



PROPERTY FIT
Investment Property Solutions

BIRMINGHAM AREA GUIDE.



LOCATION ➤



BIRMINGHAM

THE UK'S SECOND CITY >

- The 2nd most populated city in the UK and the most populated English local government district
- Birmingham is a metropolitan borough of the West Midlands, with its size and significance making it the heart of the Midlands
- Central location in England makes Birmingham an ideal location for logistics:
 - Motorways (M5, M6, M40)
 - Rail (Birmingham New Street, HS2 2030)
 - Air Travel (Birmingham Airport)
 - Only 127 miles away from London (a two-hour train journey)



BIRMINGHAM

A History of Industry

Founded in the 7th Century & in 1166 gained a trading charter; the town's central location made it ideal for trading

By 1700 it was the 5th largest town in England, and was a key location during the Midlands Enlightenment and Industrial Revolution

Grew to prominence as a centre of manufacturing and engineering over 250 years (1700 – 1950)

The town was devastated by heavy bombing during WW2 in the 'Birmingham Blitz' as it was a centre of manufacturing

Remodeled in 50s & 60s including construction of the iconic Bullring Shopping Centre

Collapse of manufacturing forced the city to change to a service economy inc. 3rd largest financial centre in England



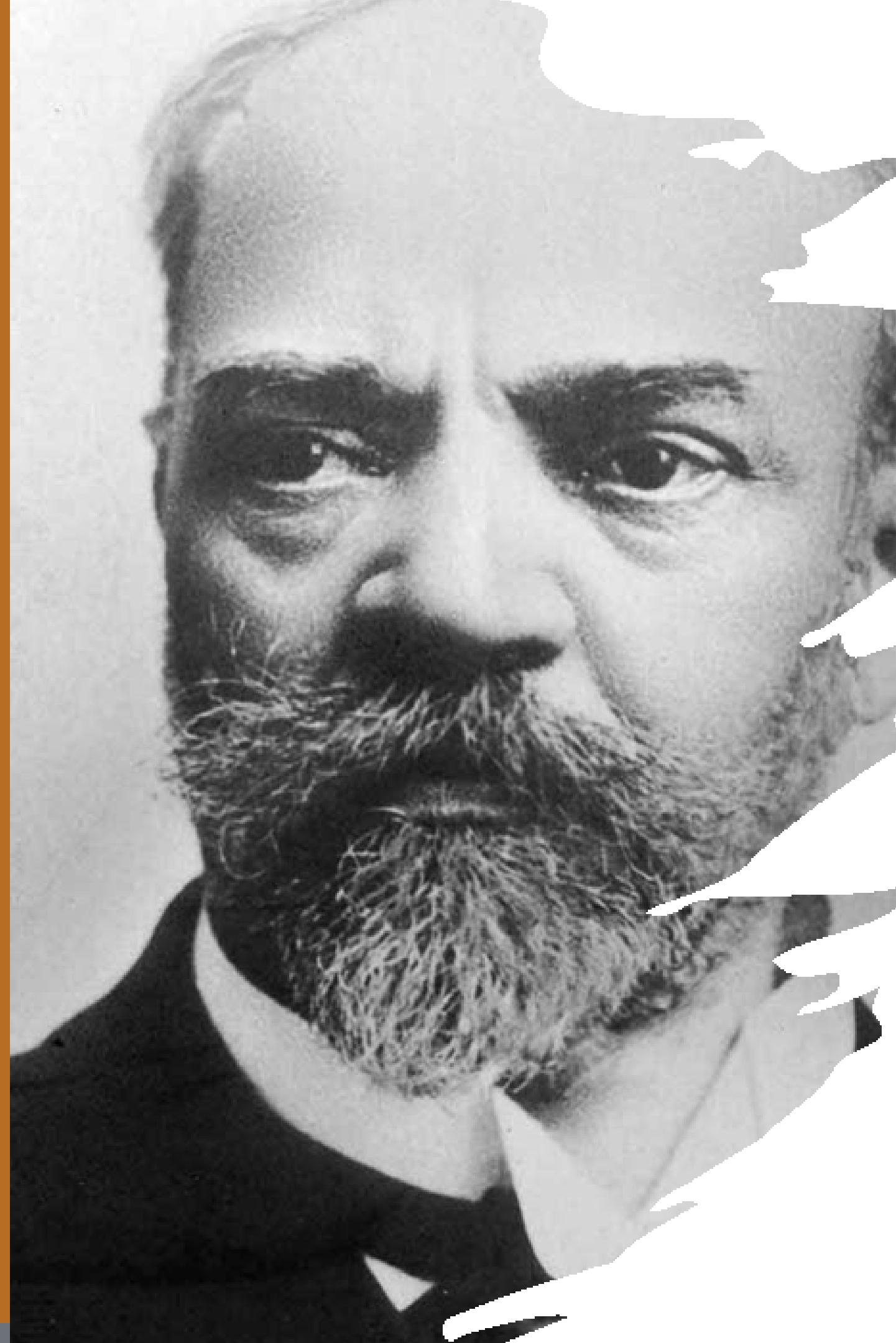


POPULATION & PROPERTY OWNERSHIP

- 1.1 million population within Birmingham city area.
 - 3.9% growth to 1.186M by 2028
 - 7.8% growth to 1.23M by 2038
- Includes 80,000 students from eight universities
- Young population 60% 16 – 74 vs 67% UK average for this age bracket
 - Culturally diverse: 27% Asian population. 4.5% Mixed race.
- Only 26% (2011 census) own their own property. Massively below UK average of 63% (2016) Very strong demand for rental property.
 - 2.9 million within the greater Birmingham Urban area
 - 5.9 million in the West Midlands Combined Area (WMCA)

CULTURE & HISTORY OF BIRMINGHAM

“I’m here in this immense industrial city where they make excellent knives, scissors, springs, files, and goodness knows what else, and, besides these, music too. And how well! It’s terrifying how much the people here manage to achieve” – Czech composer Antonin Dvorak on visiting Birmingham



INSPIRING

JRR Tolkien moved to Birmingham as a young child and grew up in the village of Sarehole, not far from the city center. The surrounding area would inspire his writing, such as Sarehole Mill's fictional counterpart in The Hobbit

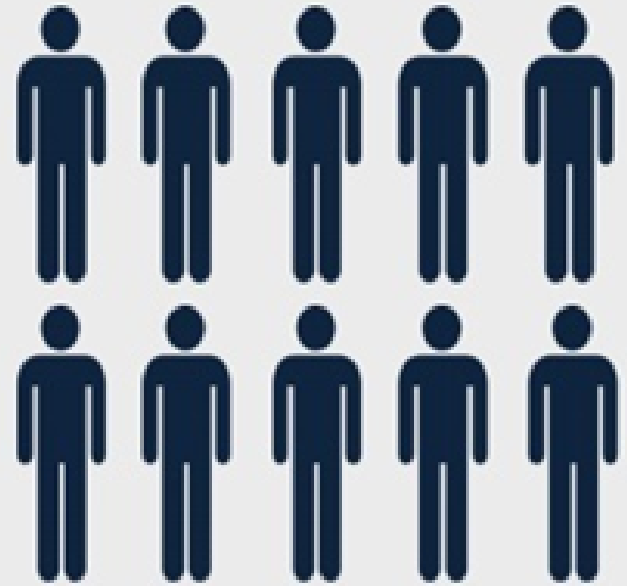


Economic Output & Output Growth in Birmingham



£31.9bn GDP

Nominal	Real
+£1.8bn	+£1.2bn
+6.0%	+4.0%



£27,966

GDP per Head

Nominal	Real
+£1,483	+£937
+5.6%	+3.6%



£61,385

GDP per Worker

Nominal	Real
+£4,025	+£2,810
+7.0%	+5.0%

BIRMINGHAM ECONOMY

- Birmingham had the fastest growing economy outside of the South East and East of England during the second quarter of 2019
- Dominated by the service sector & retails/events/conference sectors
- 88% of workforce work in the service sector (44,000 businesses, 98% private)
- Non Service employers include:
 - Rolls Royce
 - National Express
 - Royal Bank of Scotland/RBS
 - Cadbury
 - Sainsburys
 - Jaguar
 - Whitbread

HS2



A FUTURE OF CONNECTIVITY >

- The HS2 High Speed Rail project will build a new high speed railway, increasing capacity and connecting major economic centres
- • 2 HS2 stations, Central & Solihull
- • HS2 Phase 1 (completion 2030) will connect the West Midlands and Birmingham to London, while Phase 2 (completed 2032-33) will complete the 'Y' shaped network from Birmingham to Manchester and Leeds
- Future impact of HS2:
 - Rail travel is predicted to more than double in 20 years, and the HS2 line from Birmingham to London will reduce from 1 hour 21 minutes to 49 minutes.
 - Birmingham to Manchester will reduce from 1 hour 28 minutes to 41 minutes
 - Birmingham will be at the heart of the HS2 network, undoubtedly boosting Birmingham property prices



BIRMINGHAM SCHOOLS

- 647 Schools & FE Colleges
- 370 Primary Schools
- 167 Secondary Schools
- 110 FE/6th form Colleges
- 85 (17%) are 'Outstanding' OFSTED
- <https://www.compare-school-performance.service.gov.uk/>
- Large number of excellent independent and private schools in Birmingham make it an attractive location for families
- Almost all Birmingham's A Level performance indicators are better than national, Core Cities, Statistical Neighbours, and West Midlands Local Authorities



UNIVERSITIES IN BIRMINGHAM >

- •80,000 students at 5 Universities
- •University of Birmingham #19
 - Russell Group – UK Elite Universities
 - Aston University #43
 - Birmingham City University #82
 - Newman University #122
 - University College Birmingham*
- There are 130 Universities in the UK
- Rankings above are for 2022

* Established 2012, not yet ranked

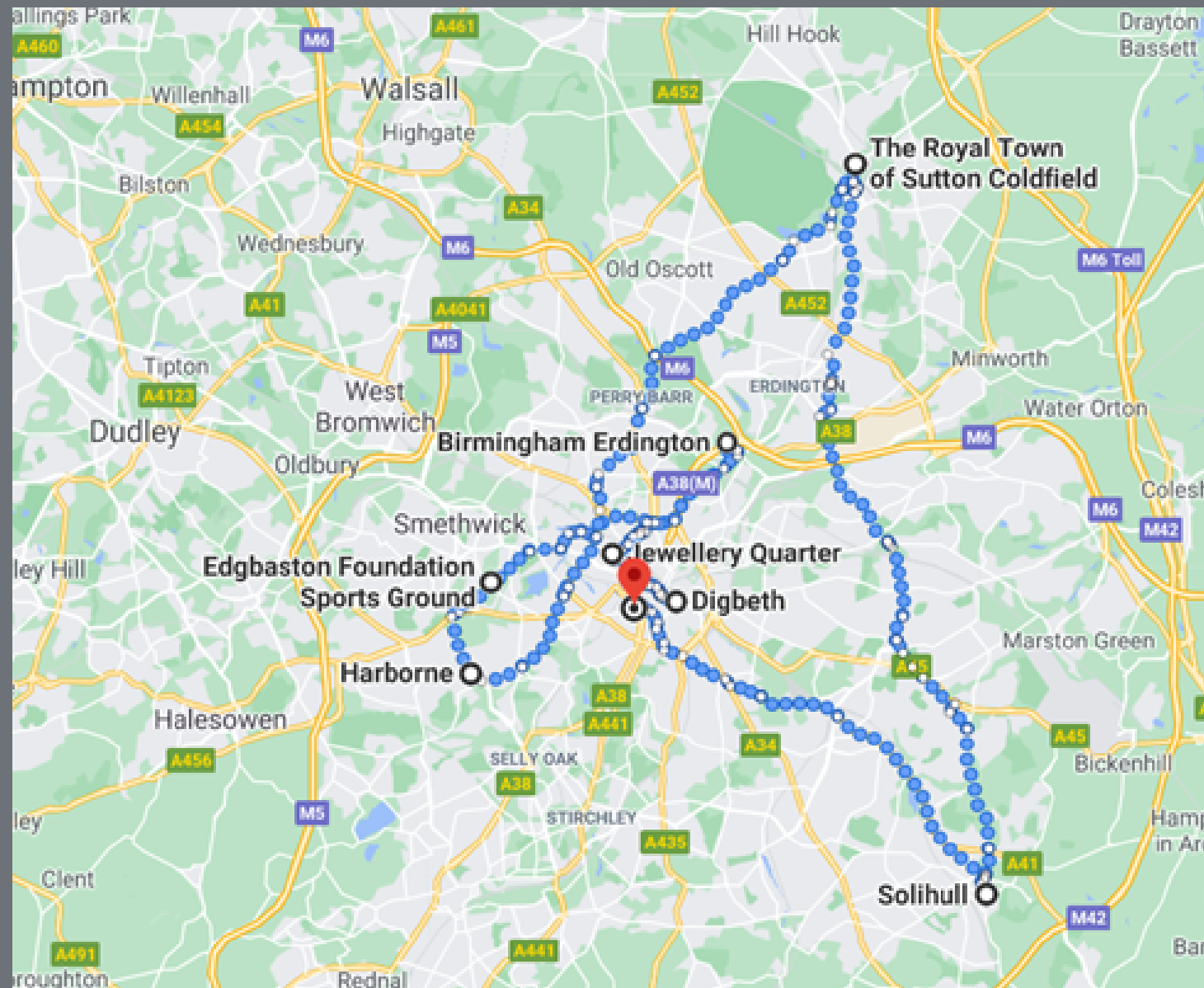


PROPERTY TRENDS IN BIRMINGHAM

- According to data from Zoopla, the average property price in Birmingham over the last 12 months (to June 2021) was £223,896.
- Detached house: £403,817
- Semi-detached house: £235,324
- Terraced house: £185,985
- Flats: £136,826
- Since 2015 growth 5-10% per year
- 6% for 2020, forecast due to Covid -4% but will bounce back strongly in 2021 2nd half



BEST AREAS TO LIVE IN BIRMINGHAM >



Digbeth

Erdington

Edgbaston

Harborne

Sutton Coldfield

City Centre

- Jewellery Quarter
- Holloway Head

Solihull

FOCUS AREAS➤

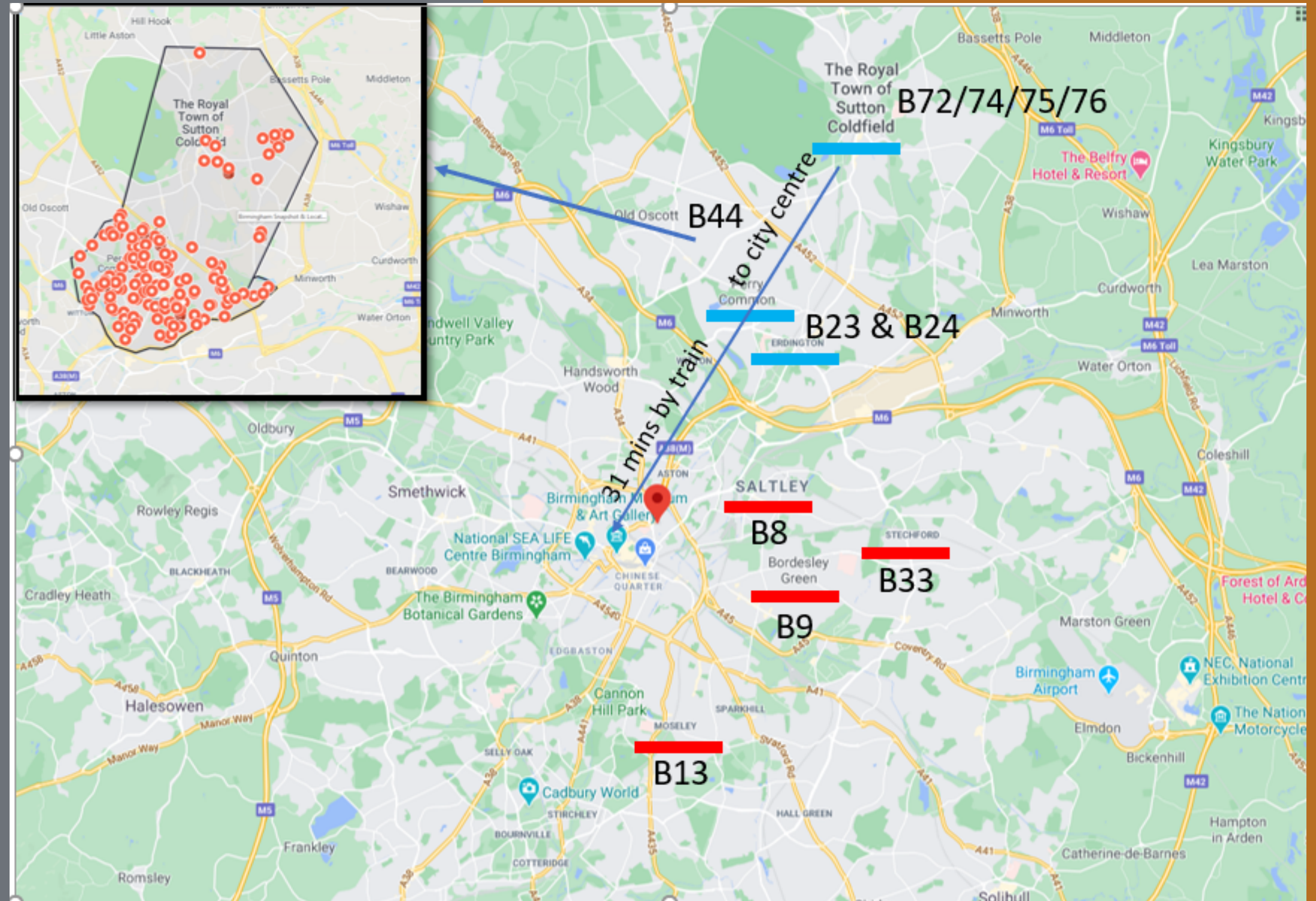
Houses up to £210K in target area

We Like:

- Sutton Coldfield
- Oscott
- Erdington
- Perry Common

Avoid:

- Kings Heath
- Moseley
- Bordesley Green
- South Birmingham



ERINGTON STATISTICS >

- Population = 97,778 (8% of Birmingham population)
- Working age population = 62,269
- Age under 16 = 21,683
- Aged 65+ = 13,826
- Average Earnings = £24,130
- Working class area of Birmingham.
- Rental demand good.
- Employment = 71.6% (UK average = 71.8%)
- 2,400 active businesses
- 35,000 jobs located in constituency
- Distance to city centre = 5 miles
- 21 mins by train
- 12 mins drive by car



SUTTON COLDFIELD STATISTICS >

- Population = 96,000 (8.4% of Birmingham population)
- Working age population = 59,000
- Age under 16 = 17,371
- Aged 65+ = 19,059
- Average Earnings are highest in Birmingham area = £37,135
- Birmingham as a whole average earnings are £27,426
- Employment = 74% (UK average = 71.8%)
- Distance to city centre = 8.5 miles
- 31 mins by train
- 24 mins drive by car

Average Earnings – Birmingham Constituencies Ranked Full Time Workers			
rea	Hourly Pay - gross	Weekly Pay - gross	Annual Pay - gross
Sutton Coldfield	£ 18.28	£ 712	£ 37,135
Selly Oak	£ 14.82	£ 578	£ 30,749
Hall Green	£ 14.19	£ 553	£ 28,772
Edgbaston	£ 13.91	£ 538	£ 27,657
Northfield	£ 13.17	£ 518	£ 26,981
Ladywood	£ 14.22	£ 533	£ 26,522
Yardley	£ 11.87	£ 490	£ 25,207
Perry Barr	£ 12.21	£ 482	£ 24,580
Erdington	£ 11.29	£ 451	£ 24,130
Hodge Hill	£ 11.46	£ 460	£ 23,545
Birmingham	£ 13.46	£ 537	£ 27,426

DISTANCE FROM CITY CENTRE»



BIRMINGHAM'S BIG PLANS

- Big City Plan: Stage 2- £10Bn over next 10 years – “the most ambitious, far-reaching development project ever undertaken in the UK.”
- 50,000 new jobs
- Redevelopment of New Street Station
- City centre development – Paradise Central £700M
- Overseas tourist attraction – 4th most visited in UK.
- 2022 Commonwealth Games Host
- Metro Expansion inc. to airport
- Airport Expansion - £500M.
- 18 millions passengers by 2033 (currently 13 million)
- HS2 2030*

