



NORTH WORKS

BIRMINGHAM

Escape the Ordinary



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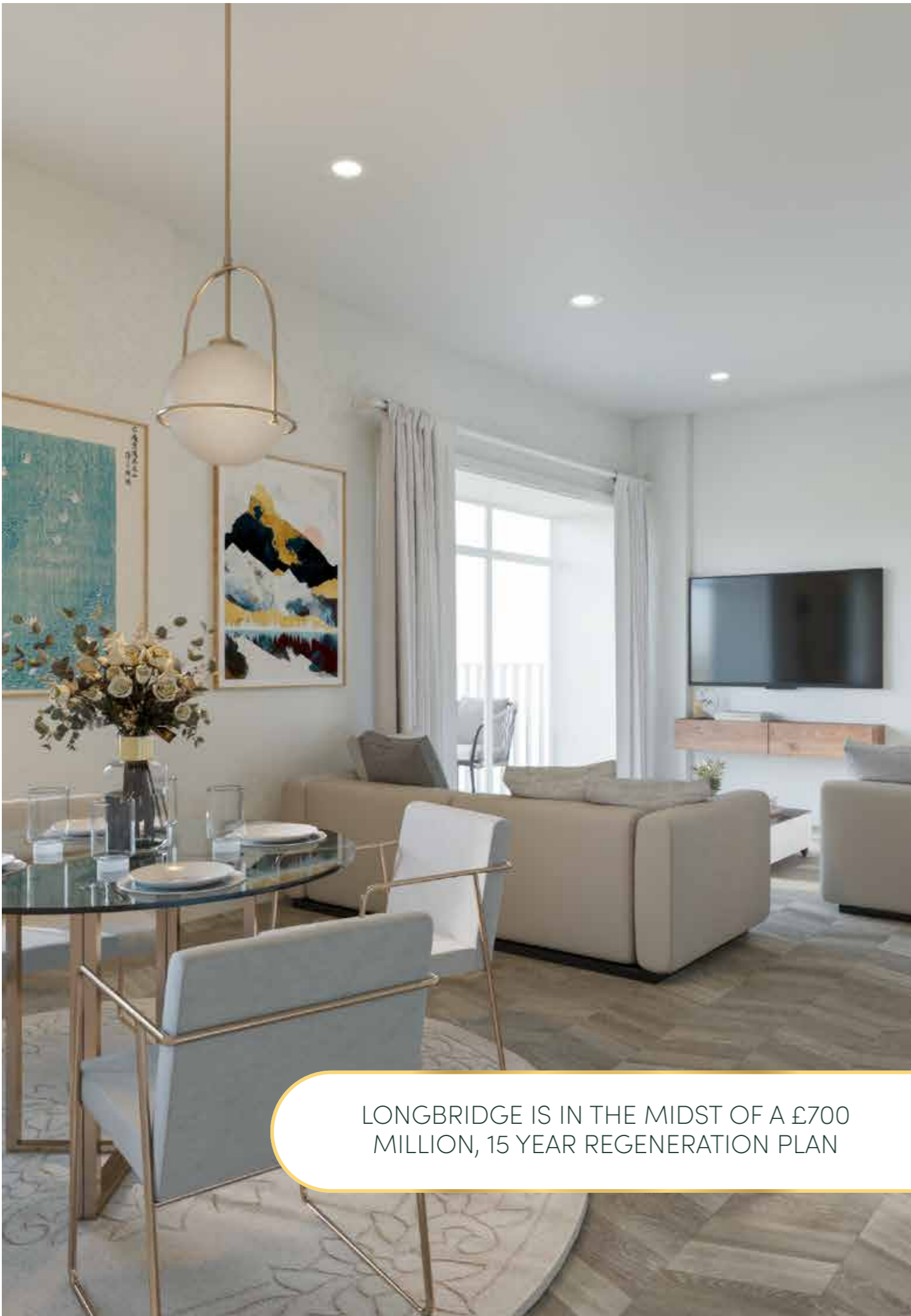
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Unveiling North Works

Redefining Urban Living





LONGBRIDGE IS IN THE MIDST OF A £700 MILLION, 15 YEAR REGENERATION PLAN



Breaking Boundaries

Escaping the Ordinary

North Works stands tall amidst Birmingham's urban landscape, a testament to modernity and progress in the heart of Longbridge. It encapsulates the innovative spirit that defines Birmingham, a region not just steeped in history but also surging forward with a 12% annual population increase over the past five years. This growth underscores Birmingham's status as a hub of opportunity, driving demand for contemporary living spaces like those offered at North Works.

Birmingham's thriving economy is a magnet for investment, with over £2.6 billion injected into development projects in the past year alone. This commitment to renewal cements Birmingham's

reputation as a vibrant economic centre, ripe for property development and investment ventures.

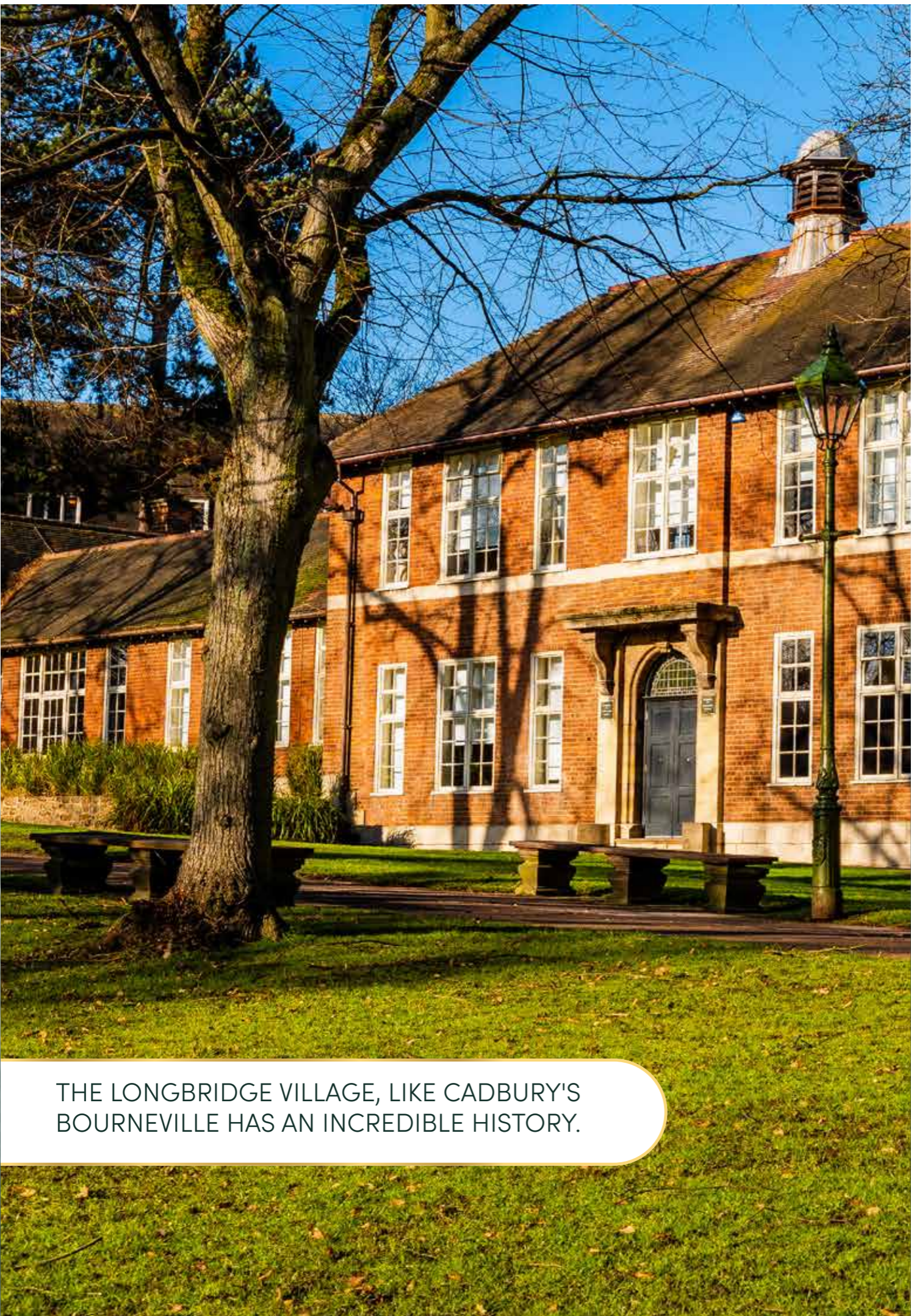
Looking ahead, Birmingham's trajectory appears brighter than ever, with ambitious initiatives set to propel the city towards new heights of success. North Works epitomises this evolution, offering residents a harmonious blend of modern living and urban convenience.

North Works isn't just a development project; it's a catalyst for transformation—a symbol of Birmingham's enduring spirit of innovation and progress, ready to shape the city's future for generations to come.

659
Acres
of green space

£27.8
Billion
Birmingham's GVA
in 2023

900k
SQFT
of Enterprise Space



THE LONGBRIDGE VILLAGE, LIKE CADBURY'S BOURNEVILLE HAS AN INCREDIBLE HISTORY.



Exploring Longbridge

Strength and Heritage

Nestled in Birmingham's vibrant cityscape, Longbridge boasts a 125-year history, from tin manufacturing to automotive production, notably as the birthplace of the iconic Mini. With over 10 million cars produced, it symbolises Birmingham's industrial prowess.

But Longbridge's legacy goes beyond industry. The Longbridge village, akin to Cadbury's Bournville, nurtured thriving communities amidst industrial progress.

Today, Longbridge epitomises strength, resilience, and adaptation, mirroring Birmingham's evolution from an industrial powerhouse to a multifaceted centre of commerce, culture, and

community. Its historic legacy blends seamlessly with the modern innovation that is shaping Birmingham's identity.

This transformation is emblematic of Birmingham's capacity for growth and innovation, preserving its rich heritage while embracing change. Longbridge stands as a beacon of inspiration, showcasing the city's enduring spirit across generations. As Birmingham evolves, Longbridge remains at the forefront, a living testament to its past, present, and future.



Gateway to Growth

Unlocking Birmingham's Economic Potential

In a game-changing move, Longbridge secured a whopping **£24 million from the Urban Transformation Fund in 2020**, adding to the £700 Million Regeneration investment and propelling its journey towards long-term prosperity and marking a monumental milestone.

With an impressive **900,000 square feet of cutting-edge commercial space**, already occupied by organisations including Sterling Pharmaceuticals, Metalor, Allsee Technologies, Waters Corporation and IVC Evidensia with more to be announced.

Longbridge isn't just a player; it's set to become a **linchpin in the Central Technology Belt (CTB)**, companies involved in technology, scientific research and development in areas such as nanotechnology.

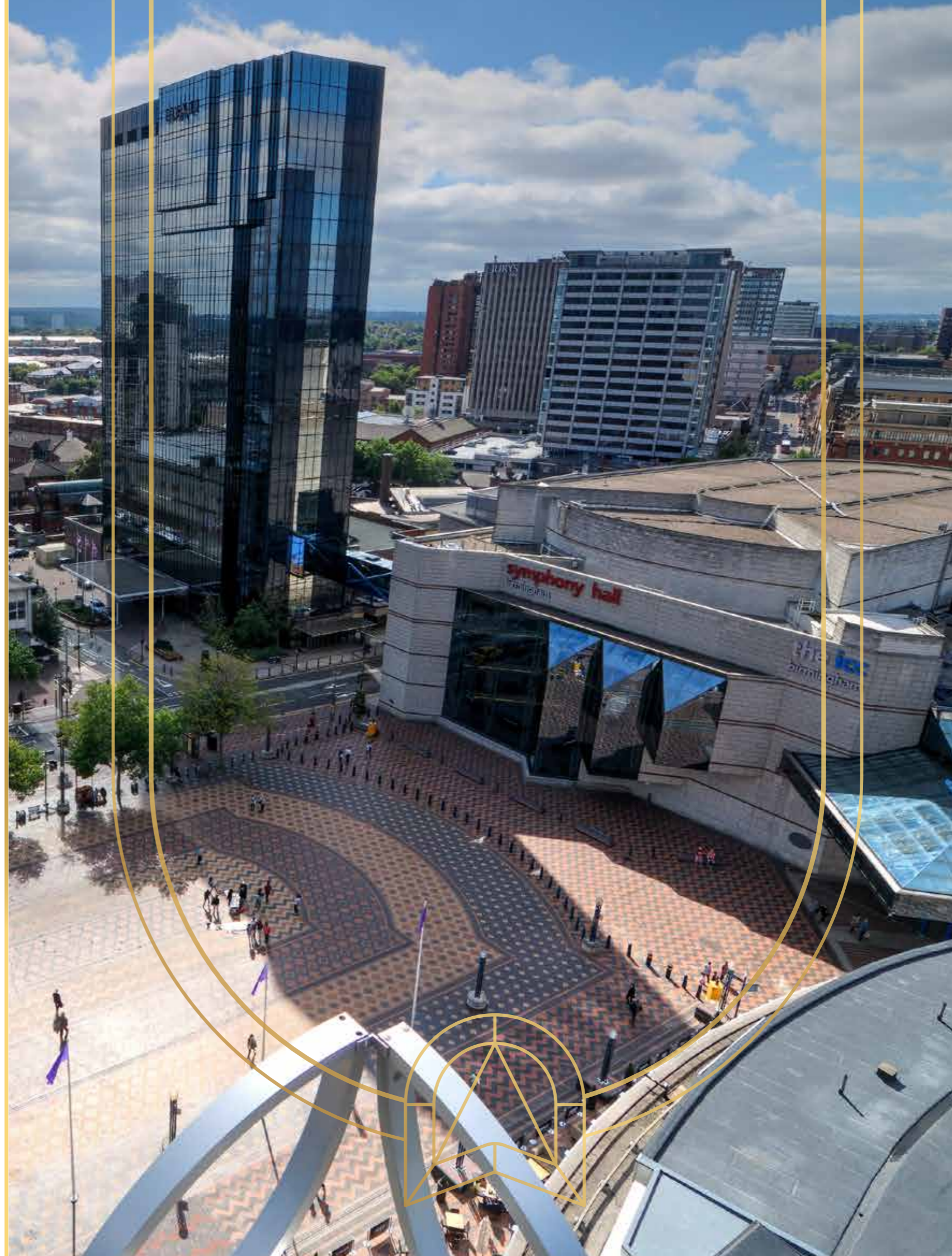
And it's not just about business—it's about sustainability too. **Longbridge's regeneration is laser-focused on eco-friendly practices**, with over 50+

acres of green spaces including Austin Park, the regeneration aligns perfectly with Birmingham's bold vision for a greener future.

Birmingham's growth story is nothing short of spectacular, powered by a diverse economy, a flourishing arts scene, and world-renowned educational institutions. Persuading 41% of graduates who study in the city to remain post education. The second highest retention rate in England.

With inward migration and urbanisation on the rise, Birmingham is primed for unprecedented expansion, with a predicted 7.8% rise in population to 1,230,000 by 2038.

Birmingham's connectivity is a key ingredient to future growth, Specifically the High Speed Rail Project 2, which will see **train journeys from Birmingham to London reduced to just 49 minutes.**



Showcasing Birmingham

**£700
Million**

has been invested in the regeneration of Longbridge, making it one of the largest development projects in the Midlands.

**£31.9
Billion**

Birmingham is the largest city economy outside of London with economic output of £31.9bn in 2021

59%

Birmingham property price growth Jan 2014 - Jan 2024

41%

Graduate retention rate in Birmingham

18k

new businesses emerge annually, reflecting a vibrant entrepreneurial ecosystem.

12%

According to JLL research, rental prices in Birmingham could increase by 12% over the next 5 years

**49
minutes**

Significant projects like HS2 and airport expansion drive Birmingham's connectivity and economic advancement. With Birmingham to London taking 49 minutes.





Envisioning Tomorrow

Connected Investment

LUXURY DEVELOPMENT OF ONE & TWO BEDROOM APARTMENTS, centrally located between Birmingham city centre and Lush parkland.

This region of Birmingham is already one of the most popular districts, thanks to its combination of outstanding schools, great retail, close proximity to both airport and city centre and easy access to lush green parkland.

One of the most important aspects of city living to both renters and owners alike is access to green spaces (Centrick 2023). North Works is within easy walk of two of the best parks in the UK. Lickey Hills Country Park and Cofton Country Park.

Lickey Hills is one of Birmingham's most varied and treasured parks. It covers 524 acres and offers different things to different people - it's a place for family days out, to spot wildlife, for sport, school trips, or maybe just for the views and a cup of tea.

Cofton Park is set in 135 acres of rolling fields, open grassland and trees. It offers locals and visitors a variety of recreational activities, points of interest and a tranquil space to unwind.

10k

NEW JOBS IN THE AREA BY 2025
(Birmingham City Council)

60%

Huge shortfall in apartment stock in Longbridge

900k

SQ FT OF NEW COMMERCIAL SPACE planned by 2025 for major company offices

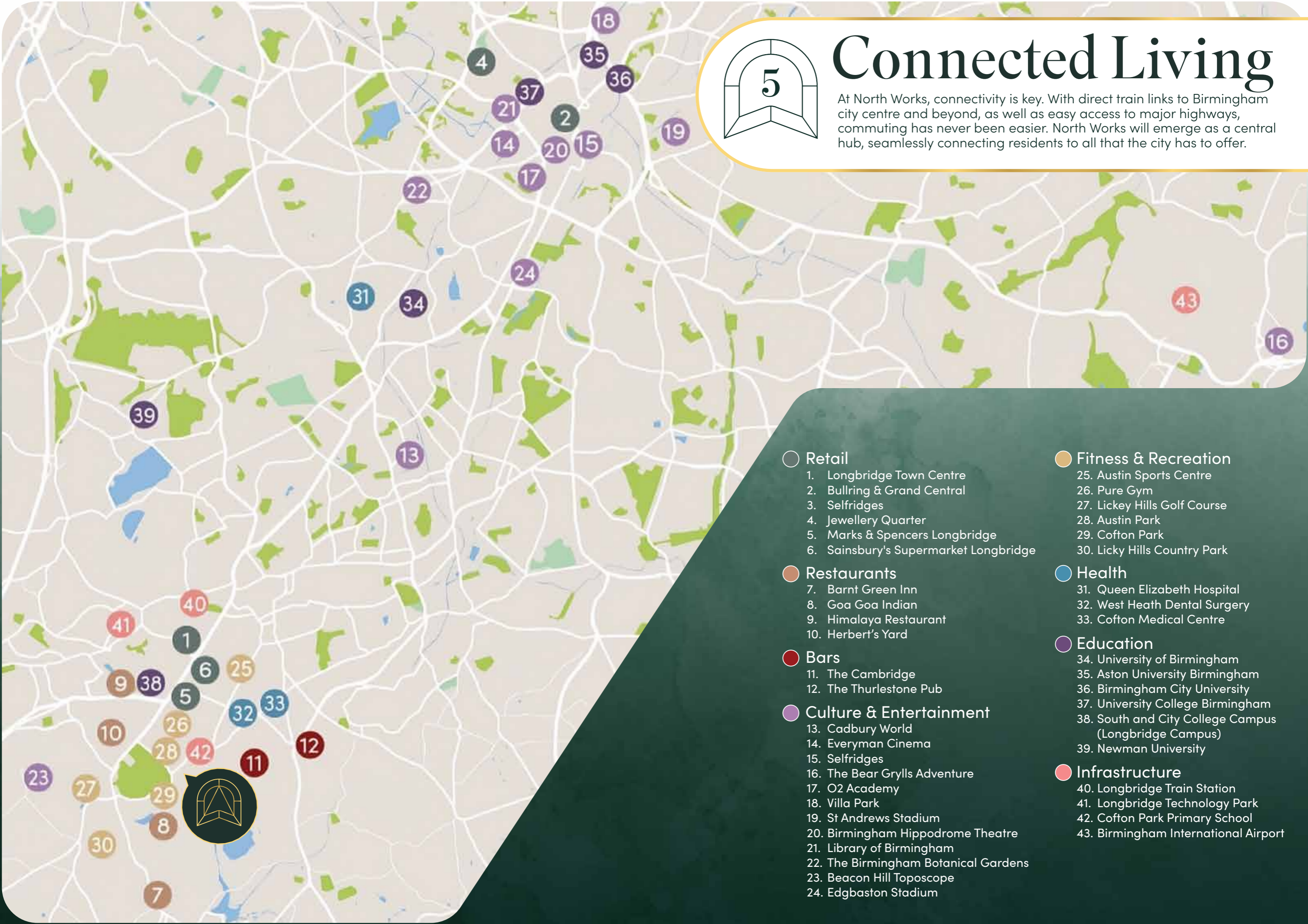
70

TRAINS A DAY TO THE CITY CENTRE. Average journey time only 21 min.



Connected Living

At North Works, connectivity is key. With direct train links to Birmingham city centre and beyond, as well as easy access to major highways, commuting has never been easier. North Works will emerge as a central hub, seamlessly connecting residents to all that the city has to offer.



Retail

1. Longbridge Town Centre
2. Bullring & Grand Central
3. Selfridges
4. Jewellery Quarter
5. Marks & Spencers Longbridge
6. Sainsbury's Supermarket Longbridge

Restaurants

7. Barnt Green Inn
8. Goa Goa Indian
9. Himalaya Restaurant
10. Herbert's Yard

Bars

11. The Cambridge
12. The Thurlestone Pub

Culture & Entertainment

13. Cadbury World
14. Everyman Cinema
15. Selfridges
16. The Bear Grylls Adventure
17. O2 Academy
18. Villa Park
19. St Andrews Stadium
20. Birmingham Hippodrome Theatre
21. Library of Birmingham
22. The Birmingham Botanical Gardens
23. Beacon Hill Toposcope
24. Edgbaston Stadium

Fitness & Recreation

25. Austin Sports Centre
26. Pure Gym
27. Lickey Hills Golf Course
28. Austin Park
29. Cofton Park
30. Lickey Hills Country Park

Health

31. Queen Elizabeth Hospital
32. West Heath Dental Surgery
33. Cofton Medical Centre

Education

34. University of Birmingham
35. Aston University Birmingham
36. Birmingham City University
37. University College Birmingham
38. South and City College Campus (Longbridge Campus)
39. Newman University

Infrastructure

40. Longbridge Train Station
41. Longbridge Technology Park
42. Cofton Park Primary School
43. Birmingham International Airport



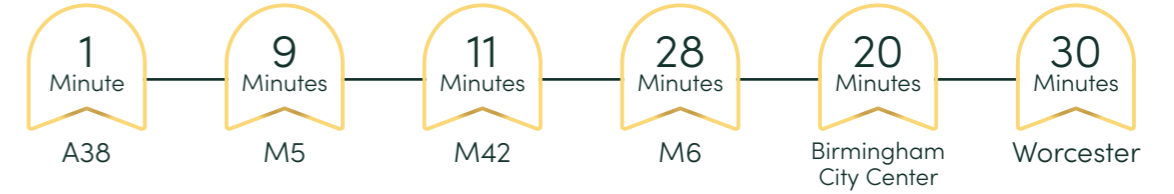
Traveling by Train

HS2 will reduce travel time from Longbridge to London from 2hrs+ to under 1h 30mins



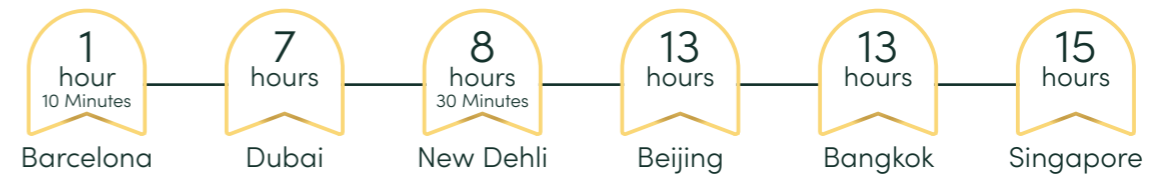
Traveling by Car

Situated in the heart of England, Birmingham acts as a transport hub to any part of the United Kingdom



Traveling by Air

Birmingham Airport is the 3rd largest outside of London, and 7th largest in the UK!



- NORTH WORKS' STRATEGIC LOCATION ALLOWS FOR EASY COMMUTING, WITH DIRECT TRAIN LINKS TO BIRMINGHAM CITY CENTRE EVERY 20 MINUTES.
- THE UPCOMING HS2 PROJECT WILL FURTHER ENHANCE CONNECTIVITY, REDUCING TRAVEL TIME FROM LONGBRIDGE TO LONDON TO UNDER 1 HOUR 30 MINUTES.

6

Educational Excellence

Home to 5 Universities, Birmingham's thriving education scene reflects Birmingham's exciting potential and its national importance as one of the mainline education hubs.

The University of Birmingham is a member of the distinguished Russell Group of universities, placing it at the very pinnacle of educational excellence. Over 85% of graduates go on to full time employment such is their demand in the work place. Indeed many corporations have set up headquarters in the city to attract them in turn leading to 50% remaining in Birmingham post graduation.

One of the most overlooked demographics when it comes to investment is graduates. Students are often more considered because they're a known quantity but savvy investors will consider where these students go after their studies. The students of today are the young professionals of tomorrow and typically, a young professional tenant will mean longer rental periods and more secure income.

This means that areas with good graduate retention are key locations. Birmingham's graduate retention has transformed over the last decade and the city now has one of the strongest graduate pools in the country. With over 80,000 students attending five universities throughout the city and an average retention rate of 41% – there's a vast amount of potential young professionals seeking accommodation – a clear signpost for those looking to invest in Birmingham property in 2022.



UNIVERSITY OF BIRMINGHAM



Aston University

BIRMINGHAM UK



BIRMINGHAM CITY University



UNIVERSITY COLLEGE BIRMINGHAM



Newman University BIRMINGHAM



SOUTH & CITY COLLEGE BIRMINGHAM

RUSSELL GROUP



80,000

University Students



85.3%

employment rate within 6 months University of Birmingham



41%

Graduate retention rate in Birmingham



3rd

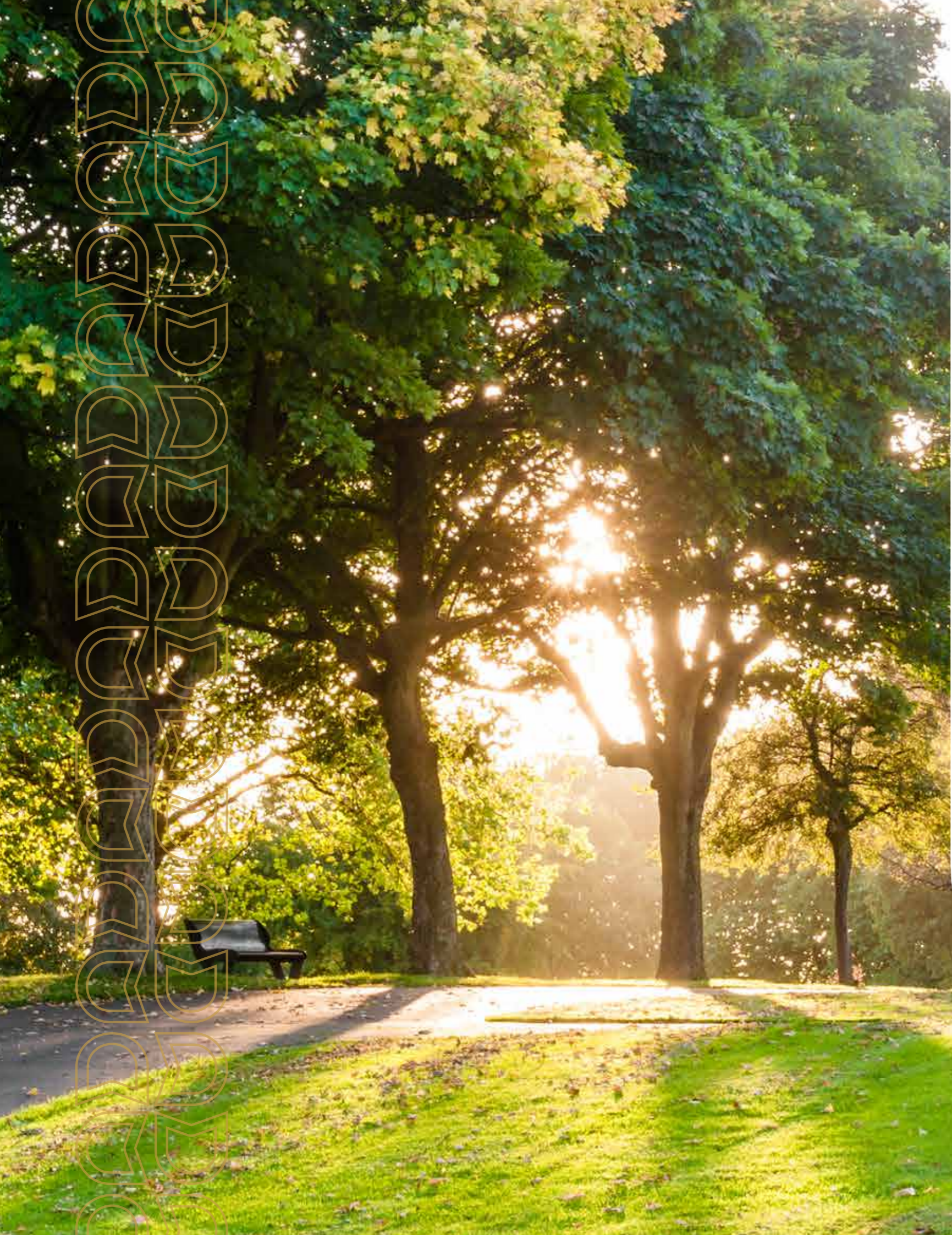
best city in the UK for attracting students with no prior links



Top 100

University of Birmingham ranked in top 100 in the world





Green Havens

Connecting Nature

Nestled within Longbridge, Birmingham, North Works offers residents access to the city's lush greenery and expansive parks. Within close proximity lies the renowned Lickey Hills Country Park, Crofton Park and Longbridge Nature Reserve.

Lickey Hills Country Park 40 minute walk

A sprawling natural oasis spanning over 524 acres of woodlands, meadows, and rolling hills. Located south of Longbridge, Lickey Hills Country Park provides residents with a picturesque retreat, boasting panoramic views of the surrounding landscape and a network of walking and cycling trails for outdoor enthusiasts.

Crofton Park 5 minute walk

Situated nearby, Crofton Park, a 135-acre green space, offers residents a tranquil haven amidst the urban landscape, with expansive green spaces and scenic walking paths perfect for leisurely strolls or picnics with family and friends.

Longbridge Nature Reserve 5 minute walk

Within the Longbridge area itself, residents can discover hidden gems like the Longbridge Nature Reserve, a designated site of ecological importance that provides habitats for rare plant species and wildlife, offering a peaceful escape from the hustle and bustle of city life.

These natural assets not only enhance the quality of life for residents of Longbridge but also contribute to the area's unique charm and desirability. With an abundance of green spaces to explore and enjoy, our site at Longbridge offers a harmonious blend of urban convenience and natural tranquility, providing residents with the best of both worlds.

Additionally, North Works boasts expansive roof terraces, providing residents with panoramic views and serene spaces to relax and unwind amidst the bustling cityscape.





Modern Rhythms

Weaving Lifestyles in Birmingham

Set against the vibrant backdrop of Birmingham, North Works seamlessly integrates world-class shopping, leisure, culture, theatre, and culinary delights.

Indulge in a shopping spree at the iconic Bullring & Grand Central, home to luxury brands and high-street favourites alike. For a taste of Birmingham's independent scene, wander through the Custard Factory, a creative hub brimming with artisanal treasures and eclectic boutiques.

Savour a culinary journey at renowned Michelin-starred restaurants such as Adam's or Carters of Moseley, where innovative dishes delight the palate. Alternatively, explore trendy eateries in the buzzing Jewellery Quarter, offering diverse cuisines that reflect Birmingham's multicultural heritage.

Immerse yourself in the city's rich cultural offerings at the Birmingham Hippodrome, one of the UK's premier theatres hosting world-class productions. Discover vibrant cultural spaces like the Birmingham Museum and Art Gallery, showcasing an impressive collection of art and artefacts spanning centuries.

With convenient flight connections from Birmingham Airport, the world is at your doorstep, while North Works offers a dynamic urban lifestyle that celebrates the essence of modernity and heritage. Experience the best of Birmingham at North Works, where luxury meets convenience in the heart of the city.

5

Michelin Star

awarded restaurants in Birmingham

40%

Estimated

of Britain's jewellery business is traded through Birmingham's famous Jewellery Quarter

35

miles

of canals, which is said to be more than Venice

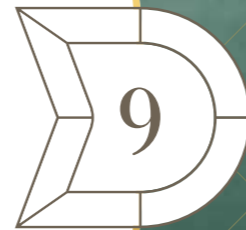
Unveiling North Works

Redefining Urban Living

Beyond its impressive scale, North Works offers an array of amenities designed to enhance residents' lives and elevate the overall development.

From convenient parking facilities and private balconies to expansive rooftop spaces with breathtaking views, every aspect of North Works is crafted to enrich the urban living experience.

Join us as we unveil the future of urban living at North Works, where every detail is meticulously curated to make a difference in residents' lives and set a new standard of quality in Longbridge.



NORTH WORKS
Escape the Ordinary

Discover a new way of living at North Works





Apartment Specification

Kitchen

- High Gloss base and wall units fitted with soft closers to drawers and doors.
- 90cm tall wall units
- 40mm laminated worktops and matching upstands with stainless steel splashback behind hob.
- Indesit stainless steel built under single fan oven with 60cm electric hob and 60cm Electrolux LFC316X cooker hood.
- Indesit integrated fridge/freezer 50/50 split.
- Indesit intergrated washer dryer.
- Integrated dishwasher.
- Franke Antea stainless steel single inset sink bowl and drainer with Franke Athena chrome mixer tap.
- Downlights to kitchen area and low voltage under wall unit lighting.

Decoration

- All walls to be finished in white matt emulsion.
- Ceiling finished in white matt emulsion.
- White gloss painted 144mm x 18mm square edge MDF skirting, with feature square edged groove.
- White gloss painted 69mm x 22mm square edge MDF architrave, with feature square edged groove.
- White gloss painted woodwork.

Heating

- Electric panel heaters.
- Electric panel heating remote control clock .
- Electric towel radiators to wet rooms



Apartment Specification

Bathroom

- Ideal Standard iLife bath with bath panel and frameless hinged Merlyn shower screen
- Ideal Standard iLife bath / shower mixer over bath with Ideal Rain S3
- Ideal Standard iLife open shrouded back WC with exposed close coupled cistern.
- Ideal Standard iLife washbasin on pedestal featuring chrome mono basin mixer tap.
- Half height wall tiling behind sanitaryware and full height wall tiling to perimeter of bath.
- Tiled finish to window cills (if window shown on plot specific drawings).
- Karndean flooring
- Downlights.

En-Suite (where provided)

- JT Fusion shower tray with Merlyn sliding shower screen (and fixed side panel where applicable).
- Ideal Standard iLife open shrouded back WC with exposed close coupled cistern.
- Ideal Standard iLife washbasin featuring chrome mono basin mixer tap.
- Half height wall tiling behind sanitaryware. Full height to perimeter of shower.
- Tiled finish to window cills (if window shown on plot specific drawings).
- Karndean flooring
- Downlights.



Apartment Specification

Windows & Doors

- uPVC high performance glazed windows/patio doors (where specified), with sealed double glazed units, chrome ironmongery and window restrictors (where applicable).
- Suffolk grained, vertical grooved white gloss internal doors.
- Satin stainless steel finish curved mitred lever door furniture throughout.

Electrical

- Electrical sockets in white to NHBC requirements
- Lounge media plate pre-wired for BT/Virgin & Hyperoptic fibre & Terrestrial Digital TV.
- Master bedroom pre-wired for Terrestrial Digital TV and provision for Hyperoptic (where available).
- Lounge and master bedroom provided with 1no. Deta double socket with USB charging ports.
- Bedroom 2 pre-wired for Terrestrial Digital TV.
- Data (telephone) point in bedroom 1 (Refer to Working drawings for exact location).
- Data (telephone) point in bedroom 2 (Refer to Working drawings for exact location).
- 2no. Deta double sockets and a data (telephone) point to allow for home working (Refer to Working drawings for exact location).
- Low energy lighting to Building Regulations standard.

Security

- Windows fitted with window locks with key, unless fire escape.
- Mains supply smoke detectors to Building Regulations requirements.
- Carbon monoxide alarm.
- Through door viewer & chain.
- External wall lighting to building and cycle store.
- External column lighting to car park.
- CCTV to communal entrance and lobby areas.
- Access controlled door entry system.





Delve deeper into the transformation of North Works and uncover the progress that propels us forward. With £24 million in funding from the Urban Transformation Fund and 900,000 sq ft of new commercial space, North Works is poised to redefine the landscape of Birmingham. Join us as we unveil the future of urban living at Northworks.





NORTH WORKS

Escape the Ordinary

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