

PROJECT ALLURE
211 BROAD STREET
BIRMINGHAM
B15 1AY

224 APARTMENTS AS PART OF A NEW
DEVELOPMENT IN A PRIME LOCATION

JUNE 2018



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THE BIRMINGHAM MEDIA



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The Opportunity

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THE OPPORTUNITY

211 Broad Street

224 Apartments

35 Floors

Ground Floor – Residential Entrance, Shared Café & Communal Space

1st & 2nd floor – Mixed use space

Total Net Area Commercial – **648 m²**

3rd to 34th floor – Serviced apartments

3 x Serviced apartments per floor / 34 m²

2 x Serviced apartments per floor / 38 m²

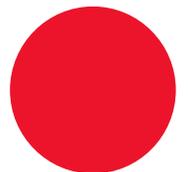
2 x Serviced apartments per floor / 46 m²

2 x Stores and services per floor / 5 m²

Total Net Area Residential – **8,640 m²**

Total Net Area – **9,288 m²**

Total Gross Area – **13,930 m²**



COURT COLLABORATION OVERVIEW

211 Broad Street

a.

Court Collaboration are responsible for bringing £160m of investment into the Midlands.

With over 3,500 residential units on the market by 2018 the company has expanded rapidly and are looking convert a prime development of theirs into serviced apartments.

b.

Court's aim is to transform Birmingham property development opportunities into luxury accommodation for the future generations.

As part of this the company is marketing 224 apartments in the centre of Birmingham.

c.

The company has 7 investment partners from 6 different countries and are Number 1 for importing development capital in Greater Birmingham.

LOCATION

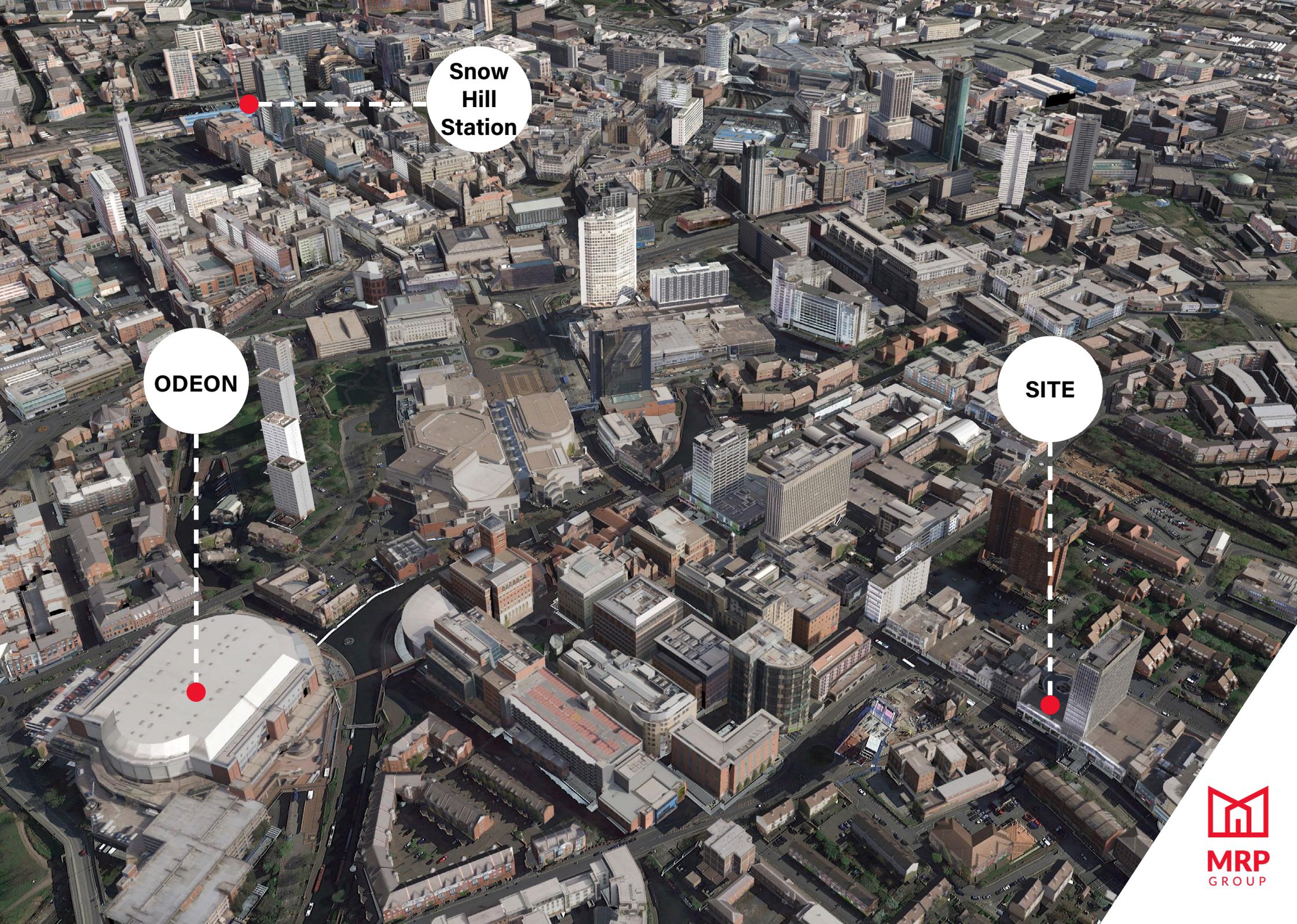
211 Broad Street

The site is bound by Broad Street and Tennant Street. Nearby the site is the international Convention Centre, Brindley Place, The Mailbox and the Birmingham Canal Old Main Line.

Currently the site is occupied by a fast food outlet.

Neighbouring buildings, along Broad Street consist of offices, hotels and retail outlets. Along Tennant Street, at the rear of the site, the area consists of houses and apartment blocks.





Snow
Hill
Station

ODEON

SITE



MRP
GROUP

LOCATION HISTORY

211 Broad Street

01.

Over the last few years, Birmingham has seen **large amounts of development**, particularly around the city center. This has included a number of projects within close proximity of the site.

02.

Historically the area has consisted of predominantly small independent buildings, providing a street frontage facing Broad Street. However, over the years this has developed into the **large commercial blocks** that currently make up the Broad Street area.

03.

Broad Street, sitting next to one of Birmingham's **historic canals**, became a vital transportation link for businesses and factories located in the area in the 1800s. By the 1960s, due to the efficiency of road and rail, **Broad Street became a primary transportation route.**



LOCATION HISTORY

211 Broad Street

04.

Toward the end of the 18th century, as planned development for the area began, Broad Street was widened and was given the status and name of being the **widest street in Birmingham**, 'Broad Street.'

05.

As a result, development continued outwards around Broad Street. This included **high class estate houses** along the rural fringes of the town such as Islington Row, Tennant Street and William Street. Subsequently, various connecting streets were built to **create connections** from the residential areas through **Broad Street** to the **city center**.

06.

In the 19th Century, industries were established in the area along the canals and Northern Broad Street together with residential properties at the Southern end. It was not until 1970 that the street had its first nightclub, kickstarting the development of the **vibrant nightlife, restaurants and bars** in the area.

BIRMINGHAM EXTENDED STAY MARKET

211 Broad Street

01.

One of the key issues facing the serviced apartment industry is the lack of sizeable purpose built stock.

This opportunity in Birmingham provides a solution to the area offering 224 apartments in a **principal location** for the city.

02.

Birmingham is one of the **top five regional cities** for the supply of service apartments.

The top five account for 5,000 units in the UK, representing approximately 25% of total supply.

03.

In 2015, the city held the highest occupancy rate in the UK achieving **83.1%**.

This was due to a very strong corporate market and lack of supply.

04.

The Birmingham Extended Stay Apartment Partnership (BESAP) consists of nine of the city's providers, with the aim of showcasing the accommodation options Birmingham. Operators within the organisation include Adaigio , Staybridge, Staying Cool, StayCity and BridgeStreet.



MACRO OVERVIEW

211 Broad Street

01.

The cluster is bolstered by **18 universities**, all within an hour's drive of the city. Increasingly, graduates are also staying to put down roots, attracted by the affordable quality of life, opportunities and a thriving digital tech ecosystem.

02.

Local networks, such as Silicon Canal and Innovation Birmingham, are instrumental to the city's strength. Support from Finance Birmingham, who provide loan funding and equity finance of between £250,000 and £2 million, continues to drive growth.

03.

Last year, **over 6,000 people moved to Birmingham** from London, more than to any other UK city. Part of the city's attraction is an increasing supply of jobs: Advanced Computer Software Group, for example, announced the creation of 400 more last year.

There are also new workspaces for digital and creative businesses are opening. Such as, Assay Studios which opened in 2016 and is home to **Deliveroo**, and **John Lewis's** new Tech Hub for Innovation.



MACRO OVERVIEW

211 Broad Street

04.

Meanwhile, HM Revenue & Customs plans to open a regional hub in the city, creating **3,000 more jobs in 2019**.

Another 1,200 jobs are predicted to come from the return of HSBC's head office to Birmingham.

05.

The city is one of the youngest cities in Europe – almost **40% of its population being under 25 years**.

Renowned for the original **Cadbury factory**, Birmingham draws masses of crowds per year.

06.

Exciting projects include: **HS2** coming to Birmingham, the city's pitch for the **Commonwealth Games** and **HSBC's** relocation growing nearer.

BUSINESS STATISTICS

211 Broad Street

**Housing
Affordability
Ratio: 4.2**

**33% Turnover
Growth**

**Average
House
Price
£183,665**

**61% believe
there is lack
of high skilled
workers**

**7.48 / 10
on Life
Satisfaction
scale**

**11.4% of
firms classes
as
High Growth**

**£1.4m GVA
added through
digital
innovation**

**Local
Start-Ups
good:**

**80% overall
quality of life**

**67% Tech
Sector
Growth**

**62%
Cost of
Living**

**557
Start-ups**

MICRO OVERVIEW

211 Broad Street



The site is well located with a large number of amenities in close proximity including:

The Mailbox; within a 10 minute walk there is access to an upmarket shopping and office development, including cinema, restaurant and retail shops

Broad Street; the major attraction for night life in the city hosting all the major clubs in the area such as Pryzm, Player's Bar and 6 on Broad Street.

Bullring Shopping Centre; the glamorous heart of Birmingham with over 160 imaginative and desirable shops to explore. The centre contains shops from Selfridges across 4 floors to smaller boutique shops.

Brindley Place; situated next to Broad Street and on the canal the area hosts offices (e.g. RBS and Deutsche Bank), restaurants, bars and galleries

The Barclaycard Arena; an entertainment venue, where concerts and gigs are regularly held.

MICRO OVERVIEW

211 Broad Street



Birmingham Hippodrome is the busiest theatre in the UK with over 520,000 visitors a year.

The Birmingham Jewellery Quarter; home to the original and new high end jewellery stores and produces 40% of all jewellery in the UK.

There are Five Michelin-starred restaurants, more than any other UK city outside of London.

In addition, the site is situated within a 15 minute walking distance of Five Ways Train Station and a 20 minute walk to Grand Central Station.

The city hosts over 50 festivals each year, including the Moseley Folk Festival, Flat Pack film festival, Fierce art festival and the massive Birmingham International Jazz Festival.

TRANSPORTATION

211 Broad Street

15 minute walk to Birmingham Snow Hill Station, providing access to all the Northern Midlands, and Moor Street Station, providing access to the Southern Midlands.

Accessible lines:

Solihull, Worcester, Warwick and Stratford upon Avon. All of these host business parks and are popular leisure destinations.

Birmingham recently opened a new transportation hub for the Midlands – **Grand Central Station**.

Access all Northern cities on a regular schedule, stretching beyond Edinburgh.

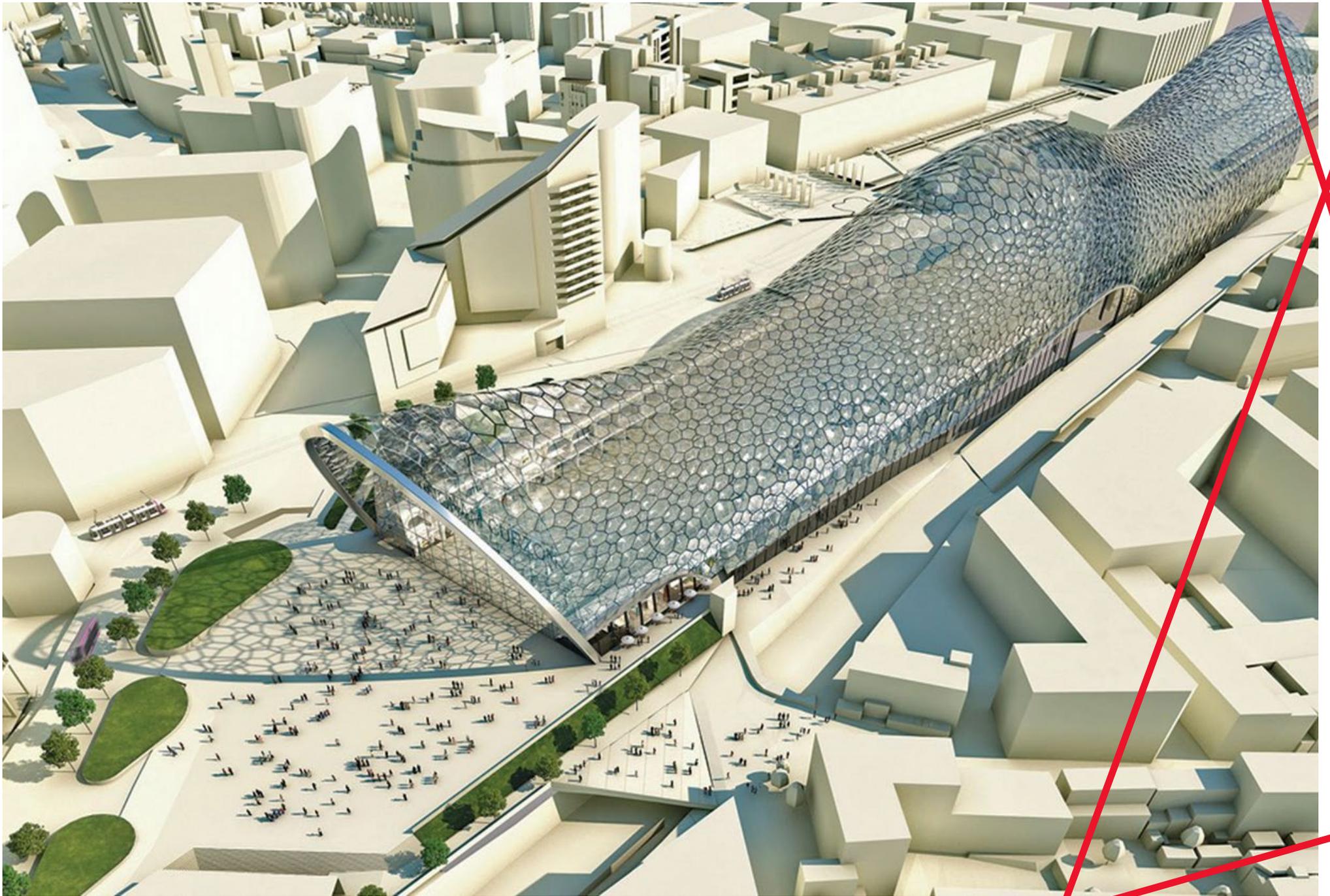
Furthermore, there are excellent connections to the South such as London and Bristol, with frequent express trains operating as well.

Within the station there is a **250,000 sq ft John Lewis** and a host of other shops and restaurants.

Travelling within the city couldn't be easier. On Broad Street there are number of buses that run

in all directions, providing access to the outer areas of Birmingham and to close by areas such as the train stations. Residents can also use buses to reach Birmingham Bus Station, providing cheaper connections to other cities.

Furthermore, the city recently modernised the tram lines, improving their frequency and the number of destinations.



SUPPLY & DEMAND

211 Broad Street

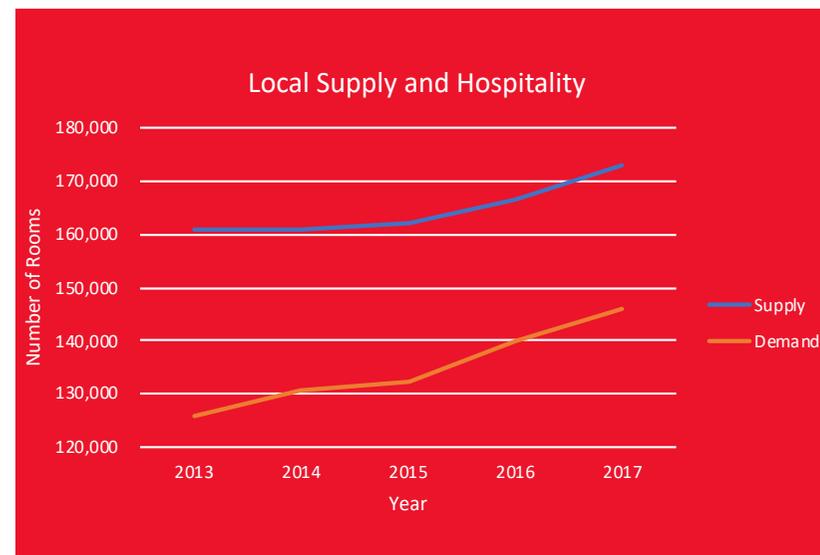
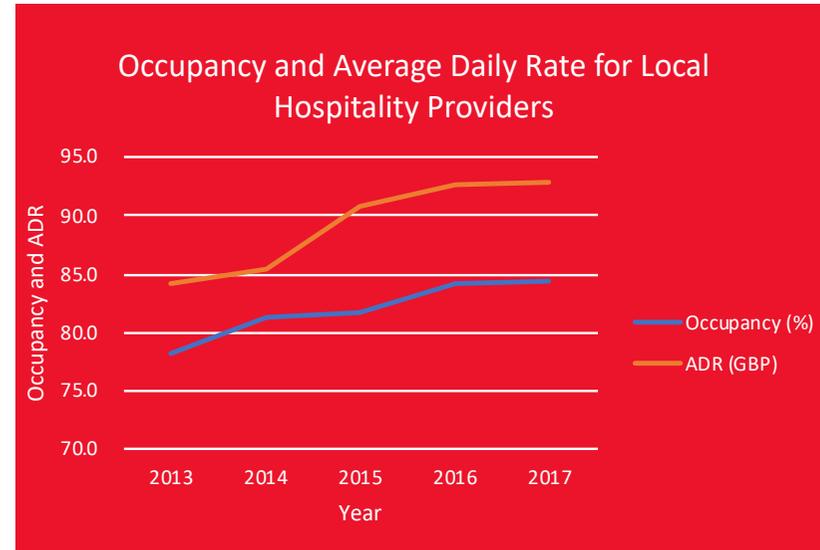
Trends within the occupancy and average daily rate (ADR) measures represent a distinct opportunity in Birmingham – both have increased substantially over the last five years. Occupancy has increased at an average of 2.0% per annum. Similarly, ADR increased at an average of 2.5% per annum of the same time period. As a result revenue per available room has been increasing at an average of 4.5% per annum. The indicator has increased from £66.79 to £78.43 over the last five years.

Occupancy during the week is highest on Tuesday, Wednesday and Saturday*, demonstrating a unique opportunity in that the area provides excellent access to the corporate and leisure markets for stays. Similarly ADR is also highest on these days*.

Other key measures include supply and demand, both of which have increased considerably over the last five years. Demand has increased at average of 3.8% per annum whereas supply has only increased at an average of 1.8% per annum. In 2017, demand rose 4.3% in comparison to supply which increased 4.0%. The STR data strongly implies Birmingham is still a growth market for operators, providing diversification in accessible markets.

*91.5%, 90.7% and 88.5% respectively.

*£99.74, £98.90 and £113.50 respectively



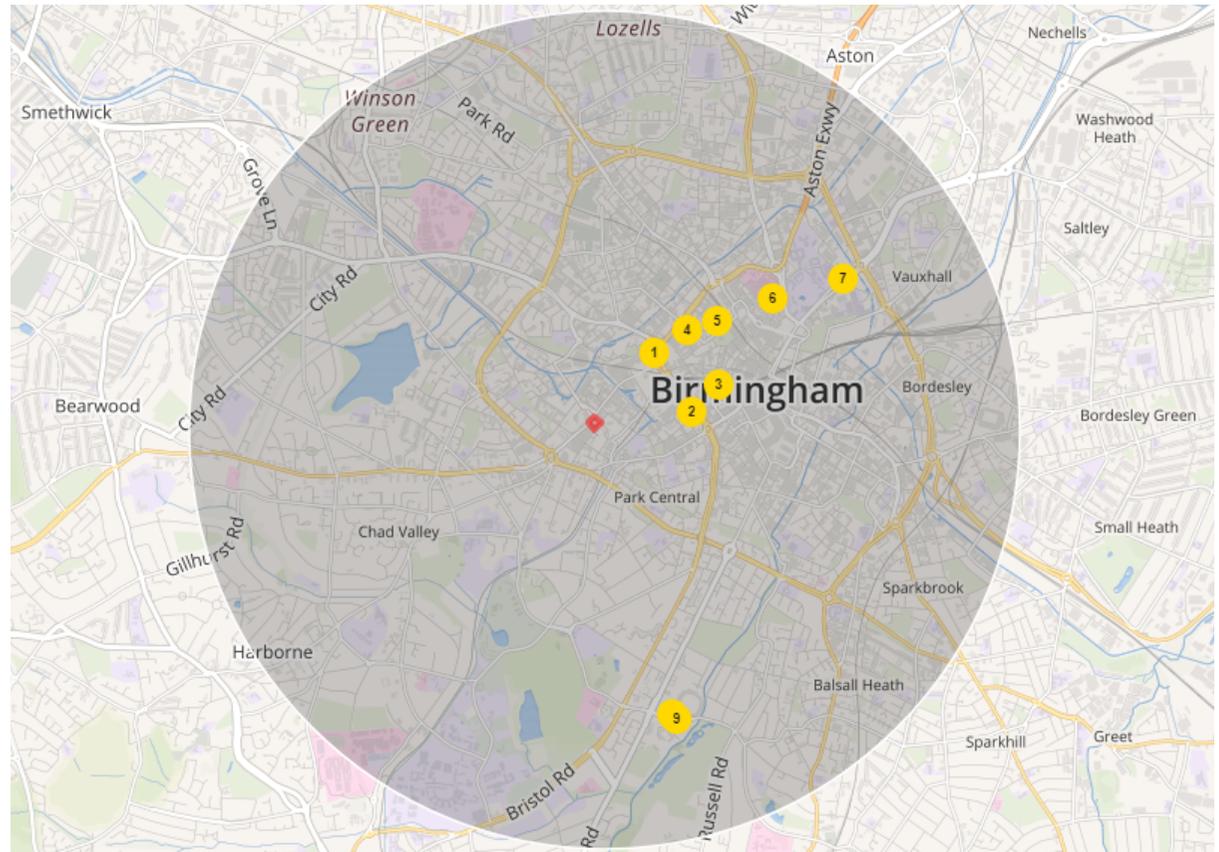
BIRMINGHAM PIPELINE

211 Broad Street

Across Birmingham, there are currently seven existing apartment providers providing 620 units to the area. However, only three of the seven are within the vicinity of Court Collaboration's site, none of which parallel the offering of this development.

There are nine hospitality developments which could potentially see an additional 1,641 rooms added to the city. However, of the nine sites, three are in construction (243 units), two are in final planning (245 units), two are in planning (573), one is deferred (250 units) and one is unconfirmed (330 units).

It is important to note only three of the nine providers will be operated as serviced apartments providing 343 rooms to Birmingham. However, these are dispersed across the city. Stow-away, located on Corporation Street, will operate 75 units as upper-upscale apartments. This is the only site in construction, with an expected completion date of June 2019. Staybridge are expected to operate 95 units (planning ref: 2017/10287/PA) and are aiming to deliver these to market in July 2020. However, this site is located just under two miles away and is unlikely to be a primary competitor. Go Native entered the planning stage for their site in early June (planning ref: 2018/04367/PA) and are seeking to deliver 173 units to the market.



1. Millenium

Grade - 4.0
Rooms - 250

2. Maldron Hotel

Grade - 4.0
Rooms - 330

3. St Giles

Grade - 4.0
Rooms - 400

4. Native

Grade - 4.0
Rooms - 173

5. Grand Hotel

Grade - 4.0
Rooms 0

6. Show Away Aparthotel

Grade - Apts
Rooms - 75

7. Aloft Eastside Locks

Grade - 4.0
Rooms - 168

8. Hotel Indigo Edgbaston

Grade - 4.0
Rooms - 150

9. Staybridge Suites Edgbaston

Grade - Apts
Rooms - 95



BIRMINGHAM PIPELINE

211 Broad Street

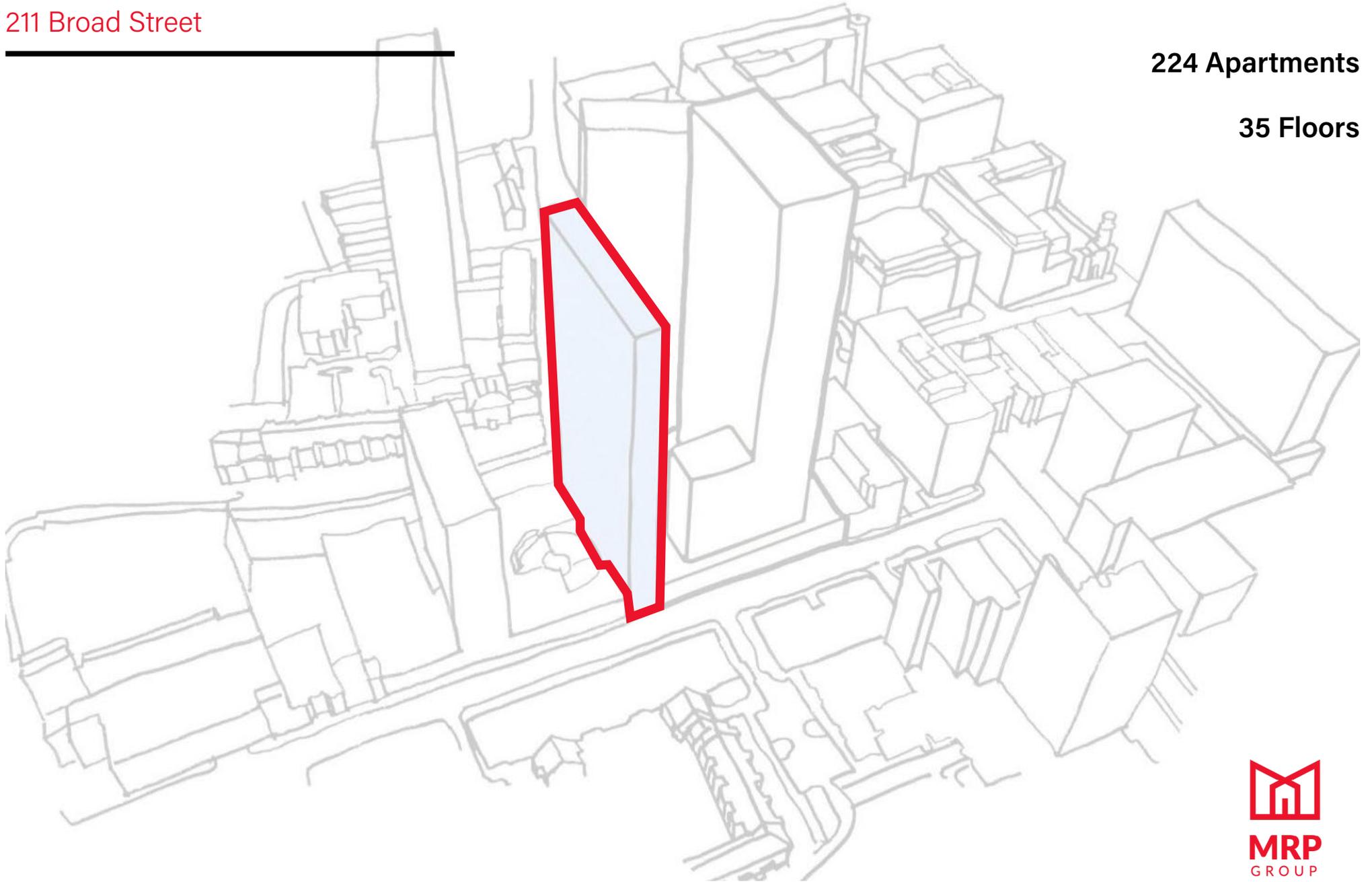
Hotel Details			Property Details						Building Details	
Hotel Name	Brand	Opening	Planning Ref	Phase	Date Entered Phase	Grade	Bedrooms	Previous Name	Other History/Details	Project Type
aloft Birmingham East side Locks	aloft Hotel	2018/12	2015/02024/PA	In Construction	11/06/2018	4	168		Mixed-use scheme (Office) / planning expiry June 2018	New Construction
Grand Hotel	Principal	2019/07	2012/01148/PA	In Construction	28/10/2017	4	0		Hotel opened 1875 / closed 2002 / reduction of 78 rooms / potential plans for DoubleTree by Hilton	New Construction
Hotel Indigo Edgbaston	Hotel Indigo	2020/07		Final Planning	30/01/2018	4	150			New Construction
Maldron Hotel Birmingham	Maldron Hotel			Unconfirmed	17/05/2018	4	330			New Construction
Millennium Birmingham	Millennium		2012/05116/PA	Deferred	28/10/2017	4	250	Paradise Circus / Copthorne Hotel site	Masterplan / involves demolition of Copthorne Hotel / planning expiry 2025	New Construction
Native Birmingham	Native		2018/04367/PA	Planning	13/06/2018	Apts	173	Louisa Ryland House	Proposed conversion (Offices) / 5-storey hotel	New Construction
St Giles Birmingham	St. Giles Hotel			Planning	28/10/2017	4	400			New Construction
Staybridge Suites Edgbaston	Staybridge Suites	2020/07		Final Planning	30/01/2018	Apts	95			New Construction
Stow-Away Aparthotel Birmingham	Bridgestreet Accommodations	2019/06	2017/10287/PA	In Construction	04/06/2018	Apts	75	Central Hall	Proposed conversion (Nightclub) / planning expiry March 2021	New Construction

PROPOSED BUILDING

211 Broad Street

224 Apartments

35 Floors



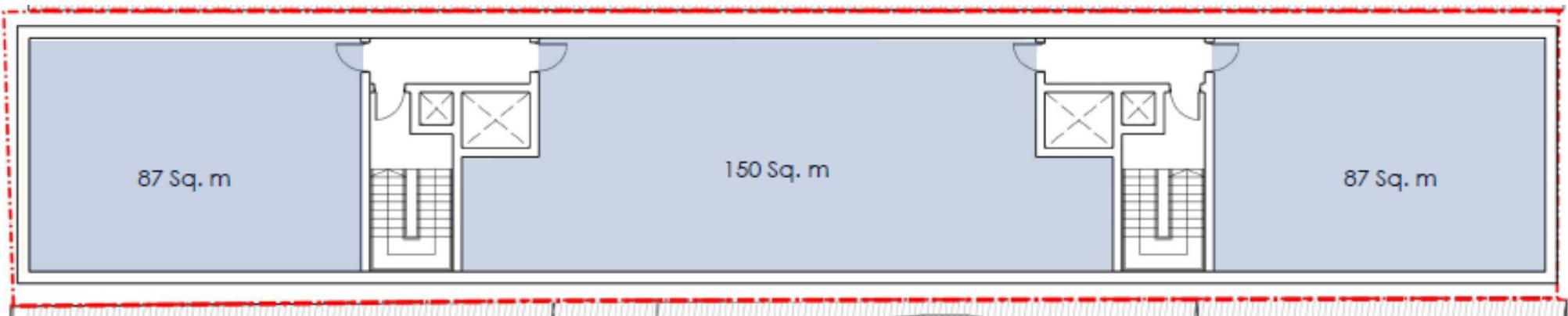
GROUND FLOOR

211 Broad Street



FLOORS 01-02

211 Broad Street



FLOORS 03-34

211 Broad Street



THE PROCESS & TIME-LINE

211 Broad Street

MRP Group are seeking operators to review the proposition and submit a letter of interest for the purposes of a Lease agreement.

Therefore, we formally invite you to consider the proposition and register your interest in being considered as a potential operators.

This should include:

Term	Lease FRI Terms	Company Guarantees
Rent	Rental Increases	Breaks
10 Year Forecast		

Following this please submit your lease proposal by 6th July.



THE TEAM

211 Broad Street



Max Thorne
Chief Executive

+44 776 861 7995
max.thorne@mrpadvisor.com



Natalie Reed
Business Manager

+44 778 655 8176
natalie.reed@mrpadvisor.com



Narup Chana
Analyst

+44 740 738 5694
narup.chana@mrpadvisor.com

MRP ADVISORY GROUP LTD
11-15 High Street, Marlow Buckinghamshire, SL7 1AU United Kingdom
www.mrpadvisor.com



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