

"The transformation of Birmingham's City Centre over the past few years has been considerable, but the prospects for future growth are even greater. The Enterprise Zone provides the mechanism to drive this regeneration and create new and additional jobs that would otherwise simply not happen. The ability to retain the business rate uplift will enable us to fund priorities across the LEP area and deliver our ambition of becoming a truly world-class city region."



Andy Street
Chair of the Greater Birmingham and Solihull LEP

"The Enterprise Zone provides an excellent opportunity acting as a major catalyst for Birmingham's Big City Plan - our award winning and ambitious vision for the future of Birmingham City Centre. Supporting the delivery of our ambition, through the Greater Birmingham and Solihull LEP, we will be able to align the growth of our City Centre with the wider economic geography of the LEP area, so that the benefits will be felt by all."



Councillor Mike Whitby
Leader, Birmingham City Council

Key dates

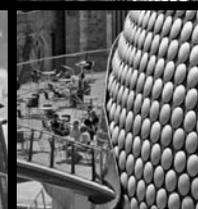
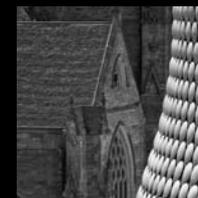
- January 2012 - Investment Plan to be approved by the LEP Board.
- April 2012 - Rates relief commences for businesses on identified sites.
- April 2012 - Local Development Order in place.
- April 2013 - Retention of Business Rates by the LEP commences.

Contact

Email: enterprisezone@birmingham.gov.uk

Web: www.birmingham.gov.uk/ez

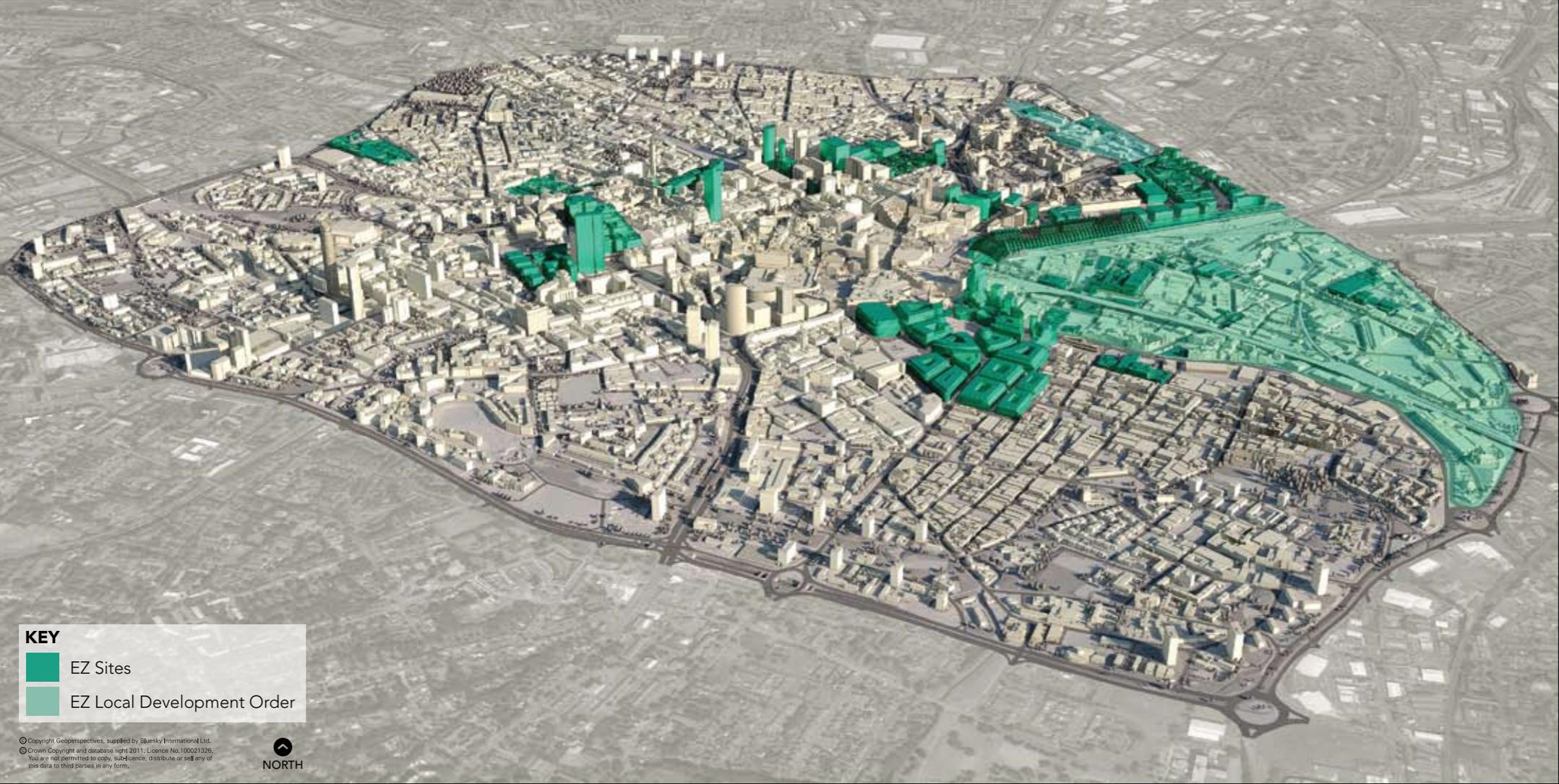
For more information on the Greater Birmingham and Solihull LEP visit:
www.gbslep.com



Greater Birmingham and Solihull LEP
Birmingham City Centre Enterprise Zone

December 2011

Birmingham City Centre Enterprise Zone



What is the Enterprise Zone?

In March 2011 the Government announced in their Budget a new wave of Enterprise Zones to boost economic growth. In total 23 Enterprise Zones were allocated to Local Enterprise Partnerships (LEPs), who each decided upon the location of their Zone.

The Greater Birmingham and Solihull LEP - a partnership of businesses, local authorities and the education sector working to support private sector growth and job creation - chose Birmingham City Centre as the location for their Enterprise Zone.

The City Centre Enterprise Zone (EZ) comprises 26 sites across the city centre, in 7 clusters identified in the Big City Plan as offering significant growth opportunities:

- Westside.
- Snow Hill District.
- Eastside.
- Southern Gateway.
- Digbeth Creative Cluster.
- Birmingham Science Park Aston.
- Jewellery Quarter.

The EZ is focussed on the following economic sectors, which are already clustered in the city centre and which reflect the growth opportunities:

- Business and financial services.
- ICT sector.
- Creative industries.
- Digital media.

The EZ will enable growth, promoting the delivery of the Big City Plan and LEP objectives, through:

- **Site Development** - Retention of uplift in business rates for at least 25 years across all sites within the Enterprise Zone will enable the LEP to invest in infrastructure provision, such as access, energy and transport solutions, which will unlock growth and help to deliver economic priorities of the LEP.
- **Promoting the EZ** - Marketing the investment opportunities.

The EZ will support smaller businesses in key sectors by:

- **Simplified Planning** - A Local Development Order (LDO) will be applied in Digbeth and Birmingham Science Park Aston (BSPA) allowing a wider range of changes of use without the requirement for planning permission, and in addition certain small scale micro generation in BSPA. A simplified planning regime for the wider EZ area will see dedicated resources and streamlined processes to support applicants.
- **Digital Infrastructure** - Superfast broadband infrastructure will assist businesses operating in the IT, creative and digital sectors in Digbeth, Eastside, Jewellery Quarter, Southern Gateway and St George and St Chad Quarter.
- **Business Support** - Business rates relief of up to £275,000 over a 5 year period will provide additional support for businesses locating within the EZ before 2015.

Greater Birmingham and Solihull LEP

The LEP comprises the urban core of Birmingham and Solihull, the southern Staffordshire districts of Cannock Chase, Lichfield, Tamworth and East Staffordshire (based on Burton upon Trent), and the northern Worcestershire districts of Redditch, Bromsgrove and Wyre Forest (based on Kidderminster).

Based on the UK's second largest city, with a population of 1.9m, over 800,000 jobs and contributing £36bn in GVA to the economy, the LEP has a crucial role as an engine of growth both for the region and the UK as a whole.

The LEP has set out ambitious transformational aims to:

- Create 100,000 new private sector jobs by 2020.
- Boost indigenous and inward investment.
- Build a world class workforce.
- Increase GVA by more than £8bn by 2020.
- Achieve global leadership in key sectors.

The LEP's Strategy for Growth is based on the three main components of the economy; Business, Place and People. The focus will be on big, bold moves building a successful and vibrant economy through creating a balanced and strong contribution from all three components.

The EZ will play an important role in the delivery of the LEP's priorities through the acceleration of development and related employment opportunities in the EZ, and the wider impacts this will have on the regional economy, and the use of retained business rate uplift on key projects and initiatives.