

CONNECTED AND ATTRACTIVE.

Connected

Birmingham's enviable central position 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 with **82 per cent** of the total UK population within 150 miles
- 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 **98 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 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 living, working or visiting 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 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 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



New Street Station



New Street Station, Navigation Street view



Thai Edge restaurant

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, coordinated 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, which includes:



- 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
- Salary and ease of recruitment information
- Coordinated 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



Business Services



Brindleyplace



Library of Birmingham

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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UNLIMITED POTENTIAL.

Home to groundbreaking research and development, world-leading low-carbon buildings and innovative digital disciplines like social media, 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, it 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 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 '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.

Birmingham is...

- An economic powerhouse with an available workforce of **4.3 million** people within a one hour drive and a **£94 billion** regional economy
- The next generation; with more under 15s per head of the population, Birmingham is **Europe's youngest city**
- Investing for the future; an estimated **£18 billion** will be invested in the city, new businesses and homes by 2026
- Europe's meeting place; contributing **£2.3 billion** per annum and supporting 36,000 jobs, Birmingham's events and conference sector is larger than that of the whole of Australia
- **Green and clean**; Birmingham is one of the greenest cities in the UK and plans to create the nation's largest new urban park
- Europe's leading shopping destination; at **£800 million** Birmingham's Bullring is Britain's largest city centre retail regeneration project. The city has moved from ninth to second in terms of UK retail footfall over the last five years

Overall, Birmingham is an influential, globally competitive city, renowned for its innovation, cultural diversity, creativity and educational achievements. This world-class business destination is ready to deliver the cutting-edge proposition and support that investors require.

£18 billion of investment in the city, new businesses and homes will have taken place by 2026.



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 and able to draw upon a wealth of experience from the existing population.

- Exposure to a diverse local economy boasting **42,000** companies from motor cars 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 HQ's, 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 business.

- Access to a talent pool of 97,000 graduates each year from institutions within a one hour drive of Birmingham, with a high concentration in key Business, Technical and Science subjects – 62 per cent of all graduates
- 15 Universities and three University Colleges
- **Strong language skills** – 11 per cent speak at least one foreign language fluently in Birmingham, greater than anywhere else in the UK outside London & Wales
- **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 **five top universities**.

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



PROPERTY AND INFRASTRUCTURE.

Property

Whatever your business, whatever your size and whatever your plans for growth, you'll find the perfect place to be inspired in Birmingham, 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 **£27.50 per square foot** for prime Grade A space
- Prime grade A rents in Birmingham are **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** office space

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

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, a £800 million development and the biggest retail space outside London, and the Cube, a £100 million mixed use development which transformed the city's skyline have been completed. 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 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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