BuyAssociation

Birmingham property investment guide

Our useful guide to investing in residential property in Birmingham.

FT FINANCIAL TIMES statista 1000 EUROPE'S FASTEST GROWING COMPANIES 2024 & 2025

Trustpilot

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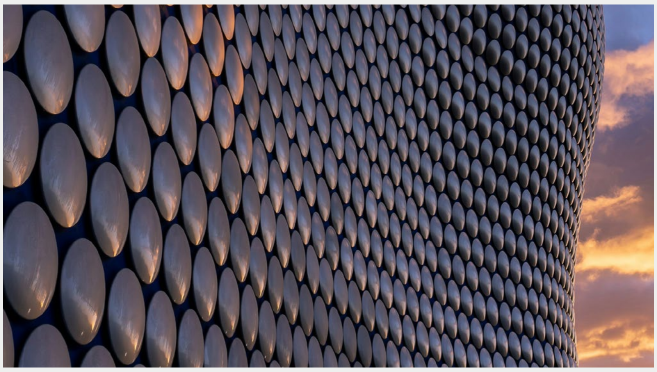
Key reasons to invest in one of the UK's strongest property markets

- House price growth
- Strong rental returns
- Booming city centre



Property prices in Birmingham have increased by around 66% over the past decade as the city has risen through the ranks as a place to live and invest. Between 2024 and 2028, house prices are expected to surge by a further 19.9%, according to Joseph Mews, surpassing the UK average.

The rental market in Birmingham is experiencing huge levels of tenant demand, making it an excellent option for landlords looking to maximise their rental returns. In the city centre, investors can achieve average yields of more than 6.56% (Zoopla, 2025), with strong rental returns also available in the surrounding postcodes.

Birmingham's population is booming, with around 2.6 million people now living in the city, and this is forecast to increase significantly over the next decade. As one of the fastest-growing cities in the UK, Birmingham is undergoing significant regeneration, bringing with it an influx of new businesses and boosting demand for property even further.

What else makes Birmingham a top investment location?

Employment and Enterprise:

Major blue-chip employers, such as finance and tech firms continue to relocate to Birmingham. The city is also home to several industrial plants.

Education:

Home to five universities and 180,000 students, with a high graduate retention rate.

Transport:

A major transport hub with excellent road, train and air travel, and HS2 on the way.

Events:

The legacy of the Commonwealth Games 2022 has contributed £870.7m to the regional economy.

Location and connectivity

Birmingham is the largest city and metropolitan borough in the West Midlands, and is often recognised as the UK's 'second city' due to its high population and its cultural, historical and economic importance. Located in the heart of the UK, Birmingham is a strategic property investment location that continues to be a popular city to live and work in. Its central position ensures easy access via road or rail to other parts of the UK, with London less than two hours away by train.

Train from Birmingham New Street Station

- **London -** 1 hour 25 mins direct
- **Bristol -** 1 hour 25 mins direct
- **Manchester -** 1 hour 27 mins direct
- **Liverpool -** 1 hour 35 mins direct
- **Leeds -** 1 hour 57 mins direct
- **Cardiff -** 2 hours direct
- **Glasgow -** 4 hours direct
- **Edinburgh -** 4 hours direct

Transport links

Birmingham is one of the most easily accessible places in the UK with major motorway connections, an international airport and several train stations in and around the city. Billions of pounds of improvements have already been made to Birmingham's transport infrastructure in recent years, while upcoming changes include plans to develop a Midlands Rail Hub to streamline travel to and from Birmingham, as well as a push towards greener travel with major investment into cycle routes and Metro services.

HS2

Birmingham is at the heart of the planned High Speed 2 (HS2), which is expected to reduce journey times between there and London to around 50 minutes. This is forecast to increase Birmingham's appeal for international investors, and has already boosted the property markets in locations close to the new HS2 stations.

Road travel

Birmingham benefits from direct access to some of the UK's most important motorways, including the M5, M6, M40 and M42. Within the city centre, there is a push towards reducing road travel to improve air quality, including promoting active travel and prioritising the use of public transport.

International Birmingham

Birmingham Airport operates regular flights to more than 150 destinations worldwide. Located just eight miles from the city centre, it is one of the UK's busiest airports. With fast train links to London, travellers can also make use of the capital's six major international airports, as well as the Eurostar offering journeys to a range of European destinations from St. Pancras International.

Investment and regeneration

Birmingham's Big City Plan is "the most ambitious, far-reaching development project ever undertaken in the UK" and will see the city centre transformed over the space of 20 years. The plan is to expand the city to cover 800 hectares and increase its population by 100,000, while creating more jobs and improving connectivity to meet the needs of new residents.

Job opportunities and education

Birmingham is the youngest major city in Europe, with the under-25 age group making up almost 40% of the city's population. Many of these inhabitants are attracted by the city's world-class educational institutions, as Birmingham is home to five universities, with a further 20 universities within an hour of Greater Birmingham. Around 49% of students remain in the city after graduation, according to Centre for Cities research, while Birmingham also attracts the third largest number of graduates with no prior links to the city.

Birmingham offers fantastic job prospects for people educated to all levels, thanks to its diverse range of industries, including finance and banking, technology, engineering, and retail and leisure. A growing number of major businesses have relocated to Birmingham in recent years, significantly boosting employment options in the city.

Businesses

Global brands and businesses headquartered and operating in Birmingham:

Deloitte.
KPMG
HSBC
pwc
RBS
BARCLAYS
Deutsche Bank
LLOYDS BANK
Cadbury
JAGUAR
Hogan Lovells
HM Revenue & Customs

Other major employers in the city:

Goldman Sachs
ROLLS ROYCE
NHS
CBRE
Paradise
UNIVERSITY OF BIRMINGHAM

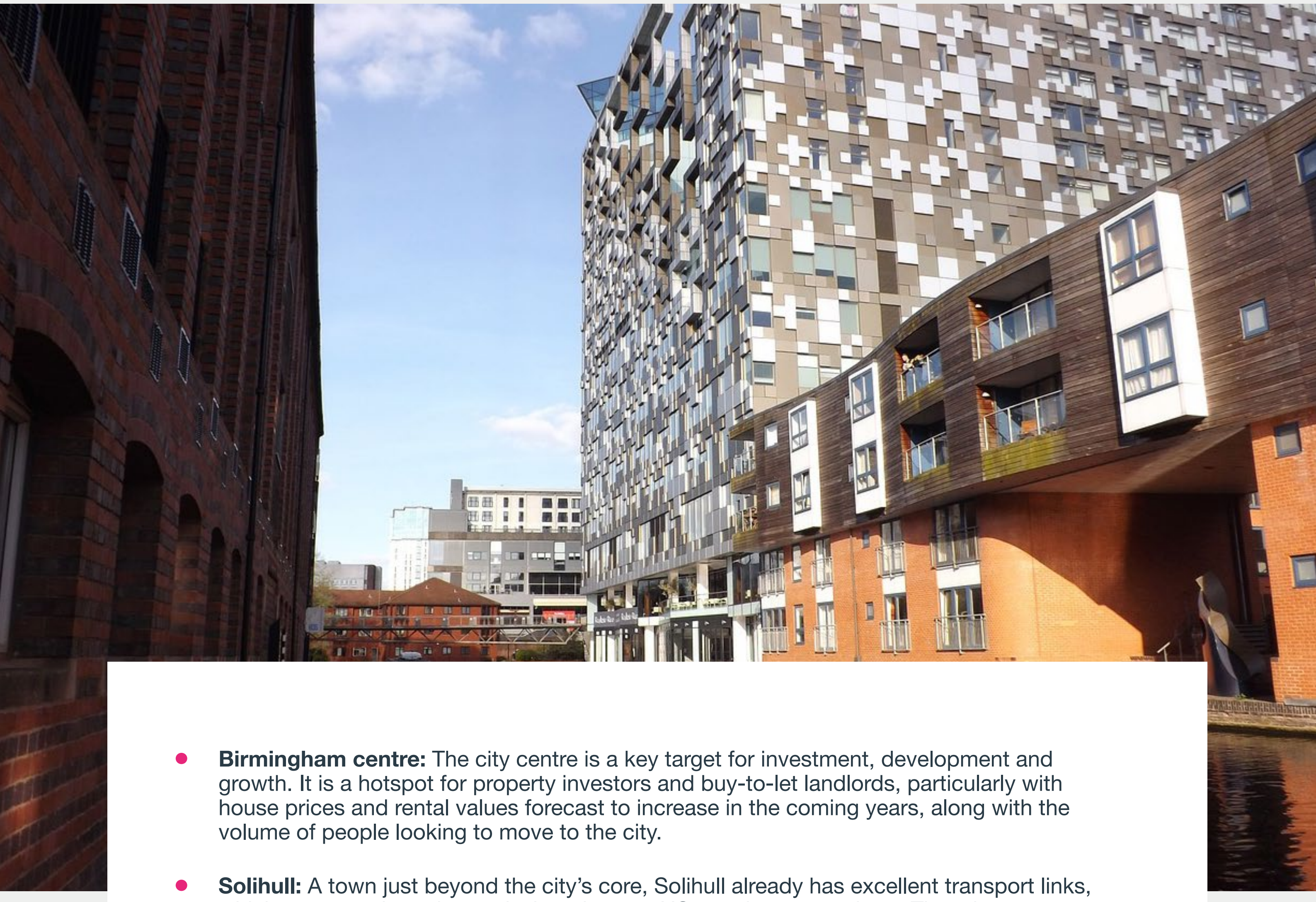
Birmingham is home to 265 financial institutions.

Commonwealth Games 2022

A huge £778 million of investment was pumped into Birmingham and the West Midlands to stage the 2022 Commonwealth Games, which has led to long-term, positive changes to the city and surrounding region. The Commonwealth Games added around 40,000 new jobs to the area, boosting opportunities for West Midlands residents and further enhancing the city's key position as a property investment destination. It also accelerated regeneration initiatives and infrastructure improvements, many of which are ongoing in and around the city.

According to a report from Deloitte, the legacy of the Games has contributed around £870.7m to the UK economy, which has benefitted communities and businesses alike across the West Midlands, and the city of Birmingham in particular.

Key areas to invest in:



- **Birmingham centre:** The city centre is a key target for investment, development and growth. It is a hotspot for property investors and buy-to-let landlords, particularly with house prices and rental values forecast to increase in the coming years, along with the volume of people looking to move to the city.

- **Solihull:** A town just beyond the city's core, Solihull already has excellent transport links, which are set to be enhanced when the new HS2 station opens there. There is a great selection of amenities in Solihull centre, as well as access to Birmingham city centre in less than 30 minutes, making it ideal for young professional tenants.

- **Digbeth:** This is a trendy area in central Birmingham, comparable to Ancoats in Manchester, with nightlife, food, great shopping, and affordable housing compared to the city centre. The Smithfield regeneration project is forecast to bring £1.9 billion of investment into the Digbeth area.

- **Burton-on-Trent:** Burton-on-Trent is an up-and-coming location for Birmingham commuters at lower entry prices compared to the city centre. Residents can get to Birmingham city centre in around 40 minutes, but one of the key attractions of the area is its easy access to beautiful countryside as well as its thriving town centre.

Invest in Birmingham

BuyAssociation is an award-winning investment consultancy that works directly with leading developers on some of Birmingham's most exciting projects, connecting investors with prime opportunities ahead of the market.

If you'd like more details on any of our current or upcoming property investment opportunities in Birmingham, get in touch today.

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