

# THE PLACE TO BE.

## Key public organisations

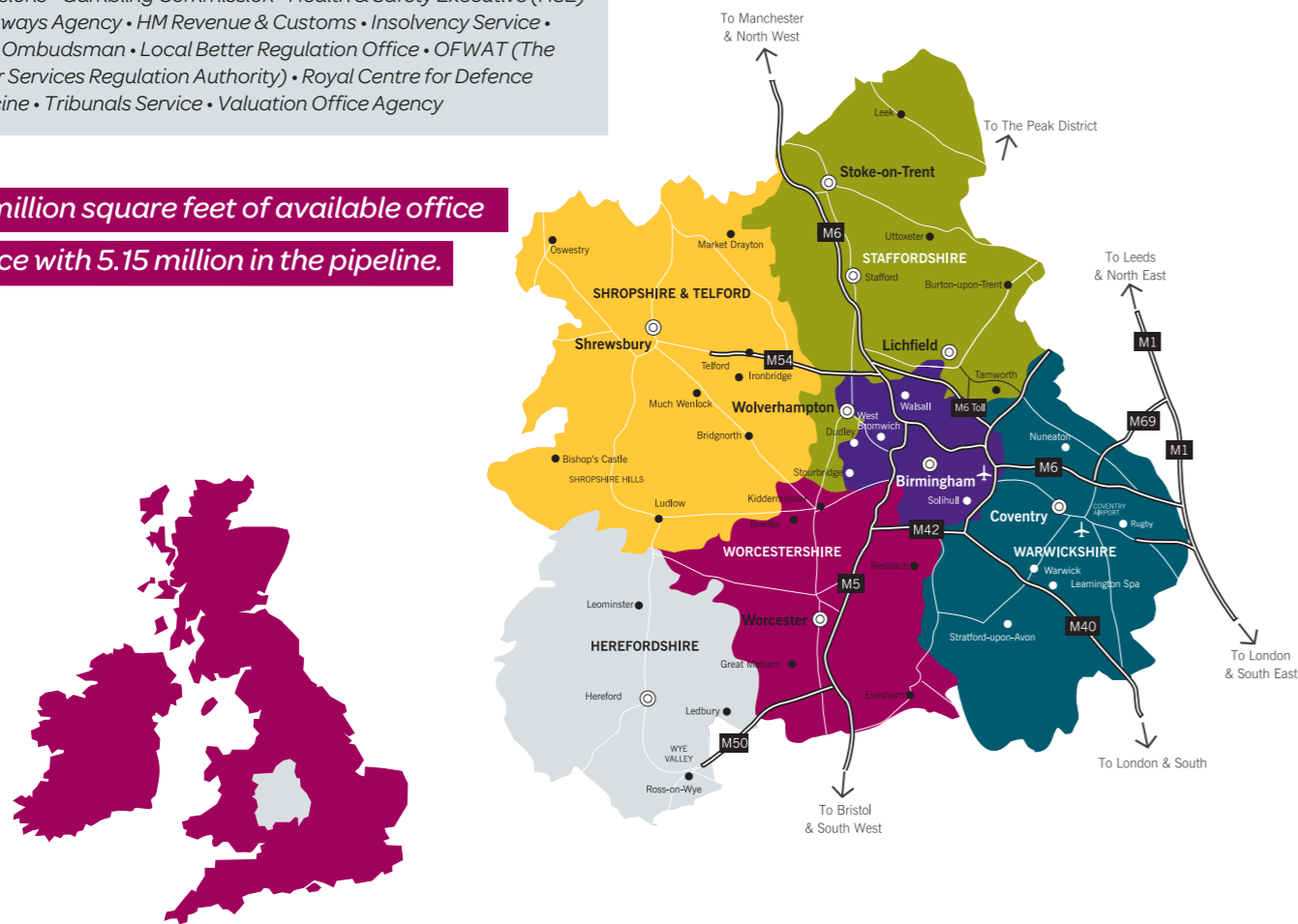
Birmingham has a wide range of public sector employers that have regional and national headquarters in the city. The concentration of public sector bodies in the city combined with the wider business and professional services sector offers relocating organisations a large pool of suitably experienced labour and further career opportunities. Key government organisations in Birmingham and the wider area already include:

ACAS • Big Lottery Fund • Criminal Cases Review Commission • Crown Prosecution Service • Defence Estates • Department for Work & Pensions • Gambling Commission • Health & Safety Executive (HSE) • Highways Agency • HM Revenue & Customs • Insolvency Service • Legal Ombudsman • Local Better Regulation Office • OFWAT (The Water Services Regulation Authority) • Royal Centre for Defence Medicine • Tribunals Service • Valuation Office Agency

1.2 million square feet of available office space with 5.15 million in the pipeline.

## 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.



## Birmingham Unlimited

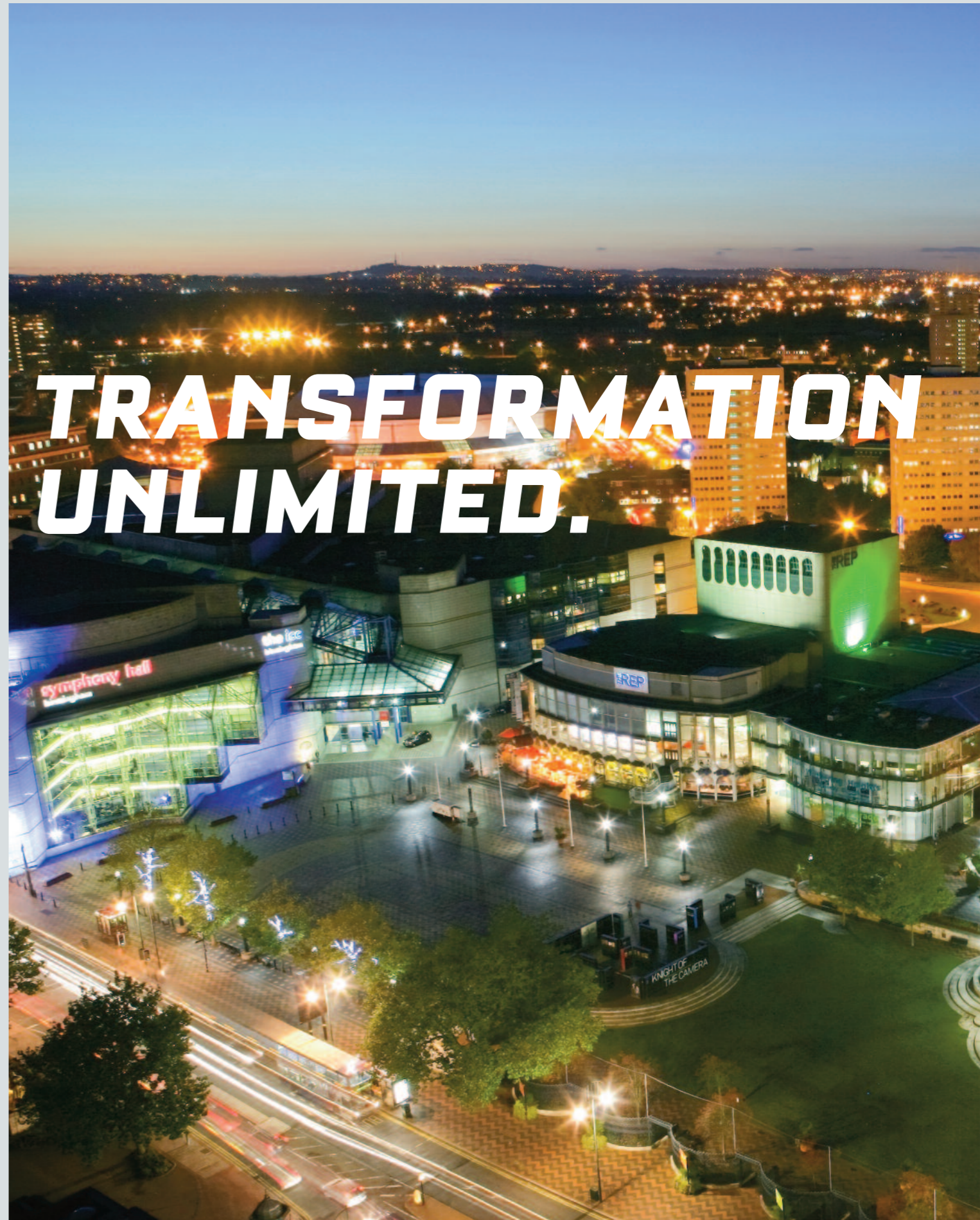
Business Birmingham is your access point to Birmingham's business networks and here to help you benefit from the city's strong enterprise culture. By working as a strategic partner and consultant with your internal project team, we can provide relevant information for your organisation and a comprehensive package of support.

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Delivering the Working Neighbourhoods Fund

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# THE SMARTER WORKING CITY.

Birmingham is the location that offers the connectivity, track-record, opportunities, capacity and mindset to deliver smarter government services. The city integrates and blends the best-practice solutions from the private sector to help deliver government and public services. 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 partnerships between central and local government.

Birmingham offers the connections and scale to deliver the goods:

- Access to **4.3 million** people of working age within a one hour drive of the city centre
- 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
- 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
- Birmingham has excellent connectivity to London, with direct trains running every **20 minutes** and a journey time of just **85 minutes**. **46 per cent** of business visitors travel to Birmingham by train

*"Setting up a new organisation or moving it to a new base can be a very demanding experience. You want your choice of location to be a selling point, especially when you are trying to assemble a high quality team – and we certainly feel that Birmingham ticks this box."*

Graham Russell, Chief Executive, Local Better Regulation Office

Eleven Brindleyplace, award-winning office development



Cityscape of Birmingham



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# COMPETITIVE AND TALENTED.

- Available talent pool ensuring the right calibre of staff:
  - Almost **100,000 graduates** every year at the 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
  - **Multi-lingual workforce**; it is the best UK city in terms of languages spoken according to the European Cities Monitor 2010
- 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 **£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. Salaries are up to **35 per cent less** than London for operations, IT and finance roles
- There is **1.2 million square feet** 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.



Graduation at the University of Birmingham

**15 universities and their university colleges within an hour's drive of the city.**

Brindleyplace



Colmore Business District Viewed from Colmore Plaza



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