



VIRELLE GROUP

BIRMINGHAM

# South Central 33 Essex Street

Elevated City Living



# About Virelle

Virelle Group is a UK property lettings and management company with offices in London, Manchester, and Birmingham. We specialise in supporting both UK-based and international landlords and tenants, providing a comprehensive range of services across residential lettings, property management, landlord relations, and property compliance.

Whether it's marketing a property to find the right tenant, managing day-to-day maintenance and compliance, or supporting landlords through the complexities of today's regulatory environment (including the Renters' Rights Act), our team combines local market expertise with a client-first approach.

Our apartments at South Central further strengthen our presence in Birmingham, complementing our growing portfolio of properties across the city centre. This expansion reflects our continued commitment to delivering exceptional property management and a consistently high level of service to landlords and residents across the UK.

## Meet the Senior Management Team



**Emily Robison**  
Manchester



**James Cameron**  
London



**Selene Lim**  
Hong Kong



**Chloe Koh**  
Birmingham



# The 30-storey new build development

South Central is a landmark residential tower in Birmingham city centre, developed by RPGL - the team behind The Bank Towers, one of the city's leading residential schemes. The 30-storey new build development sits in the Southside area, within walking distance of Birmingham New Street station, at the gateway to Chinatown and Southside.

The scheme offers a range of one, two, and three-bedroom apartments, each finished with full-height windows and high-quality interior specifications. Every home is designed to maximise natural light and city views, with bespoke kitchens and modern finishes throughout.

Residents at South Central benefit from a range of premium amenities designed to enhance modern city living, including an on-site gym, dedicated co-working lounge, rooftop terrace, and concierge service. Secure access, dedicated cycle storage, and a post room provide added comfort, convenience, and peace of mind, creating a seamless city-living experience.

The location places residents close to major employers - including HSBC, PwC, and HMRC - as well as the Bullring, Grand Central, and Birmingham's Chinatown district, all within easy walking distance.



# Our Apartments

## One Bedroom Apartments

Our 1 bedroom apartments in South Central range between 40 – 49 SQM and face NE, SE, SW, and N aspects. All the 1 bedroom apartments come with a double bed, wardrobe, storage drawers, sofa, tv unit, coffee table, dining table, and chairs.

The kitchens feature a dishwasher, washing machine, oven, electric cooker hob, extractor fan and full-size fridge freezer. Some windows in the bedrooms and living rooms can be partially opened. The hallways, living areas and kitchens have wooden floors whilst the bedrooms are carpeted.

Maximum occupancy for a 1 bedroom apartment is 2 adults or 2 adults and 1 child under 2 years old



## One Bedroom + Office Apartments

Our 1 bedroom apartments with separate offices are larger than our standard one-beds, at approximately 61 sqm, and feature a separate room off the living room set up as an office with a bi-fold glass door, desk and chair. Please note this room cannot be used as a bedroom - it is designed for use as an office or art studio only.

The apartments also benefit from larger bathrooms, including a freestanding bathtub and separate shower. They come fully furnished with a double bed, wardrobe, storage drawers, sofa, TV unit, coffee table, dining table and chairs.

The kitchens feature a dishwasher, washing machine, oven, electric hob, extractor fan and full-size fridge freezer. Some windows in the bedrooms and living rooms can be partially opened. The hallways, living areas and kitchens have wooden floors, while the bedrooms are carpeted.

Maximum occupancy for a one bedroom apartment is 2 adults, or 2 adults and 1 child under 2 years old.



### Two Bedroom Apartments

Our 2 bedroom apartments in South Central range between 60 – 68 SQM and face S, SW and E aspects. All the 2 bedroom apartments come with a double bed in each bedroom, bedside tables, wardrobes, storage drawers, sofa, tv unit, coffee table, dining table and chairs.

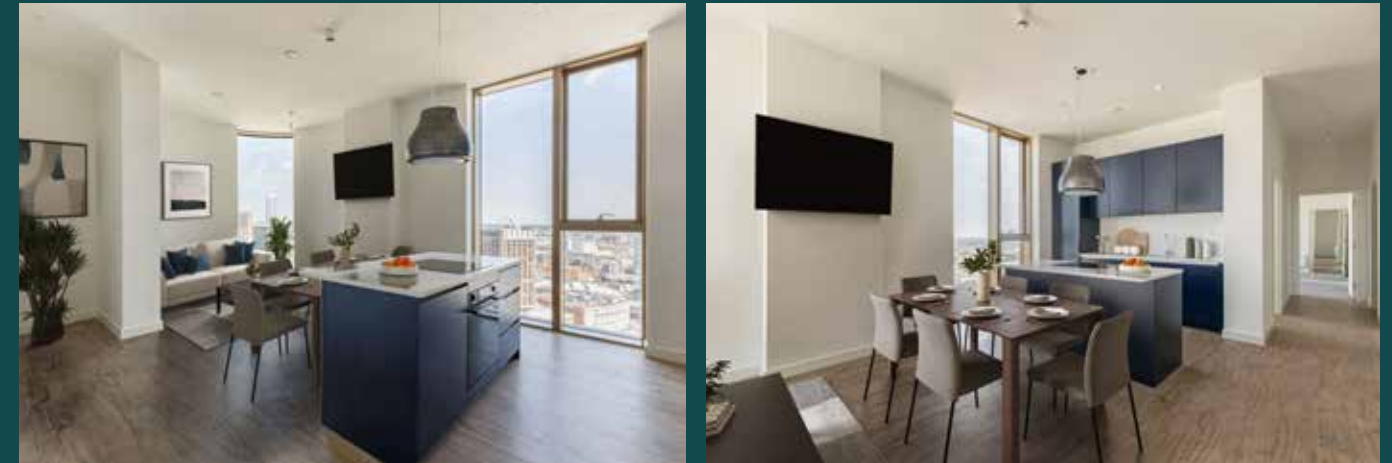
Some of the 2 bedroom apartments have 2 bathrooms and others have 1 bathroom. The kitchens feature a dishwasher, washing machine, oven, electric cooker hob, extractor fan and full-size fridge freezer. Some windows in the bedrooms and living rooms can be partially opened. The hallways, living areas and kitchens have wooden floors whilst the bedrooms are carpeted.

Maximum occupancy for a 2 bedroom apartment is 3 adults or 2 adults and 1 child under 18.



### Penthouse Collection

On the 29th floor we have 5 apartments consisting of 3 two bedroom apartments, 1 three bedroom apartment and 1 one bedroom apartment where luxury living meets new heights. This small collection of apartments have been furnished to a premium level and offer a select few the opportunity to rent in the clouds.



### Commercial

A striking ground and mezzanine commercial unit available to let within South Central, Essex Street

The unit occupies a prominent corner position beneath a curved, bronze-fluted façade with full-height glazing, offering excellent natural light and strong dual-frontage visibility to passing pedestrian and vehicle traffic. Delivered in shell condition, the space provides a blank canvas of approximately 130 sq m across ground and mezzanine levels, benefitting from Class E consent - offering a tenant significant flexibility of use without the need for further planning permission.



# Process to make an offer

## Submit your offer

1

Fill in an Offer Form telling us your proposed rent, move-in date, number of occupants, and some background details about you.

## We Review & Present to the Landlord

2

We'll check your offer and background meets the tenant criteria, then put it forward to the landlord on your behalf.

## Offer Accepted

3

Once the Landlord accepts your offer, you'll pay a one-week holding deposit to secure the property.

## Referencing

4

We'll carry out referencing checks to confirm everything's in order.

## Deposit & Tenancy Agreement

5

With referencing successfully completed, you'll pay your five-week security deposit and sign the tenancy agreement.

## Move-in Day

6

We'll meet you at the property with your keys. The inventory and meter readings will already be done, and we'll email you a copy for your records.



# Property Management

Day to day management once you move in (how we manage the apartment and what to do if you need to report an issue)

We are based at 33 Essex Street which means we have a property manager on site most days to support you with any maintenance issues you face.

To report a maintenance issue you will be invited to sign up to the FixFlo app we use where you will be asked to upload photos or videos of the issue.



## Sign Up to FixFlo

We'll send you an invite to register on FixFlo, our online maintenance reporting system, so you can easily log and track any issues throughout your tenancy.



## Download the app

Download the FixFlo app on your iPhone or Android device using the details from your invite.



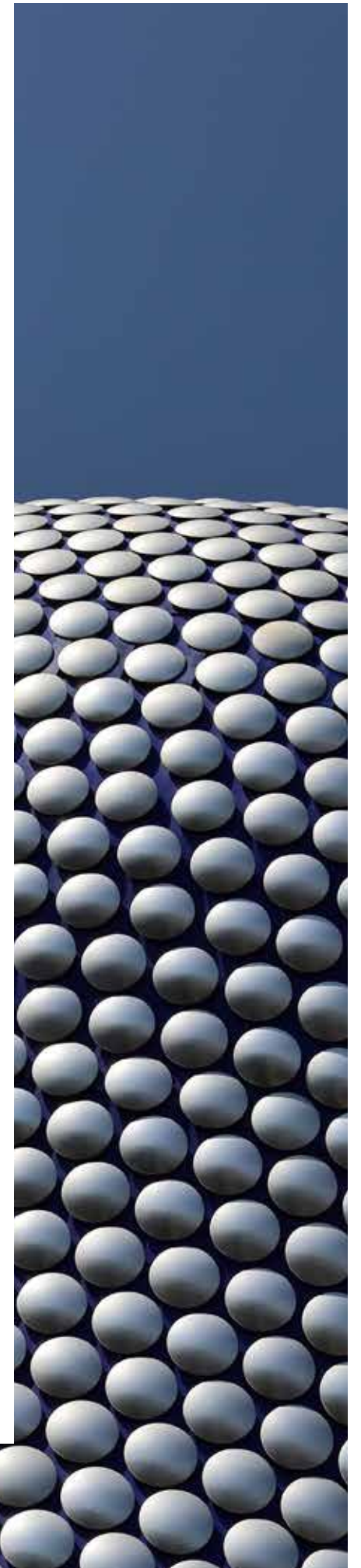
## Report an Issue

Spotted a maintenance issue? Simply log it through the app, with photos and details, so we can get it sorted quickly.



## Stay Updated

We'll keep you informed every step of the way, communicating directly with you through the app until the issue is resolved.



# Check-Out Process

## Our step-by-step guide to a smooth check-out

Once we receive your notice to end the tenancy, with a minimum of two months' notice, we will provide you with clear instructions to help you prepare for your move.

### Professional cleaning:

You will be required to arrange a professional clean of the apartment prior to vacating.

### Check-out appointment:

On the day of your move-out, we will meet you at the apartment to complete the check-out inspection and take final meter readings.

### Property inspection:

The check-out report will be compared against the original check-in report and inventory.

### Deposit deductions:

If any deductions are proposed for damage or other tenancy-related matters, these will be confirmed to you in writing following the check-out inspection, in accordance with the relevant tenancy deposit scheme procedures.





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