



THE BLADE  
MANCHESTER, UK

DEVELOPMENT BROCHURE







An aerial night view of a modern city skyline. The foreground is dominated by a tall, curved skyscraper with a glass facade that reflects the city lights and the sky. To its right, several other skyscrapers of varying heights and designs are visible, some with illuminated facades. The background shows a dense urban landscape with numerous smaller buildings and streets, all lit up at night. The sky is dark with some clouds, and the overall atmosphere is one of a vibrant, modern city at night.

A Breathtaking Skyscraper at  
the Heart of a Vibrant New City  
Centre Neighbourhood



# The Blade, Manchester

Breathtaking design. An icon on the skyline. The finest residential homes in the city.

The Blade, Manchester will become one of the city's most distinctive landmarks. A magnificent architectural achievement.

Inside are living spaces that raise the benchmark for quality in Manchester. Subtle design and elegant finishes merge to create premium, contemporary homes.

Impressive communal facilities. Immediate access to expansive green space.

*The Blade,  
Manchester is  
quintessential city  
centre living.*









# The Perfect Blend of Expertise

**Select Property Group is Manchester's leading real estate expert. Renaker is the city's most prominent developer.**

A strategic partnership – which draws upon both expertise – has already helped to deliver iconic new towers in Manchester and investments of unrivalled quality.

*The Blade, Manchester is the next creation from this trusted developer and leading investment specialist.*

**Renaker**



**Select  
Property  
Group**

"This strong relationship between Select Property Group and Renaker has enabled us to offer our clients exclusive access to some of the finest property investments that have launched in the UK in recent years."

"I am incredibly excited about the launch of The Blade, Manchester. It will rightfully become one of the stand-out skyscrapers on the city's skyline."

"And, at a time when UK property is one of the best long-term investments you can make anywhere globally right now, it's a project that should excite all of our investors, too."



**ADAM PRICE**  
Managing Director  
Select Property Group





UK PROPERTY:

# The Proven Investment in Times of Wider Uncertainty

The investment strengths of real estate have never been as important as they are right now.

UK property has a long, credible record of resilience and stability in times of wider economic upheaval.

While other markets fluctuate, UK real estate continues to deliver growth for its investors.

## Pent-Up Property Demand Breaks Records

As the UK re-emerged from lockdown, lenders and agents reported huge surges in interest from property buyers and renters:

Halifax’s pricing index showed that the price of a typical UK property in June 2020 was 2.5% higher than in June 2019<sup>2</sup>

Zoopla, one of the UK’s largest online property portals, reported “off-the-scale” levels of pent up demand in June 2020 from its customers, with sales rising 137% since the property market reopened<sup>3</sup>

Furthermore, the UK rental market also experienced a resurgence – new rental agreements stayed above 2019 averages for all but six days of the month<sup>4</sup>

## 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 After 2008/09 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 uncertainty<sup>1</sup>

## UK Government Makes Real Estate a Priority

Property will play an integral role in the UK government’s post-COVID-19 strategy:

- Prime Minister Boris Johnson pledged to “build, build, build” as part of his new economic plan for the country<sup>6</sup>.
  - Some planning restrictions were eased in September, while new regulations will also allow more unused commercial buildings to be turned into residential properties
- Chancellor of the Exchequer, Rishi Sunak, announced a stamp duty land tax (SDLT) holiday for property buyers until 31st March 2021<sup>7</sup>.
  - Increasing the tax threshold for properties under GBP 500,000 is designed to prompt more people to buy homes before the end of 2020 and into 2021



## Strong 5-Year Property Price Growth Projections

Savills’ latest baseline projections – updated in September 2020 – forecast positive property price growth over the next five years, as the market rebounds from COVID-19 in 2020<sup>5</sup>.

Five year mainstream house price forecasts (updated September 2020)

	H1 2020 (Actual)	H2 2020	2021	2022	2023	2024	5-YEARS To 2024
UK		4.0%	0.0%	4.0%	6.5%	4.5%	20.4%*

\*Cumulative growth

Source Savills

## Build-to-Rent Apartments to Increase in Demand?

In April, Savills reported that the “coronavirus lockdown is unlikely to dampen investors’ growing appetite” for the build-to-rent residential property sector<sup>8</sup>.

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 may now appeal to more of the country’s rental population.





## New Property Priorities

### A Savills survey found<sup>9</sup>:

# 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-learned 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.”<sup>10</sup>*

**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 1999<sup>11</sup>.

### 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 demand<sup>12</sup>.

## 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 lives<sup>13</sup>
- 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 2025<sup>14</sup>
- But, just 100,000 purpose-built rental properties are currently in the delivery pipeline nationwide<sup>15</sup>





# Manchester:

## A High Growth, High Demand Investment Location

A city that's attracting investment from across the world.

Take just one look at the many cranes that are redrawing Manchester's skyline right now and you realise that this is a city that's growing.

A city with a young, expanding population. Home to elite universities and world-famous football clubs. A city with a first-class infrastructure, home to some of the UK's biggest companies and the world's largest multinationals. A city with big plans for the future.

It's also a city with one of the most in-demand – and undersupplied – property markets in the UK.

This is just the start of the growth cycle. With projections forecasting Manchester and the North West to drive UK price growth in the next five years and beyond, everything is in place for the city to remain one of the strongest places to buy property in the UK and Europe.

*All that is missing is you.*



### Fast Facts:

## Manchester

#### REGION:

North West England

#### POPULATION:

2.8 million (Greater Manchester area)<sup>16</sup>

#### DISTANCE TO LONDON:

200 miles (322 kilometres)

2-hour direct train link (reduced to 68 mins upon completion of High-Speed 2 (HS2))

### International Airport:

Manchester is the UK's third busiest airport, carrying close to 30 million passengers per year<sup>17</sup>, with 54 airlines flying direct to over 200 destinations worldwide





# A City To Drive National Economic Growth

## Council Leaders to Prioritise Manchester’s Property Development Sector

A report published by Manchester City Council described continued development in the city as “essential” in Manchester’s economic strategy in the coming years<sup>18</sup>:

- Key focus on “sustaining confidence” in Manchester’s commercial and residential property development sectors
- Prioritising planning permission for those developments that have a focus on ‘placemaking’
- Maintaining the significant level of global property investment that has been recorded in recent years “is an essential element of effective and sustainable recovery”

## Commercial Investors to Leave London and Head to Manchester?

Research from Savills has predicted that commercial office space in regional cities such as Manchester may soon become more appealing to global buyers than London<sup>19</sup>.

“Some corporate occupiers might be more likely to adopt ‘hub and spoke’ office networks, with greater presences in regional cities to capture new young workers coming out through local universities who don’t want to pay London’s inflated cost of living. This again strengthens the regional office outlook beyond 2020.”

**MAT OAKLEY,**  
Director of Commercial Research at Savills



# The Economic Powerhouse of the North

Growth that’s being felt across all sectors of industry in the city.

Manchester is the UK’s leading regional hub. Voted Britain’s best city outside of London for business<sup>20</sup>.

It’s a city recognised across Europe for its expertise in the fields of research, engineering, manufacturing and digital technology.

Average annual gross value added (GVA) for the UK and European Union averages 1.7% and 1.2-1.4% respectively. In Manchester, GVA grows by that amount each quarter<sup>21</sup>.

It’s a city that’s thriving. And there is little to suggest that this growth will slow down anytime soon.

“Manchester is home to the largest number of foreign direct investment projects of any UK city outside London.”<sup>22</sup>

– EY 2020 UK Attractiveness Survey

FTSE 100 Companies  
& Major Global  
Brands Operating in  
Manchester







### A Fast-Expanding Economy

- Manchester’s economy grows at a faster rate than the UK as a whole<sup>23</sup>
  - And is larger than the economies of both Wales and Northern Ireland<sup>24</sup>
- 16,300 new jobs to be created by 2021, the fastest growth in the UK<sup>25</sup>
- 50% graduate retention rate from Manchester’s universities, adding new workers to the city’s workforce each year<sup>26</sup>



### An Increasingly Young City Centre Population

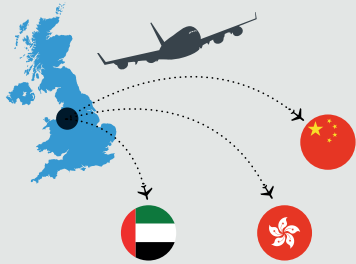
- The population of the city centre has grown by 57,000 in just 19 years (2001-2020)<sup>27</sup>
- Over 100,000 people will be living in the city in 5 years’ time
  - Since 2004, the number of people living in Deansgate and Piccadilly, the two most central council wards, has risen by 185%<sup>28</sup>
- Manchester has the third youngest median age (30.1-years-old) of any local population in the UK <sup>29</sup>

NO.1

Manchester is ranked as the number 1 city to live in the UK by the The Economist’s ‘Global Liveability Index’ – a title it’s held each year since 2011<sup>30</sup>



Greater Manchester attracts 119 million visitors per year<sup>31</sup>



More direct flights from Manchester International Airport are also increasing visitor numbers from the Middle East, Hong Kong and Beijing<sup>32</sup>

### High-Profile Infrastructure Projects Underway in Manchester



PROPOSED HS2 TRAIN

#### High-Speed 2 (HS2)

- GBP 106 billion ultra-fast railway network
- Manchester to become a major hub on the new line
- Direct journey times between Manchester and London cut to just 68 minutes by 2032
- GBP 834 million uplift in Manchester city centre’s economic output as a direct impact of HS2<sup>34</sup>



PROPOSED NEW HS2 STATION AT MANCHESTER INTERNATIONAL AIRPORT

#### Manchester International Airport expansion

- New GBP 1 billion ‘super terminal’ to be completed by 2023<sup>35</sup>
- 40,000 new airport jobs will be created in 30 years
- An additional 10 million passengers will be able to travel through Manchester each year



BEE LINES CYCLING AND WALKING ROUTES

#### Beelines Cycling and Walking Routes

- GBP 1.5 billion upgrade of Manchester’s cycle and pedestrian walkways<sup>36</sup>
- 75 miles of segregated cycle lanes to create the UK’s biggest cycling and walking network
- Aims to reduce congestion and emissions on busy Manchester city centre routes

“Manchester is one of the world’s greatest and most inspirational cities. The ten local authorities of Greater Manchester represent the largest functional economic area outside London.

It is a world-class business and investment location with all the benefits and attractions of a vibrant European metropolis and recently hailed as one of the best cities to live in.”<sup>33</sup>





# One of Europe’s Premier Property Investment Markets

All this economic growth is having a direct impact on Manchester’s real estate sector.

Quite simply, property supply in the city cannot keep pace with rising demand.

As new jobs are created – and more people move here to live and work – the need for property outstrips current supply levels.

Market indications suggest this growth is only just beginning.

*The time to invest is now.*

## Manchester’s Property Undersupply

- The city’s population is rising at 15 times the rate new homes are currently being built at <sup>37</sup>
- Manchester city centre needs 2,500 new residential homes each year just to meet current demand <sup>38</sup>
- Over the last 10 years, just 1,150 new properties have been delivered each year

32%

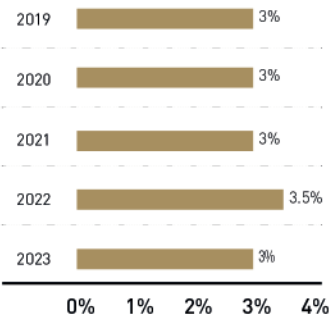
Since 2015, the price per sq.ft. of new-build residential properties in Manchester has increased by 32% <sup>39</sup>

## Strong Annual Rent Growth Forecast

“ We expect rents to rise strongly (in Manchester) over the next five years, reflecting both heightened demand and better-quality stock.”

JLL

Annual Rental Growth in Manchester



16.5%

Total cumulative growth 2019-23 for annual rental growth in Manchester

## 5-Year Property Price Growth to Be Among Highest in North West

Savills’ forecasts that, by 2024, property in North West England will have enjoyed among the highest levels of price growth in the UK:

Five-year mainstream house price forecasts (updated September 2020)

	H1 2020 (actual)	H2 2020	2021	2022	2023	2024	5 YEARS TO 2024*
London	3.7%	1.5%	0.0%	1.0%	4.0%	2.0%	12.7%
South East	2.3%	3.5%	0.0%	2.5%	5.0%	3.0%	17.3%
East of England	2.3%	3.5%	0.0%	2.5%	5.0%	3.0%	17.3%
South West	1.3%	3.0%	0.0%	3.0%	5.5%	3.5%	17.3%
East Midlands	1.5%	1.5%	0.0%	5.0%	7.5%	5.5%	22.6%
West Midlands	0.7%	1.5%	0.0%	5.0%	7.5%	5.5%	21.7%
North East	0.3%	0.5%	0.0%	5.5%	8.0%	6.0%	21.7%
North West	3.9%	0.5%	0.0%	6.0%	8.0%	6.5%	27.3%
Yorkshire and The Humber	1.8%	1.0%	0.0%	5.5%	8.0%	6.0%	24.1%
Wales	1.7%	1.0%	0.0%	5.0%	7.5%	5.5%	22.3%
Scotland	1.8%	2.0%	0.0%	5.5%	8.0%	6.0%	25.4%
UK		4.0%	0.0%	4.0%	6.5%	4.5%	20.4%

Source Savills

\*Cumulative growth

## Performance That’s Exceeding London

London has one of the slowest rates of property growth in the UK. Naturally, global investors looking for high yields and returns from their UK investment are turning to Manchester, instead:

- In 2019, the average price of property in central London was GBP 1.55 million<sup>40</sup>
  - Manchester city centre’s average price was GBP 214,881
- Year-on-year property growth for London in August 2019 was just 0.2%<sup>41</sup>
  - Prices in Manchester increased 4.5% during the same period
- Yield growth in London is now among the slowest in the country
  - Property in Manchester is generating a 69% higher average yield than London’s boroughs combined<sup>42</sup>

“ Manchester currently has the greatest dynamism and momentum in attracting Chinese buyers. It has gained buyer share quickly, while London has not.”<sup>43</sup>

CARRIE LAW,  
CEO of Juwai.com





IN FOCUS:

# Manchester's Private Rented Sector

**It's one of the UK's fastest growing property sectors.**

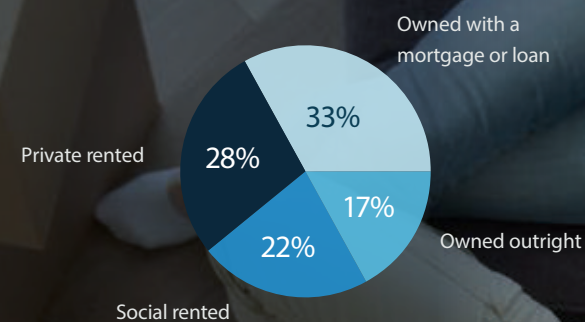
And there's nowhere in the UK quite like Manchester when it comes to the growth in the number of tenants demanding homes in the private rented sector.

Nearly 70,000 people now live in Manchester city centre – and most rent their apartments<sup>44</sup>.

But supply of rental properties cannot keep up. Recent data from Zoopla suggests that there is now a significant undersupply of rental property in the city, with a ratio of demand to supply of 5:1<sup>45</sup>.

*For investors, the opportunity to capitalise from this growth sector has never been more urgent.*

## Housing Tenures by Sector in Manchester<sup>46</sup>



## Demand Driven by the City's Young Tenants

- Over 20% of residents living in Manchester are less than 30-years-old – a key demographic for the rental market<sup>47</sup>
- Nationally, the majority of people who live in the private rented sector are under the age of 35. The average proportion of under-35-year-olds in the private rented sector in England and Wales is 45%
- But, in Manchester, this share rises to 51%
- 60% of people under the age of 24 living in Greater Manchester live in private rental property, and just under 40% of those aged 25-34

“ Manchester is therefore undersupplied in respect of good quality and well-located residential schemes.”<sup>48</sup>

**MICHAEL HAWKINS,**  
National Offices Director, Colliers International



# An Iconic Skyscraper at the Heart of a Vibrant New City Centre Community

**An integral development within Manchester's new skyscraper district. The Blade, Manchester is your next opportunity to invest in the most in-demand new neighbourhood in the city.**

The project sits within the Great Jackson Street framework – one of the city's most highly-anticipated new districts.

It's characterised by a cluster of 25 mesmerising new towers, all of which will become prominent landmarks on Manchester's skyline.

A blend of residential, retail and leisure developments, this new neighbourhood - at the gateway of Manchester - will become one of the most attractive in the city centre.



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THE BLADE  
MANCHESTER, UK

# The Great Jackson Street Neighbourhood Masterplan

MANCHESTER'S SKYSCRAPER  
DISTRICT

“A high-quality residential-led neighbourhood at a key point of entry into the city centre. This neighbourhood has an essential role to play in supporting Manchester’s growth, productivity and quality of life. This is in line with Manchester City Council’s and Greater Manchester’s strategic objectives.”

**Deloitte.**

Great Jackson Street  
Development Framework<sup>49</sup>





# Development Overview

The finest living spaces. Premium amenities. An address that will become one of the most desirable in the city.

The Blade, Manchester exceeds expectations of what modern city centre living should look like.

- 52 storeys, with spectacular views across the city
- 414 premium one, two and three-bedroom residential apartments, lux apartments and penthouses
- Contemporary, state-of-the-art gymnasium with separate studio for fitness classes
- Sauna/steam room
- Premium live/work lounge & private dining room
- Rooftop terrace located on the podium level, designed to capture afternoon sunshine
- Residents' lounge, opening out onto the terrace
- Picturesque community park on the ground level of the building
- Podium-level retail space
- Primary school located adjacent to the tower



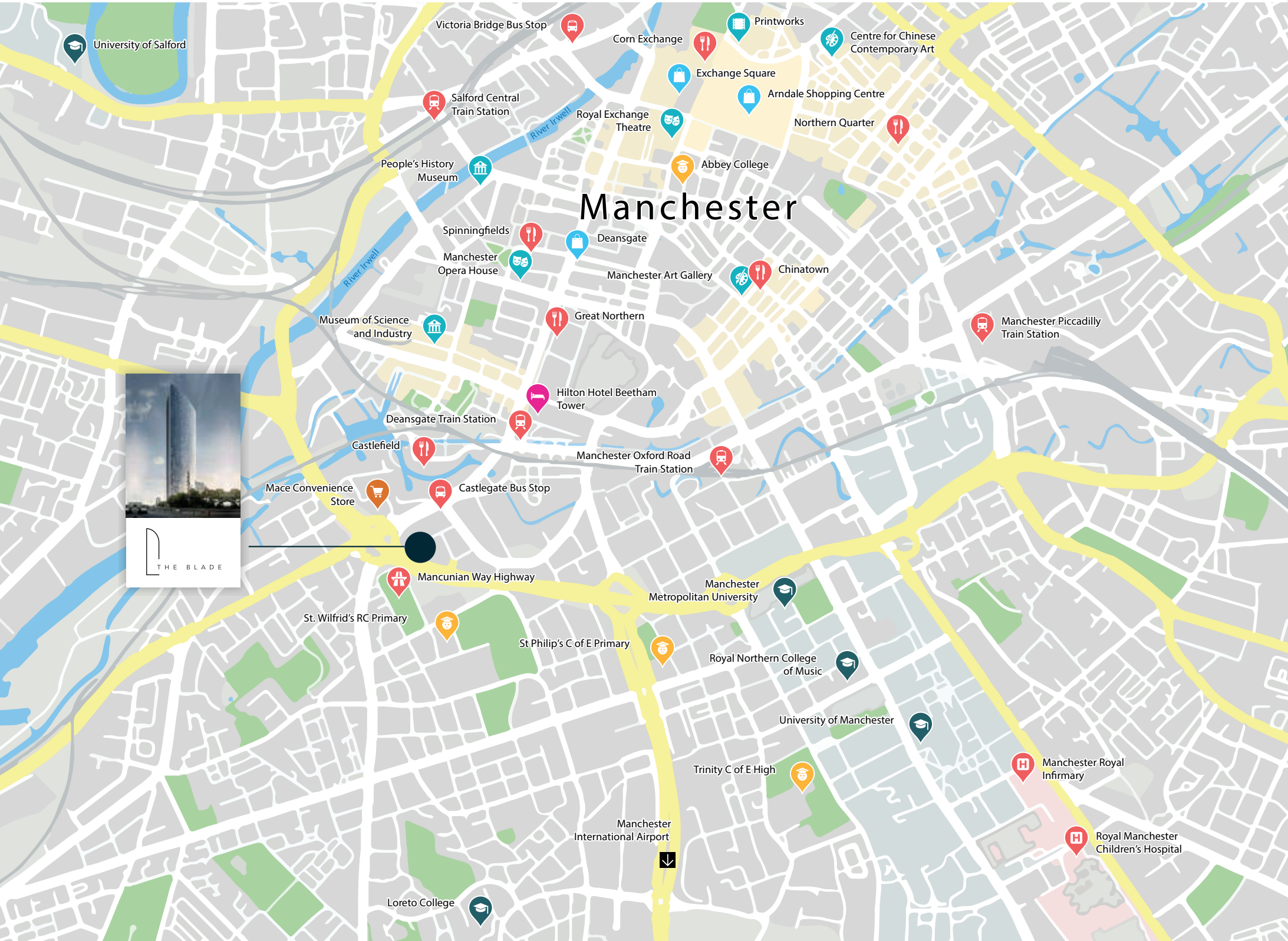
T H E   B L A D E

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# The Gateway to the City

The Blade, Manchester is ideally situated at the entrance of the city centre.



DESTINATION	DISTANCE (MILES)
SHOPPING, ENTERTAINMENT AND FINANCIAL	
Mace Convenience Store	0.2
Castlefield	0.2
Hilton Hotel Beetham Tower	0.3
Great Northern	0.4
Spinningfields	0.7
Albert Square	0.8
Chinatown	0.9
Arndale Shopping Centre	1.1
Manchester Arena	1.2
Northern Quarter	1.3
Manchester United FC	1.7
MediaCityUK BBC & ITV	2.2
Manchester City FC	2.8
GALLERIES, THEATRES AND MUSEUMS	
Museum of Science & Industry	0.4
Bridgewater Hall	0.5
Manchester Central	0.5
Manchester Opera House	0.6
People's History Museum	0.8
Manchester Art Gallery	0.9
TRANSPORT	
Mancunian Way Highway	499 ft
Castlegate Bus Stop	0.2
Deansgate Train Station	0.2
Manchester Oxford Road Train Station	0.7
Manchester Piccadilly Train Station	1.2
Manchester International Airport	8
UNIVERSITIES	
Manchester Metropolitan University	0.7
Royal Northern College of Music	1.1
University of Manchester	1.2
University of Salford	1.9
SCHOOLS	
St. Wilfrid's RC Primary	0.4
St. Philip's C of E Primary	0.7
Abbey College Manchester	0.9
Loreto College	1
Trinity C of E High School	1.1
Chetham's School of Music	1.2
Manchester High School for Girls	4.2
HOSPITALS	
Manchester Royal Infirmary	1.9
Royal Manchester Children's Hospital	2.4





FIRST FLOOR  
PRIVATE DINING

THE BLADE  
MANCHESTER, UK





THE BLADE  
MANCHESTER, UK

FIRST FLOOR  
TERRACE LOUNGE





FIRST FLOOR  
STATE-OF-THE-ART GYMNASIUM

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GROUND FLOOR  
RECEPTION & LOBBY ENTRANCE



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