

# The Village

EDGBASTON, BIRMINGHAM

A new emerging retail  
and leisure location



# The Village

A thriving emerging retail location, located in the heart of Edgbaston. Part of a vibrant urban village, it boasts a mixture of high quality retail, leisure and commercial office space.

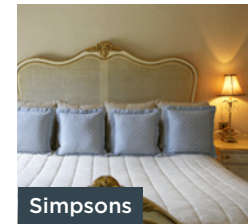
Within The Village are an array of retail and leisure attractions, and gastro delights ranging from the award-winning Simpsons restaurant and The Blue Piano eatery through to Costa Coffee (opening autumn 2014) and the Edgbaston Deli coffee and sandwich bar. In summer 2014 The Edgbaston, an exclusive cocktail bar and boutique hotel, and Peach Pubs' The High Field gastro pub, are due to open.

Harborne Road is already home to a beauty clinic — sk:n, and new nurseries are due to open at 28 Harborne Road and 14 Highfield Road.

There is a strong commercial quarter, which includes over 3m sq ft of commercial office space within the immediate vicinity. It is also home to Edgbaston Medical Quarter, with many world-class technology companies and leading medical practitioners.

Set within one of the largest urban conservation areas in the country, with its attractive leafy setting and many individual character buildings, it provides a vibrant high quality retail and leisure destination.

Edgbaston was recently voted one of the 'best places to live in Britain' by The Sunday Times.<sup>1</sup>



Simpsons



Costa Coffee



Peach Pubs



Morrisons



Aerial shot of The Village

At the heart of Edgbaston lies The Village – a vibrant community that is well connected by rail, bus and road routes to Birmingham’s city centre and the suburbs.

# The Location

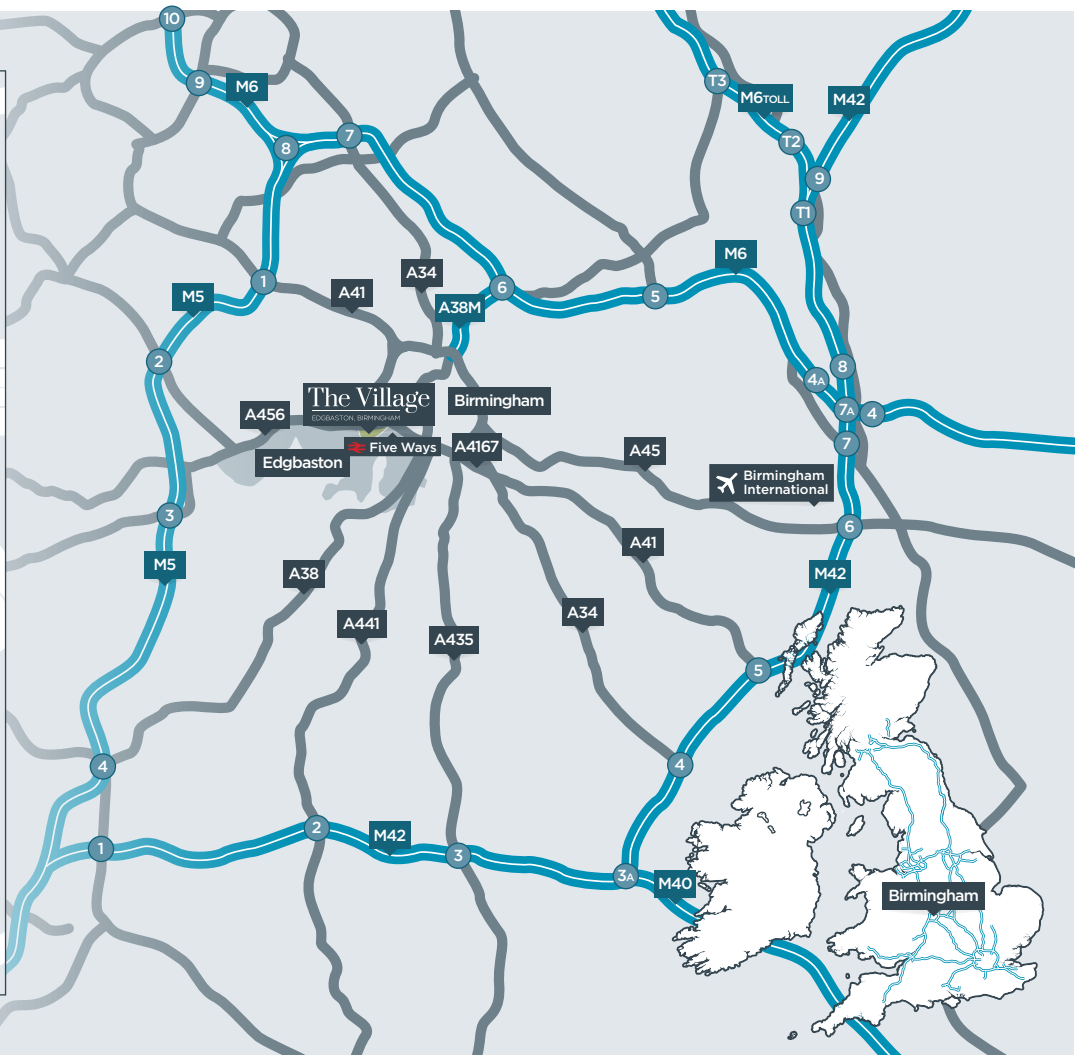
Located close to Birmingham city centre, Edgbaston provides access to the city's ring road and the A456 – one of the main arterial routes in and out of the city – ensuring ready access to the M5, M6 and the national motorway network.

Regular bus services provide convenient access throughout Birmingham and the surrounding suburbs.

Five Ways train station, which carries more than 1 million passengers per year, is within five minutes' walk of Edgbaston. It provides direct links to University station – the stop for the University of Birmingham and The Queen Elizabeth Hospital – and New Street station, with frequent services to London and other major cities.

**Birmingham is the UK's most attractive shopping destination after London and Glasgow.<sup>2</sup>**





# Key Development Opportunities

A number of initial key sites have been identified for development. These will comprise high quality retail units which blend the refinements of period character with contemporary style:

- Harborne Road
- Harborne Court
- Greenfield Crescent

Residents in Edgbaston collectively spend on average **£4.1 million a week.**<sup>3</sup>

# Target Uses

## Retail and leisure

The Village aims to attract new retail and leisure uses to complement businesses in the area. Quality establishments, to include specialist food shops, restaurants, bars, cafés, coffee shops, sandwich shops, beauty clinics and fitness facilities, will serve the existing business and residential community.

## Hotels

Opportunities exist for budget, mid-range and high-end boutique hotels. The Village is within walking distance of the International Convention Centre, which welcomes 300,000 visitors per year, and the National Indoor Arena (over 700,000 visitors per year).

## Medical

The Village sits within Edgbaston Medical Quarter and is adjacent to Pebble Mill, home to 180 medical organisations and a hub of life science excellence.

Some of the most recognisable names in global healthcare are located in Edgbaston, including The Queen Elizabeth Hospital, Binding Site, BMI Priory Hospital, The Westbourne Centre, sk:n, The Harley Medical Group and Birmingham Medical Institute (BMI).

## Residential

There are a number of sites available for residential uses, including city living accommodation above retail, and residential care homes, which will enhance the existing residential properties on the Calthorpe Estate.

Substantial exposure to both  
vehicular and pedestrian flow



16-22 Harborne Road retail units

# Edgbaston Statistics



18,889  
people living in



c. 3,000,000  
sq ft of office space



4,760  
people aged 25 - 44  
(25% of the population)



56,000  
students<sup>5</sup>



5  
higher education  
establishments



180  
medical  
organisations

Average detached  
property worth  
**£734,000**,  
108% above the  
national average.<sup>6</sup>



7,287  
households<sup>3</sup>



c. 40,000  
cars per day use  
Hagley Road.<sup>4</sup>



2,210  
people of school age,  
living with parents<sup>3</sup>



c. 10,000  
staff



26  
nurseries, primary  
and secondary  
schools

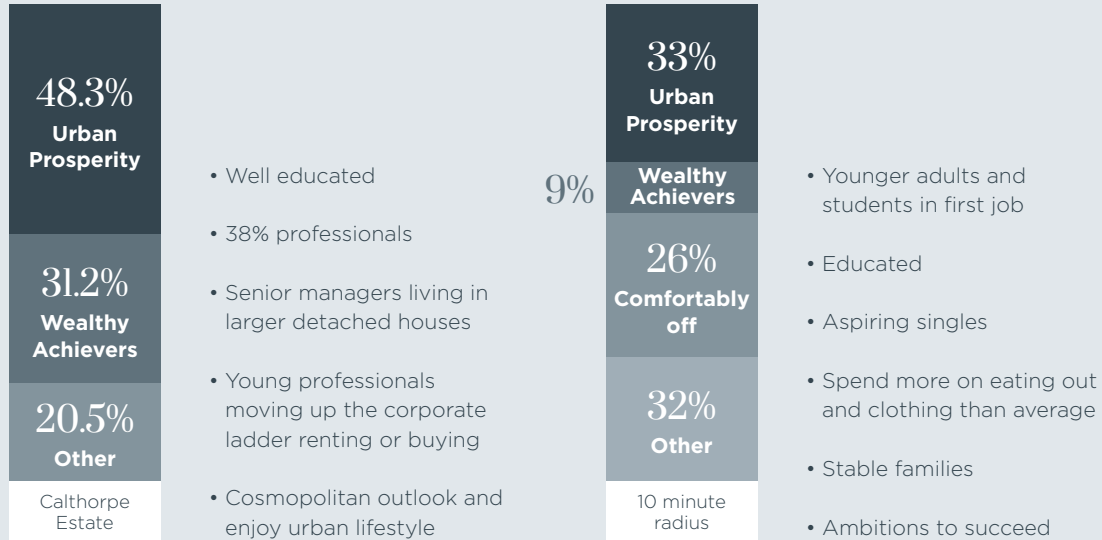


80  
hospitals and medical  
care centres, located  
within Edgbaston  
Medical Quarter, which  
attract high numbers  
of patients and visitors

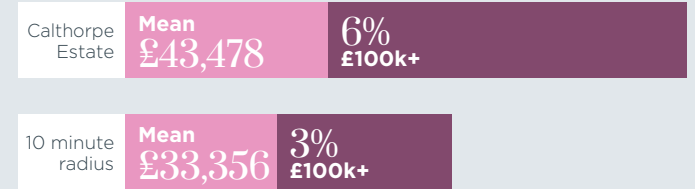
- 1 The Sunday Times - 101 Best Places to Live in Britain (March 2013)
- 2 European Retail Centres Ranking Survey 2013
- 3 Calthorpe Estates, Market Research Study January 2011 (ACORN 2010)
- 4 Department of Transport annual average daily flow data (2010)
- 5 Birmingham Student Market Savills Report (2011)
- 6 Office for National Statistics



## Household Profile<sup>3</sup>



## Household Income<sup>3</sup>



## Weekly convenience and non-retail spend<sup>3</sup>



# The Area

Edgbaston is renowned for its elegant homes, internationally recognised sports venues such as Edgbaston Cricket Stadium and Priory Club, and outstanding private and state educational establishments. It is also home to two of the largest universities in the West Midlands region – the University of Birmingham and Birmingham City University, and the city's developing Medical Quarter. Edgbaston boasts historical and architectural interest including the Botanical Gardens, Edgbaston Hall, the Barber Institute of Fine Arts and Midlands Arts Centre.

The prospering business community comprises 3,000,000 sq ft of office accommodation and 255,000 sq ft of retail and other commercial uses. The Village is already attracting niche retail and leisure operators, creating a thriving atmosphere that continues throughout the day, evening and weekend.





Edgbaston Stadium



The Priory Club



Edgbaston Golf Club



Simpsons Cookery School



Guitar Guitar



Midland Arts Centre



Edgbaston Deli and Nörjske Bar



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