



ADMIRER PROPERTIES

Why invest in Sheffield?



Sheffield is a city with a welcoming, independent spirit and a thriving cultural scene, well known for its industrial roots dating back to its heyday in the 1900's as the Steel City. The city of steel, backed from its rich heritage firmly secured in the industrial revolution, is now considered one of the northern economic powerhouses.

In a prospering hub with a population of 560,000, is expected to reach to over 633,000 by 2037. As a result, the government have already planned to transform infrastructure in anticipation of its rapid growth by driving £238 million into the city.

Along with some other northern cities such as Liverpool, Leeds and Newcastle, Sheffield has become one of the most exciting investment hotspots in the UK property sector. Whether you're looking to invest in commercial property, student housing or residential buy to let, there are a vast amount of opportunities in Sheffield.



House prices in Sheffield have grown by almost **25%** in the last five years (Zoopla, December 2018)



The population of Sheffield is predicted to grow **15%** by 2035 (Sheffield City Council, 2018)



More than **25%** of Sheffield graduates choose to stay in the city permanently (University of Sheffield, 2018)



It is estimated that the local economy will grow **£3bn by 2025** (The Sheffield City Region Strategic Economic Plan 2015-2025)



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THRIVING YOUNG POPULATION

There is a huge demand for private residential rental property both in the city centre and in the suburbs of Sheffield, mainly due to Sheffield being home to two of the UK's largest universities (Sheffield University and Sheffield Hallam University). There is a constant demand for student accommodation but also a constant stream of young graduates making their way in the city.

TRANSPORT LINKS IN SHEFFIELD

AIR: There are 5 international airports within an hour's drive of Sheffield. Manchester International Airport is the largest, serving over 200 destinations worldwide. There is also a direct rail service to Stansted Airport.

RAIL: Trains run frequently to London St. Pancras. Journeys currently take 2h 4m but will soon take only 1h 9m when the HS2 service is operational. There are also direct connections to Leeds, Manchester, Birmingham and other major UK cities.

ROAD: The M1 motorway connects Sheffield directly with London and the M18 links Sheffield with Doncaster and Robin Hood airport.

BUS: There is a large bus infrastructure throughout the area which includes a free and frequent city centre service called the FreeBee.

TRAM: Sheffield's Supertram network links 6 park and ride sites with the city centre, universities, sports arenas and entertainment venues. A multi-million-pound upgrade scheme is underway to improve the system.

CYCLE: Although the city is hilly, cycling is popular and a strategic cycle network is being developed.

BUY TO LET PROPERTY IN SHEFFIELD

The combination of regeneration and resilient job market makes Sheffield a popular place for people to live, work and study. The continuous demand for homes, rental property, retail space and commercial units is increasing faster than it can be provided for. Due to the high demand, this makes Sheffield a very attractive area for investment, particularly with buy to let property.



£328m
IMPROVEMENTS
TO
INFRASTRUCTURE



20.46%
PROPERTY PRICE
INCREASE IN THE
LAST 5 YEARS



£5.1bn
INVESTED
IN STUDENT
PROPERTY



70,000
NEW JOBS
CREATED
BY 2028

SHOP AND LEISURE

SHOPPING AND DINING: Meadowhall Shopping Centre is the 10th largest retail space in the UK attracting over 25 million shoppers each year. It features 280 stores including the recently redeveloped £7 million Oasis Dining Quarter and an 11 screen Vue multiplex cinema. The expansion of HS2 will bring high speed trains direct to the shopping centre ensuring Meadowhall will continue to grow to meet demand.

2013 saw the opening of a new indoor market featuring over 90 independent traders. Moor Market converted £17.5m of investment into a haven for food lovers to rival London's Borough Market.

SPORT AND CULTURE: Sheffield Ski Village is the largest artificial outdoor resort in Europe. There are plans to convert this into a leisure hub spanning a 150 hectare site.

Sheffield is also home to the world's oldest football club, Sheffield Football Club, founded in 1857.

GREEN SPACES: Sheffield is the greenest city in Europe with 83 parks and the 19 acre Sheffield Botanical Gardens. As a third of Sheffield lies within the Peak District – an area of extreme natural beauty – it is also the only city in the UK to have a national park within its boundary.



ADMIRED PROPERTIES

ROBUST ECONOMY IN SHEFFIELD

Sheffield's fast-growing economy is now worth £7 billion a year. It's GVA (Gross Value Added) performance has increased by almost £4 billion since 1997 and the economy is continuing to grow by an average of 5% every year.

The investment in Sheffield is helping it remain England's leading area of manufacturing and engineering. Recent studies have shown that there has also been significant growth in service industries as well as financial services,

digital and new media, environmental technology and energy. Sheffield now has a world renowned reputation as a centre for excellence with cutting-edge delivery being enhanced all the time. Sheffield city region has a powerful vision for the future, it is executing with determination and conviction, reasserting itself as a city embracing its global significance.

EIGHT SHEFFIELD POSTCODES IN YORKSHIRE'S TOP TEN PROPERTY HOTSPOTS

A recent study shows that eight of Sheffield's postcodes have been identified in Yorkshire's top ten property hot spots on a new online tool which increases the temperature of the housing marketing by area.

PropCast, the UK's first house selling weather forecast, analysed the buyer demand and revealed that Sheffield was red hot. S3 - home to Kelham Island has been voted one of the best neighbourhoods to live in the UK. This is mainly due to the redevelopment of one of the oldest industrial sites in the city and the area now boasts an array of fashionable cafés, bars and restaurants alongside hundreds of modern flats and office buildings. S10 which includes Ranmoor, Fulwood and Crookes was listed as number one, with Nether Edge and Abbeydale S7 and S8, which includes Beauchief, Norton and Woodseats, in second and third respectively. Hillsborough – S6, Mosborough – S20 and S11 which included Sharrow, Brincliffe and Whirlow also feature in the top ten.

Stuart Goff, of Hunters Estate Agents said he wasn't surprised that Sheffield dominates the Yorkshire hotspot table "Average house prices in Sheffield are low considering it is a well-connected big city with lots of amenities. It's also close to open countryside with quality accommodation and plenty of big employers. That's why we have the biggest student retention rates in Britain. Students stay on after graduating because it's a great city. It's very friendly and they can afford to buy here. We still sell to huge number of first-time buyers and we have been really busy. July could be the best month we have had for two or three years."

Following on, S10 and S11 were well-known due to their south west location in the desirable Hallam Ward, which is one of the richest constituencies in the country. S7 isn't generally popular due to the 'poorer quality terraced housing near the city centre' but due to it being located on the fringes of Hallam Ward, it pushed it into the Yorkshire top 10. Mosborough which is the home to the Crystal Peaks Shopping Centre, has increased in popularity thanks to many new builds as well as the Supertram which is giving commuters a quicker link to Sheffield city centre via the Halfway Park and Ride facility. Hillsborough, north of Sheffield is also on the Super Tram route with the travel time into the city centre being 10 minutes.

Mr Goff said "There are no big council estates there. It's mainly privately-owned homes with properties starting at about £110,000, so it is popular and affordable"

Woodseats was Hunters busiest office in Sheffield and its terraced houses, which start from £120,000, were popular with buyers who wanted easy access to the Derbyshire countryside and to the city centre.

According to PropCast, the postcode's in the top ten hotspots are all sellers markets whilst those in the coldest spots being the opposite.

Linda Crapper, director of Saxton Mee, confirmed that Crookes was a very busy area and popular with first time buyers. She said "It's been very busy over the last few months and Crookes is definitely a hotspot. The only difference is that some of the properties on the main roads in the area take a little bit longer to sell but overall, it's a very busy area for us. It is mainly first-time buyers and professionals who work at the universities or hospitals who are buying there."

For more information, visit www.admiredproperties.co.uk or give us a call to discuss your individual investment goals on 01670 339 090