

Key Cities Sport

It's Part Four and this week Bull and Bear discuss St Bride's Key Cities Investment Strategy, with a sporting twist.

Bear: Three editions down and rightly or wrongly I think we're into a groove. Next on the list, St Bride's Key Cities investment strategy.

Bull: I would prefer to talk about sport. With the first round of the Six Nations kicking off yesterday, I fear we may be running out of time.

Bear: Okay. How about finding a compromise? Seeing as MSCI's UK Property performance figures aren't out until tomorrow and as most of St Bride's Key Cities also show sporting prowess, shall we explore how their cities are doing on that front?

Bull: That sounds like a good plan to me. However, before we get cracking, can you quickly remind me exactly which cities fall within their Key Cities strategy?

Bear: Of course. Aside from London, the cities, in no particular order, are Edinburgh, Manchester, Leeds, Bristol, Cardiff, Milton Keynes, Oxford, Cambridge and Guildford.

Bull: Even for a non-sports fan like you, it's pretty obvious that some of the cities have far more successful sports teams than others. How are you proposing that we do the comparisons?

Bear: How about looking at the sporting events due to be held in each city this year?



Bull: Okay. There's no better place to start than with London. The number of sporting events scheduled is huge, not to mention the final of the Euros in the summer. Football is not coming home. It's already here!

London's Major Sporting Events in 2021		
Date	Event	Venue
13th March	England vs France (Six Nations)	Twickenham
22nd May	Women's FA Cup Final	Wembley
17th June	ICC World Test Championship Final	Lords
10th July	Ladies' Singles Final	Wimbledon
11th July	Men's Singles Final	Wimbledon
11th July	UEFA Euro 2021 Final	Wembley
13th July	Athletics Anniversary Games	London Stadium
3rd October	London Marathon	London

Bear: London may well be St Bride's Managers' No.1 World City but on the property front, it took a right-royal hammering in 2020. London's strengths became its weaknesses. A reliance on the global economy and tourism has resulted in a very sorry looking Oxford Street.

Bull: Come on. There's not a city anywhere that the pandemic hasn't damaged. London's fundamentals still remain. I'm fully expecting a rebound in the second half of the year. And that's before we even look longer-term. London's population is unusually young compared with its European counterparts. Being home to two of the world's top twenty universities, boasting a 47% graduate retention rate, London remains in very good hands!

Bear: Let's not get side-tracked. Let's refocus on sport. I'm sure we'll get our say on the prospects for World Cities in the coming few weeks.

Bull: Fair enough. Beyond all the majors, London is home to six of the twenty Premier League football teams.



Bear: Yes, but none of them are competing for the title and Fulham's days in the top flight are already numbered! And who would want to be a Tottenham fan?

Bull: It seems overseas investment isn't just focused on the UK property market. Did you know that only six Premier League clubs have British owners, two of which happen to be in London - Spurs and West Ham.

Bear: I didn't know that. But what international sport is scheduled to take place outside London in the Key Cities?

Bull: Edinburgh and Cardiff will host Six Nations rugby over the next few weeks, even if it is watched from the comfort of our sofas. Leeds will host India's cricket team at Headingley for the third Test of the summer series, whilst across the Pennines, the Rugby League World Cup Final will be played at Old Trafford on 27 November.

Bear: Yes. That date is firmly in my diary, lockdown permitting.

Bull: And don't forget your favourite team, Bristol Bears, who already look likely to win the Premiership Rugby title. And if that's not enough for you, how about watching one of the country's best ice hockey teams in Guildford Flames or the UK's Strongest Man in Milton Keynes!

Bear: Don't forget the numerous marathons and half-marathons scheduled in all of the Key Cities too. If you keep an eye out, you may even spot some familiar faces running for Boost Charitable Trust!

Bull: You know what Bear. I've always fancied a crack at that strongman competition. I reckon I'd do pretty well. But I'm not sure about Milton Keynes. Don't they dump nuclear waste there?

Bear: What rubbish. Not only does it lie perfectly just off the M1 and midway between Oxford and Cambridge, but the city is also forecast to see the strongest economic recovery in the UK this year. A whopping 9.9%!

Bull and Bear

Key Cities Sport

Bull: That sounds uncommonly positive for you Bear.

Bear: It does, doesn't it? But then again, Milton Keynes hasn't exactly been reliant on tourism or sport, has it?



Bull: Is there a better example than Manchester of a city where sporting success has a knock-on effect to its economy? Just take a look at Deloitte's 'Money League'. Manchester United (£509m) and Manchester City (£481.6m) are the first and third highest revenue earning clubs in the country respectively. At the last time of reporting, collectively they accounted for 1.8% (£1.2 billion) of the region's economy.

Bear: Maybe, but what you forget to mention is that both teams' revenue is still substantially down this year, mainly because of the distinct lack of bums on seats!



Bull: Those revenues will bounce back quickly as supporters are allowed in. Anyway, on top of the football, Manchester has shown superb economic progression over the last five years. Did you know that there was a 90% increase in new businesses from 2010-2018? No wonder then that Manchester is the 46th highest World City in the St Bride's rankings.

Bear: Fair enough. But did you know that the wage bill across the 2020/21 Premier League is somewhere north of £1.6bn?

Bull: Wow! That's certainly more than we're getting paid for this review series! But if you think about it, £1.6bn of wages equates to £700m in income taxes. And that's before you even take national insurance into account!

Bear: Dishy Rishi will be chuffed about that!

Bull: Yes and I bet David De Gea gets a personal invitation to Number Eleven. Just think of his contribution to the overall tax take. I bet also that he is glad he didn't take up ice hockey. Just look at the table opposite.

Key Cities Sporting 'Rich List'			
Name	City	Annual Salary	Sport
David De Gea	Manchester	£17.5m	Football
Gareth Bale	London	£16m	Football
Rodrigo	Leeds	£3.25m	Football
Geraint Thomas	Cardiff	£3m	Cycling
Josh Taylor	Edinburgh	£1.5m	Boxing
Charles Piutau	Bristol	£1m	Rugby Union
Alex Gilbey	Milton Keynes	£286k	Football
Liam Kelly	Oxford	£260k	Football
Hiram Boateng	Cambridge	£166k	Football
Brett Ferguson	Guildford	£40k	Ice Hockey



Bear: Isn't it good to see some non-footballing members on the Key Cities sporting 'rich list', even if there aren't that many? How about Charles Piutau? Call me biased, but I can't help but enjoy the form of his rugby team, the Bristol Bears.

Bull: Ha Ha! It's true though. They're comfortably the most exciting rugby team to watch at present and the rugby isn't the only thing that's coming good in Bristol. Despite the pandemic, the city has remained a key office location in the South West and a number of unique projects give great cause for optimism. Take the YTL arena for example. Plans have been submitted for the new 15,000-seater venue in the grounds of the Former Filton airfield.

Bear: Let's just hope then that this wretched virus is beaten in time for its planned opening in 2023.

Bull: Okay. We've covered London, Manchester and Bristol in some depth, but I can also see some sporting success across all of the Key Cities during 2021.

Bear: Really?

Bull: Yes. Guildford Flames should expect some silverware. I think Scottish and Welsh rugby fans will be happy with at least one home Six Nations victory in Edinburgh and Cardiff respectively. And as for Leeds United and MK Dons, survival was always top of their priority lists for 2021. As things stand, they both look set to achieve that.

Bear: You've forgotten about Oxford and Cambridge?!

Bull: Not at all. I predict that one of them will win the Boat Race.

Bear: Unless of course it falls foul to COVID! Before we go, do we still agree that St Bride's Key Cities investment strategy remains robust, no matter what is thrown at it?

Bull: Absolutely! For both property and sport. See you next week!