



# TIMBER YARD

## INVESTMENT GUIDE

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& Marketing Team

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DEVELOPMENT  
Persore Street, Birmingham, B5 4RW

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# OVERVIEW

BIRMINGHAM IS THE YOUNGEST AND ONE OF THE **FASTEST GROWING CITIES IN EUROPE** WITH A POPULATION OF OVER 1.1 MILLION, 45% OF WHICH IS ESTIMATED TO BE UNDER THE AGE OF 30. **BETWEEN 2006 AND 2016 BIRMINGHAM'S POPULATION GREW BY MORE THAN 100,000** AND WITH £1BILLION IN INVESTMENT CURRENTLY POURING INTO THE CITY'S RETAIL, COMMERCIAL SECTORS AND INFRASTRUCTURE, THIS TREND IS SET TO SURGE.



## £1BN

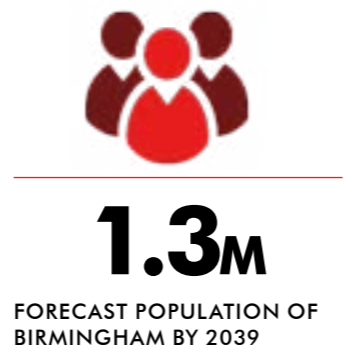
REGENERATION PROGRAMME WILL DELIVER:

### 100,000

OVER 100,000 NEW HOMES TO BE BUILT OVER THE NEXT TWO DECADES

### 50,000

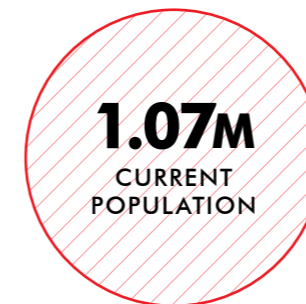
OVER 50,000 NEW JOBS



# ECONOMY

MANY EXPERTS HAVE FORECASTED THAT **BIRMINGHAM'S ECONOMY, WILL RISE, WITH A GROW OF AROUND 1.4% OVER THE NEXT 2 YEARS.**

BIRMINGHAM'S GROSS VALUE ADDED (GVA), A MEASURE OF THE VALUE OF GOODS AND SERVICES PRODUCED IN AN AREA, IS SET TO **CLIMB 25.5% BY 2028, FASTER THAN ALL OTHER LOCAL AUTHORITIES IN THE REGION.**



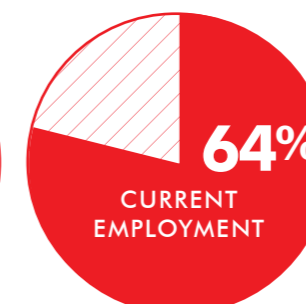
The number of people living in Birmingham will rise by 171,000 (21.5%) to 1.3 million by 2039, according to the latest official population projections.



This translates into nearly 100,000 additional households being created over the next two decades.



Employment in Birmingham has seen a resurgence with 110,000 more jobs recorded in June 2017 compared with the previous year – the largest absolute increase of any UK region. In 2020, total employment in Birmingham is expected to increase by 0.3% per year just behind the UK average of 0.4%.



The latest data for Q1 2018 shows an improving labour market picture for the city at the beginning of 2018. Employment increased by 6,000 pushing the employment rate up from 63.6% to 64.4%. This is still well down on the national rate of 74.7% but the gap closed by 0.8% points.

BIRMINGHAM'S BUSINESS BASE GREW **8.1 PER CENT DURING 2016**, BEATING MANCHESTER AT 7.2 PER CENT AND LONDON WITH 6.4 PER CENT. **GROWTH WAS MORE THAN TWICE THE NATIONAL AVERAGE OF 3.5 PER CENT** (FINANCIAL TIMES, 2016).



# REGENERATION

BIRMINGHAM HAS BEEN NAMED **THE MOST INVESTABLE CITY IN THE UK FOR A TWO YEARS RUNNING**. THE CITY WAS NAMED ABOVE THE LIKES OF MILAN, LONDON AND PARIS IN AN ANNUAL SURVEY OF EUROPEAN INVESTORS' INTENTIONS, WHICH NAMED IT THE **SIXTH BEST PLACE TO INVEST MONEY ON THE CONTINENT**.

One of the world's biggest banks, HSBC, is relocating out of the UK capital to Birmingham in what's considered the 'biggest inward investment deal for a generation'. By 2018, HSBC's new headquarters will sit in one of Birmingham's largest mixed-use schemes, Arena Central.

BIRMINGHAM JOINED THE BID TO HOST THE 2026 BRITISH COMMONWEALTH GAMES LAST YEAR, WHICH IF WON, WOULD DRIVE FURTHER REGENERATION, INVESTMENT AND GROWTH TO THE AREA

BY 2026 WE COULD ALSO SEE BIRMINGHAM AIRPORT BECOME MORE OF AN INTERNATIONAL GATEWAY. THE AIRPORT CURRENTLY SITS AT **NUMBER SEVEN ON THE LIST OF THE UK'S BUSIEST AIRPORTS**, BUT THE NEXT 10 YEARS COULD SEE IT BEING BUMPED UP THE LIST AS MORE DESTINATIONS ARE ADDED AND THE SUCCESS OF HS2 FLOURISHES.

SITES IN THE PIPELINE INCLUDE:



## PARADISE CIRCUS

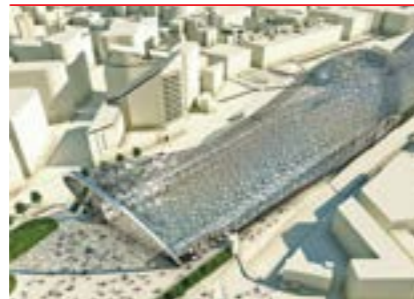
700M regeneration



- 17-acre site
- 10 new buildings
- Office space, shops, bars & restaurants
- Leisure space
- 4\* Hotel - 250 bedrooms
- Due to complete in Q2 2026

## HS2 AT CURZON STREET

900M regeneration



- Largest regeneration project in UK
- London in just 49 minutes from 1 hour 25 minutes
- 366,000 sq m of office space
- 98,000 sq m of retail
- 167,000 sq m of residential accommodation (including student accommodation)
- Due to complete in 2026

## BROAD STREET

481 new homes



- £185 million project
- 42-storey apartment block
- 200-metre running track on a podium at level three
- 30,000 sq ft of communal space
- Residents' lounge, health and wellness zone and dining club with a demonstration kitchen.
- Expected completion in 2022

The arrival of HS2 to Birmingham will provide a **catalyst for regeneration and growth unparalleled in recent times**. A completely new international station will place the City at a gateway to both the UK and European high-speed rail network.

# £1BN

## REGENERATION PROGRAMME



## THE GOALS OF BIRMINGHAM'S REGENERATION STRATEGY:

- Creating 1.5 million square metres of new floorspace
- Creating over 50,000 new jobs
- Contributing £2.1 billion to the economy each year
- Creating a well-connected, efficient City Centre
- Providing 65,000 square metres of new and improved public spaces
- Providing over 5,000 new homes with new leisure and recreational facilities
- Integrating sustainable development and addressing the impact of climate change
- Delivering five areas of transformation supporting the growth of the City Core.

## £500M

**SMITHFIELD**  
A £500 million plan to regenerate this 14 hectare site will deliver over 300,000 sq m of floorspace, 2,000 new homes and 3,000 new jobs. The site is also expected to benefit the local economy by £470M Gross Value Added.

## £15M

**BIRMINGHAM AIRPORT EXPANSION**  
Birmingham Airport is planning a £15 million expansion of its terminal building which will include an enlarged departure lounge and baggage area. The project, known as Terminal Extension 3 (TE18)

## £200M

**TYPHOON WHARF**  
The £200 million redevelopment of a key property portfolio around Typhoon Wharf in Birmingham city centre is expected to create at least 1,000,000 sq ft of development.

## £32M

**PEBBLE MILL HOSPITAL**  
Construction is underway at the 27 acre site, on a new 172,000 sq ft (15,980 sq m) Dental Hospital and School of Dentistry and due to commence autumn 2016 on a 62 bed BUPA care home. Planning permission has been granted for a Circle Health Private Hospital

# HOUSE PRICES IN BIRMINGHAM

LAST YEAR, BIRMINGHAM RANKED AS **ONE OF THE BEST CITIES IN THE UK IN TERMS OF PROPERTY PRICE GROWTH**, COMFORTABLY OUTRANKING LONDON. SINCE 2009, BIRMINGHAM HAS EXPERIENCED A **45% RISE IN AVERAGE RESIDENTIAL PROPERTY VALUES**.

BIRMINGHAM PROPERTY SOLD FOR AN AVERAGE:



IN THE FIRST SIX MONTHS OF THIS YEAR, HOUSE PRICES IN BIRMINGHAM ROSE BY 6.1PC

IN A NEW REPORT FROM THE OFFICE OF NATIONAL STATISTICS, AVERAGE PROPERTY PRICES IN THE BIRMINGHAM ARE PREDICTED TO:



HOUSE PRICES IN AREAS OF BIRMINGHAM HAVE RISEN MORE THAN 80% IN A YEAR, FROM £84,000 IN 2016 TO £155,000 IN 2017

OVER THE NEXT 3 YEARS WE EXPECT TO SEE A **GRADUAL 4.5% RISE IN HOUSE PRICES IN BIRMINGHAM**. FROM 2021 AND ONWARDS WE CAN SEE A FURTHER RISE OF 5%

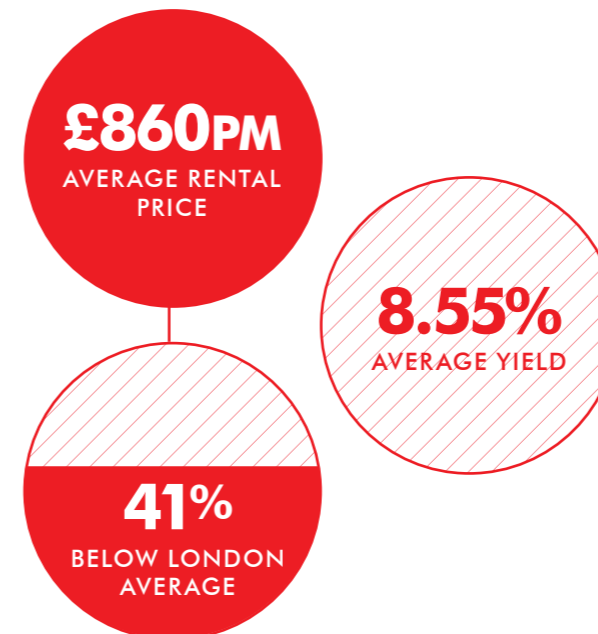


THE BIG CITY PLAN IS A 20-YEAR CITY CENTRE MASTERPLAN. IT'S A VISION TO ENCOURAGE AND SUPPORT BIRMINGHAM'S CONTINUING TRANSFORMATION INTO A WORLD CLASS CITY CENTRE.

## LOCAL SALES MARKET

HOUSE PRICE GROWTH IN BIRMINGHAM IS EXPECTED TO SURPASS ALL BUT ONE UK REGION OVER THE NEXT FIVE YEARS, ACCORDING TO NEW RESEARCH. THE ANALYSIS REVEALED THAT BIRMINGHAM IS SET TO SHOW THE **SECOND HIGHEST INCREASE IN HOUSE PRICES FROM 2018 TO 2022 AT 3.8 PER CENT PER YEAR**, BEHIND ONLY THE SOUTH WEST AT 4.3 PER CENT

## LOCAL RENTAL MARKET

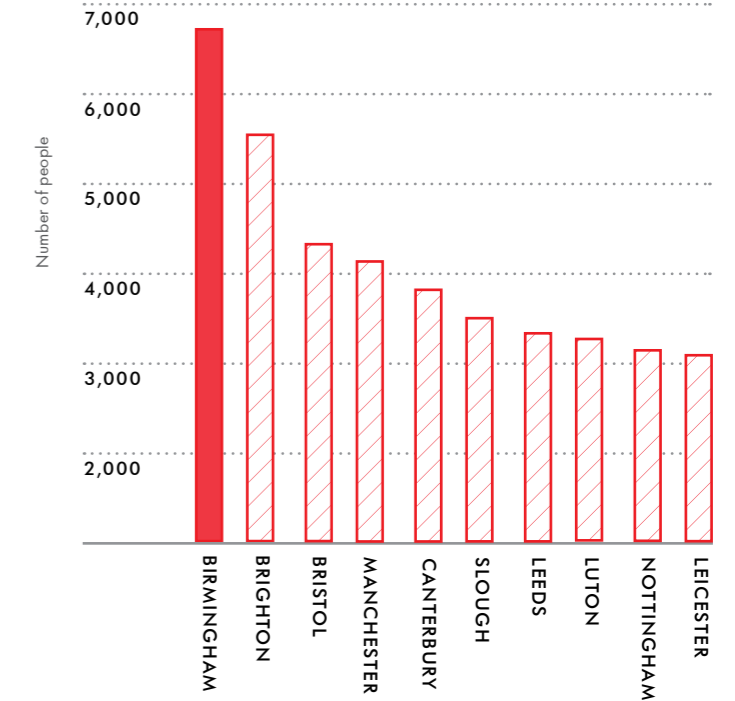


# 23.5%

## PROJECTED HOUSE PRICE GROWTH TO 2022

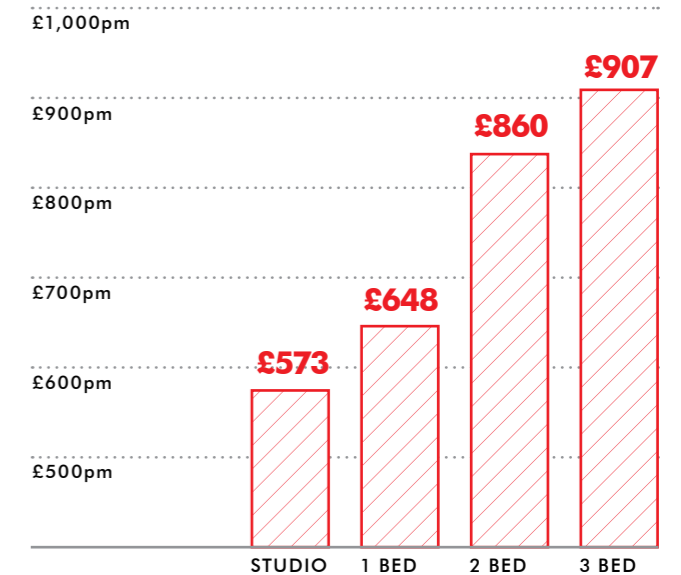
AVERAGE PROPERTY PRICE IN BIRMINGHAM IS CURRENTLY SITTING AT £175,000 WHICH IS **41% BELOW THE LONDON AVERAGE PROPERTY PRICE**

DESTINATIONS PEOPLE ARE MOVING TO FROM LONDON



Source: ONS / UK Migration Statistics

## AVERAGE RENTAL PRICE IN B5



# TRANSPORT

CURZON STREET STATION IS AT THE CENTRE OF ONE OF THE **LARGEST REGENERATION PROJECTS IN BRITAIN**, WHEREBY THE **GRADE I LISTED BUILDING WILL BE REJUVENATED TO HOUSE THE NEW HS2 STATION**. FROM HERE COMMUTERS WILL BE ABLE TO REACH LONDON IN JUST 49 MINUTES IN 2026 WHEN THE LINE FULLY OPENS, COMPARED TO THE CURRENT JOURNEY TIME OF ONE HOUR AND 21 MINUTES.

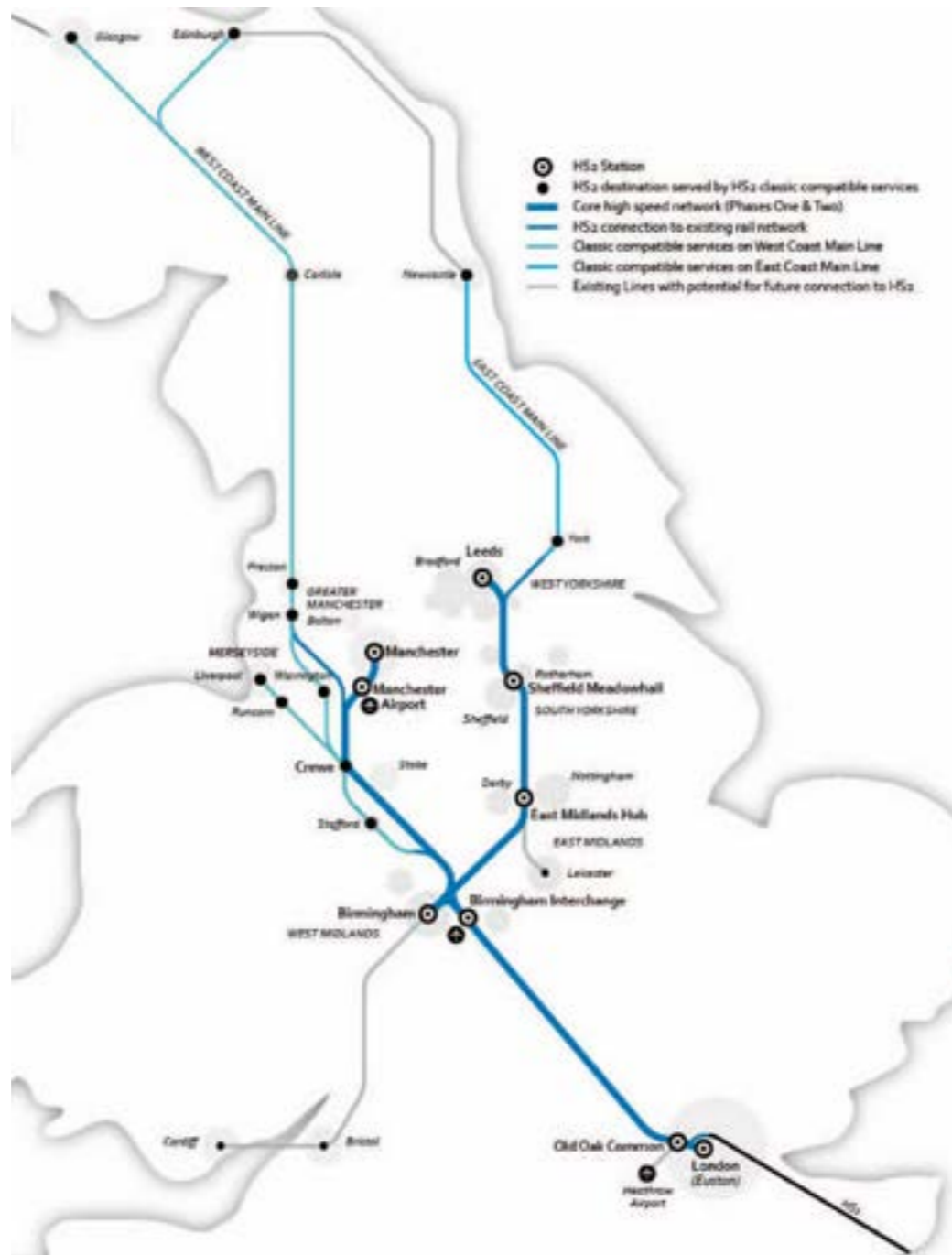
WAHEED NAZIR, STATED: "THE FORMER CURZON STREET STATION BUILDING IS **ONE OF THE OLDEST RAILWAY TERMINUS BUILDINGS IN THE WORLD AND A MONUMENTAL PIECE OF ARCHITECTURE**. SITTING IN THE HEART OF BIRMINGHAM EASTSIDE, WHICH WILL BE **HOME TO HS2**, THIS **BUILDING SYMBOLISES AN EXCITING FUTURE**, AS WELL AS CELEBRATING THE CITY'S IMPORTANT RAIL HERITAGE."

**49** MINS  
TO LONDON EUSTON STATION

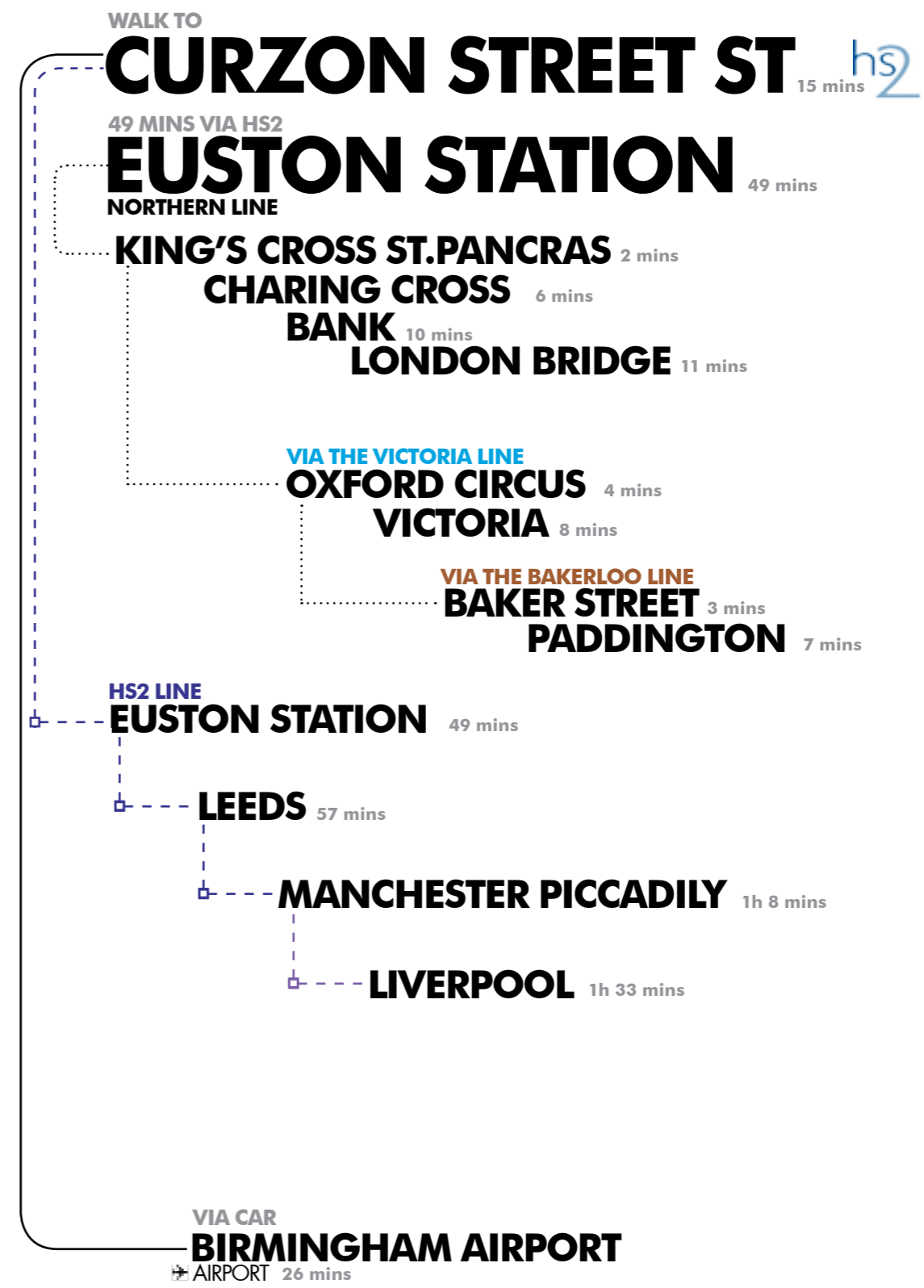
**3** MINS WALK  
TO CHINESE QUARTER

**4** MINS WALK  
TO BIRMINGHAM NEW STREET STATION

**13** MINS WALK  
TO NEW HS2 STATION



# JOURNEY TIMES



Source: TfL Rail, HS2 & Google Maps (Time set to 8am)

# EDUCATION

AS THE LARGEST METROPOLITAN BOROUGH IN EUROPE, THE EDUCATION SECTOR IS THRIVING IN BIRMINGHAM. **THE UK'S SECOND-LARGEST STUDENT CITY WITH OVER 65,000 STUDENTS** BOASTS FIVE SOUGHT AFTER UNIVERSITIES: ASTON UNIVERSITY, BIRMINGHAM CITY UNIVERSITY, THE UNIVERSITY OF BIRMINGHAM, UNIVERSITY COLLEGE BIRMINGHAM AND NEWMAN UNIVERSITY COLLEGE



THE UNIVERSITY OF BIRMINGHAM CONTRIBUTES TO THE UK ECONOMY EVERY YEAR – SUPPORTING 15,545 JOBS IN THE WEST MIDLANDS – ALMOST ONE IN 50 JOBS IN BIRMINGHAM.



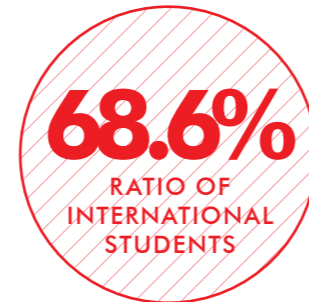
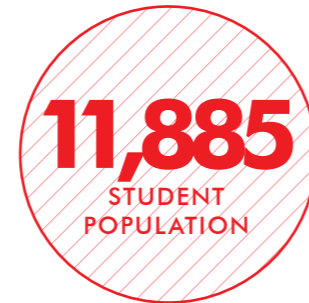
THE UNIVERSITY OF BIRMINGHAM ALSO PLAYS A SIGNIFICANT PART IN ATTRACTING INTERNATIONAL VISITORS TO THE REGION. INTERNATIONAL STUDENTS ALONE CONTRIBUTE MORE THAN £160 MILLION TO THE ECONOMY



UNIVERSITIES WITHIN 1 HOUR DRIVE OF BIRMINGHAM CITY CENTRE

A LITTLE FURTHER AFIELD, THERE ARE **20 UNIVERSITIES WITHIN AN HOUR** OF GREATER BIRMINGHAM, INCLUDING **THREE RUSSELL GROUP INSTITUTIONS**. TOGETHER, THE UNIVERSITIES PROVIDE NOT ONLY EXCELLENT EDUCATION OPTIONS, BUT ALSO A **VAST POOL OF TALENT FROM WHICH LOCAL EMPLOYERS CAN SELECT**. ASTON IS AMONG THE TOP TEN UNIVERSITIES FOR GRADUATE EMPLOYABILITY.

STUDENT POPULATION IN BIRMINGHAM:



BIRMINGHAM IS A LEADING, GLOBAL TOP 100 UNIVERSITY.

THE UNIVERSITY IS RECOGNISED IN THE TOP 1% OF UNIVERSITIES ACROSS THE WORLD.

# SCHOOLS IN BIRMINGHAM

## SECONDARY EDUCATION

ALL THE STATE COMPREHENSIVE SCHOOLS ARE RATED **"GOOD"** OR BETTER BY THE OFSTED GOVERNMENT EDUCATION WATCHDOG.

RATED **"OUTSTANDING"**

**St Paul's School for Girls**  
(girls, ages 11–18)  
Vernon Road, B16

**Waverley School**  
(co-ed, ages 4–19)  
Hob Moor Road, B10

**Bordesley Green Girls' School & Sixth Form**  
(girls, ages 11–19)  
Bordesley Green Road, B9

**Holte School**  
(co-ed, ages 11–18)  
Wheeler Street, B19

**Yardleys School**  
(co-ed, ages 11–18)  
Reddings Lane, B11

RATED **"GOOD"**

**Bishop Challoner Catholic College**  
(co-ed, ages 11–18)  
Institute Road, B14

**Hodge Hill Girls' School**  
(girls, ages 11–18)  
Bromford Road, B36

**Swanshurst School**  
(girls, ages 11–19)  
Brook Lane, B13

**Convent of Jesus and Mary Language College**  
(girls, ages 11–18)  
Crownhill Road

**Selly Park Technology College for Girls**  
(girls, ages 11–18)  
5 Selly Park Road, B29

**Colmers School - A Specialist Sports and Science College**  
(co-ed, ages 11–16)  
Bristol Road South, B45

**St Thomas Aquinas Catholic School**  
(co-ed, ages 11–18)  
Wychall Lane, B38

**Plantsbrook School**  
(co-ed, ages 7–18)  
Upper Holland Road, B72

**Archbishop Ilsey Catholic School**  
(co-ed, ages 11–18)  
Victoria Road, B27

**Handsworth Wood Girls' School**  
(girls, ages 11–19)  
Church Lane, B20

## UNIVERSITIES IN BIRMINGHAM

**Aston University**  
Placed 42nd in Worlds leading Universities

**Birmingham City University**  
Placed 105th in Worlds leading University

**Birmingham University**  
79th in this year's Qs World University Rankings

**Newman University**  
Placed 119th in Worlds leading Universities

## PRIMARY EDUCATION

THE MAJORITY OF ACTON'S STATE PRIMARY SCHOOLS ARE RATED **"GOOD"** OR BETTER BY THE OFSTED GOVERNMENT EDUCATION WATCHDOG.

RATED **"OUTSTANDING"**

**Acocks Green Primary School** Westley Road, B27

RATED **"GOOD"**

**Bellfield Infant School (NC)**  
Vineyard Road, B31

**Anderton Park Primary School**  
Dennis Road, B12

**Beaconside Primary and Nursery School**  
Hazel Road, B45

**Adderley Primary School**  
Arden Road, B8

**Alston Primary School**  
Alston Road, B9

**Arden Primary School**  
Baker Street, B11

**Benson Community School**  
Benson Road, B18

## PRIVATE EDUCATION

**PRIMARY & SECONDARY SCHOOLS**

**Edgbaston High School for Girls**  
(girls, ages 2–19)  
Westbourne Road, B15

**Hallfield School**  
(co-ed, ages 3 months–11)  
Church Road, B15

**Highclare School**  
(boys, ages 1–18)  
10 Sutton Road, B23

**St George's School**  
(co-ed, ages 4–19)  
Calthorpe Road, B15

**Al-Furqan Community College**  
(boys, ages 11–19)  
Formans Road, B11

**Elmhurst Ballet School**  
(co-ed, ages 11–19)  
249 Bristol Road, B5

**King Edward VI High School for Girls**  
(girls, ages 11–18)  
Edgbaston Park Road, B15

**King Edward's School**  
(boys ages 11–18)  
Edgbaston Park Road, B15

**The Blue Coat School**  
(boys, ages 2–11)  
Somerset Road, B17

**West House School**  
(boys, ages 1–11/ girls, ages 1–4)  
St James Road, B15

# THE DEVELOPMENT

**TIMBER YARD WILL CONTAIN 379 APARTMENTS, FROM STUDIOS TO THREE-BEDROOM UNITS, PARKING AND GROUND FLOOR COMMERCIAL SPACE ON A CAR PARK AT THE CORNER OF HURST STREET AND SKINNER LANE.**

The development, designed by London-based Claridge architects, will also include a large landscaped courtyard garden for residents, concierge service, sheltered bicycle storage and access to landscaped pocket parks. Timber Yard will be set over fourteen floors and will also add much-needed high quality living space and more life and vibrancy to the area's streets.

- Large landscaped courtyard garden
- Many apartments benefit from a balcony, terrace or winter garden
- Selected upper level apartments with superb city views
- Residents' private gym, club lounge and screening room
- Extensive undercroft car parking
- Access to landscaped pocket parks
- 15 minutes' walk to Curzon Street Station (HS2 line)
- Estimated Completion - Q4 2020/Q1 2021

**379**

NEW HOMES

**4 MINS**

WALK FROM BIRMINGHAM NEW STREET STATION

**15 MINS**

WALK TO NEW HS2 STATION AT CURZON STREET



## THE DEVELOPMENT IN PERSHORE STREET, BIRMINGHAM.

Timber Yard is an all private development offering brand new luxury apartments in the heart of Birmingham – the new growth capital in the UK, with unrivalled connectivity, culture, economy and investment potential. Timber Yard, a new regeneration luxury landmark, comprising of 379 studio and 1, 2 & 3 bed apartments arranged in two buildings around landscaped courtyard gardens, offers unparalleled opulence in the heart of Birmingham's thriving City Centre.

The communal areas of Timber Yard include a 24 hour concierge with communal foyer, fully equipped gymnasium, residential club and lounge, and undercroft parking. There is also secure cycle storage, landscape communal gardens and carpeted lift lobbies, stairs and common corridor.

Estimated Completion - Q4 2020/Q1 2021

**“Robin Norstorm, director of Apsley House Capital, said: “The Timber Yard development promises to revitalise this area of the city centre, bringing high-quality residential units for young professionals in what will be an exceptional development.”**



# ABOUT FRASER & CO



Since the company was established in 1995, Fraser & Co. has predominantly focused on the sales, letting & management of residential new-build schemes throughout London.

From prime central London to emerging areas within London Underground zones 1, 2, 3, 4, 5 & beyond, over the years, we have built a strong reputation to become one of the most innovative and effective property agents in our field, successfully selling and letting some of the capital's most prominent and exciting residential developments.

In addition to targeting UK clients and investors with great success, we are one of the few agents to have achieved outstanding results when it comes to marketing and selling prestigious London schemes for optimum prices overseas. We hold monthly seminars on the London property market in Asia and regularly exhibit in major territories such as Singapore, Dubai, Bahrain, Hong Kong, China, Malaysia and Taiwan, achieving extremely high levels of off-plan sales in the process.

We build close relationships with our clients and have worked with some of the country's leading property developers for many years. Their needs and objectives are at the heart of everything we do. If you are looking for an agent to market your next new-build scheme or simply looking to buy, rent, sell or manage property, talk to us to find out how we can help maximise your return on investment. We'd be delighted to assist.

Thank you for your interest in Fraser & Co.

**Robert Fraser**  
Managing Director

**“The success of all our local & international property exhibitions that Fraser & Co. have managed for us, have exceeded even our most optimistic forecasts in terms of sales volumes and net values.”**

**Jim Holliday**

Main Board Sales & Marketing Director,  
Fairview New Homes Limited

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