



nineteen

F O R T Y

# CONTENTS

- 05 Welcome to the Jewellery Quarter
- 07 The Nineteen Forty Story
- 09 Harry Smith Building History
- 14 The Development
- 15 Maps
- 19 Specification
- 24 The Developer
- 25 The Heritage Collection Track Record
- 28 Floor Plans



INTRODUCING 22 heritage homes  
IN THE HEART OF BIRMINGHAM'S  
charming JEWELLERY QUARTER

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With 200 listed buildings, the Jewellery Quarter is undeniably one of the most attractive places to live and work in the city of Birmingham. Dating back to the 18th century, it is home to the largest collection of Victorian and 20th century buildings devoted to jewellery manufacturing in Europe. The manufacturing industry is still thriving today with the Quarter producing 40% of all the jewellery made in the UK.



## WELCOME to the NEIGHBOURHOOD The Jewellery Quarter



Since its industrial start, the area has attracted significant investment and restoration and is now home to a bustling food & beverage scene. Bars and modern eateries line the streets along with indie stores and galleries attracting trendy, young professionals from across the city.



NINETEEN FORTY

NINETEEN FORTY



# The NINETEEN FORTY STORY

The building consists of four historic structures, with the oldest dating back to the early 1800s, including the Harry Smith and Gem buildings.

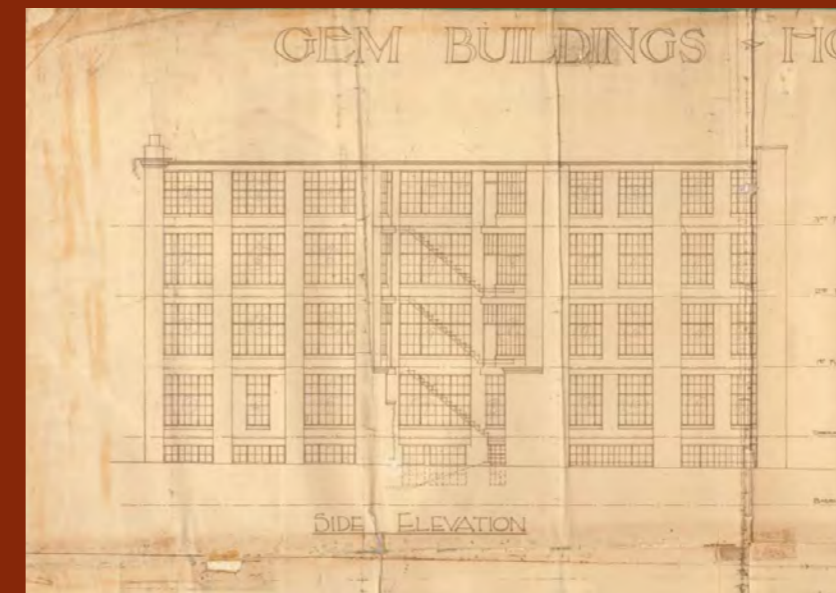
Fast forward to the 1900s, the Gem buildings were constructed and occupied by Ginder & Ginder for the making of diamonds. During the first world war disabled servicemen and English boys were taught diamond cutting and polishing.

Twenty years on in 1940, there are syndicated newspaper reports in USA, Australia and Iceland of an exercise worthy of a film. JC Ginder, who was the chair of the Birmingham Jewellers Association Export Group, had come up with a plan to evacuate the diamond businesses from Antwerp to Birmingham. He flew 'eighteen times' to Antwerp and brought with him 200 experts in the trade. Diamonds were smuggled out of Europe along with 'sawing, cutting and polishing machines'.

The Jewellery Quarter became the nucleus of Britain's budding new diamond industry, which had taken shape in 'a three-storey building in Birmingham', likely within walls of the Gem Building.



JC Ginder stated that the UK had become the world centre for polishing and cutting diamonds, contributing to the war effort by increasing diamond sales to the United States to fund aircraft purchases.



Old Elevation of the Gem Buildings

The building was thoughtfully crafted, featuring three storeys of open floors, high ceilings, expansive windows, and unobstructed interiors that provided excellent natural light for working with diamonds.

# HARRY SMITH

building history

The Harry Smith buildings (Nos. 17-19 Hockley Hill) date back to the Regency era and started with shops on the ground floor and residences above. Historical records aren't entirely clear, but based on available evidence, the first Harry Smith building (No. 19) likely housed an ironmongery from at least 1824. Over the years, the business expanded into 18 and finally into No. 17 when the existing paper business moved out in the mid 1900s.

In the late 1950s, the Harry Smith ironmongery business expanded further, incorporating the neighbouring Gem Buildings. While Harry Smiths remained a hardware store, the Gem Buildings housed various tenants, including a clothing shop and artist studios over the coming decades.

The hardware business finally closed in 2020, leaving the entire complex vacant.



*A photograph of the three Harry Smith Buildings (Nos. 17-19 Hockley Hill)*



*A Victorian photograph of the 'newly established' Harry Smith ironmongery.*

# A NEW LEGACY AWAITS



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Nineteen Forty is a delicately restored collection of buildings with historic features and charm, complemented by high-specification modern fixtures.

Beautiful high ceilings and refurbished industrial-style windows flood the space with light, creating an airy, spacious feel.

Elegant herringbone floors add a touch of sophistication, while the sleek kitchens, fully equipped with SMEG appliances and touch-close cupboards, provide contemporary convenience.

The PERFECT  
LOCATION at the  
HEART of the ACTION



CAFE'S, BARS & RESTAURANTS

WALKING TIME

- |                                    |       |
|------------------------------------|-------|
| 1. The Kulture Bar & Grill         | 2 min |
| 2. Le Reference                    | 2 min |
| 3. Grain & Glass, JQ               | 3 min |
| 4. Birmingham Blue Nile Restaurant | 5 min |
| 5. Hylton Cafe                     | 5 min |
| 6. Tranquil 1992 Coffee House      | 5 min |
| 7. The Jewellers Arms              | 7 min |

SUPERMARKETS

- |                    |       |
|--------------------|-------|
| 8. Tesco Express   | 6 min |
| 9. Morrisons Local | 6 min |

EDUCATION

- |  |       |
|--|-------|
| 10. The University of Law - Birmingham | 7 min |
| 11. Kinder Day Nursery                 | 8 min |

AMENITIES

- |                                |       |
|--------------------------------|-------|
| 12. Royal Mail Delivery Office | 1 min |
| 13. Hair Salon                 | 2 min |
| 14. Medical Centre             | 4 min |
| 15. Fitness Centre             | 4 min |
| 16. Blue Orange Theatre        | 6 min |

TRANSPORTATION

- |                                     |       |
|-------------------------------------|-------|
| 17. Great King St Bus Stop          | 2 min |
| 18. Vyse St Bus Stop                | 2 min |
| 19. Jewellery Quarter Train Station | 5 min |



CLICK HERE TO VIEW OUR  
INTERACTIVE LOCAL AREA MAP

# MACRO MAP

Travel distances from the Nineteen Forty building

## Employment

1. Birmingham Children's Hospital  
21 min walk, 6 min cycle
2. EY  
23 min walk, 7 min cycle
3. NHS Birmingham and Solihull  
24 min walk, 7 min cycle
4. PwC, Birmingham  
26 min walk, 8 min cycle, 7 min drive
5. Birmingham City Council  
26 min walk, 8 min cycle, 10 min drive
6. Birmingham City Hospital  
27 min walk, 10 min cycle, 5 min drive
7. Deloitte LLP  
28 min walk, 10 min cycle, 12 min drive
8. Capgemini  
29 min walk, 10 min cycle, 10 min drive
9. Accenture  
33 min walk, 9 min cycle, 12 min drive, 19 min public transport
10. KPMG  
21 min walk, 7 min cycle

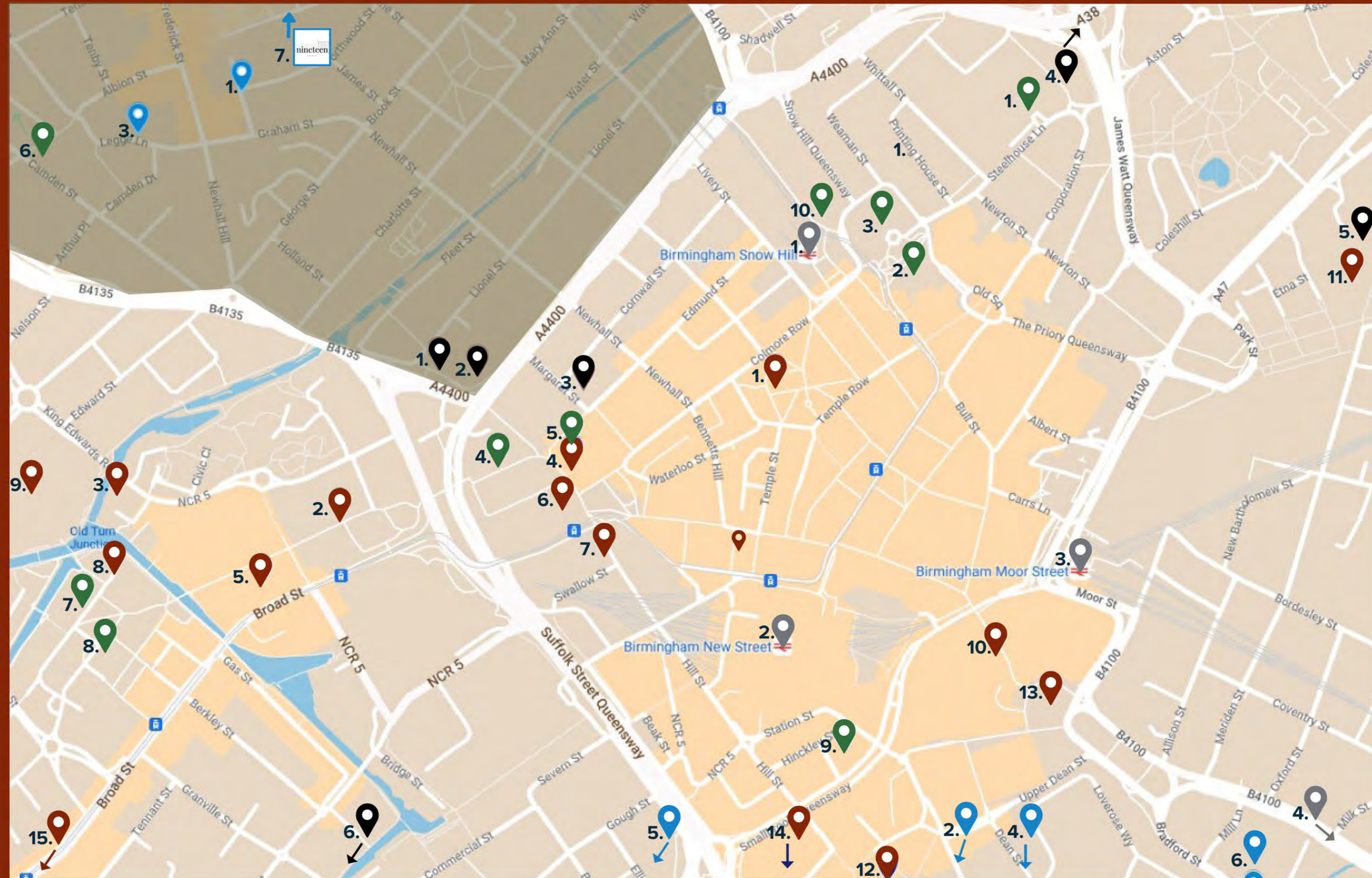
## Higher Education Institutions

1. University College Birmingham  
21 min walk, 6 min cycle
2. Arden University  
21 min walk, 6 min cycle
3. Birmingham School of Art  
23 min walk, 7 min cycle
4. Aston University  
25 min walk, 10 min cycle, 7 min drive, 13 min public transport
5. Birmingham City University  
33 min walk, 9 min cycle, 9 min drive, 18 min public transport
6. University of Birmingham  
56 min walk, 19 min cycle, 12 min drive, 23 min public transport

## Transport

1. Birmingham Snow Hill Station  
15 min walk, 6 min cycle
2. Birmingham New Street Station  
28 min walk, 9 min cycle, 9 min drive, 16 min public transport
3. Birmingham Moor Street Station  
32 min walk, 9 min cycle, 15 min drive, 15 min public transport
4. Birmingham Airport  
28 min drive, 46 min public transport

[CLICK HERE TO VIEW OUR INTERACTIVE AREA MAP](#)



## Points of Interest

1. Birmingham Cathedral  
24 min walk, 8 min cycle, 8 min drive, 12 min public transport
2. Library of Birmingham  
25 min walk, 9 min cycle, 6 min drive
3. IET Birmingham: Austin Court  
25 min walk, 9 min cycle, 5 min drive
4. Birmingham Museum & Art Gallery  
26 min walk, 7 min cycle, 9 min drive
5. Symphony Hall  
27 min walk, 9 min cycle, 11 min drive
6. Birmingham Town Hall  
27 min walk, 7 min cycle, 11 min drive
7. Victoria Square, Birmingham  
27 min walk, 8 min cycle, 11 min drive
8. National SEA LIFE Centre Birmingham  
28 min walk, 10 min cycle, 9 min drive
9. Utilita Arena Birmingham  
28 min walk, 12 min cycle, 5 min drive
10. Bullring & Grand Central  
32 min walk, 9 min cycle, 10 min drive, 16 min public transport
11. Thinktank Birmingham Science Museum  
34 min walk, 10 min cycle, 16 min drive, 20 min public transport
12. Chinese Quarter  
35 min walk, 10 min cycle, 10 min drive, 18 min public transport
13. St. Martin's Church  
33 min walk, 10 min cycle, 12 min drive, 19 min public transport
14. O2 Academy Birmingham  
11 min cycle, 9 min drive, 22 min public transport
15. The Birmingham Botanical Gardens  
22 min cycle, 10 min drive, 31 min public transport

## IP Global Projects

1. The Silversmiths
2. The Curve At Park Central
3. Bishton Fletcher Building
4. Kent Street Residence
5. The Axium
6. East & Green

 Nineteen Forty

## Jewellery Quarter, Birmingham

[CLICK HERE TO VIEW OUR INTERACTIVE AREA MAP](#)



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# SPECIFICATION

## THE BUILDING

- Hand restored crittall-style historical windows
- Video intercom to all apartments
- Newly restored original brickwork
- Cycle rack, post boxes and bins storage
- New timber door entries
- Original restored slate roof, guttering and downpipes along with new fascia boards to entire building

## PEACE OF MIND

- 10-year new home structural warranty
- Full new electrical installation certification
- 12-month new appliance warranties
- Smoke detection to all rooms
- Category 1 concealed fire sprinkler system
- 30-minute fire doors fitted to all habitable rooms
- Acoustic and fire rated down lights fitted
- Communal fire protection panel installed

## GENERAL APARTMENT

- Newly fitted skirting architraves in main house
- Wood laminate flooring to main rooms except bedrooms and bathrooms
- High quality carpets in bedrooms.
- TV and virgin cable points to all lounge and master bedrooms.
- BT phone point
- Exposed original brickworks in specific apartments
- Double radiators to all rooms
- All ceilings painted brilliant white
- All plastered wall areas painted white matt emulsion.
- Exposed electrical conduit in certain units/locations
- Newly fitted electric heating and hot water infrastructure
- Pendant and spotlighting to allocated rooms, bulkhead type lighting to certain apartments
- Satin/Brushed chrome sockets and switches
- Light oak veneered doors with relevant fire protection painted white



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# SPECIFICATION

## KITCHEN

- SMEG stainless steel electric oven – Model SF6400TVX or equivalent
- SMEG stainless steel electric hob – Model SE264TD or equivalent
- SMEG stainless steel microwave Model FM1017X or equivalent
- Integrated fridge freezer – Hoover HMCB505011UK or under worktop equivalent
- Integrated washer dryer – Hoover HBD485DIE/1 or equivalent
- 18 mm Matt finish handleless soft close kitchen units
- Integrated dishwasher /slimline or equivalent (certain units only)
- SMEG External duct ventilation chimney hoods – SMEG KSET61W2 or equivalent
- Under counter sinks – SMEG / FRANKE 1.0 Stainless steel undercounter sink
- Quartz worktops – White Quartz
- Single-lever chrome tap

## BATHROOMS

- 1700 fitted bath (certain units)
- Concealed showers in en-suite
- Grey wall and floor tiles, full height tiling to shower and bath areas, half height to other areas
- Grohe Mixer Basin Tap
- Shower mixer with fixed shower head (certain units)
- Vanity storage units
- Heated towel radiators
- Glass shower screens in en-suites
- Mirrors above basins
- Luxurious sanitary ware, WC with concealed cistern and soft close seat



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A  
DEVELOPMENT by

**nvsm**  
limited. est.2001

NVSM was founded in 2001 and has built an operational portfolio valued in excess of GBP40 million.



## THE HERITAGE COLLECTION

A distinguished collection of meticulously restored and completed Grade II Listed buildings in the Jewellery Quarter. These bespoke homes have been brought to market by IP Global through our developer NVSM, who specializes in restoring historic buildings with unique stories. Nineteen Forty will be our third collaboration together.

### Track Record

#### THE SILVERSMITHS

Originally built as a toolmaker works, The Silversmiths building was later used by silverware makers and became an arsenal during WWI, producing over 1 million rifles. The building has witnessed six monarchs and the industrial revolution that made Birmingham a global powerhouse.

In 1992, the Jenkins family ended their tenure, opening the door for its transformation into stylish residential lofts. The industrial framework and open-plan interiors offer 29 luxury one- and two-bedroom apartments over three floors, overlooking a courtyard.



Project Launch: October 2021  
 No. of Units Launched: 29  
 Average Price at Sale: £335,607  
 Average Price PSF at Sale: £412  
 Completion: 2024  
 Estimated price growth since launch: 9.22%  
 Average Current Yield: Currently completing  
 Achieved Rent vs. Projected Rent: Currently completing

#### BISHTON FLETCHER BUILDING

Built with both homes and shops in mind in the late 1800s, 6 Legge Lane's original three-story brick design came from the Birmingham jewellery firm Bishton & Fletcher, the current building's name sake.

Today, the Grade II listed development is comprised of 12 bespoke two-bed homes and sits just a short distance from Birmingham City Centre. Bishton Fletcher offers residents high specification finishes with subtle nods to its industrial past and has proven exceptionally popular with tenants.



Project Launch: January 2020  
 No. of Units Launched: 12  
 Average Price at Sale: £336,833  
 Average Price PSF at Sale: £389  
 Completion: 2023  
 Estimated price growth since launch: 25.3%  
 Average Current Yield: 4.2%  
 Achieved Rent vs. Projected Rent: 94%





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LOWER GROUND FLOOR

- 1 bed
- 2 bed
- 3 bed



**UPPER GROUND FLOOR**

- 1 bed
- 2 bed
- 3 bed



FIRST FLOOR

- 1 bed
- 2 bed
- 3 bed



**SECOND FLOOR**

- 1 bed
- 2 bed
- 3 bed



**THIRD FLOOR**

- 1 bed
- 2 bed
- 3 bed





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