



# Investment Strategies

## UK Key Cities

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## St Bride's UK Key Cities

As the late, great Bill McLaren may well have said "They will be dancing the Highland Fling along Princes Street tonight, albeit with the appropriate social distancing." And rightly so, as Edinburgh has once again topped St Bride's Annual UK Key Cities (ex-London) Index. For the folk forty-seven miles west along the M8 though, they will be rather less happy, as Glasgow is ranked a rather lowly twenty-ninth.

In property terms, London stands alone... not only in the UK but also globally. Indeed, it is ranked St Bride's Number One World City and attracts investment from all quarters. However, this analysis focuses on regional cities outside London, where we believe there is still a strong investment case. After all, the UK is the second-most populous country in Europe with an ex-London population of fifty-eight million people.

The St Bride's Key Cities Model is constructed from predominantly Government data relating to ten economic and social drivers. Our aim is to identify the thirty-five most resilient towns and cities for long term investment in the traditional commercial, retail and industrial sectors. We have then further screened for letting and investment liquidity and transparency. This has allowed us to identify a premier league for each of the three principal asset types.



## 2020 Highlights

- Edinburgh has been Number One every year since the rankings were first compiled in 2011.
- Only fifteen of the top 35 centres have populations of over 200,000 population.
- Seven smaller cities are in the top ten and thirteen are in the top twenty.
- Harrogate (21=), Bedford (29=) and Basildon (33=) are all new arrivals into the top thirty-five this year, largely because of increases in their F&BS employment.
- The largest climbers are Stratford-upon-Avon (19 to 6), Bracknell (23 to 11=) and Solihull (26 to 18).
- The largest fallers are Leeds (15 to 27=), Oxford (14 to 25=) and Glasgow (20 to 29=).
- The combination of Bournemouth, Christchurch and Poole into a single administrative entity has rewarded them with a 27= spot.
- Thirteen are in the South East of which six are in the top ten. Five are in the Eastern Counties. No other region has more than four entrants.

## Economic & Social Drivers

Population Size	Weekly Pay
Forecast Population Growth	Qualification Levels
Gross Value Added	Business Density
Finance and Business Services Jobs	House Prices
Employment & Job Seekers	Commercial Property Stock

The research and analysis for the index has been prepared by Ramidus Consulting.

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## St Bride's UK Key Cities 2020

Rank	City Populations (200,000 and Over)	City Populations (120,000 to 200,000)
1	Edinburgh	
2		Wokingham
3		Winchester
4		Windsor & Maidenhead
5		Reigate & Banstead
6		Stratford-upon-Avon
7=		Reading, Warwick
9	Milton Keynes	
10	Bristol	
11=		St Albans, Bracknell
13		Guildford
14	Brighton & Hove	
15		Bath
16=		Cambridge, Wycombe
18	Solihull	
19=	Manchester, Warrington	
21=		Chelmsford, Basingstoke, Harrogate, Slough
25=	Aberdeen	Oxford
27=	Leeds, Bournemouth, Poole and Christchurch*	
29=	Swindon, Glasgow	Bedford
32	Cardiff	
33=	Salford	Basildon
35	Birmingham	

Source: St Bride's Managers, Ramidus Consulting  
\*Bournemouth, Poole and Christchurch constitute a new administrative area.

## Office Premier League

Rank	City
1	Edinburgh
2	M4 Corridor - Windsor & Maidenhead, Wokingham, Reading, Bracknell, Slough
3	Bristol
4	Oxford-Cambridge Arc - Milton Keynes, Cambridge, Oxford
5	Manchester
6	Leeds
7	Glasgow
8	Cardiff
9	Birmingham

## Industrial Premier League

Rank	City
1	M4 Corridor - Windsor & Maidenhead, Wokingham, Reading, Bracknell, Slough
2	Bristol
3	Oxford-Cambridge Arc - Cambridge, Milton Keynes/Northampton, Oxford
4	Warrington
5	Leeds
6	Manchester, Salford
7	Birmingham

## Retail Premier League

Rank	City
1	Edinburgh
2	Milton Keynes
3	Bristol
4	Manchester
5	Leeds
6	Glasgow
7	Cardiff
8	Birmingham

## Retail Niche League

Rank	City
1	Windsor & Maidenhead
2	St Albans
3	Guildford



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