



Prosperity Developments

Reasons to invest in Birmingham



Migration

- Birmingham is the most popular UK destination for people moving out of London.
- More people are migrating to Birmingham than any other major UK city.
- Birmingham is the youngest city in Europe with under 25's accounting for nearly 40% of its population.



Population

- The population is to grow by 150,000 by 2031.
- 111,000 new households will be created in the city over the next 25 years.
- 4,500 homes a year need to be created.
- 1,800 homes were created in 2014/15.



Office Space

- Birmingham is seeing a significant increase in the uptake of Grade A office space.
- The relocation of core functions from HSBC and Deutsche Bank into the city, have significantly increased the demand for Grade A office space.
- Ballymore and M&G are investing £200m in over 420,000ft² of office space at One Snowhill.



Students

- With 5 universities, Birmingham has over 73,000 UK & Overseas students.
- The city has seen one of the largest increases in student retention rates in the country, and now sits only behind London in its ability to retain its graduate population.



Infrastructure

- £600m re-development of New Street Station was completed in 2016.
- Over £1bn infrastructure investment into HS2 bringing Birmingham within 45 minutes of London.
- £100m city centre Metrolink expansion which will connect New Street, Curzon Street (HS2) and key city residential hubs.

COMMONWEALTH GAMES

A Golden Opportunity



By hosting the Commonwealth Games in 2022, Birmingham and the West Midlands is anticipated to receive an economic boost of at least £1.5 billion in the first year through increased visitor figures and international trade. Also, with a global audience in excess of 1.5 billion, the games will put the region firmly in the public eye.



+1.3%

increase in annual
Gross Value
Added in 2022



£500m

economic benefit from
construction work taking
place across the region



Park View



Birmingham

Development underway
New build development
1 & 2 bed apartments



116

Number of Units



£56.5m

Gross Development Value



Q4 2022

Estimated Completion Date

999 year lease term & No ground rent











Park View

Birmingham City Centre



**Within 10 minutes of
Park View**

BIRMINGHAM CITY CENTRE

High Speed Rail - HS2



HS2 is set to change the shape of UK travel and no where more so than the city of Birmingham. Delivering fast, frequent services between England's largest cities, HS2 will connect Birmingham central business district, the airport and NEC campus with London & the North West.



49mins

journey time from Birmingham to London



2026

Trains to begin running from the Curzon Street HS2 hub

BIRMINGHAM CITY CENTRE

Metro Extension



With the introduction of HS2 to the city by 2026, plans are underway to extend the existing Midland Metro network through the east of the city centre and beyond. This proposed extension forms part of a larger project, with further proposed extensions to Centenary Square and Edgbaston.



£1.3bn

investment in the
tram system over
the next 10 years



2019

The further extension to
Centenary Square with a
Paradise stop will be open



BIRMINGHAM CITY CENTRE

Grand Central

GRAND CENTRAL
BIRMINGHAM

Birmingham's Grand Central - now deemed THE retail and entertainment destination in the city, is located above New Street train station and next to the Bullring. Anchored by a 250,000 sq ft. John Lewis store, the centre holds over 60 shops and employs 1000 people.



50m

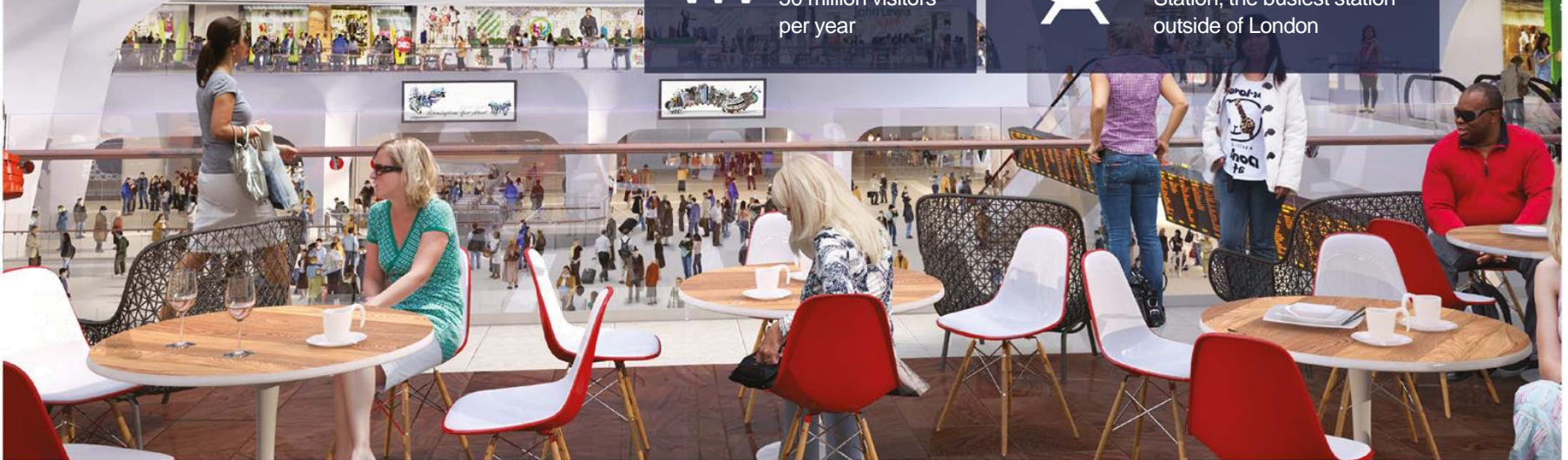
welcomes over
50 million visitors
per year



£600m

Revamp of New Street
Station, the busiest station
outside of London

John Lewis



Paradise

BIRMINGHAM

BIRMINGHAM
**BIG
CITY
PLAN**

Paradise is one of the biggest regeneration schemes Birmingham has seen for a generation. With construction already underway, Paradise will dramatically transform this whole area of the city centre into a vibrant mixed use development of commercial, civic, retail, leisure and hotel space.

1.5m sqft

High quality buildings offering offices, shops, bars, cafes, restaurants and 4-star hotel



Grade A

office space offering the most prominent new buildings in the city



**Studio Egret West wins
permission for enormous
Birmingham Masterplan
May 2021**







The Digbeth masterplan will see 67 plots covering 42 ha of land redeveloped in eight phases over the next 15 years. A total of 1,850 homes and more than 200,000m² of commercial space will be delivered in buildings up to 15 storeys tall.

Studio Egret West teamed up with Glenn Howells Architects and Bryant Priest Newman Architects for the first phase, which received full planning permission as part of the hybrid application approved by Birmingham City Council's planning committee last week.

The plans were originally scheduled to be ruled on in April, but councillors postponed a decision until after a site visit – despite planners recommending the scheme for approval. However, councillors approved plans by eight votes to zero on Thursday (27 May)