

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

"Part of Deutsche Bank's overall strategy is to develop different centres of excellence – Birmingham boasts a strong talent pool, fabulous facilities within the city, and has proximity to the financial centre in London, all making this possible."

Jason Ang, Global Business Services, Deutsche Bank



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.

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Delivering the Working Neighbourhoods Fund

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THE SMARTER WORKING CITY.

Shared services has revolutionised how businesses manage their operations, and Birmingham offers a unique proposition to investors in this sector. A leading European business destination at the centre of a **£94 billion** regional economy, it has access to a working population of **4.3 million** people, and provides a wealth of opportunities for companies looking to establish a shared service centre (SSC).

Companies are increasingly turning to the Shared Services and Business Process Outsourcing sector to achieve **operational efficiencies**. Though a number of locations have established themselves as viable bases for such operations, Birmingham has earned itself a reputation not only for its **competitive** cost but also for offering a **high quality business environment**. 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, a talent pool of **97,000** graduates each year from the wider Birmingham area and an advantageous location.

Over **40** large corporations and smaller businesses have located their shared services centres in the Midlands, in part due to the high quality of the region's staff. McDonald's, the world's largest chain of fast food restaurants, has a SSC in the region, while two of the largest professional services in the UK, PwC and Ernst & Young, have established centres in Birmingham's central business district.

Birmingham and the wider region is home to a broad range of UK and International SSC's covering finance, accountancy, legal, HR and IT. Major companies include:

Agco • Aggregate Industries • AT&T • Atkins • ATS Euromaster • Birmingham City Council • Bombardier • Bristan Group • Britvic • Cadbury's • Claire's Accessories • Compass Group • Crawford & Co • Cushman & Wakefield • Daily Mail & General Trust • Deloitte • Ernst & Young • Eon • Galliford Try • Goodrich • HMV Waterstones • Infor (formally GEAC) • Interserve • Lafarge • McDonalds • Midlands Co-op • National Express • National Grid • Newey & Eyre (rexel) • PwC • Rentokil Plc • Rolls Royce • Sainsbury's (general merch) • Saint-Gobain Building Distribution • Spec-Savers • Spring Plc (Adecco) • Tarmac • Veolia Environmental Services (UK) Plc

Over 40 large corporations and smaller businesses have located their shared services centres in the Midlands.



LOCATION, LOCATION, LOCATION.

- Available talent pool 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
 - **Multi-lingual workforce**; Birmingham is the best UK city in terms of languages spoken according to the European Cities Monitor 2010.
- Geographical location ensuring your business remains part of the organisation's global 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 the Middle East
 - Over **90 per cent** of the UK market – consumer and business – within a four hour travel time
- Business and peer networks providing professional support and growth opportunities
 - Home to **42,000** companies including almost **900** international firms
 - Host to over **205,000** conferences and **320** exhibitions a year showcasing the brightest talent and ideas from around the globe
 - The **Shared Services Networking Forum** for the Midlands includes representatives from international companies with local SSCs including Lafarge, Deutsche Bank and Adecco
- Size and scale, ensuring the area can absorb the operation
 - Access to a population of **4.3 million** people of working age population within a one hour drive of the city centre
 - Birmingham and the wider region is home to a significant pool of skilled labour in Financial and Professional Services, ICT and Business Services. **241,500** people are employed in these key sectors in the Greater Birmingham area across almost **24,000** businesses. This rises to **441,000** people employed within **57,000** businesses across the West Midlands region
 - A total of **8,500** people are employed in over 900 legal firms in Birmingham, including 3,500 solicitors and 500 barristers. This rises to **19,200** employed in legal firms within the region
- 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.

"PwC's second largest office in the UK, which includes various national shared service operations, is located in Birmingham because of the opportunity to access excellent graduates and supply services to global clients in a highly competitive manner."

Mark Smith, Midlands Regional Chairman, PwC



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