



PAPER YARD

BIRMINGHAM - B4



API
GLOBAL

Key Facts

Located in the heart of Birmingham city centre.

Paper Yard offers easy access to Snow Hill Station, the city's main shopping and leisure areas, and is just a short walk to the central business district including Colmore Row.



Developer:	Hatchbury
Address:	Loveday St, Birmingham, B4 6FX
Est. Completion:	Q2 2027
Development:	77 Units
Est. Yields:	Circa 5%
Lease:	999 Years
Ground Rent:	Zero
Service Charge:	£2.77 psf

**ONE
BEDROOM**
From £240,000
433 - 678 sqft

**TWO
BEDROOM**
From £345,000
680 - 1130 sqft

Paper Yard, Birmingham

BIRMINGHAM

Facilities:	Wellbeing studio, Landscaped Gardens
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Seek Balance. Find Belonging.

Introducing a new era of city living, embracing space and wellbeing. Paper Yard features a selection of bright and airy one and two bedroom apartments and duplexes*. Each property draws inspiration from the peaceful serenity of Scandinavian living – from a design language that effortlessly balances form and function to the most tactile of natural finishes throughout.

Set across 5,000 m2, this exclusive development pairs thoughtful private spaces with carefully curated communal areas designed to relax, work or socialise. Including a peaceful wellbeing studio and a beautifully landscaped courtyard garden.

This is sanctuary. At the heart of the city.

*Includes four discount to open market sale properties. Please speak with a sales advisor for more information, eligibility criteria, terms and conditions.

HATCHBURY

RETAIN / ENHANCE

Founded by brothers, John and Patrick Kennedy, Hatchbury is a privately funded property development company that operates within the M4, M5 and M40 triangle.

Working alongside leading architects, they create thoughtful and elegant building designs that provide light, spacious and well-proportioned bespoke properties. Their close collaboration with interior designers ensures the appropriate style for each project is founded on principles of innovation, detailing and craftsmanship.

The aim is for all developments, whether urban or rural, new build or conversion, to retain the character of an area and to enhance the local community.



Patrick Kennedy (left)

Contributes vast project management experience, gained from overseeing high-end projects at Meysey Construction and the Lingford Group.

John Kennedy (right)

Has over 20 years' experience in residential development, having previously been a partner at Knight Frank. Working on many iconic London developments from Canary Wharf to South Kensington.

OLD BOAT YARD
BATH, BA1



PAPER YARD
BIRMINGHAM - B4

PHOTOGRAPHIC
WORKS
JEWELLERY QUARTER, BIRMINGHAM



DEAN + WILDER



GUILD
HERITAGE
HOUSE



A City Alive With Rapid Growth

Birmingham holds strong growth potential across multiple fronts. Its population continues a steady climb, around 2.7million in the wider urban area, up 0.7% in the past year, with long-term forecasts predicting further growth into the 2030s. Economically, the city-region added nearly £61billion GVA in 2022 and saw 9.7% growth since 2021, buoyed by significant foreign investment (FDI rose 72% in 2023) and a diversified economy spanning finance, tech, manufacturing, and education.

9.5%

Rise in average rents for New Build apartments over the past year - the highest growth of the Big Six cities

24%

Birmingham is forecast to see the highest price growth of the Big Six cities over the next 5 years

4.1%

Increase in average prices of New Build apartments in 2024

Birmingham Curzon Street Station

HS2

High-Speed 2 network is already reshaping the city, accelerating regeneration, investment, and economic growth, enhancing connectivity from Birmingham to London. With HS2's central hub at Curzon Street and the Solihull Interchange station in progress, the surrounding areas are witnessing a dramatic surge in planning and development.

Over the coming years, HS2-enabled development is expected to deliver 704,000m² of commercial space, 41,000 new homes, and 30,800 jobs across the West Midlands, driving a £10 billion economic uplift. The promise of under-45-minute travel to London not only enhances connectivity but also boosts city-centre property values, already accelerating 20% faster in the city centre compared with the city average.

Why Birmingham?

£90Bn+

Regional economy
across the West
Midlands



18-34

Largest age
demographic in
Birmingham



25.3%

Projected house
price growth (2025-
2030)



4K+

New homes
delivered annually
across the city



80K+

Students across
Birmingham's 5
universities



20.8%

Projected rental
growth (2025-
2029)



1in4

Residents rent in
Birmingham



#1

Most investable UK city
outside London (PwC
Emerging Trends)



1.15M

Population



4.8%

Unemployment rate



120

Miles from London



#1

City for Investment
(outside London)



3

Major railway stations



40%

Under 30



49%

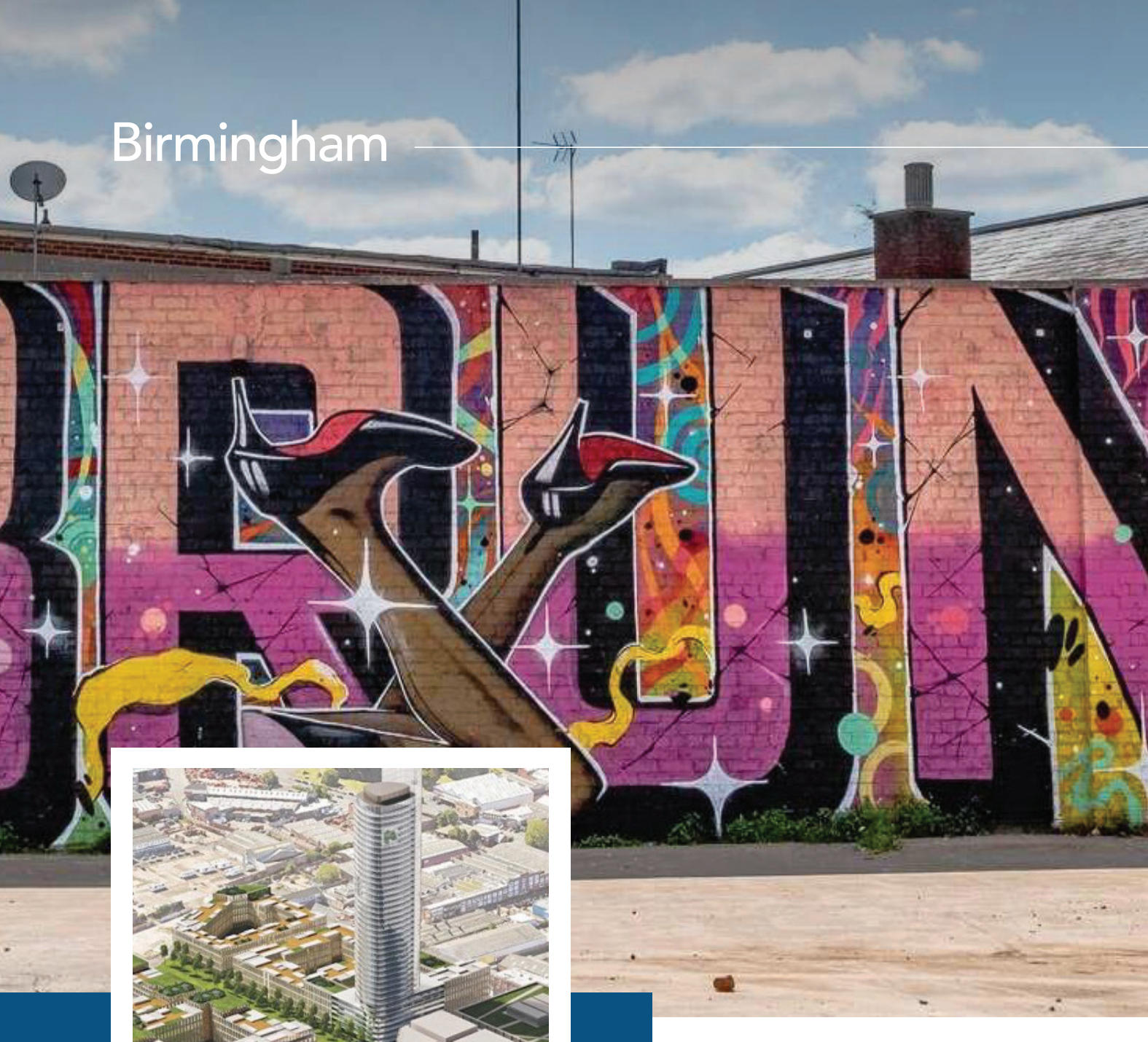
Graduate retention rate



5-6%

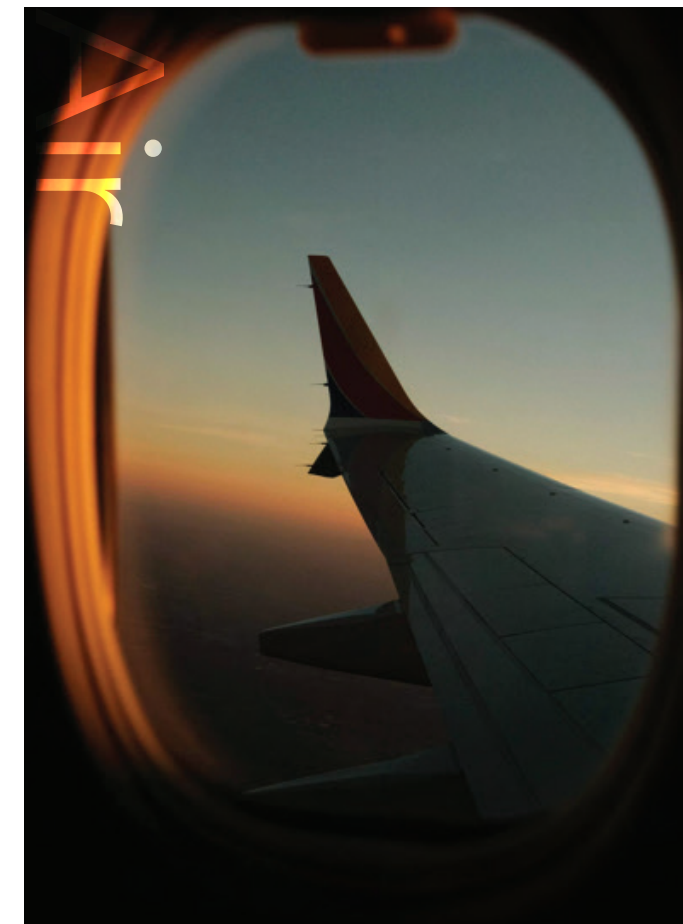
Average rental yield

Birmingham



Once the city's creative fringe, Southside is now its most talked-about transformation zone. Home to independent galleries, global cuisine, and a thriving night life scene. Southside is a place where culture, connectivity, and capital growth converge.

Minutes from New Street Station, the Bullring, and the £1.9 billion Smithfield regeneration site, Origin stands at the centre of a city alive and on the rise, at the heart of Southside's evolution into a destination neighbourhood.



The Crown Estate.

The Crown Estate has taken a landmark step in Birmingham's transformation by acquiring a 50% stake in the £1.8 billion Smithfield redevelopment through a joint venture with Lendlease.

Spanning 40 acres just south of the Bullring, this visionary project will introduce 3,400 new homes and over 2 million sq ft of commercial space, cementing Smithfield's role as a thriving mixed-use district built for the future.

This strategic investment marks The Crown Estate's most significant move outside London to date, unlocking major regeneration potential and signalling long-term confidence in Birmingham's urban renewal.

Birmingham Airport (BHX) serves as a gateway for both leisure and business travellers, offering direct flights to over 130 destinations worldwide. Whether you're escaping to sun-soaked Mediterranean beaches, jetting off to cultural capitals or flying long-haul BHX makes travel seamless with direct access to the world from Birmingham's doorstep.

Birmingham is one of the most innovative cities for cycling in the whole of Europe. The city is developing a network of cycle highways to promote cycling as a mode of transport. These routes are designed to be safe, comfortable, and convenient for cyclists, with features like segregated lanes and prioritised junctions.

Smithfield Regen

Backed by Birmingham City Council, Lendlease and The Crown Estate, Smithfield is a £1.9bn regeneration project set to deliver over 3,000 homes, thousands of jobs and a vibrant new city-centre district. Located between the Bullring, Digbeth and the future HS2 hub, it is one of the UK's most significant urban regeneration schemes.

The Crown Estate's investment is a strong vote of confidence in Birmingham's long-term growth. As the area develops, increased demand, new infrastructure and improved amenities are expected to support both rental and capital growth. For investors, Smithfield represents an opportunity to invest in Birmingham's future as it evolves into a larger, more connected and institutionally backed city centre.

WHY SMITHFIELD



Smithfield is one of the UK's largest city-centre regeneration schemes, representing approximately £1.9 billion of investment. It is a genuine transformation rather than a standalone residential development and sits right in the heart of the city. Very few UK cities have a development site of this scale in such a central location.

EMPLOYMENT CREATION

The scheme is expected to generate thousands of jobs, being a major driver of both rental demand and capital growth, through:



Regeneration GDV

£1.9Bn

City-centre transformation backed by Birmingham City Council, Lendlease and The Crown Estate

New Homes

3K

In creation of a New City Quarter

SQM

126K

82,000 sqm of office and commercial space
44,000 sqm of retail, leisure, food and beverage space

Jobs

9K

Created through construction & operation



HS2

MOOR ST
STATION

BULLRING

SELFRIDGES

NEW ST STATION &
GRAND CENTRAL

55
COLMORE
ROW

EY

103
COLMORE
ROW

KPMG

THE
MAILBOX
B B C

THE
CUBE

THREE
SNOWHILL

BARCLAYS

Deloitte

HM Revenue
& Customs

SNOW HILL
STATION

HSBC UK

pwc

NetworkRail

RBS
International

BT

Deutsche Bank

CENTRAL BUSINESS DISTRICT



PAPER YARD

07

09

17

18

23

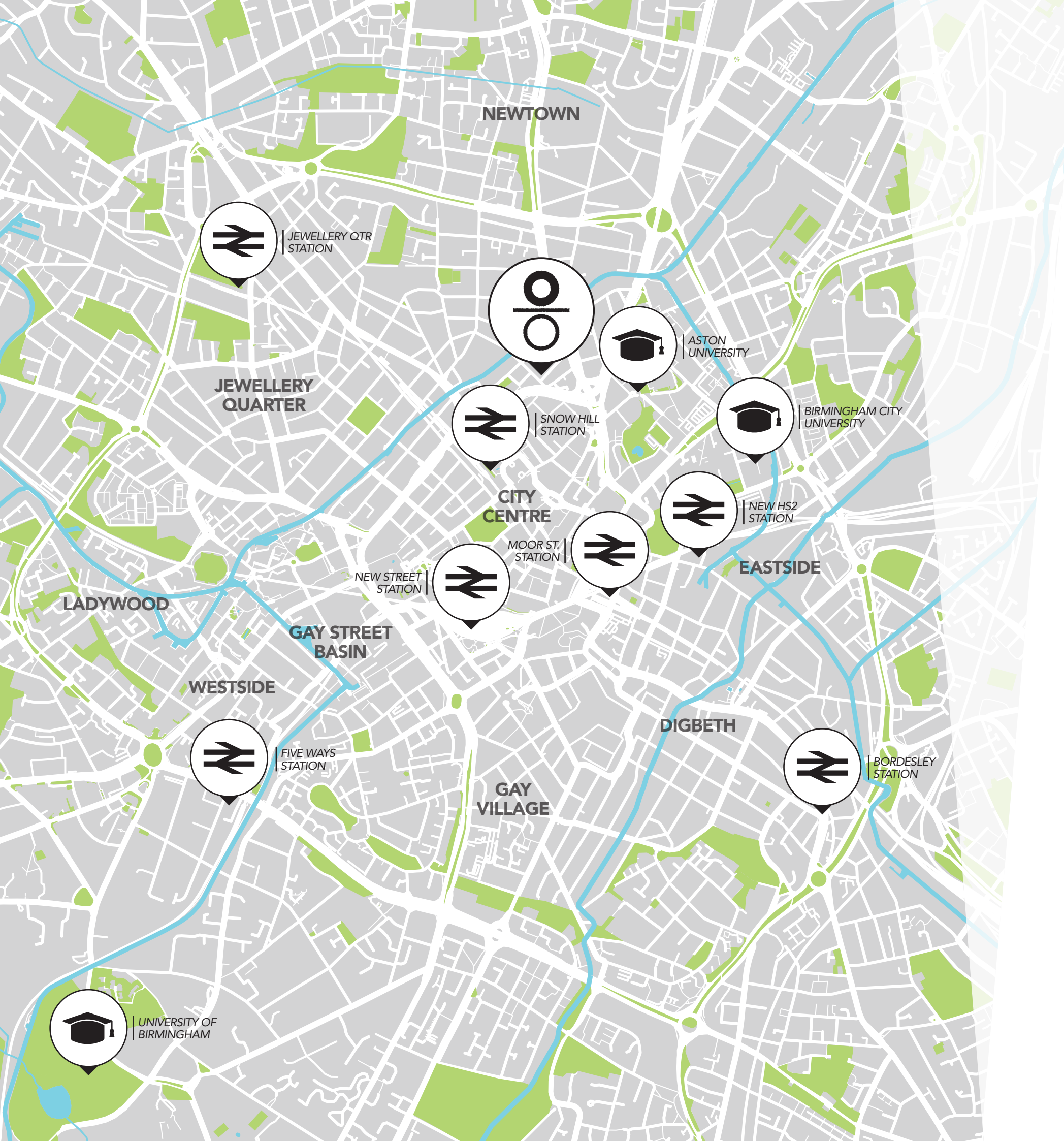
Minute Walk to
Aston University

Minute Walk to
Snow Hill Station

Minute Walk to New
HS2 Station

Minute Walk to Birmingham
City University

Minute Walk to Bullring
& City Centre



Birmingham's Resilience as a Business & Cultural Center

Birmingham's resilience as a business and cultural center, coupled with its growing population, positions it as a hub for diverse investment opportunities.

Beyond traditional real estate, sectors such as technology, innovation, and sustainable development are emerging as focal points for investors seeking to capitalize on the city's transformation. As Birmingham continues to redefine itself, the investment landscape appears poised for sustained growth, offering a dynamic and attractive environment for those looking to participate in the city's ongoing success story.

145M+

Regional Visitors

£16.3M

Visitor Economy

#1

UK Regional Business Events Destination

Top Class Education

With over 80,000 students, Birmingham is a true powerhouse for higher education, anchored by a number of leading institutions including the University of Birmingham, Birmingham City University (BCU), and Aston University.

For international investors and residents of Origin, living in a city with a powerful talent pipeline, ensuring strong demand for high-quality housing, a dynamic local economy, and a thriving community of bright, ambitious graduates.

Meanwhile, Birmingham City University's city-centre campus and links to STEAMhouse and the Royal Birmingham Conservatoire underscore its role in developing creative and technical talent.

80K

Students studying
in Birmingham each
year

49%

Of Graduates remain in
Birmingham following
graduation

Birmingham's Education Institutions:



Birmingham's Business Landscape.

Birmingham's business landscape is a thriving magnet for major enterprises, ambitious startups, and global innovators. The city's economy is the second-largest in the UK outside London, led by a powerful mix of financial services, technology, and manufacturing. In the Colmore Business District, home to companies like Allianz, AECOM, Grant Thornton, and Zurich, over 500 firms employ some 35,000 professionals while Birmingham Business Park hosts more than 100 businesses including industry leaders such as Rolls-Royce and Fujitsu.

100+

Businesses Within Colmore Business District

35K+

Professionals in Colmore Business District Alone



LEADING EMPLOYERS LOCALLY



Paper Yard, Living Room / Kitchen



Paper Yard, Bedroom / Balcony



Paper Yard, Amenities





BIRMINGHAM CHILDREN'S HOSPITAL

ONE OF THE UK'S LEADING SPECIALIST CHILDREN'S HOSPITALS, SERVING FAMILIES FROM ACROSS THE UK.

300+

Specialist Services Provided

45K+

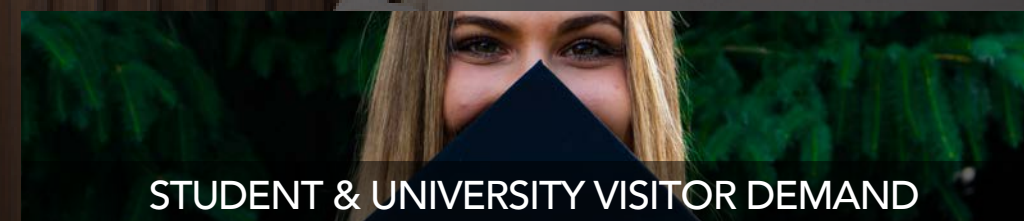
Children Admitted & Cared Yearly

60K+

Emergency Attendances Yearly

65

Dedicated Family Bedrooms



STUDENT & UNIVERSITY VISITOR DEMAND

HOME TO ONE OF THE UK'S LARGEST STUDENT POPULATIONS AND THREE LEADING UNIVERSITIES.

80K+

University Students

38K+

Students at University of Birmingham

31K+

Students at Birmingham City University

18K+

Students at Aston University



BIRMINGHAM VISITOR ECONOMY

SUPPORTING ONE OF THE UK'S LARGEST VISITOR ECONOMIES, BIRMINGHAM ATTRACTS MILLIONS OF LEISURE, BUSINESS & EVENT VISITORS EVERY YEAR

43M+

Visitors Annually

£8.5B

Visitor Economy Value

#2

City in the UK

2M+

NEC Visitors Annually

Short-Term Let Demand

Year-Round Demand from Healthcare, Education & Tourism

Birmingham continues to see strong demand for short-term accommodation from a wide range of visitors, including healthcare-related stays, university visitors, business travellers and tourists.

With both Birmingham Children's Hospital and major university campuses located nearby, the area benefits from a consistent flow of families, visiting academics, researchers and professionals throughout the year.

Birmingham

/ Paper Yard

Reservation Process.

Reservation deposit £5,000 net of fees to the bank account listed on the reservation form, alongside fully filled reservation form and KYC documents.

20%

On Exchange

80%

On Completion

/ PAPER YARD

LEGAL INFORMATION

Buyers Recommended Solicitor
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/ PAPER YARD

