

# BIRMINGHAM

*Cushman & Wakefield*

*Global Cities Retail Guide*



***Birmingham is the UK's second largest city with a population in excess of 1 million inhabitants. The city has witnessed a renaissance over the past decade through various regeneration and renovation projects, with the opening of the Bullring shopping centre and more recently Grand Central station being the most significant developments.***

Other important retail locations include New Street, High Street and Corporation Street which form part of the "Golden Triangle." However, since Bullring's opening in 2003, the scheme has strengthened its position with some inevitable effects on the aforementioned shopping streets and other shopping centres.

There has been limited activity on historically important locations such as New Street, High Street and Corporation Street with a lot of more aspirational retailers now taking space in the Grand Central scheme above New Street station which opened in September 2015.

The Paradise Circus development will be a significant, bringing new headquarters office accommodation, and improving connectivity between Colmore Row and Brindleyplace, Birmingham's core business districts.

**1.1 million inhabitants**

*Birmingham Metropolitan Area population.*

**96,000**

*Number of people walking through New Street every day.*

**£6.5 billion**

*Amount spent by Birmingham's 39 million tourists in 2017.*



**BIRMINGHAM  
OVERVIEW**

# BIRMINGHAM

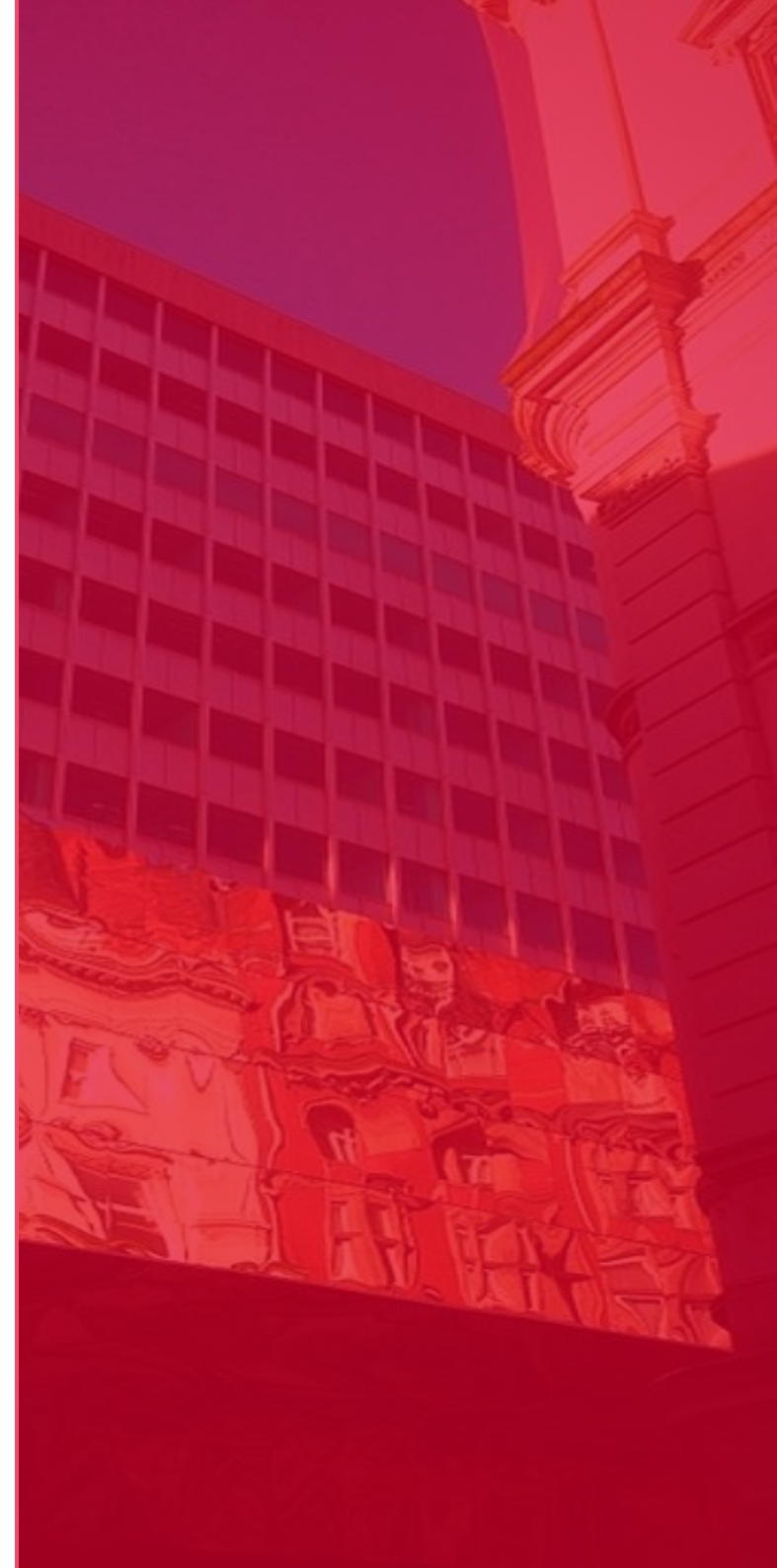
## KEY RETAIL STREETS & AREAS

### NEW STREET

Intersecting with the Bullring, High Street and Corporation Street, New Street is the longest of the three major high streets and is home to several mass market retailers, a selection of upmarket brands and national banks. Fashion retailers which have presence on New Street include JD, H&M, Lush and some quality operators such as Apple, Jack Wills.

### HIGH STREET

Prior to the construction of the Bullring, High Street was considered the prime retail location in the city. The street houses mass market retailers and links all of the major shopping centres. The worlds largest fashion store Primark has opened converting the former Pavilions Shopping Centre. The 160,000 sq ft fashion store, houses two cafes, themed retailing areas, barbers, beauty salon, break out areas, which has transformed this area of the High Street.



# BIRMINGHAM

## MARKET OVERVIEW

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 2000 SQFT	RANGE OF UNIT SIZES SQFT
New Street	Several mass market fashion retailers, but also a selection of mid-market brands.	H&M, JD	Apple, Watches of Switzerland, Charles Thyrwitt, Second Cup, Zizzi's, Wagamama.	£200,000 per annum	1,000 - 50,000 sq ft
High Street	Mass market.	Marks & Spencer, Boots, WH Smith	Primark	£200,000 per annum	1,000 - 10,000 sq ft





# BIRMINGHAM

## SHOPPING CENTRES

### **BULLRING SHOPPING CENTRE**

Opened in 2003, Bullring was an important step towards the retail regeneration of the city centre. The scheme is now a distinct landmark and is considered the prime shopping destination in Birmingham. Anchored by Selfridges and Debenhams the shopping centre has a footfall of over 40 million people annually and has over 160 tenants of the best UK and international brands including Topshop, Hollister, Victoria's Secret and Michael Kors.

### **MAILBOX**

Mailbox is the city's premium shopping destination. As well as housing the HQ of BBC midlands, the Mailbox provides retailers such as Armani, Hugo Boss, Jaeger and the high-end department store Harvey Nichols. The new lifestyle floor is anchored by Made.com, with Heals and BoConcept also represented.

### **GRAND CENTRAL**

Grand Central opened in November 2015 providing 500,000 sq ft. of prime retail space above New Street Station. Anchored by John Lewis, the centre is the new home for premium retail in Birmingham and has retailers such as Jo Malone, L'Occitane, Pylones, MAC and has a restaurant line up including Mowgli, Pho, Tapas Revolution and Carluccio's.

# BIRMINGHAM

## MARKET OVERVIEW

KEY SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 2000 SQFT	RANGE OF UNIT SIZES SQFT
Mailbox	Urban professional, luxury shoppers	Harvey Nichols	Made.com, BoConcept, Tom's Kitchen	£50,000 per annum	1,000 - 5,000 sq ft
Grand Central	Mixture of premium retailer alongside high quality high street brands.	John Lewis	Mowgli, L'Occitane, Pylones, MAC	£175,000 per annum	1,000 – 7,000 sq ft
Bullring	Mass market, Birmingham's prime retail pitch.	Selfridges, Debenhams, Next, H&M	Rituals, Khaadi, T2	£275,000 - £310,000 per annum	500 - 100,000 sq ft

# BIRMINGHAM

## FOOD & BEVERAGE

***Bullring has now been extended onto Spiceal Street to include a restaurant hub that includes Chaophraya, Wagamama and Handmade Burger Co. The F&B circuit has been extended into Temple Street, Colmore Row and Cathedral Square, with new entrants including Gusto, Gaucho, The Alchemist, Las Iguanas, Revolution De Cuba, and The Ivy.***

The city is an important UK culinary centre, containing a range of restaurants both in terms of price and choice, though there is a particular emphasis on Asian cuisine. Birmingham hosts an annual weeklong food festival in the summer called “Food Fest” and is also home to seven Michelin-starred restaurants.

Mixed use developments at Brindleyplace and the Mailbox, which front the canal network in the city centre, have provided a new leisure offer that includes a wide variety of chain operated restaurants and bars. The selection ranges from value to premium offers such as Bank, Marco Pierre White, Tom’s Kitchen, NRI by Atul Kochhar and Cote. The Jewellery Quarter to the immediate north of the city centre provides a wide range of independent bars and restaurants.



# BIRMINGHAM

## FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATOR INCLUDING	RENT FOR 3,500 SQFT UNIT
Brindleyplace	Business professionals, locals	Wagamama, Café Rouge, Carluccio's and Bank	£100,000
The Mailbox	Business professionals, locals, shoppers	Cote Brasserie, GBK, Nandos, Pizza Express, Miller & Carter and Tom's Kitchen	£110,000
Bullring	Shoppers, tourists, locals	Five Guys, Bills, Browns and Handmade Burger Co.	£200,000



# BIRMINGHAM

## RETAIL WAREHOUSING/BIG BOX RETAIL

### THE FORT SHOPPING PARK

Prime shopping destination located to the north of Birmingham City Centre, and accessed via junctions 5 & 6 of M6. Anchored by Debenhams, Next and Primark, with other retailers represented including H&M, New Look, Topshop with Aldi now to join the tenant line up.

### ONE STOP RETAIL PARK

One Stop Shopping is a well established hybrid retail park and shopping centre serving the north side of Birmingham. Located adjacent to a large Asda supermarket and covered shopping centre, One Stop Retail Park (240,000sqft) is just 3 miles outside the city centre.

### SELLY OAK SHOPPING PARK

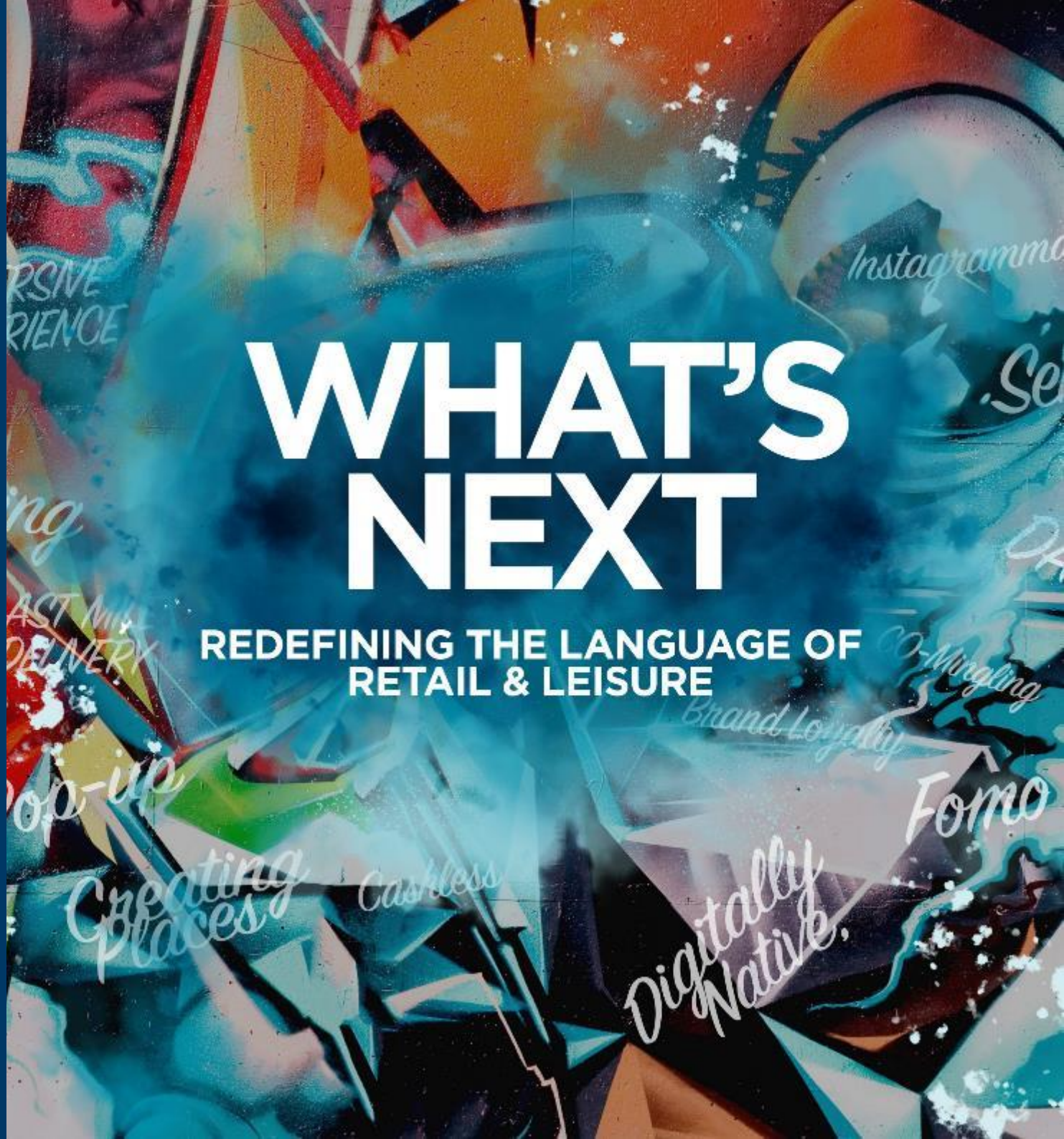
Developed and opened in late 2018 at circa 230,000 sq ft and situated adjacent to Battery Retail Park (140,000 sq ft). Tenants include Sainsbury's, Next, Marks & Spencer, Wilko, Thomas Cook and Card Factory.

CENTRE	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR UNIT OF 10,000 SQFT	RANGE OF UNIT SIZES, SQFT
The Fort	Mass market	Debenhams, Primark, H&M, Next, and Footasylum	Starbucks, McDonalds, Frankie & Benny's and Nando's	£17.00 psf	1,000 – 50,000 sqft.
Selly Oak Shopping Park	Mass Market	Sainsbury, Superdrug, M&S Food, JD Sports, Next	Nando', Gourmet Burger Kitchen, Costa	£12.00 psf	1,000-16,000 sqft
One Stop Retail Park, Perry Barr	Mass Market	M&S Outlet, The Food Warehouse, Nike, The Gym, Peacocks, JD Sports	Wetherspoon, Costa, Subway, Burger King	£12.00 psf	2,500-25,000 sqft





**ADAM LAZENBURY BSC MRICS**  
Partner – Retail Agency & Occupier  
Services  
UK National Retail Services  
Direct: +44 (0) 20 3296 4162  
Mobile: +44 (0) 7739 834369  
[adam.lazenbury@cushwake.com](mailto:adam.lazenbury@cushwake.com)



# WHAT'S NEXT

REDEFINING THE LANGUAGE OF  
RETAIL & LEISURE



No warranty or representation, express or implied, is made to the accuracy or completeness of the information contained herein, and the same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by our principals.

© 2019 Cushman & Wakefield LLP. All rights reserved.