



# THE OLD GROUND

LEICESTER



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LEICESTER

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# Stitched into Leicester's Fabric since 1891

Famously known for King Richard III's resting place, the discovery of DNA fingerprinting and a world-renowned textile industry in the mid 20th Century, the former Filbert Street Football Stadium also hold a significant place in the cities historical archives.

Stitched into Leicester's fabric since 1891, the former Filbert Street Football Stadium, home to Leicester City Football Club, provided the City with many a high footballing moment, and of course some low moments too.

In the eyes of many locals, the former football ground carries a history that cannot be matched and whilst parts of the ground were re-developed over the years, the main turnstile into the stadium remained and became a huge landmark for the City.

As the football club moved to a new state of the art stadium back in 2002, the Filbert Street Football Stadium was demolished shortly after and most of the site has remained dormant ever since..... Until now!

The historical importance of the site is recognized throughout Leicester and so the new residential development has looked to consider this, giving a few nods to the famous football ground that stood before it.

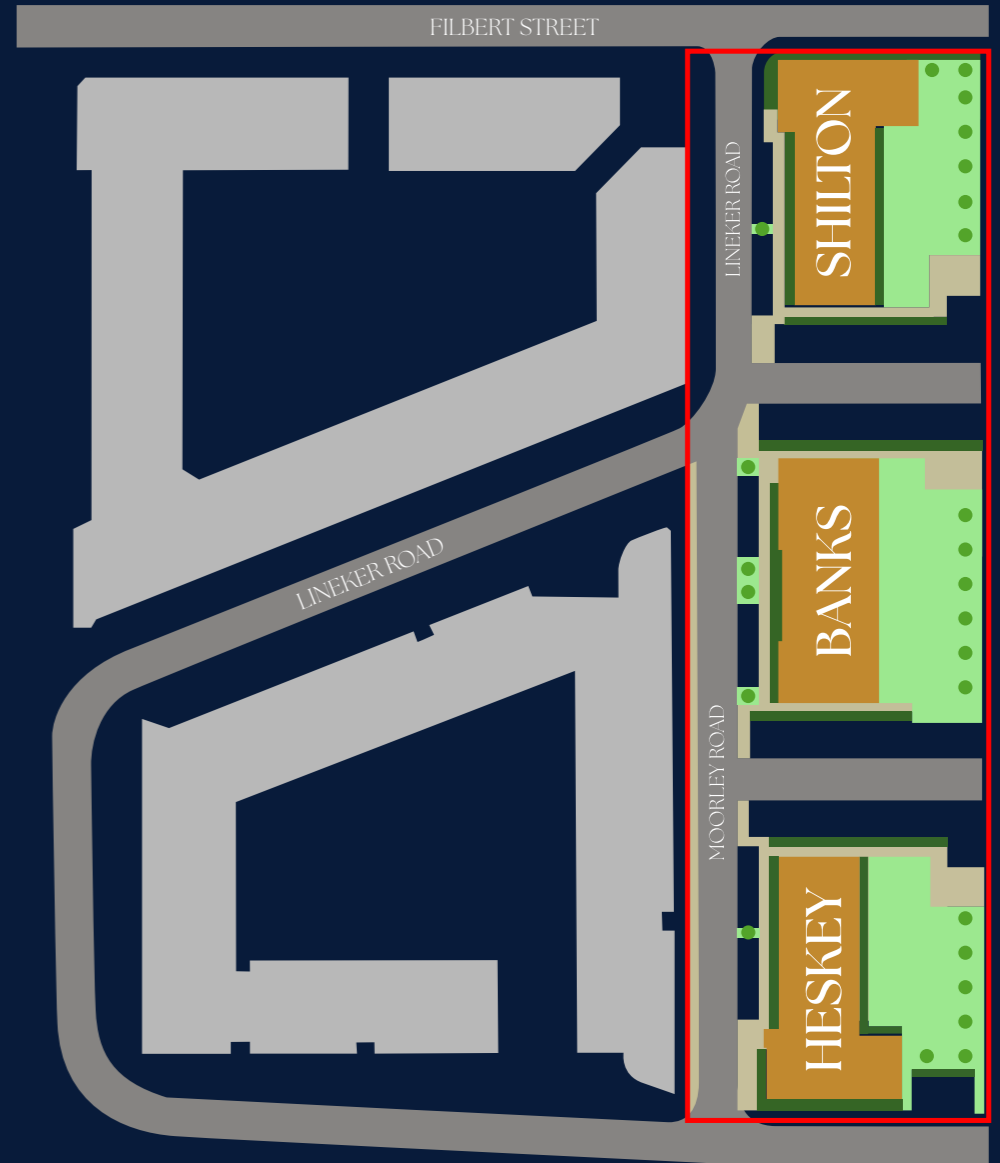
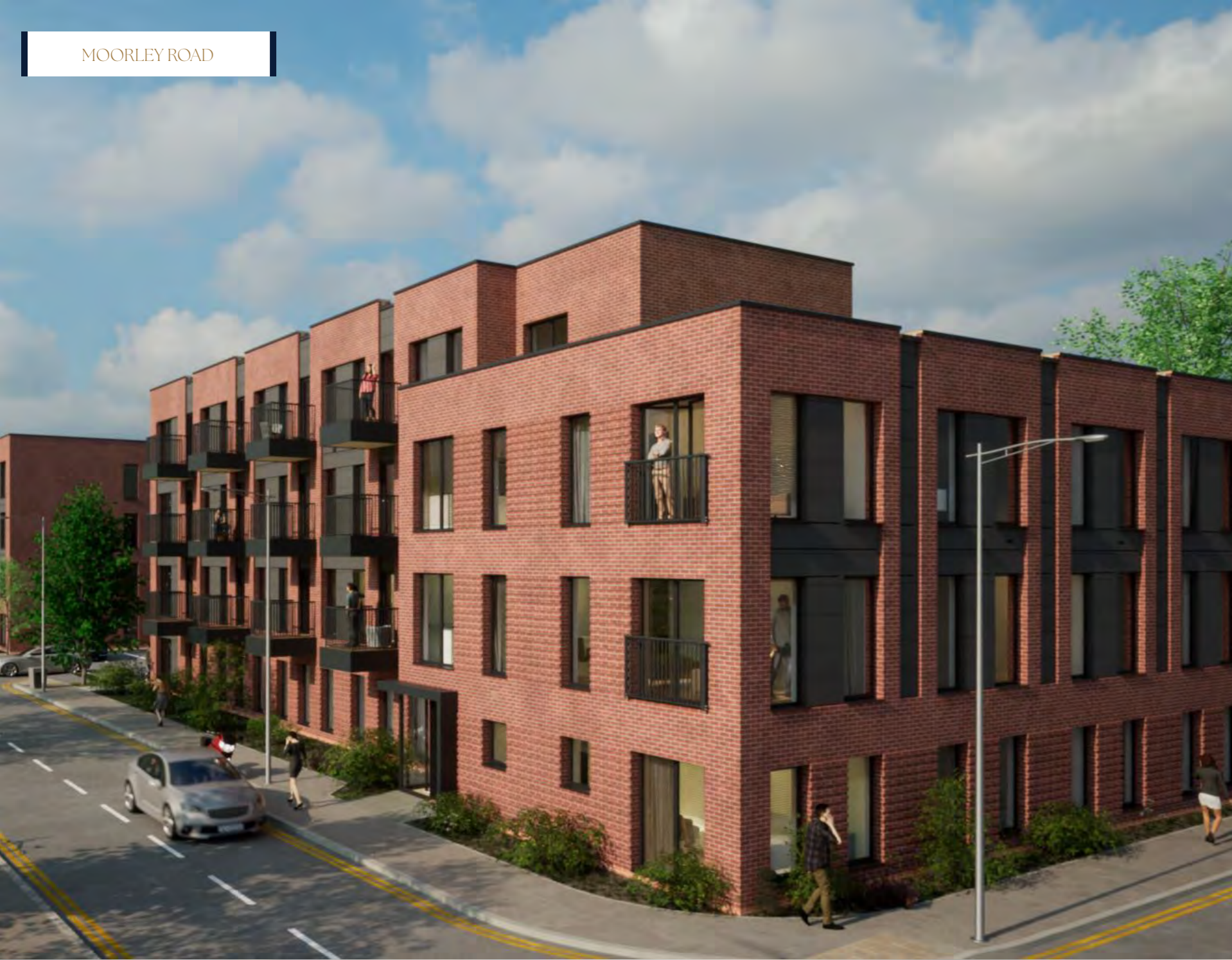
The Old Ground invites you to own a piece of Leicester's sporting history. Take a look at what this exciting development has to offer.



VIEW ALONG LINEKER AVENUE

# THE OLD GROUND

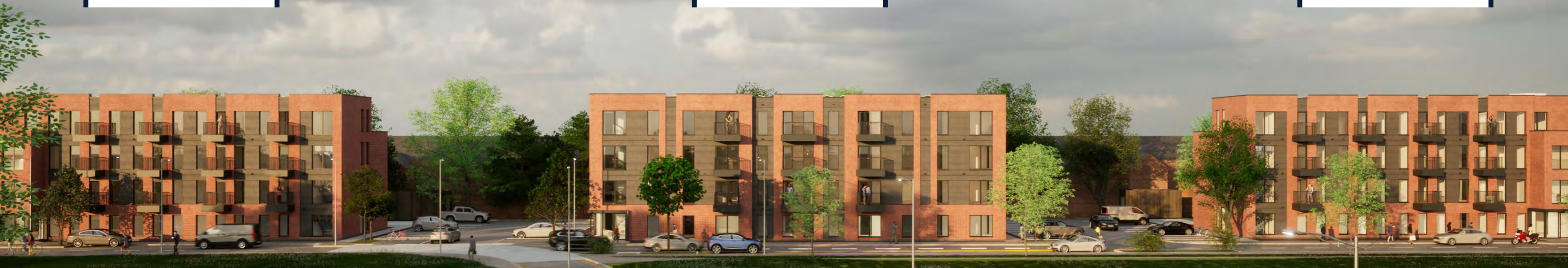
MOORLEY ROAD



SHILTON BLOCK

BANKS BLOCK

HESKEY BLOCK



# Grab a piece of Leicester's Sporting history

The Filbert is located South-West of the City Centre on the site of the Old Leicester City Football Ground. The site is steeped in sporting history and holds a special place in the hearts of many Leicester residents.

Located close to two Universities, Leicester Royal Infirmary and the major city employment hubs, The Old Ground allows residents to move around the City with ease for education, work or leisure.

A collection of 90 new build apartments are available across three blocks with a mix of Studios, One Beds and Two Beds and 75 allocated parking spaces. Exquisite internal finishes will allow residents to enjoy modern city centre living at the very highest standard.

The development's inspiration has been taken from surrounding Victorian terraced houses and the former Leicester City football ground which occupied the site for over 100 years. The projecting brickwork designs offer a nod to Leicester's Victorian past. Large floor mounted windows with deep reveals have also been designed to ensure maximum daylight distributions into each apartment.

Well-designed apartment balconies and plentiful communal amenity areas are integrated into the development to be enjoyed by all residents.





## Looking to a sustainable future

Sustainable buildings are key to supporting the government through the reduction of their carbon footprints. This development has taken this into account from an early design stage and has been maintained through to the completion of the apartments. Each apartment has an allocated photovoltaic panel on the roof to aid in reducing the electrical need and the buildings external fabric has been designed to the highest standards to reduce heat loss. These apartments achieve 18% reduction of CO2 emissions using this design approach.



## THE OLD LEICESTER CITY FOOTBALL GROUND



Filbert Street was a football stadium, home to Leicester City Football Club from 1891 until 2002. Although officially titled the City Business Stadium in the early 1990s, it remained known almost exclusively by its address, like many English football stadiums.

Between 1891 and 2002, the Club won a total 1,249 games at Filbert Street, scoring 4,700 goals. Leicester Fosse, under the Club's original name, was founded in 1884, just 21 years after the establishment of The FA.

Filbert Street will forever hold a special place in the hearts of all Leicester City fans lucky enough to watch their beloved Foxes play there over 111 years which spanned from the Victorian era to a new millennium.

In total, 27 full-time Fosse or City managers oversaw Leicester first teams at Filbert Street, covering 2,432 matches, 1,249 victories, 595 draws and 588 losses, scoring 4,700 goals.

It was a venue which withstood Nazi bombs, witnessed euphoric pitch invasions aplenty, double hat-tricks by Arthur Chandler and John Duncan, and delirious European nights.

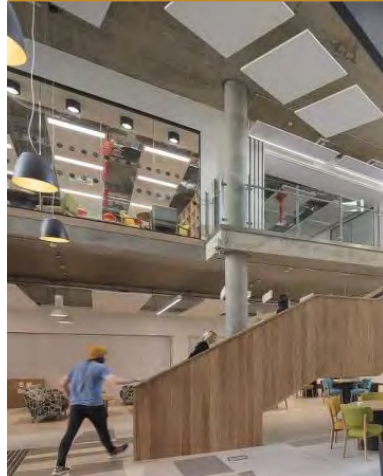




## All on your doorstep

The development is located south of the city centre and fronts onto Filbert Street and Lineker Road. The site has a vibrant history as the original location of Leicester City football stadium. Located close to two Universities, Leicester Royal Infirmary and the major city employment hubs, The Old Ground allows residents to move around the City with ease for education, work or leisure.

# LEICESTER EVERYBODY KNOWS



**18TH**  
De Montfort  
University is the  
18th largest in  
the UK.

**35,000  
STUDENTS**  
Leicester has two Universities,  
De Montfort University and  
University of Leicester.

**£30  
BILLION**  
GVA target by 2030



**£23  
BILLION GVA**  
Largest Economy in  
the East Midlands

**13th**  
Leicester is the 13th  
largest city in the UK

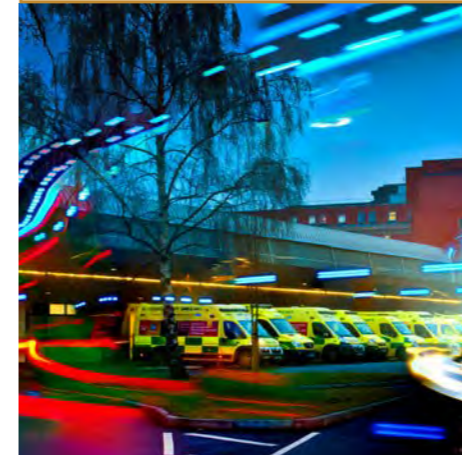
**330,000**  
Leicester's current  
population.



## HIGHLY SKILLED JOBS

538,000 jobs in  
Leicestershire  
expected to grow  
to 568,000 by 2030.

**42,000  
SME's**  
Small to medium  
sized enterprises  
located in Leicester



**16TH**  
One of the fastest  
improving cities in  
PWC's 2019 Good  
Growth for Cities  
Index.

**15,000**  
Employed staff at  
the Leicester Royal  
Infirmary

## Space Park

Leicester is the location of UK's Space  
Centre and Space Park.



**39,500**  
New homes to be  
delivered across Leicester  
between 2020 and 2036



## DESTINATION LEICESTER



Leicester sits in the very heart of England making all parts of the country easily accessible by road and rail. Leicester train station is a 10-minute walk from the development and has direct links to London St Pancras in only an hour, Birmingham in 48 minutes, Sheffield in 52 minutes and Manchester in 1 hour 55 minutes.

Four national motorways, the M1, M6, M42 and M69 pass through the region which means that 90% of the UK's population is within a four-hour drive.

Leicester has its own international airport, East Midlands Airport which serves an array of national and international destinations including Barcelona, New York, Dublin and Barbados. Birmingham International Airport and Robin Hood Airport are also within an hour's drive offering a further choice of international destinations.



## LEICESTER STATION REDEVELOPMENT

The Leicester train station redevelopment is a £22.6m project to regenerate the station and make this a destination in its own right, with a new entrance linked to the city centre by an attractive landscaped pedestrian open space.

There will also be brand new commercial, retail and hospitality offerings. The city has received £17.6m from the Governments levelling up fund with £5m committed from the city council. Works commenced in February 2024 and demolition works are expected to be completed by Summer 2024.



# SPORTING HERITAGE

The Old Ground is built on the site of the old Leicester City FC stadium where they played for over 100 years, from their formation in 1891 until 2002 when they moved to the brand-new King Power Stadium less than 300 metres away.

The club won a total of 1,249 games at Filbert Street, and it will forever hold a special place in the hearts of all Leicester City fans lucky enough to watch their beloved Foxes play there.

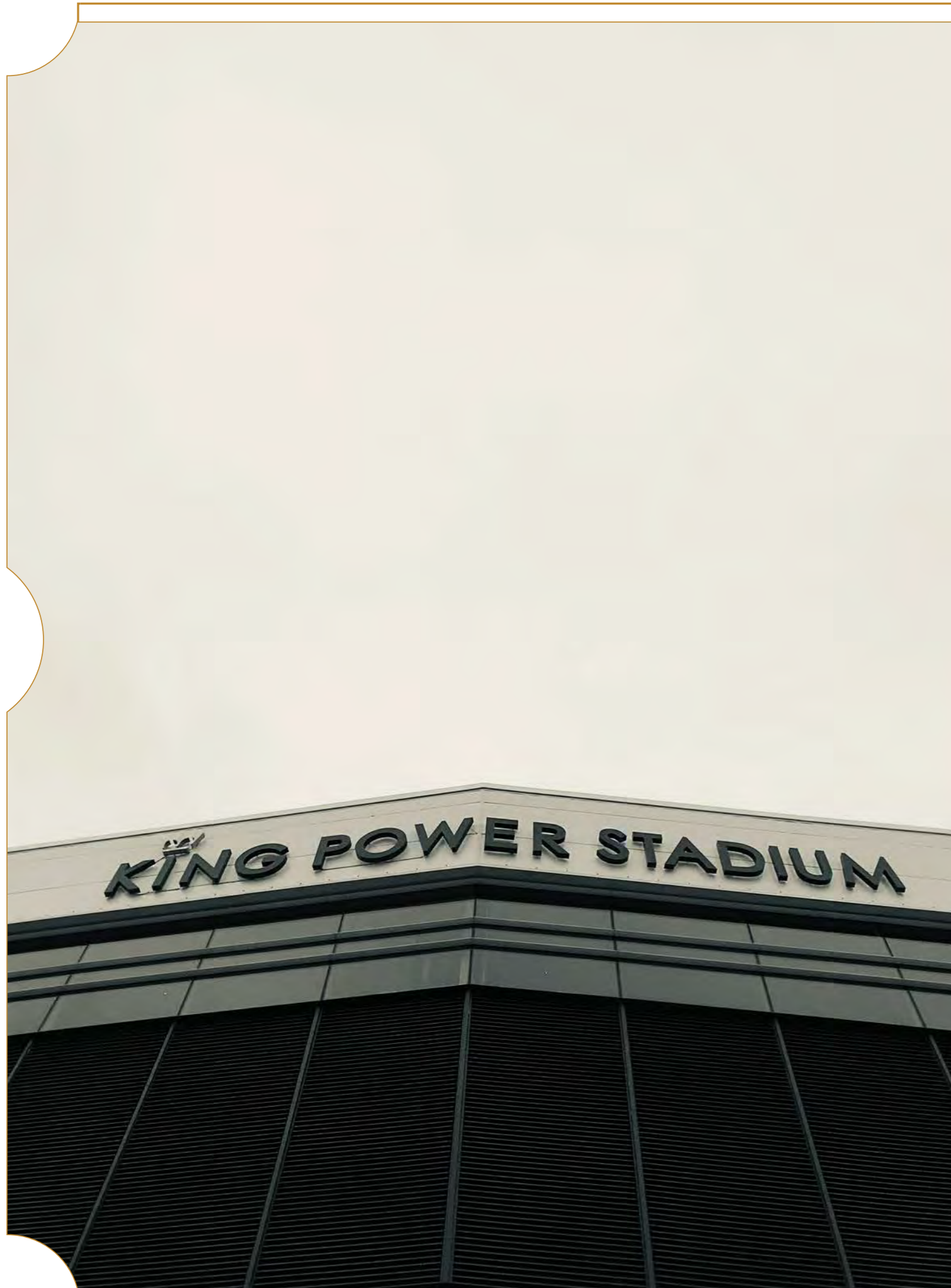
In recent times Leicester have produced arguably the biggest fairytale in football history by winning the Premier League in 2016. This was followed by a FA cup win and most recently being promoted to the Premier League as winners of the Championship.

Leicester Tigers rugby union club play in the top tier of English rugby. The Tigers play its home games at Mattioli Woods Welford Road Stadium which is less than 300 metres away from The Old Ground development.

The Tigers most recently won the Premiership Rugby title in 2022 and have appeared in a record 9 successive Premiership finals from 2005 to 2013.

Leicestershire County Cricket Club is one of eighteen first-class county clubs within England and Wales domestic cricket. The clubs limited overs team is called Leicestershire Foxes. The club plays its home games in all formats at Grace Road, which is less than 1.5 miles from The Old Ground development.





## BRINGING GLOBAL RECOGNITION TO LEICESTER

In 2021, Leicester City FC announced their plans to expand the King Power Stadium which have now been approved by Leicester City Council. The master plan includes stadium expansion, public realm improvements and a dedicated 'Fanzone', flagship merchandise shop, commercial office space, a hotel and business centre, entertainment arena, residential properties and a multi-storey car park and cycle hub.

A new 6,000-capacity multi-purpose arena will fill an existing gap in the East Midlands market for a medium-sized event space capable of hosting a range of events including conferences, concerts, indoor sporting events and live performances.

A new landmark hotel and business centre is a key component in making a 365-day destination that attracts new spending to the area, creating jobs and allowing visitors to work, rest and relax onsite.

Being only a stone's throw away from these exciting new developments, The Old Ground is ideally placed to take advantage of the increase in rental demand these will bring to the local area.

BUSINESS & ECONOMY

# ‘LEADING THE WAY’

Leicestershire is ‘leading the way’ in promoting regional business innovation, says the National Chair of the Federation of Small Businesses (FSB).

Major companies based in Leicester include:

**IBM**



**Santander**

**next**



**HSBC**



## THE LARGEST ECONOMY IN THE EAST MIDLANDS

Leicester and Leicestershire is the largest economy in the East Midlands, with a GVA of £23 billion. The target for the region is to increase GVA to £30 billion by 2030. Businesses in Leicester and Leicestershire have access to a workforce of over one million within a 45-minute drive. The economy is mainly made up of SMEs – currently there are over 42,000.

The region is also home to household names including Walkers, Triumph, Everards, Dunelm, IBM and Santander.

 **UK SPACE AGENCY**

 **Sytner Group**

**GOLDSMITHS**

**WALKERS**



LEICESTER CLOCK TOWER



LEICESTER CATHEDRAL



LEICESTER TOWN HALL



LEICESTER MUSEUM



THE GUILDHALL MUSEUM



LEICESTER ROYAL INFIRMARY

# YOUR NEIGHBOURHOOD



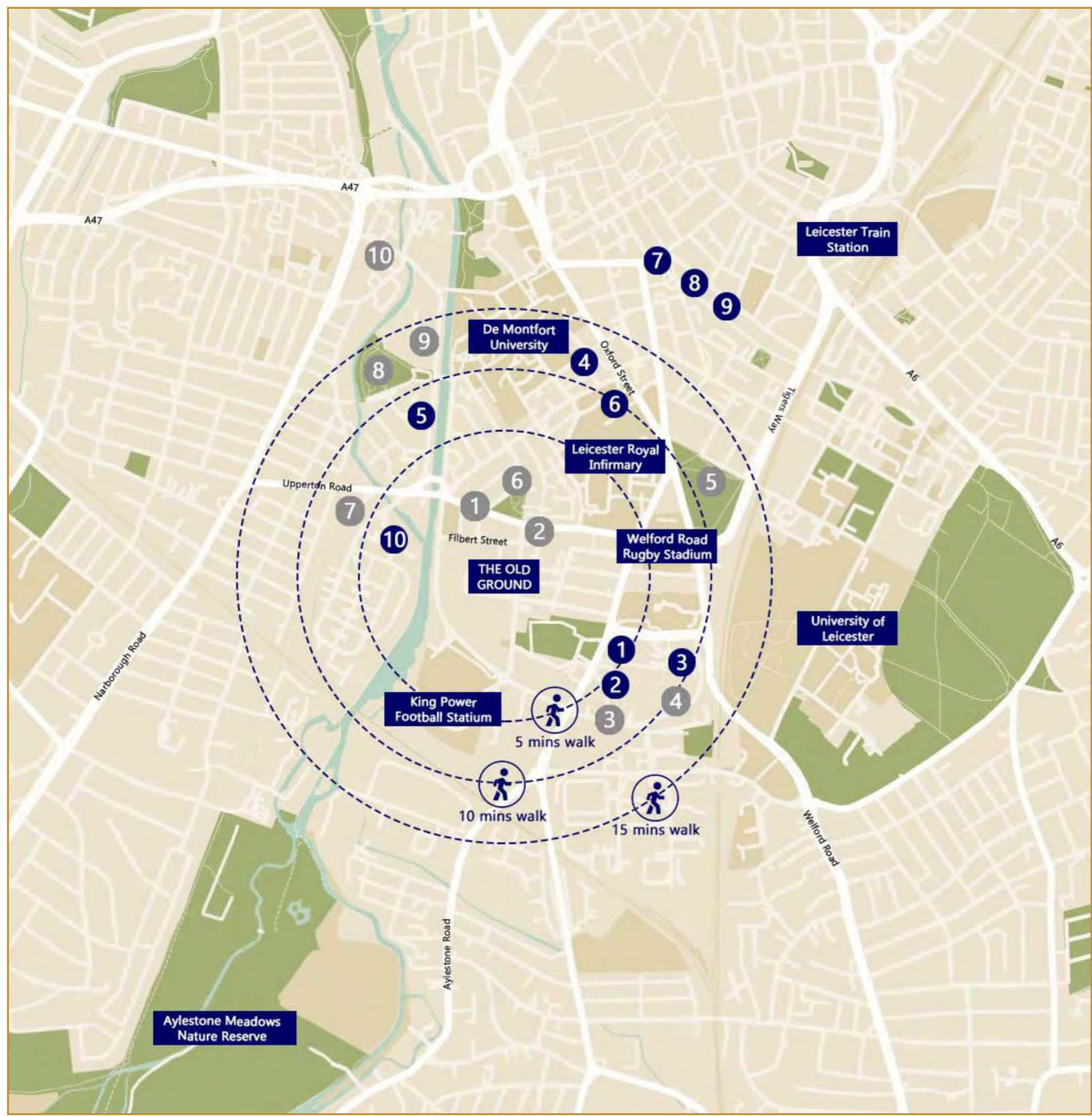
## FOOD & DRINK

1. Nandos
2. Costa Coffee
3. Mcdonalds
4. Subway
5. Dominoes Pizza
6. Rileys Sports Bar
7. Peters Pizzeria
8. Wild Tango Restaurant
9. Revolution Bar
10. Starbucks



## AMENITIES

1. Pure Gym
2. Post Office
3. Odeon Lux Cinema
4. Morrisons Super Store
5. Nelson Mandela Park
6. Thirlmere Gardens
7. Lidl
8. Bede Park
9. Tesco Express
10. Tesco



# ONE SMALL STEP



# LEICESTER ROYAL INFIRMARY

Today, Leicester Royal Infirmary has 1000 beds and employs over 15,000 members of staff. It provides Leicester's accident and emergency department and is part of University Hospitals of Leicester NHS Trust. The infirmary is local to the development site, and so provides a perfect location for doctors and nurses to reside.

Longer term transformation projects for the hospital will be delivered through the Government's New Hospitals Programme, with a target deadline of 2030. UHL has said it is currently working on a business case for further projects at the hospitals and recently put the expected amount at around £640 million.

A dedicated children's hospital is also proposed. With a large extension proposed which will create a new space for the pharmacy, clinical genetics and immunology. Critical care services – medical care for people who have life-threatening injuries and illnesses – are expected to be expanded at the hospital in the coming years. All to meet the target deadline of 2030.

# LEICESTER MARKET

The National Space Centre is a museum and educational resource covering the fields of space science and astronomy, along with a space research programme in partnership with the University of Leicester. It is located on the north side of the city, next to the River Soar. Many of the exhibits, including upright rockets, are housed in a tower with minimal steel supports and a semi-transparent cladding 'pillows' which has become one of Leicester's most recognisable landmarks. The National Space Centre is a registered charity with a board of trustees.



Leicester Market is around 800 years old and was moved to the current site around 700 years ago. It is the largest outdoor covered market in Europe. In the centre of the market stands the Leicester Corn Exchange (1850), serving as a bar and restaurant. £7.5m worth of improvements began in 2023, with the aim to create a contemporary market environment for a quality shopper experience and better facilities for traders. The new look Leicester Market aims to preserve the distinctive character of Leicester's traditional market, while providing new opportunities for local businesses and entrepreneurs.



## EDUCATION

## MAKING LEICESTER ONE OF THE BEST PLACES TO BE EDUCATED IN THE UK

### DE MONTFORT UNIVERSITY

17<sup>th</sup> largest University in the UK  
 25,000 Students  
 20,250 Undergraduates  
 4,750 Postgraduates  
 5,750 International Students  
 3,500 Academic Staff  
 £136m campus transformation

### UNIVERSITY OF LEICESTER

Ranked 26<sup>th</sup> in the UK  
 17,000 Students  
 11,000 Undergraduates  
 6,000 Postgraduates  
 4,000 International Students  
 1,650 Academic Staff  
 46% Graduates achieve 2:1 degree or better

### BEST SCHOOLS IN LEICESTER

Leicester Grammer School  
 Leicester High School for Girls  
 Loughborough High School  
 Beauchamp College  
 Ratcliffe College  
 English Martyrs' Catholic School  
 St Crispin's School

Leicester has many educational institutions, including two established universities that offer a varied array of courses. Leicester Royal Infirmary is also a university hospital, offering teaching and courses at University level.

Both University of Leicester and De Montfort Universities are within walking distance of the development.

Also within walking distance is the three campuses of Leicester College, for further education. It is one of the largest colleges in the UK, with more than 26,000 students and 1,600 staff. Leicester College is Leicestershire's number one +16 years old education facility.

The City also offers an excellent schooling system, providing outstanding state comprehensives and grammar schools. As is widely known, having good sought after schools drives local housing demand as families relocate to ensure they are in the required catchment areas.



TOGETHER  
 MADE  
 FROM  
 MORE

# RETAIL & LEISURE THE PARTY NEVER ENDS



Retail options in Leicester City Centre are varied and plentiful. Highcross Shopping Centre, not only a retail hub but also a location for good food and leisure areas. The Highcross Shopping Centre offers well-known brand shops and also smaller independent shops. John Lewis brings its high-quality offering department store. Other high quality retail offerings include Jo Malone, Reiss and Hotel Chocolat.

Taking a short stroll around the medieval Leicester streets will allow an eclectic mix of retail and food shops. Pilot Clothing on High Street has been providing quality clothing to the City since 1984. Lumbers Jewellers, also on High Street was established in 1881, and have been at the heart of Leicester's success for over 142 years.

If you are looking for vintage records, Rockaboom, in Malcolm Arcade is a great independent record shop. It's a Leicester institution.

For the sweet toothed Ye Olde Sweet Shoppe on Hotel Street this is the shop to reminisce about the time when sweets were weighed out and handed to you in a paper bag.

Take a walk along Loseby Lane, Cank Street and Silver Street and there will be wonders found. Visiting St Martins Square, The Lanes and the various 'Leicester Arcades' will add to the fantastic retail experience Leicester has to offer.

Leicester also has a large array of Leisure activities, from the energetic to the sombre. The Highcross offers a varied mix of leisure activities, from the Showcase De Lux Cinema and Treetop Adventure Golf to The Gym and Social Climbing, a dedicated indoor bouldering centre, all with 1970's décor..... very cool.

Elsewhere in the City there is Lane 7, a large area specially for leisure activities which include, Ten Pin Bowling, crazy golf, ping pong, pool and darts. Ninja Warrior UK, an indoor adventure Park is a supervised activity and fitness venue inspired by ITV's hit programme Ninja Warrior UK, You can climb, balance, jump and swing around different obstacles. Boost Trampoline Park also allows the active to work out and have some fun at the same time. There are various smaller offerings, Axe Throwing, escape rooms and Social Cricket.

Closer to the site is Freemans Park. This is a leisure park with various different offerings, these include Odeon Luxe, Mecca Bingo, with food offerings of Nandos, McDonalds, Costa Coffee as well as two public houses that serve food. Also located here is a large Morrisons Supermarket.



# SPECIFICATION

## INTERIOR DESIGNED KITCHENS

- CONTEMPORARY HANDLELESS CABINETS
- HIGH QUALITY WORKTOPS, UPSTANDS & SPLASH BACK
- STAINLESS STEEL INTEGRAL 1.5 BOWL SINK
- INTEGRATED BOSCH APPLIANCES [OR SIMILAR]
- INDUCTION HOB
- LED STRIP LIGHTING UNDER WALL UNITS

## BATHROOMS & ENSUITES

- POLISHED CONCRETE STYLE CERAMIC [OR SIMILAR]
- WALL & FLOOR TILES, FLOOR TO CEILING IN WET AREAS
- DUAL FLUSH SOFT CLOSE WC WITH CHROME FLUSH
- CHROME SHOWER WITH ROSE HEAD & HAND SHOWER
- HEATED DESIGNER TOWEL RAIL

## SECURITY

- SECURED GATES AT SECTION ENTRANCES
- DIGITAL ACCESS TO MAIN ENTRY DOORS & GATES
- COLOUR VIDEO ACCESS SCREENS IN APARTMENT HALLWAYS
- COMPLIANT SMOKE ALARMS
- LOCKABLE LETTERBOXES
- SECURED BIKE STORAGE

## HEATING

- WALL-MOUNTED ELECTRIC PANEL HEATERS

## GENERAL

- BRUSHED BLOCK STAINLESS STEEL SOCKETS & SWITCHES
- VARNISHED WOODEN DOORS
- HIGH QUALITY MATCHING CURTAINS TO DECOR

## FLOORING

- ENGINEERED OAK FLOORING
- CARPETS IN BEDROOMS
- CERAMIC TILED BATHROOMS

## LIGHTING

- RECESSED LED SPOTLIGHTS
- BRUSHED STEEL LIGHT SWITCHES

## EXTERNAL WORKS

- EFFICIENT SOLAR PV PANELS LINKED TO ALL APARTMENTS
- NON-COMBUSTIBLE MATERIALS TO EXTERNAL ENVELOPE
- GOOD THERMAL PERFORMANCES ACHIEVED
- EXCELLENT AIR TEST RESULTS







## MEET THE DELIVERERS

Wincub Ltd is a subsidiary of Windermere Capital Investments Ltd. Windermere Capital Investments Ltd is a multidisciplinary investment company with extensive experience in delivering large scale real estate developments across England. Wincub Ltd is part of a group of companies that also includes the main contractor (Bravo Build) and architectural studio (Ink/drawn).

Wincub Ltd is headed by director Neil McMinn. Neil has over 20 years of experience in the construction industry. Firstly, as an Architectural Designer working for the largest architectural practice in Leicester, before setting up his own architectural studio in 2008, ink/drawn, which still trades today although Neil has taken a step back from the day to day running. As an architectural designer, Neil specialised in residential apartment developments, both for residential and student occupation. Ink/drawn carry out projects across the UK for a variety of clients. In 2014, Neil delivered his first development in Leicester. Since then, he has created a portfolio of large-scale residential developments, concentrating in the Midlands area. As part of Neil's construction experience, a contractor company was set up in 2017 to carry out the construction of the developments of Windermere Capital.

## THE OLD GROUND DESIGN TEAM

INKDRAWN

ELLIOT WOOD

FAARUP

ORION FIRE

PRP

ARCHITECTURAL SERVICES

STRUCTURAL & CIVILS ENGINEERING SERVICES

MEP SERVICES

FIRE ENGINEERING SERVICES

PRINCIPLE DESIGNER

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