

Birmingham Central Heart Prospectus

March 2026



Our Future City



Birmingham
City Council



CONTENTS



FOREWORD



Councillor Sharon Thompson
Deputy Leader & Cabinet Member for
Economy and Skills
Birmingham City Council

The Central Birmingham Framework 2045 was published in 2024 with the bold ambition to make Birmingham a greener city with better transport options, more jobs, and higher quality new homes. The Birmingham Central Heart concept was introduced as a significant part of Birmingham's transformational change, aiming to create a vibrant new neighbourhood in the City's centre.

Two key strands are essential to creating a successful Birmingham Central Heart: creating an attractive environment with distinctive streets and places and delivering a unique and diverse offer. A high-quality environment, with an attractive public realm, effective lighting, public art, convenient connections and the creation of an 'experience' is central to encouraging people to spend time and money within the city centre and its strength and ability to secure investment.

By 2045 Birmingham Central Heart will provide high quality city living with a diverse mix of activities within an accessible, safe, resilient, and attractive environment. We will create

a more welcoming neighbourhood offering greater flexibility for work, leisure, events, play and café culture; all of which are essential ingredients for modern urban interaction.

The Birmingham Central Heart Prospectus sets out a vision and principles to ensure a comprehensive place-based approach is taken to the area. The Prospectus has been created in collaboration with landowners and development partners. It outlines some of the City's most exciting development and investment opportunities, offering significant growth and investment potential, with delivery support from the Council and its stakeholder partners. Opportunities include the potential to deliver over:

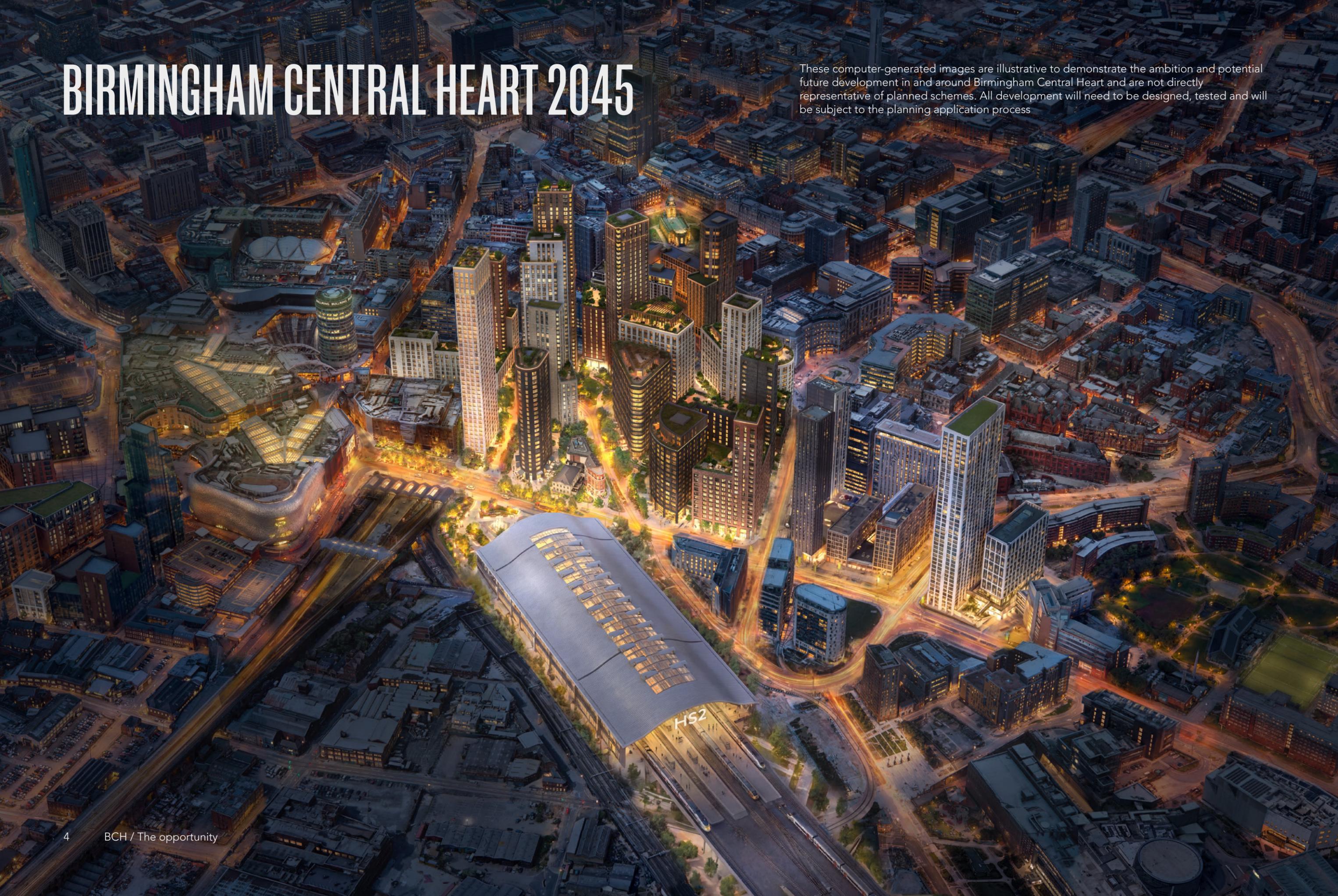
- **Up to 5,000 homes**
- **Up to 8,000 jobs**
- **Over 400,000 sqm of commercial floorspace**
- **Over 7 hectares of new public space**

Delivering our ambitions for Birmingham Central Heart will require a focused approach to delivery. Through a partnership approach and pooling resources, we can deliver a destination that benefits the aspirations for the city. This can only be achieved through the involvement of the wider Birmingham community; businesses, landowners and developers, our public sector partners and the citizens of Birmingham.



BIRMINGHAM CENTRAL HEART 2045

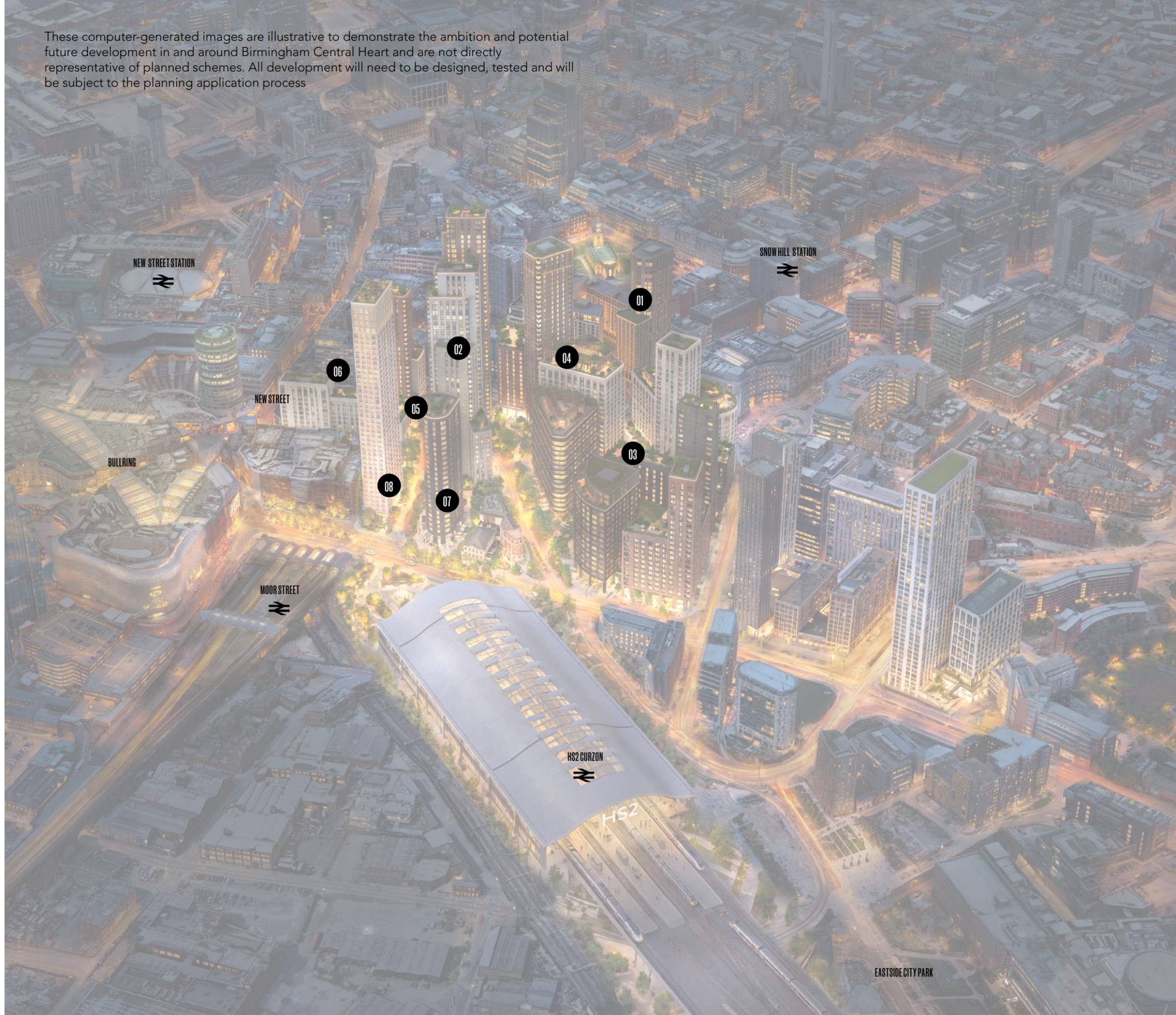
These computer-generated images are illustrative to demonstrate the ambition and potential future development in and around Birmingham Central Heart and are not directly representative of planned schemes. All development will need to be designed, tested and will be subject to the planning application process



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PROSPECTUS SITES

- 01 CHERRY STREET
- 02 CANNON STREET
- 03 MARTINEAU GALLERIES
- 04 MARTINEAU PLACE
- 05 CITY ARCADE
- 06 UNION STREET
- 07 CARRS LANE
- 08 42 HIGH STREET





BIRMINGHAM CENTRAL HEART THE OPPORTUNITY

Birmingham Central Heart is a once-in-a-generation opportunity to be part of the transformation of the heart of a major UK city, encompassing 17 hectares of underutilised commercial retail and office space within the retail core of Birmingham City Centre. These ambitious proposals will completely reposition the city's commercial and residential offer, maximising its location as the gateway to the city from London through the new High-Speed rail (HS2) Curzon Street Station.

A NEW NEIGHBOURHOOD & DESTINATION

The Birmingham Central Heart redevelopment presents a significant opportunity for investors, with the City Council working with all major property owners to develop a shared ambition to create a thriving mixed-use destination with new homes, offices and leisure uses, with an emphasis on providing high-quality landscaped green spaces at the centre of the city's green network. The project is anticipated to create up to 8,000 jobs, deliver up to 5,000 homes, with over 400,000 sqm of commercial floorspace, offices, restaurants and cafes, along with a variety of leisure spaces.

The proposal brings together key development sites in the Central Heart area with the aim of creating a new mixed-use, sustainable and accessible neighbourhood centred around linear green spaces and thoroughfares. This will transform an area of lower-grade buildings and out-dated commercial space with poor public realm into a thriving place, including new homes. Introducing significant high-density residential activity into this area will help to bring Central Heart to life as a vibrant neighbourhood in the heart of the city centre, day and night.

Up to
8,000
Jobs

Up to
5,000
Homes

Over
400,000
SQM of commercial
floorspace

BIRMINGHAM - THE PLACE TO GROW

Birmingham is a leading retail, office and leisure destination because of its diverse shopping offer and vibrant cultural scene. The city benefits from a youthful demographic profile, and significant visitor footfall driven by its position as one of the top shopping, major events destinations, and cultural scenes in the UK.

The city centre overall is currently undergoing substantial regeneration and is experiencing an increasing population. Investor confidence is returning to the housing market and an increase in activity levels also shows a significant number of investors currently active and many preparing to re-enter the market. Since 2020 c.£1.8bn has been invested into the Build to Rent market in Birmingham, by 12 institutional investors across 15 schemes, delivering circa. 6,950 new homes across the city centre.

People are using City Centres differently; from a 'get in and out' shopping experience, to one of a broader leisure experience of shopping, eating, relaxing, working, browsing and culture. As a result, visitors are wanting to be inspired and excited by local character and culture, in a safe, relaxed and comfortable environment.

Birmingham is one of the country's most dynamic, diverse and resilient commercial centres. Its office market is both of scale and

sophistication, underpinned by a deep professional and financial services base, a rapidly expanding tech and digital sector, and a strong pipeline of public-sector and education-related demand. The City benefits from a highly skilled workforce, drawing on five universities, a young demographic profile, and one of the largest concentrations of STEM (Science, Technology, Engineering, and Mathematics) talent outside London.

Birmingham continues to attract significant inward investment from global corporates and major institutions seeking high-quality office space at a material discount to London costs. This cost advantage — combined with talent availability, connectivity, and an increasingly high-quality built environment — has accelerated the trend of national and international occupiers establishing strategic hubs in the city.

Recent commitments from firms such as Goldman Sachs, Lloyds Banking Group, Arup, and others underline its growing status as a prime UK business destination. A competitive cost base, expanding skills pipeline, improving transport connectivity, and reliable demand from both private and public sectors, Birmingham offers a compelling and increasingly strategic location for organisations seeking long-term, high-quality UK office accommodation.

CASE STUDY

In 2022, Goldman Sachs acquired 90,000 sq ft at One Centenary Way, part of the Paradise Birmingham development. Their choice of Birmingham was driven by access to a deep and diverse talent pool, particularly in STEM / engineering. Birmingham has become a major hub for financial and professional services, not just banking. Notable firms with a presence include Deutsche Bank, Lloyds Banking Group, DLA Piper, EY, KPMG, PwC, HSBC UK and others.

Goldman Sachs' commitment is a strong signal: a leading global investment bank choosing Birmingham reinforces the city's competitiveness for top-tier occupiers. This kind of inward investment supports a "flight to quality" trend: high-skilled, high-value roles are increasingly locating in Birmingham rather than just satellite or back-office hubs. The growth of financial occupiers is not just about cost: it underscores confidence in Birmingham's talent base, infrastructure, and long-term economic ecosystem





THE AMBITION FOR A GREENER CITY

Birmingham Central Heart presents a rare opportunity to better connect and transform the environment in a part of Birmingham's city centre, on a scale not seen since the grand completion of Corporation Street in 1886 and 1960s post-war reconstruction.

A key part of the vision is the transformation of two axial routes to create new linear urban green spaces, up to 30 metres in width, enabled by the redevelopment of sites within the Central Heart zone. These main routes, connected by a fine-grain network of green squares and smaller traffic-free spaces, will form vital links within the city's "Greenway" network.

The St. Philips Cathedral churchyard provides a well-used green space, with Birmingham's stunning Baroque Cathedral as its centrepiece, within the thriving historic Colmore Business District. The first Central Heart route will connect the churchyard via the widening of Cherry Street, Union Street and Carrs Lane, facilitated by the redevelopment of the existing blocks. The route will open out into the major new public green spaces of HS2's Curzon Station

Square and Curzon Promenade, that will continue seamlessly into the established Eastside City Park, the Birmingham City University Campus and Birmingham's historic canal network.

The second axial route incorporating High Street and Dale End will reinforce Central Heart's east-west axis, linking the Bullring and New Street Station to the west through the Martineau Galleries site, to the established landscaped green lakeside setting at the heart of Aston University's campus and the Birmingham Knowledge Quarter.

Street widening, activation of frontages and generously landscaped public spaces both along these routes and within each development site footprint will create a series of destination green spaces offering improved connectivity, biodiversity, relaxation, children's play and exercise whilst also supporting the creation of a desirable address for new development.



HERITAGE AND CULTURE

Martineau Street, built by the Victorians but lost in the 1960s, will be reinstated and connected to Albert Street forming a new route through the area. In addition to bringing Metro to Central Heart this diagonal route will create a direct link to HS2 Curzon Station's West Entrance and Eastside City Park.

Key statutory Listed Buildings including the City Arcade (Grade II*), St Michael's Catholic Church (Grade II), Powells Gun Shop, Carrs Lane (Grade II) and landmark Rotunda (Grade II) would be retained and integrated into the new street scene.

A future masterplan will be developed in partnership with key landowners and stakeholders to provide detailed guidance on potential density, building heights and areas of green space. All development will be subject to the planning application process.



EXPANDING CONNECTIVITY

Birmingham is a well-connected city and benefits from exceptional transport connectivity. It is at the heart of the UK's rail and road network, and the international airport is only a short direct rail journey from the city centre.

The city is well-served by national and regional rail, including major stations such as New Street, Moor Street, and Snow Hill. Significant investment in local public transport (bus, tram and active travel) continues to make the city more inclusive for everyone to easily access and benefit from all the opportunities available. Critically, the arrival of HS2 will further elevate Birmingham's connectivity: the new Curzon Street Station, located on the edge of the city centre, will offer high-speed links to and from London.

Public realm improvements that create a network of complementary, pedestrian friendly, clutter free streets and spaces of consistent quality will need to be delivered. Transforming the look and feel of the streets within Birmingham Central Heart to create an experience that makes it an attractive destination is a priority.

The tram network extension continues to enhance connectivity across the city centre. In the medium to longer term, Enterprise Zone investment and High Speed 2's arrival in the City will bring significant additional benefits. There are opportunities for further metro (tram) extensions eastwards from the City Centre to link to the nearby emerging Sports Quarter and wider East Birmingham area.

High Speed 2's arrival in Birmingham in the 2030's will significantly enhance the city's connectivity, creating a major new arrival point. It will act as a catalyst for development and regeneration activity into Birmingham Central Heart. High Street will become a key route for shoppers and visitors arriving in the City Centre from Birmingham Curzon Station. This provides a great opportunity to revitalise the environment in this location through the remodelling of key blocks to integrate the retail core into the Eastside and Digbeth Quarters and refresh the public realm to create a more contemporary character.

Cycling and other active travel modes will be accommodated on key alignments to ensure active travel networks are linked up to and through the area, forming a key part of the wider local transport offer within the city centre and beyond.



1 HS2

HS2 will transform connectivity by linking Birmingham to Solihull in just 11 minutes and Birmingham to London Euston in only 49 minutes, making it one of the best-connected cities to London in the country.

2 Midlands Rail Hub

An investment of £1.5bn to upgrade and expand rail infrastructure will see increased frequency and reliability improvements to New Street, Snow Hill and Moor Street stations, whilst improving connectivity and unlocking rail congestion throughout the Midlands as well as to South West England and East Midlands.

3 Moor Street Gateway

The planned 'one station' arrival space that includes public realm improvements, cycle infrastructures, and a new pedestrian link into the city will connect the Central Heart with HS2, New Street and Moor Street Stations through Carrs Lane – making a truly integrated public transport and active travel hub for the city and region.

4 Eastside Tram Extension

Rapid and frequent Metro services from HS2 to Digbeth via two stops at Meriden Street and Digbeth High Street. It will run from Bull Street to High Street Deritend with four stops in between, integrating the arrival experience with the city centre tramline and the Central Heart.

5 City Centre Active Travel to Interchanges

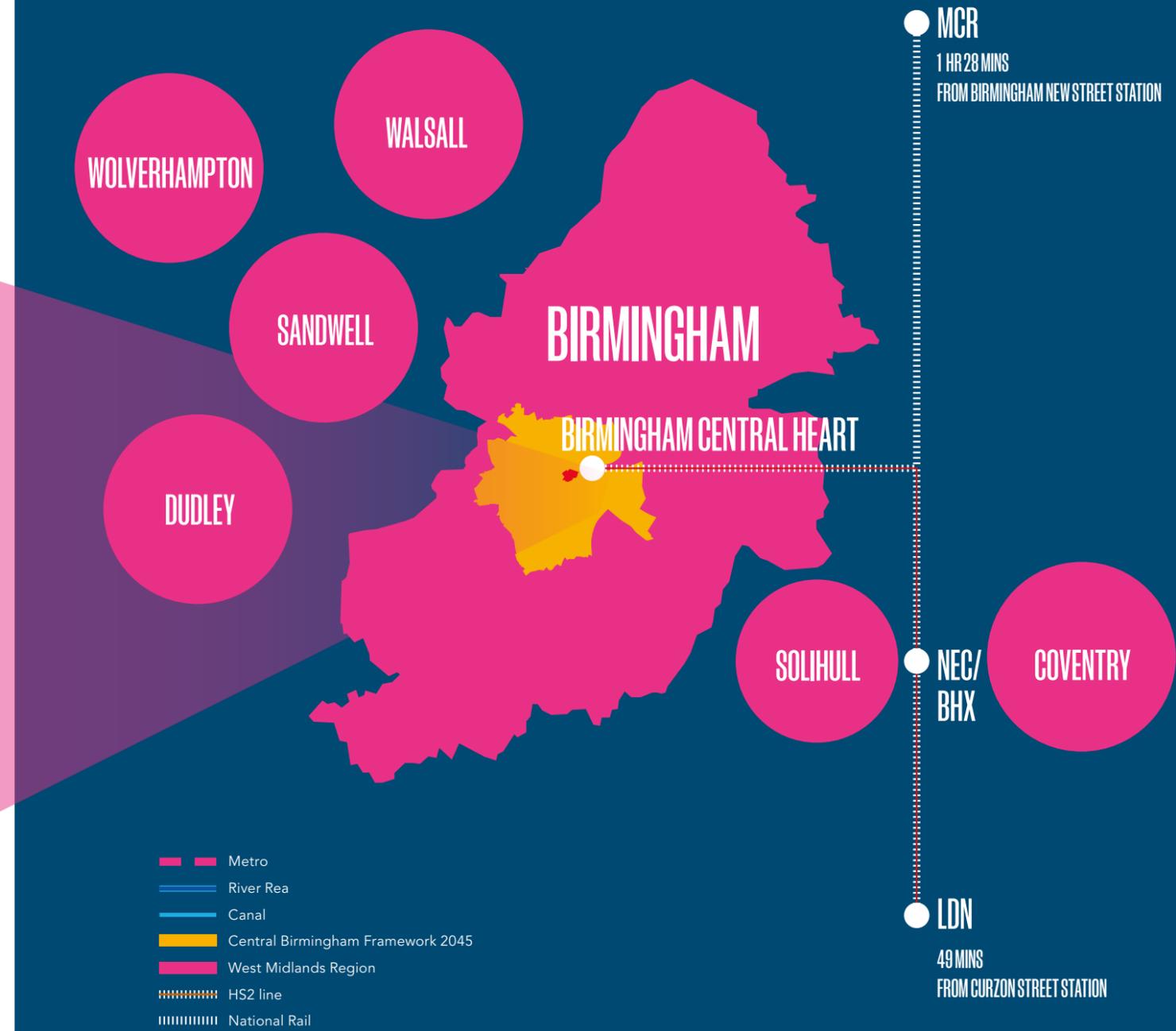
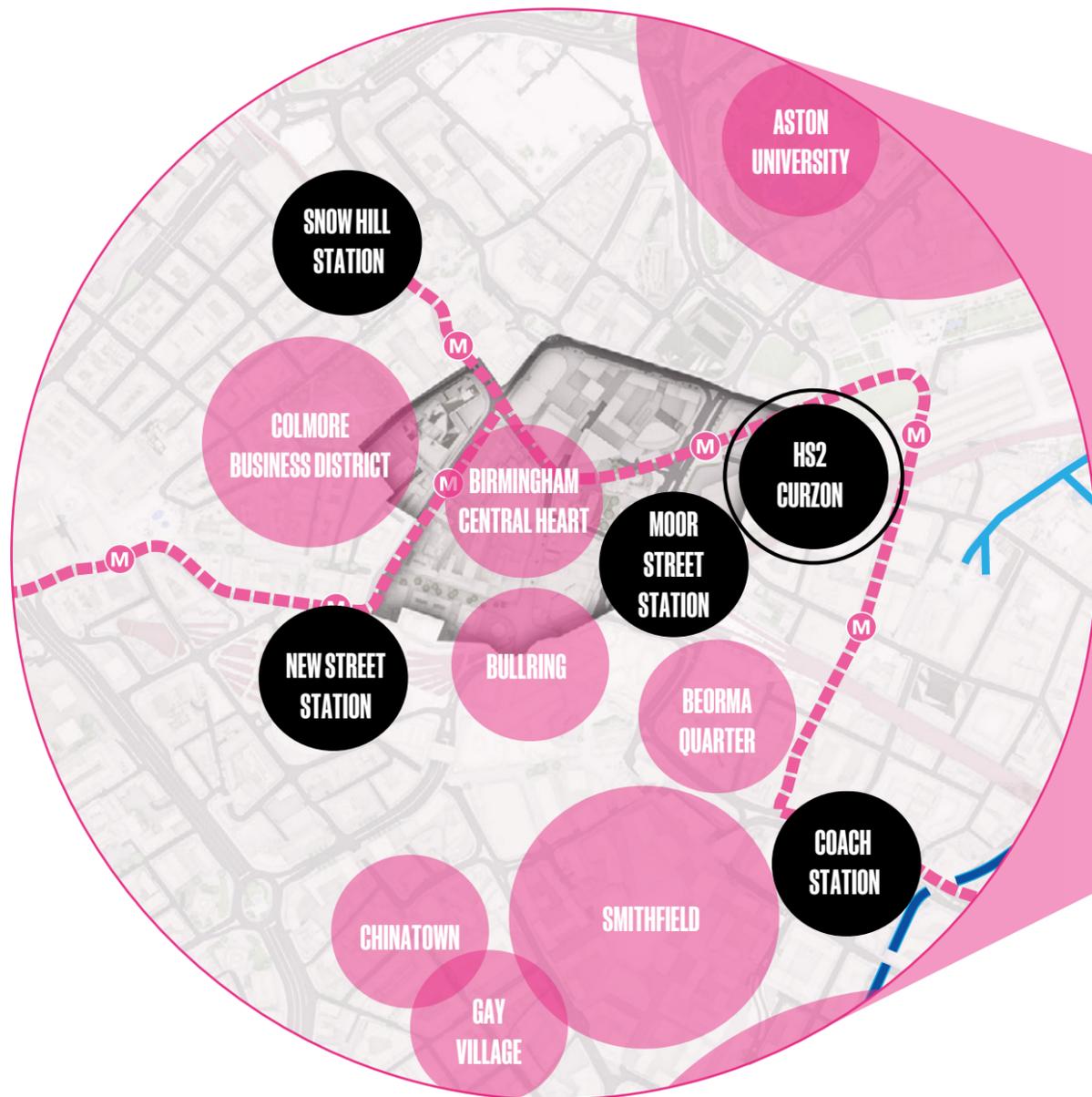
City centre active travel connections to interchanges is an infrastructure project designed to enhance connectivity and promote sustainable transport in Birmingham City Centre. This scheme prioritises active travel on High Street, New Street, Union Street, Union Passage and Warwick Passage by minimising conflicts between active travel users and vehicles through the provision of Hostile Vehicle Mitigation (HMV) and improved public realm making active travel a safe and efficient travel choice.

This scheme will address several transport problems that are currently being encountered across the study area.

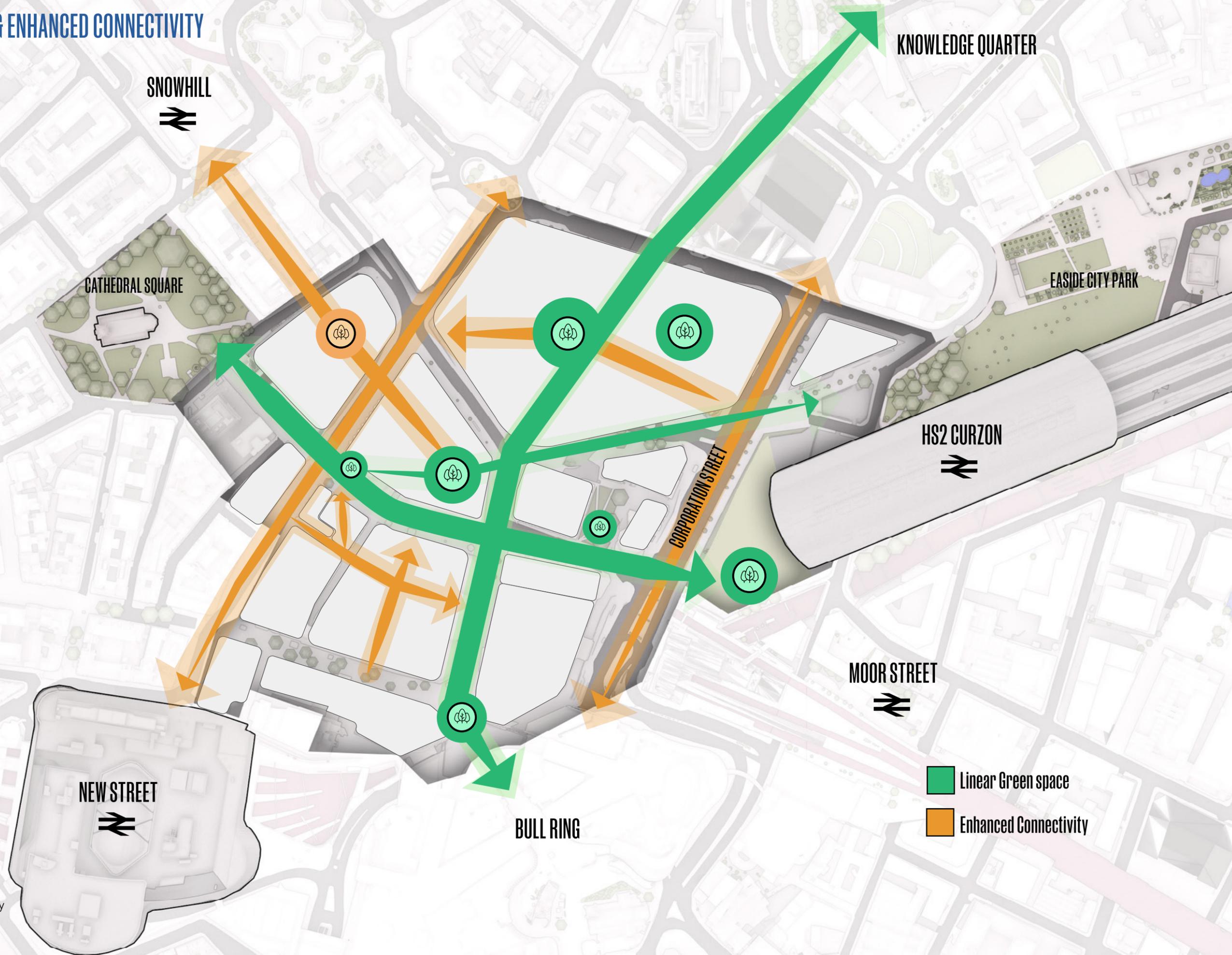


THE BEST-CONNECTED AREA IN THE BEST-CONNECTED CITY

The potential investments in Central Heart and the wider city centre will facilitate thousands more passenger journeys into the area, improve connections to Birmingham International Airport (BHX), the capital city of London and countryside, and make Central Heart a more liveable, accessible and welcoming destination for residents, commuters and visitors alike.

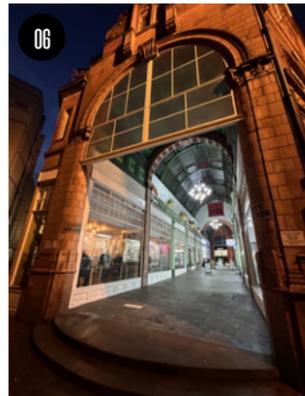


LINEAR GREEN SPACE & ENHANCED CONNECTIVITY

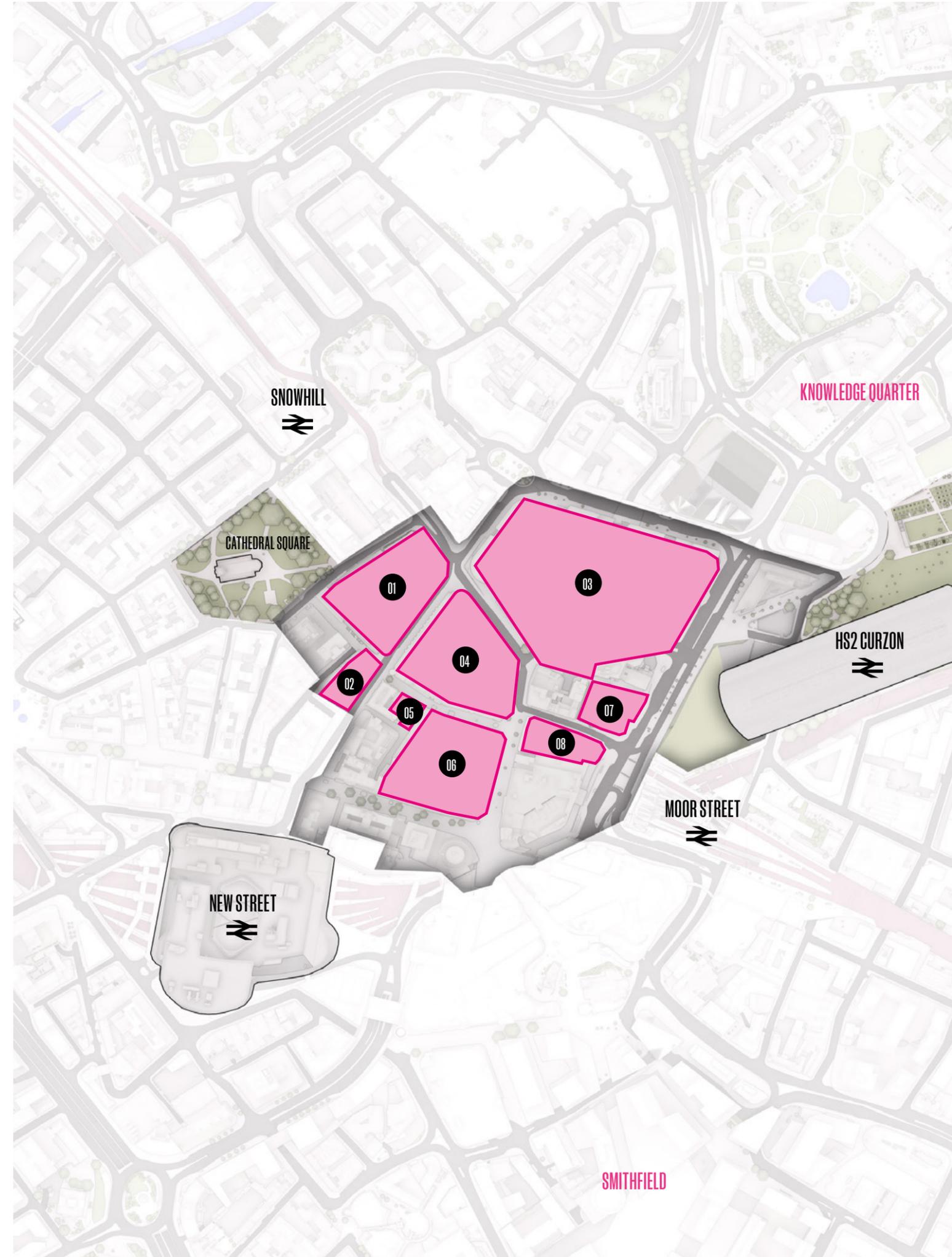




PROSPECTUS SITES



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- 08 42 HIGH STREET



CHERRY STREET

Location Corporation Street, Cherry Street, Temple Row and Bull Street

Area 0.94ha

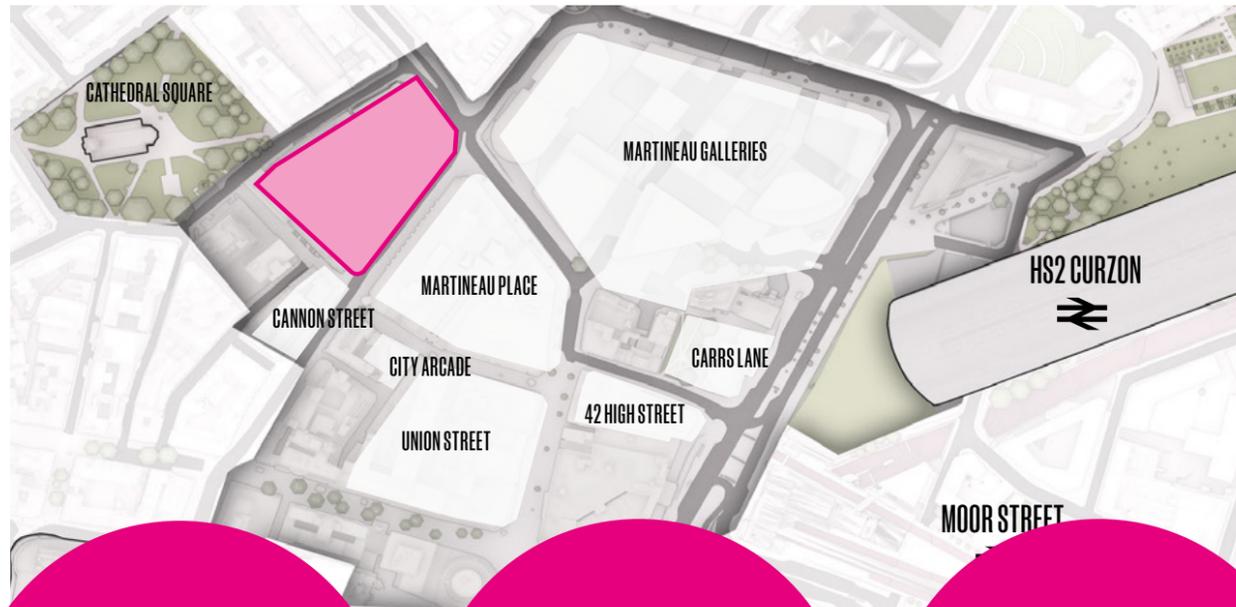
Existing land use Retail and Offices

Planning Status Planning submission
Anticipated Summer/
Autumn 2026

Promotor Legal and General and
Sphere Group

The commencement of Birmingham Central Heart is anchored and kick started by Cherry Street. L&G and Sphere's proposals for this island site, a connection point at the heart of the City, includes 600 new homes and over 14,000 sqm of commercial floorspace with market leading sustainability standards fit for the highest calibre of inward investment into the city.

L&G and Sphere's proposal will transform the former Rackham's building (now House of Fraser) into a mixed-use development. It will cultivate an extension of urban greening through carefully landscaped areas along a significantly widened Cherry Street as well as opening up the existing North Western Arcade enhancing the connection between the existing Cathedral Square through Central Heart to the HS2 Curzon Street Station, only five minutes' walk away.



0.94
Hectares

600
Apartments

14,000
SQM Commercial
Floorspace



“Cherry Street will anchor and kick start the Central Heart regeneration”

Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses Mixed Use Residential (with commercial and leisure)

Key Infrastructure Connectivity improvement and site activation through the reconnection of the Great Western Arcade and widening Cherry Street.





CANNON STREET

Location Land bounded by Cherry Street, Corporation Street, Fore Street and Cannon Street

Area 0.29ha

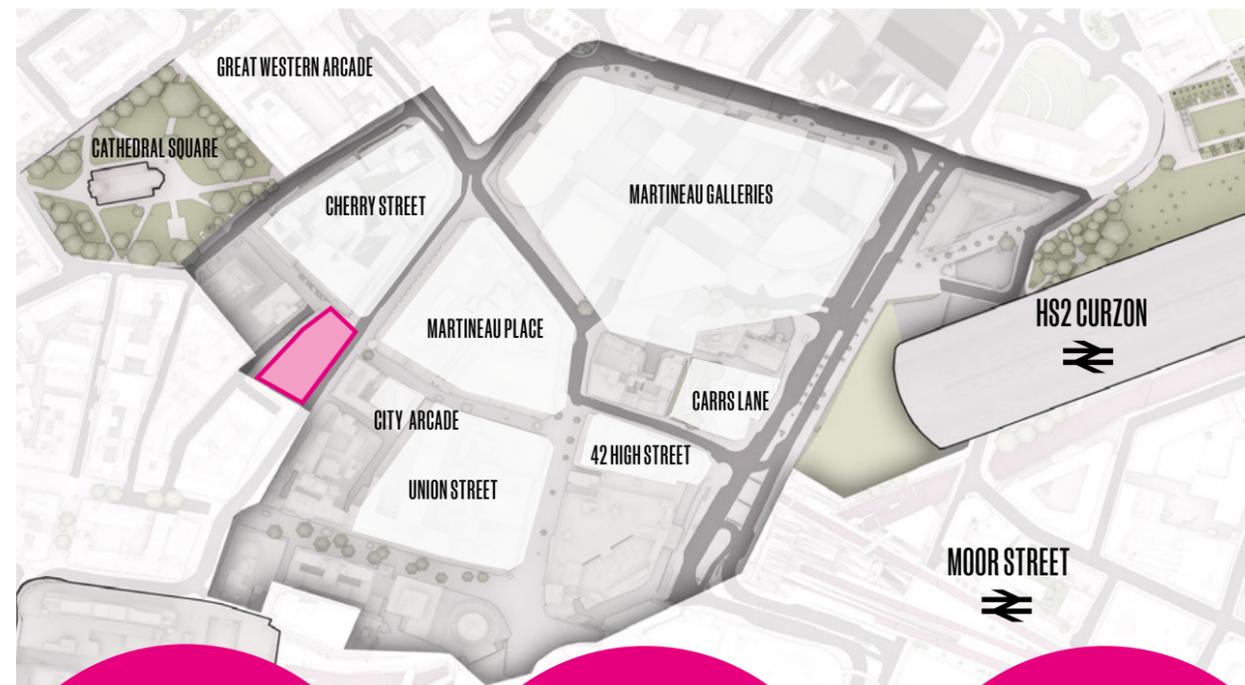
Existing land use Retail and Offices

Planning Status Planning brief to be prepared

Promotor Birmingham City Council

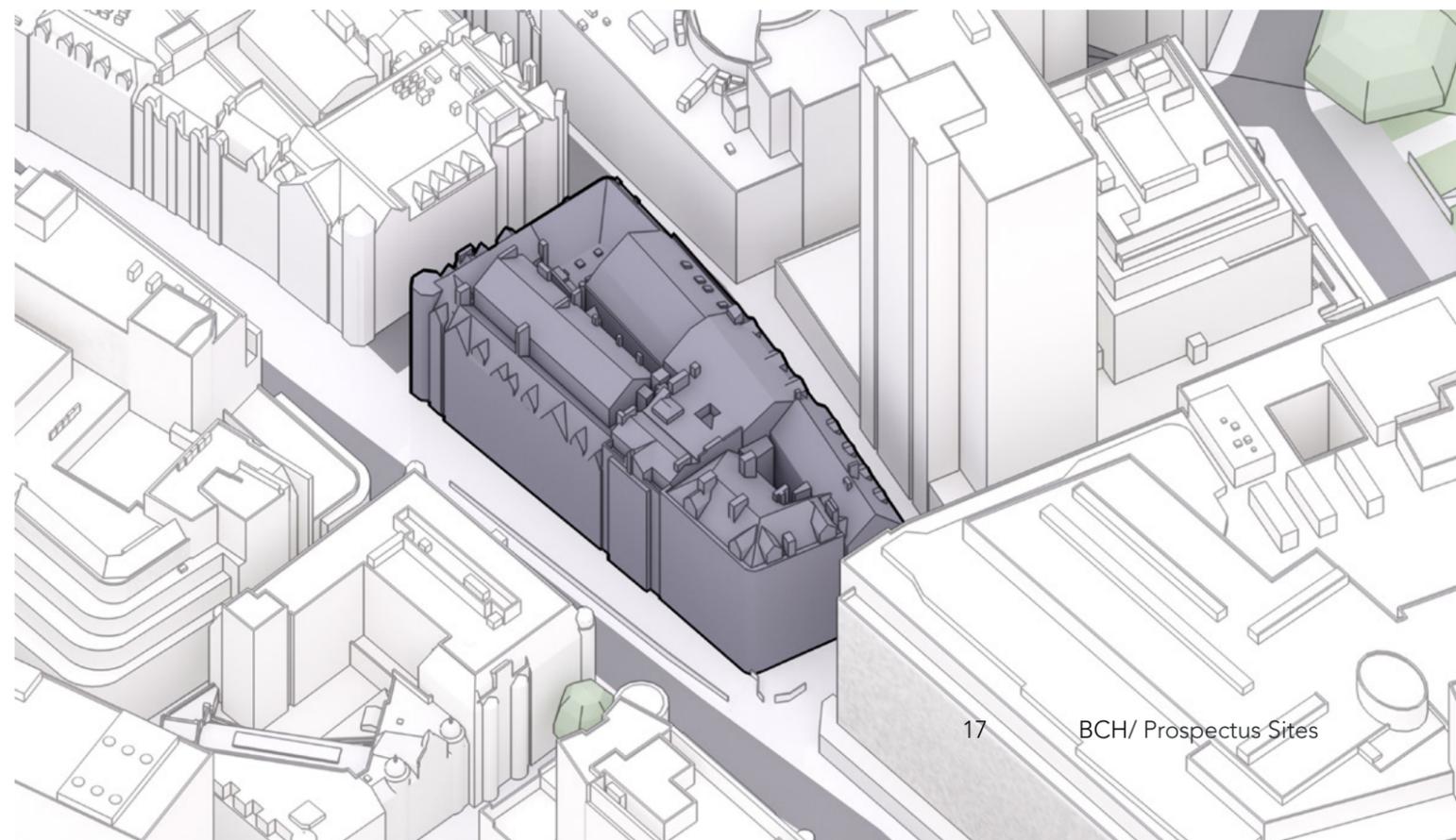
Providing a link between Birmingham's Commercial District and the Central Heart, the site sits adjacent to the city's expanding tram network and fronts onto Corporation Street, making it one of the most important retail frontages in the city.

New managed workspace will be created with the vacant space in the building, with residential conversion of upper floors to residential units, and intensive managed retail units



Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses Mixed-use Residential



0.29
Hectares

50
Resi Units

OVER 1,850
SQM Commercial
Floorspace

MARTINEAU GALLERIES

Location Martineau Galleries between Priory Queensway and Moor Street

Area 3.52ha

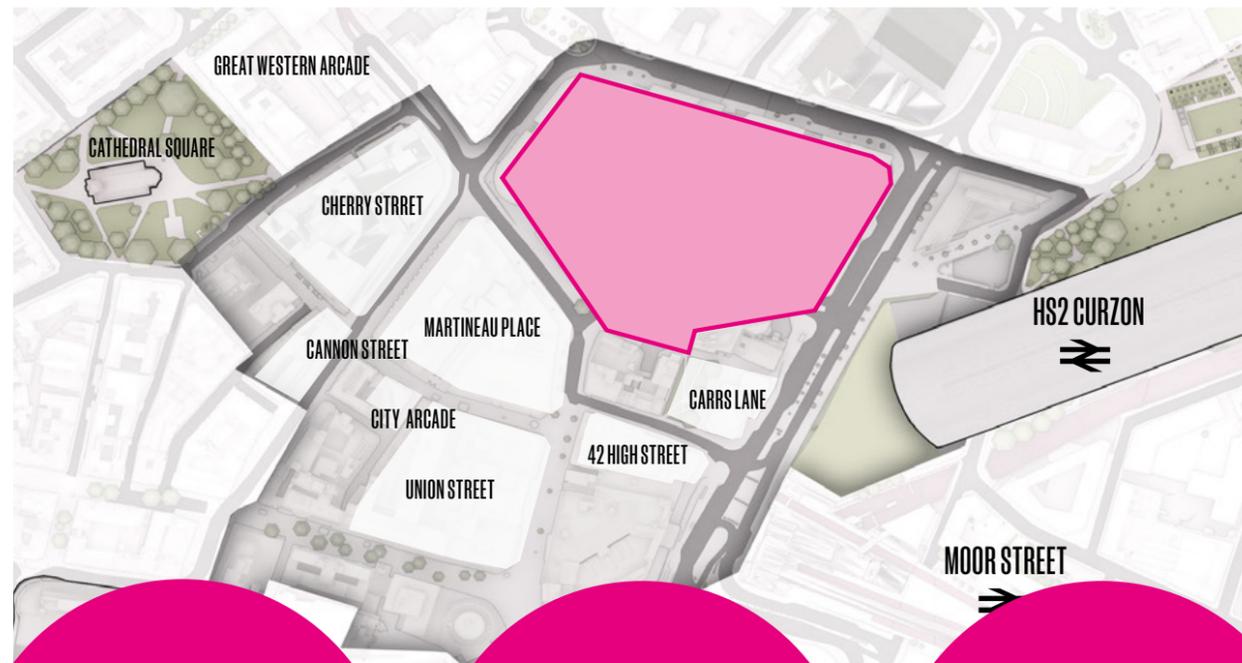
Existing land use Retail and Offices

Planning Status Outline planning permission

Promotor Hammerson

Martineau Galleries will deliver a significant mixed-use development that extends the High Street, and embraces key future connections, including train, tram, and bus networks, creating a natural flow through the city. The scheme will also deliver a signature gateway to Birmingham from the proposed HS2 Curzon Street terminal and high-quality public realm, including a new public square and boulevard.

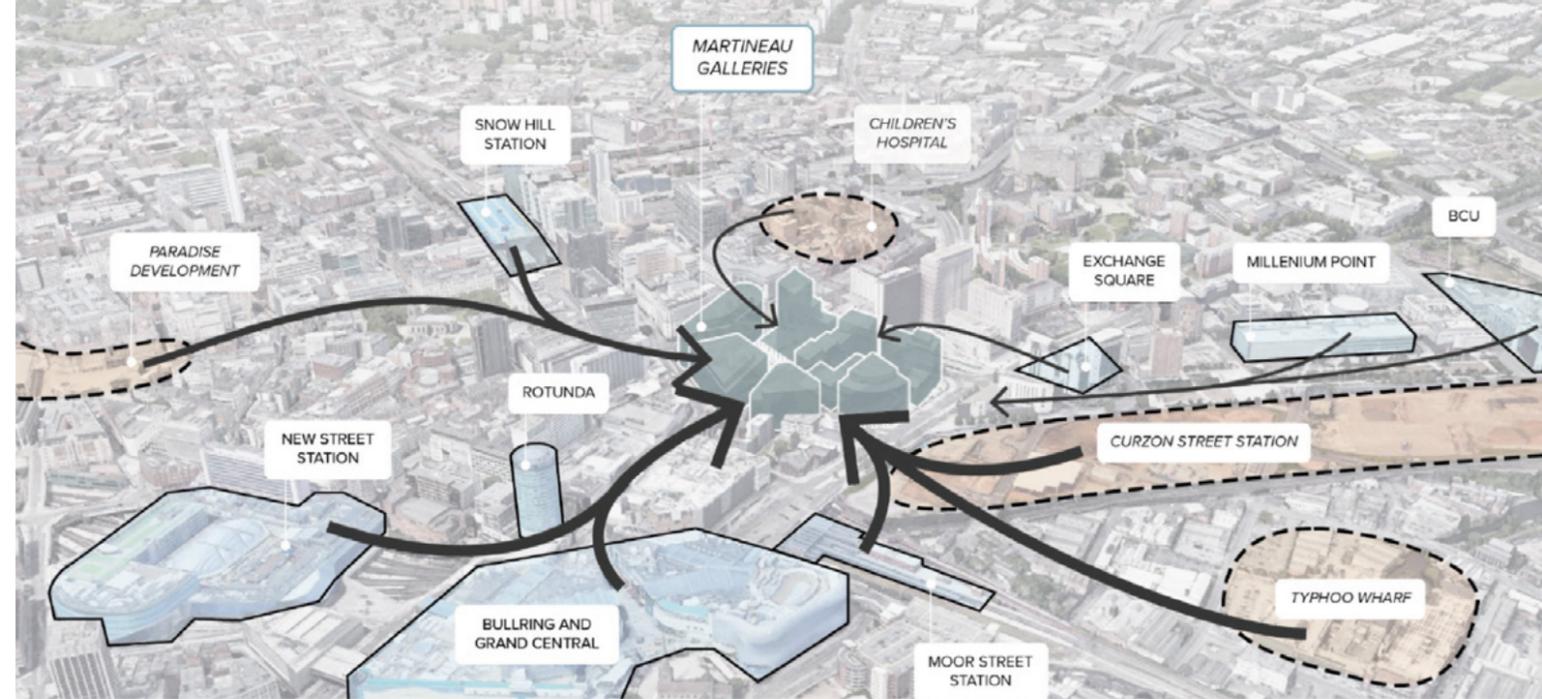
Providing a link between Birmingham's Commercial District and the Central Heart, the site sits adjacent to the city's expanding tram network and fronts onto Corporation Street, making it one of the most important retail frontages in the city.



3.52
Hectares

1300
Housing Units

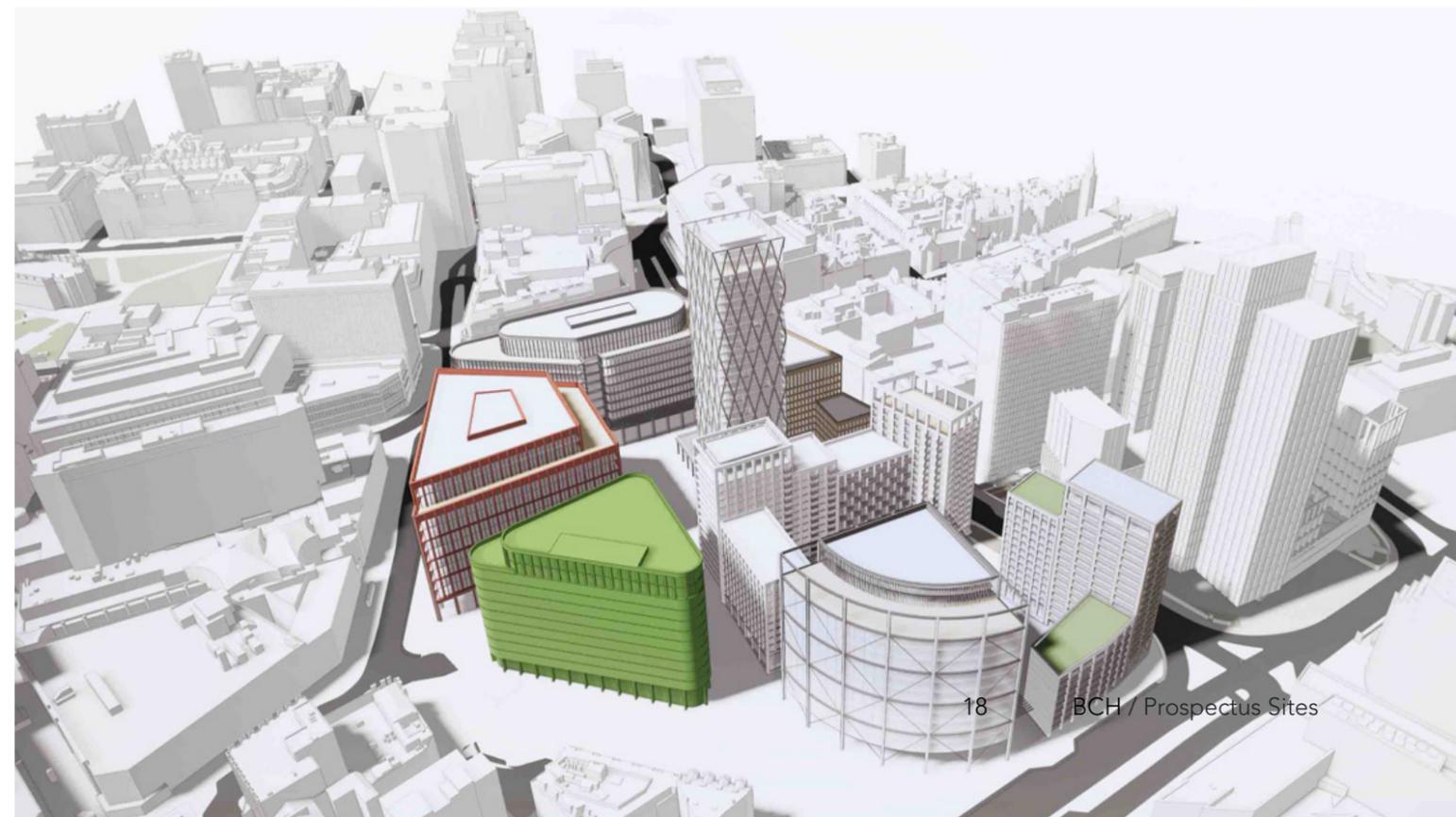
177,500
SQM Commercial
Floorspace



“Martineau Galleries encompasses the regeneration of a key site in Birmingham Central Heart”

Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses Residential-led development with ground floor commercial Uses





MARTINEAU PLACE

Location 44 Corporation St, Birmingham B2 4BB

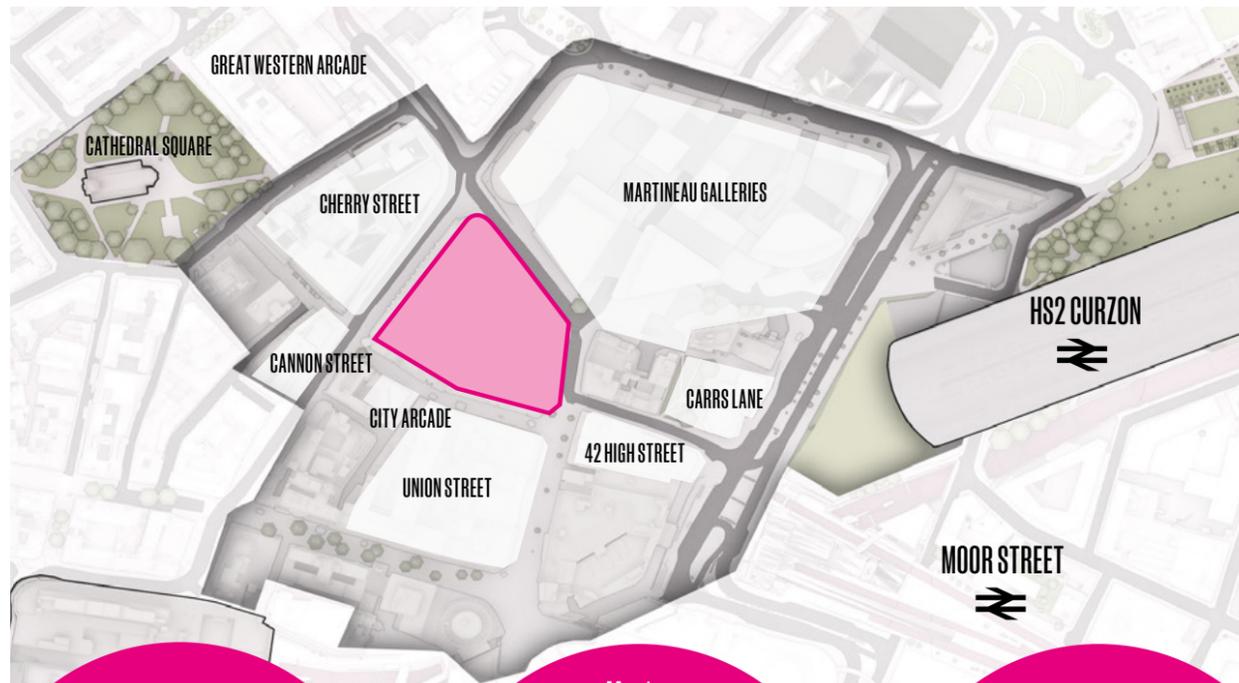
Area 1.154ha

Existing land use Retail and hotel

Planning Status Ongoing pre-application

Promotor Henley Investment Management Ltd

Martineau Place is a key central city site within Birmingham Central Heart. Located in the heart of the city, it forms the connection between the new HS2 station, Cathedral Square and the wider city core, positioning it as critical in supporting the Council's and landowners' regeneration and investment aspirations. The proposals are residential-led and mixed-use, with the aim of shaping a major new city centre neighbourhood aligned with Birmingham's ambition to compete on a global stage. The emerging vision seeks to deliver high-quality, amenity-rich homes across a range of tenures, supporting the city's growing corporate base and its appeal to international talent.

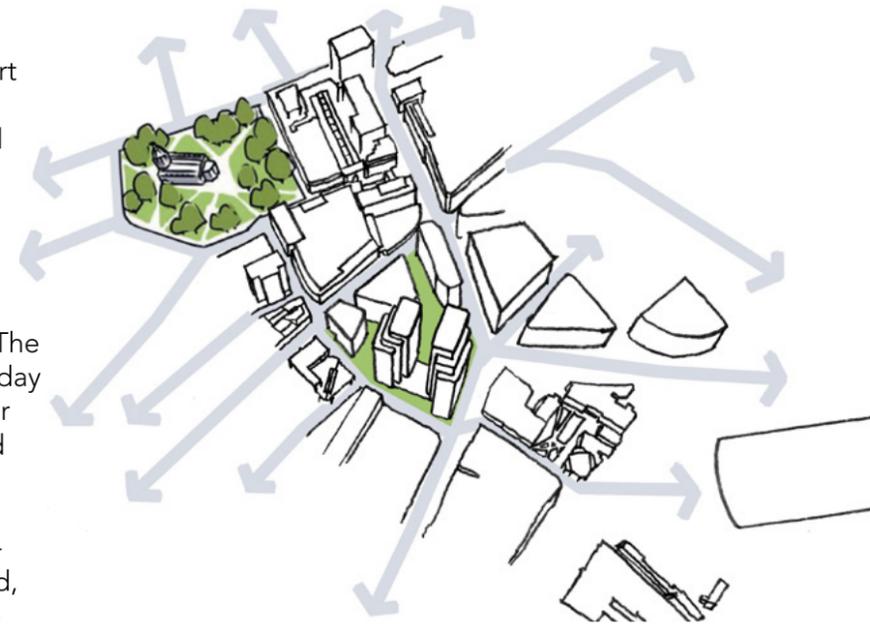


1.15
Hectares

Up to
1,750
Housing Units

26,000
SQM Commercial & Retail Floorspace

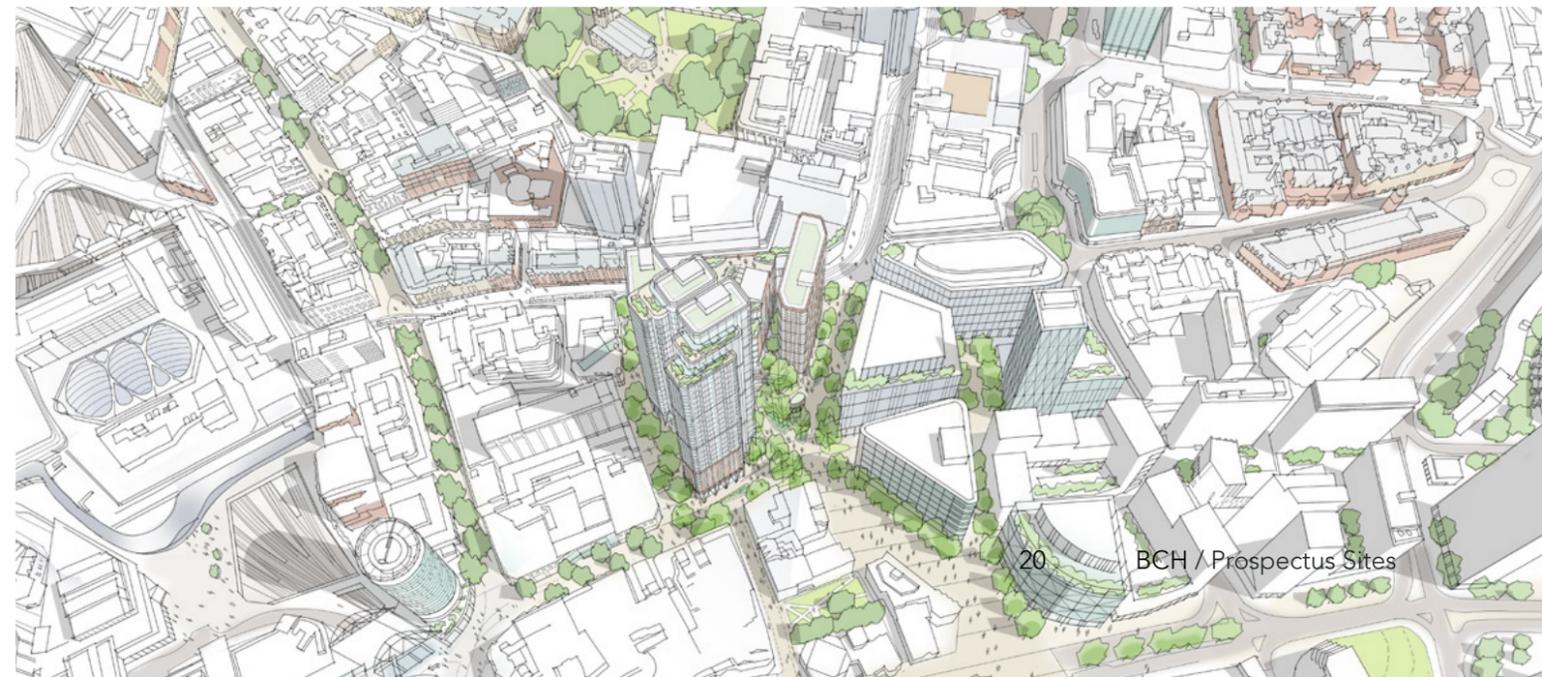
Commercial uses are proposed to support a sustainable, healthy and active new neighbourhood. This includes a potential new Grade A office building alongside a curated mix of ground floor town centre uses focused on daily needs and repeat visitation, cafés, grab-and-go offers, restaurants, health-led food, wellbeing and fitness, and complementary leisure. The ground floor strategy also includes everyday convenience, such as a general store. Our aspiration is to animate the space around the public realm from morning through early evening. Together, these uses will help establish Martineau Place as a lived-in, people-first city centre neighbourhood, designed not just to pass through, but to return to.



“Martineau Place brings green space back into the urban core and providing places to pause, meet and spend time for residents, workers and visitors.”

Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses Mixed Use Residential (with commercial and leisure)
Key Infrastructure Optimising the use of this highly accessible location, within walking distance of New Street, Moor Street and HS2, allows for appropriate density while enabling expansive public realm across half of the site.



CITY ARCADE

Location Union Street

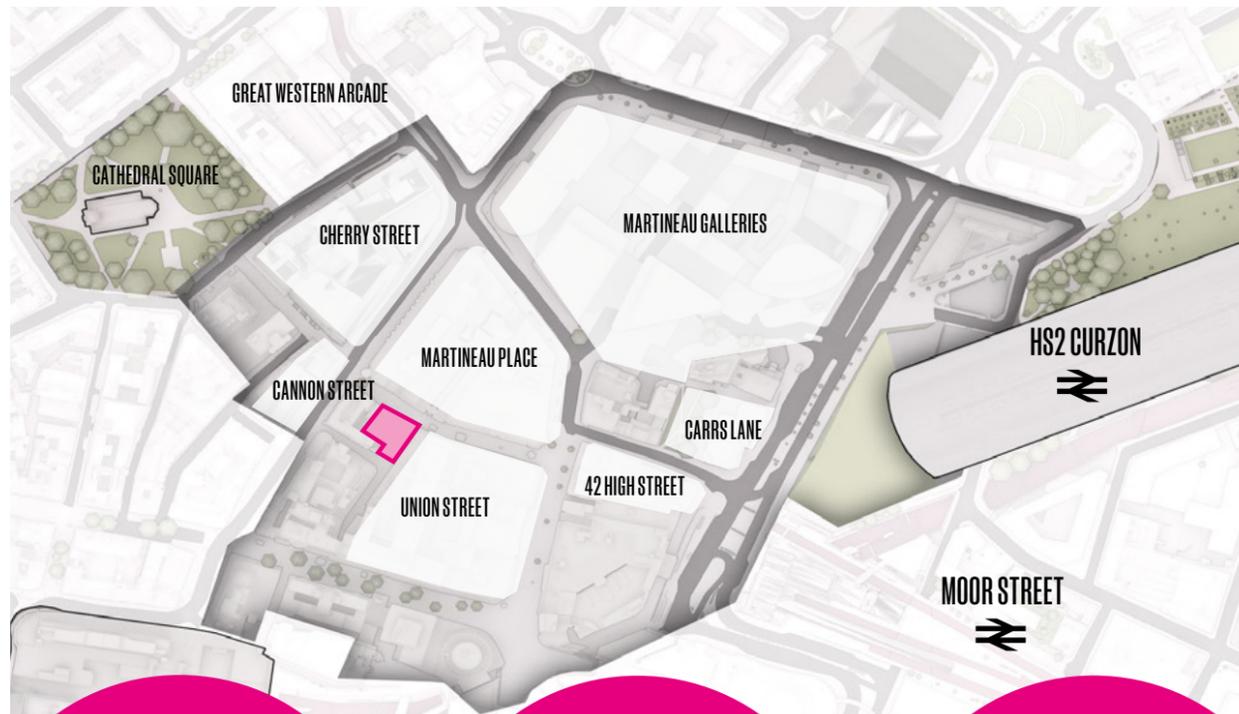
Area 0.08ha

Existing land use Retail

Planning Status N/A



City Arcade was designed by T.W.F Newton and Cheattle who also designed numerous other buildings throughout Birmingham. It was built in 1898 originally as two separate buildings. The other section of the building was destroyed on the 9th and 10th April 1941 during two heavy raids during WWII. The surviving building is Grade II listed and is one of only a handful of arcades in our city centre. A stand out building with a remarkable past winning a Birmingham Civic Society prize in 1985.



0.08
Hectares

Renovation and
reuse of Grade II
listed building

372
SQM Commercial
Floorspace

Policy Status

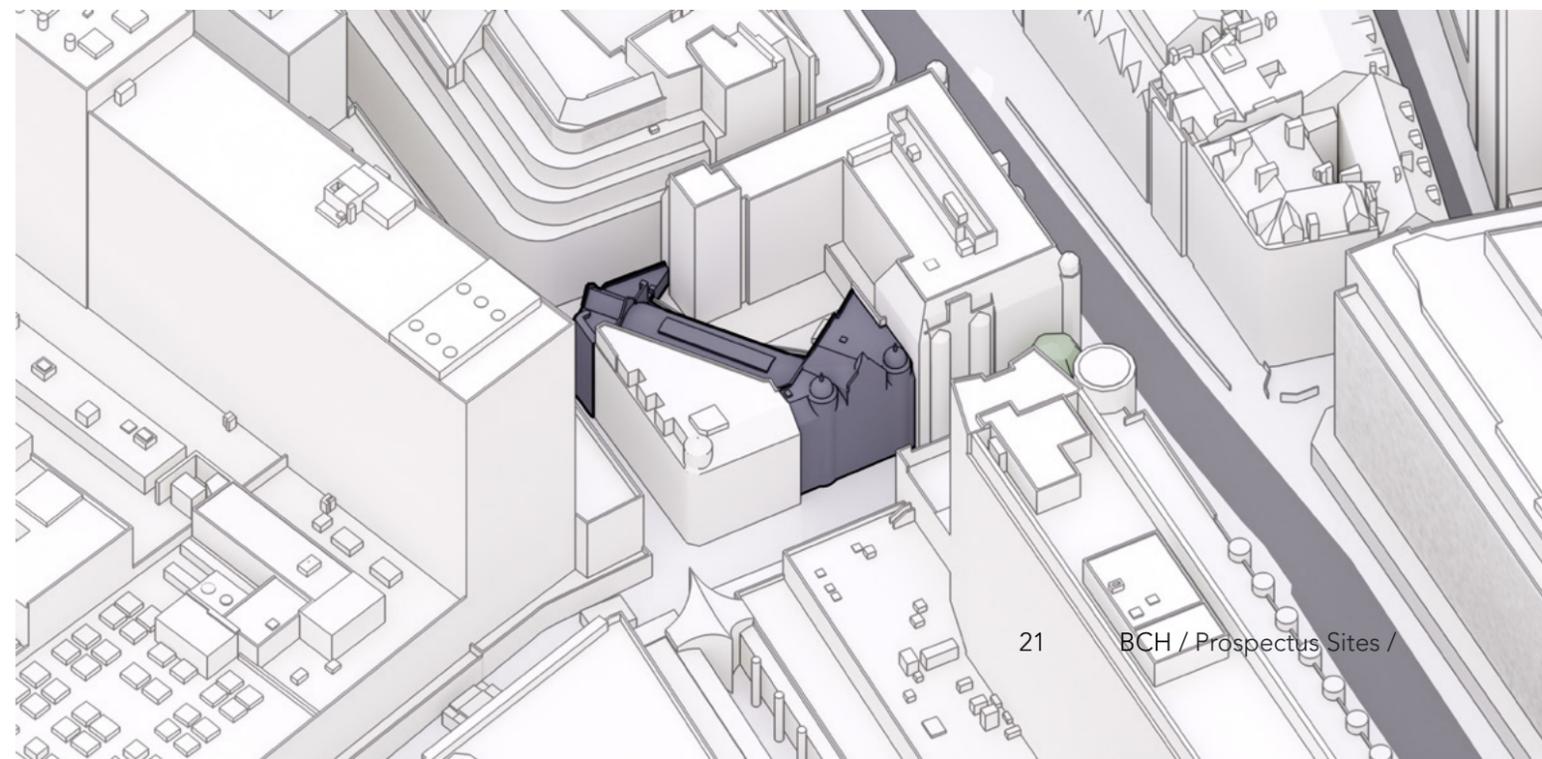
The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses

Mixed Use Residential (with commercial and leisure)

Key Infrastructure

Connectivity improvement and site activation through the reconnection of the Great Western Arcade and widening Cherry Street.



UNION STREET

Location Land bound by High Street/
New Street/Union Street/
Union Passage

Area 0.9ha

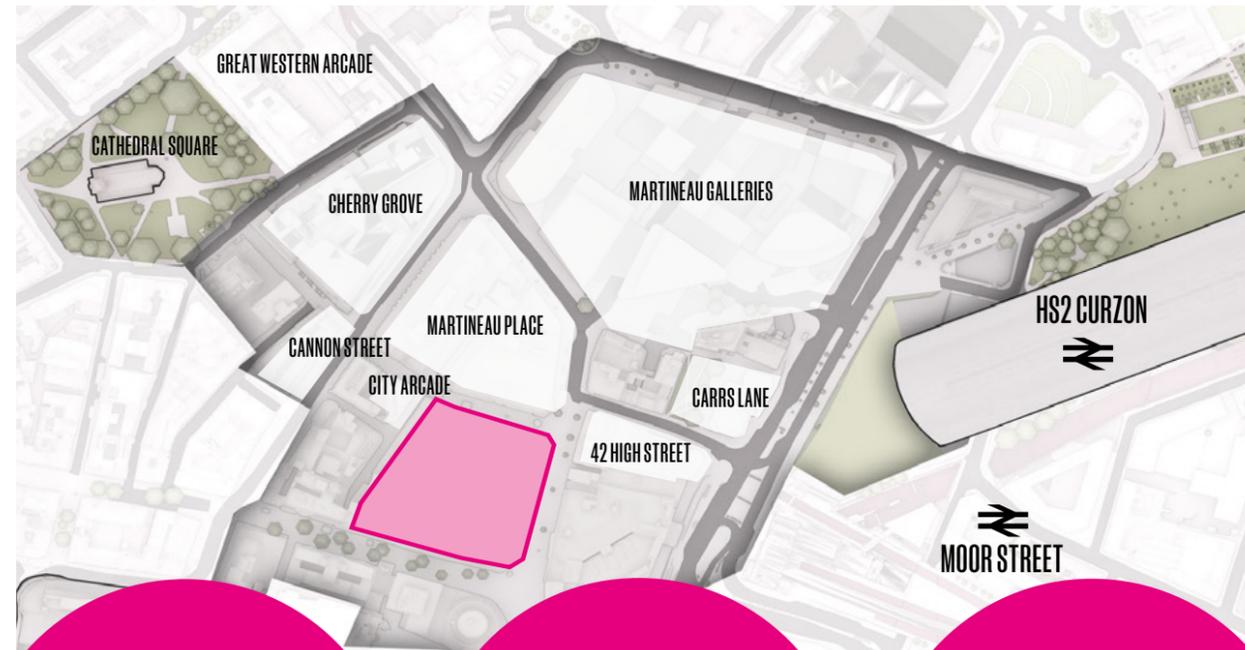
Existing land use Retail and Offices

Planning Status Ongoing Pre-application

Promotor Schroders

City Centre House is a prominent 1950s mixed use development comprising significant areas of office floorspace at upper level and retail uses at lower levels. Originally built in the 1950s it was one of the first purpose built modern shopping arcades in the country when it opened. The site is a 'horseshoe' shaped plot, wrapping around 79-84 High Street, which is in a separate ownership.

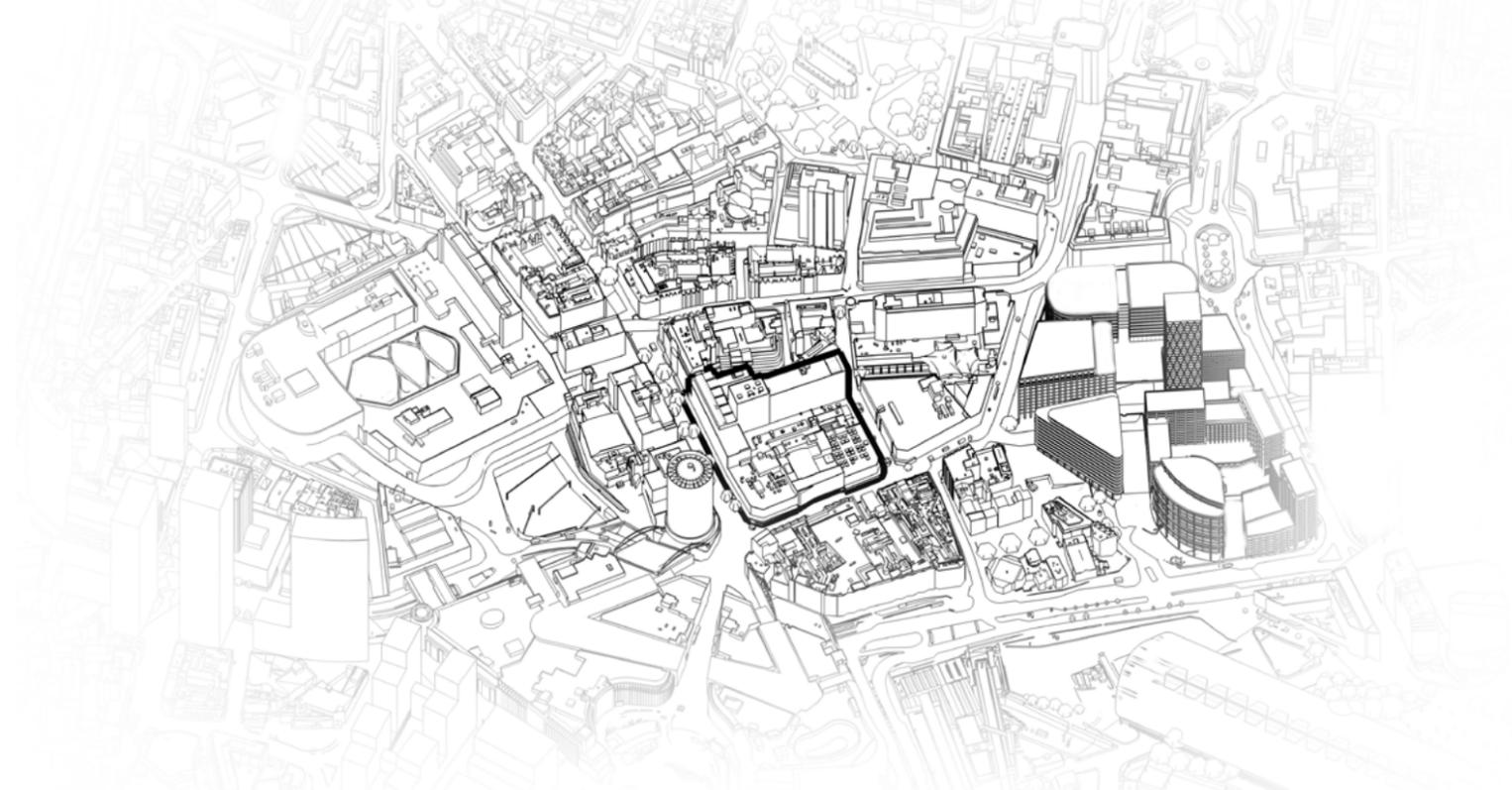
It is home to a range of national multiple retailers, including Sports Direct, JD Sports, and H&M. Reflecting its substantial plot and age, it contains a significant volume of floorspace (extending to circa 540,000 sq.ft.), with large parts of the site currently vacant or underutilised, including the upper floor offices. The site also includes a large basement/servicing yard accessed off Moor Street Queensway.



0.9
Hectares

Potential
hotel use

200,000
SQM Commercial
Floorspace



Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses Mixed use commercial (Class E) with opportunities for hotel (Class C1), Purpose-Built Student Accommodation or Co-living (sui-generis)

Key Infrastructure Activation to Union Passage and opportunities for connections through the site



CARRS LANE

Location Carrs Lane

Area 0.176ha

Existing land use Church and public park

Planning Status Ongoing Pre-application

Promotor Regal Property Group Ltd and Birmingham City Council

“A timeless place of worship reimagined for the city today, uniting faith, community, and contemporary living around a new civic heart on Carrs Lane.”

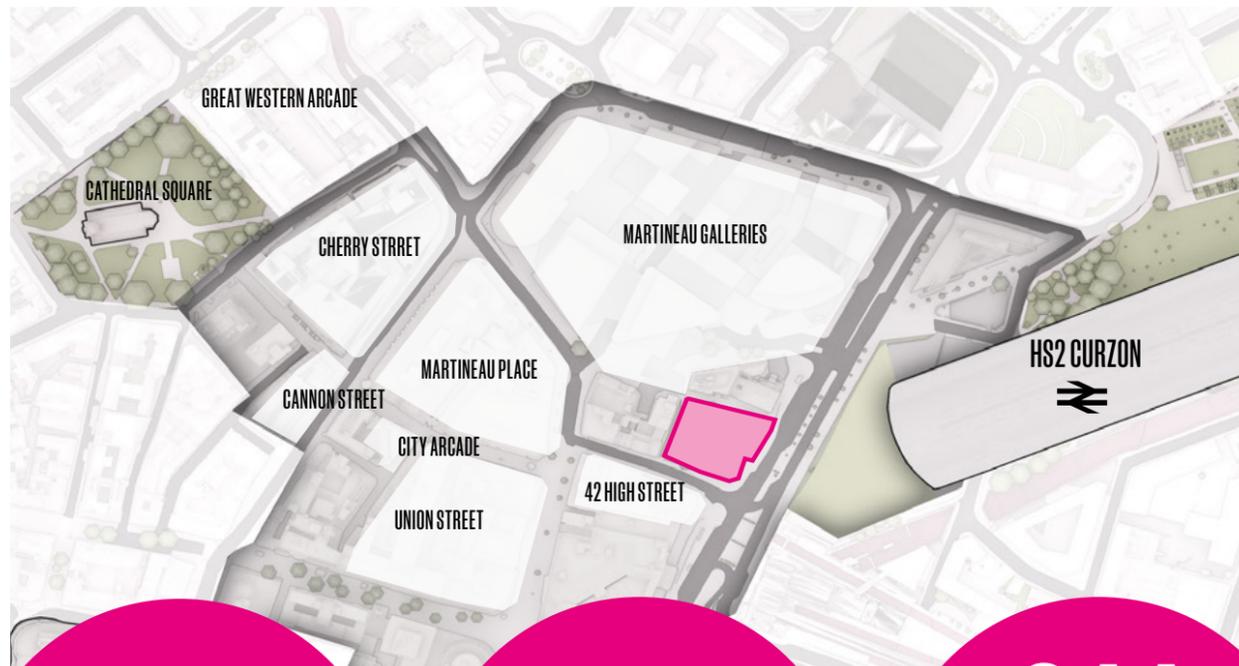
Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses New religious building for The Church at Carrs Lane with residential apartments above. New public realm to form a focus to surrounding development.

Key Infrastructure The site is well-positioned opposite the future HS2 Curzon Station to serve as the Gateway from the station public realm into the city’s retail core.

The proposed development will deliver a striking new place of worship to replace the existing facility, currently distinguished by the UK’s largest free-standing cross. While the development vision also incorporates residential apartments, the church remains the central and defining element of the development.

At ground level, the development will embrace a new public square, further reinforcing the sense of landscape, community, and civic presence on the site.



0.176
Hectares
+ 0.31 PARKLAND

480
Housing Units

644
SQM Commercial & Retail Floorspace



42 HIGH STREET

Location 42 High Street

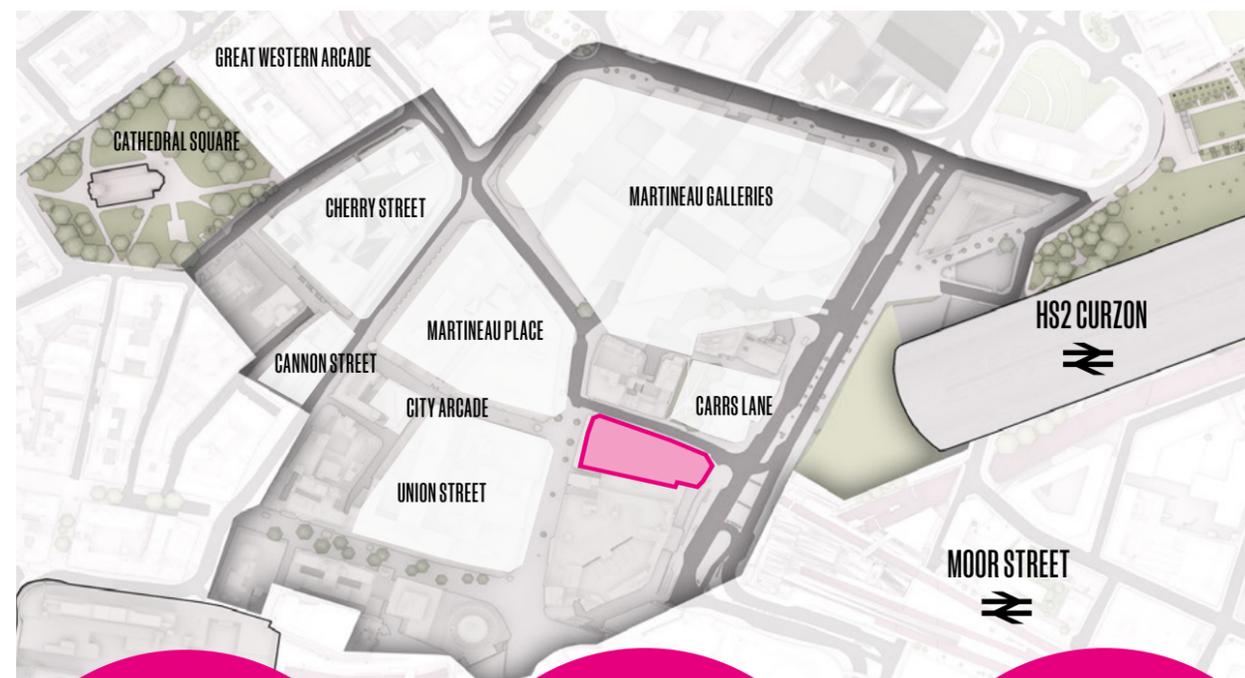
Area 0.32ha

Existing land use Class E - Retail

Planning Status Ongoing pre-application, formal planning application submission March 2026

Promotor Bluecastle Capital

Bluecastle's overarching vision for the site is to create a new 'front door' to Birmingham that reflects the ambitions of the City and its status on the world stage. The site is of strategic importance and central to the Council's vision for the Central Heart, forming the backdrop to a visitor's first image of the City as they emerge from Curzon Street station. The proposals comprise a striking new landmark building, timeless architectural detailing, together with a grand colonnade and landscaping that will merge into Curzon Street public realm - creating a world class arrival experience as you enter Birmingham.



0.32
Hectares

750
Housing Units

300
SQM Commercial
Floorspace

At ground level, civic quality landscaping and new food and beverage spaces designed for small businesses will breathe new life and vibrancy back into Carrs Lane. The residential component will set a new standard for the build to rent market in Birmingham, with a key component being the provision of a variety of different types of high-quality amenity space. With a focus on the long-term, Bluecastle are prioritising resident well-being through innovative and environmentally conscious design. From carbon resilience initiatives to creating social value, Bluecastle are dedicated to positive change in every aspect of their communities.



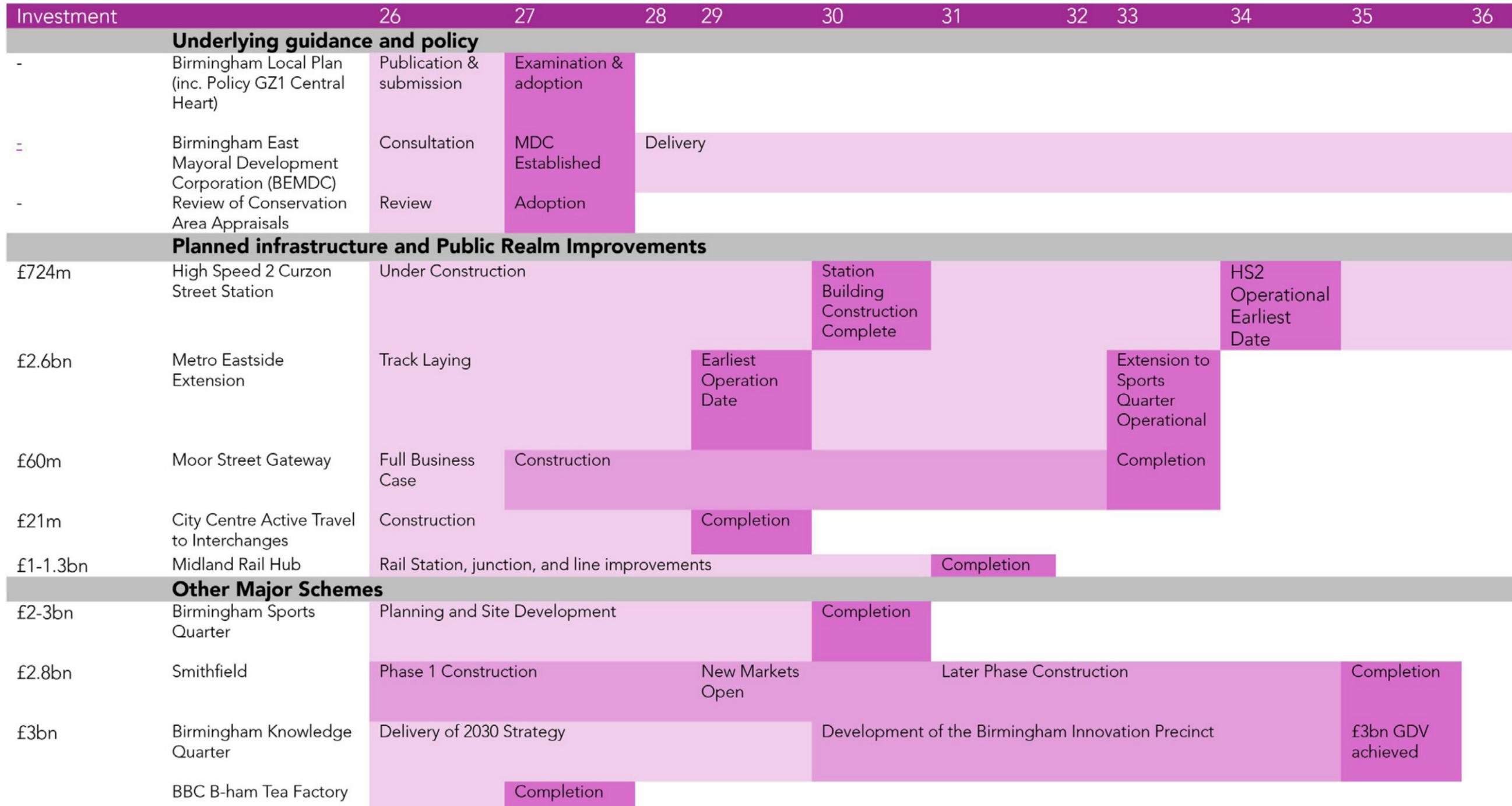
Policy Status The emerging Birmingham Local Plan will inform future development on the site, alongside superseding the adopted Birmingham Development Plan, which currently applies.

Potential Uses Mixed use residential-led development, comprising Class E uses at ground floor, with build to rent amenity spaces and residential accommodation on the upper levels.

Key Infrastructure Increased public realm, significantly improving pedestrian connectivity from Curzon Street station to the City Centre. Pocket parks will also book end the site.



BIRMINGHAM CENTRAL HEART STRATEGY, REGENERATION & INVESTMENT TIMELINE



THE COUNCIL'S ROLE IN SITE DELIVERY

The City Council is not a major landowner in Central Heart, but it remains a key facilitator, bringing together statutory bodies, public organisations, charities, and the private sector.

The delivery of Birmingham Central Heart has five key elements:

- Embedding the strategy in the statutory planning process.
- The formation of the Birmingham East Mayoral Development Corporation
- Working in partnership.
- Utilising the strategy to secure funding.
- Setting and delivering priorities.

STATUTORY PLANNING & FRAMEWORK

The Council will provide the strategic regeneration and planning policy framework supporting development in Birmingham Central Heart. Once adopted, the Birmingham Local Plan will be the statutory planning document shaping development in the city, setting the policies and ambition that will lead delivery toward a city-wide vision for the betterment of all residents.

The principles of Birmingham Central Heart will be reflected in the statutory planning process through the Birmingham Development Plan Review and through the preparation of a Masterplan. This will provide greater planning clarity and certainty to investors on the

comprehensive vision for the area. The detailed masterplan will be developed in partnership with key stakeholders, this will be supported by assessments of the wider city streetscape context, and provide guidance on potential density, areas of green space, and building heights. The preparation of these planning documents will be a priority for 2026/27. The emerging Central Heart Growth Zone is a spatial priority in the Economy and Place Strategy, critical to the city's growth.

BIRMINGHAM EAST MAYORAL DEVELOPMENT CORPORATION (BEMDC)

Delivering Birmingham Central Heart and the other major developments in this Prospectus requires a focused, accelerated approach to delivery.

The Mayor of the West Midlands, West Midlands Combined Authority and Leader of Birmingham City Council have agreed the principle of establishing a Mayoral Development Corporation (MDC) to deliver large-scale development, including mixed-use regeneration, transformational urban extensions, and new settlements.

BEMDC would have a clear long term development framework aligned with Birmingham City Council's growth objectives and focus on creating vibrant inclusive communities.





WORKING IN PARTNERSHIP

Key to the success of Birmingham Central Hearts will be ensuring that new development and investment help to strengthen the centre as an outstanding destination and improve its environment for all those who shop, visit, trade, live and work in the City Centre. Working in partnership with all key stakeholders is central to ensuring that the Prospectus is successful. Established stakeholder groups in Birmingham Central Heart include the Landowner Developer Board, Central Birmingham Business Improvement District (BID), and Colmore BID, who all represent important communities and stakeholders to include in the decision-making processes that shape the area.



Central Birmingham BID supports retail, leisure and hospitality businesses in the city centre. Central BID prioritises safety, security, footfall and community engagement to enhance and promote the city centre experience. It supports over 400 retail and hospitality businesses, and this includes a diverse range of shops, restaurants, and leisure facilities, contributing to the vibrant atmosphere of Birmingham's central area.

Colmore Business District is the cultural, commercial and civic heart of Birmingham – a vibrant district driving footfall, economic growth and quality of life for everyone who invests, works and visits here. Birmingham Colmore curates Colmore Life, delivering transformational public realm improvements, hosting major events and festivals and connecting businesses across the city with civic institutions.

Colmore is home to over 650 companies and more than 75,000 professionals as the hub of the West Midlands' business, professional and financial services cluster. Its distinctive mix of heritage architecture, productive workspaces, world class hospitality, independent retailers and enriching cultural venues creates an environment where communities connect and enterprise flourishes.

Colmore BID has an expanding night-time economy with the number of bars, clubs and restaurants growing considerably in the last few years. There are three other BIDs operating in the city centre, which are primarily focused on retail and hospitality and all play an important role in ensuring the city centre is a vibrant and attractive place.

The Space Between Report (2021), curated by Colmore BID, articulates how a high-quality public realm, plus hospitality and retail venues, together with green and open spaces, make the city centre attractive to businesses and individuals, and support well-being.

The Council has a track record of continued cooperation and partnership working with the Birmingham City Business Improvement Districts to deliver projects. Partnership working with residents and stakeholder groups is key to the delivery of community led improvements.

SECURING FUNDING

Having clear and deliverable ambitions is key to securing funding. The clear ambitions for Birmingham Central Heart set out in this Prospectus, will enable any future funding sources, to be bid for and secured based on a clear strategy and set of priorities especially due to its inclusion with the proposed BEMDC.

The Council is part of the Strategic Place Partnership for the city, along with WMCA and regional development partners, collectively working toward shared ambitions to transform derelict brownfield land into thriving communities and places through a £400m funding package. The production of the Our Future City Plan has enabled the City Council to secure further Enterprise Zone (EZ) funding for the City Centre, and the funding has enabled public realm and connectivity improvements.

A number of sites within Birmingham Central Heart are located within the Council's Enterprise Zone, which provides a mechanism for the Council to unlock investment specifically for new commercial development which will generate new business rates.

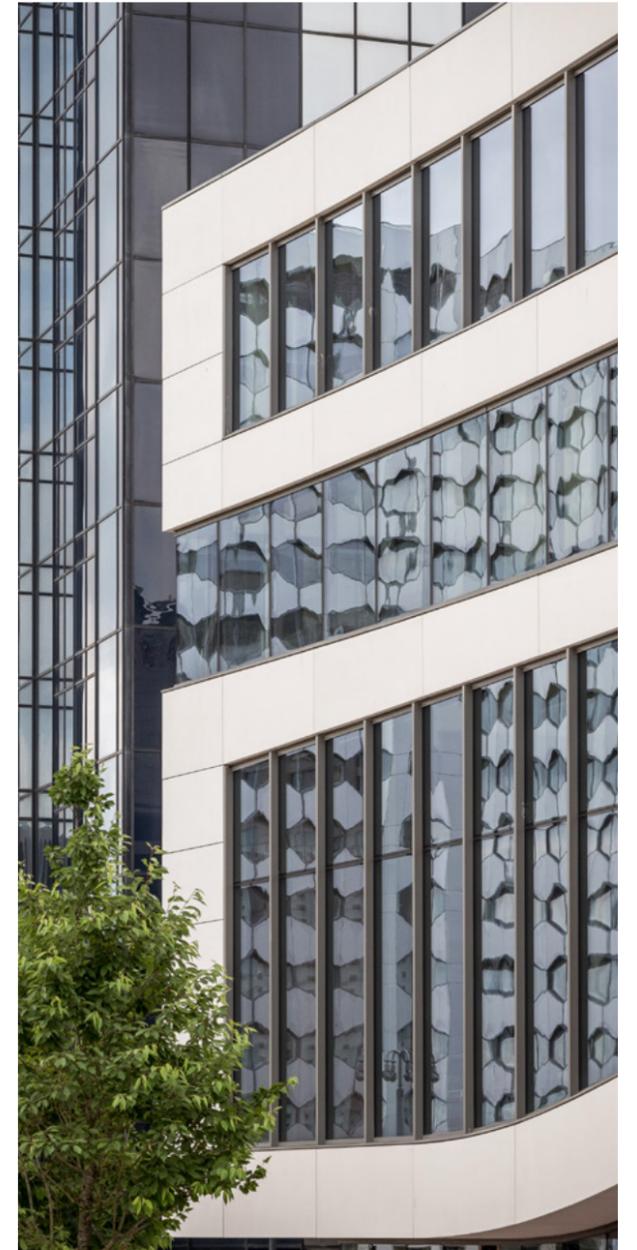
The Council is also working closely with a range of public finance institutions which are government-backed bodies designed to kickstart economic growth and fund major projects. They operate with government rates but often seek to attract private investment. Key examples including:

- **The National Wealth Fund:** Formerly known as the UK Infrastructure Bank.
- **Great British Energy (GB Energy):** A publicly owned clean energy company.
- **The British Business Bank (BBB):** Supports small and medium-sized enterprises (SMEs).
- **The National Housing Bank:** Led by Homes England to accelerate housebuilding.

Through the Council and BEMDC sites within this Prospectus can be linked with the appropriate institution to unlock investment.

DELIVERING PRIORITIES

The City Council has a strong track record of delivering city centre regeneration projects and recent initiatives include the Paradise redevelopment, which has introduced 1.74 million square feet of contemporary office space. These projects are part of a broader effort to transform Birmingham's skyline by attracting global businesses and creating modern, exciting neighbourhoods. The Council commits to continue to work with experienced developers with a track record of delivering quality placemaking, inclusive growth, and sustainable infrastructure.



SETTING THE AMBITION

There are several transformational developments in the proximity of Birmingham Central Heart:

1. Smithfield Development

The Smithfield Birmingham Development is a transformative project covering approximately 17 hectares and includes the former wholesale markets and Bull Ring Markets. The project is valued at £1.9 billion and is set to create over 8,000 new jobs and 3,000 new homes. It features a dynamic cultural area around a new market square, linking to the city's rich heritage. Infrastructure work and construction of Phase 1 is due to begin in 2026. Most building plots are expected to be constructed by 2035.

2. HS2 Curzon Station

HS2 is set to hugely enhance transport connectivity and capacity for Birmingham. Once open, it'll put the city within 49 minutes of central London – a major attraction to investors to set up and locate in Birmingham. While at the heart of HS2 is the new Curzon Station, located right in Birmingham city centre. Here you'll also find the 141 ha Curzon Gateway, a substantial development, part of the Enterprise Zone, with 30 more development opportunities supported by the Curzon Masterplan.

3. Birmingham Knowledge Quarter

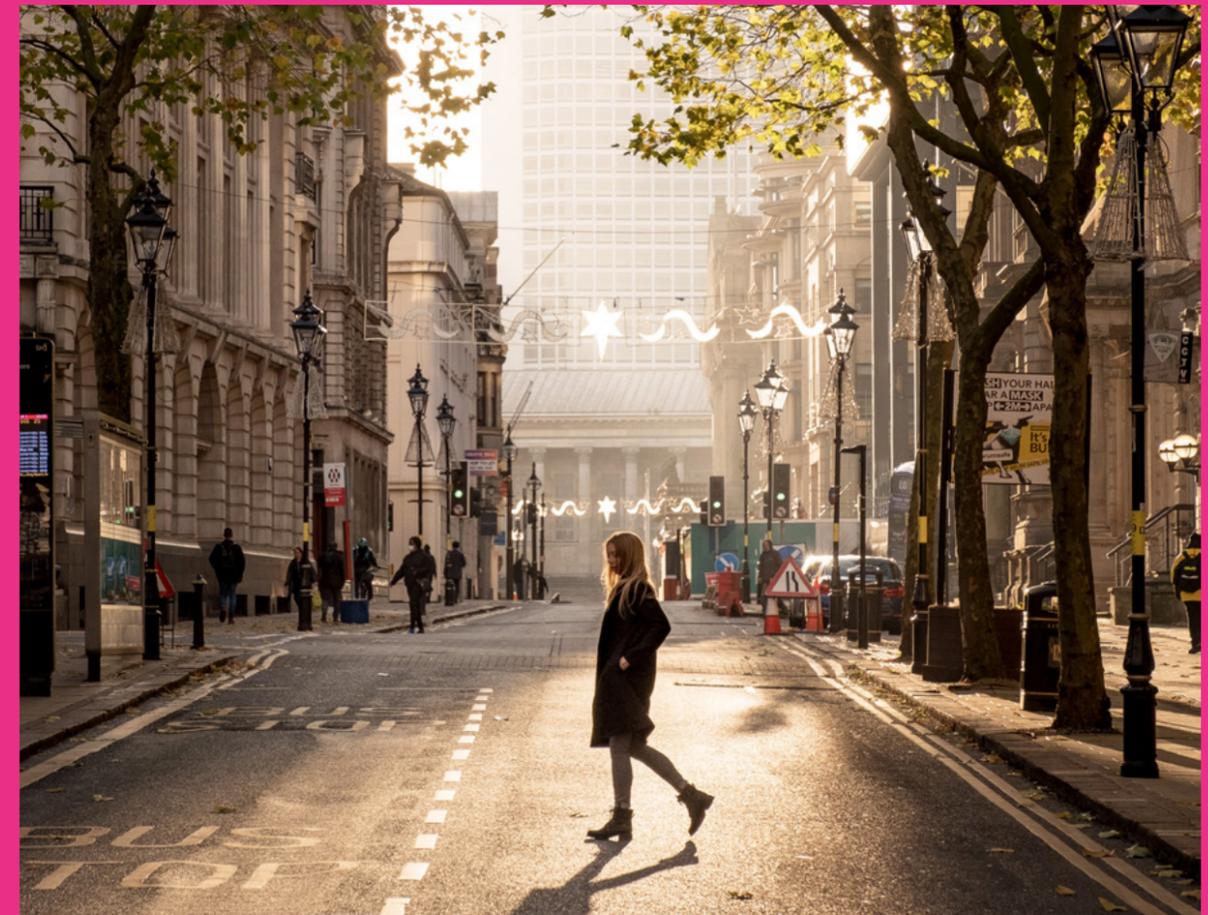
Birmingham Knowledge Quarter (BKQ) is a cutting-edge development created in partnership with Aston University, Birmingham City University, Birmingham City Council, Bruntwood Sci-Tech and Woodbourne Group. This £4.2bn, 210ha cluster site is set to be a leading ecosystem for medtech, life sciences and health research in the UK. Strengthening the city's expertise in these industries, and creating more than 20,000 jobs, the project also includes a hotel, student accommodation, and potentially a 4,000-home eco-town.

4. Digbeth Development

Digbeth is an area nestled in the east of the city centre, just a 15-minute walk from New Street Station. It is recognised as a fully-fledged city quarter in itself, it's become known for the creative and cultural output of renowned landmarks such as the Custard Factory, The Bond, BIMM, The Night Owl and Eastside Projects with further investments such as the BBC's new regional headquarters (hosting shows such as MasterChef and Silent Witness) and Stephen Knight's Digbeth Loc Studios. It has ten development sites with more than 300,000 sqm of commercial space and could deliver more than 6,000 homes over the next 15 years. Transport improvements will make it one of the city's best-connected areas. The Digbeth Prospectus (2025) outlines the main opportunities.

5. The Bordesley Sports Quarter

One of the oldest clubs in the English Football League, Birmingham City 'Blues' Football Club has a rich history. Knighthead Capital Management have owned the football club since 2023 and have unveiled new plans to redevelop the stadium and the surrounding area into a place dedicated to sports, culture and commerce. The Sports Quarter is set to incorporate the new 62,000-seater Birmingham City 'Powerhouse' stadium, a new Birmingham City Women's stadium, significant training pitches and mixed-use areas with industrial, commercial, retail, office and business incubation. It will provide a significant regeneration of the area and expand the city's cultural, creative and sports assets as well as creating 8,400 jobs. New transport provision will serve the site including the extension of the Metro and improved Adderley Park station. Site remediation and early-stage development is underway, with the new stadium planned for completion by the 2030/31 football season.



ENQUIRE TODAY

The time to invest in Birmingham Central Heart is now. This prominent location supported by a growing cluster of transformative development opportunities, offers a unique gateway to be part of the next chapter in reshaping the city's retail and commercial heart. Birmingham Central Heart is poised to become one of the new focal points of activity, ambition and regeneration.

Birmingham Central Heart already hosts an impressive cluster of national brands and entertainment destinations, establishing it as the primary shopping area in the region. The emerging wave of redevelopment will be transformative for both the visitor experience and street scene, creating a greener, more attractive and better-connected gateway that

reinforces the city's retail and commercial provision. Upcoming transport improvement schemes will further enhance accessibility, breaking down the barrier between the Central Heart and the future HS2 Curzon Street Station. With the establishment of the Mayoral Development Corporation, Birmingham Central Heart and Digbeth are set to become the definitive gateway supporting major regeneration schemes across east Birmingham, including landmarks like the Sports Quarter.

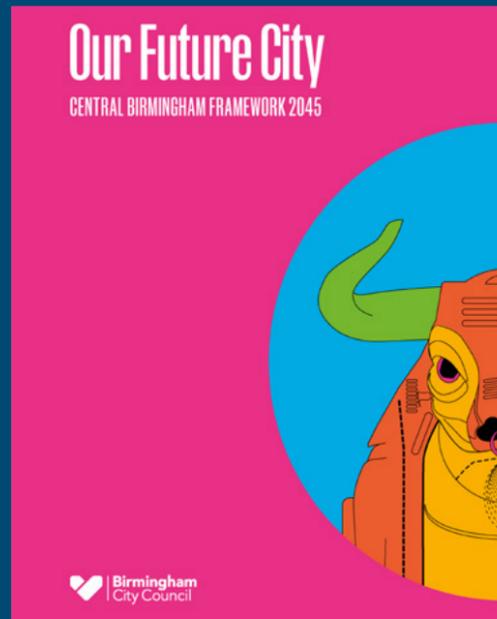
Reach out to our development team at the Council and our development partners to discover more about these development and investment opportunities:

timothy.brown@birmingham.gov.uk

APPENDICES

PLANNING STRATEGY AND POLICIES DIRECTORY

The Council provides the strategic regeneration and planning policy framework supporting development in Birmingham Central Heart, comprising:



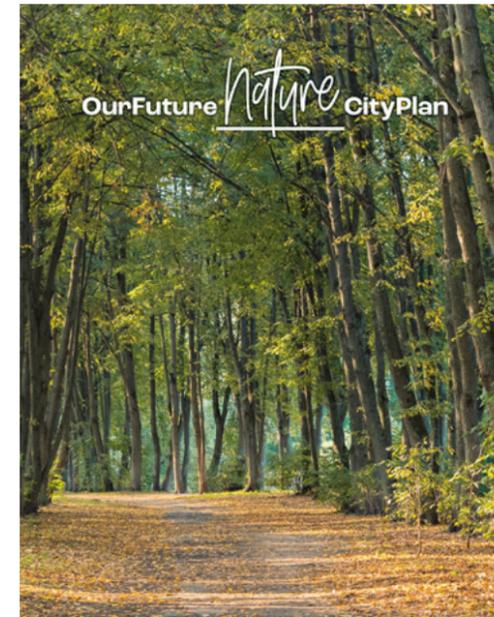
Our Future City: Central Birmingham Framework 2045

This document establishes the development case for investment in Birmingham Central Heart by envisioning accelerated growth across the area through establishing a gateway into the city centre retail core from HS2 with mixed-used commercial developments with new city living. Sustainable and accessible links will be established through active travel and public transport provision, complemented with public realm transformation that doubles the existing green space to 30% for leisure and streetscape improvements. This will rebalance the uses in the city to create a healthier, walkable, liveable and thriving city heart.



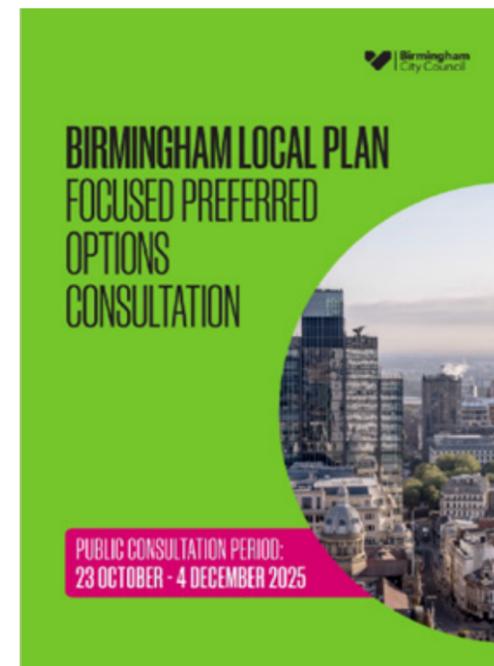
Economy & Place Strategy (2025)

The Strategy set out the overall strategic and investment priorities of the city's growth and the delivery of Birmingham City Vision 2035. Birmingham Central Heart along with Smithfield and Digbeth were identified as the gateway from the city centre to the East Birmingham North Solihull (EBNS) inclusive growth area that covers a population of 375,000. Birmingham Central Heart will align to the investment priorities, with the provision of new workspace, local businesses, hotel and boulevard, reinforcing the retail and visitor ecosystem of the city to prepare for the forthcoming HS2 Curzon Station.



Birmingham City of Nature (2022)

This document set out plan for an improved, fairer, and greener city over the next 25 years with nature, people, and the planet at the forefront of decision-making and the inclusive growth agenda. The circular economy and new ways of collaborative working will help deliver a £2.5 billion uplift in natural capital value across the city over the plan period of 25 years, including the linear green spaces and links to be established through the Central Heart.



Birmingham Local Plan Preferred Options Document (Emerging)

Birmingham Central Heart is within the Central Heart Growth Zone in the emerging Birmingham Local Plan and is the city's mixed use commercial core with public realm enhancement that promote new city living. The Growth Zone also include aspiration to improve retail connectivity in the area and towards Smithfield through pedestrian links and tramlines.

SUMMARY TABLE OF SITES

Site Name	Size (ha)	Housing	Commercial Floorspace (Sqm)	Delivery Timescales (Years)	Promoter	Investment Type
Cherry Street	0.94	581	14,000	6 - 10	Sphere Living Ltd	Development partners
Cannon Street	0.29	50	Over 1,850	1-5	BCC	Development and investment partners
Martineau Galleries	3.52	1,300	177,500 in total	6 - 16+	Hammerson	Development and investment partners
Martineau Place	1.145	Up to 1750	Up to 26,000	6 - 15	Henley Investment Management	Development and investment partners
Victoria Arcade	0.08	N/A	372	1-5	Academy Investment Group	Development and investment partners
Union Street	0.90	TBC	200,000	10-15	Schroders	Development and investment partners
Carrs Lane	0.17	480	644	6-10	Regal Property Group Ltd	Development and investment partners
42 High Street	0.32	750	300	1-5	Bluecastle Capital	Development and investment partners

IMAGE CREDITS

Page	Image Type	Caption	Artist/Source
2	Photograph	St Philips Cathedral	BCC
3	Photograph	Selfridges	Sphere Group
4	CGI	Central Heart 2045 aerial CGI	Gensler
5	CGI	Central Heart 2045 aerial CGI	Gensler
6	Photograph	Dusk Birmingham skyline	BCC
7	Photograph	Paradise	Howells
8	CGI	Cental Heart developments	Gensler
9	Photograph	St Philips	BCC
9	Photograph	Victorian building architectural detail	BCC
9	Photograph	Architectural detail	BCC
9	Photograph	Interior of the Great Western Arcade	Sphere Group
10	Photograph	Tram with the Council House behind	BCC
10	CGI	Station entrance HS2	HS2
10	CGI	Midlands Rail Hub	Midlands Connect
13	CGI	High Street	Gensler
14	CGI	Cherry Street	Gensler
14	CGI	Central Heart Developments	Gensler
14	Photograph	City arcade	Academy Investment
14	CGI	High Street	Gensler
15	Sketch	Massing Cherry Street	Sphere Group
15	Sketch	Sketch of Cherry Street	Sphere Group
16	CGI	Cherry Street	Gensler
17	Photograph	Cannon Street Detail	BCC
17	CGI	3D of Cannon Street zoomed in	BCC
18	Sketch	Showing local context	Hammerson
18	CGI	Elevated massing view	Hammerson
19	CGI	Elevated view looking over HS2	Hammerson
20	Sketch	Elevated massing sketch	Henley Investment
20	Sketch	Elevated detailed sketch	Henley Investment
21	Photograph	City Arcade	BCC
21	CGI	3D of City Arcade	BCC
22	CGI	3D of Union Street location	BCC
22	CGI	Conceptual CGI of Union Steet	Academy Investment
23	CGI	Carrs Lane	Regal Property Group
24	Sketch	42 High Street detail	Bluecastle Capital
24	Sketch	42 High Street	Bluecastle Capital
26	Photograph	Dusk Selfridges	BCC
27	Photograph	View from New Street	BCC
27	Photograph	View for Chamberlain Square	BCC
28	Photograph	Birmingham Architecture	BCC
29	Photograph	Colmore Row with Alpha Tower	BCC
32	Photograph	Ozzy the Bull	BCC

KEY CONTACTS

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GENSLER

This document has been prepared in partnership with Gensler; providing urban design, illustrations, CGIs, and graphic design content and production.

The sketches and Computer-Generated Images (CGIs) included in this document are conceptual and illustrative to demonstrate the overall vision. All future developments would be subject to planning.

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