

No
30
ST PAULS

API
GLOBAL



The Mayfair Lifestyle.

The regeneration of 30 St Paul's Residential Developer of the Year, Elevate Property Group, into 58 high-end apartments will bring the Mayfair lifestyle to Birmingham's most desirable neighbourhood. Overlooking the church on a quiet corner of St Paul's Square - the sole surviving Georgian Square in Birmingham - 30 St Pauls represents a refined blend of tradition and modernity that epitomises the Jewellery Quarter.

Neslted amongst Grade II buildings, 30 St Pauls will be a hallmark of style. A distinguished blend of Georgian heritage and contemporary architecture that's the best of both worlds. It represents a rare opportunity to own a piece of local history in a neighbourhood that's more than just a backdrop, it's a charcater in its own right.

/ No. 30 St Pauls

Key Facts

Sometimes History Carves Out A Gem That Ushers In A New Era Of Gentrified Living.



Developer:	Elevate Property Group
Address:	St. Paul's Square, Birmingham, B3 1QZ
Est. Completion:	Completed
Development:	58 Units
Est. Yields:	Circa 5.5%
Lease:	999 Years
Ground Rent:	Zero
Service Charge:	£2.58 psf

**ONE
BEDROOM**
From £261,250
481 - 743 sqft

**TWO
BEDROOM**
From £418,000
880 - 1270 sqft

No. 30 St Pauls, Birmingham

BIRMINGHAM

Facilities:	Landscaped Internal Courtyard
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30

YEARS OF CONSTRUCTION
INDUSTRY EXPERIENCE

1,000

APARTMENTS IN PREVIOUSLY
COMPLETED DEVELOPMENTS

10

YEARS OF SUSTAINED
GROWTH



ELEVATE

Flagstone was founded by partners Daniel Fairburn and Dean Pooley. Combining their experience of making houses look great on the outside (Dean) and on the inside (Daniel), Flagstone put together a team of experts in both build and design to provide the depth of knowledge and experience to help fulfil their vision.

Their ambition was to build modern, spacious homes in outstanding locations with the style and sophistication one expects from city living.

www.flagstonehomes.co.uk



WHY BIRMINGHAM

£90Bn+

Regional Economy

80K+

Students across 5 Universities

1 in 4

Residents Rent

4K+

New Homes Delivered Annually

25.3%

Projected House Price Growth

18-34

Largest Age Demographic



1.15M

Population



4.8%

Unemployment rate



120

Miles from London



#1

City for Investment
(outside London)



3

Major railway stations



40%

Under 30



49%

Graduate retention rate



5-6%

Average rental yield

BIRMINGHAM AT A GLANCE

Jewellery Quarter



Birmingham's Creative Heart.

Just minutes from Birmingham city centre, the Jewellery Quarter blends over 250 years of heritage with independent restaurants, bars, creative businesses and contemporary city living.

Historic character meets a growing residential and lifestyle scene, creating one of Birmingham's most distinctive neighbourhoods.

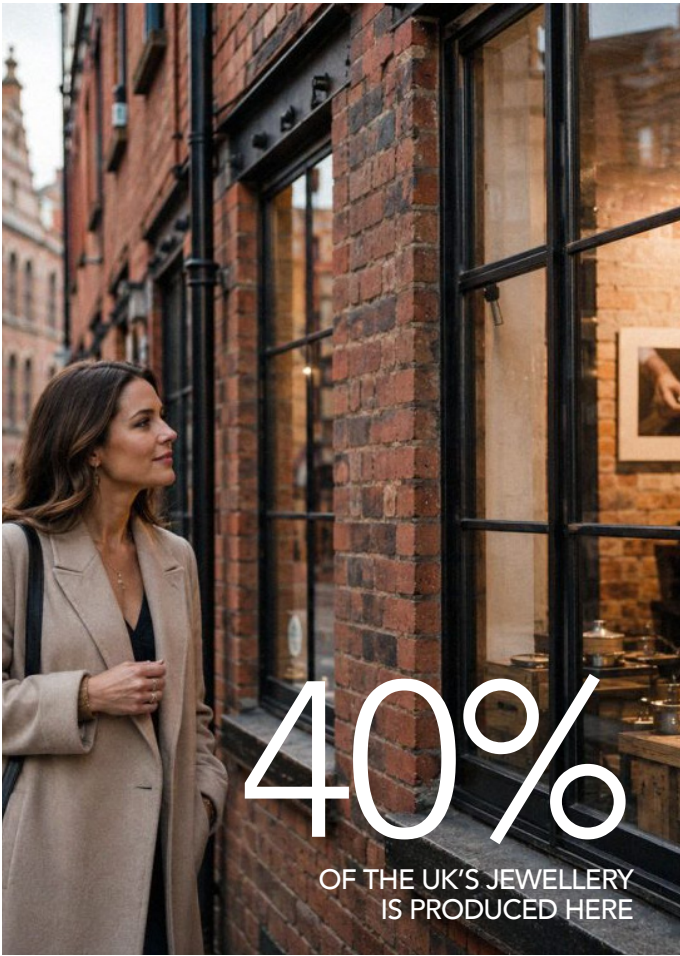


Home to more than 300 jewellery-related businesses, the Jewellery Quarter remains at the heart of Britain's jewellery industry. In 2025, it was officially recognised as a World Craft City, joining internationally renowned craft destinations including Kyoto and Jaipur.

Historic workshops and warehouses now sit alongside modern apartments, cafés, restaurants and creative spaces. Continued investment in public spaces, connectivity and regeneration is helping strengthen the Quarter as a place to live, work and invest.



The Jewellery Quarter remains the beating heart of Britain's jewellery industry, while its growing independent scene brings together makers, retailers, hospitality and creative businesses in one of Birmingham's most characterful city-centre neighbourhoods.



Ongoing regeneration is enhancing public spaces, improving connections with the wider city centre and bringing new homes and businesses into the area - strengthening the Jewellery Quarter as a vibrant place to live, work and invest.

Smithfield Regen

Backed by Birmingham City Council, Lendlease and The Crown Estate, Smithfield is a £1.9bn regeneration project set to deliver over 3,000 homes, thousands of jobs and a vibrant new city-centre district. Located between the Bullring, Digbeth and the future HS2 hub, it is one of the UK's most significant urban regeneration schemes.

The Crown Estate's investment is a strong vote of confidence in Birmingham's long-term growth. As the area develops, increased demand, new infrastructure and improved amenities are expected to support both rental and capital growth. For investors, Smithfield represents an opportunity to invest in Birmingham's future as it evolves into a larger, more connected and institutionally backed city centre.

WHY SMITHFIELD



Smithfield is one of the UK's largest city-centre regeneration schemes, representing approximately £1.9 billion of investment. It is a genuine transformation rather than a standalone residential development and sits right in the heart of the city. Very few UK cities have a development site of this scale in such a central location.

EMPLOYMENT CREATION

The scheme is expected to generate thousands of jobs, being a major driver of both rental demand and capital growth, through:



Regeneration GDV

£1.9Bn

City-centre transformation backed by Birmingham City Council, Lendlease and The Crown Estate

New Homes

3K

In creation of a New City Quarter

SQM

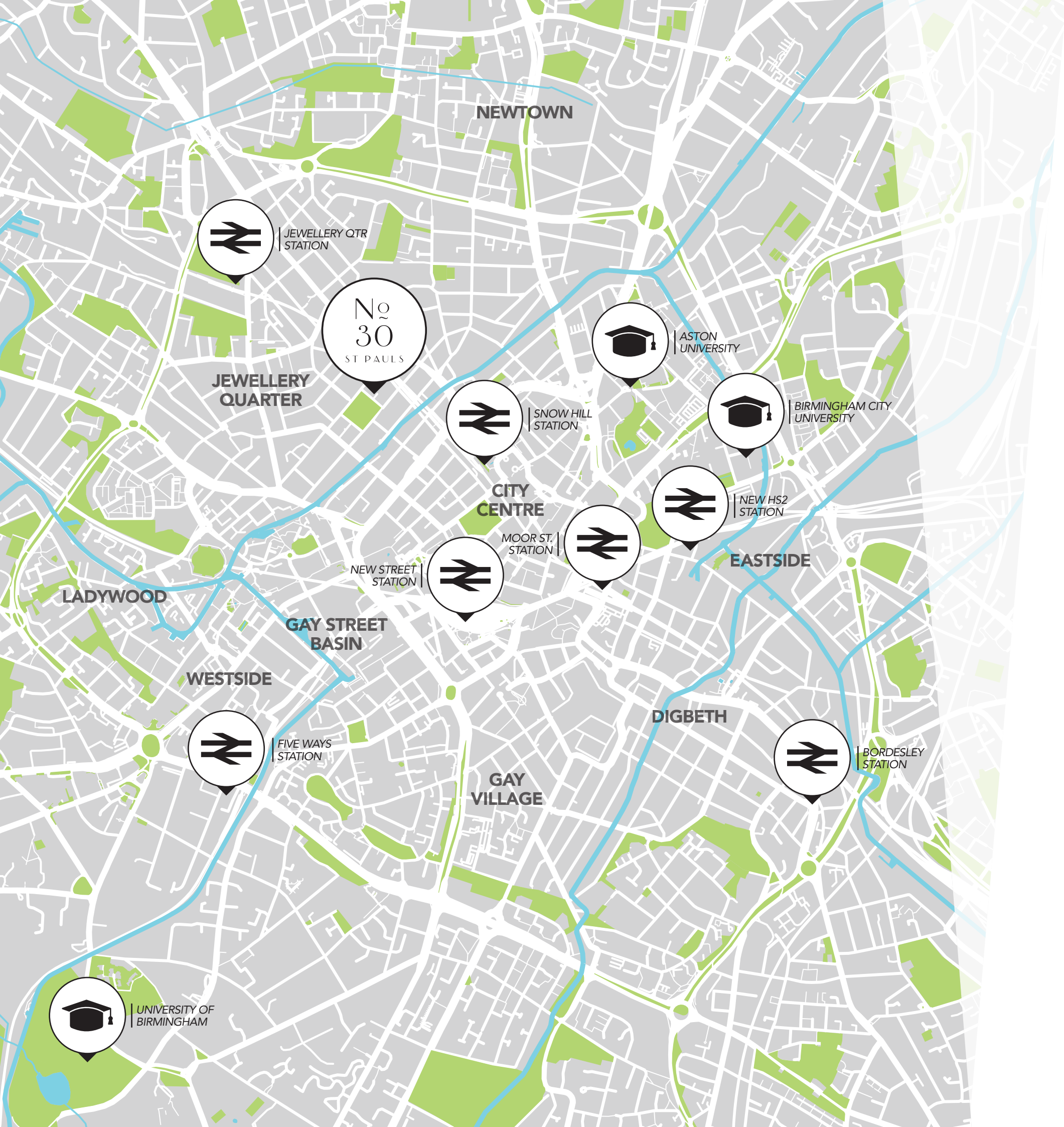
126K

82,000 sqm of office and commercial space
44,000 sqm of retail, leisure, food and beverage space

Jobs

9K

Created through construction & operation



Birmingham's Resilience as a Business & Cultural Center

Birmingham's resilience as a business and cultural center, coupled with its growing population, positions it as a hub for diverse investment opportunities.

Beyond traditional real estate, sectors such as technology, innovation, and sustainable development are emerging as focal points for investors seeking to capitalize on the city's transformation. As Birmingham continues to redefine itself, the investment landscape appears poised for sustained growth, offering a dynamic and attractive environment for those looking to participate in the city's ongoing success story.

145M+

Regional Visitors

£16.3M

Visitor Economy

#1

UK Regional Business Events Destination

Top Class Education

With over 80,000 students, Birmingham is a true powerhouse for higher education, anchored by a number of leading institutions including the University of Birmingham, Birmingham City University (BCU), and Aston University.

For international investors and residents of No. 30 St Pauls, living in a city with a powerful talent pipeline, ensuring strong demand for high-quality housing, a dynamic local economy, and a thriving community of bright, ambitious graduates.

Meanwhile, Birmingham City University's city-centre campus and links to STEAMhouse and the Royal Birmingham Conservatoire underscore its role in developing creative and technical talent.

80K

Students studying
in Birmingham each
year

49%

Of Graduates remain in
Birmingham following
graduation

Birmingham's Education Institutions:



BIRMINGHAM CITY
University



Aston University



UNIVERSITY OF
BIRMINGHAM



Regeneration & Growth Opportunities

The Jewellery Quarter sits at the centre of Birmingham's wider transformation, surrounded by major regeneration, commercial and residential growth zones. Billions of pounds of investment are reshaping the city centre, creating new homes, workplaces, public spaces and infrastructure around the area.

£7.3Bn

REGENERATION SCHEME ACROSS THREE NAMED PROGRAMMES ALONE

50K

NEW JOBS IN BIRMINGHAM'S TRANSFORMATION PLANS

1.5M

SQUARE METRES NEW FLOORSPACE

5K

NEW HOMES UNDER CONSTRUCTION



Snow Hill.

Immediately east of the Jewellery Quarter, Snow Hill is one of Birmingham's principal business districts. Plans focus on transforming the station and surrounding land into a major mixed-use destination, alongside new commercial space, homes and improved pedestrian connections towards the Jewellery Quarter.



Paradise.

Paradise is a £1.2 billion transformation at the heart of Birmingham, creating a new mixed-use business and leisure destination between the Jewellery Quarter and the city core. New offices, public squares, restaurants and improved connections are reshaping this key part of the city centre.



Knowledge Quarter.

The £4.2 billion Birmingham Knowledge Quarter spans around 210 hectares, bringing together universities, research, technology and life sciences. Plans are expected to support more than 20,000 jobs, alongside new commercial space, accommodation and potentially thousands of new homes.



Smithfield.

The £1.9 billion Smithfield regeneration is transforming 17 hectares of the city centre with around 3,400 new homes, commercial space, new markets, public spaces and almost 19,000 jobs once construction and operational employment are considered.

Birmingham's Business Landscape.

Birmingham's business landscape is a thriving magnet for major enterprises, ambitious startups, and global innovators. The city's economy is the second-largest in the UK outside London, led by a powerful mix of financial services, technology, and manufacturing. In the Colmore Business District, home to companies like Allianz, AECOM, Grant Thornton, and Zurich, over 500 firms employ some 35,000 professionals while Birmingham Business Park hosts more than 100 businesses including industry leaders such as Rolls-Royce and Fujitsu.

100+

Businesses Within Colmore Business District

35K+

Professionals in Colmore Business District Alone

BBC

Deutsche Bank 

Goldman Sachs

Deloitte.

pwc

Mondelēz International

JLR

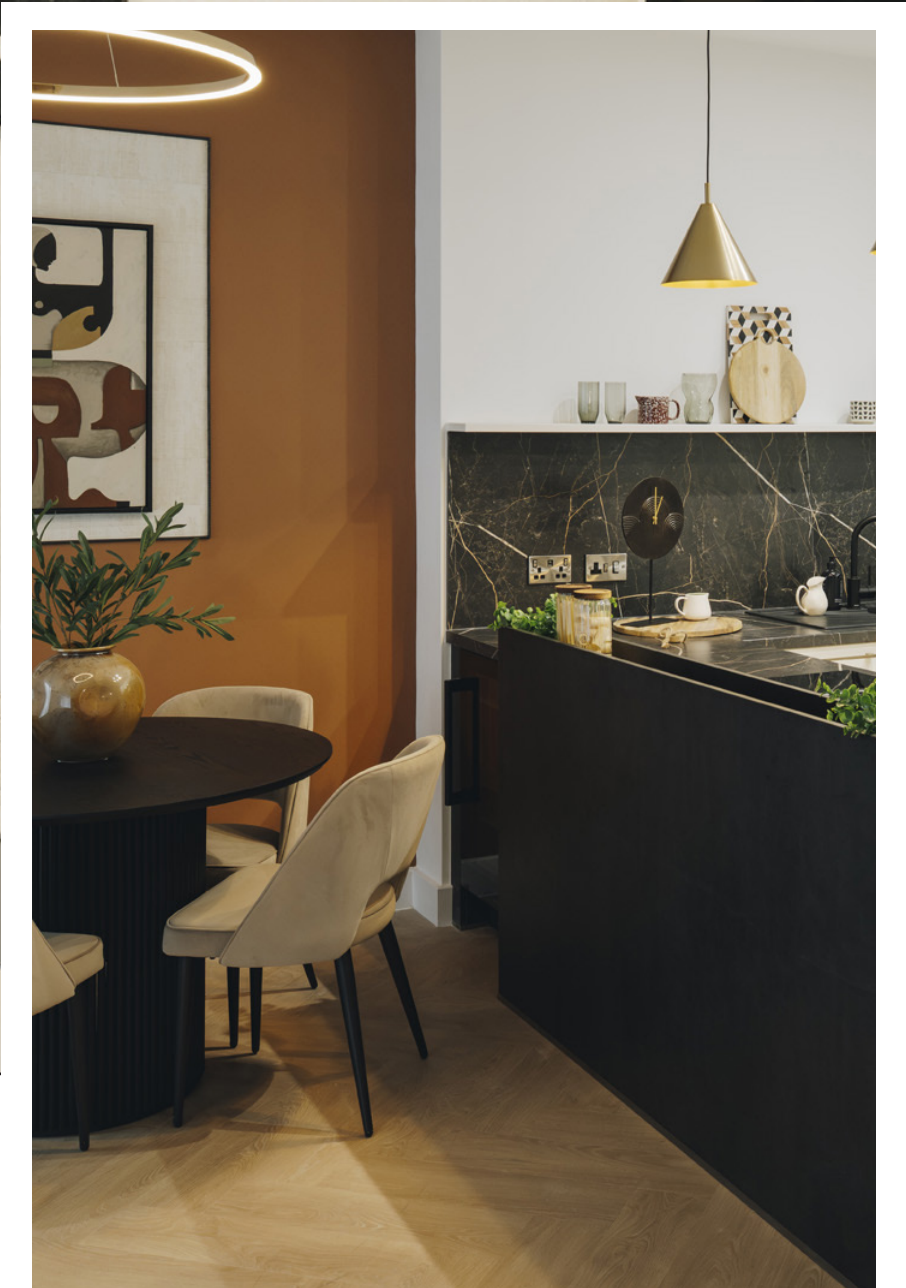
KPMG

Cadbury

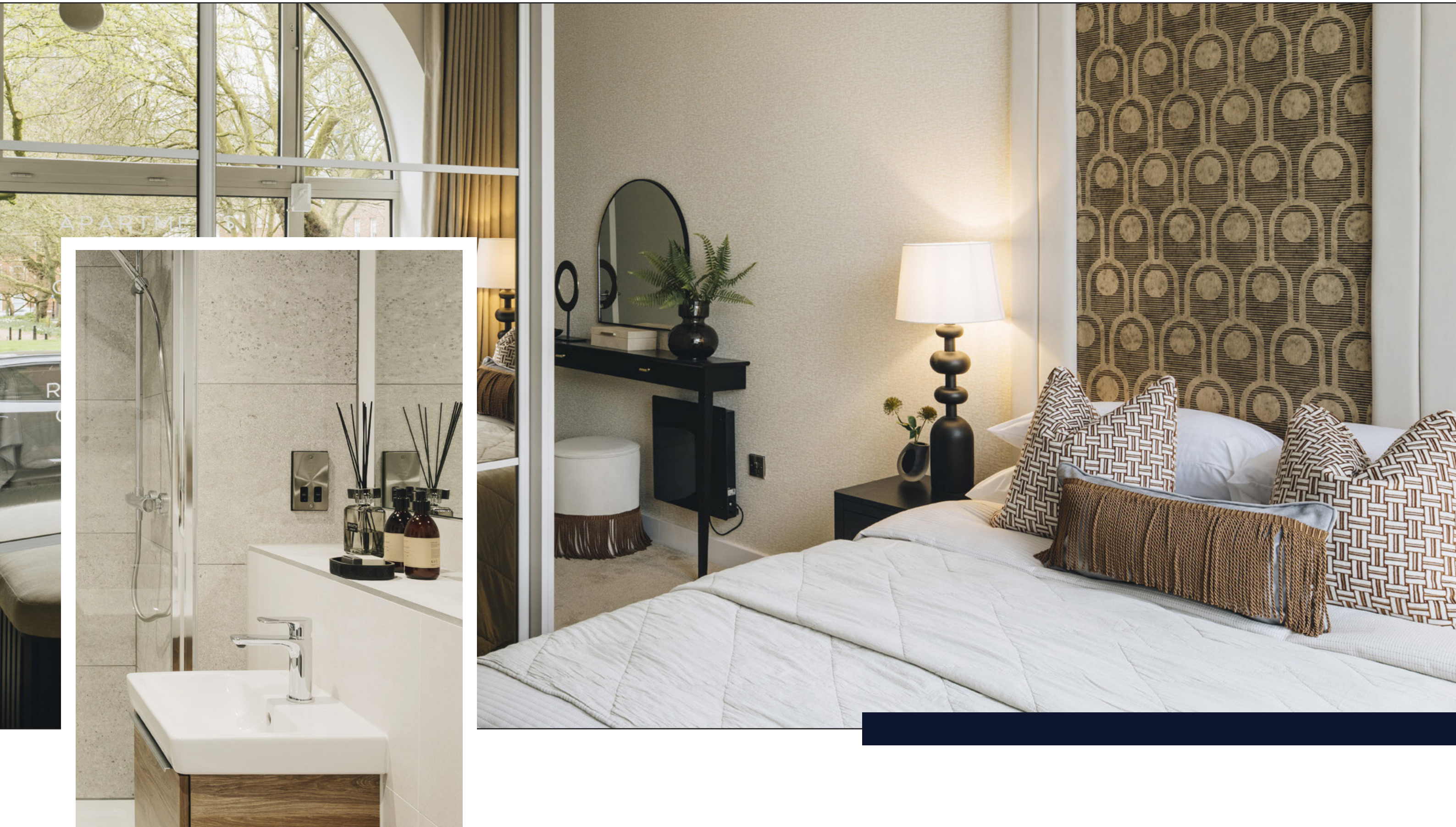
LEADING EMPLOYERS LOCALLY



No. 30 St Pauls, Living Room/Kitchen



No. 30 St Pauls, Bedroom



Birmingham, Jewellery Quarter

Reservation Process.

Reservation deposit £5,000 net of fees to the bank account listed on the reservation form, alongside fully filled reservation form and KYC documents.

20%

On Exchange

80%

On Completion

/ NO.30 ST PAULS

LEGAL INFORMATION

Buyers Recommended Solicitor
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