

CONNECTED AND ATTRACTIVE.

Connected
Birmingham's enviable central location in the UK has been a major driver in its growth over the centuries. Now a thriving international city, it's perfectly placed for business – being at the hub of the UK's road and rail network and boasting its own international airport.

- A strategic location at the centre of the national motorway network (M5, M6, M40 and M42) and at the heart of the UK rail network
- Air, road and rail connections provide access to 400 million people across Europe
- 126 direct destinations from Birmingham Airport, including cities in Europe, North America and Asia, only nine minutes by train from the city centre
- Over 90 per cent of the UK market - consumer and business - within a four hour travel time
- More direct rail connections than any other city in Europe
- 170 rail services to London daily, with a journey time of just 85 minutes
- Future-proof billion pound improvements to rail, road and aviation links

Quality of life
Whether you're thinking of visiting, living or working in Birmingham, it takes some beating. World-class venues for everything from the arts to conferencing abound and the city's rich cultural diversity guarantees a surprise at every turn.

- Birmingham is the youngest city in Europe, with under 25's accounting for nearly 40 per cent of its population
- A cosmopolitan, vibrant modern city, with a cost of living 60 per cent lower than London
- Home to some of the UK's best educational facilities
- A diverse housing offer to suit all tastes and budgets within a 30 minute commute of the city centre
- A centre for culture, sports, leisure and shopping with a great variety of nightlife
- One of Britain's greenest cities – 8,000 acres of parks and open spaces
- Birmingham ranked above other leading cities such as Prague, Dubai and Hong Kong for quality of life (Mercer Living Index 2010)
- The second highest retail spend in England comprising of £2.4 billion*
- The city attracts 33 million visitors a year for business and pleasure
- More Michelin-starred restaurants than any other English regional city with 200 restaurants in the centre offering cuisine from 27 different countries

*source: CACI Retail Footprint 2011

BUSINESS UNLIMITED.

Business Birmingham – the city's inward investment programme is your link to establishing or growing your presence in the city. It is your access point to Birmingham's extensive business networks and aims to help you benefit from the city's strong enterprise culture – one call to Business Birmingham will secure a streamlined, co-ordinated response to your enquiry.

By working as a strategic partner and consultant with your internal project team, we can provide relevant information for your organisation and a comprehensive package of support, from initial business case development, research and location advice, to support with business introductions, finding property, recruiting staff and PR.



- City & regional knowledge
- Sector knowledge
- Legal requirements
- Cost analysis
- Customised start up support
- Property and incubator space identification
- Local labour pool analysis
- Demographic mapping
- Access to markets, clients and transport links
- Salary and ease of recruitment information
- Co-ordinated university careers service
- Advice on recruitment and training support
- Recruitment campaigns
- Visas and work permits
- Residential and city tours
- Schools and colleges
- Culture, sports, leisure and shopping
- Language and cultural support
- Introductions to business contacts and networks
- PR to announce your arrival to regional press
- Support with launch events
- Professional services events



Get in touch
Get in touch with Business Birmingham's specialist inward investment team to find out more about the opportunities Birmingham offers.

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Delivering the Working Neighbourhoods Fund

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UNLIMITED POTENTIAL.

Home to groundbreaking research and development, world-leading low-carbon buildings and innovative digital disciplines, Birmingham is helping shape the future of commerce. Its young, multicultural, multi-talented workforce creates an energy with an international accent on a global scale. It is a leading European business destination at the centre of a **£94 billion** regional economy, has access to a working population of **4.3 million** people and provides a wealth of opportunities for companies looking to expand or relocate.

Over the past twenty years, Birmingham's vision to become a leading business centre has prompted an influx of businesses to relocate to the city, capitalising on high-quality office stock and access to an excellent talent pool of **97,000** graduates each year within a one hour drive.

Birmingham first gained prominence as a powerhouse of the Industrial Revolution. The drive, energy and talent that helped change the world are still very much in evidence in the city today. By nurturing its roots as a hub for ideas and innovation, Birmingham has evolved into an international business city that vigorously competes across a range of sectors and specialisms.

Relocation to Birmingham is more than just 'bricks and mortar'. It's about accessing a culture of change and innovation, with a workforce and service capacity to understand, support and deliver efficient business processes.

You won't just do business in Birmingham. You'll thrive.

£18 billion of investment in the city, including commercial and residential will have taken place by 2026.



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SCALE AND TALENT.

Scale

Birmingham's scale and talented workforce are key advantages for public and private organisations looking to relocate. It ensures that they are easily absorbed into the local economy and infrastructure. They are also able to draw upon a wealth of experience from the existing population.

- Exposure to a diverse local economy boasting **42,000** companies from automotive to manufacturing, electronics to computing – the latest breakthroughs in technology
- Strong base of existing finance and business services firms provide breadth and depth of expertise and talent
- Robust business environment, the city is home to significant numbers of regional and national HQs and over **40 shared service centres**
- The sectors with the highest expected growth rates are ICT and Financial and Professional/Business Services, which are projected to increase by 62 per cent and 34 per cent respectively

Talent

The city's outstanding educational institutions and resources provide a highly skilled labour pool to help drive your business forwards, and a dynamic network of academics, graduates and businesses is ready to energise your organisation.

- Access to a talent pool of **97,000** graduates each year from 15 Universities and three University Colleges within a one hour drive of Birmingham, with a high concentration in key Business, Technical and Science subjects – 62 per cent of all graduates
- **Strong language skills:** The best English core city in terms of languages spoken.* It also tops the ranking table in key language subjects at Higher Education Institutions within a one hour drive of the city
- A **sustainable labour pool:** Europe's youngest city with a high graduate retention rate
- Over **73,000 undergraduate and postgraduate students** attend the city's three universities and two university colleges

* Source: Cushman & Wakefield, European Cities Monitor 2010

The Big City Plan is one of the biggest projects of its kind in Europe, developing over 1.5 million square metres of land.

Graduation at the University of Birmingham



St Martin's Church at Bullring



The New Technology Institute at Birmingham City University



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PROPERTY AND INFRASTRUCTURE.

Property

Whatever your business, whatever its size and whatever your plans for growth, you'll find the perfect place in Birmingham to be inspired and at a surprisingly competitive price. Birmingham has a wide range of office space available for immediate occupation, so you can grow in style. The city is leading the way in sustainable, low-carbon, technology-driven building practices, creating not only intelligent spaces, but exemplar workplaces. With over 32 million square metres of parks, there's still plenty of space to rest as well as work.

- Diverse range of office space from **£15 per square foot** for good quality refurbished space to **£28.50 per square foot** for prime Grade A space
- Prime Grade A rents in Birmingham are almost **50 per cent less** than London* and compare well against other cities, both today and in the future
- **1.2 million square feet** available for immediate occupation
- High quality space including a wide choice of BREEAM 'Excellent' buildings
- **Development pipeline of 5.15 million square feet** of office space
- Wide range of industrial property in the city; ranging from **£3.50 per square foot** for good quality industrial units to **£5.50 per square foot** for prime rents**

* Source: Cushman & Wakefield Q4 2010 Office Snapshot, based on average £55 sq.ft/yr in the London City area

** Source: Colliers International; Big Shed Rents Map 2011

Well connected

Birmingham is at the heart of the UK's motorway and rail network, and is recognised as the best connected UK city. It has easy access to all major cities across the country and an international airport just 10 minutes from the city centre.



Infrastructure

As a forward-thinking city, Birmingham already boasts an extensive, advanced transport and communications network.

During the past few years Bullring, an £800 million development and the biggest retail space outside London, and the Cube, a £100 million mixed use development have transformed the city's skyline. But we're always thinking bigger and better. The latest chapter in our evolution is the Big City Plan, which is set to propel Birmingham into a new era of connectivity.

- The Big City Plan defines how more than **1.5 million square metres** of land will be developed and used for generations to come
- It represents more than **£1 billion** of public investment in the city centre, committed over the past three years
- Key transport developments are:
 - The iconic **£600 million** New Street Station Gateway scheme that will deliver a bright, modern, 21st century focal point, helping to regenerate the centre of the city creating thousands of jobs
 - The expansion of Birmingham Airport, which currently serves over **9.1 million** passengers per year and is the second busiest airport outside London. The airport's approved 'Master Plan' sees a **tripling** of these passenger numbers by 2030
 - The city is pioneering the high speed rail revolution with construction of the London to Birmingham rail link due to start in 2017. The High Speed 2 rail terminus will be in Birmingham's Eastside, an area undergoing a multi-billion pound regeneration



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