

# Key Reasons to invest in one of the UK's strongest property markets.

According to the latest Q4 2022 house price forecast from JLL, Birmingham's housing market is set to see house price growth of a cumulative 19.2% between 2023 and 2027. This far exceeds the expected UK average of 8.9% over the five-year period, and Birmingham's rental sector is predicted to see prices grow by 3.6%.

Deloitte's report shows how the city is trying to keep up with the demand for housing, with both residential and commercial projects taking place across the city centre and wider areas of the West Midlands.



**HOUSE PRICES**



**RENTAL GROWTH**



**DEMAND**

# Key reasons to invest in Birmingham



## Education

5 universities with 80,000 students



## Jobs

Financial and technology sector boom



## Transport

Excellent motorway and train connection - HS2



## Businesses

Home to 265 financial institutions



## Events

Commonwealth Games 2022 contributing £870.7m to the regional economy

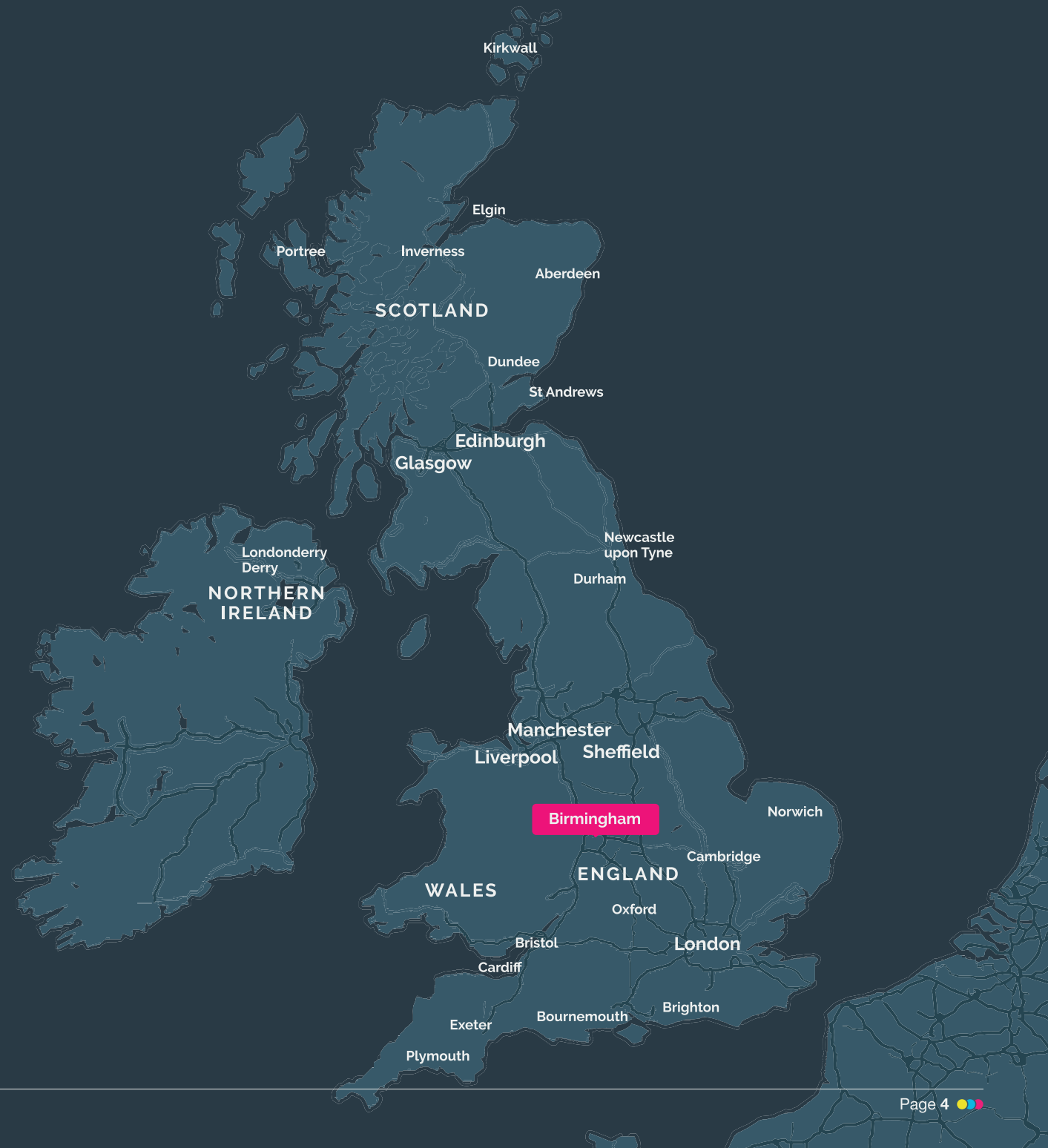


# Birmingham is in the heart of England



Birmingham is the largest city and metropolitan borough in the West Midlands, and is often recognised as the UK's 'second city'. The city is expected to reach a peak population of around 1.452million in 2023.

Birmingham is also well-known for being the youngest major city in Europe, with the under 25 age group making up almost 40% of the city's population. Located in the heart of the UK, Birmingham continues to be a popular city to live and work in. The city was a central part of the industrial revolution and is now dominated by finance and the service sector. The city's economy is the largest outside of London with a GDP of £120bn.



# Big City Plan

Birmingham's Big City Plan is "the most ambitious, far-reaching development project ever undertaken in the UK" and will see the city centre transformed over the next 20 years. The plan is to expand the city to cover 800 hectares and increase its population by 100,000, while creating new jobs and improving connectivity to meet the needs of new residents.





# Transport links

Birmingham is one of the most easily accessible places in the UK with major motorway connections, an international airport and several train stations in the city. Recent investments in Birmingham have further improved the city's transport links, including the £600m transformation of New Street station, as well as a new city centre interchange on Moor Street Queensway costing £12m and the Midland Metro Line 1 Extension which received £129m of investment.

## HS2

Birmingham is also at the heart of the planned High Speed 2 (HS2), which is expected to reduce journey times to London to around 50 minutes. The rail line will significantly reduce the time it takes to travel to London, Edinburgh, Glasgow, Newcastle, Leeds and Manchester from Birmingham.

## Motorways

Motorways - direct access to some of the UK's largest motorways, with the central location of the city meaning there is access to the major UK cities - M40, M6, M5.

## Airport

Birmingham International Airport - busy airport flying to over 150 destinations.



## Train from Birmingham New Street Station

- 🕒 **London** - 1 hour 25 mins direct
- 🕒 **Bristol** - 1 hour 25 mins direct
- 🕒 **Manchester** - 1 hour 27 mins direct
- 🕒 **Liverpool** - 1 hour 35 mins direct
- 🕒 **Leeds** - 1 hour 57 mins direct
- 🕒 **Cardif** - 2 hours direct
- 🕒 **Glasgow** - 4 hours direct
- 🕒 **Edinburgh** - 4 hours direct



## Job opportunities and education

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A key reason for Birmingham's position as Europe's youngest city is education. It is home to five universities and 80,000 students, with a further 20 universities within an hour of Greater Birmingham. Of those, the city retains a whopping 49% of students after graduation. Birmingham attracts the third largest number of graduates with no prior links to the city.





# Businesses

Global brands and businesses headquartered and operating in Birmingham:



Deutsche Bank



Hogan  
Lovells



Other major businesses in the city:

Goldman  
Sachs

**Deloitte.**

Birmingham is home to 265 financial institutions.







## Commonwealth Games 2022

The £778 million investment into Birmingham and the West Midlands to stage the 2022 Commonwealth Games was designed to catalyse long-term positive changes for the city and region. In particular, the Games have driven changes across a broad spectrum of economic and social benefits to Birmingham, the West Midlands and the wider UK.

The Commonwealth Games added 40,000 jobs and skills opportunities were created by the Games, benefitting West Midlands residents.

The Jobs and Skills Academy invested £5 million to train unemployed residents to take advantage of roles in the Games. Through the Jobs and Skills Academy, over 7,500 people were trained in the key Games-related occupations.

Deloitte's recent crane survey notes that the legacy of the Games has already contributed around £870.7m to the UK economy, which has benefitted both communities and businesses across the West Midlands.





## Key areas to invest in:

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### Birmingham centre

The city centre has proven itself a key location for investment, development and growth. It is a hotspot for property investment, particularly with the forecast house price and rent increase in coming years and the volume of people looking to move to the city.

### Burton-on-Trent

Burton-on-Trent is a great location for Birmingham commuters at lower entry prices compared to the city centre. The access to Birmingham city centre in around 40minutes is balanced by the beautiful natural surroundings.

### Digbeth

A trendy area in central Birmingham, comparable to Ancoats in Manchester, with nightlife, food, great shopping, and affordable housing compared to the city centre. The Smithfield regeneration project is going to see £1.9billion in investment into the Digbeth area.

### Solihull

A town just beyond the city's core, it has excellent transport links, with the new HS2 station proposed there. There are great amenities in the town centre, as well as access to the city centre in under 30min.



# Current Birmingham investments

## South Central

The 30 storey skyscraper in the bustling Southside is a standout across the cityline with the site often being featured in the media.

- ✓ 166 units across 30 storeys
- ✓ Residential multi media community room & gym room
- ✓ Roof garden and sky cinema
- ✓ Internal bike storage for approx 76 bike spaces
- ✓ Excellent future connectivity via the metro system to other key
- ✓ Transport hubs and locations around the city



## CityGreens

The site is located right beside Sheldon Country Park, and offers the unique balance between access to the city centre as well as having fantastic park facing views.

- ✓ 83 one-, two- and three-bedroom apartments.
- ✓ Low deposit – zero ground rent.
- ✓ Short term let options available with strong rental income.
- ✓ Park facing units available which is extremely rare for a site being so close to Birmingham city centre.
- ✓ Convenient location with lots of local amenities – 3 miles to Solihull, 5 miles to Birmingham central, HS2 station planned in Solihull.





## Further reading

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- Savills UK | Market in Minutes: Birmingham Occupational Office Data H1 2022.
- Birmingham Population 2022: Demographics, History, Key Stats - ExperiWise.
- Birmingham Crane Survey 2023 | Deloitte UK.
- Birmingham 2022 Commonwealth Games: the highlights - GOV.UK.
- Levelling up: More companies diversifying to Birmingham.
- Birmingham: Demand rising for top quality city centre homes.
- Top finance job prospects in Birmingham, Manchester, Leeds.
- Top five UK areas for house price growth revealed.
- Birmingham housing market set to strengthen: 5-year forecast.
- The best cities for buy-to-let landlords to invest in 2023.

