

WELL ESTABLISHED.

A bright future

- **Birmingham is constantly innovating and evolving.** Its future goals are clearly outlined in the Big City Plan – the most ambitious and far-reaching citywide development project ever undertaken in the UK
- World class property developments under construction include the iconic **£600 million** New Street Station Gateway and the landmark Library of Birmingham
- With **connectivity high on the city's agenda**, proposals are also in place for the expansion of Birmingham Airport and a High Speed 2 rail terminus in Birmingham's Eastside, an area undergoing a multi-billion pound regeneration
- A **sustainable and environmentally focused city**, Birmingham champions the use of innovative products and practices to lower the city's carbon footprint at a reasonable cost. The city is already ahead of its CO₂ reduction targets, with strategy successfully underway to reduce CO₂ emissions by 60 per cent by 2026

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.

Quality of life

- 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
- More **Michelin-starred restaurants** than any other English regional city
- 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 according to the Mercer 2010 Quality of Living survey



Birmingham Unlimited

Business Birmingham is your access point to Birmingham's business networks and here to help you benefit from the city's strong enterprise culture. 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.

T: +44 (0) 121 202 5022
E: invest@marketingbirmingham.com
W: businessbirmingham.com

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Delivering the Working Neighbourhoods Fund

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FINANCIAL BASE.

Birmingham is one of the largest financial and business services centres in the UK outside London and has a long-established financial services sector that has remained robust throughout the economic turmoil of the last few years. Drawing on a long history of commercial activity, Birmingham is well positioned to deliver reduced costs and smarter, more efficient ways of doing business.

Over the past twenty years, Birmingham's vision to become a leading European business centre has prompted an influx of businesses to relocate to the city, capitalising on high-quality office stock, a talent pool of 97,000 graduates each year from the wider Birmingham area and an advantageous central location.

A centre for financial and business services:

- The sector contributes **£14 billion** to the Greater Birmingham economy and **£23 billion** to the West Midlands region
- Over **35 per cent** of Birmingham's GVA is generated by this sector
- Greater Birmingham is home to a significant pool of skilled labour in a financial and business services workforce of more than 242,000 employed across a wide range of activities over 24,000 businesses. This rises to 441,000 people employed within 57,000 businesses across the West Midlands region
- Home to significant numbers of regional and national HQ's, and over 40 UK and International Shared Services Centres
- A leading accountancy centre – **20,000** accountants across the region
- A total of **19,200** people are employed in over **2,000** legal firms in the West Midlands
- Well established networking and industry organisations providing strong sector representation and support
- Major corporate finance advisory firms based in the city, such as Clearwater Corporate Finance and Rothschild
- Range of functions across middle and back office: HR, Finance, IT, Operations, Compliance and Legal

Presence in area

Birmingham is home to a wide range of major UK and international financial and business services firms, including:
 Anglo Irish Bank • Allied Irish Bank • Arbutnot Banking Group • Bank of Cyprus • Bank of India • Bank of Ireland • Bank of Tokyo-Mitsubishi UFJ • Barclays • Brewin Dolphin • Business Growth Fund • Capital Dynamics • Chartis • Clearwater Corporate Finance • Cobbetts • Deloitte • Deutsche Bank • Ernst + Young • Goldman Sachs • Handelsbanken • HSBC • ICICI Bank • Islamic Bank of Britain • KPMG Kroll Corporate Finance • Lloyds Banking Group • Masterlease • NAB/Yorkshire Bank • NFU Mutual • NM Rothschild & Co • Phoenix Life (Resolution) • Punjab National Bank • PwC • Royal Bank of Scotland • RSM Tenon Santander Shoosmiths • State Bank of India • TD Waterhouse • United National Bank • Unity Trust Bank • Waterhouse • Wesleyan Assurance • Williams De Broe • Zurich • 3i Group

The financial and business services sector contributes £14 billion to the West Midlands region.



COMPETITIVE AND TALENTED.

Talent

The city's universities help to provide a high quality workforce ensuring the right calibre of staff:

- Over **73,000** undergraduate and postgraduate students attend the city's five top universities
- Almost **326,000** higher education students at the 15 universities and three university colleges within an hour's drive time
- One of the **largest travel to work catchment areas** in the UK – 4.3 million people of working age within 60 minutes
- **Multi-lingual workforce:** 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

*Source: Cushman & Wakefield, European Cities Monitor 2010

Location Location Location

Birmingham provides competitive cost whilst ensuring a high quality business environment:

- Office rental costs in Birmingham City Centre range 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. Salaries are up to **35 per cent** less than London for operations, IT and finance roles
- There is **1.2 million** square feet Grade A office space available for immediate occupation in Birmingham, including a wide choice of BREEAM 'Excellent' buildings
- There is plenty of room for future growth: Birmingham has a development pipeline of **5.15 million** square feet office space

*Source: Cushman & Wakefield Q4 2010 Office Snapshot, based on average £55 per square foot/year in the London City area



Centre for Islamic Finance

Birmingham holds a long standing reputation as the European hub for Islamic finance – the city is often dubbed as the Silicon Valley for the UK's Islamic finance industry and holds some impressive credentials in this sector.

It is home to the **Islamic Bank of Britain (IBB)** – the first standalone Sharia compliant retail bank in the UK and Europe. It also hosts a range of professional consultancies offering specialised services to the Islamic finance sector, including the **Islamic Finance Advisory and Assurance Services (IFAAS)**, which have offices outside of the UK. Birmingham is also home to the first European research centre in Islamic Business and Finance – **El Shaarani Research Centre for Islamic Business and Finance (EIBF)**, part of Aston Business School. As a result, Birmingham's Islamic finance expertise has worldwide reach.



"When we thought about where to locate our commercial retail bank, Birmingham offered a complete package including a vibrant financial services sector; a multi-lingual and multi-cultural workforce; fabulous transport links and competitive commercial property prices."

Sultan Choudhury, Commercial Director, Islamic Bank of Britain

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