



ALLIANCE
INVESTMENTS

Manchester Investment Guide



“MANCHESTER IS A CITY THAT
CHANGED THE WORLD.”

WELCOME TO MANCHESTER

Manchester is a city that changed the world. Built on a strong identity, rich culture and a habit for innovation, its journey from industrial heartland to modern metropolis has given the city a reputation for the remarkable.

THE UK'S LIVEABLE POWERHOUSE

Named the most liveable city in the UK in the Economist's 'Global Liveability Index', Manchester is an attractive prospect for business, new talent and investment.

Rapid economic growth has transformed it into one of the fastest growing destinations in Europe, with a city centre economy forecast to be worth more than £6bn annually by 2025 and the Greater Manchester region showing annual growth of 4.3%, compared to the national rate of 3.6%.

The city is experiencing dramatic commercial and residential expansion as a result—changing its landscape forever and creating a wide berth of exciting investment opportunities.



40,000

NEW CITY CENTRE HOMES
NEEDED IN NEXT 10 YEARS



40%

OF POPULATION AGED 15-34



£6bn

VALUE OF MANCHESTER CITY
CENTRE ECONOMY BY 2025



DOWN TO BUSINESS

Manchester is a global business hub. Many FTSE 100 companies and major brands have already moved into the city, alongside a thriving start-up and independent business community. Google, Microsoft and Amazon are among those that have invested in the city.

Just over the city border, MediaCityUK, built against the banks of Manchester's Ship Canal, is home to the headquarters of the BBC and ITV, the UK's biggest television media companies.



A TECH GIANT

Manchester is the fastest-growing city in Europe in terms of technology investment, according to Tech Nation's Annual Industry Report 2020. It has transformed itself into what Tech Nation's Chief Executive, Gerard Grech describes as a 'shining light' for the industry, boosting the innovative start-up community, and benefiting employees and investors.

£181M

INVESTED IN MANCHESTER TECH PROJECTS IN 2019

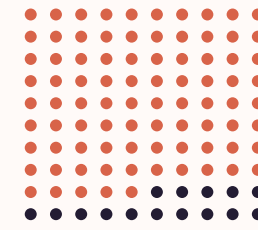
277%

INCREASE IN TECH INVESTMENT WHEN COMPARED TO 2018

Other technology companies are moving into the city from elsewhere in large numbers. Manchester is seen as a game changer—a breeding ground for talent and innovation—and the viable alternative to London. It all adds to the melting pot of commercial and industrial growth that has seen Manchester become a business giant in its own right.

“MANCHESTER WAS AT THE HEART OF THE INDUSTRIAL REVOLUTION AND HAS A FANTASTIC HISTORY OF INNOVATION. THE CITY OFFERS AN INCREDIBLY TALENTED WORKFORCE AND A BUDDING TECH SCENE WITH SOME OF THE MOST EXCITING, FAST-GROWING TECH COMPANIES IN THE UK SITUATED HERE.”

DOUG GURR, UK COUNTRY MANAGER, AMAZON



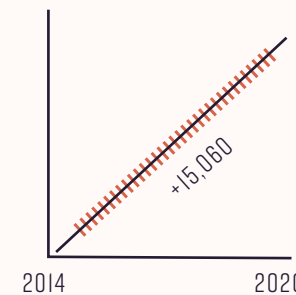
85

OF THE FTSE 100 BUSINESSES NOW HAVE AN OFFICE IN MANCHESTER



23,845

ENTERPRISES IN MANCHESTER



58%

INCREASE IN REGISTERED ENTERPRISES (+15,060 SINCE 2014)

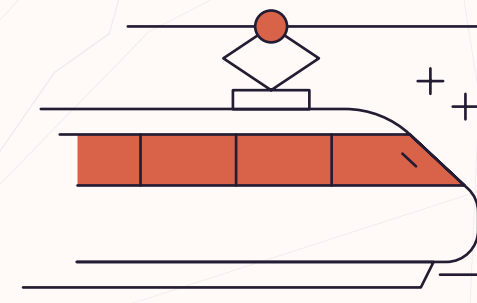


CONNECTED TO THE WORLD

There are few cities as well-connected as Manchester.

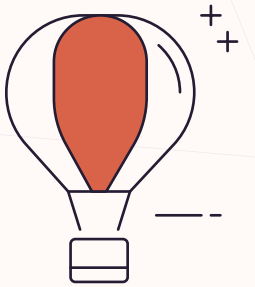
TRAM NETWORK

Manchester and many of its surrounding areas are linked by the outstanding Metrolink tram system which provides convenient, affordable and sustainable transport around the region.



MANCHESTER AIRPORT

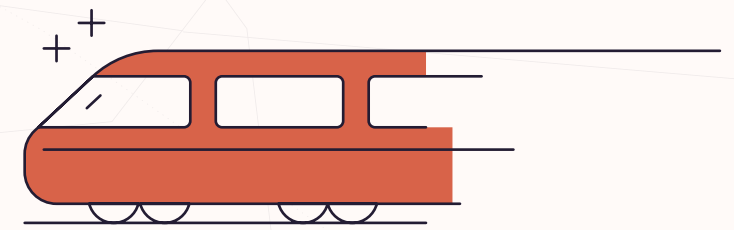
The UK's only twin-runway airport outside of London offers flights to more than 200 destinations, including long-haul trips to cities such as New York, Hong Kong, Mumbai and Beijing.



TRAIN

There are three major train stations in the city centre from which travellers can access other parts of the country in relatively short spaces of time.

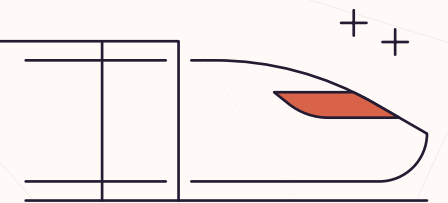
- TRAIN TO LONDON: 2 HRS AND 5 MINS
- TRAIN TO BIRMINGHAM: 1 HR AND 32 MINS
- TRAIN TO LIVERPOOL: 37 MINS
- TRAIN TO LEEDS: 55 MINS
- TRAIN TO EDINBURGH: 3 HRS AND 4 MINS



HS2

The construction of the high speed railway started in 2020. When complete it will halve journey times to London and Birmingham – the UK's other major economic centres.

- HS2 TO LONDON: 1 HR 7 MINS (50% REDUCTION)
- HS2 TO BIRMINGHAM: 40 MINS (50% REDUCTION)



WORLD CLASS EDUCATION

Home to world-leading centres for education, Greater Manchester boasts four top 100 Universities in the annual Guardian UK rankings and a total student population of more than 100,000. The University of Manchester is the city's oldest and ranked 8th in the UK by The Times, and 27th in the world by the QS World University Rankings 2021.

As the North West's education epicentre, Manchester not only cultivates new talent it's also able to retain it. Around 70% of Manchester's graduates stay in the city for work after graduating, only second to London in the UK, according to Manchester City Council's State of the City report—demonstrating the pull of the place, and the increasing demand for the best employment and social opportunities.

Manchester is also home to the most impressive secondary education institutions in the North West and some of the finest in the UK. Nationally-renowned schools including St. Bede's College, Altrincham Grammar Schools for Boys and Girls, and Manchester High School For Girls make this the perfect place to ensure your children receive a high quality, modern education.

100,000+

GREATER MANCHESTER STUDENT POPULATION

22

UNIVERSITIES WITHIN AN HOUR DRIVE

70%

STUDENT RETENTION RATE

“THE NORTH WEST'S EDUCATION EPICENTRE”



CULTURE & INNOVATION

Manchester has long been a nerve centre for hard graft and ground-breaking discovery. It's an industrial heavyweight, well-known for its pioneering thought leaders who paved the way for significant modern cultural and scientific movements.

1830

WORLD'S FIRST INTER-CITY RAILWAY

THE MANCHESTER-LIVERPOOL LINE



1954

MANCHESTER - SHEFFIELD RAILWAY OPENS

BRITAIN'S FIRST ELECTRIC RAILWAY



1936

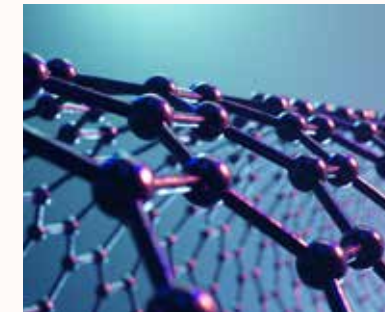
ALAN TURING

INVENTED COMPUTER SCIENCE



2004

DISCOVERY OF GRAPHENE



1918 & 1928

EMMELINE PANKHURST

LED THE SUFFRAGETTES IN THE FIGHT FOR WOMEN'S RIGHTS AND SUFFRAGE WHICH WAS WON IN 1918 AND 1928



1948

TOM KILBURN & FRED WILLIAMS

FIRST PROGRAMMABLE COMPUTER, THE MANCHESTER BABY



1982

HACIENDA OPENS

THE BEGINNING OF THE "MADCHESTER" MUSIC SCENE WHICH CHANGED THE WORLD



1803

JOHN DALTON

DISCOVERED ATOMIC THEORY



Today, the city maintains that hunger for excellence and its desire to be different. It is the engine of the North and a key driver for innovation across the UK, and the wider world.

THAT PROGRESSIVE MINDSET ALSO DEFINES THE VERY FABRIC OF MANCHESTER'S CULTURE.

We see this in its influential music scene, which gave rise to household names such as Oasis and The Smiths; in its sport, through Premier League giants Manchester City and Manchester United; and in its bustling bar and restaurant scene.



WHY INVEST IN MANCHESTER

“Our cultural offer, job creation, commitment to new housing, among others, mark a city that people want to be in - and our ongoing population growth is a testament to this.”

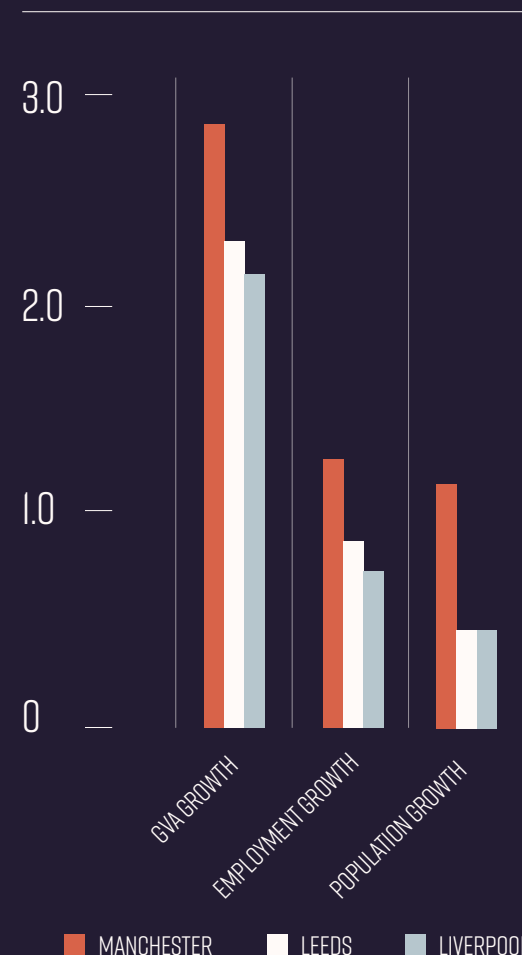
SIR RICHARD LEESE, LEADER OF MANCHESTER CITY COUNCIL

The ongoing intense development of Manchester is in-keeping with huge demand for city centre living. More than 575,000 called at the beginning of 2020 and the Manchester City Council forecasts that figure will grow to as much as 637,000 by 2025.

It's estimated that at least 100,000 of those moving into the area will be searching for city centre properties.

In that same timeframe, city centre employment figures are expected to rise to upwards of 150,000 people, making it the driver of the whole regional economy, number one for jobs growth in the UK and responsible for 10% of all employment in Greater Manchester.

ECONOMIC AND DEMOGRAPHIC FORECASTS TO 2025 (% CHANGE PA)



A RESILIENT MARKET

Manchester's population boom has accelerated the city's need for new housing stock, pushing property values to new highs and driving a burgeoning rental market. And the market remains resilient, with Manchester expected to rule the roost over the next five years as house sale prices and rental growth soars higher than any other city in the UK.

Its crane-filled skyline has already seen the construction of several iconic high-rises - alongside a raft of other private developments being built across the city and surrounding areas. All while the City Council sets its ambitious target to supply Manchester with 40,000 new homes by 2035 as it bids to keep up with enormous demand.



GROWTH IN MANCHESTER PROPERTY PRICES

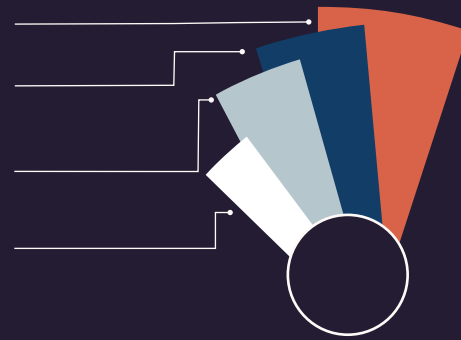
(Hometrack UK Cities Index October 2020)

MANCHESTER ANNUAL HOUSE PRICE GROWTH - 5.2%

BIRMINGHAM ANNUAL HOUSE PRICE GROWTH - 3.7%

NATIONAL AVERAGE ANNUAL HOUSE PRICE GROWTH - 3.5%

LONDON ANNUAL HOUSE PRICE GROWTH - 2.7%



6.6%

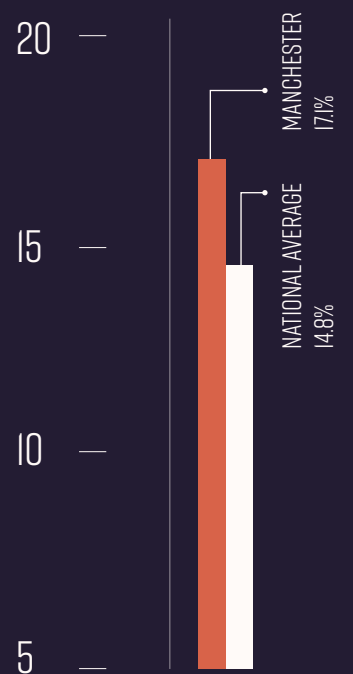
AVERAGE HOUSE PRICE GROWTH IN THE NORTH WEST OVER THE LAST 12 MONTHS - SIGNIFICANTLY HIGHER THAN THE NATIONAL AVERAGE.

Source: UK House Price Index Q1 2021

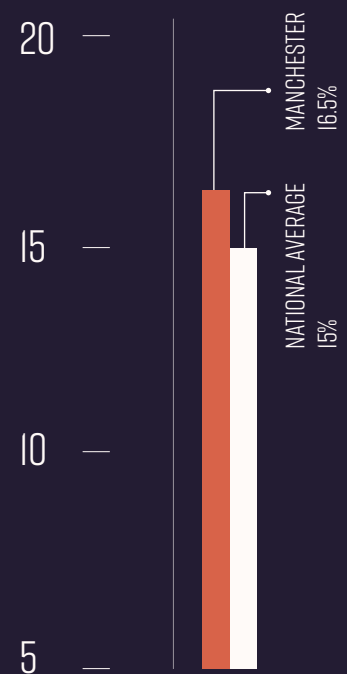
£1,400

AVERAGE COST OF RENT IN MANCHESTER

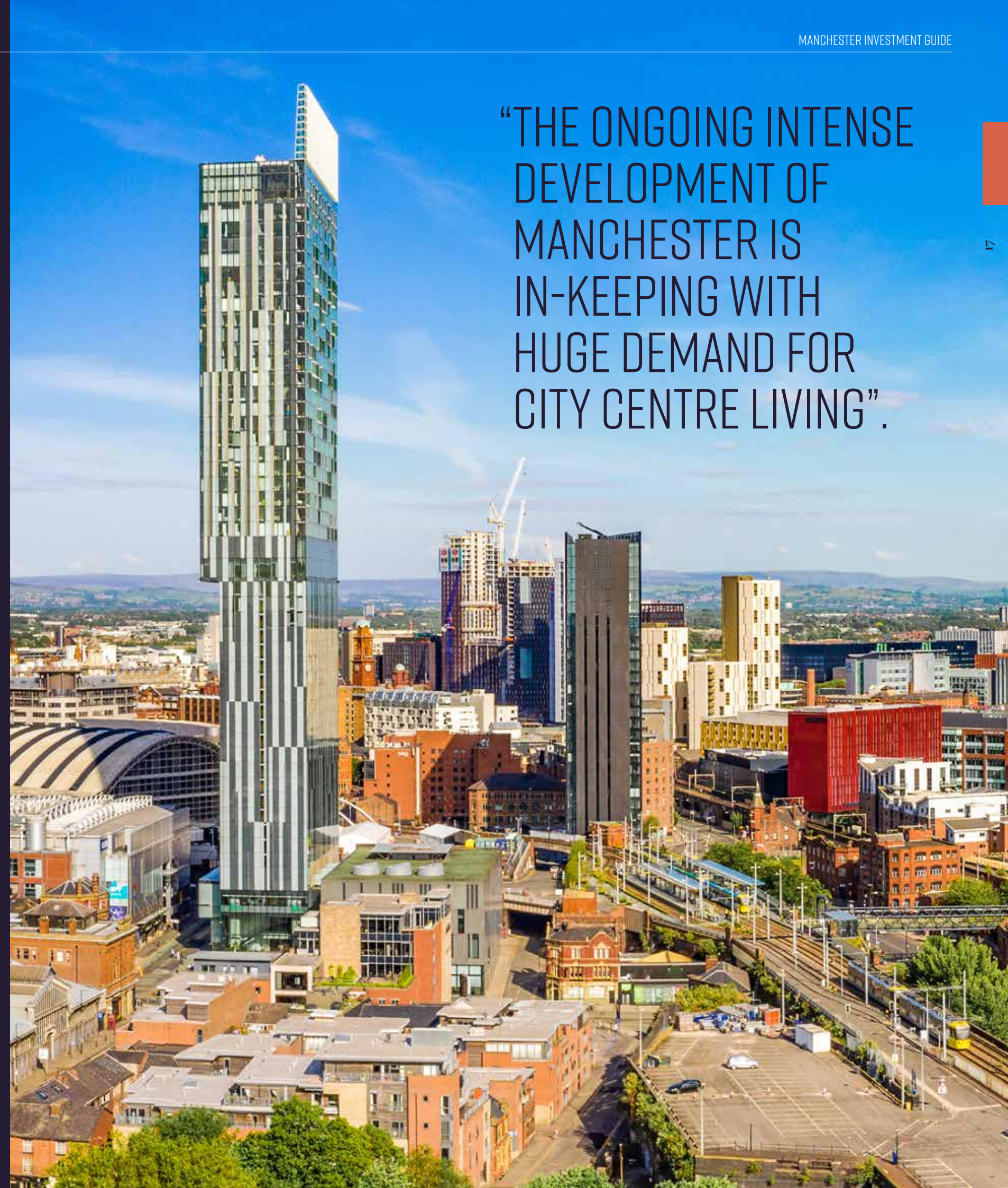
FORECAST HOUSE PRICE GROWTH TO 2025 (%)



FORECAST RENTAL PRICE GROWTH TO 2025 (%)



(JLL, City Centre Forecasts report 2020)



“THE ONGOING INTENSE DEVELOPMENT OF MANCHESTER IS IN-KEEPING WITH HUGE DEMAND FOR CITY CENTRE LIVING”.

CITY CENTRE INVESTMENT HOTSPOTS



GREAT DUCIE STREET

Great Ducie Street is an up and coming area of Manchester, minutes from our Uptown development, which enjoys plentiful natural benefits – proximity to Victoria Station, the city centre, Spinningfields, the riverside and more – and is the site of transformational regeneration works.

DEANSGATE

Manchester's 'main road', Deansgate stretches more than a mile through the middle of the city. Lined with shops, bars and restaurants, and adjacent to the St. Peter's Square area and the affluent Spinningfields neighbourhood, it offers easy access to full-on city living.

PICCADILLY

Positioned next to Manchester's largest train station and a five-minute walk from the city's central shopping district, properties in Piccadilly are in prime location for renters and buyers searching for a home that offers the best of both worlds.



In an area of rapid growth like Manchester, making the right decisions regarding your investment will allow you to make the most of this changing market.

Picking the right location is key to getting the most out of Manchester. City centre locations tend to be more favourable for potential tenants as they allow the best access to some of Manchester's most vibrant hotspots and leading career opportunities.

These postcodes will attract significantly higher rental yields meaning higher returns on your initial investment costs.

3 CITY CENTRE AREAS TO PUT ON YOUR RADAR:

ALLIANCE INVESTMENTS

20

Alliance Investments is a subsidiary of leading UK property developer, Property Alliance Group—acting as the master sales agent for all Property Alliance Group residential developments in the UK. With a proven track record of marketing, selling and exchanging properties within several of the group’s landmark buildings, Alliance Investments have also become

the master sales and trusted partner for multiple partners of high-end luxury developments across the UK’s leading property sectors and in the most profitable investment locations.



21



Headquartered in Manchester, we have been behind the development and sales of some of the city’s most iconic landmark buildings. Being a key contributor to the growth of what has become one of the UK’s top investment locations, has given us the credibility to move into other key cities, all the while maintaining the same high levels of quality that have become our trademark. This expansion into other areas of the UK has in turn allowed our investors to diversify their portfolios even further and maximise their returns.

With local experts on hand across Europe, the Middle East, Asia and Africa, our experienced sales, and after-sales teams are dedicated to offering a clear and transparent service at every stage. With the in-house capabilities to handle all elements of the sale, including marketing, exchange, mortgages, completion and property management, you can be sure Alliance Investments will always have your best interests at heart and will never be far away.



ALLIANCE
I N V E S T M E N T S

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