

Birmingham facts and figures



# Making an impression

The Midlands’ engine is motoring ahead as the city of Birmingham enters a new era.

Pictured clockwise from below left: looking out over Birmingham with Centre City on the left; Cornerblock; Rob Valentine, Director of Bruntwood Birmingham.



With the city set to be one of the main beneficiaries of the HS2 high speed rail link to London, Birmingham is getting its swagger back.

The transformational impact of the opening of the Grand Central development at New Street Station has been just the beginning. A new city centre tram route has given an added boost, as have improvements to Birmingham airport that will see more and more long-haul destinations putting the city on their flight list.

A city-wide, joined-up approach to inward investment is also starting to bear fruit, with companies from outside the region looking to set up a Birmingham base. Tech-driven businesses in particular are gravitating to Birmingham to support both the big financial institutions and the increasing automation requirements of the manufacturing sector.

In addition, data released by StartUp Britain shows that Birmingham is now ranked as the UK’s most entrepreneurial city outside London. Almost 17,500 new companies were registered in 2016, more than any other UK regional city.

For Rob Valentine, Director of Bruntwood Birmingham, the city’s growing financial sector and HS2 supply chain demands are both evident in the level of attention the company’s new 110,000 sq ft Cornerblock development is receiving.

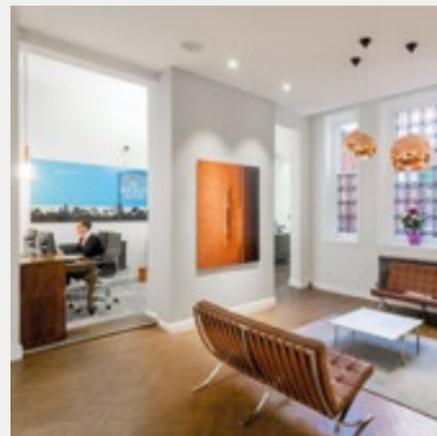
“Talent attraction is now a key priority for businesses looking to locate in Birmingham, which makes the quality of the workspace a hugely important factor,” he explains. “We’ve recently agreed terms with Arcadis, a global design and consultancy firm, who have taken two floors of the building. For them, the quality of the space for the employees was as much a factor as the impression it gives to clients.”

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At Cornerblock, the extensive wellness facilities are also a major draw, according to Rob.

“We’re putting in a 24-hour gym that’ll be free to use for building occupiers, plus we’ll have the best cycle hub in the city, with storage and repair facilities. A 2,800 sq ft roof garden will give customers access to fantastic views across the city skyline.”

Cornerblock is on target for completion in spring 2017 and already over 50% pre-let. For Rob, it’s a sign of Birmingham’s business community growing in confidence. “With the success of this redevelopment and the fantastic results we’ve had at Centre City, we’ll continue to seek out new opportunities in Birmingham so that we can meet the increasing demand.”



## Cornwall Buildings Newhall Street, Birmingham

An upgrade and refresh of the serviced office spaces at Cornwall Buildings has met with real success with people looking for more flexible and easy-to-access work spaces. A new approach to meeting room pricing has also gone down well, with significantly improved take-up levels from existing building customers.



## Centre City Hill Street, Birmingham

2016 saw the final piece of the Centre City jigsaw fall into place with the last remaining 45,000 sq ft on the ground and first floor taken by Igneus, a provider of outsourced health, training and probation services. The building now stands at 100% let: as a result of this and the healthy rental rates achieved, Centre City’s valuation has increased to £55m – a big leap from its purchase price of £19m in 2013.