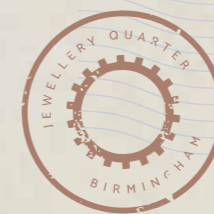


# THE COPPERWORKS

INTRODUCTION	04/05
THE DEVELOPMENT	06/15
AERIAL VIEW	16/17
BIRMINGHAM FACTS	18/19
TRANSPORT & HS2	20/21
BUSINESS & ECONOMY	22/23
BIRMINGHAM FIRSTS	24/25
JQ LIFE	26/35
EDUCATION	36/37
LEISURE & RETAIL	38/39
FOOD & DRINK	40/41
CULTURE	42/45
SPECIFICATION	46/49
ABOUT THE DEVELOPER	50





VIEW FROM SLOANE STREET



## A STORY FULL CIRCLE

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Once the workshop of the world, Birmingham is experiencing a 21st century renaissance to rival its past prowess as the city of a thousand trades.

Locals argue it never really went away. Of the 4,000 inventions made in the UK every year, 2,800 come from Birmingham. Which tells you a lot about the city and its character.

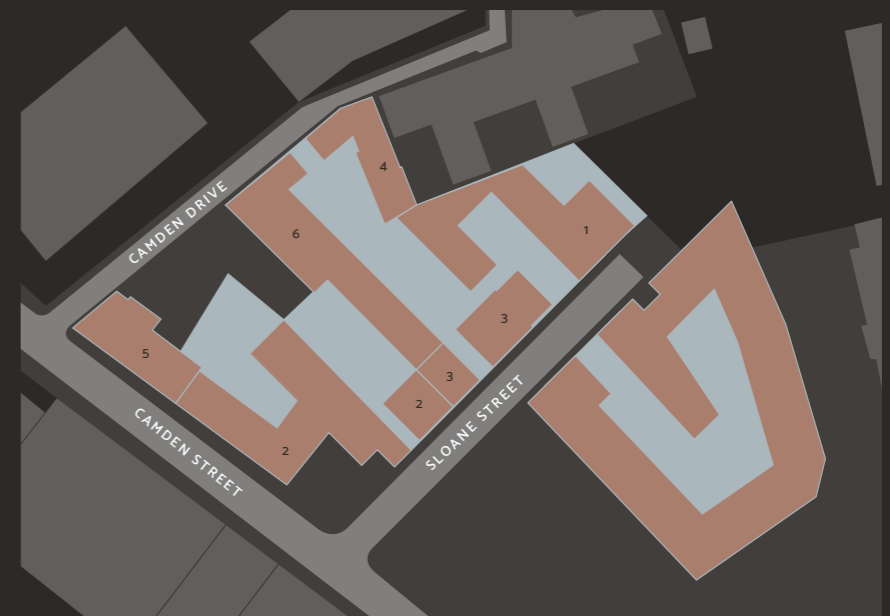
And over 150 years ago, this very development, then known as the Tyndall Works, was registering its own application to the Patent Office, for its proprietary ornamental designs made from brass.

So you see, Birmingham has never lost its entrepreneurial spirit. Instead, at the dawn of the roaring 20s, the world's attention has turned back towards it. Its potential, power and desirability for all to see...

Welcome to The Copperworks, a development brimming with history and character in Birmingham's Jewellery Quarter.



VIEW OF COURTYARD



THE  

 COPPERWORKS

## THE COPPERWORKS

# A MAJOR NEW ADDRESS FOR BIRMINGHAM'S JEWELLERY QUARTER



VIEW FROM CAMDEN STREET

The Copperworks occupies a prominent location in the south west of the city's Jewellery Quarter, a new and thriving residential neighbourhood for Birmingham, only minutes walk from the city centre.

Built within the strict conservational guidelines designed to preserve the heritage of the Jewellery Quarter, the development cleverly fuses its past industrial usage with a modern aesthetic to offer an array of homes full of character and charm.

A community of 71 homes, The Copperworks comprises a range of residences: apartments,

duplexes and townhouses. Some are new-build, others form part of the restoration of the centrepiece, the Grade II listed former brass works, dating back to 1854.

Traversing Sloane Street and Camden Street and only half a mile from the Jewellery Quarter Metro, The Copperworks is a major new address and an exciting opportunity to be a part of this area's residential renaissance.

# INNOVATIVELY INDUSTRIAL

Built to reflect the surrounding architecture of the Jewellery Quarter, The Copperworks features traditional red brickwork with hints of copper and zinc, a nod to the materials so ubiquitous to the forges and makers who gave the area its name. Deep reveal windows, dark contrasting surrounds, brick openings in the façade and open weave brickwork all combine to give an innovatively industrial appearance. Stylish residences both inside and out.









PROPOSED FUTURE DEVELOPMENT



# CITY CENTRE LIVING

Located in the conservation area of the Jewellery Quarter, The Copperworks enjoys all the benefits of a city centre location - less than a 10-minute walk to Birmingham's Central Business District and under 0.4 miles to the JQ station.



# BIRMINGHAM

## THE MIDLANDS MEGASTAR

### HIGHLY SKILLED JOBS

jobs risen by 17% in last 5 years. More jobs created from foreign direct investment than any other region



### 16 PERCENT INCREASE

in average asking rents in Birmingham since 2014 (with 2-beds outperforming even that)

### 5.5 PERCENT GROWTH IN 2019

**Bucking Brexit:** Birmingham outperformed sluggish UK growth; prices grew between Jan-Sept in 2019 compared with UK average of 3.5%

### 19.3 PERCENT

Savills 5 year growth forecasts for Birmingham and West Midland 2019-2023



### BIG CITY PLAN

A 20yr £8BN masterplan to transform Birmingham city centre:

- 3,500 new homes per year
- 65,000 sqm of public space
- 28km walking and cycling routes
- 1.5million sqm of new floorspace
- 50,000 new jobs
- £2.1billion for the economy annually

### 2022

Commonwealth Games host 1.5 Billion viewers



### 80,000 STUDENTS

The second largest student population in UK



### 5 TOP UNIVERSITIES:

Aston, University College Birmingham, University of Birmingham, Birmingham City University, Newman.



### £14 BILLION

additional economic output generated by HS2



### 6,000

tech firms call Birmingham home



### 500,000

Highest number of employees of any city outside of London



### CENTRE

for professional & financial services and 2nd only to London in number of start ups



### ONE

of the fastest improving cities in PWC's 2019 Good Growth for Cities Index





## TRANSPORTATION

# BIRMINGHAM BOUND

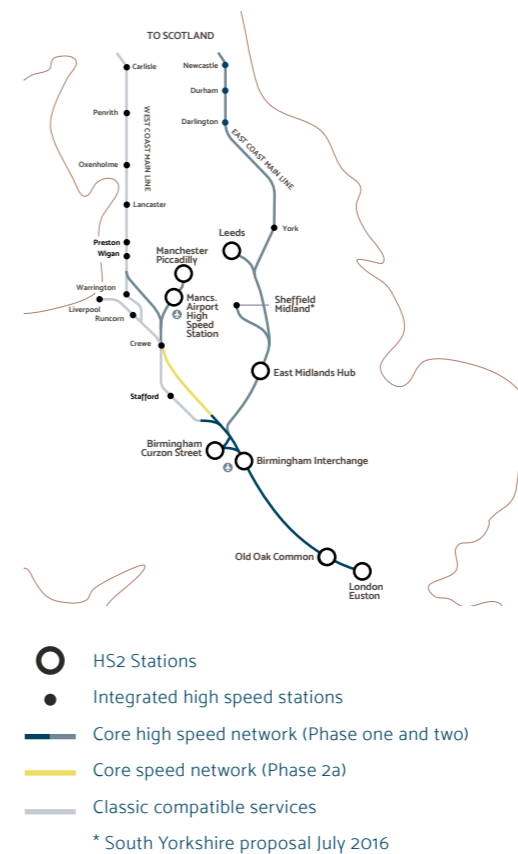
Birmingham has three main stations; **New Street**, **Snow Hill** and **Moor Street**, the former two being the closest to The Copperworks, around a 10 minute walk. The proposed **HS2** would put Birmingham at the epicentre of the UK's new high-speed rail network slashing journey times to London down from 1 hr 21 mins to 45 mins. It would also revolutionise Birmingham's connectivity with the regions, making **Leeds** accessible in 49 mins, what is presently a two hour trip. It seems unlikely the scheme will meet its 2026 opening time, at **Birmingham's Curzon Street**. When it completes it will drastically change the face of rail travel in the UK.

Accounting giant PWC recently described Birmingham as set to become the most walkable city in the UK. It is an oft quoted fact that the city

has more waterways than Venice (35 miles to Venice's 26), which provide tranquil walks to work for many Brummies. It's efficient Metro and bus systems make up excellent public transport links, the **Jewellery Quarter metro** a little over a five minute walk from The Copperworks.

**BHX**, Birmingham's International Airport is ever-growing its flight path span, its expansion making it the fastest growing airport in the UK, with major airlines including British Airways, Emirates, Qatar Airways, PIA, Lufthansa and EasyJet.

Meanwhile, **Colmore Row**, the city's central business district is just a 10 minute walk from The Copperworks.



### WHAT HS2 MEANS FOR BIRMINGHAM

The London Euston to Birmingham Curzon Street route is the jewel in the crown for the HS2 network. Scheduled by the UK Prime Minister to go ahead "immediately", the project has its own government minister, dedicated solely to the delivery of HS2, a game-changing infrastructure project for the entire country, to the tune of over £100billion.

The Birmingham Interchange marks the point at which the line will fork to the North West and North East, connecting also to Birmingham Curzon Street and Birmingham Airport, already served by Emirates, Qatar Airways, Lufthansa, Air India and more. London will be a 45-minute journey from Curzon Street - nearly half the current time (82 mins), opening up the city exponentially to further investment and relocations for families, young professionals and businesses, particularly from London and the South East.

## BUSINESS &amp; ECONOMY

# PLAYING WITH THE BIG BOYS

A growing trend in companies relocating parts of their operations from London to Birmingham has made the city the top destination for relocation outside of the UK capital.



## COMPANIES SEE A PROFITABLE FUTURE IN THE WEST MIDLANDS

Mayor Andy Street

PwC's move to One Chamberlain was its largest single office investment ever made outside of London and BT announced in early 2020 it was to move 4,000 workers to Snow Hill, quintupling the amount of staff it already had in Birmingham and making it the city's biggest employer. In February 2019 HSBC made Birmingham the new headquarters for its ring-fenced bank at Centenary Square, a homecoming of sorts for what was once The Midland Bank. Outside of these major office moves, coworking space accounted for 22% of office take up in Birmingham 2017-19.

In the last decade alone 108,000 people have relocated to Birmingham. Now with the population predicted to grow to 1.3 million from 1.1 million by 2040, employment in Birmingham is expected to increase by 10% over the next decade. The ONS predicts 3,145 households will have to be created every year to accommodate this trend, with the present housing pipeline estimated to deliver 2,555.

**60% of UK's automotive R&D is located in Birmingham & West Midlands.**

**Birmingham tops the list of locations for the relocation of parts of the Bank of England from London.**

### SILICON CANAL & INNOVATION BIRMINGHAM

When online fashion retailer ASOS launched its same day delivery service in Birmingham in 2018, its first ever outside of London, it cited the city's tech talent as a major motivator. Silicon Canal is a non-profit organisation creating a major tech pool throughout Birmingham and the West Midlands. It broadcasts that tech talent costs 50% less than in London, whilst tech professionals are attracted to Birmingham for its greater affordability. Over 6,000 tech companies are registered, and along with the support of Innovation Birmingham, a dedicated campus for the digital and tech community, the industry is beginning to rival the proliferation of financial and professional service providers in the city.

Another contributing factor to Birmingham's growing tech economy is its 'sticky' graduate community; the majority of Birmingham's graduates choose to remain and work in the city, making it easy for firms to attract top talent. It's easy to see why Birmingham is the number one city for start-ups outside of London.

## ALL EYES ON BIRMINGHAM

# TWO MAJOR EVENTS ARE PUTTING BIRMINGHAM UNDER A GLOBAL LENS: HOST CITY OF THE 2022 COMMONWEALTH GAMES AND ITS STATUS AS THE UK'S 5G TEST-BED.

## Birmingham: A 5G bellwether

Birmingham is the UK's 5G test-bed for the next-gen network, 10 times faster than 4G and even outpacing home fibre broadband. It gives unlimited potential for daily lives, in particular our growing use of the Internet of Things. A testament to Birmingham's forward-looking nature, it staved off national competition to be selected as the 5G test-bed and already the benefits for the city and residents are being felt.

"The potential of this technology is endless – and we will enjoy the benefits first. From monitoring the health of babies and the elderly, to the way our people are linked to the economy of the future, the way companies do business, the way we deliver public services, the experience of travellers on public transport and the way we deliver City of Culture and the Commonwealth Games – everything can be made better thanks to the power of this technology."

Andy Street, West Midlands Mayor



## A national stage: Birmingham 2022

The legacy of international sporting events is well documented for the economies of host cities. The 2018 Commonwealth Games held on Australia's Gold Coast were estimated to have delivered a AUS\$2.5billion rise to the economy of Queensland, whilst Glasgow which hosted the 2014 Games, had an economic impact of £740million and attracted 690,000 visitors. Stats from the Scottish Government confirm that Scottish businesses benefited from the Glasgow Games though £669million in new business contracts. Meaning the future certainly looks bright for Birmingham's turn as host.

- 2.4billion citizens across the Commonwealth
- Up to 1 million visitors expected
- A global viewing audience of 1.5billion
- 11 days of sport
- 12,500 volunteers
- £526million benefit to West Midlands economy

Source: Greater Birmingham Chambers of Commerce

"The games will involve several major infrastructure developments, namely: the development of a 1,000 home Athletes' Village in Perry Barr, a £70m expansion of the Alexander Stadium and the construction of a £60m aquatics centre in Sandwell. According to Birmingham City Council, the Games are expected to create on average 4,526 jobs a year until 2022, 950 after."

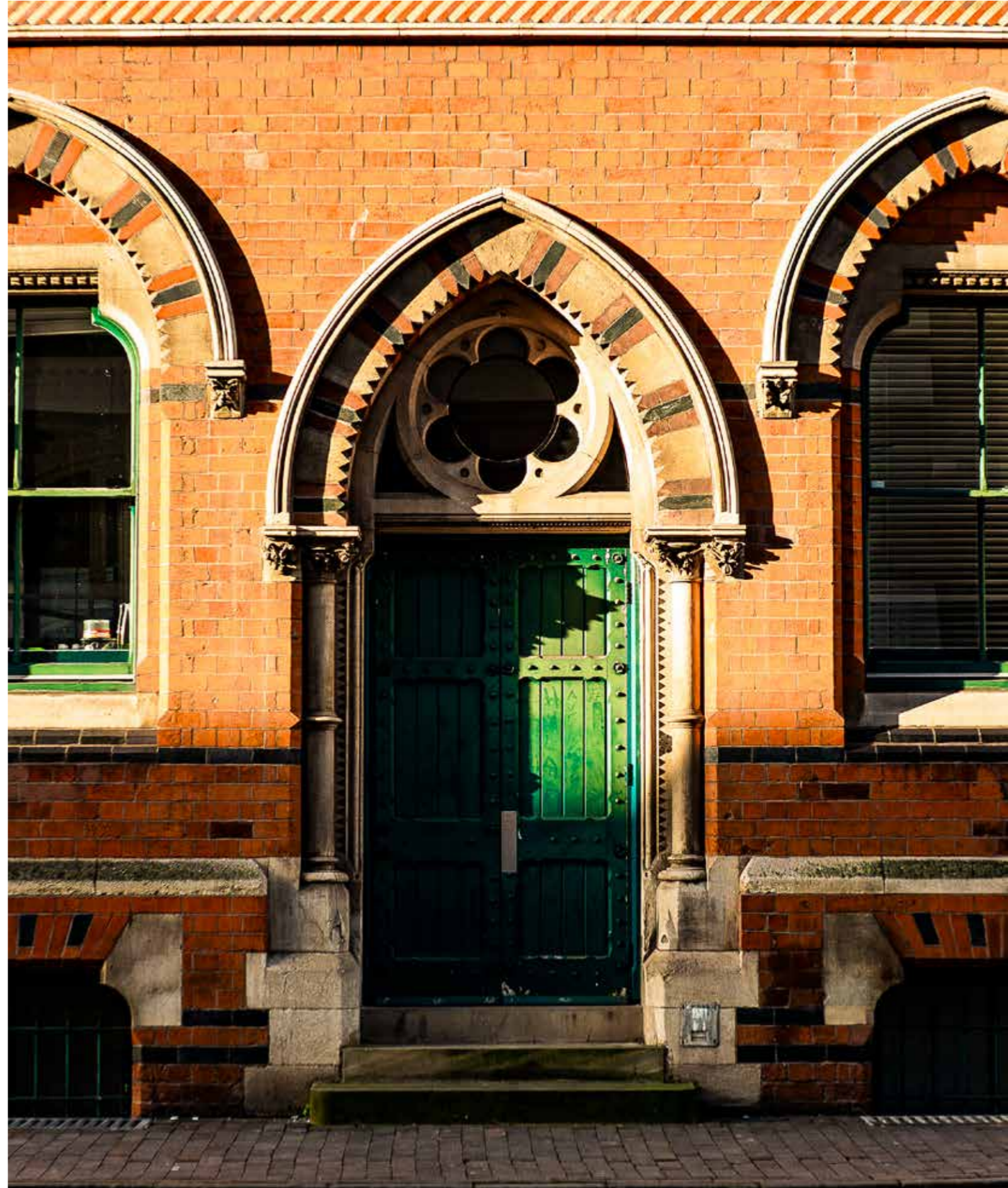
Greater Birmingham Chambers of Commerce

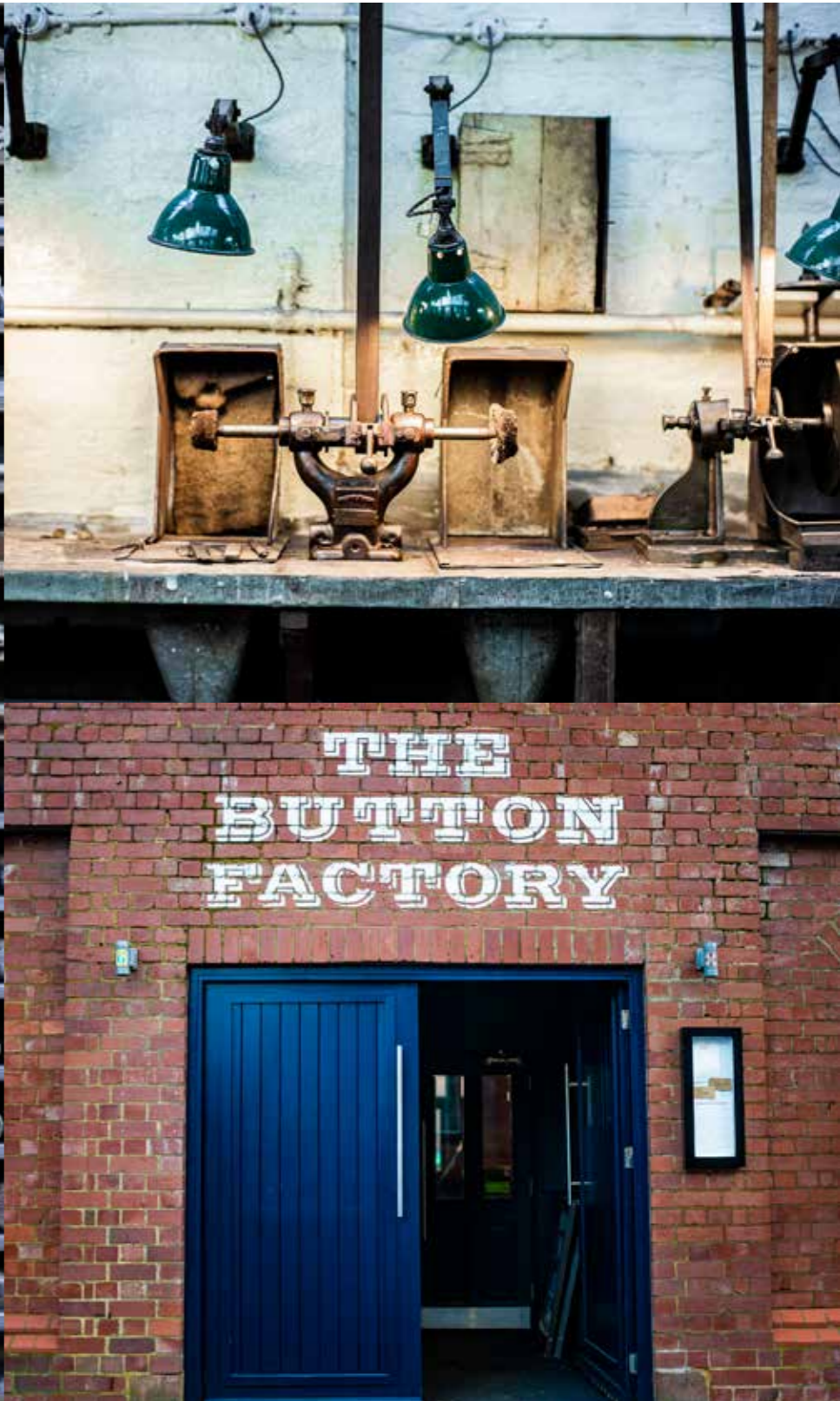


FAR RIGHT: Typical JQ architecture  
 ABOVE AND RIGHT: St Pauls House



# JQ LIFE







# YOUR NEIGHBOURHOOD



## BARS & RESTAURANTS

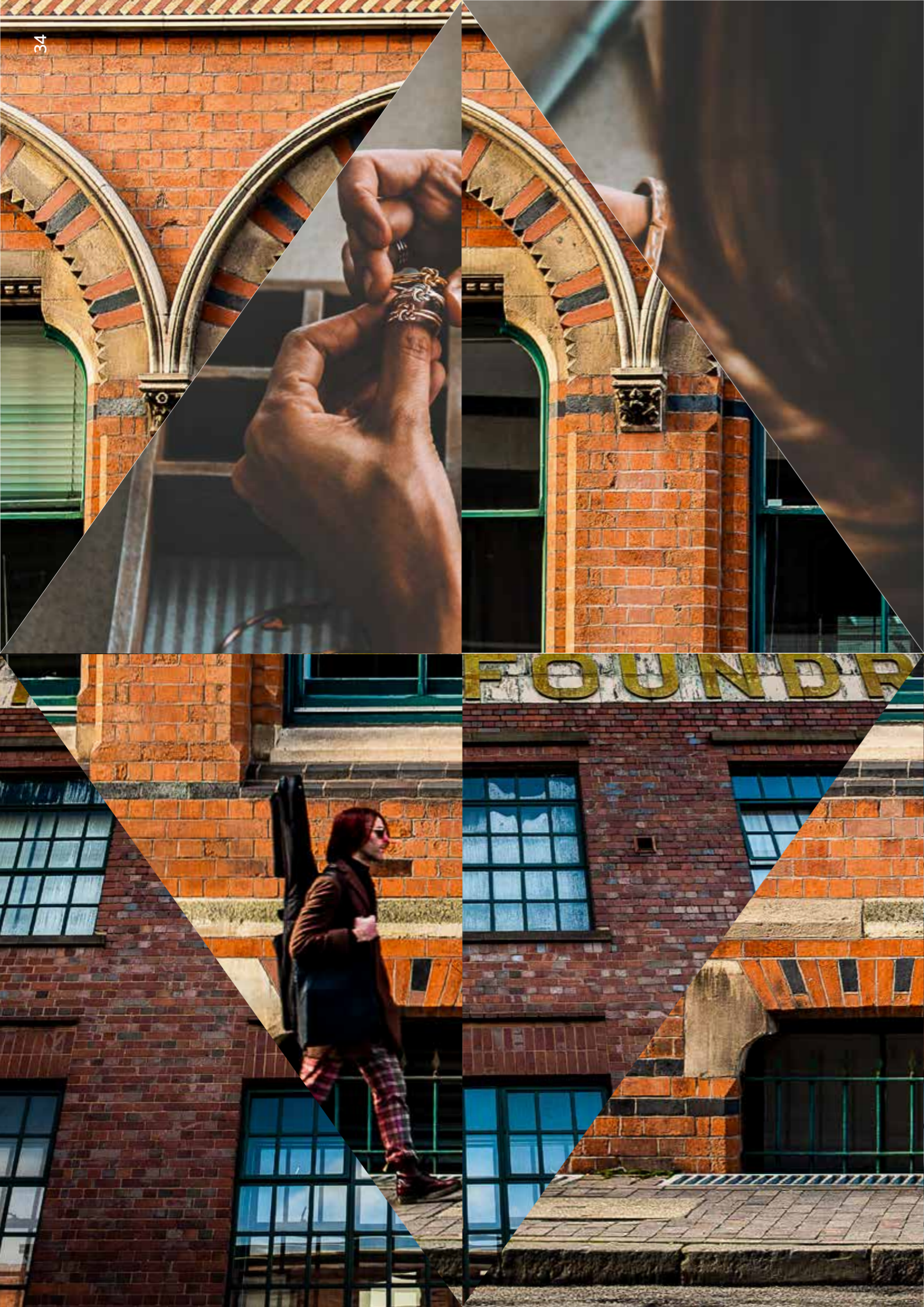
1. VICEROY TANDOORI
2. THE RED LION
3. THE PIG & TAIL
4. THE ROSE VILLA TAVERN
5. THE WILDERNESS
6. THE BUTTON FACTORY
7. OTTO WOOD FIRED PIZZA
8. LASSAN INDIAN RESTAURANT
9. THE RECTORY
10. ACTRESS & BISHOP
11. THE ATRIUM AND BRASSERIE RESTAURANT
12. STIRLINGS BAR



## AMENITIES

1. THE PIT GYM
2. COOL PILATES
3. TESCO
4. POST OFFICE
5. JQ STATION
6. JQ MUSEUM
7. SCHOOL OF JEWELLERY
8. UNIVERSITY OF LAW
9. TEMPLE GYM
10. ST PAULS HOUSE
11. UNIVERSITY COLLEGE BIRMINGHAM
12. BIRMINGHAM CANAL





## FOCUS ON THE JQ

The Jewellery Quarter, or JQ as it is colloquially known, has established a reputation as the place for independents, infused with its own signature style and character. Incredibly, it still accounts for 40% of all the jewellery made in the UK, this sense of industry still palpable as you walk its streets.

**Golden Square** and **St Paul's Squares** are popular gathering places, the former often streaming live sporting and cultural events, whilst St Paul's Square is known for its garden and handsome Grade I listed Georgian architecture – the only Georgian square in the city.

Residents boast the **JQ** is only a 15 minute walk from everywhere you want to be in Birmingham, **the Bullring & Grand Central, Arena Birmingham...** and what's more, the network of waterways that run through the JQ mean you can often walk to these places free from traffic.

Recent **Masterchef 2019 winner Stu Deeley** will be providing the quarter's most anticipated culinary event of the year when he opens his restaurant in 2020, having honed his skills at the highly rated JQ eatery **The Wilderness**, a pop-up turned permanent. The neighbourhood is home to over 30 independent restaurants and a host of artisanal coffee shops, grocers and bakers. It has two independent theatres and dance venue **The Jam House**, whilst its bars and pubs are legendary with names like **The Actress & Bishop**.

SHEER  
BRILLIANCE

## EDUCATION

EMPOWERING  
THROUGH  
EDUCATION

Education is held in high esteem in Birmingham, the city's Central Library being the largest public library in Europe. As well as five top UK universities, Birmingham has an excellent schooling system, known for its outstanding state comprehensives and grammar schools. And like the trend in many other UK towns and cities, having good sought-after schools drives local housing demand as families relocate to ensure they are in the required catchment area.

Within the Jewellery Quarter, the School of Jewellery, now forms part of Birmingham City University's faculty, the Birmingham Institute of Art & Design, one of the largest dedicated faculties in the UK, showcasing the JQ as a real centre of excellence, past and present.



## UNIVERSITIES IN BIRMINGHAM

UNIVERSITY OF BIRMINGHAM

ASTON UNIVERSITY

BIRMINGHAM CITY UNIVERSITY

NEWMAN UNIVERSITY

UNIVERSITY COLLEGE BIRMINGHAM

## BEST SCHOOLS IN BIRMINGHAM 2019

KING EDWARD VI CAMP HILL SCHOOL  
FOR GIRLS

KING EDWARD VI HANDSWORTH SCHOOL

SUTTON COLDFIELD GRAMMAR SCHOOL  
FOR GIRLS

ST PAUL'S SCHOOL FOR GIRLS

KING EDWARD VI CAMP HILL SCHOOL  
FOR BOYS

BISHOP VESEY'S GRAMMAR SCHOOL

LORDSWOOD GIRLS' SCHOOL AND  
SIXTH FORM CENTRE

KING EDWARD VI FIVE WAYS SCHOOL

KING EDWARD VI ASTON SCHOOL

KINGS NORTON GIRLS' SCHOOL



Museum of the Jewellery Quarter



The Schools of King Edward VI

MAKING BIRMINGHAM  
THE BEST PLACE TO BE  
EDUCATED IN THE UK

The Schools of King Edward VI in Birmingham is a charity foundation involved in education at 10 schools across the city; two independent schools, six free grammar schools and two multi-ability schools via the management of historic land assets passed by royal decree in 1552. It aims to represent the multi-cultural and diverse population of the city to ensure children from all backgrounds can access and take advantage of Birmingham's strong educational history.

## RETAIL

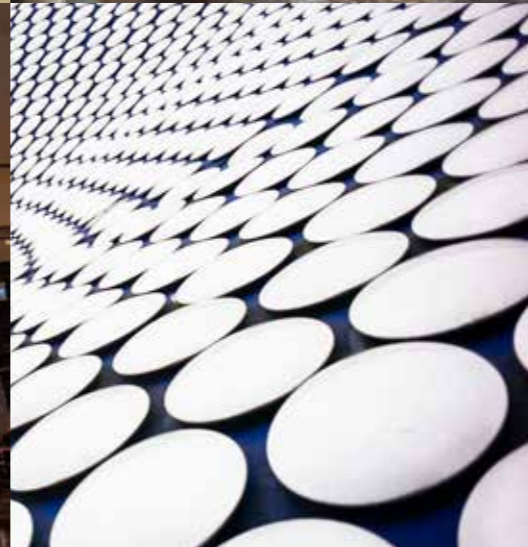
RETAIL THERAPY IN  
A LEAGUE OF ITS OWN

Birmingham is famed for its shopping; malls anchored by big names like **Selfridges** and **Harvey Nichols** fused with a booming independent fashion culture. Its main shopping centres are the **Bullring & Grand Central** and **The Mailbox**, whilst smaller independent shopping-destinations include the Grade II listed Victorian **Great Western Arcade** and the **Custard Factory**. In November, people from all over the UK flock to the city's **Frankfurt Christmas Market**, the most authentic German Christmas market outside mainland Europe.

There are hundreds of boutiques catering to all styles and budgets, with local favourites such as the **Liquor Store**, a clothes shop-cum Speakeasy and **People**, a carefully curated lifestyle store. **Swordfish Records** on Dalton Street enjoys a celebrity music following and **Disorder Boutique** saw itself hailed by Queen of Shops Mary Portas as one of the cleverest retailers she'd seen in years.

**Gosia Weber Handmade** is well worth a visit in the JQ, curator of leather goods made with cast offs and scraps, **Peter Forson** hats is run by local fashion graduate Daisy Nyamie, and lit up in popularity with devotees of the TV series *Peaky Blinders* seeking out the flat caps as worn on screen. **Vincent Vandoodle**, an art and homeware pop-up has made a permanent home – and following – for itself in the Bullring and the **Designer Dress Agency** in Moseley is successfully tapping into the pre-loved market with devotees from across the country travelling to nab a cut-price designer gown.

Wine merchant **Loki** has won 11 national awards in the last three years whilst **Miss Macaroon**, owned by celebrated patisserie chef, Rose Ginday can be found in the Great Western Arcade. **Maison Mayci** is also a must for those with a sweet tooth, with shops in Moseley and King's Heath.



## RESTAURANTS

BIRMINGHAM FOR  
BON VIVANTS

Birmingham's food culture is epic. From cult favourite Otoro Sushi in China Town, curry house Shabab in the Balti Triangle to one of the city's six Michelin starred restaurants, Purnell's, Birmingham's food scene is thriving and there is something for everyone.



## MICHELIN STARRED

---

 PURNELL'S
 

---



---

 ADAM'S
 

---



---

 SIMPSON
 

---



---

 CARTERS OF MOSELEY
 

---



---

 OPHEEM
 

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---

 PEEL'S
 

---

## FAMOUS NAMES

---

 HOTEL DU VIN
 

---



---

 THE IVY
 

---



---

 GUSTO
 

---



---

 MARCO PIERRE WHITE
 

---



---

 SAN CARLO
 

---



---

 ST PAULS HOUSE
 

---

## INDIE FAVES

---

 LASAN
 

---

(Indian, featured on Gordon Ramsay's the f word)

---



---

 FOLIUM
 

---

(modern Scandi)

---



---

 TATTU
 

---

(progressive Chinese)

---



---

 LEGNA
 

---

(woodfired pizza)

---



---

 ORIGINAL PATTY MEN
 

---

(burger bar)

---



---

 LUCKY DUCK
 

---

(Bao Bar in the JQ)

---



---

 BODEGA
 

---

(Latin American streetfood)

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---

 SABAI-SABAI
 

---

(Top Thai)

---



---

 GAIJIN SUSHI
 

---

(Japanese sushi from a Polish chef)

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## CULTURE

# WORLD-FAMOUS CULTURAL STANDING

**Birmingham is a city that celebrates its culture and heritage, described as one of the world's greatest examples of urban creativity. Its great cultural legacy across the literary, musical, theatrical and artistic worlds comes from its own 17th century renaissance, The Midlands Enlightenment where it became a haven for free thinkers. Many writers haven written of its unique sense of self and its ability to forge a thriving cultural scene outside and independent of London.**

That said, West End touring shows remain incredibly popular at the city's Hippodrome Theatre, the UK's busiest multi-stage theatre entertaining half a million guests every year

with a 400 performance programme. The Royal Ballet and modern dance repertory DanceXchange are also based there and it regularly hosts visiting national operas.

Birmingham is famous for its arenas, sell out musical and conference venues; the O2 Academy, Arena Birmingham and the International Convention Centre of which Symphony Hall's nationally famous concert hall, forms part of. Concerts are also regularly performed in across the city's churches, St Paul's in the Jewellery Quarter, in particular.

Galleries are abundant and Birmingham has one of the largest collections of Pre-Raphaelite art, visible

at the Birmingham Museum. Modern works can be viewed at Ikon Gallery and popular exhibitions are always to be seen at Halycon. The Barber Institute of Fine Arts is only one of five institutions outside of London to be commended for its breadth of works of national significance.

And from fine art to football, the city's Premier League side Aston Villa is famously supported by HRH Prince William, who regularly attends home games with his family.





LIBRARY OF BIRMINGHAM





## SPECIFICATION

### INTERIOR DESIGNED KITCHENS

Gloss white (or similar) handleless cabinets  
 Granite worktops, upstands and splashback behind hob  
 Stainless steel integral 1.5 bowl sink  
 Integrated Bosch or similar appliances, including induction hob, fridge freezer, dishwasher and washer-dryer  
 LED strip lighting under wall units

### BATHROOMS & ENSUITE

Oak effect basin cabinet with white basin and mixer tap  
 Polished concrete style or similar ceramic wall and floor tiles - floor to ceiling in wet areas  
 Dual flush soft close WC with chrome flush  
 Shower head with rose head and hand shower in chrome  
 Heated designer towel rail

### GENERAL

Brushed stainless steel sockets and switches  
 Varnished wooden apartment doors  
 Stone windowsills

### SECURITY

Secured gates at section entrances  
 Digital access to main entry doors and gates  
 Colour video access screens in apartment hallways  
 Compliant smoke alarms  
 Lockable letterboxes  
 Secured bike storage

### HEATING

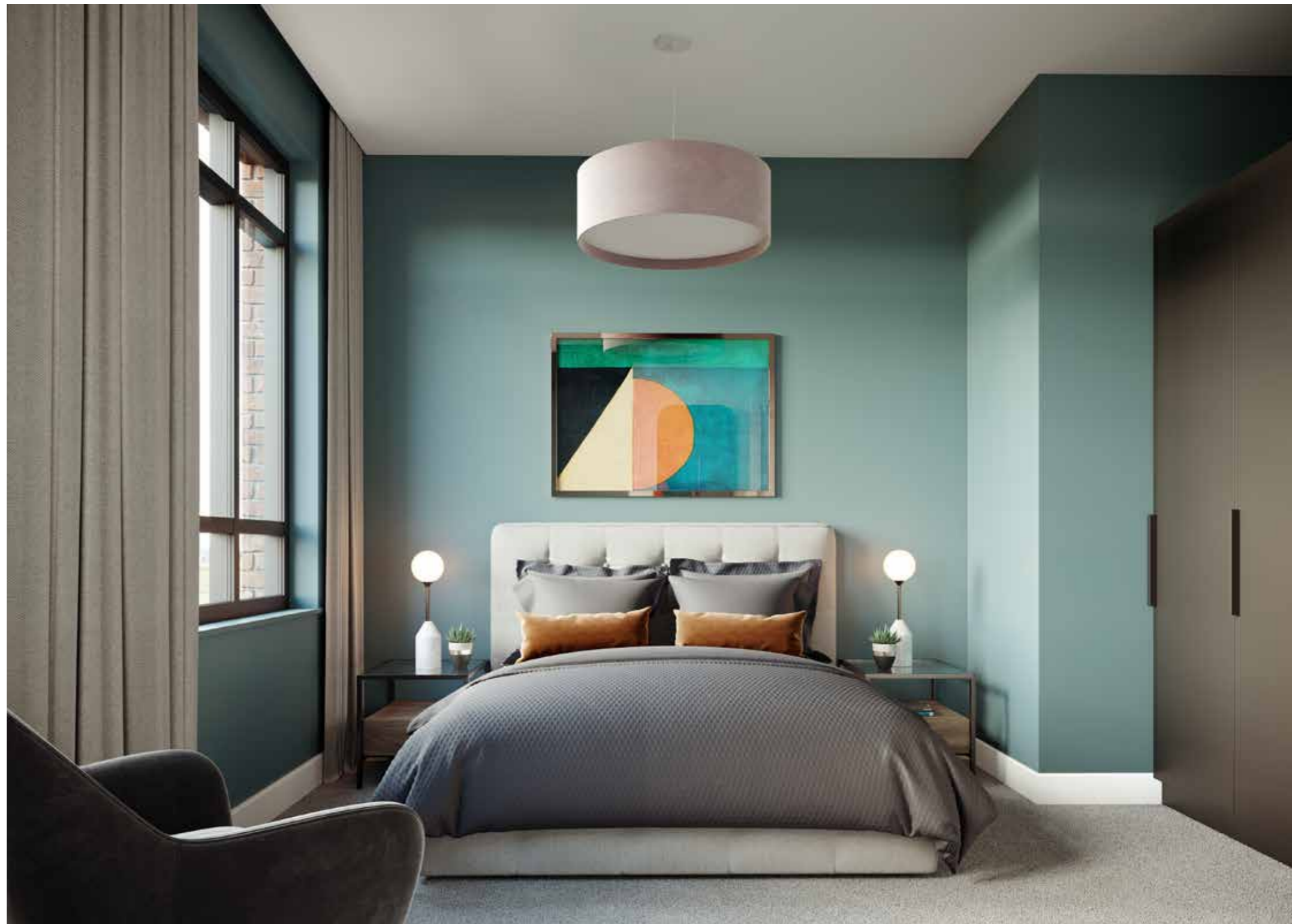
Wall-mounted electric panel heaters

### FLOORING

Engineered oak flooring in living, hallway and kitchen areas  
 Carpet in bedrooms  
 Ceramic and/or porcelain tiled bathrooms

### LIGHTING

Recessed LED spotlights  
 Brushed steel light switches





kings crescent homes

## ABOUT THE DEVELOPER

Kings Crescent Homes is an integrated property development business, specialising in the end-to-end delivery of large developments completely through its unique inhouse capacity.

Founders and directors, Nick Harvey-Jones and Radu Dinului-Mereantu, have a combined experience of over 40 years and have delivered in excess of £300 million in real estate development and construction across the UK and managed active real estate portfolios into the £billions. Their rare ability to deliver large scale projects mostly in-house, including most elements of construction, sets them apart from many. Investment partners are able to rely on a company with ultimate control on timing and budget, whilst customers who buy or rent a Kings Crescent Home are able to trust that quality control and efficiency is at the heart of their mission.



### NICK HARVEY-JONES

Nick has over 20 years' experience in real estate investment, development and finance. He has held senior roles at some of the largest companies in the world, such as CBRE and Macquarie Bank, but also founded a number of his own businesses in real estate investment management and corporate finance, at all times having a large exposure to real estate development. Once running over £1 billion in intensive asset management real estate funds in commercial and residential/student accommodation sectors, he has learnt to be obsessed with the detail, but also to take a strategic view of the bigger picture. He is now fully focused on running the strategy, transactions and funding for Kings Crescent Homes.



### RADU DINULUI-MEREANTU

Radu also has 20 years' experience in real estate, with his background mainly focussed on construction. He has worked in senior positions for large European construction companies, and has also founded his own construction company, Vidi Construction. His vast technical experience in construction and engineering, and his strength in business management allow him to handle large scale projects with optimal efficiency. Radu manages the construction side of the business, where his skilled team of sometimes hundreds of staff have the rare ability to deliver most elements of construction in-house.

## COPPERWORKS DESIGN TEAM

Ink/drawn	Architectural Services
Farrow Walsh	Structural & Drainage Engineering Services
Shire Group	M&E Services
DB Remediation	Site Monitoring & Site Remediation Services
Coresafe Consulting	Principal Designer
Four Architects	Employers Agent

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THE  COPPERWORKS

MADE IN BIRMINGHAM