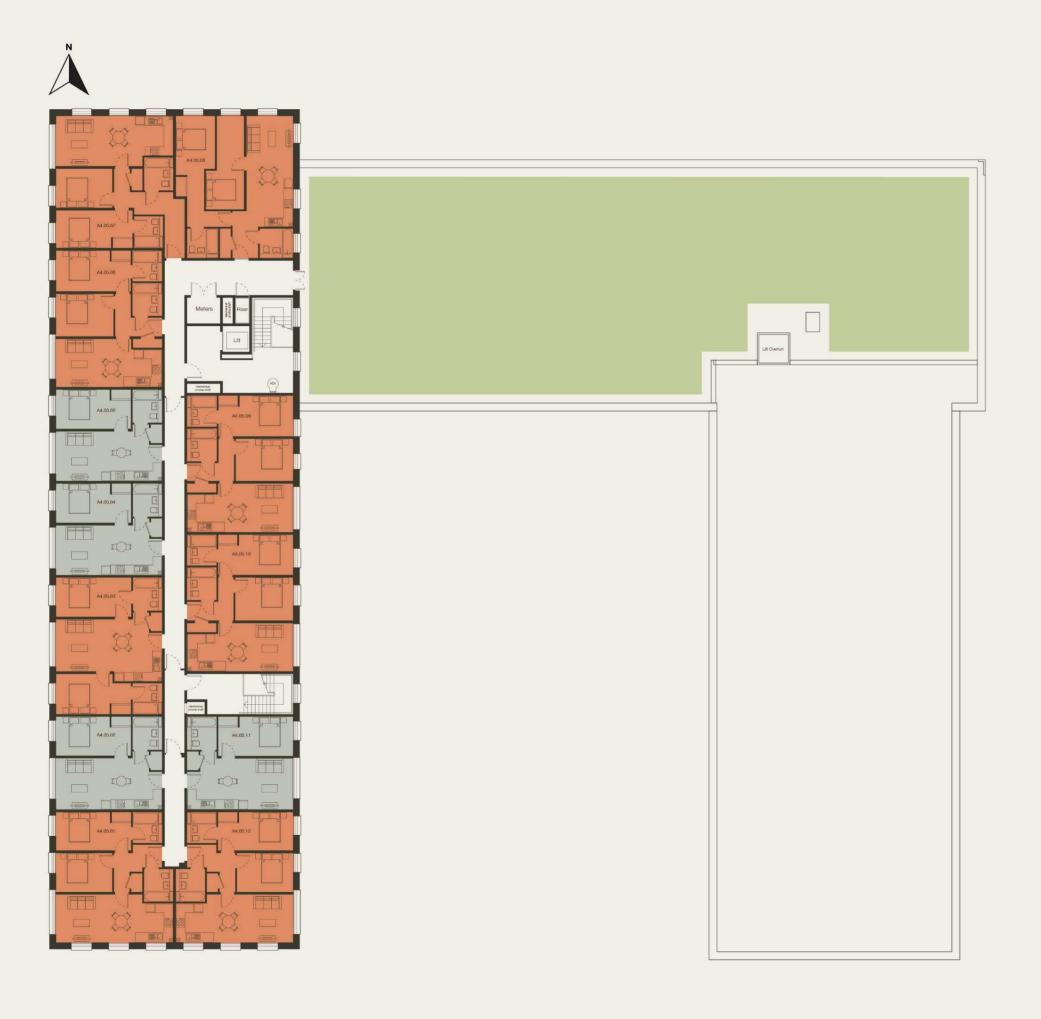


FOURTH FLOOR

A4.O4.O1 2 Bed w E/S N 693.8 A4.O4.O2 1 Bed N 465.1 A4.O4.O3 2 Bed w E/S N 684.2 A4.O4.O4 1 Bed N 458.5 A4.O4.O5 1 Bed N 457.9	
A4.04.02 1 Bed N 465.1 A4.04.03 2 Bed w E/S N 684.2 A4.04.04 1 Bed N 458.5 A4.04.05 1 Bed N 457.9	
A4.04.03 2 Bed w E/S N 684.2 A4.04.04 1 Bed N 458.5 A4.04.05 1 Bed N 457.9	
A4.O4.O4 1 Bed N 458.5 A4.O4.O5 1 Bed N 457.9	
A4.O4.O5 1 Bed N 457.9	
A4.O4.O6 2 Bed w E/S N 683.8	
A4.O4.O7 2 Bed w E/S N 767.9	
A4.04.08 2 Bed w E/S N 753.7	
A4.O4.O9 2 Bed w E/S N 683.0	
A4.O4.10 2 Bed w E/S N 683.8	
A4.O4.11 1 Bed N 463.5	
A4.O4.12 2 Bed w E/S N 694.6	
A5.O4.O1 2 Bed w E/S N 682.3	
A5.O4.O2 2 Bed w E/S N 681.5	
A5.O4.O3 2 Bed w E/S N 681.5	
A5.O4.O4 2 Bed w E/S N 680.1	
A5.O4.O5 2 Bed w E/S N 747.8	
A5.O4.O6 2 Bed w E/S N 700.6	
A5.O4.O7 2 Bed w E/S N 706.9	
A5.O4.O8 2 Bed w E/S N 686.8	
A5.O4.O9 2 Bed w E/S N 681.1	
A6.O4.O1 2 Bed w E/S N 693.8	
A6.O4.O2 1 Bed N 467.6	
A6.O4.O3 2 Bed w E/S N 680.5	
A6.O4.O4 2 Bed w E/S N 671.4	
A6.O4.O5 2 Bed w E/S N 680.2	
A6.O4.O6 2 Bed w E/S N 682.7	
A6.O4.O7 2 Bed w E/S N 683.1	
A6.O4.O8 2 Bed w E/S N 694.6	







FIFTH FLOOR

Unit Number	Unit Type	Podium/Patio Access	Area (sq.ft)
A4.05.01	2 Bed w E/S	N	693.8
A4.05.02	1 Bed	N	465.1
A4.05.03	2 Bed w E/S	N	684.2
A4.05.04	1 Bed	N	458.5
A4.05.05	1 Bed	N	457.9
A4.05.06	2 Bed w E/S	N	683.8
A4.05.07	2 Bed w E/S	N	767.9
A4.05.08	2 Bed w E/S	N	755.3
A4.05.09	2 Bed w E/S	N	683.0
A4.05.10	2 Bed w E/S	N	683.9
A4.05.11	1 Bed	N	463.5
A4.05.12	2 Bed w E/S	N	694.6





ASTUNNING SPECIFICATION

GENERAL

- Exclusive residents' gym & lounge area.
- Sprinklers installed throughout.
- Build Zone build warranty.
- EWS1 A1 Compliant.
- EPC rating: B.
- · Lift access to all levels.
- Electric vehicle charging points.
- · Heating via electric panels.
- White fire resistant internal doors with brushed steel furniture.
- Double glazing throughout with doors giving access to terraces / balconies (subject to apartment type).
- Entry phone security system.
- · White matt finished walls and ceiling.
- MVHR extractors to bathroom and kitchen.
- · Smoke alarm and heat alarm detectors.

COMMUNAL AREAS

- Communal letterboxes
- Secure cycle store
- Landscaped communal courtyard area
- External lighting
- Parking spaces available
- Shaw contract LVT Sandstone to entrance and amenity area
- Solar panels proposed (to be confirmed)

BATHROOM AND ENSUITES

- Vitra sanitaryware to all bathrooms
- Fixed overhead rain shower head and handset
- Thermostatic shower over baths with glass screen
- Vitra shower system and enclosure in ensuite with stone shower tray
- Ceramic wall tiling
- · Heated chrome towel rail
- Wall mounted mirror

KITCHEN

- Wood laminate flooring
- High quality kitchens with soft close drawer and doors
- Laminated marble effect worktops with matching upstands
- AEG aqua clean built in oven
- AEG 3000 induction hob
- Beko integrated canopy cooker hood
- Beko 50/50 fridge freezer
- Beko integrated dishwasher
- Beko 8kg/5kg integrated washer dryer
- Iso 1.5 bowl sink
- Phoenix tap
- Under cupboard LED lighting
- Brushed stainless steel electrical switches and sockets

BEDROOMS

- Fitted Treasure super twist carpet
- Fully fitted Vesta space storage wardrobes with grey mirrored sliding doors, light grey woodwork, shelving and chrome rails to bedroom 1

LIVING & DINING

- Wood laminate flooring, including hall
- TV, high speed internet, BT and Virgin outlets in living area and bedrooms
- Telephone sockets

INVESTIN PLC

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