

SPARKLE U-K RELOCATIONS

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Relocation Report: Leices

Research & Analysis

. Belgrave. Blaby. Aylestone

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EXECUTIVE SUMMARY

Purpose and Mission

This report examines the use of general and field research to gather information to assess the viability of relocating to Leicestershire. The research was carried out using a variety of resources combined with field research, appointments and visits to agencies, conducting interviews whilst also gathering photographic information, leaflets and brochures.

Customer specifications/requirements

You the client (Mr X) have requested a detailed report and analysis which researches the location of Leicester. Sparkle UK Relocations has noted that 3 areas, around the city centre need to be identified, preferably in different positions (i.e. north, east and west). You the client require a rental property with 2 bedrooms and a maximum of £650 pcm rent, but may consider properties above your budget, if they are suitable. You the client require information on 5 properties in each area whether they are furnished or unfurnished. You the client would like to be as near as possible to the city centre and are in need of information in relation to transportation links, as an option as most travel will be undertaken by car. You the client require information on the local community and its demographics and well as the social/interacting aspects in particular social groups. You the client have advised that you would welcome any other relevant information in regards to you above specifications. You the client has advised that Leicester is a new venture of which you have allowed 3 years for becoming settled before deciding whether it will become a permanent place of residence. Your long term goal would be to eventually buy a property as you have plans to progress in your current employment.

Analysis and recommendation

The research has a number of findings for each area and details ways in which it meets the criteria outlined.

Option 1 Belgrave- has good size properties within budget, mostly short-term rentals as is an area dominated by those working. The area is populated by family-owned businesses and there is a high demand for property meaning less available properties. There are also good transport links.

Option 2 Aylestone- has rentals just outside of budget, but there are long term options and plans for future development within the area. This area has the better options for facilities and social interaction and also has good transport links.

Option 3 Blaby- has rentals within budget and there are plans for new build properties, although the area is currently not sought after and the quality of homes is poor. This area offers the least transport links and opportunities for social interaction.

The reports finding show that option 2 is the best option as it meets more of your requirements/criteria.

Further details are outlined in this report.



FINDINGS

Rental Properties

Belgrave is situated in the East of Leicestershire and is bounded by the wards of Rushey Mead to the north, Latimer to the south. Charnwood is to the east and Abbey to the west. The area has a large, vibrant Asian community with a population of 10,297. The Golden Mile is a stretch of road a mile long with a high concentration of shops selling gold. Rentals in this area vary in terms of quality and the properties are mostly short-term lettings, which may not be suitable for wanting to relocate and settle. The properties are generally of a good size and the monthly rentals can vary. The single rooms of the property are generally quite small and therefore would be more suitable as a storage room rather than a second bedroom. The houses are neat in appearance and it is evident that the exterior of some of the properties have had a re-coating of paint fairly recently. It is generally a quiet area and attracts those who are passing through i.e. for work purposes/assignments and need to stay in the area for a very short period of time. It is quite quiet during the day as it is a working area of which there are more family-owned businesses so it is fairly busy but has a much more controlled environment. A large number of residents are also at work. It was found that there is a high demand for these properties of those who need a short-stay i.e. for contract work. *See appendix 1a- photographs of the houses/area*

Aylestone is situated in south-west Leicestershire. It is also south-west of the city centre but to the east of the river soar. The growth of the city has meant that it is now part of the urban area, largely surrounded by 20th century housing. The population is 10,801. There are a lot of new build properties and further developments in the area are currently ongoing. The council has confirmed that there are future plans for more developments to be undertaken and an increase in quality rental homes. Although, the properties on offer are out of budget they meet the criteria. The area is very clean and properties are very presentable, even the older properties. Properties in this area are very well kept. The area is uniformed i.e. the properties have similar exteriors, decoration, gates and doors and extensions. There are no high rise properties and very few properties have a back garden but have a front area of green, which varies in size depending on the type of property.

Blaby is situated in the west of Leicestershire and was named after the village of Blaby. There are plans to extend the area significantly through a longer scale of housing development. Rentals in this area are not much sought after at present and there is only a small pool of available properties. Forthcoming works will see regeneration to the area, attracting more residents and better properties. In this area the houses do meet the criteria in regards to the rooms available but the presentation and quality of the homes are poor in comparison to the other areas. The properties are generally of a good size but the outside of the properties are not very attractive. It is a working progress which needs time to develop to meet the criteria required for relocation. The streets are quiet except peak times i.e. between 8 & 9am, lunchtime and evening rush hour.



Please see Appendix 1b and 1c for a summary of an interview conducted with Taylor & John's estate agent and Peter Love estate agents providing information on properties and the various areas.

Please see the table below which shows a comparison between the properties in each area and the criteria that has been met.

Table 2a

	Price pcm	Room 1- double	Room 2- single	Room 2- double	Furnished (f)/un- furnished (u)	Short term let (s)/long term let (l)
BLABY						
Property 1	£450	X	X		U	L
Property 2	£475	X	X		U	S/L
Property 3	£495	X		X	F	L
Property 4	£450	X	X		U	L
Property 5	£450	X	X		U	S/L
AYLESTONE						
Property 1	£495	X	X		U	S/L
Property 2	£675	X	X		U	L
Property 3	£675	X	X		U	L
Property 4	£695	X		X	F	L
Property 5	£650	X	X		U	S/L
BELGRAVE						
Property 1	£495	X	X		U	S/L
Property 2	£495	X	X		U	S
Property 3	£495	X	X		U	S
Property 4	£525	X	X		F	S
Property 5	£550	X		X	U	S

The table shows that the options of properties in Blaby are relatively cheaper and meet the requirements in terms of the property itself. There are more options in terms of short term and long term lettings. It is also possible to find a property which is within budget, and meets the criteria. It is also possible to find a property which is within budget, and meets the criteria but the area is not thriving. The table also shows that the area of Aylestone has properties of a varying price range but has the option of both short term and long term lettings. The properties also meet the requirements. It also shows that if the budget was to be increased it is possible to have a furnished property with 2 double rooms. The short term lettings are for mostly up to 6 months and some have the possibility of extension but it is not always guaranteed. The long term lettings can be extended for up to 2 years after the first initial agreement of 6 months. It was found that there has been a recent increase in demand for properties but as there are further developments taking place, a good number of properties are currently available and becoming available. Most rentals in this area are new and many of the properties are new rentals with no previous tenants and are also in good condition.



Local Area/Community

Blaby

The area has an Asian womens' centre which offers afternoon meetings in groups of they generally cook, use the facility for preparations for events or host worshipping sessions. There is not much in terms of nightlife as it is a very quiet city at night. There are a cluster of restaurants on the main high road. There is also a small neighbourhood centre which sometimes holds information evenings/meetings in regards to updating residents of plans or any changes. The community centre also has entertainment evenings to mark festivals/religious days. Most residents would travel to the city for any other social activity.

Belgrave

This area has a mixture of Asian food takeaways/restaurants. There is a local centre which offers information on services for particular groups i.e. elderly, women, and children services. The centre has limited drop in sessions which change every month i.e. fire safety awareness, weight loss information. There are a few local cafes and Asian confectionery cafes which hold craft and design workshops for those wishing to adorn their own garments or household goods i.e. curtains. There is a local modern pub and rehabilitation centre for those who have had accidents/injuries. The rehabilitation centre has an open café/restaurant which is used by those in the centre and the general public.

There is a local fitness centre which runs classes i.e. yoga, aerobics, but is not consistent as it depends on the availability of the trainers and also of the centre itself as it sometimes used for functions i.e. weddings. There is also an arts centre featuring works of art at different periods of the year. Adults can attend talks that may accompany certain events.

Generally, for any other activities or nightlife residents would tend to travel to the city centre as there is a wider variety of restaurants, clubs, sports centres, etc.

Aylestone

This area has a boxing and cricket club and has a mixture of Asian, fusion, Caribbean and Chinese takeaways/restaurants. There is a community centre which offers various classes i.e. Zumba and aerobics. There is a local modern pub and restaurant which also hosts themed nights, darts and pool competitions. There is also a small museum which opens for 6 months of the year. Aylestone

The area has a social club which offers a variety of activities throughout the day and early evening and includes activities like yoga, self-defence sessions and boxing. There is a local gym offering classes and personal one on one training sessions. There is also a community group which meet and discuss issues within the area, devise plans and implement change. There are also some high quality Asian restaurants as well as Thai and Chinese cuisine. There are 2 bars which also offer food and offer themed nights i.e. salsa night. There is also a local history centre which also holds information



lectures, talks and events. There is also an entertainment club which hosts comedy nights and small acts may also perform.

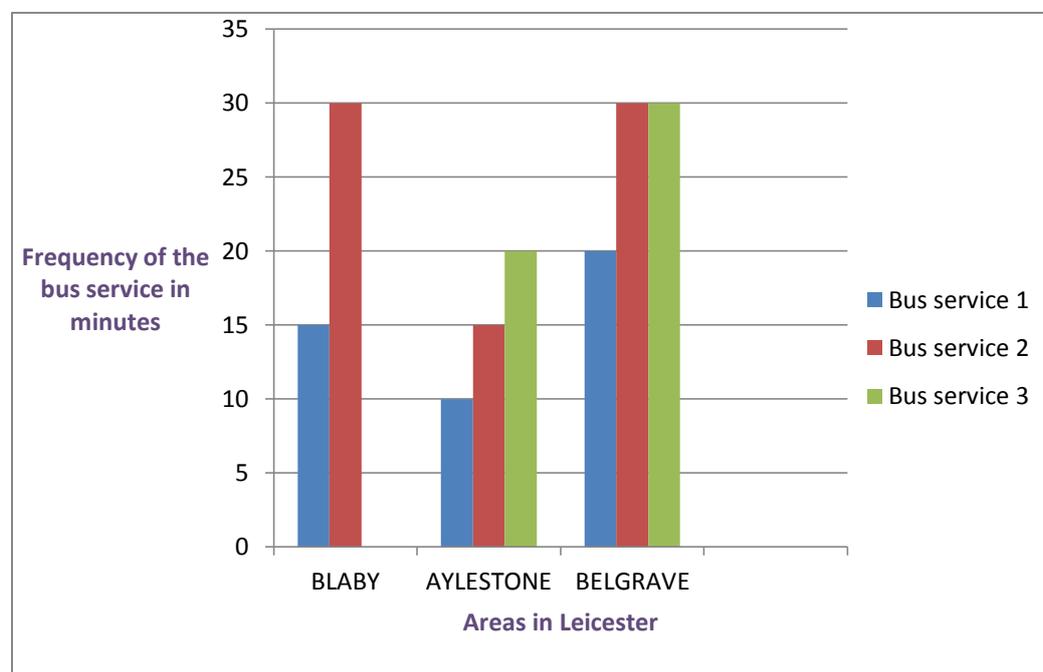
TRANSPORTATION

Arriva buses are the main bus company throughout Leicestershire and run services at varying times to different parts of the Leicester. The areas surrounding the city all have a bus the links them to the main city centre. The bus service has generally improved over time and with the recent addition of buses it has made travelling easier for commuters.

The graph below shows the bus routes in the 3 areas and the frequency that they run. The cost for a single journey is set at £1.70 and a weekly pass is £11. Return journeys cost £3 and a day ticket costs £3.80.

For more in depth information in regards to bus times please see the link in the appendix 1d.

Graph 3a to show the frequency of buses in each area



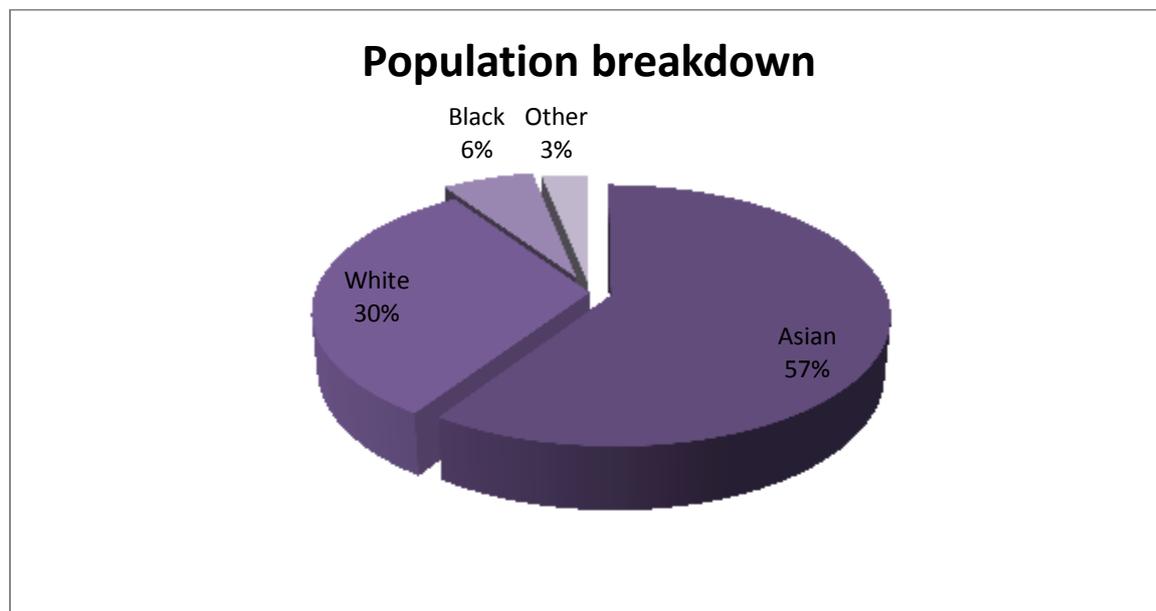
The graph shows that Aylestone has the most regular frequency and options of transport.

Belgrave has the same amount of options although, the frequency is less.

Blaby bus options are less and with less frequency.



DEMOGRAPHICS



Pie chart: Showing the main ethnic groups of the area

The pie chart above shows the main ethnic groups breakdown of the Leicestershire population. Leicester is mostly populated by the Asian community. There is a combination of various ethnic minorities which make up the 3% other. Leicester has a young population and 45% of residents are under 29 years old. The average age is 35.5 (national average is 38.7). The number of people over 60 is declining. Older residents move to the neighbouring areas in the county. Nearly a quarter of older people are from Black and ethnic minority communities.

Leicester has a unique mix of Christians, Hindus, Muslims and Sikhs. Of Leicester's population 61% is Hindu, 35% Muslim and 4% Sikh. Faith is reflected in some patterns of housing, schooling and in the social fabric of the city.

Each of the 3 areas has a similar mix of people and religious days are widely recognised and celebrated in their own way, within the areas.

Predominant Asian religions are very reflective in regards to events at school and can form part of the curriculum.

Black & ethnic minorities mostly integrate within the marketplace and special street events that are held throughout the year.

Please see appendix 1e to the age consensus of the population breakdown of Leicester.



OTHER CONSIDERATIONS

In order to make this transition as smooth and as easy as possible it would be advisable for you to liaise with both the estate agent who will operate on your behalf directly, in regards to finalising any issues with the contracts with the landlord. You have advised that you will need to give 4 weeks' notice at your current residence. The estate agents in Aylestone have agreed for you to move in 2 weeks after agreeing your contract, therefore creating extra time to allow you to move in at your own pace as you are currently working full time and do not live in Leicester. The estate agents in Blaby have advised that the property will become available dependent on current tenants leaving dates or otherwise have a standard 4 weeks, after agreeing the contract that you will be able to move in. Belgrave also operates with a similar policy but can also agree dates only after all the paperwork has been signed and all the deposit has been made and cleared.

The general consensus is a deposit is required at the time of signing the agreement and is of the equivalent of 6 weeks rent in advance. The deposit is placed into the Deposit secure scheme and can be returned if the property is left in the same or near to the same condition as the property was found. An admin fee, between £180- £250 is also due.

The cost of transporting your goods in your current residence needs to be factored into the total expenditure and also the size of removal van you will require. The most common transport used for a single person is a 3.5 tonne truck and a deposit is also required prior to booking between £15- £25. Cash is also accepted on the day of removal, for the balance. *See appendix 1f for a list of costs for 5 competitive removal companies.*

You will also need to consider the amount of goods in your property, a schedule for ordering and receiving packaging, conducting the packaging, whether you will require any help with packing and deciding whether there is anything that you wish to leave behind or have removed by the council.

Generally you will need to factor in time to advise relevant companies, i.e. phone, electricity, gas, sky to provide readings or advise of relocation to transfer. Bearing in mind that not all companies will be available to fit in with your actual relocation date and you may be without some services for the first few days.

You may need to think of agreeing a leaving date at you current job, which allows you some time to factor in the above.

You may also need to agree a start date for your new position which allows time for settling into your new home, unpacking, being available for appts i.e. sky relocating the dish, or for any other loose ends that may need to be tied up, whether in your current location and or Leicester.

You may also require time to familiarise yourself with the locals, amenities, areas in general, the roads and transportation links.



Financial Analysis/Budget

Please see the table below for the costs implicated with relocation. I have used the medium cost to calculate expenditure as rough guide.

The general time slot for removal for most companies is for 4 hours with the additional cost added per hour past this time.

The most common van used for removals of a single person is a 3.5 tonne truck and also require a deposit between £15-£25

Table 2b to show the rough costs of relocation

Type of expenditure	Costs
Removal cost per hour	£100
Removal travel cost per hour	£50
Removal booking deposit	£20
Re-installing costs (fuel)	£110
Re-installing costs (other)	£120
Driving to new property- petrol cost	£30
Rental deposit	£858.75
Admin costs	£210
TOTAL	£1498.75

You would need to ensure that you have budgeted for the above to ensure that all your bases are covered and the move is successful. You may need to decide whether using savings or a small loan would be more sufficient to cover the initial costs. You may also need to put some money aside to cover any expenses especially if there is a gap in employment or other things arise.

You will also need to consider that some of these costs will be due prior to the initial move and the balance due can be paid by card or cash options.

The above is a rough guide and therefore they can increase or decrease in total costs, dependent on the decisions made for relocation.



SUMMARY

- Of all the 3 areas researched Aylestone has more suitable properties and more opportunity for integration/socialising
- There are both short term and long term available properties available, offering options for settlement
- Not all areas of Leicestershire are being regenerated but the areas that are will begin to thrive over a period of time
- Areas of regeneration have future plans for development and have new rental properties in good condition
- There are generally good transportation links locally and to the main city centre
- The population in Leicestershire is predominantly Asian communities
- Religious days/events are upheld across communities in a variety of ways- there is opportunities for residents to integrate
- Dedication to undertaking a schedule prior to relocation is beneficial to planning
- Working out costs needs to be reflective of decisions made in order to obtain a rough guide of expenses prior to and post relocation
- Liaising with other relevant parties i.e. utility companies, early will ensure planning is simpler
- Allow time for familiarising with surroundings i.e. route to work, etc.



Conclusion

Overall, in regards to other areas of the UK, Leicester is not thought of as a well sought after area. The properties are reasonable and it is a county of tradition, religion and culture and would suit a person who wants to integrate with a diverse community.

Leicester is an area which has parts with little or no change/developments. Those areas with plans for regeneration and developments will become more appealing after a sustainable period of time. Development of new properties will make particular parts of Leicester thrive once interest has been drawn and the benefits have been accepted by the local residents. Encouragement and interest would be substantial if it meets the needs of the local residents which would firstly provide an advertisement for others outside of Leicester.

You the client would need to approach this move with an open mind as this is a county undergoing changes. As well as adapting to your current surroundings you would need to bear in the mind the changes to come and how this might affect you or your decision to settle for good. There will be plenty of opportunity going forward to make use of different facilities and amenities as more businesses evolve. There will also be a high opportunity to obtain a brand new property in good condition, should you decide to remain in Leicestershire.

As you have mentioned, you are planning to remain in your current role and progress onto higher levels this will give you a better chance at obtaining your own home due to the increase in salary and the sustained period of employment.

Aylestone meets most of your needs for this relocation in terms of the criteria that you have given me to work with.

Analysis and recommendation

The research has a number of findings which has implications for the client. The research suggests that of the 3 areas, the best option for relocation would be to the area of Aylestone, even though it will mean there is a greater chance that any property found may be above the intended budget. This is an area of development and therefore there are further plans for new build properties. There are frequent transportation links to the city centre and other connecting areas. There are also good social networks which will enable integration and interaction into the community easier and less daunting. In my opinion, it is the most recommendable place for settling as there are plans for future growth and the area is becoming more established.

Prior to removal it is advisable to draw up a schedule to plan things out which can be used as a guide to the process and also act as a reminder of what things have been or are to be completed.

Decisions need to be made in order to have an idea of costs to be made, to who and when.

Appendices

Appendix 1a- pictures of the properties



House in Blaby- Available



House in Aylestone- Available



House in Belgrave

Appendix 1b & 1c- copy of transcript of interview inside report pack

Appendix 1d- further info link www.arrivabuses/leicester



Appendix 1e Age census of the population

Leicester Percent England & Wales			
0 - 4	19119	6.83%	5.95%
5 - 7	11727	4.19%	3.74%
8 - 9	7758	2.77%	2.62%
10 - 14	19752	7.06%	6.58%
15	4029	1.44%	1.27%
16 - 17	7724	2.76%	2.51%
18 - 19	8844	3.16%	2.40%
20 - 24	26104	9.33%	6.00%
25 - 29	21532	7.69%	6.60%
30 - 44	60847	21.74%	22.55%
45 - 59	43509	15.54%	18.93%
60 - 64	11129	3.98%	4.89%
65 - 74	19233	6.87%	8.39%
75 - 84	13728	4.90%	5.64%
85 - 89	3234	1.16%	1.30%
90 & over	1652	0.59%	0.65%
Mean age of population	37.57		38.65
Median age of population	36		37

Appendix 1f

Table to show total cost of removals for 4 hour slots using a 3.5 tonne vehicle.

Removal co	Total cost
Transit limited	£650
Go Go removals	£600
Drive time removals	£550
Mr Man Van	£600
Move 2 move	£650



References

http://en.wikipedia.org/wiki/Belgrave,_Leicester

http://en.wikipedia.org/wiki/Blaby_District

http://en.wikipedia.org/wiki/Aylestone,_Leicestershire

County Hall- Glenfield, Leicester, LE3 8RA

Taylor & John- Raymede Walk, LE4 2BA

Thorps Estate Agents- 11 Crossway House, Leicester, LE8 4DD

Cupid Homes- 180 Cavendish Road, Aylestone, Leicester, LE2 7PJ

<http://www.ons.gov.uk/ons/guide-method/census/2011/index.html>

<http://www.leicester.gov.uk/your-council-services/advice-and-benefits/community-advice/community-websites/>

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