



UK Key Cities

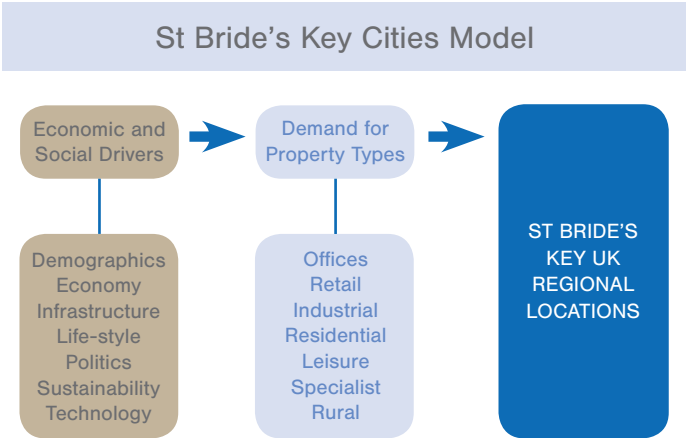
UK Key Cities

London is ranked Number 1 in St Bride’s top World Cities. Seven others UK towns and cities are ranked in the top 100 – Manchester (46), Glasgow (52), Edinburgh (54), Birmingham (66), Leeds (91) and Bristol (92).

For many UK domestic institutions, the capital commitment required to buy London property is too high and their preference is for smaller-sized assets in the regions. With this in mind, St Bride’s Managers have screened and ranked sixty-five UK centres with a population of over 100,000 people and where there are at least 12,000 jobs in the financial and business sectors. The size of the town is important as the liquidity of the investment market should be pre-requisite to investors.

We have measured each town against seven strategic economic and social drivers which are most likely to influence demand.

- Demographics and economic trends.
- Infrastructure proposals.
- Life-style and changing patterns of working, spending and leisure.
- National, regional and local politics.
- Sustainability.
- Technology and innovation.



Demand Proxy Criteria	
Population size	Qualification levels
Forecast population growth	Business density
Gross value added	House prices
Finance and business services jobs	Commercial property stock
Job seekers	Office stock growth
Weekly pay	Rental growth

We have then overlaid a further twelve additional criteria (demand proxies) to develop a comprehensive picture of each town’s economic vitality and, therefore, its potential attractiveness for long term property investment. To account for local matters, the criteria are slightly different to our World Cities model.

Our analysis reveals that, whilst six of the top ten towns are located in the South East, twelve of the top twenty locations are outside the South East. Unsurprisingly, many of the larger, older industrial towns fall outside the top twenty. Further granular analysis has allowed us to identify the five strongest towns for each commercial asset type as well as a number of growth hubs and corridors – including the ‘Northern Powerhouse’ and the ‘Knowledge Arc’ (Oxford – Milton Keynes – Cambridge).

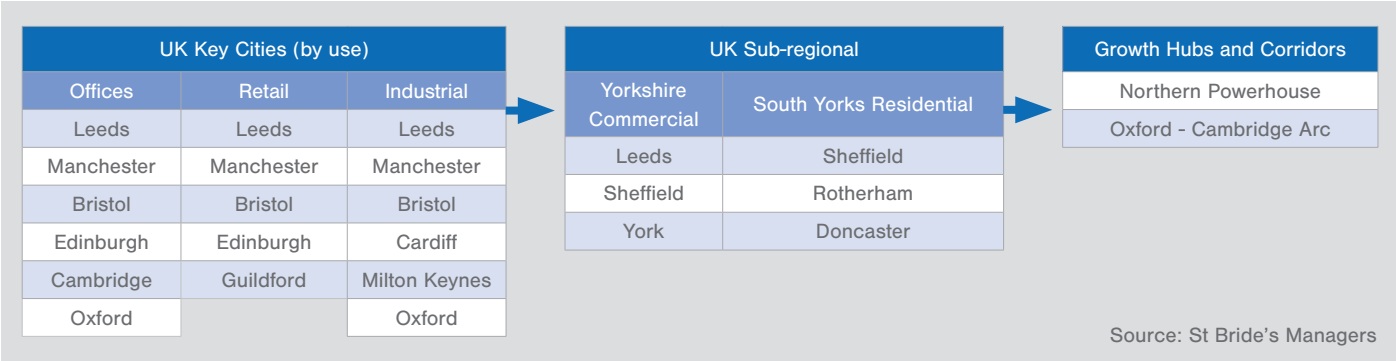
In our opinion, it is these towns that domestic investors should be focusing their attention on for long term investment.

St Bride’s Top 20 UK Key Cities	
Ranking	City
1	Edinburgh
2	St Albans
3	Windsor & Maidenhead
4	Aberdeen
5	Guildford
6	Reigate / Gatwick
7	Winchester
8	Cambridge
9	Milton Keynes
10	Oxford
11	Warwick
12	Bracknell / Wokingham
13	Bristol
14	Leeds
15	Warrington
16	Cardiff
17	Manchester
18	Slough
19	Solihull
20	Basingstoke

Source: St Bride’s Managers, Ramidus Consulting

UK Key Cities

St Bride's UK Key Cities Strategies



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