

LOCAL

Crescent

SALFORD / MANCHESTER

*News*

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# City living taken above and beyond



## Streets Ahead



The Lowry Theatre

Enviably situated in a vibrantly rejuvenated area of Salford dubbed The Crescent, Local Crescent is just a short walk from Manchester city centre. Its superb location offers tenants unrivalled views across the River Irwell and the acres of surrounding parkland.

Recent years have seen an impressive number of residential, commercial and office developments spring up within the vicinity of The Crescent, along with the restoration of nearby historic buildings. The look and feel of Local Crescent has been carefully calibrated to complement the local area's aesthetic heritage.

Salford has undergone a dramatic rebirth in recent years. With its 20,000-strong student population, Salford University continues to go from strength-to-strength, while the 200-acre MediaCityUK development – now home, of course, to the BBC – has proved to be a real game-changer, boosting both the local economy and Salford's profile, nationally and internationally.



MediaCityUK

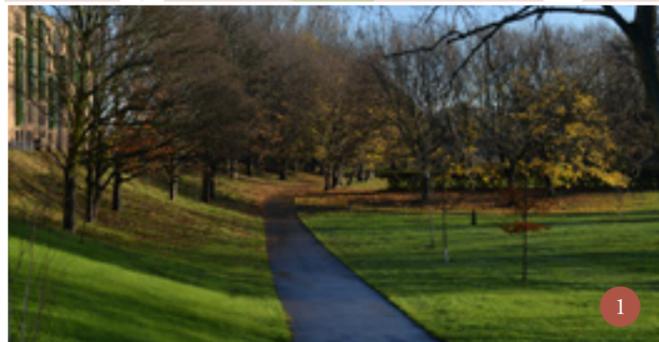
*Salford has undergone  
a dramatic rebirth*

# Location



## On your doorstep

- 1 *Peel Park*
- 2 *Salford Cathedral*
- 3 *Salford University*
- 4 *Salford Museum & Gallery*
- 5 *Spinningfields*
- 6 *The Lowry Hotel*
- 7 *Market Street Shopping*
- 8 *MOSI (Museum of Science & Industry)*
-  *Train Stations*
-  *Metrolink*



# Love Your Neighbourhood

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*Everything you need,  
right on your doorstep*



*Come on in...*



**T**his is city living as you always felt it should be. Local Crescent is a unique community comprising 399 apartments and seven townhouses spread across three distinct towers with uniquely striking façades.

One-, two- and three-bedroom homes are available, each benefitting from thoughtful layouts, premium fixtures and fittings and high-end finishes. Local Crescent tenants also enjoy access to amenities that go far above-and-beyond the usual city-centre offering.

*Looks, location, lifestyle, amenities, community – Local Crescent ticks all the right boxes.*

Conceived and constructed by Salboy – the North of England’s most active, ambitious and prestigious developers – this is a luxe, lifestyle-orientated development the likes of which Salford has never before seen.

*Tower One: 22 storeys  
Tower Two: 15 storeys  
Tower Three: 5 storeys*

# First Impressions



*Concierge service for seamless living*

# A World of Your Own

Local Crescent's on-site amenities easily out-strip those of comparably-sized city centre developments. From wellness to entertainment, you'll find everything you need, right on your doorstep (literally).

Local Crescent's amenities include a cutting-edge gymnasium; a heated indoor swimming pool; spa and sauna facilities; peaceful yoga spaces; a private cinema; bookable party rooms; an unexpectedly stylish laundry; and a superb bistro-style café that's also open to the public.

There are also communal breakout areas, courtyard garden spaces and integrated barbecuing facilities for tenants to enjoy alongside a fantastic roof garden atop Tower Three.

More practical (but no-less-welcome) facilities include ultra-fast elevators in Tower One and Tower Two; car-parking spaces; extensive cycle storage; seamlessly integrated waste disposal; CCTV systems; and secure key-fob entry via the plush, double-height reception areas.

*Every amenity you could ever need, alongside an array of them you never even knew you wanted – until now!*



Solarium



Gymnasium

## Gymnasium

- Fully equipped modern gymnasium
- Yoga studio and fitness rooms

## Cinema

- State-of-the-art cinema with Dolby Surround Sound and tiered cinema seating

## Laundry

- Community laundry room fitted with high quality industrial drying and washing equipment

## Cycle stores and underground carparking

- Limited underground car spaces at an additional cost
- Significant safe cycle storage

## Indoor Pool and Spa

- A large heated swimming pool for sole use of residents with relaxing spa area and seating
- Sauna and steam for sole use of residents combined with WC and changing area



Laundrette

# Relax & Unwind

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Swimming pool, Spa and Sauna

# Masterplan

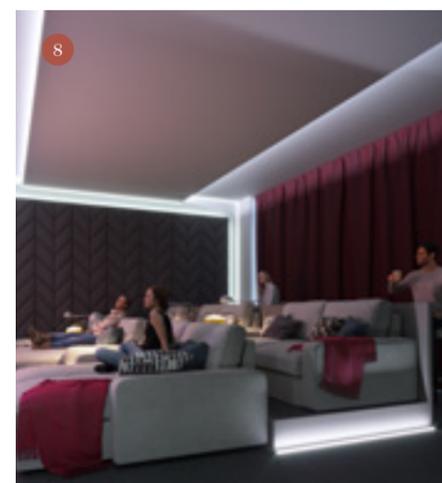


Ground Floor



First Floor

- 1 *Laundrette*
- 2 *Concierge & reception*
- 3 *Block 2+3 reception*
- 4 *Gym*
- 5 *Pool, jacuzzi, steam & sauna*
- 6 *Solarium*
- 7 *Podium terrace*
- 8 *Cinema rooms (mezzanine)*
- 9 *Roof terrace (5th floor)*



Cinema Mezzanine Level



Roof Terrace 5th Floor

## All About the Details

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*Local Crescent has been conceptualised, designed and executed with one key aim in mind: to offer the opportunity to live without compromise.*



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**F**rom layout to lighting, each apartment and townhouse has been thoughtfully designed with tenants' needs and lifestyles in mind. Fixtures, fittings and finishes are contemporary and best-in-class throughout, while sunlight levels have been ingeniously maximised in every home.



# Specifications

## Bathrooms:

- Duravit sanitary ware
- Grohe taps and fittings
- Heated towel rail
- Porcelain tiling and backlit mirrors
- Tiled floor finishes

## Kitchens:

- High-gloss kitchen units
- Feature lighting
- Integrated appliances
- Designer finishes and splashbacks

## Flooring:

- Durable luxury carpet; tiling in wet areas

## Technology:

- Low-energy LED lighting
- Firefighting sprinklers and automated smoke vents
- Mains-wired smoke detectors



Indicative bathroom



*Contemporary  
and best-in-class*

Typical apartment

# A Room With a View

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Living Space

## Welcome to Manchester



**M**anchester's rise to be a world-leading, modern economy has seen Oxford economists predict that employment growth in the city over the next five years will exceed many international capitals including Paris, Berlin and Tokyo.

Significant investment is being made across Greater Manchester into all sectors of the economy. Significant infrastructure spending will make Manchester one of Europe's best-integrated cities with seamless transport solutions for its citizens.

*Greater Manchester's directly elected Mayor has responsibility for a £300m housing investment fund, devolved and consolidated budgets in transport and health and social care, along with key strategic planning powers*

**A**n additional **£7 billion of investment** was announced to build the Northern Powerhouse. Key aims for the budget will be to better connect the core cities of the North by investing **£6 billion**.

Funding will also be targeted at the North's strengths in science, with major new science investments, including the new Sir Henry Royce Materials Research Institute based in Manchester.

Between 2014 and 2024, it is forecast that **Manchester** will have **43,000 net new jobs** (a much higher rate of growth than elsewhere in the UK) and contribute **£67 billion to GVA**, with key growth sectors including ICT, professional services, scientific and technical activities, accommodation and food, arts employment, creative and digital industries and real estate activities.

**M**anchester, the second city of the UK and the centre of the economic 'Northern Powerhouse', is a thriving cosmopolitan city built upon an industrious legacy.

Manchester's prominence dates back to its status as the birthplace of the Industrial Revolution in the early 19th century. Then, many factors came together to propel Manchester to become the pre-eminent city of its time. Here in the early 21st century, there are many parallels that can be made in the city's transition during the industrial revolution to the world's leading industrial metropolis and now to a leading 21st century economy.

Manchester is a city with many impressive statistics to its name. It was the world's first industrialised city, home to the first public library and birthplace of the world's first computer. It has the world's oldest railway station and the oldest professional football league. It is also where scientists first split the atom and has been home to more than 25 Nobel Prize winners.

The UK's government's focus on the Northern Powerhouse has helped position Manchester as the North's economic epicentre. The city has emerged as a natural choice for investment outside of London.

*The world's first industrialised city, home to the first public library and birthplace of the world's first computer*



## The Northern Power House



# A Bird's Eye View



## Local landmarks

- 1 *Salford Cathedral*
- 2 *The Lowry Hotel*
- 3 *Spinningfields*
- 4 *The Arndale Centre*
- 5 *Selfridges*
- 6 *National Football Museum*
- 7 *The Town Hall*
- 8 *Hilton Hotel*

# Investment Hub

## Greater Manchester's major sectors

|                                   |       |
|-----------------------------------|-------|
| Financial & Professional Services | 16.6% |
| Manufacturing & Engineering       | 16.1% |
| Health                            | 13.0% |
| Retail                            | 10.3% |
| Education                         | 8.5%  |
| Creative & Digital                | 7.7%  |



Further private and public sector investment across the city from both domestic and international investors is testament to the city's economic vitality and its status as a world class business and investment location.

*Manchester has the largest UK office market outside of London and has seen twice the investment of nearest regional rivals Liverpool and Leeds*

The ten local authorities of Greater Manchester – Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, and Wigan – represent the largest functional economic area outside London, with a population of 2.7 million and gross value added (GVA) of £56 billion.



### £1.5bn Manchester Life

MCC and Sheik Mansours ADUG's £1bn, 10-year agreement to build 6000 homes in the city's fringe areas.



### £800m Noma

A 20 acre mixed-use city centre regeneration scheme led by two UK institutional investors; Co-op and Hermes.



### £650m Media City

A 200 acre business hub for media, digital and creative industries. The new home of the BBC.



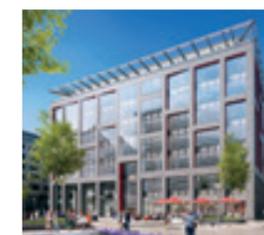
### £800m MAG

A joint venture with Beijing Construction Engineering Group, an £800m investment to transform the airport and surrounding area for rapid expansion of business, aviation, science, and biotechnology industries. This is the biggest single investment from China in to the UK.



### £1.5bn Spinningfields

The c. 20 acre mixed-use, city centre regeneration project, which has become the northern headquarters for many leading banks, accountancy and law firms.

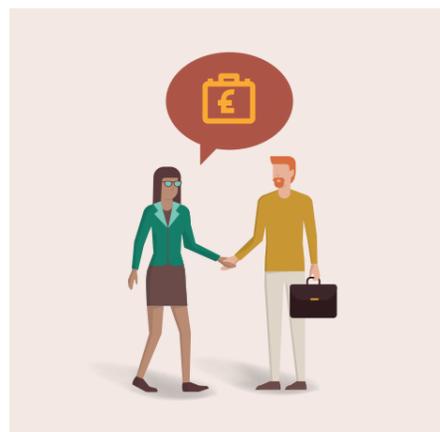


### £600m New Bailey

Situated next to Spinningfields, New Bailey is an exciting new extension to Manchester's Central Business District, comprising 2.2 million sq ft of new Grade A office and leisure space. The first phase completed Q1 2015.

# Manchester Housing Market

The city presents investors with a unique opportunity to capitalise on what is already known as the UK's best location for buy-to-let returns.



Manchester ranked first in Europe for cost of doing business (KPMG)



NO.1 location in the UK for rental returns (HSBC 2015)

Savills predict house prices in Manchester to grow by 19.3% by 2018



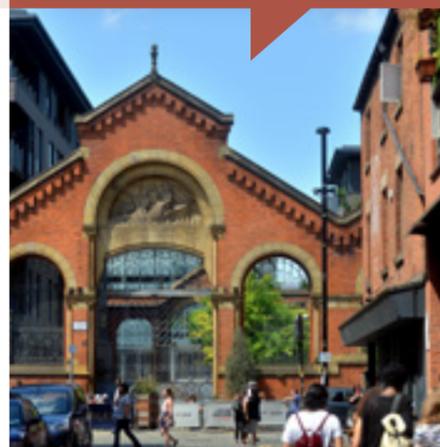
98.5% OCCUPANCY RATES recorded in Manchester (Belvoir Lettings)



26.85% of housing stock is rented (HSBC) and set to RISE BY 19% over the next 5 years (Rightmove)



Manchester is the UK's leading buy to let investment market and fastest growing city

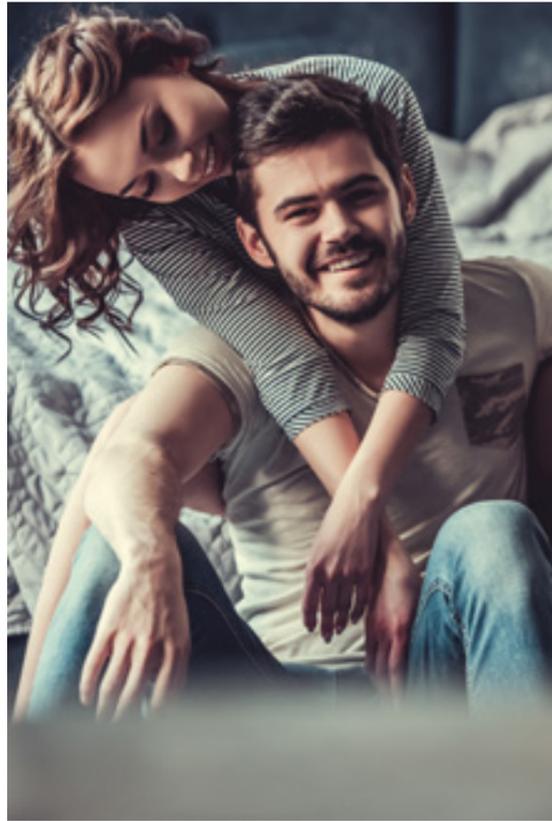


9,000 NEW HOMES per year required for the next 5 years (Rightmove)



Named as the BEST PLACE TO LIVE in the UK (Global Liveability Survey 2015-2016)

# Prime Rental Market



A structural shift in the UK property market away from the tradition of buying over renting has now resulted in owner occupied property falling to its lowest ever percentage of the total UK property market.

The young professionals of 'Generation Rent' are happy to spend an average 15 years of their life in rental property. It is predicted by 2032 that more than **half of UK homes will be rentals**. Across Greater Manchester, the largest age band growth identified in the 2011 Census was in the 20-24 age band, which increased by 41,400 (25%). The 25-29 age band also witnessed a significant increase of just fewer than 30,000. This sector of the population creates demand for new lifestyle choices that offer access to city centre employment and amenities, transport networks in well-managed accommodation built for that purpose.

*Manchester has a younger age profile than is found nationally. This is most notable in Manchester where more than 50% of the population is under 30.*

Manchester is once again leading the way in innovation being the **centre of the UK's rental revolution**. There has been more investment in to the Private Rental Sector ('PRS') in Manchester from institutional & professional investors than any other city.



*Population of Greater Manchester has grown by 18,000 over the last 12 months alone*

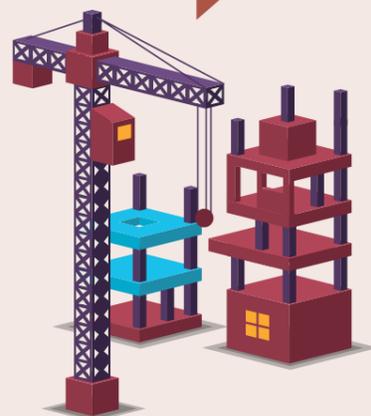
*Manchester is home to the UK's highest concentration of 20-34 year-olds (CBRE)*

*20% growth over the last 10 years and another 20% is forecast over the next 10 years (Manchester City Council)*

*With the city's thriving economy and bustling universities, Manchester attracts and retains a growing number of highly-educated and affluent residents.*

# Popular Growth in Manchester

*10,000 new homes needed to be built per year to meet demand – current supply is less than 5,000 per year*



*Capital growth projection:*

*2018: 6.5%*

*2019: 3.5%*

*2020: 4%*

*2021: 4.5%*

*98% occupancy levels of current housing stock in Greater Manchester (source: DLC)*

*Rental growth projection:*

*21% for the 2017-2021 period at an average rate of 4.2% every year*



*The Government Department for Communities has produced a study suggesting that Greater Manchester requires a further 10,000 homes to be built per year for the next 10 years to meet supply.*

**M**anchester is home to **two of the UK's five largest universities**. A further two to make a total of four institutions that attract **over 100,000 students** – one of the largest populations in Europe. A massive 70,000 of these students do not have access to dedicated student beds, resulting in the highest rental growth potential in properties located in close proximity to the universities.

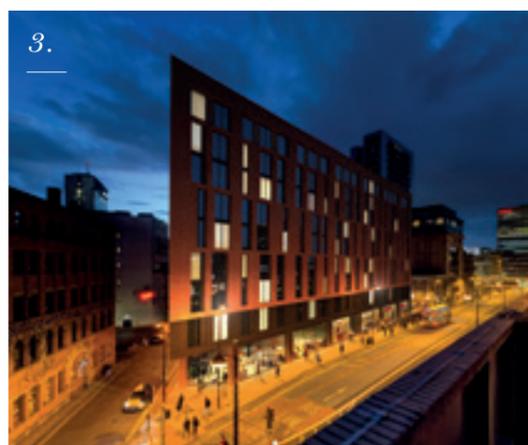
# Our Track Records



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Salboy Limited is a privately-owned equity-investment and property-development company. Owned and managed by Simon Ismail alongside Fred Done, the owner of Betfred.

Salboy Limited is currently investing extensively in Manchester's ongoing regeneration in the wake of the UK Governments Northern Powerhouse initiative. The company also lends and develops throughout the UK, creating thousands of new homes each year.

[www.salboy.co.uk](http://www.salboy.co.uk)

Salboy Limited's current schemes include:

1. *Local Blackfriars*
2. *2 St Peter's Square, Manchester*
3. *SYNQ, Manchester*
4. *Carlton Gate, Putney*

## 5plus architects

5plus is an award-winning firm of architects with an enviable track record of high-quality residential design. Our skilled, experienced, 70-strong team is spread across two locations in London and Manchester.

5plus has delivered several schemes in Manchester, with mixed-use environments and placemaking as the guiding principles. Our creative studio combines architecture, interior design and graphic design to create exceptional living environments.

[www.5plusarchitects.com](http://www.5plusarchitects.com)



Managed by



Domis Construction Limited complements Salboy Limited's innovative approach by providing a vast array of in-house services, offering greater flexibility and certainty to the build process while allowing us to maintain the very highest standards and quality-of-finish.

Domis provides unparalleled construction expertise and is achieving new service standards across the development market. With more than 10,000 units built and a combined experience of over 100 years, the principles of Domis possess all the skills required to deliver luxury residential developments such as Local Blackfriars.

[www.domispropertygroup.co.uk](http://www.domispropertygroup.co.uk)



urbanbubble is a multi-award winning, residential managing agent, based in Manchester and Liverpool, providing a holistic service for residential developments which include Block, Estate, Facilities and Lettings Management. We now employ 120 colleagues across the region, responsible for 7500 homes and the letting of 1300 apartments, with half our team based on site providing concierge, caretaking, cleaning and security functions and the other half of our team based between our Manchester and Liverpool office performing property management and head office support functions. Our unrivalled service revolves around our passion for delivering a customer focused experience for our landlords and residents which has fuelled our growth to become the North Wests largest, independent residential operator.

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