

BIRMINGHAM CITY INSIGHTS

 BIRMINGHAM, WEST MIDLANDS	FUTURE LONDON COMMUTER LOCATION. HS2; REDUCING JOURNEY TIMES TO LONDON TO 49 MINUTES	BIRMINGHAM'S AVERAGE YIELD 6.10%																																										
ONE OF THE UK'S HIGHEST GRADUATE RETENTION RATES 49%	NEW HOMES NEEDED BY 2031 TO MEET THE SUPPLY- DEMAND IMBALANCE 80,000	A HUB FOR MAJOR WORLDWIDE EMPLOYERS																																										
AVERAGE PROPERTY PRICE £236,000	POPULATION (APPROX) 1,142,500	THE UK'S SECOND LARGEST CITY																																										
90% OF THE UK ACCESSIBLE IN UNDER FOUR HOURS.	46.1% OF THE POPULATION IS IN A FORM OF RENTED ACCOMMODATION	MAJOR REGENERATION INVESTMENT																																										
PROJECTED RENTAL GROWTH IN THE NEXT 5 YEARS 12%	THE SECOND LARGEST ECONOMY IN THE UK, VALUED AT £35.4 BILLION	ONE OF THE UK'S BUSIEST AIRPORTS																																										
PROJECTED REGIONAL PROPERTY PRICE GROWTH BY 2028 <table><tr><td>UK AVERAGE</td><td>+21.6%</td></tr><tr><td>EAST ENGLAND</td><td>+18.1%</td></tr><tr><td>EAST MIDLANDS</td><td>+22%</td></tr><tr><td>LONDON</td><td>+14.2%</td></tr><tr><td>NORTH EAST</td><td>+22%</td></tr><tr><td>NORTH WEST</td><td>+28.8%</td></tr><tr><td>SOUTH EAST</td><td>+18.2%</td></tr><tr><td>SOUTH WEST</td><td>+18.7%</td></tr><tr><td>WEST MIDLANDS</td><td>+22%</td></tr><tr><td>BIRMINGHAM</td><td>+19.7%</td></tr><tr><td>YORKSHIRE</td><td>+28.2%</td></tr></table>	UK AVERAGE	+21.6%	EAST ENGLAND	+18.1%	EAST MIDLANDS	+22%	LONDON	+14.2%	NORTH EAST	+22%	NORTH WEST	+28.8%	SOUTH EAST	+18.2%	SOUTH WEST	+18.7%	WEST MIDLANDS	+22%	BIRMINGHAM	+19.7%	YORKSHIRE	+28.2%	AVERAGE PRICES <table><tr><td>UK AVERAGE</td><td>£267,200</td></tr><tr><td>LIVERPOOL</td><td>£176,000</td></tr><tr><td>BELFAST</td><td>£197,696</td></tr><tr><td>SHEFFIELD</td><td>£217,000</td></tr><tr><td>BIRMINGHAM</td><td>£236,000</td></tr><tr><td>LEEDS</td><td>£245,000</td></tr><tr><td>MANCHESTER</td><td>£247,000</td></tr><tr><td>CARDIFF</td><td>£276,000</td></tr><tr><td>EDINBURGH</td><td>£289,000</td></tr><tr><td>LONDON</td><td>£531,000</td></tr></table>	UK AVERAGE	£267,200	LIVERPOOL	£176,000	BELFAST	£197,696	SHEFFIELD	£217,000	BIRMINGHAM	£236,000	LEEDS	£245,000	MANCHESTER	£247,000	CARDIFF	£276,000	EDINBURGH	£289,000	LONDON	£531,000	HIGHEST FOREIGN DIRECT INVESTMENT OUTSIDE OF LONDON
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	BIG CITY PLAN; 20-YEAR MASTERPLAN EXPECTED TO BOOST CITY ECONOMY BY £2.1 BILLION ANNUALLY	FORECAST POPULATION INCREASE BY 2031 15%																																										