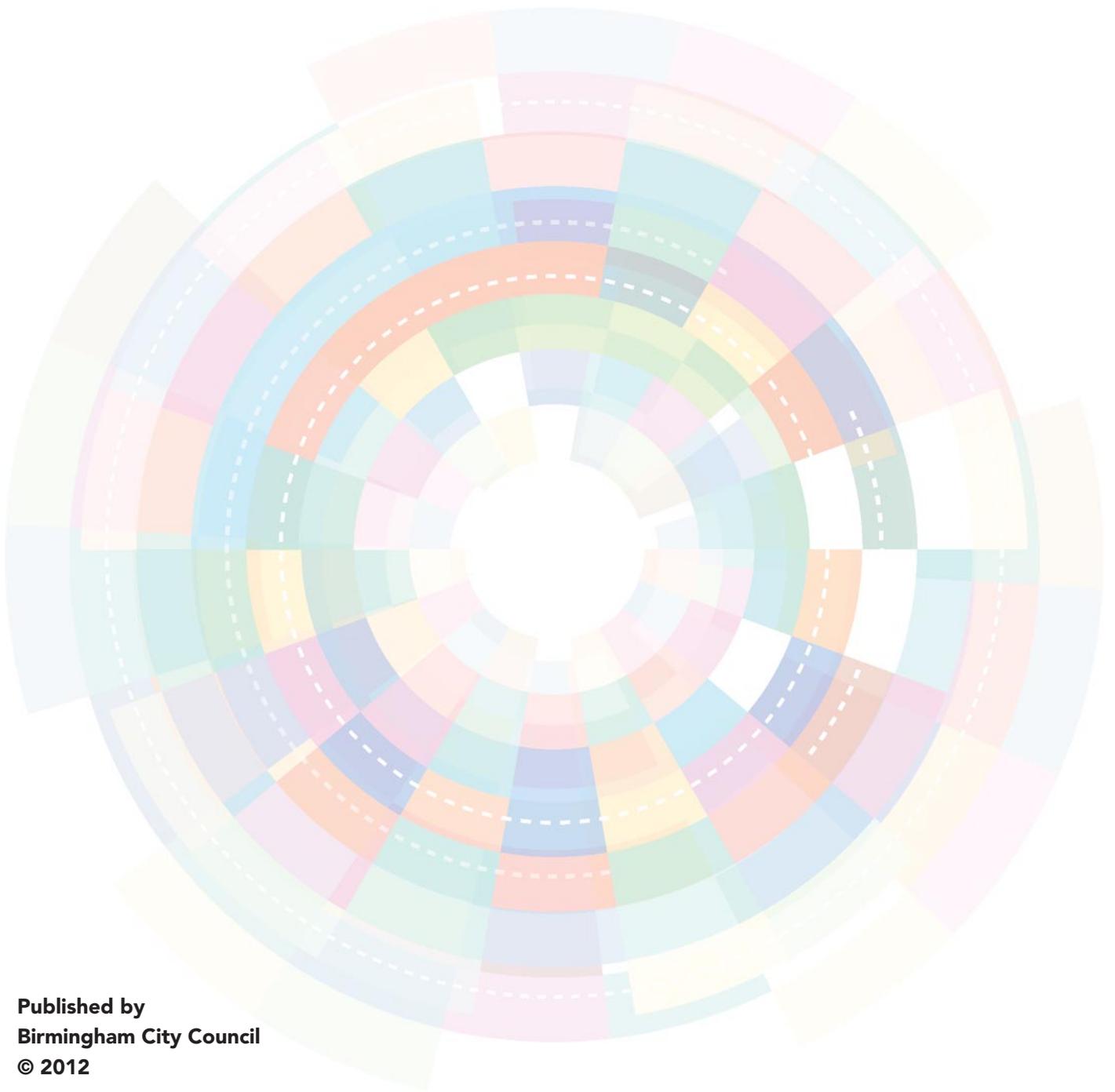




# Economic Zones

Investing in Birmingham



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# Foreword

**By creating the right environment for enterprise, Birmingham will attract investment from high-growth companies, as well as nurturing its home-grown talent.**

Birmingham has a long history of enterprise and innovation. A priority of the Council is to capture and grow that entrepreneurial spirit for an innovative, prosperous and inclusive city economy.

We start from a strong foundation with a regional economy of £90 billion and the largest concentration of businesses outside

London. Birmingham already has many advantages for investors including the benefits of scale and central location, high quality business environments and the bespoke support offered by the Birmingham Business Hub.

With the Greater Birmingham and Solihull Local Enterprise Partnership we are building new robust partnerships with the private sector, universities and other organisations. Our City Deal partnership with central Government gives us greater powers to rebalance the economy.

However for us to be a truly successful and competitive city region we need to maximise our full potential in areas such as Life Sciences, where we already have a leading position internationally.



**Councillor Sir Albert Bore  
Leader  
Birmingham City Council**

Developing clusters of high-growth sectors is part of our strategy for economic growth.

This document articulates this strategy, setting out how and where we will support high-growth sectors. Within the city centre, the most ambitious Enterprise Zone in the country will drive forward the delivery of a truly world-class business and cultural centre. Elsewhere in the city, the Economic Zones encompass some of the biggest development opportunities in the UK supported by major developers and investors as well as internationally renowned academic and research organisations.

We invite you to work with the City Council and its partners to realise the opportunities identified within this Prospectus, to benefit from Birmingham's business offer, and to play your part in the prosperous future of our city.



**Councillor Tahir Ali  
Cabinet Member for Development,  
Jobs and Skills  
Birmingham City Council**

# Introduction

## **Birmingham's advantages as a world class city, its central location, connectivity and access to a substantial labour force make it a location of choice for business.**

In changing economic times it is essential for Birmingham to focus on the areas in which it offers a competitive advantage. We are therefore targeting those sectors for economic growth to benefit the city.

This document presents a series of Economic Zones marrying the growth sectors with the city's spatial opportunities. Located to suit the requirements of the sectors, the six Zones are:

- Advanced Manufacturing Hub
- City Centre Enterprise Zone
- Tyseley Environmental Enterprise District
- Longbridge ITEC Park
- Life Sciences Campus
- The Food Hub

Birmingham already has a lot to offer for businesses and investors:

- £1bn Public Sector investment committed across the city in transport and digital infrastructure
- £100m already committed by Public Sector partners to unlock the potential for economic growth in the Zones outside the city centre
- Excellent connectivity within the UK and internationally
- A clear strategy to deliver growth

Specifically for the Economic Zones we have assembled an exciting and bespoke business offer to support the private sector to accelerate development and ease their start up or move within the city:

- Simplified planning
- Access to finance
- Gap funding

- Business development programmes
- Tailored training and recruitment packages
- The services of Business Birmingham

The Zones will attract £1.5bn investment, generating in the region of 1.8 million sqm of new floor space and 50,000 new jobs.

For further information, and to discuss the opportunities presented here, please contact:

**Planning & Regeneration  
Birmingham City Council  
0121 303 1115  
Planningandregenerationenquiries  
@birmingham.gov.uk**

**Marketing Birmingham  
0121 202 5115  
invest@marketingbirmingham.com**





# Invest in Birmingham: a world-class city

**With a population of over a million people, and an economic output approaching £20 billion a year, Birmingham is the West Midlands regional capital and the UK's second largest city.**

Birmingham has an ever-increasing reputation as a vibrant and diverse city, offering world-class business and cultural facilities and being the most attractive UK regional city for quality of life. With business costs and cost of living up to 60% below the south east, Birmingham is an efficient and attractive location to do business.

## **A High Quality Business Environment**

The largest concentration of businesses outside London makes Birmingham a leading European business hub. The city is home to 30,000 companies including almost 900 international firms such as Jaguar Land Rover, Kraft, Amey and

Deutsche Bank. The region plays host to 200,000 conferences and 320 exhibitions every year, bringing expertise and business opportunities to the region.

## **International Connectivity**

Birmingham's position at the centre of the country and of the motorway network maximises access to supply chain, customers and labour force. Over 90% of the UK market – customers and businesses – are within a four hour drive of the city. Air, road and rail connections provide a gateway to 400 million people in the rest of Europe.





Nearly £1bn of investment in transport infrastructure will provide improved access for business as well as ease of movement for residents and visitors.

This investment includes:

- £600m investment in New Street Station creating a 21st century transport hub for Birmingham and the region accommodating 1250 trains per day.
- £130m extension of the Metro network to New Street Station.
- £13m enhancement of bus interchange within the city centre
- £200m expansion of Birmingham Airport, which already serves over 140 destinations, enabling direct flights to the west coast of the USA and the Far East.
- £10m investment in superfast broadband in the city centre, complementing an entirely digital telecoms network.

Development of High Speed Rail (HS2) will bring Birmingham within 49 minutes travelling time of London, with a new station in Birmingham city centre.

### People & Skills

Birmingham has the youngest population of any European city (38% under 25), and one of the most

culturally diverse populations in the country. 1.5m people in the immediate urban area, and 4.3m within a one hour drive, offer a skilled labour force to support growth in key sectors, with a ready supply of graduates in appropriate subjects. In particular:

- 242,000 people employed in Professional Services, ICT and Business Services.
- 6,000 creative and digital businesses employ the talents of 34,000 people, in the fastest growing creative sector in the UK.
- 300,000 people work 215 companies operating across automotive, rail and aerospace.
- 500 medical research companies across the region provide world standard research excellence in medical technologies and life sciences.
- 1m people have foreign language skills – 78,000 are fluent in two or more languages.
- 132,600 people are qualified to degree level or higher.
- 18 universities within a 1 hour drive of Birmingham provide 97,000 graduates each year.
- More than £200m investment in FE and HE sectors within the city.



## World-class Culture

Birmingham is a vibrant, attractive city with a growing cultural, entertainment and leisure offer – an exciting place to live and do business:

- Birmingham is the most visited English city outside London for European visitors – 740,000 overseas visitors to the city in 2010, spending £249m
- The second-highest retail spend in England, with a high quality retail offer soon to be supplemented by the largest department store outside

London following the £100m investment by John Lewis in a flagship new store.

- £188m of investment creating the largest public library in Europe, creating new opportunities for learning and functional flexibility around new digital technologies.
- £120m investment in the Resorts World complex at the NEC complementing the existing offer at the LG Arena and in the city centre at the NIA, ICC and Symphony Hall.
- A wide range of internationally renowned festivals and events; ArtsFest, the biggest free arts

festival in the UK, Jazz and Dance festivals, the largest St. Patrick's Day parade in the UK, as well as Chinese, Sikh, Hindu and Islamic festivals reflecting the city's diverse communities.

- High quality sports facilities play host to international sporting events including test match cricket, indoor and outdoor athletics, international tennis and Premiership football.
- Over 8,000 acres of parks and open space, Birmingham is one of the greenest cities in the UK.



# Economic Growth

**Over the next 20 years Birmingham's population is projected to grow by 150,000 people bringing economic benefits to the regional and local economy.**

Birmingham has a diverse economy encompassing a broad range of manufacturing and service industries. Alongside established financial and professional services there is a growing creative and digital industries sector. Manufacturing, particularly the automotive industry, remains important to the city and is experiencing a renewed confidence. Emerging technologies are driving a steady growth of environmental industries, over time this will represent an increasing part of the city's economy.

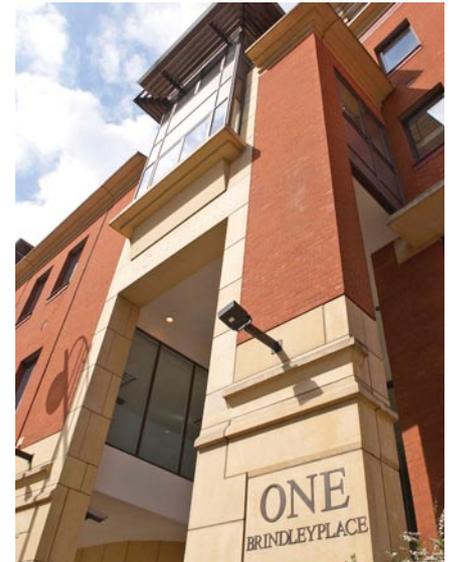
To maximise opportunities for economic growth, Birmingham is targeting those sectors in which it has established that the city has a competitive advantage.

## **Financial and Professional Services**

- contributes £4bn to Birmingham's economy
- over 1,900 firms in the financial services sector
- 20,800 people employed in the sector, representing 9% growth since 2005

## **Creative and Digital Media**

- generates more than £890m for the Birmingham economy
- 6,000 firms within the city, 61 with headquarters in Birmingham
- predicted growth in digital media of 5% per annum 2010-14

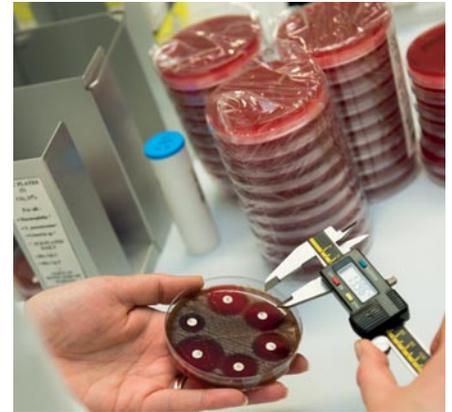


### Advanced Manufacturing

- including automotive aerospace, energy and environmental technologies
- contributes £600m to the city's economy
- more than 760 firms already represented in Birmingham, including 24 headquarters
- 19,000 people employed across a variety of advanced manufacturing sub-sectors

### ITEC

- major software companies in top 25 employers in the region; a number with headquarters here
- high growth in e-commerce and business process outsourcing
- UK market for IT software set to grow by more than 20% 2011-15



### Life Sciences

- contributes £180m to the Birmingham economy
- 233 firms in the city, a 45% increase since 2005
- 1,600 people employed in the sector

### Food and Drink

- has a turnover of more than £70bn annually in the UK
- is growing by 4.7% annually, and is relatively recession-proof
- sees more than £300m spent on research and development annually



# The Six Economic Zones



**Six strategically important geographic areas have been identified as Economic Zones. For these a range of measures to attract investment and promote business growth are available.**

## Advanced Manufacturing Hub

The Hub captures the importance of the advanced manufacturing sector to the region. Based at the Aston Regional Investment Site it will provide opportunities for the growing automotive supply chain as well as other advanced manufacturing activity.

£20m public sector investment in site assembly and access improvements sees a de-risked site with sectorally targeted benefits offered to the market in phases. The first phase of 10.5 hectares is available for development.

## City Centre Enterprise Zone

Birmingham city centre is the heart of the region's financial and professional services sector. The ongoing transformation and growth of the city core through the Big City Plan presents substantial opportunities for growth in this sector through developments such as Paradise Circus and Arena Central. Refurbished business space on the fringe of the city centre in Digbeth and the Jewellery Quarter offers particular opportunities for the thriving creative and digital sectors.

The Birmingham City Centre Enterprise Zone (EZ) will support the accelerated delivery of growth in the city centre. A range of incentives are on offer for investors and businesses including rates relief, simplified planning, digital infrastructure, business support and investment in infrastructure.

The 26 sites which make up the EZ reflect the spatial strategy for the city centre, and present growth opportunities for those sectors that have the greatest potential: Financial and Professional Services, ICT, Creative industries and Digital media.

## **Tyseley Environmental Enterprise District**

To exploit the growth in resource recovery and low carbon technologies, Tyseley is designated as the city's Environmental Enterprise District. Proposals at Tyseley Wharf and Energy Way for new high quality business park environments, along with property assistance programmes, will improve the range and quality of property available to business. Work with academic institutions and local businesses to foster environmental technologies symbiosis and the opportunities for green energy solutions supports Tyseley as a principal location for the low carbon economy in Birmingham.

## **Life Sciences Campus**

The Queen Elizabeth Hospital Birmingham and the University of Birmingham in Edgbaston provide the focus for the clustering of

activity associated with medical technologies. A Life Sciences Campus will enable these world renowned institutions to promote their reputation for medical technology and provide a basis for growth bringing high value jobs to the city. Within an overall Campus masterplan, including the recent opening of the National Institute for Health Research and launch of the new Centre for Translational Inflammation Research, we will work with partners to secure opportunities for new facilities.

## **The Food Hub**

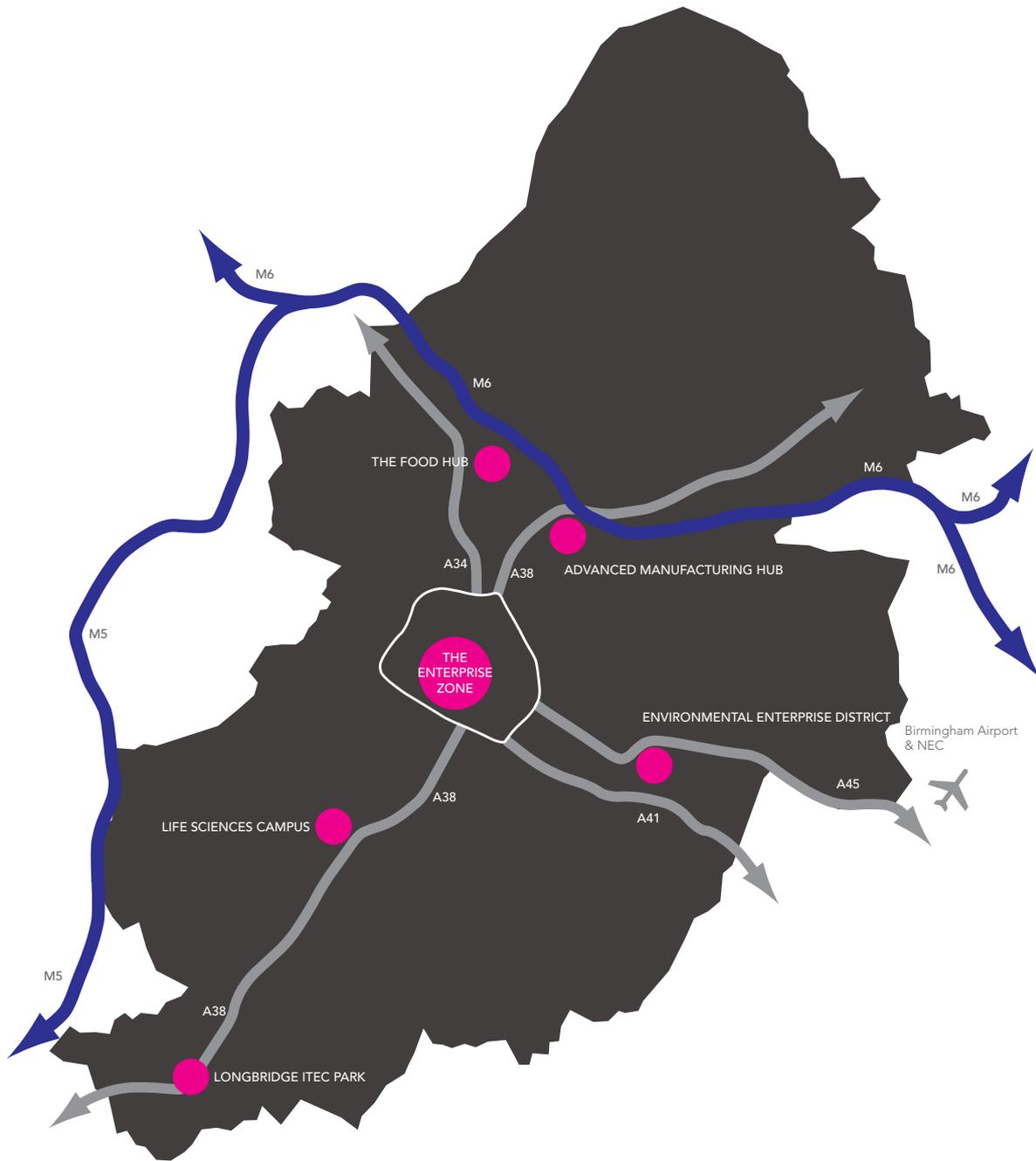
To capture interest in the city from the food industry the opportunity exists to form a cluster of food processing, manufacturing and distribution businesses as a Food Hub. The requirements of this sector can be met at the former IMI site in north Birmingham, with its access to the motorway network

and availability of serviced plots for bespoke development.

## **Longbridge ITEC Park**

Longbridge presents a unique opportunity for businesses requiring large floorplates with high-spec fittings set within a new high quality town centre accessible by public transport and offering a wide range of local facilities for staff. An ITEC Park will be particularly suited to:

- Software products
- IT services
- Business process outsourcing
- Cloud computing
- Data mining
- E-commerce



# The Birmingham Investment Package

## our offer

**Every business is different and requires tailored market solutions for growth. We will use a range of interventions to kick-start development and with sector specific support for businesses choosing to locate in our city.**

For all of the opportunities outlined in this prospectus the City Council and its partners will work with landowners and developers to streamline the planning process, and develop bespoke packages of support to enable development that creates jobs in our Economic Zones.

The city offers access to a number of funding streams including the Greater Birmingham and Solihull Local Enterprise Partnership (LEP) Growing Places Fund, Regional Growth Proposals and a series of European Regional Development Fund (ERDF) programmes for both capital works and business development. Subject

to eligibility criteria, businesses will be able to access financial support for growth, new build and extension of premises, plant and equipment, product innovation, and workforce development.

### **Simplified Planning**

We will ensure that for all of the opportunities identified an appropriate planning framework to guide development is in place. We will seek to simplify the planning regime, for example the use of Local Development Orders, and reduce the requirements on developers.

We have introduced a Major Development Protocol to speed up

the determination of major planning applications and to add certainty to the application process.

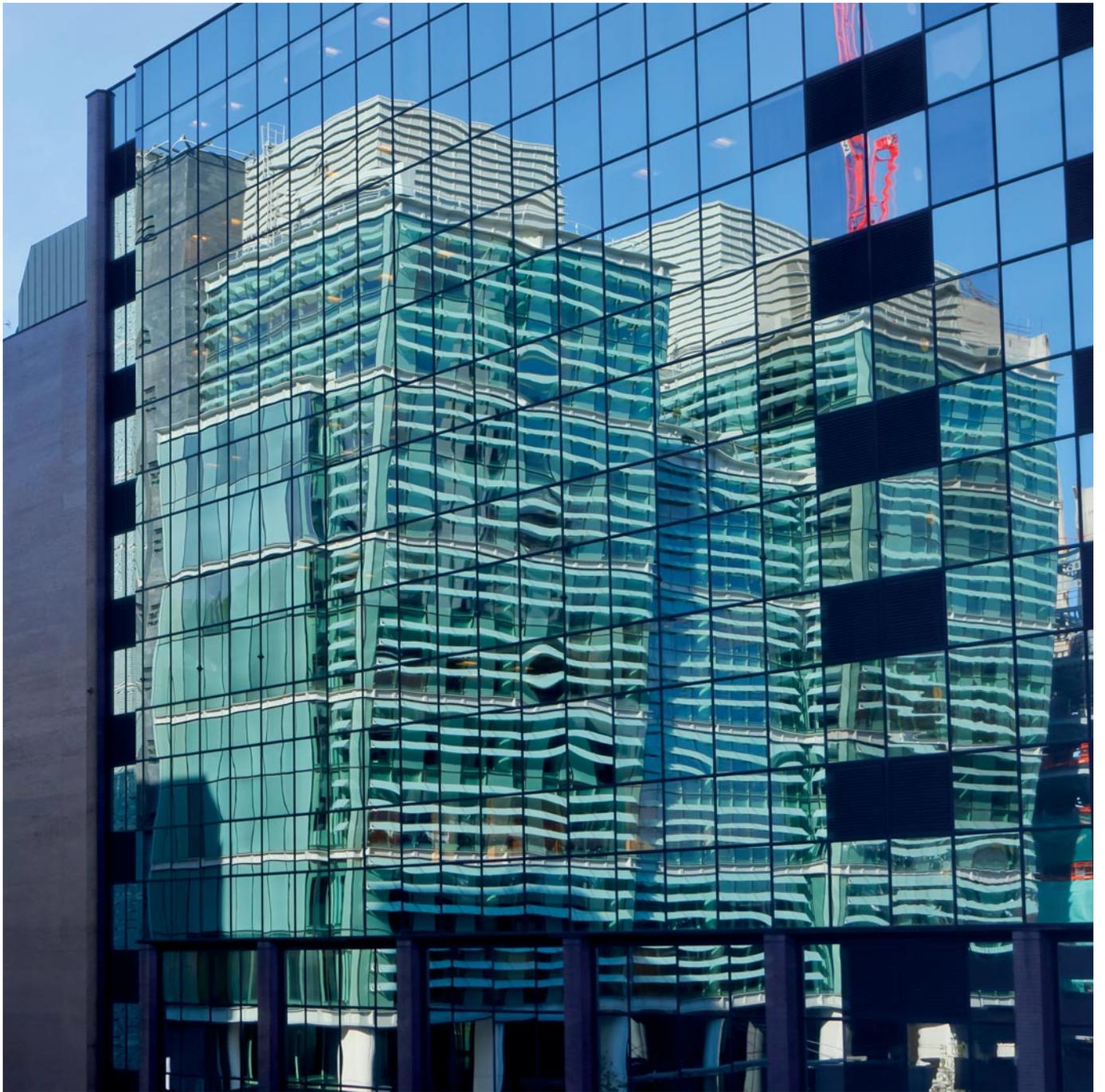
We now determine more than 80% of our planning applications within the timescales set by central Government and exceed their targets in all cases.

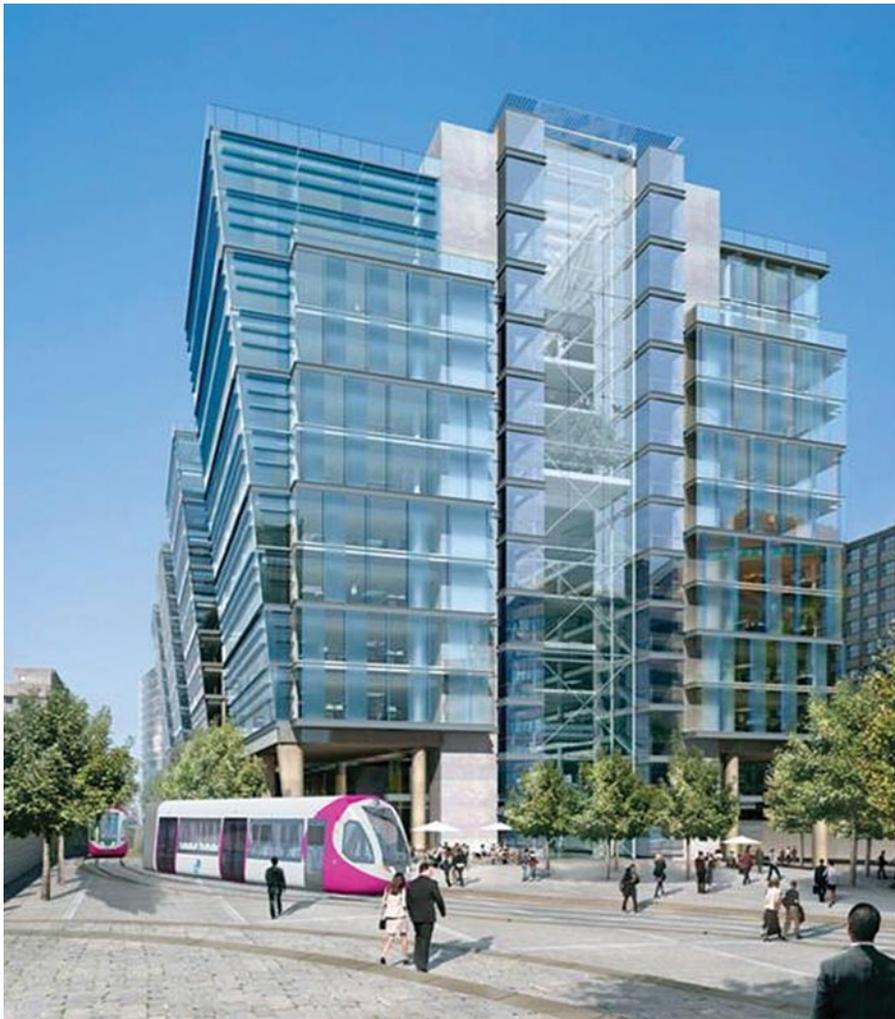
### **Gap Funding**

[www.birmingham.gov.uk/erdf](http://www.birmingham.gov.uk/erdf)

Where necessary, if funding is available, we will explore a 'gap funding' package with a developer in partnership with the relevant agencies to secure the resources.

The City Council is currently operating a number of ERDF Land & Property Programmes totalling





£9.75m that cover the Jewellery Quarter and Digbeth, the Advanced Manufacturing Hub in Aston and the Tyseley Environmental Enterprise District.

### **Access to Finance**

[www.financebirmingham.com](http://www.financebirmingham.com)

Through Finance Birmingham the City is able to offer both loan funding and equity finance of £250k-£1m to Birmingham based businesses.

### **Business Development**

[birmingham.gov.uk/supportforbusinesses](http://birmingham.gov.uk/supportforbusinesses)

We support new and growing businesses through a range of initiatives. This includes the national £125m Regional Growth Fund Advanced Manufacturing Supply Chain Initiative (AMSCI) and the £8m Business Development Programme. Both are delivered by Birmingham City Council on behalf of the Greater Birmingham and Solihull LEP.

A dedicated programme of support for business development within the city centre will be funded through the Enterprise Zone.

### **Training and Recruitment**

[www.birmingham.gov.uk/eat](http://www.birmingham.gov.uk/eat)

Birmingham City Council and Business Birmingham work closely with a number of partners to provide bespoke training and recruitment services to meet the business needs of investors.

The City's Employment Access Team works directly with in-locating and expanding businesses to identify employers' skill needs and to deliver, in partnership with key agencies, bespoke recruitment and pre-employment training packages. By working with developers and businesses from initial planning stages we can ensure planned recruitment campaigns meet requirements. Providing the right staff, at the right time, can include apprentices, right through to internships and graduate level recruitment, drawing from the considerable talent pool of local labour.

Working in partnership with the Skills Funding Agency (SFA), Jobcentre Plus (DWP) specific

sector skills councils, and training providers, we ensure the 'Employer Offer' is customised to meet business needs, regardless of the size of the company or sector.

The City Council and its partners will utilise established links with Universities in the region to ensure that they continue to provide high calibre graduates with appropriate skills and knowledge to support our growth sectors.

### **Infrastructure and Access**

High quality transport access, public realm and communications infrastructure is vital to the creation of successful business space. Where development is constrained by infrastructure, the City will work with stakeholders to develop solutions which will unlock sites for development.

The City Council and its partners have made significant investment in, and committed future funding to, access improvements around the Economic Zones. The £13m Selly Oak relief road provides direct access to the Life Sciences Campus and associated development opportunities. Works to the A5127 Lichfield Road including a new junction at the Advanced



Manufacturing Hub will benefit that Zone, as will the planned improvements to M6 Junction 6. A long term strategy is in place to deliver high quality road, pedestrian and public transport connections in Longbridge. The delivery of nearly £1bn investment in bus, rail and pedestrian infrastructure in the city centre will benefit the Enterprise Zone in particular; in conjunction with the £200m airport extension this will also improve the city's regional, national and international connectivity. We will work with developers to progress further improvements required to support the delivery of development within the Zones.

The city's digital infrastructure will be significantly enhanced through the Digital Districts Programme. The Programme works with telecommunication providers in order to bring the next generation of ultra-fast broadband connectivity – in excess of 100mbps – to key areas of the city to support business growth. The first phase of this programme will be focused on Digbeth, Eastside and the Jewellery Quarter.

## **Business Birmingham**

**[businessbirmingham.com](http://businessbirmingham.com)**

Delivered through Marketing Birmingham, Business Birmingham is the city's official inward investment programme and a single point of contact for investors. For each project a team from relevant organisations across the city such as property agents, recruitment consultants, public agencies and universities is established to develop a comprehensive package of support and assistance.

This includes a range of services free of charge, including:

- Support with initial and more detailed business case, including cost comparisons, access to our Regional Observatory research team and benchmarking.
- Project management throughout the delivery phase, contributing to various client workstreams and supporting internal project teams.
- Labour market advice and salary benchmarking, practical support with bulk recruitment activities, e.g. assessment centre testing,

advertising and response handling and short-listing, PR around recruitment campaigns.

- Confidential property searches and viewings, introductions to property partners.
- PR around recruitment and the new operation, support with launch events and introductions to city leaders across private, public and academic sectors as well as key networks and media.
- Executive and other staff relocation support.
- Familiarisation tours and presentations.

As cost savings are a key driver for any company considering relocation or expansion we have formulated a tailor made 'market entry' package with specific subsidised rates from our partners including:

- Free serviced office accommodation for up to six months in a central Birmingham location.
- Free initial project management time for inward investors with access to a full range of audit, tax and advisory services.
- Tailor made recruitment services at significantly reduced cost.



# Advanced Manufacturing Hub

**With high quality sites that meet the needs of the Advanced Manufacturing sector, Birmingham can nurture growing businesses and attract inward investment for the benefit of the city's economy.**

Foreign Direct Investment in manufacturing increased by 22% over the last year, reinforcing the message that the UK has a strong manufacturing economy. Advanced engineering and manufacturing saw a 25% increase in jobs over the same period.

The performance of the automotive industry is forecast to accelerate, with an anticipated growth rate of 6.9% for the period 2010-15. The increasing demand on the supply chain to support this growth offers a wide range of opportunities in the advanced manufacturing sector, which Birmingham is well placed to support. The aerospace sector will also grow across the UK.

The Greater Birmingham and Solihull LEP actively supports advanced manufacturing through

AMSCI (Advanced Manufacturing Supply Chain Initiative). This £125m programme delivered through Birmingham City Council, reflects the importance of the sector within the region.

Recent announcements of investment by advanced manufacturing firms have been good news for Birmingham and the region, creating new supply chain opportunities to be taken up by existing and new companies.

The decisions of Jaguar Land Rover to locate a brand new £355m engine plant near Wolverhampton, Aero Engine Controls (AEC) to build a new £60m aerospace manufacturing and technology facility in Solihull, and a commitment from SAIC to invest £50m in production facilities at the MG Motor facility at Longbridge all

provide a real boost for the regional economy.

The West Midlands already has 30% of automotive jobs and 60% of related R&D jobs nationally. The region's universities continue to build on the strong automotive heritage by producing highly skilled graduates, with particular strengths in automotive and aerospace technologies and manufacturing to meet the existing needs of the sector, and an increasing specialism in low carbon research and emerging technologies.

Birmingham is well located for the automotive sector, positioned centrally among vehicle manufacturers and suppliers providing easy access to the largest market in the UK – including seven volume car manufacturers, eight commercial vehicle manufacturers,





- A** Birmingham University
- B** Aston University
- C** Birmingham City University

- 1** JLR
- 2** Aero Engine Controls
- 3** SAIC
- 4** Rolls Royce
- 5** Dunlop Aerospace
- 6** Unipart
- 7** BMW
- 8** TRW
- 9** GKN
- 10** Eaton Electronics
- 11** Timet
- 12** Dana
- 13** Bromford Industries
- 14** Hydroforce Hydraulic
- 15** Tufnol Composites
- 16** NP Aerospace
- 17** Sertec Ltd
- 18** Lander Automotive
- 19** MOOG
- 20** Eurofins
- 21** Goodrich

the largest number of specialist sports car manufacturers in the world, and 19 of the world's top 20 suppliers. This offers efficiencies in the supply chain, with reduced transportation costs contributing to making the UK cheaper than other EU locations.

### Location

An Advanced Manufacturing Hub is being developed on the 20 hectare Aston Regional Investment Site. The site in north Birmingham is at the centre of the UK motorway network. The location has good access to the A38(M), Junction 6 of the M6 and

Heartlands Parkway, and provides easy access to the largest range of automotive supply chain opportunities in the UK.

### Opportunity

The site is targeted for the automotive and aerospace supply chain recognising the importance of this sector to the region. It is majority owned by Birmingham City Council and the Homes & Communities Agency (HCA), and will come forward for advanced manufacturing uses in three phases over a 10-15 year period.

Phase 1 comprises 10.5 hectares, with plots available immediately. It could accommodate up to 30,000sqm of new floorspace across two sites. In total the Advanced Manufacturing Hub offers the opportunity for 100,000sqm of new floorspace, accommodating approximately 3,000 jobs.

Further enhancements to site access are proposed, improving the offer for manufacturing activity, and giving the Advanced Manufacturing Hub a greater presence.

Direct links with universities and colleges are being fostered as part of this offer, with the opportunity to provide on-site training and shared conferencing facilities being explored. The City and its partners are working through the Advanced Manufacturing Taskforce to develop sustainable pathways for training to meet employer needs.

### **Delivery**

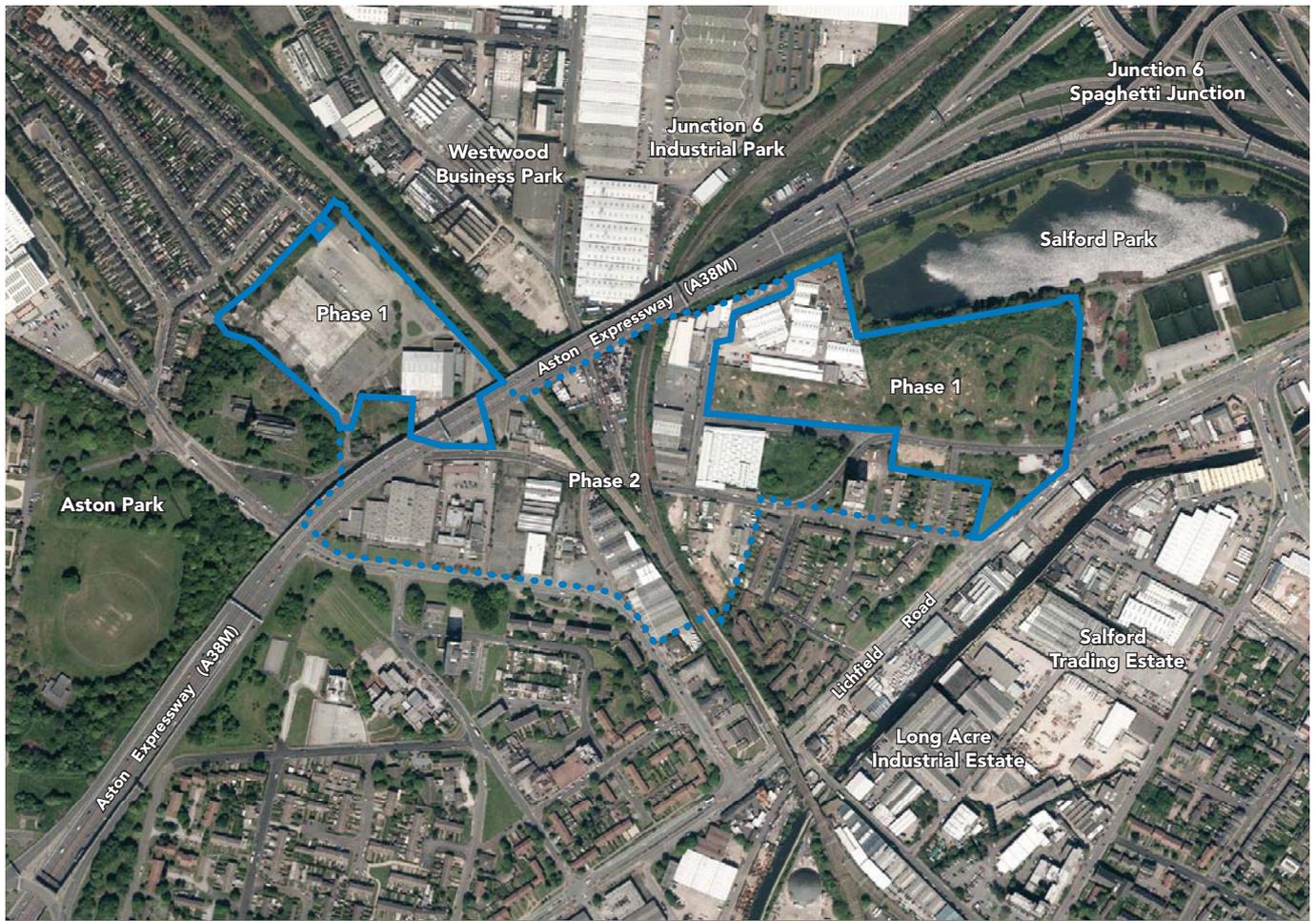
The City Council is working with the Homes & Communities Agency and other partners to bring the site to the market on a phased basis, and to suit the needs of the Advanced Manufacturing sector. The early phases will be marketed by Savills from September 2012, with future phases over a number of years.

£2m of Growing Places Funding is being used to support the acquisition of the land in Phase 1 not currently in public ownership and will also support the delivery of access improvements, including a new junction. We will also work with potential occupiers to access European and Regional funding streams.

The planning framework for the area is set by the recently adopted Aston Newtown and Lozells Area Action Plan. A Local Development Order is being prepared ahead of the first phase of development – this will streamline the planning process for advanced manufacturing occupiers. A compliant and viable proposal has been developed through the significant work carried out to date.







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### Phase 1

The first phase of the Hub comprises 10.5 hectares across two sites, the **Holte & Priory** and the **Serpentine**. Plots on Phase 1 are immediately available for development and are now being

actively marketed. A Local Development Order will provide a greater degree of certainty and save valuable time for investors. Improvements to the main site access off Lichfield Road will be undertaken in 2014.

### Future Phases

A further 9.5 hectares will be brought forward in phases over the next 10-15 years, following assembly of the Priory Road and Queens Road sites.

# City Centre Enterprise Zone

**In combination with the existing strengths of the city centre location, the Enterprise Zone will attract and support investors and businesses in sectors with high-growth potential.**

Birmingham city centre is an established economic hub, at the centre of an £90bn regional economy and home to numerous high profile businesses such as Deutsche Bank and Wragge & Co.

The professional and financial services sectors are well established in Birmingham, including a number of international banks, offices of all of the 'big four' audit firms, and legal firms bringing in fees of over £500m per annum. The city centre offers a lower cost, high quality alternative to London for firms that wish to set up regional headquarters or business service operations, whilst having easy access to London, UK and overseas markets.

The creative and digital media sectors embrace a wide range of activities, including a number of firms that are making a splash, not just in the city, but also further afield – from virtual world specialists Daden, to established media firms like Maverick and award-winning design agencies such as Clusta and Substrakt.

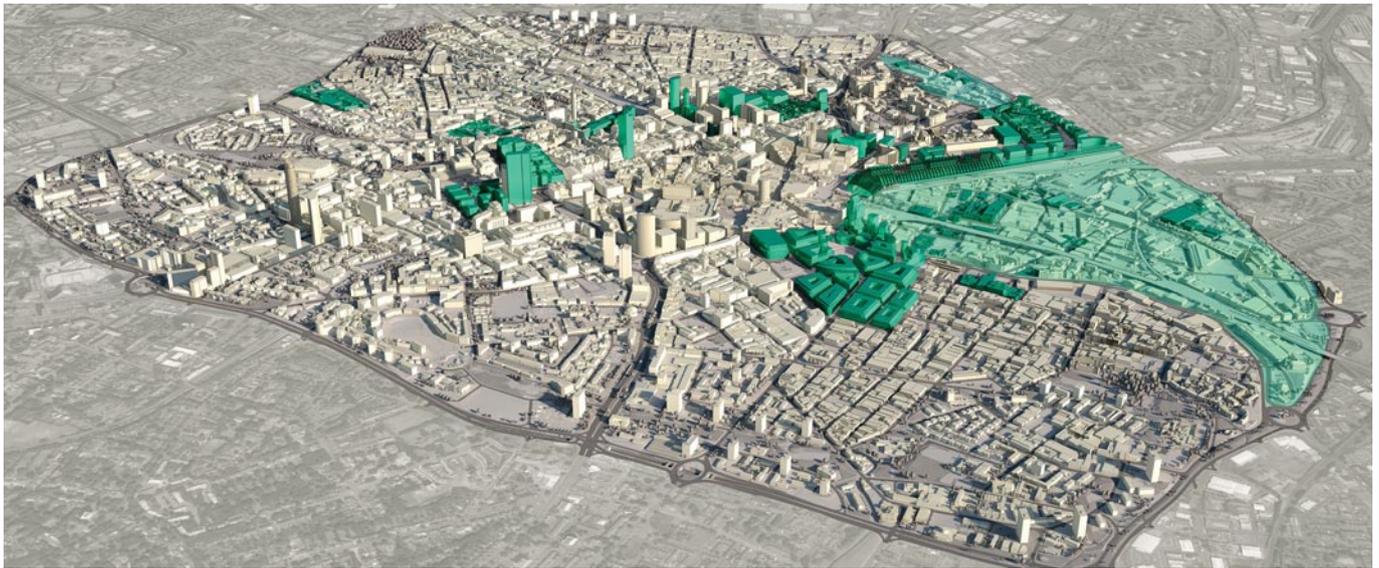
The city centre was designated by the Greater Birmingham and Solihull LEP as its first EZ. The EZ will accelerate the development of the city centre in order to create jobs, unlock regeneration and grow the city's profile as a leading global business destination.

The EZ responds to the vision set out in the Big City Plan to create and support a globally competitive knowledge economy, the natural home for Europe's entrepreneurs

and wealth creators with an enterprise culture supported by investment in infrastructure. Playing to the city's strengths, the EZ focuses on those sectors in which Birmingham and the region have a competitive advantage and which can be accommodated in the city centre including financial and professional services, creative and digital businesses and education providers.

## **Location**

The EZ comprises 26 sites across nearly 70 hectares of Birmingham city centre, identified as offering significant development potential, and clustered around key areas of opportunity within, and on the fringe of, established commercial areas.



The city centre location offers world class transport links and ever-improving public spaces.

### **Opportunity**

The EZ includes a range of short, medium and long term opportunities in the heart of the city, which will come forward over some 25 years. This includes potential for more than 700,000sqm of new office floorspace and 600,000sqm of new leisure, recreation and commercial floorspace within the city centre, accommodating more than 40,000 new jobs.

To accommodate growth in the financial and professional services sector, the central business district

within the city core needs to expand – westwards to take in the Arena Central and Paradise Circus sites, northwards to include Snow Hill, and over time to the east. Over the next five years, these will present some of the biggest regeneration and development projects in the UK, offering unique opportunities for companies seeking high profile, Grade A office space in a world-class business environment.

Opportunities reflecting existing clusters of digital and creative activity are available in Digbeth, Eastside, Jewellery Quarter and Birmingham Science Park Aston. The drive to accommodate a growing digital/creative sector presents opportunities for investors

to develop bespoke space for larger businesses as well as flexible space suited to SME occupants.

Additionally, the EZ builds on existing investment and offers particular benefits for businesses looking to locate in the city centre. The £128m EZ Investment Plan for 2012-2018 will deliver:

### **Site Development\***

More than £70m of funding earmarked for enabling works and to support development, opening up some of the city's most exciting sites.

## Infrastructure

£43m of investment focused on provision such as access, energy and transport solutions, making the city centre an attractive and connected place.

## Simplified Planning

A Local Development Order in Digbeth and Birmingham Science Park Aston allowing a wider range of changes of use without the requirement for planning permission.

A simplified planning regime for the wider EZ area with dedicated resources and streamlined processes to support applicants.

## Digital Infrastructure

Affordable access to ultrafast broadband benefiting businesses, particularly those operating in the IT, creative and digital sectors.

## Rates Relief\*

Relief of up to £55,000 per annum over a five year period for businesses entering the zone before 31st March 2015, subject to eligibility.

## Business Support\*

A £5m package of training, advice, consultancy and financial support for Businesses in the EZ, including:

- Financial support to assist new start ups, business growth and recruitment.

- Foreign Direct Investment Incentive scheme including £1,000 per new job created.
- Skills Development funding to provide employer-focused recruitment, company training and enhanced apprenticeships.

## Delivery

The majority of the sites are cleared or vacant pending clearance/refurbishment, and are in the control of a single landowner or developer. For further details of individual sites see the Enterprise Zone Prospectus at [www.birmingham.gov.uk/ez](http://www.birmingham.gov.uk/ez).

\* All support to individual businesses will be subject to State Aid limitations





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Firms looking to locate or expand in Birmingham to take advantage of our skilled labour market and high quality business environment will have a full range of development opportunities available for consideration:

**Major Office Opportunities**

- 1. Arena Central
- 2. Beorma
- 3. Birmingham Children's Hospital
- 4. Eastside Locks
- 5. Masshouse

- 6. Paradise Circus
- 7. Post and Mail
- 8. Snow Hill Queensway Phase 2
- 9. Snow Hill Queensway Phase 3
- 10. Southern Gateway
- 11. 103 Colmore Row

**Digital, ICT & Creative Industries**

- 12. Birmingham City University Campus
- 13. City Park Gate
- 14. Connaught Square
- 15. Curzon Park
- 16. Custard Factory Extension

- 17. Digital Media Zone
- 18. Great Barr Street
- 19. Ludgate Hill
- 20. Newhall Square
- 21. St Georges Urban Village
- 22. Smithfield Court
- 23. Typhoo Wharf
- 24. University College Birmingham
- 25. Venture Way
- 26. Warwick Bar

# Environmental Enterprise District

**Emerging technologies are driving a steady growth of environmental industries – over time this will represent an increasing part of the city’s economy.**

Birmingham aims to become one of the world’s leading green cities. Already a leader in renewable energy, from low carbon fuels to waste management and bio-energy to solar photovoltaic, the city is progressing integrated transport infrastructure and the largest domestic retrofit programme in the UK, paving the way as a sustainable, future-proof city.

Our universities produce world class research, including bio-energy, hydrogen materials and supply chain, and future power systems. Birmingham City University is a national centre for excellence for learning, innovation and technology transfer, and the University of Birmingham hosts the Energy Technologies Institute as part of the Midlands Energy Consortium. This strength at university level ensures Birmingham has a good base of

suitably skilled graduates for potential investors to recruit from.

The Tyseley area is synonymous with the Energy Recovery Facility, which handles 350,000 tonnes of Birmingham’s municipal waste each year and exports 25MW to the National Grid after provision for on-site needs.

To exploit the opportunities this sector offers, particularly resource recovery and energy production, Tyseley has been designated an Environmental Enterprise District, promoting the creation of new environmental business parks at Tyseley Wharf and Energy Way, fostering environmental technologies symbiosis through work with academic institutions and exploiting opportunities from the Energy Recovery Facility.

## **Location**

An established industrial area, Tyseley is located 2.5km south east of the city centre between the A45 Coventry Road and the A41 Warwick Road. The area benefits from good local road and public transport links.

The core industrial area of Tyseley is home to over 200 companies including Veolia, Grayson Thermal Systems, Europackaging and ThyssenKrupp Aerospace.

Outside the core industrial area, the wider area also accommodates a number of significant businesses such as Specialist Computer Holdings as well as opportunities for investment and development.



### **Opportunity**

The Tyseley Environmental Enterprise District (TEED) will become the principal location for the low carbon economy in Birmingham, encouraging recycling, energy production and renewables including manufacturing and supply chain development.

Redevelopment or refurbishment of vacant and underutilised sites in the area has the potential to

provide in excess of 100,000sqm of new floorspace, creating 1,500 jobs.

In the wider area, the Signal Point site lies to the south of the designated Environmental Enterprise District and is available for development. It provides opportunities for larger inward investors, and for companies outgrowing premises in the traditional industrial area.

### **Delivery**

The TEED area benefits from an ERDF package to improve and create new enterprise space and for business development.

[www.birmingham.gov.uk/tpap](http://www.birmingham.gov.uk/tpap)

Businesses locating in the area will also contribute to and benefit from the opportunities for innovative approaches to low carbon energy production and resource recovery.



### **1. Proposed Tyseley Energy Park (Webster and Horsfall Group)**

The Webster and Horsfall Group propose to rationalise manufacturing operations and by reducing the operational “footprint” will create a development plot of approximately 2.8 hectares which is to be marketed over the next 2-3 years as Tyseley Energy Park. This will present the opportunity for new development in the emerging “low carbon” energy sector.

The site is currently accessed from the A45 Coventry Road; a second access is proposed from Small Heath Highway. The proposed Tyseley Energy Park benefits from an outline planning consent for industrial development and would be suitable for B1(c) (light industry) and B2 (general industry) uses.

### **2. Atlas Works**

The former Atlas Works, now a cleared site, comprises 2.1 hectares. The site owner, the St. Francis Group, is preparing plans for an integrated waste management facility.

### **3. Tyseley Wharf**

Located at the centre of the established Tyseley industrial area, this 4.1 hectare site is in the ownership of the Canal & River Trust. Tyseley Wharf benefits from a frontage to the Grand Union Canal, which will provide an attractive setting for the new business park. This will provide approximately 12,200 square metres of new floorspace.

The site is suitable for B1(c) (light industry) and B2 (general industry), ideally associated with the environmental industries sector.

### **4. Hay Hall Road**

This 4.4 hectares site benefits from planning consent for a 15,000 sqm ‘Energy Recovery Facility’, and may be suitable for a range of ‘low carbon’ industries. The site has direct access to an operational railhead which is currently protected for rail freight.

### **5. Former EMR site**

This privately owned site comprises 2.08 hectares. The site requires substantial remediation work but could greatly benefit an appropriate end user.

The site fronts the A41 Warwick Road and Wharfdale Road, close to Tyseley railway station and Tyseley local centre. It is suitable for B1(c) (light industry) and B2 (general industry), ideally making use of the rail head facility.



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### 6. Signal Point A41 Warwick Road

This 5.9 hectare former industrial site has been cleared for redevelopment. It has good road access, which will be further enhanced by the extension of

Battery Way to provide a new route through the site. The site has outline planning consent and is suitable for industrial and distribution activity including B1c (light industry), B2 (general industry)

and B8 (storage and distribution) uses. It could accommodate in the region of 30,000 sqm of development.

# Life Sciences Campus

**Birmingham has many advantages for the life and health sciences sector, and aims to capitalise on this by offering a high quality campus location centred on the Queen Elizabeth Hospital Birmingham and the University of Birmingham.**

Birmingham offers a competitive advantage for the sector, with a compelling offer including state of the art clinical facilities, population scale and diversity, a vibrant life sciences sector, and strong partnerships between academics and clinicians.

State of the art clinical facilities in the area include the new £545million Queen Elizabeth Hospital Birmingham (QEHB), which hosts a range of local, regional and national services, including the largest solid organ transplantation programme in Europe, the largest renal transplant programme in the UK, a specialist centre for liver, heart and lung transplants and the Royal Centre for Defence Medicine. The Birmingham Women's Hospital is situated adjacent, with the potential for the Children's Hospital to also relocate to the area. A number of

private hospitals are located in Edgbaston, and will be joined by the new Birmingham Dental Hospital.

A catchment of up to five million people, with a diverse population including a large ethnic community, a wide socio-economic diversity, a large proportion of young people, and a varied case mix, provides an unrivalled clinical trials base.

The UK is a world leader in Life Sciences (pharmaceuticals, medical biotechnology, and medical technology/devices), ranking 2nd in the world after the US. There is a vibrant and growing Life Sciences sector in the West Midlands, with over 850 SME life sciences businesses generating £180m GVA for the region in 2010.

The University of Birmingham has the second largest medical school in the country; universities across

the region provide significant numbers of high calibre graduates in medical, biochemistry, engineering and related fields to meet the future needs of investors. Birmingham Health Partners, a pioneering alliance between academics and clinicians, maximises clinical academic output and interaction with SMEs and global pharmaceutical companies.

The city has an international reputation and proven track record in clinical academic programmes, clinical trials, and translational research. It hosts the largest Wellcome Clinical Research Facility in the UK, a national Biomedical Research Unit in Liver Disease, the first CRUK Cancer Centre, the largest specialist Cancer Trials Unit in the UK and a national centre for Trauma Research.



Birmingham has a proven model for translational research in the Centre for Clinical Haematology, which, following a public grant of £2.2m, has created 150 jobs and attracted £15m private sector investment, as well as delivering improved health outcomes. Many of the associated businesses are export rich.

The city is identified as one of the very few centres internationally that can complete the full circle of Translational Medicine (MRC Translational Roadmap Peer Review). In particular the co-locating of pharmaceutical firms with clinicians and academics will provide opportunities for export-rich growth and employment. By accelerating discoveries from the lab bench to patient bedside, it will deliver major clinical benefits.

Birmingham Research Park is well established and currently hosts a range of medical technology and life sciences firms; this will be

boosted by the Bio Medical Innovation Hub proposed on the Birmingham Research Park, and the £24 million Institute of Translational Medicine (ITM) is to be developed on the Queen Elizabeth Hospital campus with support from the LEP.

A high quality IT infrastructure is in place to support life sciences activity: the QEHB offers a world class track record in the design, delivery and commercialisation of clinical decision support systems (e.g. e-prescribing), health informatics, particularly linking to large complex datasets and creating real-time analytical tools.

### **Location**

The Campus will be co-located adjacent to the university and hospital where its activity can easily interact with clinical academics in the university and clinicians within the health service.

The sites benefit from the Selly Oak new road which provides direct access from the A38 Bristol Road; further access enhancements are proposed. The area also benefits from regular rail services, and Birmingham Airport is easily accessible putting local, national and overseas markets on the doorstep.



### **Opportunity**

The Life Sciences Campus will become the principal location nationally for parts of the Life Sciences sector. Up to 50,000sqm of new floorspace across a number of 3-4 storey buildings, in an attractive and accessible campus setting, will provide a world class environment for business to start up and grow, as well as those which are expanding or wishing to relocate.

The space will be suitable for research and development, clinical trials, pharmaceutical manufacturing, and regional headquarters, providing opportunities for export rich growth and employment.

The ITM project is expected to generate 600 new jobs in the first 5 years, with 2,000 created in the longer term as the life sciences campus develops.

A range of other opportunities around Selly Oak and Edgbaston will provide supporting facilities including hotels, conference and training, leisure, retail and office facilities.

Nearly £1bn investment in the new hospital and road over recent years will be followed by a further £178 million investment in significant upgrading of the University. There is further significant investment in the pipeline.

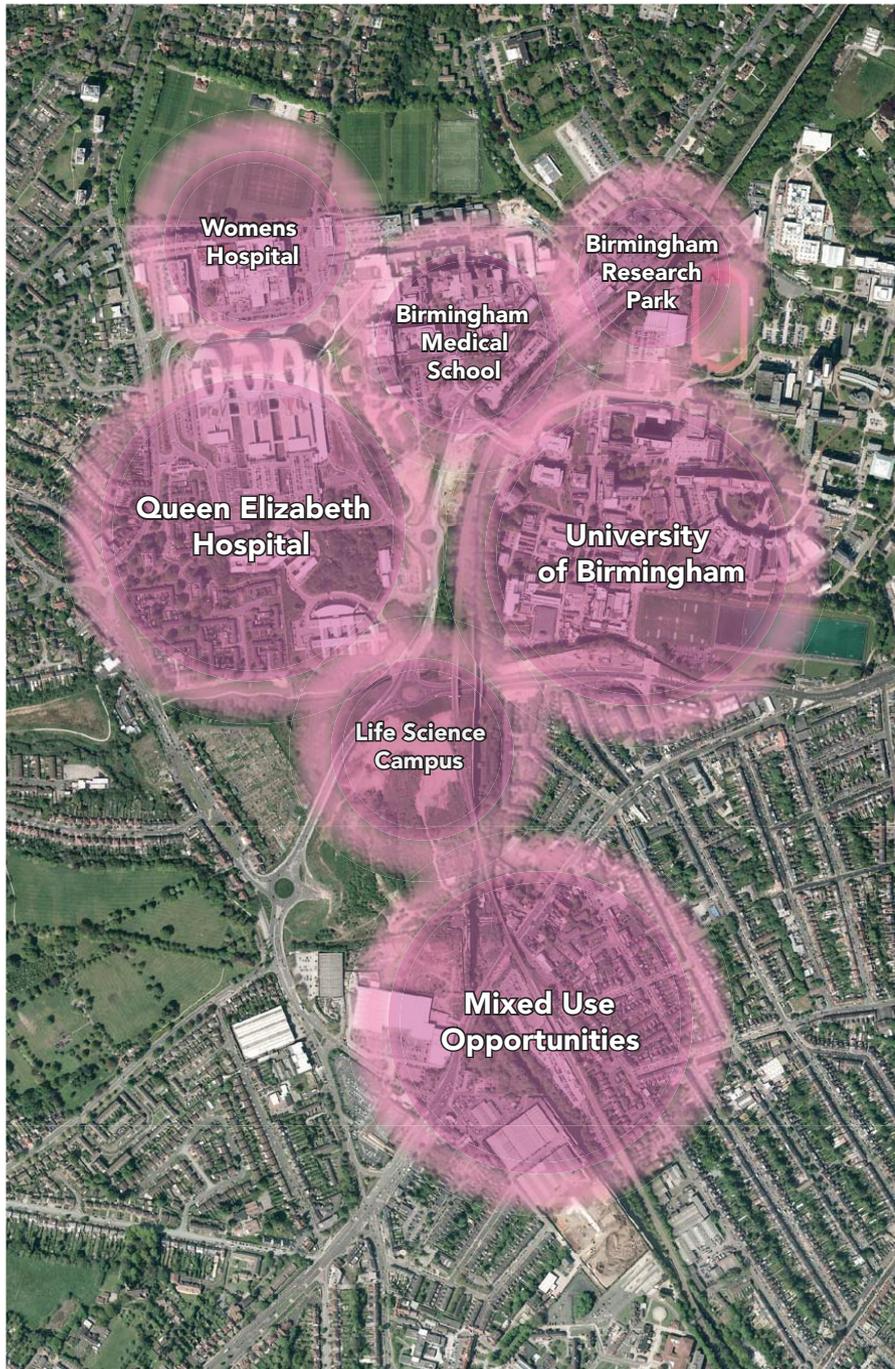
### **Delivery**

A masterplan is being prepared for Selly Oak to guide the regeneration strategy for the wider area. This will support the development of the Life Sciences sector, both through facilitating the development of new dedicated space for the sector, and through promotion of

complementary uses in the area.

The City Council is working with its partners, including the Hospital Trust, University, Calthorpe Estate, and other landowners and stakeholders, to bring forward sites for the medical/life sciences sector in particular.

A bid for Growing Places funding will be used to support the assembly and remediation of the site, creating a large site in public ownership which will be managed to come forward in phases over a number of years. There is also the potential for a joint venture with private landowners.



### **Life Sciences Campus**

This Campus will accommodate around 50,000sqm in 3 or 4 storey buildings.

### **University**

The ongoing redevelopment and enhancement of the University's campus includes proposals for new sports/leisure and library facilities in an improved setting. Further refurbishment and new development to enhance the international standing of the University will be supported.

### **Mixed Use Opportunities**

A mixed use scheme including retail, leisure, office and residential uses on the Birmingham Battery Site will enhance connections to an improved local centre.

Subject to the relocation of existing uses, the Dingle site provides an opportunity for local centre uses including retail, with office, hotel or student accommodation on upper floors.

The relocation of the existing Sainsbury's store would release the Triangle site for development, with the opportunity for an improved frontage to Bristol Road as well as access improvements to the area as a whole. The site is appropriate for retail and residential or hotel uses.

# The Food Hub

**Birmingham has a long standing and important food and drink economy, and is well placed to continue to enhance its reputation in this sector and capitalise on its growth.**

The food and drinks industry is the largest manufacturing sector in the UK, contributing £72.7 billion to the national economy and employing of over 350,000 people. It is growing at 4.7% per annum – faster than most other manufacturing sectors.

The UK remains globally competitive in this sector – the growth of the sector outstrips that of comparable sectors in countries such as Germany.

The region already hosts significant production activity - many world class brands are based in the city, including Cadbury's, Coors and Bulmers, as well as hundreds of smaller regional and local producers. Several cutting edge companies within the region are leading innovation in new food technologies.

At the centre of the national motorway network, Birmingham is ideally suited for food distribution, and offers a range of locational benefits for food and drink companies. A gateway to the European market, it offers particular opportunities as a European HQ location for US and Asian companies. For companies in the supply chain and supplying the national market, 90% of the UK's market is within four hours of Birmingham. Combined with the access to raw materials within the region, this has the advantage of reducing 'food miles'.

The local market supports a growing agglomeration around national suppliers of ethnic cuisine. Reflecting the requirements and expertise of Birmingham's diverse

population, this continues to be an area where competitive advantage can be gained, particularly in import and export markets.

Birmingham and the region can provide a skilled workforce across all components of the sector. World-renowned food technology and manufacturing expertise is developed at the regions universities and through existing R&D activity. Mid-level skills in production and processing are readily available, with specialist expertise including Halal and ethnic foods.



## Location

The Food Hub concept is part of the former IMI site in north Birmingham, which provides over 36 hectares of prime industrial land that has excellent access to the UK's motorway network near M6 Junction 6, and on the city's local rail and bus routes.

The location of the Food Hub puts it at the heart of the city's workforce to help meet labour requirements.

## Opportunity

The Food Hub will provide the opportunity to combine

manufacturing, associated R&D, and distribution in a nationally attractive location for companies looking to locate at the heart of the UK's food and drink sector.

The site is cleared, and already has the infrastructure in place to ensure good access.

Owned by PRUPIM the site has planning permission for B1 (light industry), B2 (general industry) and B8 (storage and distribution) uses. It offers the flexibility of accommodating a range of different size units up to 70,000 sqm that could be used for production, processing, packaging and

distribution. In total the Food Hub could accommodate more than 140,000sqm of new floorspace.

## Delivery

The City Council is working in partnership with PRUPIM to offer an exciting opportunity to develop an important and growing sector.

PRUPIM will provide a bespoke design team with experience in this sector to work alongside food and drink companies wishing to locate here. The City Council and its partners will work with those companies to access funding to enable relocation and expansion.





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# Longbridge ITEC Park

**This is a premier location for high quality office space with superfast broadband connectivity suited to the needs of the ICT sector, in an accessible town centre location.**

Information and Communication Technology (ICT) is the cornerstone of the modern economy, underpinning commercial activity across all sectors. There is a growing demand for ICT operations such as business process outsourcing and data centres, which offer a business-to-business service, public sector outsourcing, shared service centres, and e-commerce back-end operations.

The region is home to an established ICT sector, with a number of ICT companies in the top 25 employers in the region. This reflects existing expertise. There is also a large labour pool with mid-range skills in ICT and related activity; something lacking in other parts of the country.

Birmingham has had some success in attracting both UK and foreign-owned firms requiring locations to deliver large ICT operations including Fujitsu and CSC. To meet growing global business demand Birmingham offers a significant opportunity at Longbridge.

The location will particularly suit Asian and far eastern companies wishing to have a base to serve their European clients and markets.

## **Location**

The ITEC Park will be focused at the heart of Longbridge, within 5 hectares owned by St Modwen and the Homes & Communities Agency (HCA) at the junction of Bristol Road with Longbridge Lane, to

complement the new Bournville College, Technology Centre and local centre facilities.

It is easily accessed from Birmingham, only seven miles south of the city centre with excellent bus and rail links. The A38 bisects the site, and M5 Junction 4 is within 3 miles.

## **Opportunity**

Uniquely, the opportunity lies at the heart of one of the largest urban regeneration projects in the country. Overall Longbridge offers more than 140 hectares of available land as a Regional Investment Site.



Over £250m has already been invested in Longbridge to date, including:

- £100m Longbridge Technology Park
- New £70m Longbridge Town Centre, including superstore, urban park, hotel, offices and retail blocks
- £66m Bournville College, opened in September 2011
- 113 new homes completed, and planning permission granted for a further 229
- £5m Youth Centre opened in 2012

Sustainability is at the heart of the regeneration of Longbridge, and the location offers high quality and efficient public transport access, including the cross city railway station providing regional access and bus services, walking and cycling routes providing local access. A combined heat and power (CHP) plant is also proposed.

The opportunity at Longbridge is ideal for companies requiring high quality, low cost large floorplate office space.

The nature of the available land, in terms of scale and ownership, offers flexibility. Depending on the



needs of occupiers, a range of plot sizes and locations are available.

The potential to install ultrafast broadband connections as part of the utilities package increases the attractiveness of the site for data-heavy operations. We believe the ITEC Park to be particularly suited to the following sub-sectors:

- Software products
- IT services
- Business process outsourcing
- Cloud computing
- Data mining
- E-commerce

The Longbridge Employment Access Team, developed to support the wider regeneration of Longbridge, will work with employers and training providers including Bournville College to provide customised training and recruitment as well as ongoing staff development.

### **Implementation**

A masterplan – the Longbridge Area Action Plan – is in place to guide the comprehensive regeneration of the area. St. Modwen, the principle landowner and developer of the Longbridge site, has worked closely



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with partners in taking a strategic approach towards the development and providing the necessary long term investment.

More than £10m of investment is proposed to improve the public transport and road network in the area; further investment will be

required to provide high quality access to new developments.

The City is working with St. Modwen and digital infrastructure providers to provide ultrafast broadband solutions for the Longbridge site.

Given the scale of the opportunity here, St. Modwen and the City Council are confident that by working with potential investors we can bring forward successful, sustainable development which fits the needs of businesses and drives the regeneration of Longbridge.

# Building Birmingham:

# our ask

**The City Council has a commitment to encourage development that brings real changes and long-term sustainable benefits to local people and the environment.**

## **Jobs for local people**

The development of these key sites across Birmingham will increase job opportunities, both in construction and with end-occupiers. Developers will be required to work with the City Council and our partners to ensure that local people, particularly those who are currently unemployed, are able to benefit from these opportunities through our bespoke training and recruitment programmes. We will encourage the adoption of local employment and training agreements where appropriate, and will support business in achieving highly skilled workforce, providing a competitive advantage and raising productivity, as well as improving employee progression.

## **Sustainable development**

Birmingham is working to become one of the world's leading green cities. Through cooperation with developers and investors to make use of the latest innovative technologies, we can reduce the city's overall energy consumption.

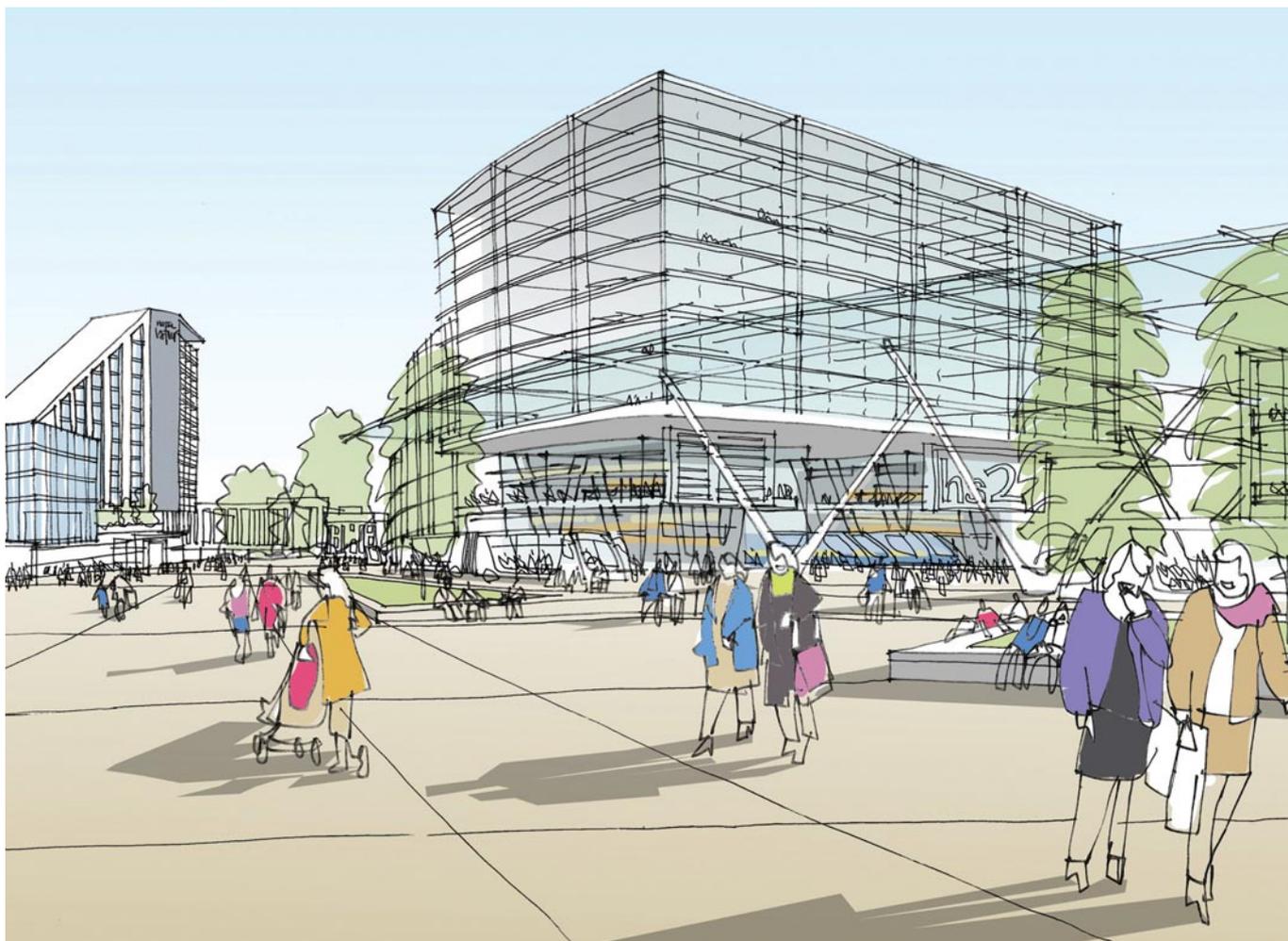
The Council will seek to maximise the opportunities for minimising energy use and securing carbon emission reductions in all new developments. Where there are existing decentralised energy supply systems or firm proposals, the Council will expect proposed developments to connect to an identified system, or be designed to be able to connect in the future. In all cases design should consider the use of accelerated energy efficiency measures and renewable measures,

ensuring that the growing city is effectively adapting to the impacts of climate change, whilst at the same time nurturing and maintaining the overall natural environment and historical heritage.

Developers should plan for the inclusion of physical infrastructure to support the provision of high speed broadband across the city.

## **Excellence in design**

All new developments will be required to adopt the highest principles of design: roads and footpaths should feel safe to use and integrate well with the surrounding area, architecture of buildings should reflect their use, and landscaping should be integral to the design process.



Design should also reflect the city's environmental ambitions – densities and materials should be environmentally sound, locations should minimise reliance on the private car, and consideration should be given to energy

conservation and minimising water consumption.

### **Consultation and engagement**

Developers are expected to consult fully with local residents and other stakeholders in preparing

proposals, and to ensure that those affected by their proposals remain engaged throughout the development process.





