



Affinityliving™

LANCASTER WHARF
BIRMINGHAM

Platinum Brochure



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Introducing Affinity Living Lancaster Wharf, Birmingham

Select Property Group brings the finest standards of purpose-built rental living to the UK's second city.

We are proud to be bringing Affinity Living, our luxury, purpose-built residential property brand to Birmingham.

This is one of the UK's most important cities:

- In the centre of England
- A hub for international trade and business
- A city with one of the fastest growing economies in the country

And it's the forecasted growth in the coming decades that makes this opportunity so enticing.

High-Speed 2 (HS2) is the UK's proposed £106 billion ultra-fast railway network – with Birmingham as the central hub on this hugely important new line.

Crucially, HS2 is widely expected to have a significant effect on local property prices, as Birmingham becomes a new commuter hotspot for London and many other key UK cities.

An international city with a high density of young professionals and comparatively low supply of build-to-rent property, Birmingham has huge potential for Affinity Living, our investors and their tenants.

Already one of the strongest property investment cities in the country, Birmingham's profile will grow exponentially in the coming years.

For us – and for you – Birmingham is an opportunity that is simply too exciting to ignore.



Raising the Benchmark for City-Centre Living

Our Affinity Living development in Birmingham is a bespoke 266-apartment development in a prime city centre location.

Bringing Affinity Living's user-led approach to rental living to a city where a quarter of households rent their properties.

Promising the brand's standard of prime location, modern design and premium amenities, Lancaster Wharf is set to provide a living experience unmatched anywhere else in the city.



Facilities & Amenities:

With a range of premium communal living areas and state-of-the-art garden spaces, Affinity Living encourages residents out of their apartments and into a thriving resident community.

Reintroducing greenery to the canal front, the waterfront courtyard will provide a relaxing outdoor space for residents to escape busy city life.

- Large, contemporary living spaces
- State-of-the-art gymnasium
- Rooftop Terrace
- Waterfront garden courtyard
- Residents' lounge
- TV lounge area
- Live/work lounge & private working booths

Our premium amenities and facilities are an extension of our residents apartments into the wider building, which helps create excellent communities.

OVERVIEW

Completion Date:

Q2 2024

Developer:

Select Property Group

Location:

Princip Street, Birmingham city centre

Projected Yield:

6% gross

Estimated Capital Growth:

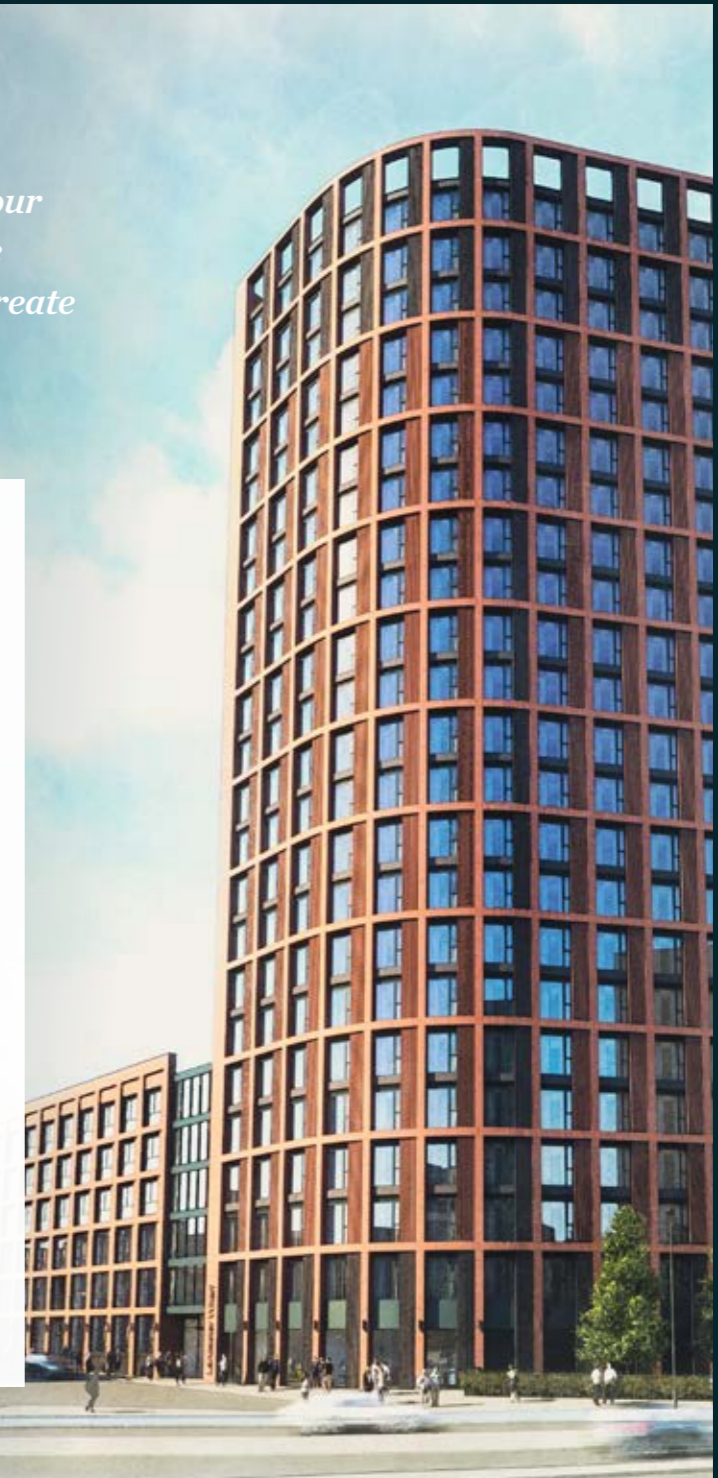
13.5% anticipated over the build period

Estimated Service Charge:

GBP 3-3.50 per sq.ft.

Leasehold:

990 years



Affinity Living Lancaster Wharf

Payment Plan

ONE-BEDROOM APARTMENTS	TWO-BEDROOM APARTMENTS
GBP 5,000 reservation fee + GBP 495 admin fee	GBP 5,000 reservation fee + GBP 495 admin fee
30% on contract exchange	25% on contract exchange
70% balance on completion (less your GBP 5,000 reservation fee)	75% balance on completion (less your GBP 5,000 reservation fee)

Investing with Affinity Living means investing in a brand with the features and qualities that have proven to be a success with our target market and you, our investors.



A Brand That's Raising the Benchmark for Rented Living in the UK

As the UK's rental sector continues to grow, so does the demand for purpose-built rental homes.

Launched in 2016, Affinity Living is Select Property Group's luxury residential property brand. Contemporary, purpose-built rental homes targeted specifically at young, affluent city centre renters.

Affinity Living delivers on all the things this target market now demands from a rental home:

- Premium residential apartments
- State-of-the-art facilities
- Prime city centre locations

But the brand exceeds these minimum requirements. All Affinity Living projects place a huge importance on connecting with the wider neighbourhood – and this is what makes our properties different.

Studies show that 75% of tenants are more likely to renew their tenancy if they know one other person in their building. This number rises to 90% for those that know two other people.

Affinity Living developments create vibrant communities of like-minded people. Neighbours become friends. It is this that will drive rental interest and tenancy renewals from your tenants.

It is this what will drive your returns.

Affinity Living - The Brand Designed for Evolving Demands

Increased time spent at home in 2020 has created new property priorities for tenants in the UK. According to a JLL survey, the following qualities are now classed as 'extremely important' by more people:

- Access to private workspace (+36%)
- Access to outdoor space (+30%)
- Fast, reliable broadband speed (+28%)

All of these are qualities have been brand standards for Affinity Living since launching in 2016.¹

Studies show that 75% of tenants are more likely to renew their tenancy if they know one other person in their building. This number rises to 90% for those that know two other people.

The Affinity Living Portfolio



AFFINITY LIVING LANCASTER WHARF

Birmingham

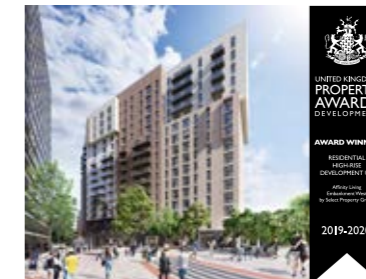
Scheduled Completion Q2 2024



AFFINITY LIVING RIVERSIDE

Manchester

Opened January 2020



AFFINITY LIVING EMBANKMENT WEST

Manchester

Opened July 2021



AFFINITY LIVING RIVERVIEW

Manchester

Completing October 2021

942+

Affinity Living properties sold by Select Property Group to date

*correct as of 1st August 2021

GBP 265.1 Million

Total value of Affinity Living property sold by Select Property Group to date

CASE STUDY OF SUCCESS:

Affinity Living Riverside

Affinity Living Riverside became the first of the brand's developments to open its doors in 2020.

Located just minutes from Manchester's central finance and leisure district, it didn't take long for it to become one of the most in-demand new residential buildings in Manchester city centre.

We have already successfully created a vibrant community of residents. Many of our first residents have quickly become friends with each other, further strengthening their bond with the development.

Apartments have been furnished to individual tastes. Amazing resident events have been held in our ground-floor communal area. And, of course, many of our residents' pets have made themselves at home, too!

All these things sync with Affinity Living's vision of creating communities of like-minded individuals. Happy tenants are less likely to move out of their apartment – which is, naturally, hugely beneficial to our investors.

100%

Occupancy level of Affinity Living Riverside since its opening, despite the disruption caused by the global pandemic – means that Affinity Living Riverside is among the fastest-renting new buildings in Manchester.

GBP 1,250 p.c.m.

Average rental rate across all apartment types currently at Affinity Living Riverside



Affinity Living Lancaster Wharf: Gallery

*Experience what will become
Birmingham's most in-demand new
address.*



DINING AND LIVING ROOM (ARTIST'S IMPRESSION)





KITCHEN, DINING & LIVING ROOM (ARTIST'S IMPRESSION)

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DINING (ARTIST'S IMPRESSION)

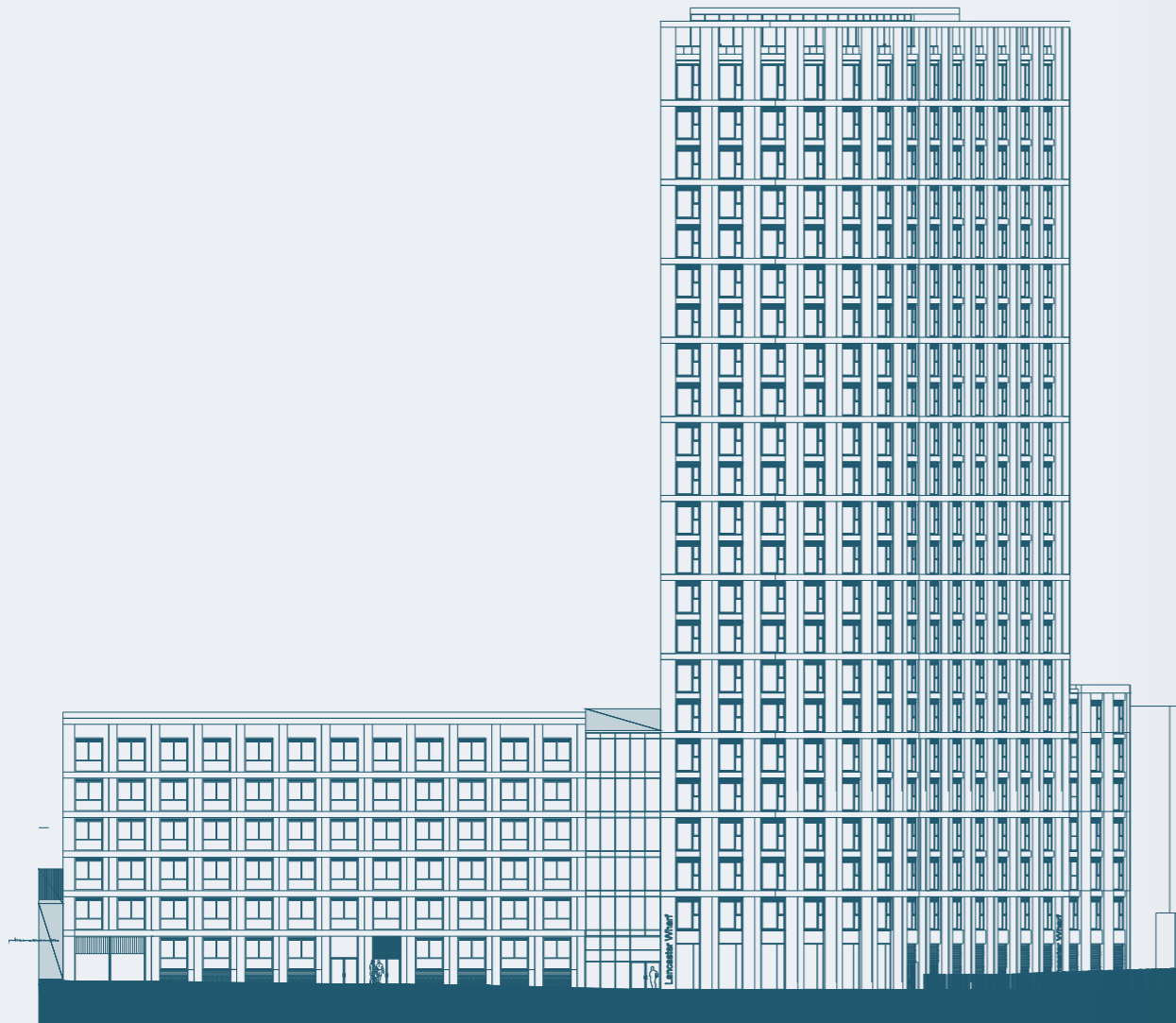
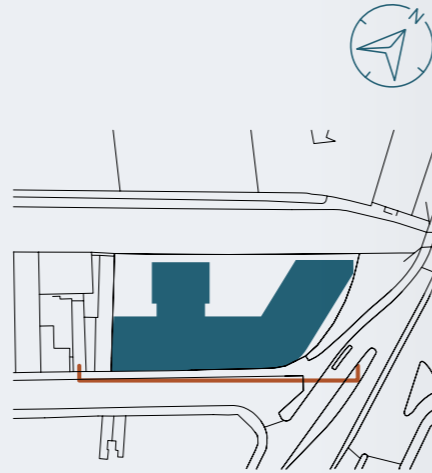


BATHROOM (ARTIST'S IMPRESSION)

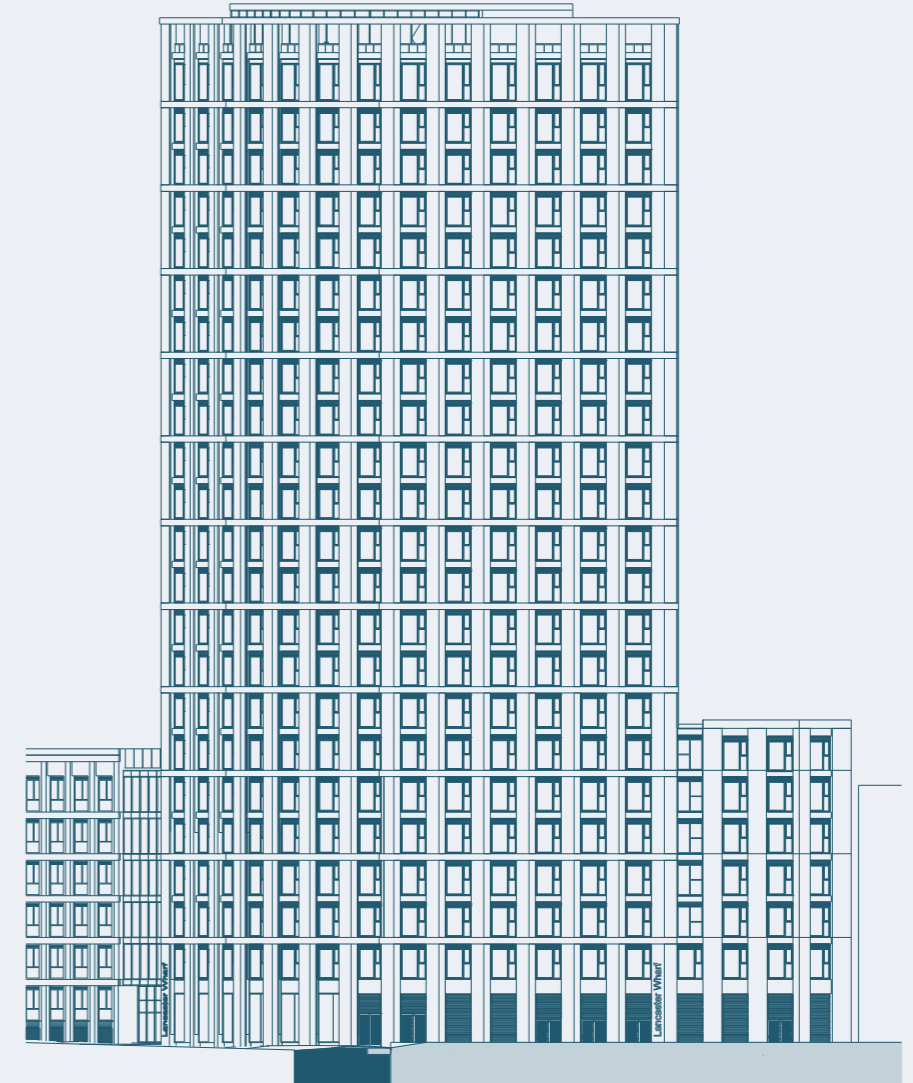
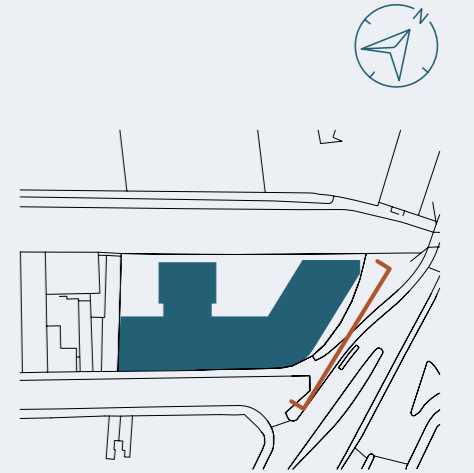


LIVING ROOM (ARTIST'S IMPRESSION)

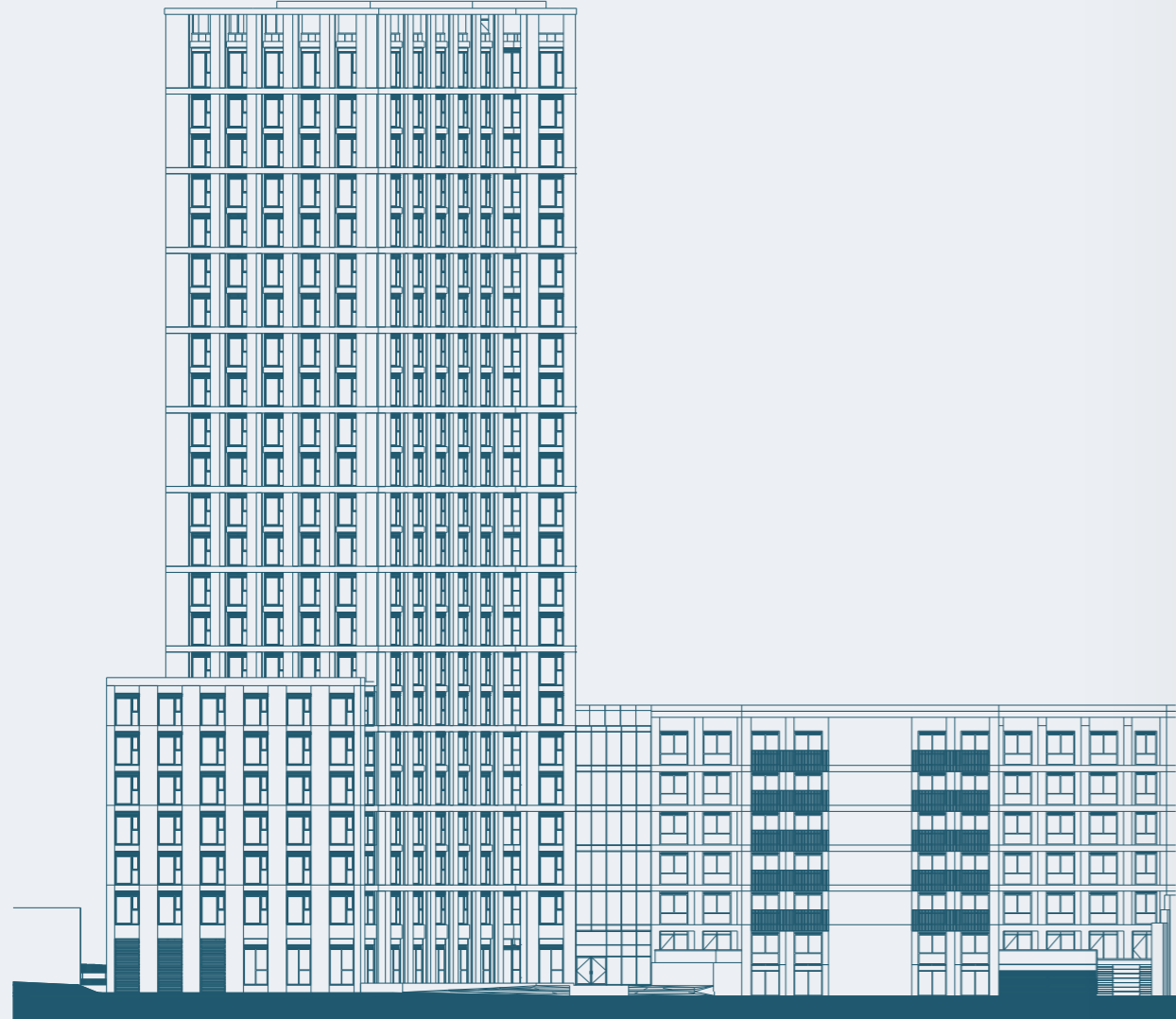
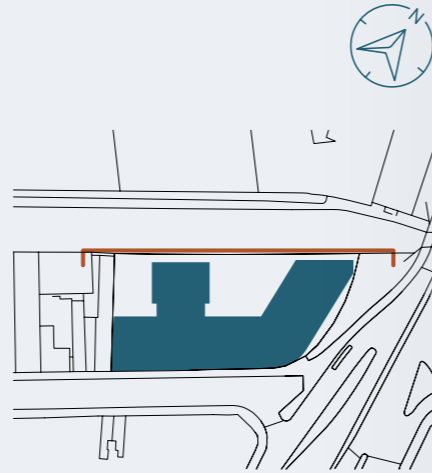
Princip Street Elevation



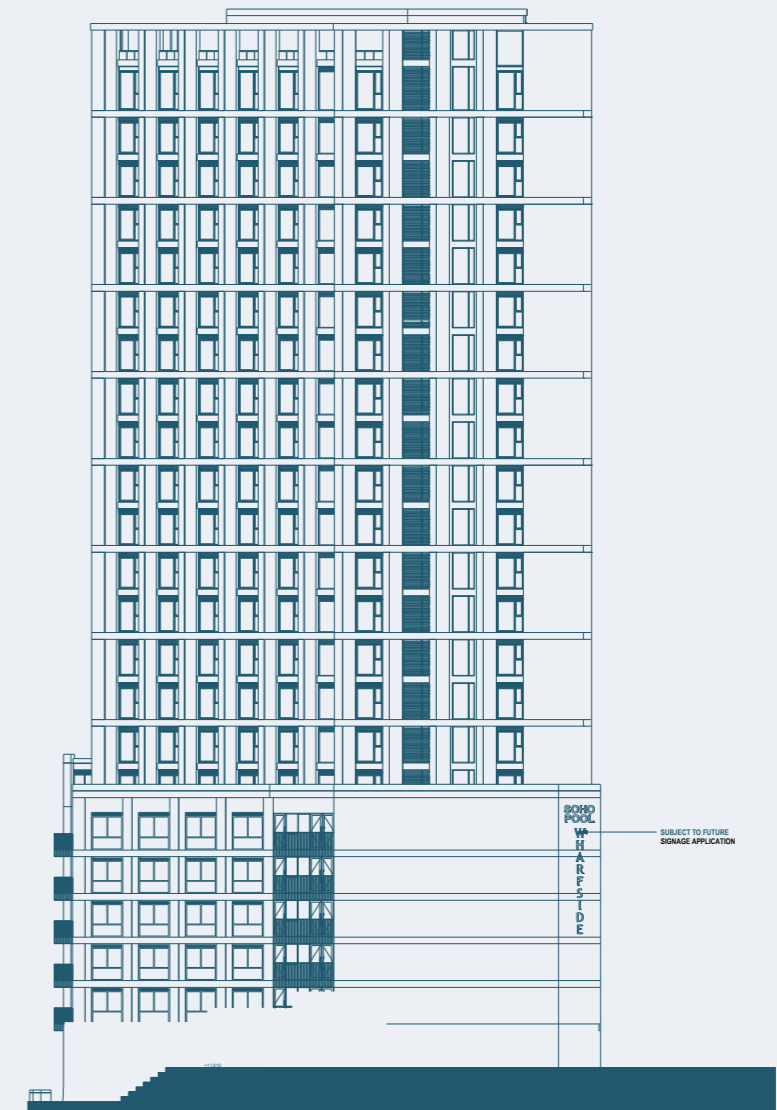
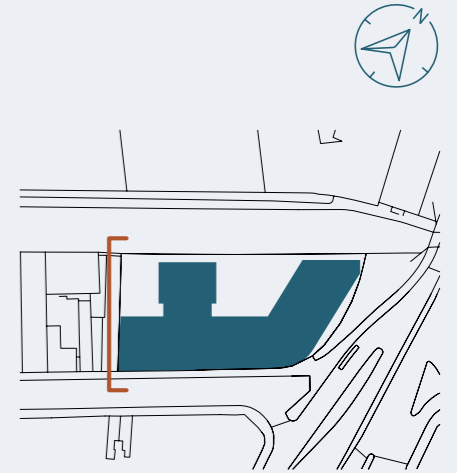
Lancaster Street Elevation



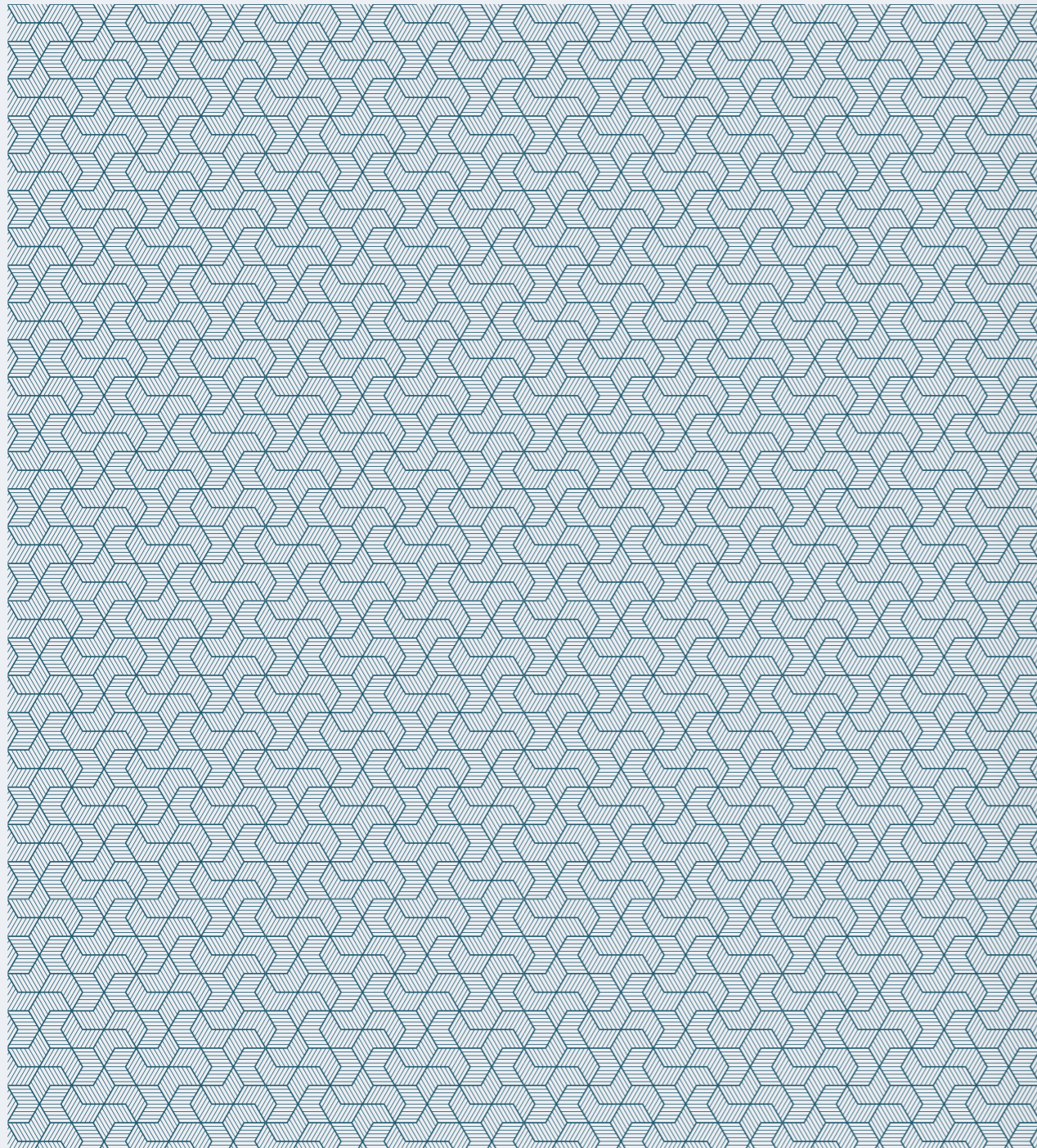
Canal Side Elevation



Courtyard Elevation



TYPICAL FLOOR PLANS



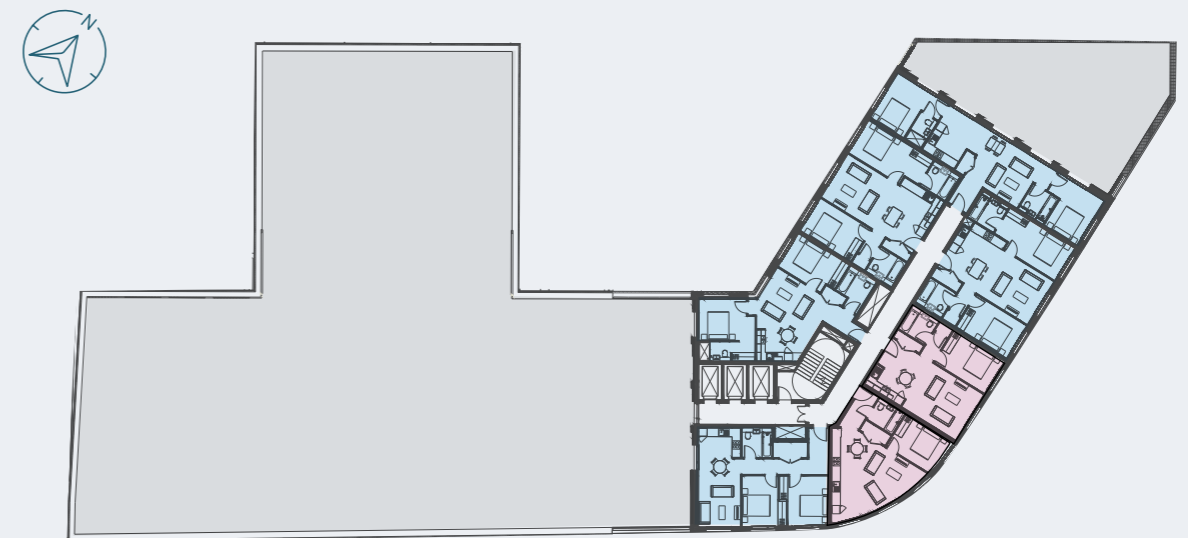
Ground Floor

COLOR	BEDROOM	TOTAL SIZE (SQFT)
Light Pink	1 BED	468 - 527
Light Yellow	1 BED DUPLEX	441 - 527
Light Blue	2 BED	667 - 926
Medium Blue	2 BED DUPLEX	802



7th to 22nd Floor

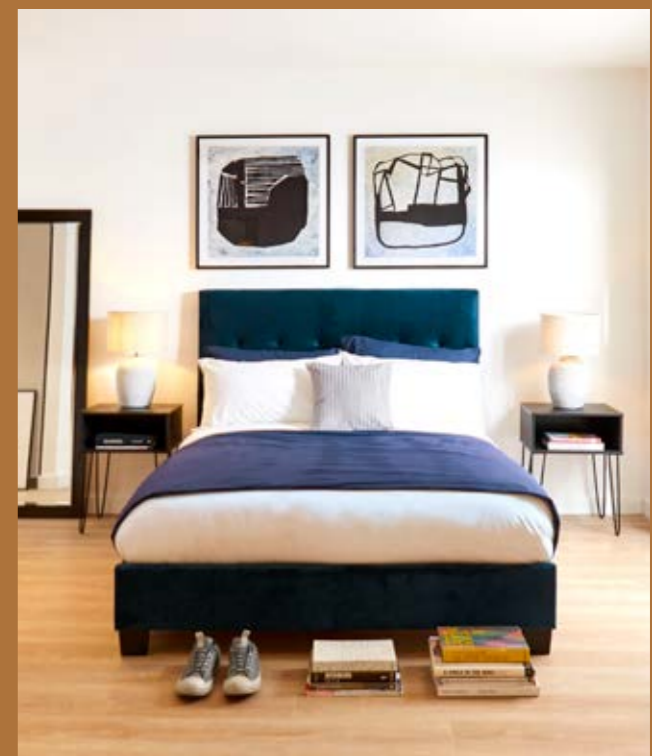
COLOR	BEDROOM	TOTAL SIZE (SQFT)
Light Pink	1 BED	549
Light Blue	2 BED	673 - 764





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ACTUAL IMAGES OF A COMPLETED AFFINITY LIVING DEVELOPMENT





BIRMINGHAM

The UK's Second City at the Start of an Exciting New Growth Curve

Birmingham is already a city firmly on the radar of global investors.

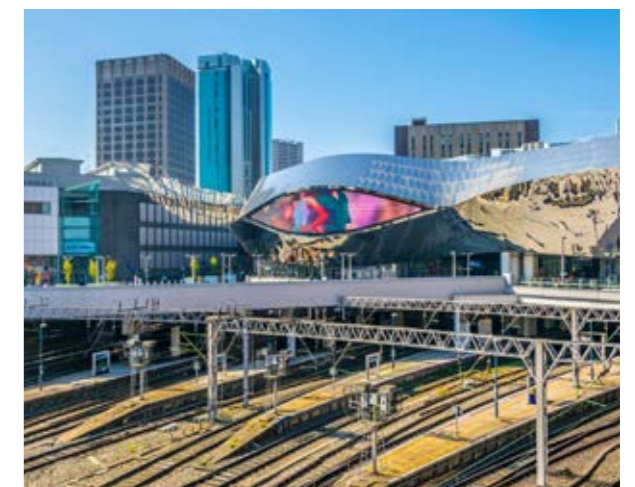
Strategically located in the very centre of England, it's one of the UK's most important regional hubs. The home to a GBP 31.9 billion economy², the largest city economy outside of London, Birmingham is established as a prosperous, high-growth investment city.

But it's Birmingham's future growth projections that make it such an exciting investment location for global investors.

In the coming years, key infrastructure projects such as High-Speed 2 (HS2) will accelerate the growth of the city's economy, population, and – subsequently – its property market.

An established investment city, on the verge of new and prolonged period of growth.

The time to secure assets in Birmingham is now.



Strong 5-Year Price Growth Forecasts for Birmingham & West Midlands

- Average cumulative property price growth in Birmingham is forecast at 19.5% 2021-2025 – JLL³
 - In comparison, average cumulative growth for the UK during the same time period is 14.5%
- 5-year average property price growth in the West Midlands forecast at 21.7% to 2024 – Savills⁴
 - UK average during this period is forecast at 20.4%

House price growth (% pa)	2020	2021	2022	2023	2024	2025	2021 - 25*
Birmingham	4.5%	0%	4%	5.5%	5%	5%	19.5%
UK	3.5%	-1.5%	2.5%	4%	5%	4.5%	14.5%

*Cumulative growth

Five year mainstream house price forecasts (updated September 2020)

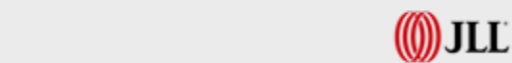
	H1 2020 (Actual)	H2 2020	2021	2022	2023	2024	5-YEARS* To 2024
West Midlands	0.7%	15%	0.0%	5.0%	7.5%	5.5%	21.7%

*Cumulative growth

Source Savills



“Of all the housing markets that JLL monitors, Birmingham is forecast to see the strongest house price and rental value growth over the next 5 years. The city is also seeing a growing housing shortfall.⁵”

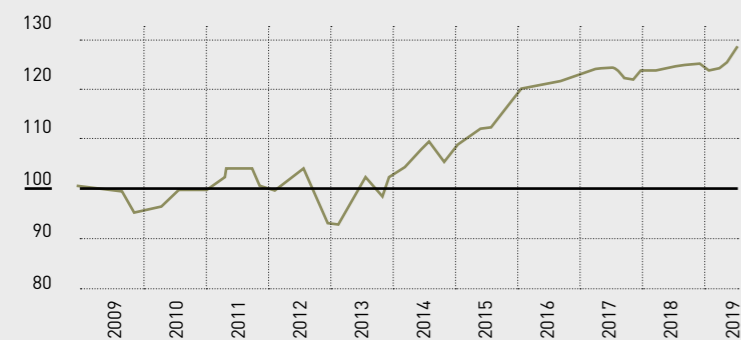


12%

Cumulative average rent growth forecast 2019-2023 - JLL⁶

A Thriving Rental Sector

Average asking rents, Birmingham



Source Rightmove

Affinity Living’s Target Market in Birmingham

40%

40% of Birmingham’s population is aged under 25-years-old⁶

The youngest major city in Europe

50%

50% graduate retention rate

75% 

75% of ‘city core inhabitants’ aged under 35-year-old⁷

Affinity Living’s key target market

The Undersupply Driving Growth for Investors

89,000

Birmingham needs 89,000 new homes between 2011 and 2031

4,450

That’s the equivalent of 4,450 new homes per a year⁸



Subdued development activity in recent years has “only exacerbated the demand for rental accommodation in the city centre”⁹

For a more in-depth overview of Birmingham as an investment location, please refer to our Investors’ [Guide to Birmingham.](#)

HS2 & Birmingham

And few other cities will benefit from HS2 quite as much as Birmingham is forecast to:

- Journey times between London and Birmingham reduced to just 49 minutes
- A GBP 4 billion increase in Birmingham's economic output per year¹⁰
- 50,000 additional jobs in the West Midlands (26,000 of which would be in Birmingham/Solihull)¹¹
- The average property price in Birmingham has already increased by 8% since 2017 and is set to rise further¹²

“Since HS2 was given the green light, demand for city centre living has far outpaced supply. Demand has largely been comprised of young professionals.”¹³

JLL

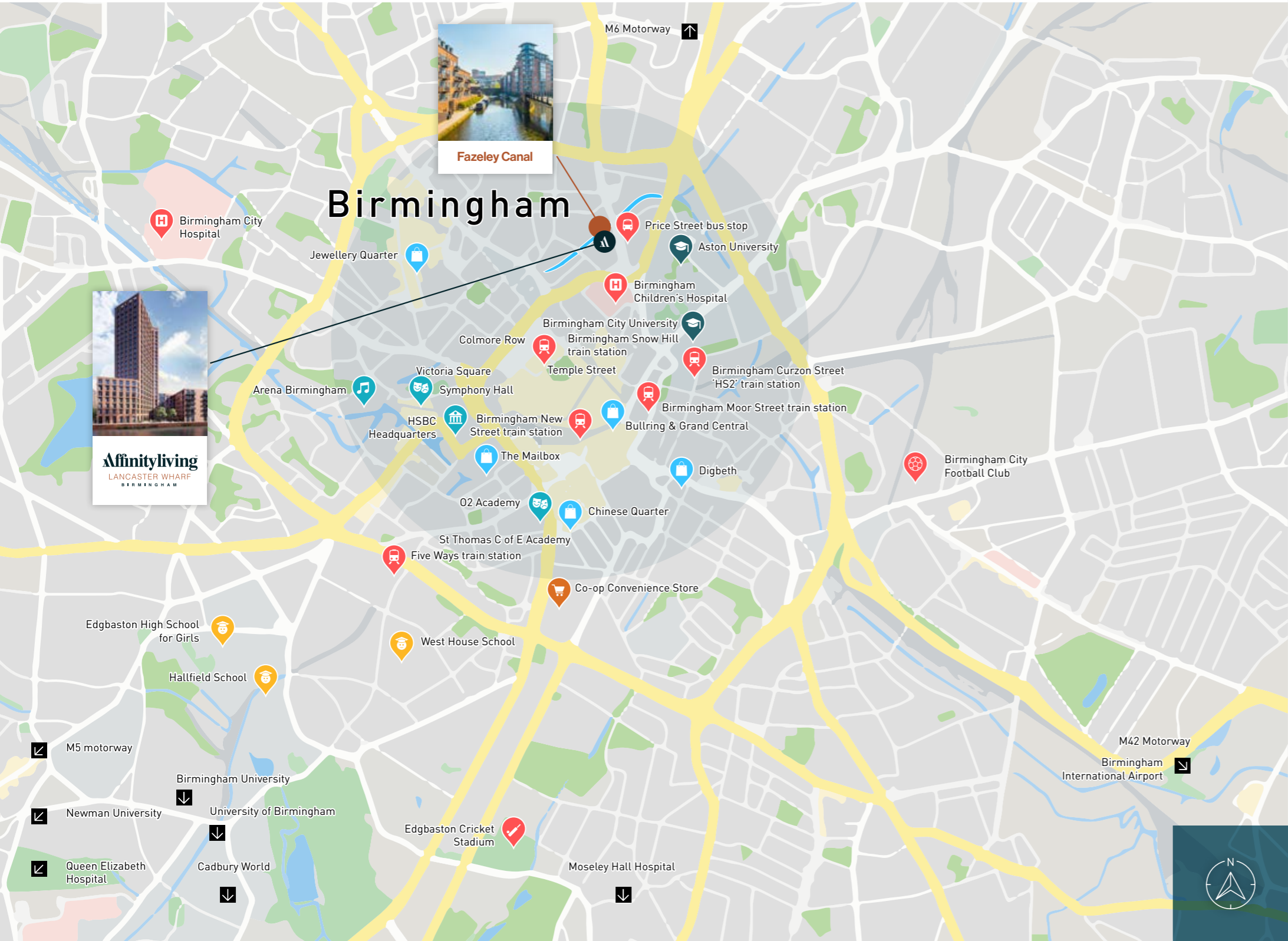
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Birmingham's proposed Curzon Street HS2 station. Together with a wider GBP 900 million regeneration scheme of the surrounding area, it will lead to the creation of several new neighbourhoods, including 36,000 new jobs.

A Prime Location at the City Centre

Affinity Living Lancaster Wharf boasts a location without compromise. Located on the waters edge of Birmingham canal and within walking distance of major UK railway station Birmingham New Street, main shopping centre The Bullring and the Colmore Business District.



DESTINATION **DISTANCE (MILES)**

SHOPPING, ENTERTAINMENT AND FINANCIAL

Tesco Co-op Convenience Store	0.3
O2 Academy	1.2
Chinese Quarter	1.2
The Mailbox	1.1
Bullring & Grand Central	0.9
Victoria Square	0.9
Temple Street	0.8
Digbeth	1.3
Colmore Row	0.6
HSBC Headquarters	1.2
Edgbaston Cricket Stadium	2.8
Arena Birmingham	1.2
Jewellery Quarter	0.8
Birmingham City Football Club	2.0
Aston Villa Football Club	2.0
Cadbury World	5.1
National Exhibition Centre (N.E.C.)	8.7
Villa Park (Aston Villa Football club)	2.4
BT Tower	0.8
Radisson Blu Hotel	1.5

GALLERIES, THEATRES AND MUSEUMS

Symphony Hall	1.1
Birmingham Repertory Theatre	1.0

TRANSPORT

Price Street bus stop	430ft
Five Ways train station	1.7
Birmingham New Street train station	0.9
Birmingham Moor Street train station	0.9
Birmingham Snow Hill train station	0.5
Birmingham Curzon Street 'HS2' train station	0.8
M6 motorway	2.5
M5 motorway	5.1
M42 motorway	10.2
Birmingham International Airport	9.4

UNIVERSITIES

University of Birmingham	2.5
Aston University	0.6
Birmingham City University	0.7
Newman University	6.5
Birmingham University	3.9

SCHOOLS

St Catherine's RC Primary School	1.5
St Thomas C of E Academy	1.6
Chandos Primary School	1.9
West House School	2.0
Hallfield School	2.4
St George's School	2.2
Edgbaston High School for Girls	2.4

HOSPITALS

Birmingham Children's Hospital	0.3
Birmingham City Hospital	2.0
Moseley Hall Hospital	3.6
Queen Elizabeth Hospital	3.8



Aston University

HS2 (Coming 2026)

The Bullring

Birmingham Children's Hospital

Chinese Quarter

Birmingham New Street Station

Colmore Business District

Snow Hill Station

Birmingham Museum & Art Gallery

Birmingham City Council

Paradise Circus & Victoria Square

BT Tower

Brindley Place

Jewellery Quarter

CENTRAL BUSINESS DISTRICT

5 min
0.3 miles



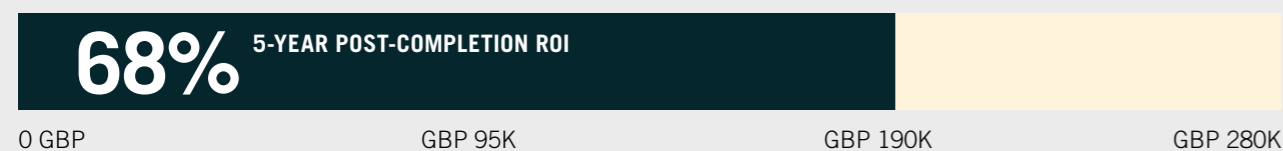
Your Long-Term Investment Projections

Investing in Affinity Living Lancaster Wharf Birmingham

5-Year Post-Completion Projected Return- Predicted*

Based on a two-bedroom apartment at Affinity Living Lancaster Wharf, priced at GBP 280,000

PROFIT POTENTIAL £190,652



INVESTMENT FORECAST	Over Build	Year 1	Year 2	Year 3	Year 4	Year 5
Capital Appreciation	£317,800 13.5%	£330,512 4%	£343,732 4%	£357,482 4%	£371,781 4%	£386,652 4%
Rental Income		£16,800 6%	£16,800 6%	£16,800 6%	£16,800 6%	£16,800 6%
Rental Yield Per Annum (Gross)						
Total Capital Appreciation	£106,652					
Total Rent	£84,000					
				Total Return	£190,652	
				5-Year Post-Completion ROI	68%	

STRONG APPRECIATION OVER THE CONSTRUCTION PERIOD

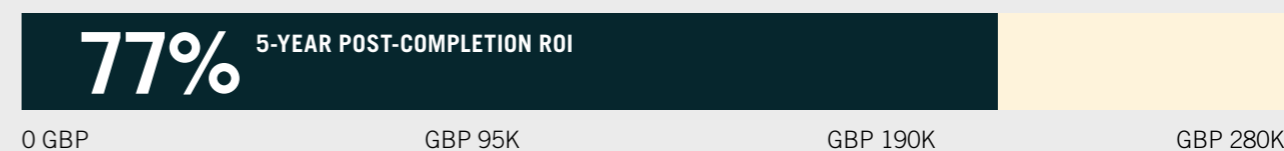
- 13.5% capital growth predicted over the construction period of Affinity Living Lancaster Wharf
- Positive long-term growth projections in one of the UK's strongest property investment cities

* In the Predicted forecast, returns are calculated based on average returns in the prevailing market, using market data for Birmingham summarised on page 36

Total 5-Year Post-Completion Projected Return – Strong Market*

Based on a two-bedroom apartment at Affinity Living Lancaster Wharf, priced at GBP 280,000

PROFIT POTENTIAL £215,748



INVESTMENT FORECAST	Over Build	Year 1	Year 2	Year 3	Year 4	Year 5
Capital Appreciation	£324,800 16%	£337,792 4.0%	£352,148 4.25%	£367,995 4.5%	£385,475 4.75%	£404,748 5.0%
Rental Income		£16,800 6%	£17,500 6.25%	£18,200 6.5%	£18,900 6.75%	£19,600 7%
Rental Yield Per Annum (Gross)						
Total Capital Appreciation	£124,748					
Total Rent	£91,000					
				Total Return	£215,748	
				5-Year Post-Completion ROI	77%	

THE BRAND, CENTRAL LOCATION, AND FACILITIES THAT WILL COMMAND A PREMIUM RENTAL RATE

- 6% annual yield predicted
- Based on Affinity Living's proven track record, in addition to the development's high-quality communal facilities in a prime location at the gateway of Birmingham city centre, this is a very achievable benchmark yield for Affinity Living Birmingham

* In the 'Strong Market' forecast, returns are calculated based on potential returns achievable for properties in Birmingham that are of comparable quality and location. This is based on feedback from agents and property professionals with local market knowledge and expertise.

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:

- 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 2018¹⁴
- 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

4 Key Strengths of Investing in UK Property:



Regular income, in the form of yields



Performance underpinned by supply and demand



A physical asset you own



Long-term growth

UK Property: Resilient in 2020

More than ever, the UK property market demonstrated its strength and resilience in 2020 in the face of a global pandemic

- UK property prices increased 7.5% in 2020, the highest rate of growth for six years
- House prices were up 8.8% in June 2021 compared to the same month a year earlier, showing continued growth.
- Both the pandemic and Brexit negotiations have left the British Pound significantly undervalued – but this currency opportunity for international investors will reduce in the coming years



About the Developer

Select Property Group is one of the UK's leading property developers and investment specialists.

13,700+

UK and international properties sold to date

Since 2004, we have been developing the finest property investments in the strongest investment cities.

Our projects are proven to grow your returns in the UK's highest-performing property sectors.

GBP 1.10 Billion

Billion worth of UK property sold to date

We create investments shaped by your needs and wants above all else. We provide the highest levels of service as standard, which is why thousands of investors from around the world choose Select Property Group time and time again.

GBP 157.4 Million

in rental revenue generated by the Groups operational UK developments

Our relationships are built on trust, and purchasing a property is just the beginning. Our global team of experts will guide you through every step of your investment; from initial purchase and property management, through to exit and beyond.

2,389

Total number of properties sold in Manchester by Select Property Group to date

With offices in Europe, the Middle East, Southeast Asia and mainland China, we're never far away. Our talented worldwide investment teams offer a truly bespoke service, no matter where you are.

GBP 704 Million

Select Property Group has sold over 2,500 properties in Manchester worth a combined GBP 704 million (2013-2021)

References

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