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## BIRMINGHAM WHERE EAST MEETS WEST

Birmingham's reputation as "the workshop of the world" was forged over 200 years ago during Britain's Industrial Revolution. Today, the city offers a vibrant mix of businesses and cultures and has developed into a thriving commercial centre.

Birmingham is not only the UK's largest city outside London, but also one of the country's biggest financial centres. The relocation of firms such as Deutsche Bank and HSBC will increase the number of affluent professionals making their home here.

The diversity of the city's economy is supported by its reputation as a hub for creative industries and it is among the UK's fastest growing centres for digital media ventures.

There is a wealth of opportunities for companies seeking to expand or invest in Birmingham. The city has exceptional connections to local, national and international destinations. It lies at the heart of the UK's road network and boasts an international airport serving 9 m passengers per year to 140 direct and scheduled charter routes. The proposed HS2 rail link will potentially cut travel time between Birmingham and London to under 50 minutes.



A $£ 600 \mathrm{~m}$ makeover of New Street station was unveiled in September 2015, complete with the launch of Grand Central shopping mall, where John Lewis is the anchor tenant. This is the third shopping destination in Birmingham's portfolio which includes The Mailbox, home to luxury brands such as Harvey Nichols, Armani and a Malmaison Hotel, and The Bullring where high street favourites such as Jack Wolfskin, Diesel and The North Face can be found, alongside the iconic department store, Selfridges.

Undoubtedly, the real gem in Birmingham's crown is the unique Jewellery Quarter which dates back more than 200 years and still generates $40 \%$ of the UK's jewellery production. This exquisite area is a cornucopia of jewellers, jewellery designers, fashionable bars and restaurants. As a result, it is a perfect location for those seeking to live, work and relax in an increasingly aspirational city.

Birmingham's fine dining scene is also enjoying a renaissance with five Michelin-starred restaurants. Birmingham's gourmet food offering is one of the best in Europe, even hosting the best restaurant in the UK for 2015 (Trip Advisor).



Cultural life in the city is similarly up tempo. The Symphony Hall is one of the UK's best venues for classical music while the University of Birmingham recently opened the Bramall Music Building, a 450-seat auditorium suitable for performances from solo voice to a full symphony orchestra.

Birmingham's five universities and the higher education establishments in the wider Midlands area, are responsible for producing around 97,000 graduates per year. Over 5,000 overseas students are enrolled at the University of Birmingham alone. This means there is the potential to tap an exceptional pool of highly qualified, young professionals.

The world-renowned Queen Elizabeth Hospital is one of the most advanced centres for medical research and has recently completed a $£ 700 \mathrm{~m}$ new build project.

Little wonder that there is increasing demand for high quality, design-led accommodation in Birmingham. Jewel Court will be the latest addition to luxury living in the city's Jewellery Quarter. Around 77 stunning one and twobed apartments, designed and built to the highest specification, will attract owner-occupiers and investors alike.




## TRANSPORT

Air
Birmingham Airport is the UK's fifth largest, serving 9 million passengers a year

50 airlines fly from Birmingham to over 140 direct and scheduled charter routes.

Flights from Birmingham Airport to China take 12 hours and 10 minutes.

Rail
The refurbishment of Birmingham New Street station has produced a worldclass transport, shopping and community hub in the heart of the city, serving 300,000 passengers a day.

Eight local rail lines cross the city providing access to all regions of the UK.

Day trips are simple from Moor Street station to Shakespeare's Stratford-uponAvon, Bicester Village Shopping, Warwick Castle, Solihull, The Black Country and the Severn Valley Steam Railway.

Bus
Buses operate day and night with an increasing number offering facilities such as low floors for easy access for wheelchair users and pushchairs.

## Taxis

Birmingham has a well-regulated taxi service, which is particularly convenient for those with heavy luggage or returning late from a night out.



## CULTURAL ATTRACTIONS

## Visual Art

Art lovers are spoilt for choice in Birmingham. Traditionalists can visit the Birmingham Museum \& Art Gallery, home to the world's largest collection of pre-Raphaelite paintings or wander among the outstanding collection of Old Masters and modern classics at the Barber Institute.

Those seeking more experimental work should head to Ikon for the best of contemporary international and British art or to Eastside Projects designed to support the cultural growth of the city via an artist-run gallery for experimental exhibitions.

## Performing Arts

Birmingham Hippodrome, a dazzling 2,000-seat theatre, hosts the best of British musicals plus stunning seasons from companies such as Welsh National Opera and Birmingham Royal Ballet.

The New Alexandra Theatre is a favourite for touring companies, while Birmingham Repertory Theatre is one of Britain's leading producing theatres.

The Symphony Hall is one of the world's finest venues for classical music, while Bramall Music Building is a concert hall opened recently on the University of Birmingham's campus.

Away from the mainstream is a clutch of fringe theatres such as The Blue Orange in the Jewellery Quarter, The Old Joint Stock Theatre, housed in a Grade II listed pub, and RoguePlay, Birmingham's innovative Circus Theatre Company.

## Sport

Birmingham has two football teams - Aston Villa, which plays in the Premier League and Birmingham City which plays in the Football League Championship.

Edgbaston Cricket Ground is home to Warwickshire County Cricket Club and is also used for Test matches, One Day Internationals and Twenty20 Internationals.

Moseley Rugby Club competes in the RFU Championships.

## Restaurants

Birmingham's Michelin-starred restaurants:
Purnell's - modern British
Turners - modern British with a French influence
Simpsons - British with a French influence
Carters of Moseley - modern British
Adam's - modern British

## Education

Birmingham boasts five universities: University of Birmingham; Aston University; Birmingham City University; University College Birmingham, and Newman University. The University of Birmingham and nearby Warwick and Nottingham are in the prestigious Russell Group. The University of Birmingham achieves higher than the UK average for 2:1 or 1st class degrees and was named University of the Year 2014 by The Sunday Times.


## AMENITIES

## Shopping

1. The Bullring featuring Selfridges department store, 160 retailers and 25 restaurants
2. The Mailbox featuring Harvey Nichols, canal-side restaurants, world class hotels Ramada and Malmaison
3. Pavilions
4. The Great Western Arcade
5. Piccadilly Arcade
6. Burlington Arcade
7. New Street
8. Grand Central Birmingham featuring the largest John Lewis outside London

* IKEA Birmingham


## Restaurants

9. Opus
10. Brindleyplace
11. Annexe
12. The Karczma
13. Warehouse Café

## Michelin Star Restaurants

14. Purnell's
15. Adam's

* Simpsons
* Turners
* Carters of Moseley


## Urban Spaces

16. St Pauls Square
17. Golden Square

* Sutton Park National Nature Reserve


## Bars

18. The Wellington
19. The Old Joint Stock
20. Post Office Vaults
21. Brewdog

## Cinemas

22. Cineworld
23. Odeon
24. Giant Screen Cinema at Millenium Point
25. The Electric Cinema UK's oldest working cinema

## Art Galleries \& Museums

26. RBSA Gallery, Brook Street
27. St Paul's Gallery, Northwood Street
28. Turner Fine Art, Warstone Lane
29. Museum of the Jewellery Quarter
30. Birmingham Science Museum

## Education

31. Aston University
32. University College, Birmingham
33. The University of Law
34. Birmingham Metropolitan College

* The University of Birmingham
* Birmingham City University
* Newman University


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## THE JEWELLERY QUARTER

With hundreds of specialist jewellery retailers, designers and craftspeople, this designated conservation area is home to over 200 listed buildings. It is a wonderful area to explore and purchase unique gifts which can be commissioned on site from one of the numerous jewellery workshops. The Quarter also has a growing residential population and fashionable restaurants, bars and galleries


THE JEWEL COURT

## THE DEVELOPMENT

Jewell Court will consist of up to 77 one and two-bed luxury apartments and will be the new jewel in the crown in Legge Lane. In keeping with the district's heritage, these apartments will offer high-quality craftsmanship and longlasting accommodation in one of Europe's most exciting cities.

Each fully-fitted apartment has been designed and fitted to an exceptionally high specification and benefits from clever use of space. A courtyard above the underground car parking completes the chic look.

With firms such as HSBC, Deutsche Bank, HS2 Ltd. and Jaguar Land Rover based in or around Birmingham, and development projects on the scale of the Paradise Circus Development, the Central Business District, the Metro extension and the Snow Hill Master Plan, there will be no shortage of wellpaid professionals seeking first-class rented accommodation.

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1 BEDROOM
2 BEDROOM


C201
${ }_{5}^{\text {Totat internal area }}$.23st m
${ }_{24}^{\text {Living space }}$.




B207
2 Bed

Living space $25.9259 / 279.059 \mathrm{ff}$ ${ }^{\text {Bedroom }} 1 / 126656$.3s ft Berdom 2
11.05s $/$ /118.9sa ft



## SPECIFICATION

## Kitchen

- Custom designed soft closing door and drawer units with high gloss lacquered base unit door fronts, wall unit door fronts and high quality worktops.
- Integrated high quality appliances provided by CDA, AEG (or similar); including stainless steel electric oven, ceramic hob, fridge, freezer, dishwasher and washer/dryer.
- Stainless steel sink with single lever mixer tap.
- Extractor fan.


## Bathroom and En-suite

- White bathroom suites generally comprising of Porcelanosa or similar; plus bath with mixer tap or low profile shower tray with thermostatic shower and glass/chrome shower door.
- Concealed cistern dual flush Porcelanosa or similar WC.
- Porcelanosa or similar basin with single lever basin mixer with pop up waste
- Large wall mounted mirror.
- Floor tiles from Porcelanosa or similar.
- Wall tiles from Porcelanosa or similar.
- Chrome heated towel rail.
- Extractor fan.


## Floor Finishes

- Laminate or wood effect flooring to hallway and living room.
- Carpets to bedrooms.
- Ceramic tiles by Porcelanosa or similar to bathroom and kitchen.


## Heating

- Thermostatically controlled radiators.


## Lighting

- Downlights to hallway, kitchen and bathrooms.
- Energy efficient wall lights to living area and bedrooms.


## Wall and Ceiling Finishes

- Matt emulsion finish throughout


## Joinery

- Oak veneer entrance doors and internal doors with satin ironmongery
- Skirtings and architraves in satinwood finish.


## Electrical

- Sky + TV sockets to living room with link through bedroom 1.
- BT points in living room and bedroom 1.
- White moulded sockets and switches.
- Hardwired smoke detectors
- Secure entry phone system in each apartment linked to secure communal entrances.


## Windows

- Double glazing throughout
- Windows with locks, in painted dark grey finish


## Communal Areas

- Contemporary design throughout
- Communal courtyard for residents' use only.
- Stainless steel passenger lifts.


## Parking

- Car parking available to purchase, please consult your sales representative for more information.


## ABOUT PGC

PGC is an equity fund based in China，specialising in identifying investment opportunities in the UK，and particularly in Birmingham．We are committed to delivering a bespoke service to our clients through judicious investment in property，infrastructure and energy schemes aimed at developing modern and competitive communities in the UK．

PGC＇s management team consists of motivated and highly principled professionals，with strong international investment experience，a successful track record and outstanding leadership skills．

Our in－depth knowledge of the Greater China market，our understanding of different government policies，and our professional network have earned us the trust of many banks，institutions，developers，family offices and high net worth individuals the world over．


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PGC＇s Chairman，Dr．Ching Chih Chen，is also Group Chairman of Wan Hai Lines shipping dynasty，established in Taiwan in 1965．An active philanthropist，Dr Chen donated funds to build around 2600 houses on 300 hectares of former swamp land near Ho Chi Minh City and established the Chen－Yung Foundation in 2000 which has supported numerous charitable works around the world．

CEO，Denise Li，is an award－winning businesswoman and founder of the ＂International Finance Summit＂，aimed at delivering thoughtful investment insights and projects to Chinese high net worth individuals，corporations and institutions．Denise＇s experience spans different sectors and she has led many top international companies in their China aspirations including New Zealand＇s Zespri Kiwifruit，Formula One and the UK Premier League．

We work with the highest quality partners in the UK, all of whom have a reputation for operating at the top of their field:

Pelican Property Developments Limited
Pelican is the primary development advisor to PGC Capital. Pelican was founded in 2013 by Francis Hilton who has an established 30 year track record in property development. He began his career with Savills in 1984 before joining P\&O Developments and creating West Properties in 2002. Francis has developed numerous major projects during his career including Chelsea Harbour, London - an 11 acre mixed use, waterfront development and Enderby Wharf, London - an eight acre mixed use, waterfront development in Greenwich which included around 1,000 apartments, a hotel and the International Cruise Line terminal for London. He has also been involved with the regeneration of Manchester city centre, delivering projects such as Lumiere, Origin and Skyline Central which included a pool and health spa on the 18th floor.

## Gleeds

Established in 1885, Gleeds works in a wide range of sectors across the property and construction industry. With 56 offices around the world, they are well placed to help clients at a local level and can draw on a vast pool of global knowledge. They are recognised as gold standard employers by the UK's 'Investor in People' scheme.

## Court Collaboration

Court collaborates to make property projects happen. With a dynamic and experienced team and a network of trusted collaborators, Court excels at unlocking the complexities of property development and investment. With an acute eye for detail, Court delivers high quality projects, with excellent returns to its shareholders and stakeholders, whilst creating an end product to be proud of. Collaborating with international investors, politicians, landowners, tenants, stakeholders, investors and local communities, the company delivers the best possible solutions for each and every project, every time. With a wide range of knowledge and experience in-house, from real estate law, development strategy analysis and project management, right through to residential sales, Court has the ability to take each project from initial concept right through to a retail exit.

## Shaylor Group

As a regional contractor with a national presence Shaylor Group designs, constructs and maintains the built environment. Their collaborative approach provides clients with a single source solution ensuring they deliver a broad spectrum of construction projects from concept to completion.

Shipleys
Their professional services include accounting, audit and tax for clients including private individuals, owner managed businesses, not for profit organisations and international concerns across almost every sector.

## BDO

A leading national accountancy and business advisory firm focused on providing services to ambitious businesses within the UK and worldwide. They offer a wide range of advisory practices including management consulting, corporate finance, business restructuring and forensic advisory as well as core audit and tax services.

## Gateley Plc

Offering commercial legal advice through a network of offices throughout the UK and Dubai, Gateley's specialist teams cover all aspects of legal services including corporate, banking and finance, real estate, technology, construction, employment, pensions, dispute resolution, sport and leisure and shipping and is a specialist in advising Chinese clients on UK business transactions.


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[^0]:    CGI images are artist's impression and intended as a guide only.

