

APRIL / 2022

ENTERPRISE CITY®

DEBRIEF



St. John's

AN ALLIED LONDON PRODUCTION

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THE NEWS FROM ENTERPRISE CITY

Welcome to the April issue of DeBrief, a collection of the latest news stories from the Enterprise City district in St. John's.

There has been plenty of exciting news across the district in the first quarter of 2022, a brilliant sign of the year to come at Enterprise City.

'A collection of six state-of-the-art commercial media production studios are opening at Department Bonded Warehouse'

This is the year that will see the completion of the next wave of buildings, with the Globe Building recently reaching Practical Completion in partnership with property builder, Lendlease. We're now well on the way to welcoming a clutch of ambitious businesses and thousands of workers to the district as the next phase of our city centre cluster opens later this year.

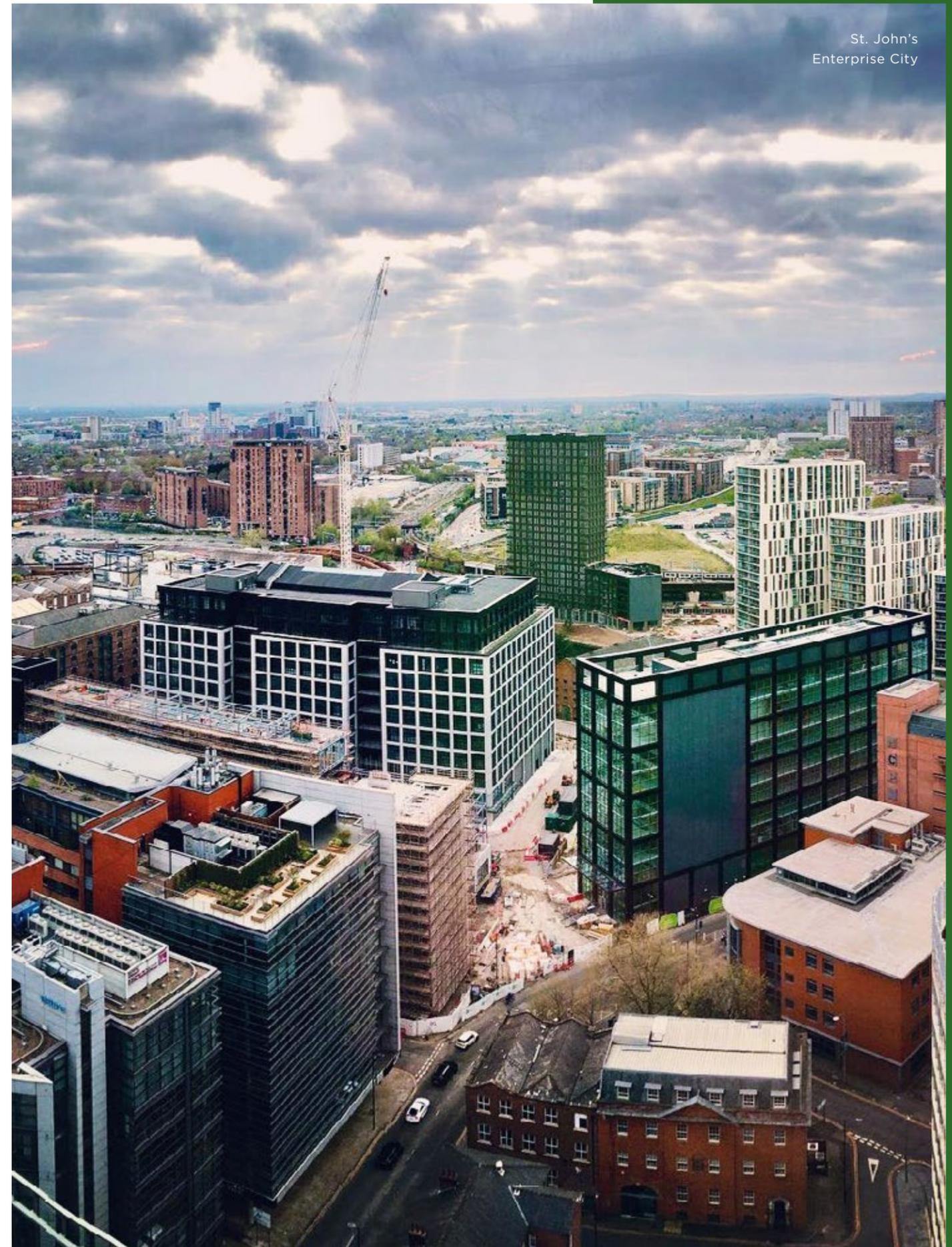
Enterprise City has welcomed the BBC topical news programme, Morning Live, and its presenters Gethin Jones, Sam Quek, Kimberley Walsh and Sara Cox, to the new skyline-view Versa Studios in the ABC Buildings, continuing the district's rich broadcast legacy.

Other new arrivals to the district have been the third cohort of members on the Exchange start-up scheme. This group of promising tech start-ups span the HealthTech, PropTech, EdTech, FinTech, AgriTech and e-commerce will spend the next six months receiving industry-leading advice from a specially selected panel of partners to

further their ambitions of scaling, securing funding, growing operations and expanding teams.

As Enterprise City becomes home to more workers, the district's workspace operator, Department is expanding its offering. In collaboration with Versa Studios, a collection of six state-of-the-art film and broadcast production studios are opening at Bonded Warehouse. These will be available for members to use on a flexible and agile basis to support the creative nature of the work in the district. The Stables is soon to be finished as a new events space and canteen which will serve the wider Manchester community. On-site Condition Gym has opened exclusively for member use.

Trailblazing businesses, both new and established, are joining the community at Enterprise City, and the cluster is cementing itself even further as the place to be in Manchester for tech, digital and creative. Take a look through the latest issue of DeBrief to meet them and find out more about what has been going on around the district.

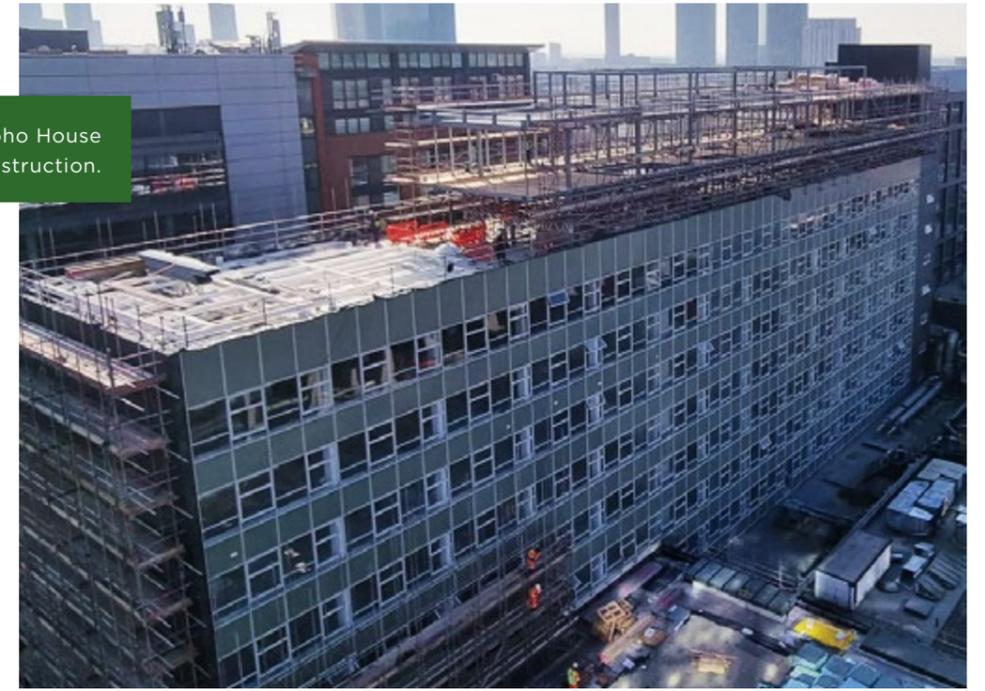


St. John's
Enterprise City

PROJECT: LATEST #1

A BRIEF ROUND-UP OF ALL THE LATEST NEWS, UPDATES & IMAGES FROM AROUND ST. JOHN'S.

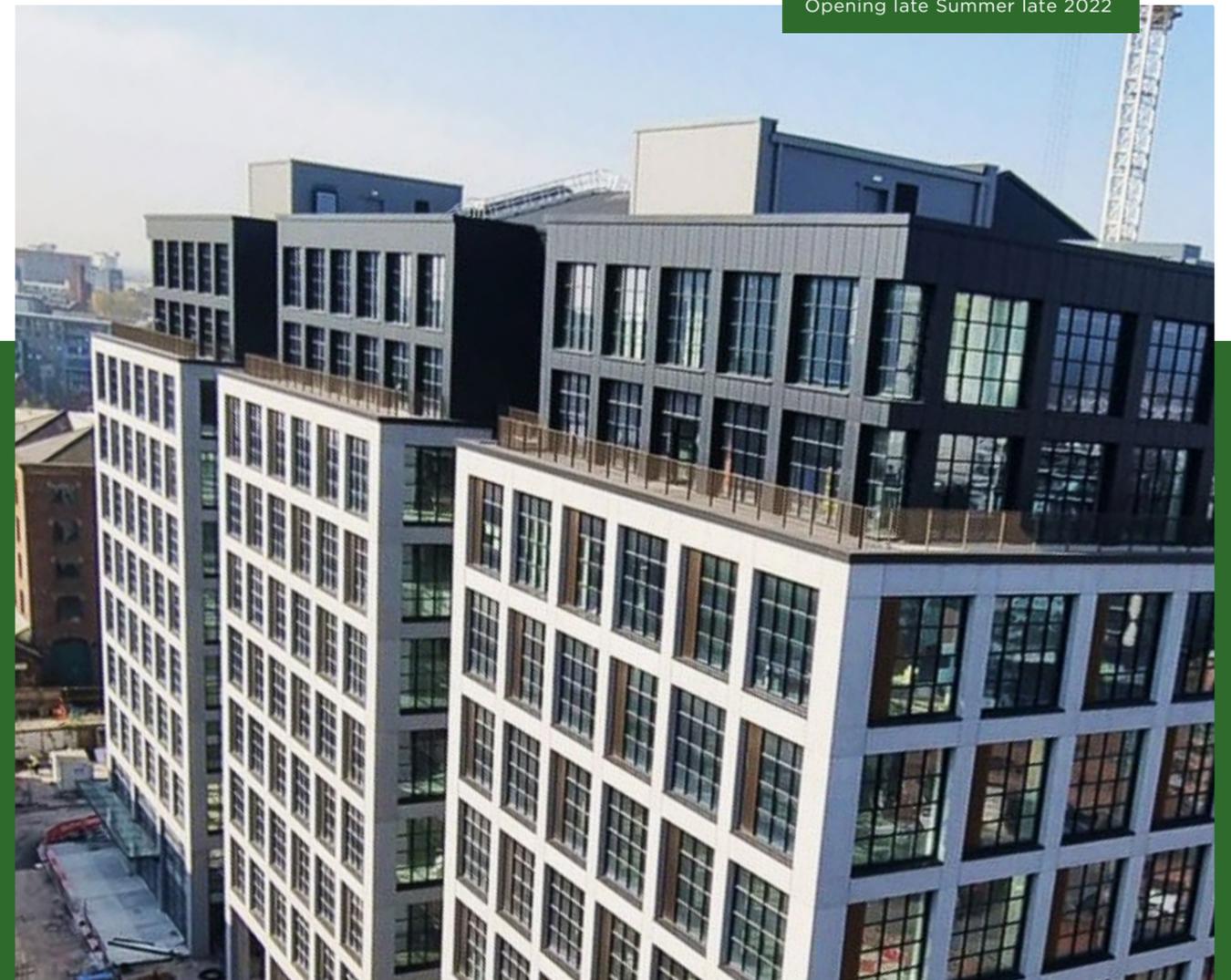
Mollie's & Soho House Under Construction.



Progress at St. John's, April 2022. Manchester Goods Yard (right), OGS and Transmission (left) can be seen nearing completion.



Manchester Goods Yard Opening late Summer late 2022



PROJECT: LATEST #2



ABC Buildings, April 2022. Now Versa Studio have opened and Versa ABC Studio is filming BBC One's Morning Live here.



Transmission, April 2022. Opening in 2022 and is now available for pre-letting.



The Globe Building, April 2023. Opening in late 2022 with new letting to WPP and also open by All Work & Social.



The Factory, April 2023. Now set to open Spring 2023.

FEATURE:

ENTERPRISE CITY TO HOST BBC TOPICAL LIVE PROGRAMME

Versa's new ABC Buildings studio is hosting BBC One's Morning Live topical affairs show. Versa Studios based at the ABC Buildings will broadcast the national programme every weekday.

Enterprise City is expanding its TV and film studios into its ABC Buildings with a completely new TV broadcast studio overlooking the city, which will be operated by Versa Studios.

Versa's new ABC studio will host one of the BBC's flagship topical live programmes, Morning Live, from late February 2022. The ABC Buildings are part of Manchester's city centre tech, media, digital and creative cluster, Enterprise City.

The show will begin broadcasting on weekdays, following its relocation from London's BBC studios where it has been broadcast since its launch in October 2020.

The Enterprise City district is steeped in broadcast heritage and was formerly home of Granada Studios, and headquarters of Granada Television and ITV Granada. These studios are now known as Manchester Studios, containing a complex of 13 TV studios with supporting facilities. The site is soon to be operated in its entirety by Versa Studios,

which recently opened a major new TV and film studios complex in West London.

Michael Ingall, CEO of Allied London, and founder of Enterprise City, said: "We are delighted to welcome an important production to Manchester's only city-centre TV and film studios in the heart of Enterprise City. Our vision is to make this area the UK's boldest new media, tech and cultural neighbourhood. As more organisations shift focus beyond London, the commercial and cultural activity in Manchester is becoming more dynamic and exciting, and as a result, new possibilities open up. It is rewarding to be playing a part in the national TV diversification strategy as we move to restabilise the city's media and creative activity, especially with more studios and The Factory opening in 2023."

The Enterprise City district is steeped in broadcast heritage and was formerly home of Granada Studios, and headquarters of Granada Television and ITV Granada.



For more information about Versa Studios visit versastudios.com

ST. JOHN'S PROJECTS:

The **GLOBE** Building

THE GLOBE BUILDING REACHES MILESTONE

The Globe building reaches Practical Completion marking milestone in Lendlease and Allied London partnership

The Globe Building at Enterprise City, Manchester, has reached Practical Completion (PC), marking the latest milestone in the four-and-a-half-year long partnership between Allied London and Lendlease UK's construction arm as the district moves a step closer to completion.

Since November 2017, Lendlease has assisted Allied London's development of the Enterprise City and St. John's area of Manchester with buildability, logistics, cost planning and supply chain engagement. Development at the district was in part funded by Aviva Investors, which invested £300 million in the creation of seven of the district's buildings.

The construction work has taken place across two keys sites within the new city centre tech, media and creative cluster, culminating with the recently completed Globe Building which stands on the site of the Old Granada TV Studios and

will be home to media agencies, WPP and Mediacom.

The second part of the inventory completed by Lendlease was

'It's a fantastic looking building and will perform well against all building standards'

Manchester Goods Yard, which reached PC in July 2021 and will provide new headquarters for Booking.com and Cloud Imperium Games. Both sites will house some of Enterprise City's largest tenants.

Commenting on the works, David Cadiot, executive general manager, UK Construction - Regions at

Lendlease, said: "This represents the culmination of four years' work across the wider site which has already seen us achieve PC on T1 and Manchester Goods Yard. The development has been both challenging and rewarding with many positive initiatives and deliverables. The team has been lean from the outset with a strong focus on accountability and engagement. Many thanks to everyone involved, they should all be immensely proud of their achievements."

Lendlease started infrastructure and diversionary works to enable development in 2018 and took formal possession of the site to start piling and removing 100,000m³ of soil for a two-storey basement in 2019. During the excavation, the team discovered archaeological sites of interest and a team from Salford University moved onto the site for six weeks to expose and photograph the industrial age housing and streets.

Project manager, Jack Overson added: "The Globe Building has had an excellent team ethos with everyone working hard together for each other. The use of Sablono and Multivista together with daily consultant inspections by Ramboll has driven an excellent façade product. Everyone involved in the delivery of St. John's should be hugely proud of their achievements over the past four years."

Both the Globe Building and Manchester Goods Yard have achieved WiredScore Platinum certification highlighting the buildings' connective, innovative and dynamic approach to technology infrastructure.

Michael Ingall, CEO of Allied London, said: "The development of Enterprise City is exciting for the future of modern industry in Manchester, and the economic and social benefits to the area will be huge as the area opens in the coming months and years. Attracting global tech, digital and media businesses to the

district requires a specific blend of inventory and we have managed to create that with Lendlease's support.

"The Globe Building reaching Practical Completion marks a brilliant step forward for the district and we are excited to open it up to businesses and the tech, media and creative community in the region. It has been developed as a campus for the WPP cohort of businesses and will be occupied by seven or eight of its important media agencies including MediaCom North with whom we have had a relationship with now for ten years.

"It's a fantastic looking building and will perform well against all building standards, as well as benefiting from the broader facilities of the Enterprise City district. The building will be a stand-out home for the various WPP businesses. We will also be launching levels one and two as a series of workspace studios."

Aviva Investors, the global asset management business of Aviva plc, committed £300 million to the Enterprise City project at both the Globe building and Manchester Goods Yard sites, with the cluster making up a significant portion of its estate portfolio in the region.

James Stevens, head of investment, at Aviva Investors, said: "We are pleased to see the project at Enterprise City coming to life in Manchester, a vibrant city which we think is well-equipped to thrive as a destination for culture and talent. We think this positions the region well for future growth, whilst also offering high-quality real estate investment opportunities for our clients."

CG render of the Globe building



To find out more about the Globe building visit: [enterprisecityuk.com](https://www.enterprisecityuk.com)

FEATURE:

STATE-OF-THE-ART PRODUCTION FACILITIES OPENING IN MANCHESTER AS DEPARTMENT EXPANDS AT ENTERPRISE CITY

The work, wellness and social inventory at Enterprise City is set to expand as managed workplace concept, Department, launches a set of new facilities and amenities at Bonded Warehouse.

A new events space and canteen, **The Stables**, and food and beverage retailer, **Department Store**, will serve the wider community as well as Department members and on-site **Condition gym** will be opening exclusively for member use.

Most notably, a collection of production studios, **Department Studios**, will be opening with fully-equipped facilities for TV, film, media, commercials, performances and specialist content.

The managed workplace operator will be working in collaboration with **Versa Studios**, a renowned broadcast and studio operator set to host the BBC daily news show from its Manchester-based complex from February 2022, to provide world-class facilities.

Now at 98% capacity, **Department Bonded Warehouse** has been established as a destination for

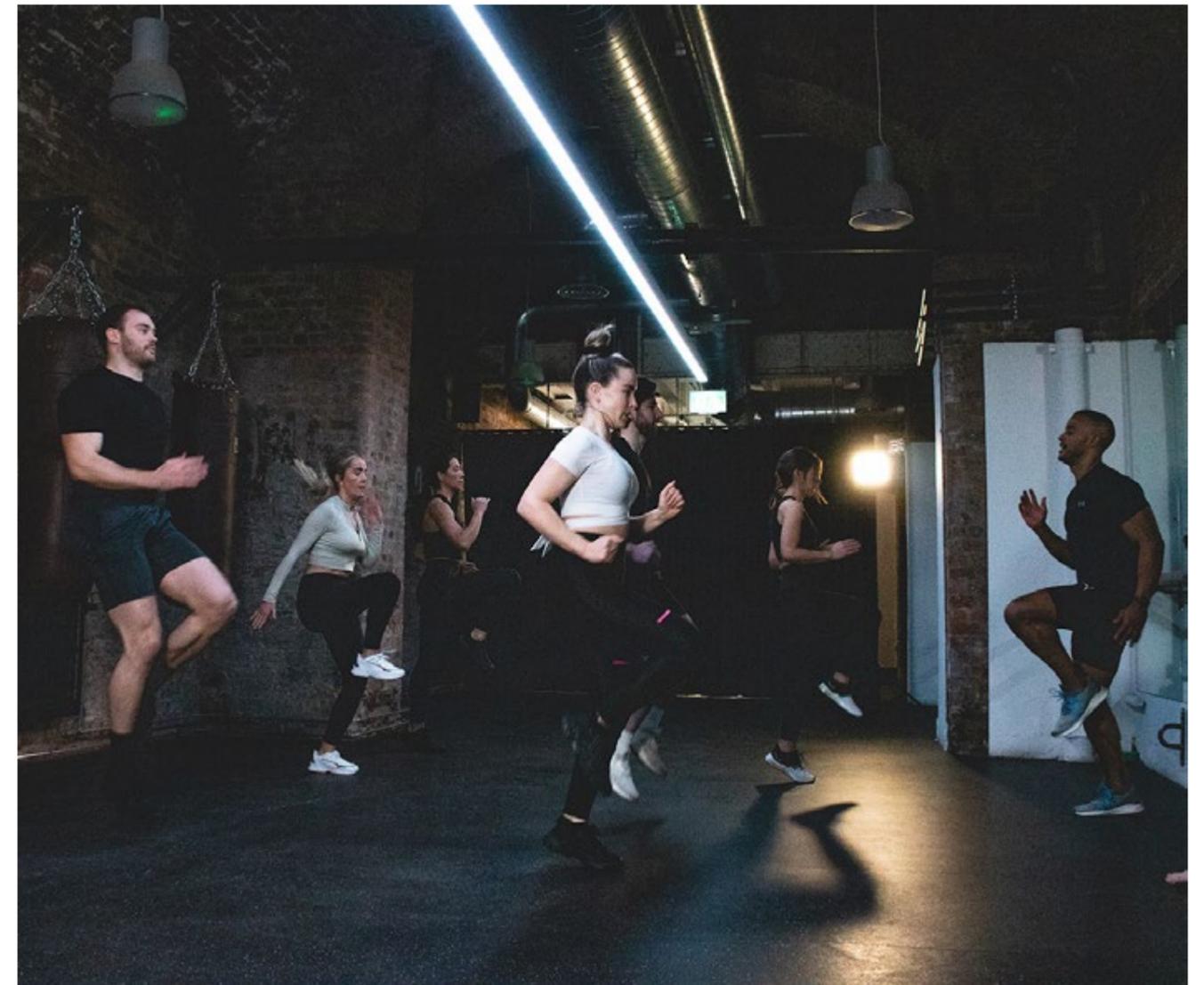
start-ups, creatives and leading **DigiTech** businesses within Enterprise City. The new studios will make Department accessible to even more people in more industries and build on the success of the existing managed workplace and creative spaces.

Anthony Powell, managing director at Department, comments: "Department has always been more than a workspace in the traditional sense; it's a space to work. As such, we recognise that not all work happens behind a desk and businesses require dynamic, creative spaces to deliver their best work. We are thrilled to partner with **Versa Studios** to continue building our community across the creative, media and digital industries."

The iconic Grade II listed warehouse is set to become a social space for the wider community in St John's, with The

Stables and **Department Store** serving the general public as well as Department members. The **Stables** will be a canteen-style

'Now at 98% capacity, Department Bonded Warehouse has been established as a destination for start-ups, creatives and leading DigiTech businesses'



eatery and relaxed pub, serving laid-back lunches and homemade comforts, with catering for **Versa** production crews.

Department Store will deliver an immersive experience as a creative lifestyle space with food, drink and retail at its core, offering a bar and all-day dining with a casual brunch menu and small plates. The unique concept will curate a series of resident pop-ups from local independent brands, creators and artists.

Anthony continues: "As well as a work-focused inventory, Department has proven beneficial in providing wellness and social amenities to support a work-life balance. **Condition gym**, a state-of-the-art fitness studio for members, is launching in early 2022. We're also excited to continue delivering social

experiences with **The Stables** and **Department Store**; where the community can come together to dine, drink, meet, create and discover."

Alongside an expanding inventory, Department is also set to make its mark on **Leeds Dock** as it prepares to launch a brand new workspace and social hub in spring 2022. **Department Leeds Dock** is set to attract a community of creative, media and digital businesses, who will find themselves working in the vicinity of **Sky Digital** and **Channel 4**.

To find out more about Department visit: [Departmentuk.com](https://www.departmentuk.com)

ENTERPRISE CITY SHOWCASE EXHIBITION



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FEATURE:

31 START-UPS JOIN THIRD COHORT OF EXCHANGE SUPPORT SCHEME

The businesses will follow in the footsteps of PixelMax and My First Five Years who have secured multi-million-pound investments whilst 18 new Exchange businesses will join 13 firms entering a second term on the programme

31 innovative early-stage tech start-ups have been accepted onto Manchester's leading scale-up support programme and are now tipped to be among the region's next big tech businesses.

The companies span the healthtech, proptech, edtech, fintech, agritech, and e-commerce sectors, and will make up the third cohort of Exchange start-ups, which have ambitions of scaling, securing funding, growing operations and expanding their teams during the scheme.

The support programme runs for six months and is delivered by Enterprise City with support from Tech Nation as its knowledge partner. Exchange offers tech founders and entrepreneurs the resources and infrastructure to support them in succeeding, including a network of like-minded entrepreneurs, mentoring from business experts, exclusive access to a panel of industry partners and introductions to

funding opportunities and venture capital firms.

The scheme's alumni include PixelMax, the immersive, 3D virtual workplace business which raised £2 million in funding and reached an £8 million valuation while on the programme, and My First Five Years, an early-years edtech start-up that secured £1.4 million in investment to develop its technology and app.

The 31 member businesses will be based at Department Bonded Warehouse in the heart of Enterprise City. 18 of the businesses are new to Exchange and the remaining 13 firms have extended their membership to further benefit.

New businesses join cohort three

Organisations chosen to form the most recent cohort include mental health first aid and wellness app, Candle, and proptech start-ups, Housr, which is streamlining the student housing process, and

Flexify, which is focusing on the commercial property space. Sustainability builds sustainability engagement tools for businesses, Bypass allows any retailer to launch membership and generate recurring revenue and Cyber

'The new Enterprise City space is the perfect home for game development, with its deep investment in businesses focused on media, technology and creativity.'

Stroller has built the world's first smart stroller.

In the media and creative space, InHaus is making e-commerce product videos less costly and complex, and Papermill is helping its customers overcome the "wrestle with Word" by producing perfect documents.

Health and fitness tech businesses, AI fitness coach, Intellithing, AINOSTICS, which supports the diagnosis of neurological conditions, and AriSports, which bridges video games and live sports, and fintechs, Payful, creating a new type of business credit score, unified payment platform, Ryft, Versori, which builds technology products that provide business infrastructure services, and Bex Money, which educates children on managing money, will also be joining Exchange. Agritech, Grow Your Own, is aiming to revolutionise urban food production, Wildfire is an e-commerce platform that allows film creatives access to equipment and COYOSY exists to make ethically made gadgets attractive and accessible to the masses.

Tanya Grady, head of enterprise and partnerships at Enterprise City, said: "We have now had two incredible cohorts of Exchange businesses and we believe the third group of start-ups will be just as successful. Exchange alumni have raised millions of pounds in funding between them, disrupting their industries and bringing excitement and innovation to the tech sector in the process. The businesses accepted onto cohort three have incredible potential and we are anticipating some incredibly exciting growth over the next six months.

"In addition, the businesses will be joining the community we have developed at Enterprise City, Manchester's innovative tech, media and digital cluster where the community develops together through peer-to-peer learning and idea-sharing. Welcoming this group of businesses will continue to establish Enterprise City as a



booming tech district, attracting more business and creating opportunities to the wider area."

Returning members

My First Five Years will be rejoining Exchange in cohort three, along with female-focused financial wellness platform, Financielle, blockchain business, Digital Oracles, tokenizing and monetizing startups' growth, and HouseFlow the industry-first supplier-agnostic bills package for tenants.

Umii, which combats student isolation and loneliness will also join the latest intake, alongside Otimo, reducing the time it takes for people to get their driving license, and Springchat which creates real-time conversations and connects sports fans to chat about live matches and trending sports news.

Data analytics & business intelligence business, Sparkbox, as well as zero-waste student marketplace, Hazaar, and House My Pet, a directory of trusted pet professionals will be undertaking their second term on the programme.

Completing the 31-strong cohort are Koku Health, an app developed at the University of Manchester to keep older adults active, Jyrney, giving travel and mobility companies access to

a complete ground transport solution, and carbon-conscious content creators, Koolstof.

Liz Scott, Client Engagement Director at Tech Nation, said: "The continued success of Exchange is incredibly exciting for tech and for Manchester. Our mission is to support founders across the UK, so we see all kinds of initiatives and accelerators, but rarely do they deliver the level of impact that Exchange does in a relatively short length of time. Being an Exchange member allows founders to tap into an impressive network of advisors, supporters, mentors and investors – an invaluable asset to these fledgling businesses. I'm looking forward to seeing the achievements of this cohort, of which I'm sure there will be many!"

The talent development programme, which received funding from Manchester City Council (MCC) on behalf of the Department for Culture, Media and Sport (DCMS), gives ambitious, early-stage tech companies and entrepreneurs access to the tools and infrastructure they need to grow and succeed.

To find out more about Enterprise City and the Exchange scheme, visit: enterprisecityuk.com

MEET THE MEMBER:

AUDEN

Meet the Department member supporting millions who rely on credit

The UK is experiencing a cost-of-living crisis, and more people than ever are struggling to cover basic costs such as food and utilities. There are millions of people in Britain who rely on credit for everyday essentials, but they often find their choices are both limited and expensive.

A business that is working to combat this is Auden, a founding member at Department. Its 150-strong team occupy the entire sixth floor in Department Bonded Warehouse and the company has been based there since the workspace opened in 2020. As a firm that supports the financial and mental wellbeing of its customers, it is important for wellness and support to start with its own staff in its own workplace.

The fintech firm is built around a platform that supports people who find themselves financially squeezed by giving them the ability to manage their money through the company's free app - Auden Money - that will be launched in the coming weeks helping them access credit when they need it. This helps its

customers become more informed and empowered with their money and stops them getting into a long-term reliance on debt. Auden is committed to making this social impact and it is at the heart of its business model.

Richard Bartlett, CEO at Auden, said: "We've built a platform to create a long-term relationship with our customers and provide a range of opportunities to support them on their journey to financial stability. The technology helps us support people in their time of need and helps them engage with us and provides data that enables us to further develop our platform. As we learn more, we can assess what additional, relevant products and services will benefit the individuals who visit the site."

Being based at Department Bonded Warehouse means the business can have the workspace that suits it. Auden has an Enterprise Membership and has created a space focused on collaboration both within its own teams and with others in the building. It has hosted events on

its "Spanish Steps" auditorium area, such as a finclusion discussion in partnership with TechNation, which was open to everyone in the building.

Richard said: "The people and energy in Manchester make it a great place to start a company. Manchester is synonymous with revolution and being based next to the Science and Industry Museum reminds us of this every day. It fuels our inspiration to create our own financial revolution."

In January, Auden passed the one million pounds lent milestone. This means that an estimated £400,000 has been saved for customers who have gone to Auden instead of traditional lenders and by the end of the year, the firm hopes to be delivering this every month.

Growth and more sophisticated technology are still needed to make this happen but there are plans in the pipeline. The Auden app will be launching towards the end of Q1, overlooked by newly appointed CTO, Shakeel Butt. The app will be released to

people who have applied to help them understand their financial position better and budget effectively to break the cycle of debt.

Richard continued: "Last year was the year we started operation after spending a long period building the basic platform. It was hard work during the pandemic and I am enormously proud of the team's resilience and passion that has allowed us to get working with customers.

"The key ambition for the next year is scale, scale, scale. Inflation is skyrocketing and cost of living is at crisis point, so the products and services we provide are even more necessary. We know we can't be there for everyone, but we're working hard to be ready to support as many people as we can as quickly as possible."

To deliver its vision, Auden is looking to hire a diverse range of motivated people and the team is always on the lookout for great people to join.

'Being based at Department Bonded Warehouse means the business can have the workspace that suits it.'



To find out more about Auden, get in touch with fiona.chew@auden.co.uk or visit auden.com

FEATURE:

ENTERPRISE CITY PARTNERS MANCHESTER GIANTS REACH BBL CUP FINAL

The Manchester Giants reached the BBL Cup final but lost to the Leicester Riders 83-69.

The most anticipated game this season for the Manchester Giants was certainly thrilling as both sides put a show at for the thousands who attended and watched from home.

Giants won the first quarter 20-15 in an impressive defensive quarter. In second quarter, the Giants started to struggle offensively. The third quarter was more promising for the Giants with prolific scoring run from Manchester which kept them in the race for the win. Leicester hit back to back midrange jumpers to start the fourth and final quarter. The low scoring second quarter put the game beyond reach for Manchester.

Tyrik had a standout performance tonight as he led scoring for the Giants with 18 points, 4 assists and 3 rebounds on 54.5% from the field. Geno Artison also had a very solid game finishing with 12 points, 4 rebounds, 3 assists and a pair of steals too.

Head Coach Lloyd Gardner said: 'I'm disappointed anytime you make it through to a final you just can't get over that hurdle you're going to be disappointed but trying to take the positives for making it this far in a long time and remember the feeling for being here and we can get back to this level again'.



To find out more about the club visit: manchestergiants.com

MEET THE MEMBER:

INTELLITHING

Meet the smart tech revolutionising health and fitness

Founded in 2017 by student Saeid Jamali, Intellithing is using data to improve health and fitness by monitoring human behaviours and habits. Fascinated by big data analytics, IoT, and artificial intelligence, Intellithing was born to help people improve their lifestyles through smarter health and fitness decisions.

Intellithing works on a new concept called Data Refinery Engine that combines the AI 'Viki' with data produced by wearables and various other sources to aid the understanding of human activity patterns. With this data Viki can provide advice on how to make data-driven health and fitness decisions for the purpose of achieving personal goals in the most effective way.

These technologies have been transforming industries for a few years, largely because big corporations have the budget to use them to enhance their entities. However, until now, individuals did not have access to similar technologies. Large businesses have been able to collect data for their benefit however not much has been given back to the people that provided the data. With this in mind, Saeid sought to develop a user-friendly environment where individuals

can find the answers to their questions through analysing their own machine-generated data.

The speed of Intellithing's development is rather impressive as although the initial seed idea was formed in 2017, the company went on to develop the product in less than a year. This quick coding process has been alongside the MMU Science and Engineering department with Intellithing being a proud partner of the department. Saeid has gone from a student at the university to a partner in just five years!

There is evidently great promise for the capabilities of Intellithing which will only be further enhanced by joining Exchange's third cohort of growing start-ups.

Saeid Jamali, founder of Intellithing said: 'Joining Exchange is the next step in Intellithing's development. Whilst I have been lucky enough to be joined by a great team of developers helping me to establish the engine, I want to be surrounded by other entrepreneurs also in the early stages of their businesses. The start-ups of Exchange all share the same mentality: to succeed. Establishing a community of like-minded people will undoubtedly encourage growth, and we

have previous members that are a testament to this. Also, not to mention coding work is a notoriously independent profession, it will be great to bring a social aspect to our job that is widely available at Bonded Warehouse".

Watch this space as Intellithing will continue to grow as they continue their funding efforts in both the UK and US whilst moving on to the highly anticipated beta version of Viki, all with the support of the Exchange scheme.



'Establishing a community of like-minded people will undoubtedly encourage growth, and we have previous members that are a testament to this.'

To find out more about Intellithing, visit: intellithing.tech

CONTACT

ENTERPRISE CITY®

ENTERPRISE CITY LONDON

7-8 SAVILE ROW
MAYFAIR
LONDON
W1S 3PE

T: 020 7758 4000

ENTERPRISE CITY MANCHESTER

BONDED WAREHOUSE
LOWER BYROM STREET
MANCHESTER
M3 4AP

T: 0161 834 8640

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