



EDGBASTON MILL

- 450,000 sq ft retail and leisure development
- Commercial element due to start on site September 2007
- Completion due in phases from 2008 to 2010
- Site breakdown - 90% of first phase under offer
 - Food store: 14,000 sq ft
 - Retail and restaurants: 34,700 sq ft
 - Leisure: 31,150 sq ft
 - Grade A offices: 64,500 sq ft
 - Hotel: 120 bedrooms
- Hemisphere
 - 344 luxury 1 and 2 bedroom apartments
 - £180,000 - £275,000
 - 90 sold - as of December 2006
 - Currently under construction - started on site June 2006
 - First occupation due September 2007
 - Completion due December 2008

THE CALTHORPE ESTATE

- 610 hectares (1,500 acres)
- One of England's largest urban conservation areas
- 6,000 residential properties with over 17,000 residents
- Among the top 25 fastest growing affluent residential areas in England & Wales (Barclay's Financial Planning July 2004)
- Average house prices over £625,000 (Land Registry 2004)
- Above national average profile of ABC1 adults
 - concentrated in managerial and professional occupations
- 2.7 million sq ft office space and over 18,000 office workers

EDGBASTON

- 20,286 residents (2001 Population Census)
- 33% of adults are social grade AB (higher and intermediate managerial/administrative and professional), compared to the national average of 22% (ONS 2001)
- 24% of the population have A levels and 35% have degrees, compared to the national average of 8% who have A levels and 20% who have degrees (ONS 2001)
- 15.1% of the population have higher managerial/professional occupations, compared to the national average of 8.5% (2001 Census)

1. EDGBASTON CRICKET GROUND

- 250,000 visitors annually
- 21,000 ground capacity
- 12 function rooms and 12,000 sq ft of exhibition space

2. MIDLANDS ARTS CENTRE

- The most visited arts centre in the Midlands
- Over 500,000 visitors annually
- £12.8 million development programme starts in 2008

3. CANNON HILL PARK

- At 69 acres, this is Birmingham's second largest park

4. UNIVERSITY SCIENCE PARK, PEBBLE MILL

- 393,000 sq ft of purpose built R&D facilities
- Will create 2,600 jobs
- On site 2008 - 2015

5. HARBORNE

- 21,296 residents (2001 Population Census)
- 62.5% aged 16-59 (21% over 60, 16.5% under 16)
- 61.3% households owner-occupied

6. MOSELEY

- 24,273 residents (2001 Population Census)
- 63.2% aged 16-59 (21% over 60, 19.7% under 16)
- 58% households owner-occupied

7. BIRMINGHAM CITY CENTRE

- A large and diverse skilled workforce base
 - 2.8 million within a 40 minute drive time
- £11.4 regeneration programme up to 2010
- Home to over 31,000 companies
- Home to Europe's largest in-door regeneration project - the £1 billion Bullring shopping centre
- In the past twenty years, £9 billion has been spent on regenerating the city
- Home to the largest financial and creative districts outside London

- Birmingham generates more wealth than Glasgow, Manchester and Leeds and manufacturing in the city accounts for 25% of British exports
- An estimated 17.3 million day visitors came to Birmingham in 2004, spending over £509 million

8. UNIVERSITY OF BIRMINGHAM

- Over 5,000 new students each year
- One of the top six universities targeted by major companies when they're recruiting graduates
- Ranks 5th in the UK for research excellence



www.calthorpe.co.uk



0121 501 3993
malcolm.wilcox@cordwellgroup.com



0121 200 2050
www.dtz.com
adam.lazenbury@dtz.com