

Bespoke design for Birmingham regeneration project

In collaboration with Briggs and Forrester Living
and Vinci Construction



The Perry Barr Residential Scheme forms part of an exciting £700m regeneration project in north-west Birmingham.

When complete, it will welcome thousands of new residents to over 1,400 modern homes. They'll also have vibrant restaurants and retailers right on their doorstep, along with upgraded transport infrastructure.



Towelrads provided radiators for Plot 7, a six-storey residential building with ground floor retail. These included bespoke non-UK market sizes which Towelrads successfully manufactured and shipped into the UK, fulfilling a quick turnaround on a prompt call-off basis. Towelrads also supplied all the chrome electric towel rails in the apartments' bathrooms.

Originally planned to be the Athletes' Village for the Birmingham 2022 Commonwealth Games, the first residents are due to move into the former Birmingham City University site in 2023. They'll be setting up home in houses and apartments spanning the private sector, shared ownership and social housing overseen by Birmingham City Council.

