

Boutique Workplace Company to open new co-working hub in Birmingham

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An operator has been recruited to run a new co-working facility being created in Birmingham's business district.

The Boutique Workplace Company is working in a new joint venture with property developer Cervidae on the project at the corner of Colmore Row and Bennetts after [the latter acquired the complex in 2017](#).

The new facility is set to open towards the end of this year and will have 423 workstations across 26,000 sq ft alongside meeting rooms, single-occupier offices, a reception, gym and breakout and outdoor spaces.

Cervidae [announced in March that it planned to combine](#) a trio of adjoining grade II-listed buildings – 6 Bennetts Hill, 102 Colmore Row and 104-106 Colmore Row – to create the new hub.

Investment and asset manager Nick Kertesz said: "There is a lot of investment going on in Birmingham and we are excited to be joining in the action with creatives and corporates alike who are starting and accelerating in the Midlands."

Greater Birmingham Apprenticeship Awards 2021



The Greater Birmingham Apprenticeship Awards are back for 2021 [and now open for entries here.](#)

The event will be held at Edgbaston Stadium in Birmingham on **Thursday November 11** and will celebrate apprentices, employers and training providers across 12 categories including our overall Apprentice of the Year.

The deadline to enter the awards is **Friday September 17** and sponsorship opportunities are also now available.

Please email richard.edwards@reachplc.com for details and follow the hashtag #GBAA21 for updates on social media.

For more information about our Apprenticeship Awards and other

events [please visit www.reachplcevents.com](http://www.reachplcevents.com).

“Our partnership with The Boutique Workplace Company is testament to our commitment in the area which is in the midst of transformation.

“The co-working, serviced office market is well established in London but less so outside so Colmore Row is raising the standard as a unique offering within a smart period building in the centre of the city.”

Boutique Workplace Company, which won the tender from a shortlist of six, currently runs co-working facilities mainly in London and this new site is its first in the Midlands.

It is the latest company to announce plans to launch a co-working hub in Birmingham, fuelled by changing attitudes towards flexible working which have been accelerated by the impact of the pandemic.

Earlier this week, London-based x+why became the [first tenant to sign up for office space](#) at the new 103 Colmore Row building, directly opposite Boutique’s new facility, where it has signed a deal to open a co-working hub and run the 18th floor terrace.



The facility will open in a trio of grade-II listed buildings at the corner of Colmore Row and Bennetts Hill

Daniel Wheble, chief executive of The Boutique Workplace Company, added: “It is all happening in Birmingham, it is a flourishing city aided by HS2 which has made it competitive with London for both businesses and talent alike.

“The demand for flexible working since the pandemic is higher than ever, with companies looking to expand their network across the UK via flexible short-term leases so we are delighted to finally bring Boutique to Birmingham.

“This market is in need of a unique proposition that offers unbranded, professional workspace within a period property boasting true character.”