

BLUE PRINT

Real & Sustainable Momentum Starts With An Idea That Resonates On Multiple Levels



NOV 2021 UPDATE

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UK MARKET AT A GLANCE

- UK average house price rose to £262,954 in August 2021, (Nationwide, 2021)
- House price growth of 6.1% in the year to August, up from 2.8% in August 2020 (Zoopla, 2021)
- National average asking price of new homes rose by 0.3% in September 2021 (Rightmove, 2021)
- Demand for homes is up 19% year-to-date, whereas the flow of new supply of homes is down 5% against 2020's year-to-date (Zoopla, 2021)

Annual growth in home values - August 2021



House prices in London and West Midlands have increased by 2.2% and 6.1% year-to-date, respectively. However, buyer demand has been picking up in the capital, with a 14% rise in demand during the month of August as offices have re-opened and global travel resumed.

While the countryside life appealed to many during the start of the pandemic, demand can be seen to be shifting slightly as we begin to navigate life with COVID.

Knight Frank (2021) data shows that 70% of investment was put into purpose-built developments outside London in the first half of this year as pandemic-weary tenants seek more space and greenery. Similarly, more people are now working remotely given COVID restrictions with the number of remote workers averaging at 884,000 compared to 13m in 2021 (Seven Capital, 2021).

GROWTH IN REMOTE WORKERS

2008

884,000

2021

13,000,000

2008-2021

Data from Seven Capital UK Property Investment Report

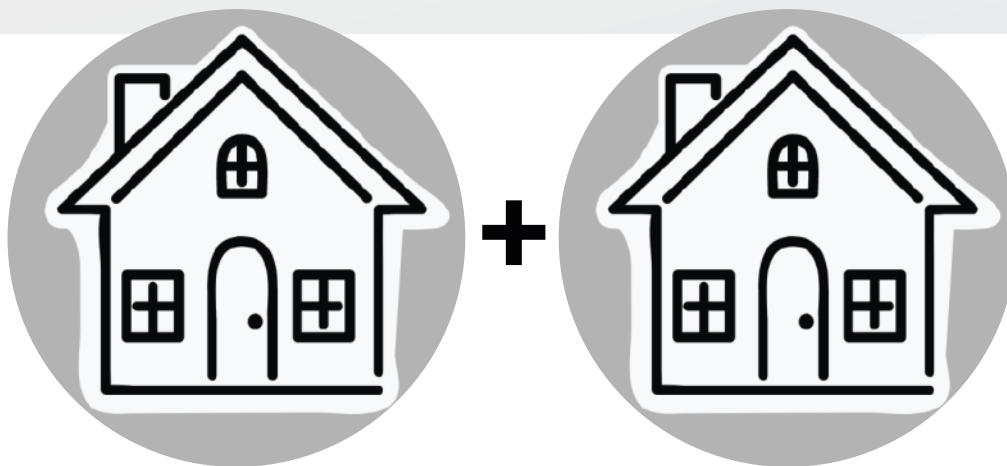
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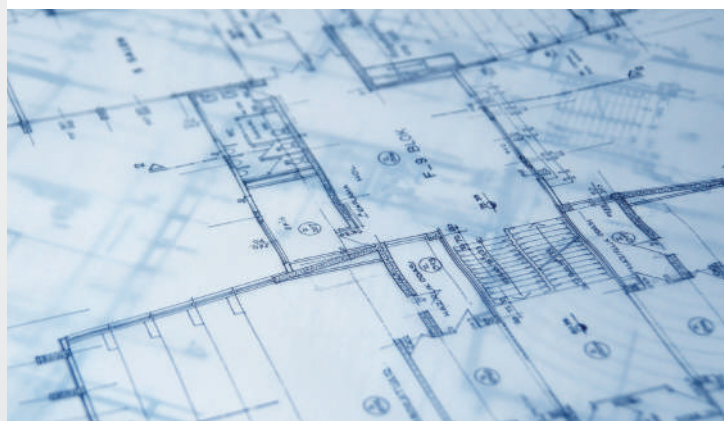
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Alongside space and greenery, 84% of people in the recent Knight Frank Global Buyer Survey said energy efficiency of a future home is important to them. With this, 27% of people would prefer a greener home and would be willing to pay a premium for it, with 1 in 5 saying the energy efficiency of a home would not influence their purchase decision.



The second home ownership boom that began after the first lockdown in 2020 is not over, and more buyers than ever have opted for the attractions of a second home. Second home purchases outside of London increased by 83% in the first eight months of 2021 compared to the five-year average, according to Knight Frank data.

London's construction industry has continued its recovery in Q3, with research revealing the number of homes sold hitting a 14-year high (inews, 2021). There were 1.5m transactions across 2021, with the past summer showing peak house price growth (inews, 2021). Additionally, the house price boom created 19 new £1m property markets across England and Wales, where the average home valuation in a particular area surpassed the £1m mark. This is a far cry from the South East being the 'go to' place for £1m and above properties.



Transport House, West Bromwich

Bramham Properties has successfully been granted planning permission for Transport House on Victoria Street, West Bromwich, to deliver 45 new homes as part of a previously consented scheme.

The former office building is close to the town centre and a short walk to the Metro line, bus station, and other key amenities. The physical and economic regeneration of West Bromwich is now visibly taking shape, with more still to come. In recent years West Bromwich town centre has undergone one of the largest regeneration programmes in the West Midlands region. Work to refurbish and redevelop the building is expected to complete in 2022.



See links to a press article on this site.
Transport House regeneration underway | Express & Star ([expressandstar.com](https://www.expressandstar.com))

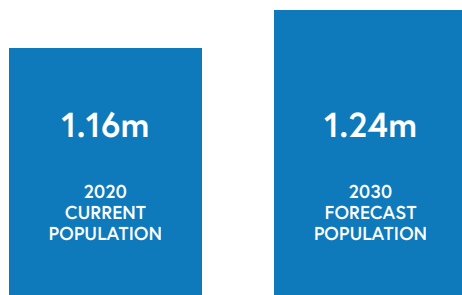
BRAMHAM PROPERTIES UPDATE

Why West Bromwich?

Birmingham has been ranked as one of the UK's most desirable cities to move to, being described as a brilliant commuter city, an urban jungle with a love for its green space (Walden, 2020). According to the Birmingham Economic Review (2019), Birmingham is the youngest major city in Europe, with under 25s accounting for nearly 40% of its population, proving to be the perfect location for young professionals looking for their next affordable home. With a GVA growth rate of 22.4% over the last 5 years, the West Midlands combined authority has one of the fastest growing economies of any combined authority in the country. In addition to this, Birmingham's population has risen by nearly 10% over the last decade.

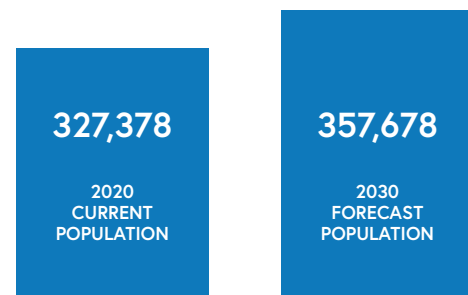
The area brings with it an exciting investment forecast; the new Midland Metropolitan University Hospital, the £72 million transformation of The Alexander Stadium, as well as the new Sandwell Aquatics Centre in preparation for the 2022 Commonwealth Games. The extension of the Midland Metro line and the highly anticipated HS2 will both further lift the city of Birmingham's status as a top regional business location and start-up capital city.

BIRMINGHAM



Source: Oxford Economics

SANDWELL



Source: ONS, 2016

Swiss Cottage, Finchley Road

Purchase of the land behind 137 Finchley Road, NW3 has been exchanged and is moving to completion. The property has planning permission for 2 Mews Houses and 7 Apartments next to Swiss Cottage train station. Agreed Acquisition Price of £4.6M with an exit price of £10.8M.



Meet The Team

The team at Bramham Properties has grown over the past few months. Join us in welcoming our Ellie, James and Lottie to the company.



ELLIE

OFFICE ADMINISTRATOR

Passionate about Property Development and Interior Design, Ellie has led many personal projects and renovations in the past. Ellie holds a BA in French and German from Swansea University, with a year abroad at The University of Toulouse-Jean Jaurès. Ellie will also be heading up the firm's interior design service, Embelle.



JAMES

REAL ESTATE ANALYST

Prior to this role, James worked in Business Assurance at BDO. James graduated with Distinction from the London School of Economics and Yale University, where he obtained a Global MSc in Management. James also holds a MSc in Finance from Durham University and a BSc (Hons) in Economics from the University of Cape Town.



LOTTIE

SOCIAL MEDIA & CONTENT COORDINATOR

With a passion for all things Marketing and social media, Lottie is excited to bring this enthusiasm to her work. Lottie graduated from the University of the West of England where she was awarded a BSc and MSc in Marketing where she studied for 4 years.