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Manchester has come a long way since the “Cottonopolis” it was throughout the 19th Century.

Today, Manchester is an entrepreneurial and inspirational city that can proudly claim to be the “Capital of the North”.

Its well-established academic sector, world-famous culture and burgeoning business environment are attracting thousands of professionals and tourists to the city, as it continues to thrive as an increasingly attractive metropolis in which to live, study and work.
MANCHESTER

AT A GLANCE

City centre population:
541,300
Greater Manchester:
2.8m

UK’s largest professional & financial services sector outside of London
£16.2bn GVA p.a.

Largest office market outside of London

One of the UK’s most innovative medical research facilities
£28.5m worth of Cancer Research Centre

Second most important economic hub in the UK
• GVA £59.6bn (Greater Manchester, 2018)
  - 19% of Northern Powerhouse region’s GVA
• GVA £72bn by 2024, well above regional and national averages (2.8% p.a. vs 1.7% Northern England average growth)
• A larger economy than that of Wales or Northern Ireland

Second in Europe’s 2nd-largest cluster of creative/media businesses
£4.4bn GVA p.a.

Sources: Manchester City Council, JLL, Oxford Economics
In 2014, the £7bn Northern Powerhouse initiative was announced by Chancellor George Osborne to invest in the business culture and infrastructure in the north of England.

Predominantly targeting the key cities of Manchester, Liverpool, Leeds, Hull, Newcastle & Sheffield, the initiative aims to improve the lives of local residents by driving strategic and tailor-made development for each of these cities.

In 2017, a newly-allocated investment of £556m into Northern Powerhouse was announced by Prime Minister Theresa May, further boosting the value and proving the value of the initiative to the UK economy.

At the heart of the North and the Northern Powerhouse initiative, Manchester boasts the highest number of development plans (£78m in funding) and the highest growth in GVA per head (+6.8%) amongst the six Northern Powerhouse cities since the initiative’s inception in 2014.
Manchester is becoming increasingly connected, both domestically and internationally, as a result of extensive investment into improving transportation & infrastructure.

**HS2**

High Speed Two (HS2) is the new railway that will transform the UK’s transport network. It will increase trade, boost tourism and regenerate towns and cities while supporting thousands of jobs.

**Improved Travel Time**

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<tr>
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<th>Original travel time</th>
<th>Proposed HS2 travel time</th>
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<tr>
<td><strong>London</strong></td>
<td>1hrs 7mins</td>
<td>2hrs 7mins</td>
</tr>
<tr>
<td><strong>Birmingham</strong></td>
<td>40mins</td>
<td>1hr 28mins</td>
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**MANCHESTER AIRPORT**

Largest & busiest airport outside London

- **28.2m passengers (2018)**
- **Over 200 destinations**

- **£1.7bn** contribution to economy
- **40,000 airport jobs, doubled since 2018**

- **10m more annual passengers expected (2019-2029)**
- **Open in 2020**

**UPGRADE OF THE CITY’S METROLINK NETWORK**

New line extension that connects Trafford Park to Manchester City Centre

- **£350m investment**
- **15% more capacity with new modern trains**

Sources: Manchester City Council, UK Department of Transport, BBC, Civil Aviation Authority, Transport for Greater Manchester
Benefiting from the broad knowledge economy and four world-renowned universities, Manchester stands out from its UK and international competitors with a globally significant concentration of research, media and innovation assets.

With 5% of all UK graduates relocating to Manchester and an impressive graduate retention rate of over 50%, the city region prides itself on its dynamic and young demographic, which continues to fuel the demand for affordable housing.

**Largest student population in Europe**

- Over 100,000 students in Manchester
- 22 universities within an hour’s drive
- 383,000 students
- 4 renowned universities:
  - University of Salford
  - The University of Manchester
  - Manchester Metropolitan University
  - University of Bolton
- Over 33,000 p.a. graduates
- 51% graduate retention rate - second to London

Sources: JLL, Greater Manchester Combined Authority
University of Salford

Over £70m has been invested into expanding University of Salford’s campus. The extension of the Newton Building, known as the Engineering Showcase, will feature research and demonstration spaces as well as a new ‘maker-space’ to promote the sharing of engineering knowledge and skills.

The new Adelphi Building is home to the School of Arts and Media and houses the most up-to-date rehearsal and recording facilities, providing a rich environment for creativity, arts and culture on campus.

INNOVATION & RESEARCH

At the heart of the Northern Powerhouse, Manchester is at the forefront of British innovation and scientific advancement. It is home to over 2,000 international businesses and continues to be the pioneer in a wide range of business sectors, ranging from world-class medical research to ground-breaking technological developments.
World-leading Precision Medicine Campus

Following the ground-breaking partnership between academia, industry and the NHS, a new world-leading precision medicine campus is set to open in Manchester. This collaboration will bring substantial health benefits to people in Manchester and subsequently worldwide through advanced research on new tests and targeted treatments. The new campus will confirm Manchester as a world leader in the vital emerging industry with enormous growth potential.

Over £10.8bn p.a.
contribution to the UK economy from Life Science sector

£60m
worth of investments

1,500 job opportunities

Add almost £150m to Manchester’s economy over a decade

220,000 sqft expansion

Source: University of Salford, InvestinManchester, MSP
SUPPLY & DEMAND

To tackle the increasing demand for new homes, Manchester City Council has set a minimum target of 25,000 new homes to be delivered within the city by 2025. However, despite the council’s endorsement, only around 10% of those homes are currently under construction while the majority are at the pre-planning stage. The shortfall in housing supply is further amplified by the continued and significant population growth in the city centre, resulting in a highly desirable housing market for investors.

Manchester’s economy is ever-growing, the abundance of opportunities it presents has attracted talents and businesses from all around the world and created a vibrant and prosperous business environment. The city core is also expanding rapidly as people migrate outward to seek affordable yet quality homes, thus stimulating the economy of the city fringe and boosting demand in the area.

Housing Demand Forecast

227,200 (2015-2035)

Under Construction

Only 10% of homes in the pipeline

Minimum Housing Target

2,500 p.a. (2016-2025)

Housing Shortfall

2,000 p.a.

Residential Development Pipeline (2008-2020)

Influx of Talent & Businesses

North Shoring

40% lower operating costs than London

Businesses are moving north in search of talent and more affordable office space. This includes large multinational corporations such as BBC, ITV, Barclays Bank, law firm Freshfields, etc.

North Shoring

5% of UK graduates move to Manchester within 6 months of graduation - Second to London

2/3 of the city centre population are private renters due to the growing young demographic

Ever-Growing Economy

GVA growth projections (2016-2036)

45%

Business growth rate

National average: 6.1%
(Fastest growing city outside London)

Employment growth rate is forecast to be 4x the regional average
(110,000 more jobs by 2024)

Disposable income growth of Manchester residents by 2016

84%

Outward Expansion from City Centre

Current

541,300
625,000

Manchester city centre grew almost 7 times faster than London

CITY CENTRE POPULATION

1,000 2,000 3,000 4,000 5,000 6,000

Completed

Construction activity

Sources: Manchester City Council, Deloitte, JLL, The University of Manchester, GMCA
There is an upward pressure on rents and demands in Manchester’s rental market brought by young professionals, fresh graduates and students seeking affordable housing.
AREAS

Spinningfields

Home to some of Manchester’s most popular bars, restaurants and shops, Spinningfields has become the City’s leading business destination and largest commercial district, housing some of the biggest corporations in the North West. This architecturally-rich district is Manchester’s number one hub for retail, entertainment, culture and cuisine, boasting the city’s finest restaurants, bars and boutiques. Now synonymous with Manchester’s world famous cultural and entertainment offering, Spinningfields is a dynamic quarter that provides Manchester with spectrum-wide innovation from architecture to retail and art to fine dining.

Its handy central location and superb transport links have helped it become a prime market, with sales there last year regularly exceeding £500/sqft. Easily identifiable by its growing number of landmark high rise developments for those wishing to be at the heart of the city.

St John’s/Deansgate

Urban canal-side living, easy access to the city centre (east) and MediaCityUK (west) and greater affordability are three of the main drivers of Castlefield’s recent popularity and performance (Castlefield prices are up by almost 20% since 2017). While Manchester’s younger residents tend to prefer city centre living, the older generations have gravitated towards Castlefield, attracted by its scenic canal-side cafes and restaurants, as well as the influx of numerous high quality new residential developments, trading at around 20% less than in the prime city centre, which is also attracting first-time buyers.
Benefiting from its favourable location in Manchester’s expanding city centre, Salford has attracted attention on the property market for its affordable, high-quality housings that offer both convenience and vibrancy.

The excellent connectivity and strong development pipeline, together with UK’s second-biggest media hub Salford Quays, have also made the area highly desirable for buy-to-let investors.
MediaCityUK

MediaCityUK’s vision to become a world leader in innovation and creativity is well underway, with world-renowned institutions such as BBC, ITV, Bupa and the University of Salford now calling the area home, and forming part of the largest studio complex in Europe. With a further £1bn expansion in the pipeline, MediaCityUK is set to cement its position as one of the UK’s key hubs for technology, innovation and creativity.

£550m development
One of the biggest HD studio complexes in Europe
Over 250 businesses
Over 15,000 jobs
Expect to double the size in the next decade

Sources: Salford City Council, Trafford Council
Trafford Park

Trafford Park is the world’s first planned industrial park. It is home to around 1,330 businesses employing over 35,000 people, including Kellogg’s, Unilever, L’Oreal, Adidas, Procter & Gamble, Amazon, Manchester United Football Club and the Intu Trafford Centre. With the introduction of the new £350m metro extension that connects Trafford to the City Centre, the city centre expansion stretches further westward, forming a wider and stronger economic area.

Sources: Salford City Council, Trafford Council
PENDLETON

Pendleton has become a desirable location due to its proximity to Manchester City Centre, MediaCityUK, Trafford Park and Salford Royal NHS Foundation Trust. Its convenient position offers easy access to the city centre, while its affordability is attracting more and more professional tenants to the area.

Regeneration

£650m scheme
to transform Pendleton

Commenced 2013

1,600
new homes built

1,250
homes modernised

2,000
work experience opportunities

7 km
of newpaths and cycle routes

Sources: Salford City Council, Peel Park Salford
The Pendleton is an exclusive 6-storey development that consists of 71 spacious and elegantly-designed 1 & 2 bedroom apartments. Nestled in the desirable Pendleton area, these exclusive residences have been carefully designed in a manner that offers the perfect harmony between functionality and style.
This private collection of homes offers residents spacious modern interiors and fantastic amenities, such as the beautiful private landscaped rooftop garden, concierge service, secured bicycle storage and car parking.
With part of the development being a stunning Edwardian-style period building from the 1920’s, The Pendleton celebrates both the area’s heritage and its bright future. The homes in the original building will be restored to their former glory and offer residents a unique opportunity of life in a fully restored period residence.
THE PENDLETON
EXTERIOR
AREA

Rooftop Garden

Lobby
LIVING/DINING AREA

Computer generated images are intended for illustrative purposes only.
INTERIOR

BEDROOM & BATHROOM

Computer-generated images are intended for illustrative purposes only.
SITE PLAN

Broughton Rd

NORTH WING

SOUTH WING

Parkings
Internal Finishes

- Hardwood veneer apartment entrance and internal doors
- Chrome ironmongery
- Satinwood finish to internal skirtings and architraves
- White emulsion to walls with feature wall in living areas and bedrooms

Flooring

- Engineered wood flooring to hallways and living areas
- Carpets to bedrooms
- Tiling to bathrooms and en-suites

Kitchen

- Contemporary fitted kitchens in a range of finishes
- Handle-less door and drawer fronts
- Square-edged work surfaces with matching, full-height splash-back
- Integrated Bosch electric oven, ceramic hob and concealed hood or similar approved
- Integrated Bosch fridge-freezer, integrated washer/dryer or similar approved
- Integrated Bosch dishwasher or similar approved
- Stainless steel 1½ bowl sink unit with Mixer Tap
- Under wall unit lighting

Bathroom & En-suites

- White sanitary ware with wall to back cisterns or similar approved
- Bath with chrome shower mixer tap
- Rain head shower to en-suites
- Glazed shower screens and chrome shower mixer tap
- Tiled walls incorporating feature band coursing
- Full height/width mirror above wash hand basin

Electrical & Communication

- LED down lights to hallways, living areas, bathrooms and en-suites
- Pendant light fittings to bedrooms
- Provision for BT/ Sky or similar approved to living areas and bedrooms
- Dedicated Internet provision
- All outlets to be white Deta slim-line or equal approved with exception of brushed steel in kitchen

Heating

- Slim-line electric panel heaters with central timer
- Chrome towel rails to bathrooms and en-suites

Safety & Security

- Secure residents’ entrances
- Automated door entry system
- Smoke detectors and sounders to kitchens and entrance halls

External

- Double glazed windows
- Allocated gated car parking spaces
Outwood Wharf, Phase 1
Hulme Street, Salford

Gtr Manchester | Residential 263 units | Completion October 2019

Outwood Wharf Phase 1 is a prestigious development of 263 built-to-rent PRS apartment units and townhouses. The building is arranged in 3 blocks around a landscaped courtyard. The building provides 85 carparking spaces and 90 bicycle stands. Outwood Wharf is serviced by a dedicated concierge and residents have the benefit of an on-site gym.

The building is 18 storeys high and tops out at 56 metres and utilises a unique lean, modern method of construction. Over 3,000 precast concrete sandwich panels were fabricated off-site and lifted into place to form the structure of the building. These panels come to site with bricks pre-pointed and windows pre-fitted and provide a weathertight environment from early in the programme to help drive efficiency and minimise waste.

Queens Terrace
Great Cheetham Street West, Salford

Gtr Manchester | Residential 28 units | Completion September 2019

Queens Terrace was once a prestigious terrace of 6 Victorian properties where wealthy merchant families lived, adjacent to the lush surrounds of Albert Park. Construction began on site in 2017 to restore the splendour of the façade whilst providing 28 new apartments in a brand-new structure behind.

This complex façade retention scheme will ensure that whilst the apartments have all the conveniences and energy efficiency that modern construction methods provide, the beauty of the original Victorian façade will be preserved for future generations to admire.

The development will provide eight 1-bedroom apartments and twenty 2-bedroom apartments. This is a private gated development with landscaped front and rear gardens 14 onsite carparking spaces and provision for 16 bicycles.
DISCLAIMER

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