



MODA
THE MERCIAN

LIVE THE
MODA
LIFE

IN BIRMINGHAM

BIRMINGHAM, ARE YOU READY?

M

M

CENTENARY SQUARE

MODA
THE MERCIAN

MAILBOX

BRINDLEY PLACE

BROAD STREET

WELCOME HOME

PG 6

AMENITIES

PG 8

YOUR NEW NEIGHBOURHOOD

PG 22

APARTMENTS

PG 28

MYMODA APP

PG 44

FANCY SOMETHING EXTRA?

PG 46

MODA+CO.

PG 48

PART OF THE FAMILY

PG 50

M

M

FIND A NEW RHYTHM

Rising from the site of the iconic Click Club, at Burberry, The Mercian brings a fresh beat to city life.

481 contemporary rental apartments, thoughtfully designed with panoramic views, standout amenities and space to live your way. A place to feel the energy of the city, or tune it all out. This is where Birmingham's cultural past meets modern, connected living. This is Moda, The Mercian.

Rooftop running track

WELCOME HOME

M



**MEET KATIE, THE
MERCIAN'S GENERAL
MANAGER, HERE TO
HELP YOU LIVE THE
MODA LIFE TO THE
FULLEST.**

“

I'm Katie, General Manager for Moda, The Mercian and I'm here to officially welcome you to the neighbourhood. Here at The Mercian, our team is all about making your life as smooth as a perfectly poured flat white. We're here to take care of the details, so you can focus on living your best Moda life.

Our friendly dedicated team work around the clock to offer 24/7 support, for whatever you need. Everything you need is at the power of your fingertips on your MyModa app such as booking events, requesting maintenance or searching for hotspots nearby (and way more). Get involved with the Moda community by attending regular resident events or enjoying time in our many amazing amenities, whether that's hosting a supper club in the private dining room or weekend retreating in the cinema room!



Atrium

M

As part of the Moda family, you're also connected to neighbourhoods across the UK. Heading out of town? We can hook you up with a stay at another Moda location, just speak to our concierge who can request for you.

But for now... settle in, grab a coffee, and come say hi— we're here to make The Mercian your new home. Get ready for next-generation renting in Birmingham."

Katie Hannibal
General Manager, Moda, The Mercian

CONCIERGE SERVICES



24hr concierge team



On-site maintenance and repairs



Safe and secure - CCTV 24/7



Amenity bookings and support



Resident events

LIVE
MORE

M

GET
MORE

M



THE MODA WAY OF LIVING

At Moda, we don't just offer a place to live - we create a lifestyle. From pet-friendly spaces to stunning roof terraces and free superfast Wi-Fi, everything is designed to make life easier and more enjoyable. Whether you're hosting friends or relaxing in style, comfort and convenience are always included. Welcome to the new standard of living.



Resident lounge and games room

M



Bespoke interior designed furniture



24hr concierge team and parcel management



24hr gym and studio



MyModa resident app



200m rooftop running track



Pets welcome



Private dining room



Exclusive partnerships



Resident lounge and games room



Bookable personal trainers



Screening room



Co-working spaces and meeting rooms



Extensive wellbeing programme



Accessible homes and amenities



Roof terraces and BBQ area



Safe and secure - CCTV 24/7



Resident events and pop-ups



Bike storage and parking



Samsung integrated appliances



Parking



Free superfast Wi-Fi



On-site maintenance and repairs



Rooftop running track

M

M

SPACE FOR YOU

Private dining room



Private dining room

M

DINNER PARTIES LEVELLED UP

Our private dining room is made for memorable moments. With dramatic floor-to-ceiling windows, stylish interiors and direct access to the roof terrace, it's the perfect backdrop - whether you're planning an intimate dinner or a gathering with friends. Into ten-course tasting menus or keeping it casual? The space flexes to fit your night. You can even bring in a private chef to create something truly special.



Interior-designed dining spaces.



Fully equipped for your dinner party needs.



Roof terrace and bi-folding doors.



Seating up to 16 guests.



BECAUSE EVERY WORKDAY SHOULD FEEL LIKE A FRIDAY

Need to focus or have that big meeting? Our co-working spaces are more than just desks - they're creative spaces designed for your productivity and success. Grab a comfy seat and plug in. Plus, for those all important meetings, our fully-equipped meeting rooms are ready to impress.



Flexible spaces for individuals and teams.



Free superfast Wi-Fi and tech-ready rooms.



Dedicated call and meeting spaces.



Tea, coffee and refreshments.



Perfect for getting things done, from casual brainstorming to important pitches.

M



Co-working space



Meeting room

M



THE HOME CINEMA YOU ALWAYS NEEDED

Movie nights just got better. Our screening room is your perfect entertaining paradise, with plush seating, a state-of-the-art screen and immersive sound system. Settle in with friends, dim the lights, and enjoy an Oscar-worthy evening - no tickets required. Prefer a gaming session instead? The console is ready when you are.



High-definition screen and surround sound.



Super comfy seating for up to 9.



Gaming console for epic play sessions.

M

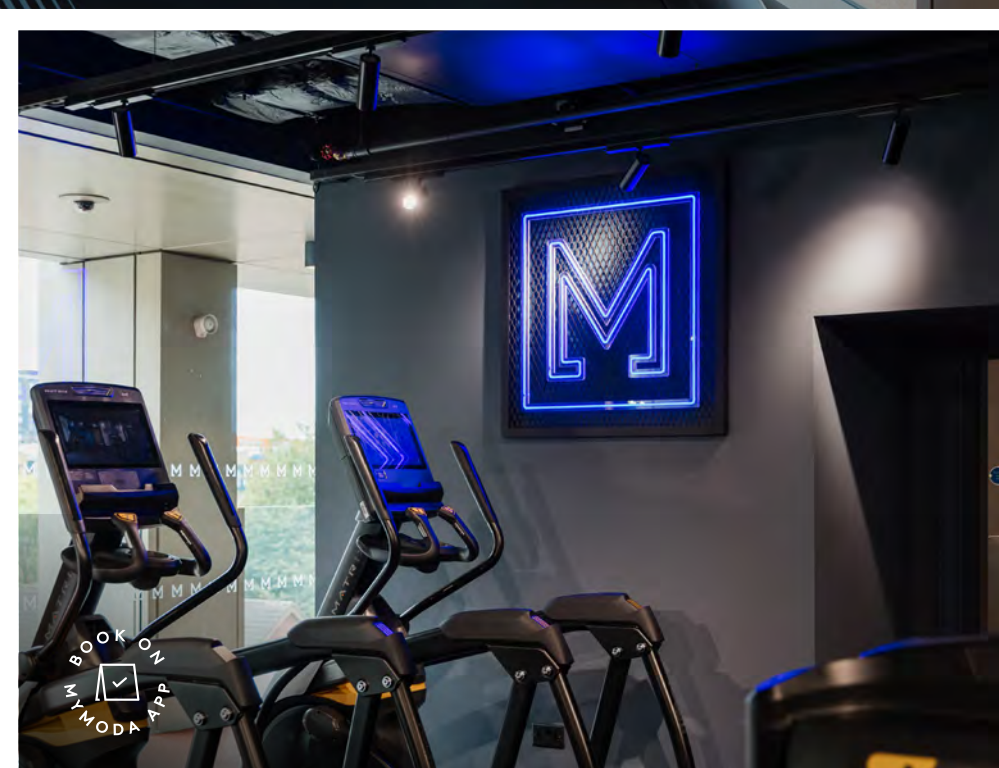
M



LOOKING AFTER YOUR WELLBEING

Whether you're an early riser or a midnight fitness warrior, our 24-hour gym has got your back - complimentary to all residents. With everything from cardio machines to weights, plus plenty of space to move, it's the perfect spot to break a sweat whenever you feel like it. No excuses, just results.

-  Open 24/7 to fit with your schedule.
-  200m rooftop running track
-  Fully equipped with state-of-the-art Matrix machines, weights and functional space.
-  On-demand training.
-  Perfect for a quick workout or a full training session.



THE SKY'S THE LIMIT

Take a breath of fresh air and soak up the views from our rooftop terraces. Whether it's a run on the 200m rooftop track, a summer BBQ with friends, or joining one of our resident events, there's always something happening above the city. The best part? It's all yours, whenever the mood strikes.

-  200m rooftop running track
-  Relaxed seating and perfect spots to unwind.
-  Breathtaking views of the Birmingham skyline.
-  BBQ facilities.
-  Ideal for sunset drinks, social hangouts, or just a social escape.



M



Rooftop running track

M



Terraces



YOUR NEW NEIGHBOURHOOD

TUNE IN

Set on Birmingham's iconic Broad Street, The Mercian puts you in the heart of the action. Step outside and discover a neighbourhood alive with energy - from canal-side walks and cultural landmarks to buzzing bars, cafés and green spaces that make the city yours to explore.

M

IN THE AREA

A district where culture meets city energy, Broad Street is home to buzzing nightlife, iconic venues and rich heritage. With Brindleyplace, Symphony Hall, and the Birmingham Canal Old Line just moments away, you're perfectly placed for riverside strolls, world-class entertainment and standout dining. And with excellent transport links across the city and beyond, everything Birmingham has to offer is right on your doorstep.

SHOPPING

SAINSBURY'S LOCAL 9

1 min | B1 2JB

Fresh British produce, groceries, and baked goods, including Sainsbury's own brand.

TESCO EXPRESS 10

1 min | B15 1AU

Everyday essentials, fresh produce, and quick-grab groceries right on your doorstep.

BULLRING & GRAND CENTRAL 11

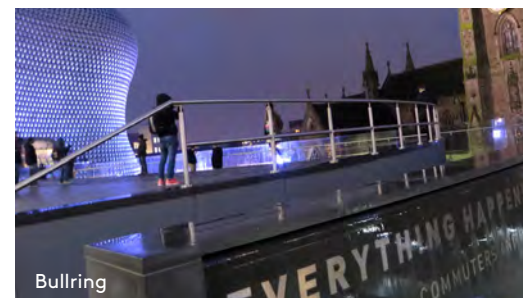
15 min | B5 4BU

Over 200 stores including Zara, H&M, Selfridges, and Apple — plus cafés and restaurants. Visit bullring.co.uk

THE MAILBOX 12

10 min | B1 1RD

Fashion, lifestyle and homeware stores in a relaxed canal-side setting — with plenty of spots to eat, drink and unwind. Visit mailboxlife.com



Bullring

EATING & DRINKING

PUSHKAR COCKTAIL BAR & DINING 13

2 min | B1 2DS

Award-winning Indian cuisine with a modern twist, complemented by an extensive cocktail menu in a chic setting. Visit pushkardining.com

PRET A MANGER 14

1 min | B2 4PX

Freshly prepared sandwiches, salads, organic coffee - perfect for a quick, tasty treat across the road.

YORKS CAFÉ 15

1 min | B3 3AX

All-day café, brunch, and bar serving speciality coffee, award-winning brunch dishes, craft beer, cocktails, and soulful food. Visit yorkscafe.co.uk

VARANASI 16

4min | B1 2HF

Luxurious Indian fine dining experience, known for its opulent interiors and gourmet dishes. Visit varanasi.uk

PICCOLINO 17

7 min | B1 2HS

Elegant Italian restaurant offering classic dishes made with fresh ingredients, plus a stylish bar area. Visit piccolinorestaurants.com



The Mailbox

LOKI WINE MERCHANT & TASTING HOUSE 18

15 min | B2 5HU

Independent wine shop and bar offering fine wines, artisan cheeses, and gourmet snacks. Visit lokiwine.co.uk

SIAMAI 19

2 min | B1 2HS

Thai cuisine meets theatrical cocktails in a vibrant atmosphere, perfect for both dining and drinks. Visit siamais.co.uk

DISHOOM 20

1 min | B3 3AX

Bombay-style café serving all-day comfort food, cocktails and chai. Visit dishoom.com/birmingham

M



Brindleyplace

THE GENTLEMAN & SCHOLAR PUB & TERRACE 21

1 min | B1 2JZ

Charming pub and terrace with fireplaces, cocktails and elevated drinks. Visit hyattrestaurants.com

M

LULU WILD 22

6 min | B1 2HS

Modern Chinese cuisine with bold flavours and an atmospheric cocktail bar. Visit luluwild.co.uk

RUDY'S PIZZA NAPOLETANA 23

1 min | B1 2JB

Authentic Neapolitan pizza, fresh dough and Italian ingredients. Visit rudypizza.co.uk

THE CANAL HOUSE 24

6 min | B1 2JR

Stylish bar and restaurant with a rustic charm and canal views. Visit thecanalhouse.uk.com

CANALSIDE DESTINATION

BRINDLEYPLACE 25

5 min | B1 2JF

Stylish canal-side quarter with open public squares, art installations, and a mix of dining, bars, and cultural venues. Visit brindleyplace.com

MUSIC

SYMPHONY HALL 26

10 min | B1 2EA

World-class venue. Visit bmusic.co.uk

UTILITA ARENA BIRMINGHAM 27

7 min | B1 2AA

World-class concerts, comedy, and live events. Visit utilitaarenabirmingham.co.uk

THE JAM HOUSE 28

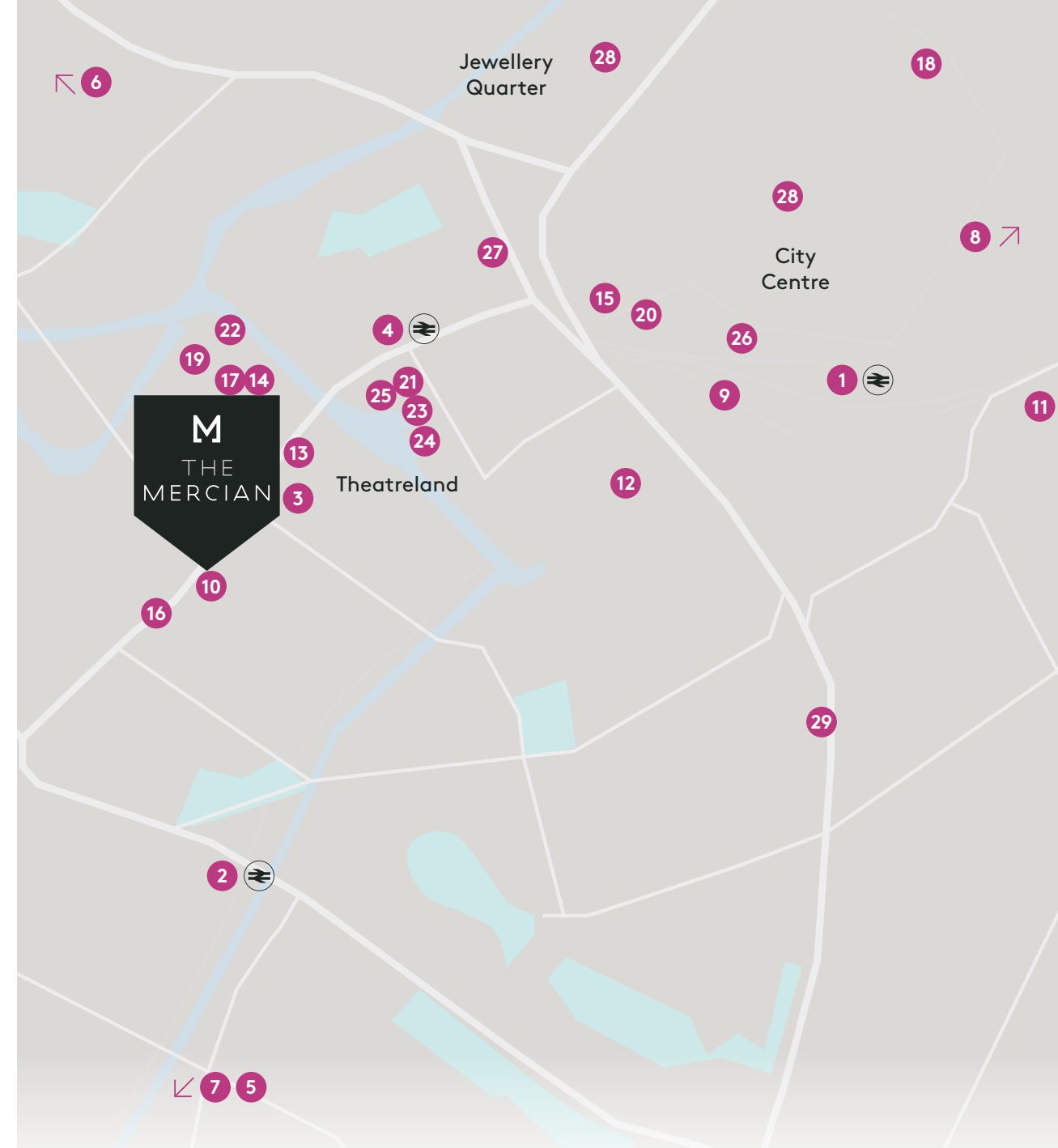
15 min | B3 1QU

Renowned venue for live jazz, blues, and soul in an elegant setting.

O2 ACADEMY BIRMINGHAM 29

15 min | B1 1DB

Large venue hosting major touring acts across various music genres. Visit academymusicgroup.com



NEARBY TRANSPORT

- | | | |
|---|------------------------------------|--------|
| 1 | Birmingham New Street Station | 15min |
| 2 | Five Ways Station | 5min |
| 3 | Broad Street Bus Stops | 1-2min |
| 4 | West Midlands Metro - Library Stop | 5 min |

NEARBY UNIVERSITIES & HOSPITALS

- | | | | |
|---|-------------------------------------|-------|-------|
| 5 | Queen Elizabeth Hospital Birmingham | 15min | 15min |
| 6 | City Hospital Birmingham | 15min | 10min |
| 7 | University of Birmingham | 23min | 15min |
| 8 | Aston University | 26min | 10min |



HOMES

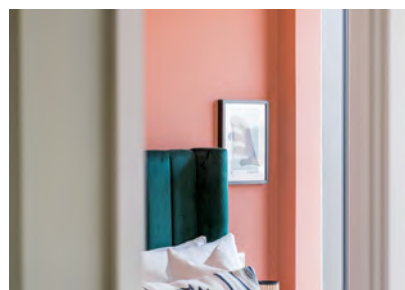
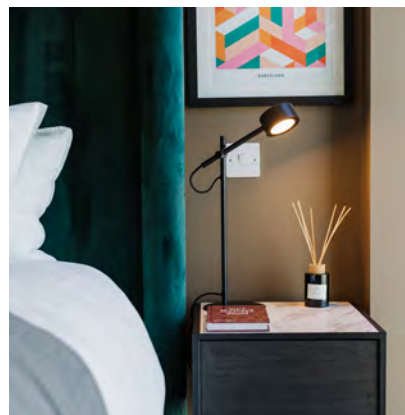
CREATED

M

AROUND

YOU

M



M

INCLUDED IN YOUR RENT



Free superfast Wi-Fi.



Secure fob access.



Everything on from day one, no fiddling about with wires and engineers just log-on and tune in!



Built-in storage — floor-to-ceiling wardrobes in bedrooms and additional utility cupboards in hall and living areas.



Samsung appliances including kitchen hobs and oven.

INTERIOR DESIGNED HOMES

Experience sleek kitchens featuring premium Samsung appliances, open-plan spaces with stunning views, inviting bespoke bedrooms, and spa-like bathrooms. With state-of-the-art technology throughout, this is better living.

M



TECHNOLOGY

MyModa app
Free superfast Wi-Fi
Samsung appliances
Partnership discounts

M



KITCHEN

Integrated Samsung appliances including hob, electric oven with dual fan, built-in microwave and fridge-freezer, dishwasher and washer/dryer for ultimate convenience.

LIVING

Open-plan, light, and spacious, with floor-to-ceiling windows drawing natural light. Space to relax with a dedicated dining area. Many apartments also feature private balconies—extending living space.

BEDROOMS

Bespoke Ottoman storage king, double, 3/4 and single beds with luxurious headboards, plus floor-to-ceiling wardrobes with full-length hanging rails for ample storage.

BATHROOMS

Contemporary porcelain tiling with deluxe sized rainfall showers and handset. Encompassed within a walk-in shower or deluxe bath, heated towel rail, plus bespoke bathroom cabinet with vanity light.



STUDIO

40.1M² - 48.3M²



Dedicated bedroom space with Ottoman bed and floor to ceiling fitted wardrobes.



Fitted kitchen with dining space for two.



Bathroom with rainfall shower.



Large utility cupboard/storage.



Open plan living with 2 or 3 seater sofa.

1 BED

49.9M² - 76M²



1 x bedroom with king/double bed and floor to ceiling fitted wardrobes.



Fitted kitchen with dining space for four.



En-suite bathroom with rainfall shower.



Large utility cupboard/storage.



Open plan living with 3 seater sofa and lounge chair.

*Shown as one example layout

2 BED

65.4M² - 100.5M²



2 x double bedrooms with king/double bed and floor to ceiling fitted wardrobes.



Open plan living with 3 seater sofa and lounge chair.



Available with double en-suites or house bathroom.



Large utility cupboard/storage and dedicated entrance hallway.



Fitted kitchen with dining space for four.



Available with balcony or Juliette balcony

3 BED

82.7M² - 125.2M²



1 x master bedroom with king bed and floor to ceiling fitted wardrobes.



Open plan living with three and two sofas, with space for entertaining.



En-suite bathroom and rainfall shower.



Fitted kitchen with dining space for six.



2 x additional bedrooms with king/double beds and floor to ceiling fitted wardrobes.



Large utility cupboard/storage.



House bathroom with rainfall shower and separate bath.

*Shown as one example layout



PENTHOUSE

2 BED 99.03M² - 213.8M²

3 BED 99.03M² - 213.8M²



1 x master bedroom with king bed and floor to ceiling fitted wardrobes.



En-suite bathroom and rainfall shower.



1/2 x additional bedrooms with king/double beds and floor to ceiling fitted wardrobes.



House bathroom with rainfall shower and separate bath.



Open plan living with three and two sofas, with space for entertaining.



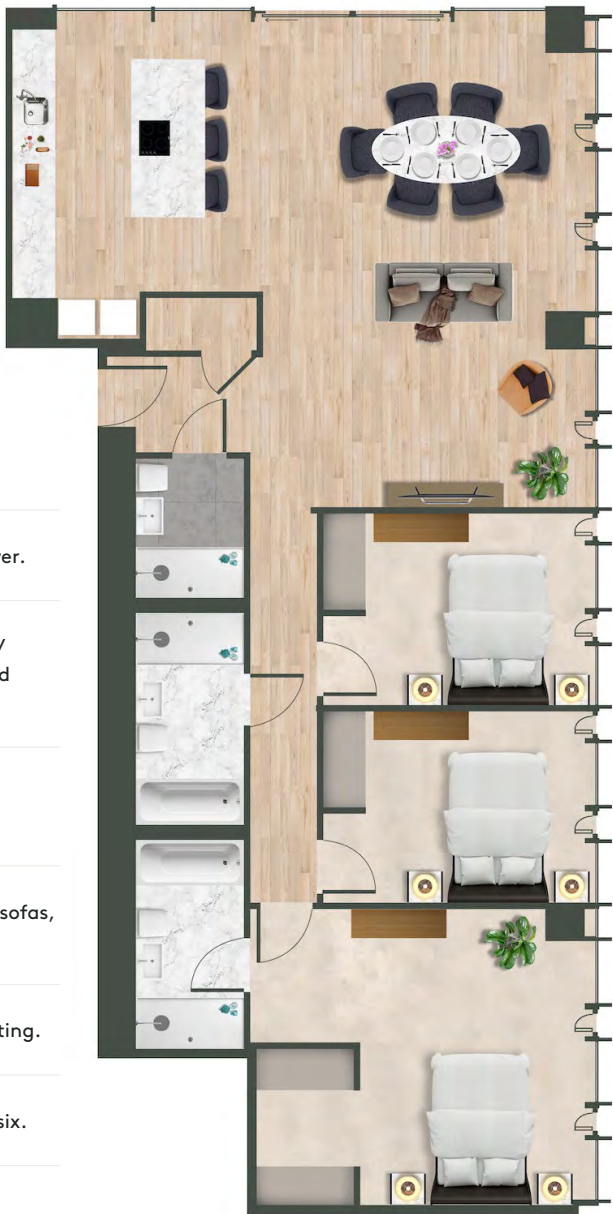
Comfort cooling and underfloor heating.



Fitted kitchen with dining space for six.



Large utility cupboard/storage.



*Shown as one example layout



Penthouse apartment

MYMODA APP

The MyModa app brings life to your fingertips, giving you access to everything the building has to offer.

Manage everything from your rent, right down to your event bookings with just a tap. Want to hire out the media room, join a club, chat to your neighbours, check on your deliveries or need to contact the 24 hour concierge? It's all right here in the app.

M



Join community forums



Log maintenance requests



Access your apartment key fob



Chat to your neighbours



Book resident events



Access exclusive partnerships



Privately book amenity spaces



View Health & Safety documentation



Read Moda news



YOUR
BEST
LIFE

M

M

FANCY SOMETHING EXTRA?



1GBPS Wi-Fi upgrade



Bookable personal trainer



Private hire of amenities



Resident and wellbeing events
and pop-ups



Car and motorcycle parking



Electric car charging



Contents insurance



Pet services

TAP THE APP FOR
MORE INFORMATION



M

Why not upspec your Moda life? From private-hire to on-site parking, sit back and relax, let us take care of it. A range of additional services are available to make the most of living the Moda life.

We believe in a lifestyle that inspires you to live your best life, not just a home. We partner with leading brands and innovators in wellness, technology, and more to enhance your living experience. Check out your MyModa app for more information.

NEOM
ORGANICS • LONDON

THE IVY

FRESH
FITNESS
FOOD

Shark | NINJA

COAT

M

SELECTED BY MODA, STYLED BY YOU

Moda+Co is our new lifestyle-focused homeware brand. From premium products to everyday essentials, our new retail outlet brings Moda's signature style right to your doorstep.

Handpicked by our in-house interior designers. From the kitchen to the bedroom, and everything in between, we've thought of every detail so you don't have to. Our new-home bundles for the bedroom, kitchen and more make it super easy for your Moda move.



[MODAAND.CO](https://modaand.co)

EXCLUSIVE TO MODA
RESIDENTS, DELIVERED
RIGHT TO YOUR DOOR.

MODA + CO



M

PART OF THE FAMILY

M

HOMES FOR LIFE

Moda provide exceptional living experiences. As part of the wider Moda family, you're connected to a network of neighbourhoods across the UK.

Whether you're visiting another city for work, play or just a change of pace, we'll help you feel at home in one of our other locations. From Edinburgh to Hove, your lifestyle moves with you - with familiar spaces, service, and standards wherever you go.

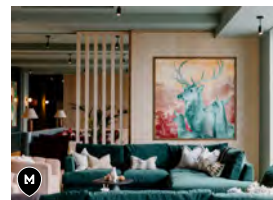
This is better living with Moda.



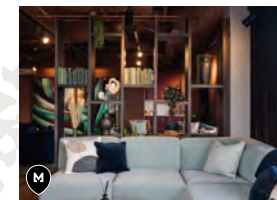
VIEW LOCATIONS



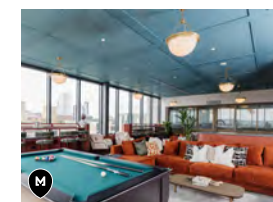
**CASA,
VISTA PARK**
Glasgow



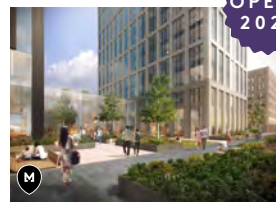
**MODA,
HOLLAND PARK**
Glasgow



**MODA,
THE MCEWAN**
Edinburgh

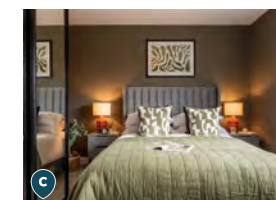


**MODA, NEW
YORK SQUARE**
Leeds

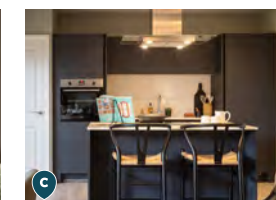


OPENS
2026

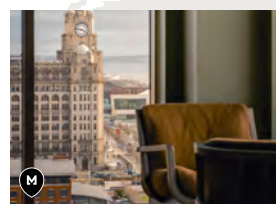
**MODA, MAKERS
PLACE**
Birmingham



**CASA AT
WESTMOOR
GRANGE**
Doncaster



**CASA, ABBEY
COURT**
Leeds



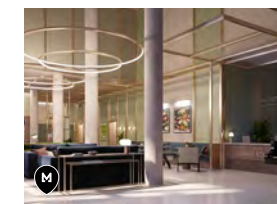
**MODA, THE
LEXINGTON**
Liverpool



**MODA,
THE MERCIAN**
Birmingham



**CASA,
NORTH VALLEY**
Nottingham



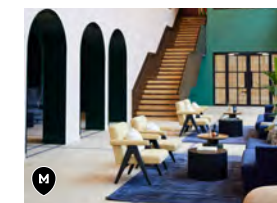
**MODA, EMBASSY
BOULEVARD**
London



**MODA,
LOUDON'S YARD**
Birmingham



**CASA AT
TULACH**
Wigan



**MODA,
HOVE CENTRAL**
Brighton & Hove

M

M

MODA
LIVE BETTER

Leasing 0121 824 2000
218 Broad St, Birmingham B15 1FF

reservations@themerician.moda
modaliving.com

Get social [@livethemodalife](#)

