

Case Study

“52 Degrees North”, Build to Rent Homes, Coventry



Scheme: Modern Build to Rent homes apartment block

Capacity: 220 apartments

Project status: Planning permission granted for PBSA being converted to BTR

gbpartnerships’ joint venture, G3S Living, is developing plans for much needed new homes close to Coventry city centre, Coventry University campus and the city’s train station.

220 apartments are planned alongside communal spaces that will enhance social aspects within the new community. Communal features include:

- Workspace
- Cinema
- Gym
- Roof terrace
- Reception and office
- secure cycle spaces and disabled car parking spaces

The site benefitted from a previously consented scheme for a large-scale student accommodation project. Reduced demand due to covid driven economic changes meant that an alternative scheme was required. GS3 pivoted the approach to the site to flexibly respond to these changes.

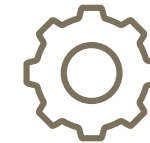
“52 Degrees North will provide new, high-quality homes that respond to a clear need for growing Coventry. The amenities being provided will create a sense of community and vibrancy that residents can have real pride in.”

Ian Tuddenham, Development Director, gbpartnerships



Our Role:

- GS3 is the developer of the scheme, sourcing the land and funding as well as assembling and managing the project’s design team.
- We worked hard along with Coventry based, IDP Architects, to ensure the building offers both outstanding accommodation and exciting social spaces. The roof terrace will offer amazing views across Coventry and Warwickshire and will really enhance resident’s social experience. Visitors have the convenience of the 4* Ramada Hotel next door.



Project Partners:

- The joint-venture between gbpartnerships, 3 Willows and Shorwell Projects, collectively brings together skills and track record in planning, design, development, construction management, asset management and the financial control of projects across various sectors including residential and student accommodation.
- The West Midlands Combined Authority is currently actively reviewing a grant application for the scheme.



Our Impact:

- Over 200 new, high-quality homes will be created to help the city respond to its demand for new homes
- The plans will create new jobs associated with the construction, lettings, operation and maintenance of the homes and communal spaces.

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The Power of Partnership



We work in partnership with NHS and public sector organisations to unlock complex estate challenges, planning, developing, and maintaining the highest quality, sustainable health and public buildings that serve the needs of communities, now and in the future.

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If you'd like to find out more or arrange an informal chat about our work contact:

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