

# KEY TRANSPORT DEVELOPMENTS.

## Birmingham Airport

Birmingham Airport currently serves over **9.1 million** passengers per year and is the second busiest airport outside London. It is recognised as a **strategic national asset**, delivering better connectivity, more jobs and prosperity to the Midlands. There is now enough capacity at the airport to take another nine million passengers immediately, and an additional **21 million** plus passengers in future years. The Airport's approved 'Master Plan' sees a **tripling** of passenger numbers by 2030.

Birmingham is the **only UK airport** with planning consent for a runway extension. The current 2,600-metre runway means that the furthest reach of the larger aircraft is Dubai or Islamabad. A runway extension would comfortably place **Los Angeles, Tokyo and Singapore** in range, opening up the Midlands to essential business markets. Linked to high-speed rail to London, such capability will confirm Birmingham's role as an additional port of entry serving the U.K.

## Rail and highway improvements

Birmingham is pioneering the high speed rail revolution with construction of the London to Birmingham rail link due to start in 2017, taking approximately eight years to complete. High speed rail first arrived in the UK with the emergence of the Channel Tunnel Rail Link in 2007, connecting London and the South of England to France and mainland Europe.

As part of a drive to get motorists onto trains, a **£250 million** investment will see the West Midlands get a new main line connection to the capital to rival the West Coast route to London Euston.

The new line will revolutionise travel along the length of the M40 corridor, resulting in shorter commutes, increased capacity, new trains and new station platforms.

Journey times to London will be cut by 20 per cent and the fastest trains from Birmingham Moor Street station to London Marylebone will take just **100 minutes** against the current **117** and even **less at peak times**. The Chiltern Mainline is set to be completed in **September 2011**.

Key investment in the Birmingham highway network is taking place: started in 2007, the 25 year, **£2.7 billion** Private Finance Initiative (PFI) for maintenance and management of the city's highways is the UK's biggest local government highways sector PFI.

## New Street Station Gateway

The **£600 million** Gateway scheme will deliver a bright, modern, 21st century focal point for Birmingham, helping to regenerate parts of the city centre creating **thousands of jobs**. Opening in 2015 it will have redeveloped a major national rail hub and interchange.

The arrival experience will be transformed, new links within the city centre created, and cross-city pedestrian links and retail floor space will be improved. Over **140,000 passengers** currently use New Street every day, more than double the number it was designed to cater for. The new Birmingham Gateway project will support over **52 million passengers** a year.

**Air, road and rail connections provide access to 400 million people across Europe.**



# KEY PUBLIC DEVELOPMENTS.

## University Hospitals Birmingham

University Hospitals Birmingham NHS Foundation Trust (UHB) runs the new Queen Elizabeth Hospital Birmingham, which is the city's **first new acute hospital for 70 years**. It offers the best in care thanks to a purpose-built environment and the latest technological advances. The new hospital represents a **£545 million investment** in health services for Birmingham and the Midlands.

## The Library of Birmingham

A **£189 million** city council investment is creating one of the largest public libraries in Europe in the heart of the city. It includes the extension and refurbishment of the Birmingham Repertory Theatre and creation of an amphitheatre within Centenary Square. This development totals approximately 20,000 square meters.

## Birmingham's Eastside City Park

The **£13 million** Eastside City Park represents Birmingham's **first new city centre park** for more than **125 years**. It will cover **32,000 square metres**, and **double the amount of open space** in the city centre. It will create a gateway space and will become a **major visitor attraction**.

## Edgbaston Cricket Ground

The **£32 million** redevelopment of Edgbaston Cricket Ground is home to Warwickshire County Cricket Club and one of England's top cricket Test venues. An increased ground capacity and a new stand must be delivered in time for the England Test match against India in August 2011.

## Birmingham hotels in the pipeline

Over **25 hotels** with more than **4,000 bedrooms** are on the horizon for Birmingham, including Hotel Indigo at The Cube, Hampton by Hilton on Broad Street and Bloc Hotel in the Jewellery Quarter.

**18 billion of investment in the city, new businesses and homes by 2026.**



## Get in touch

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 business networks and aims to help you benefit from the city's strong enterprise culture. Business Birmingham works with its clients as partners and provides:

comprehensive support • access to the local business community • relevant business solutions

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

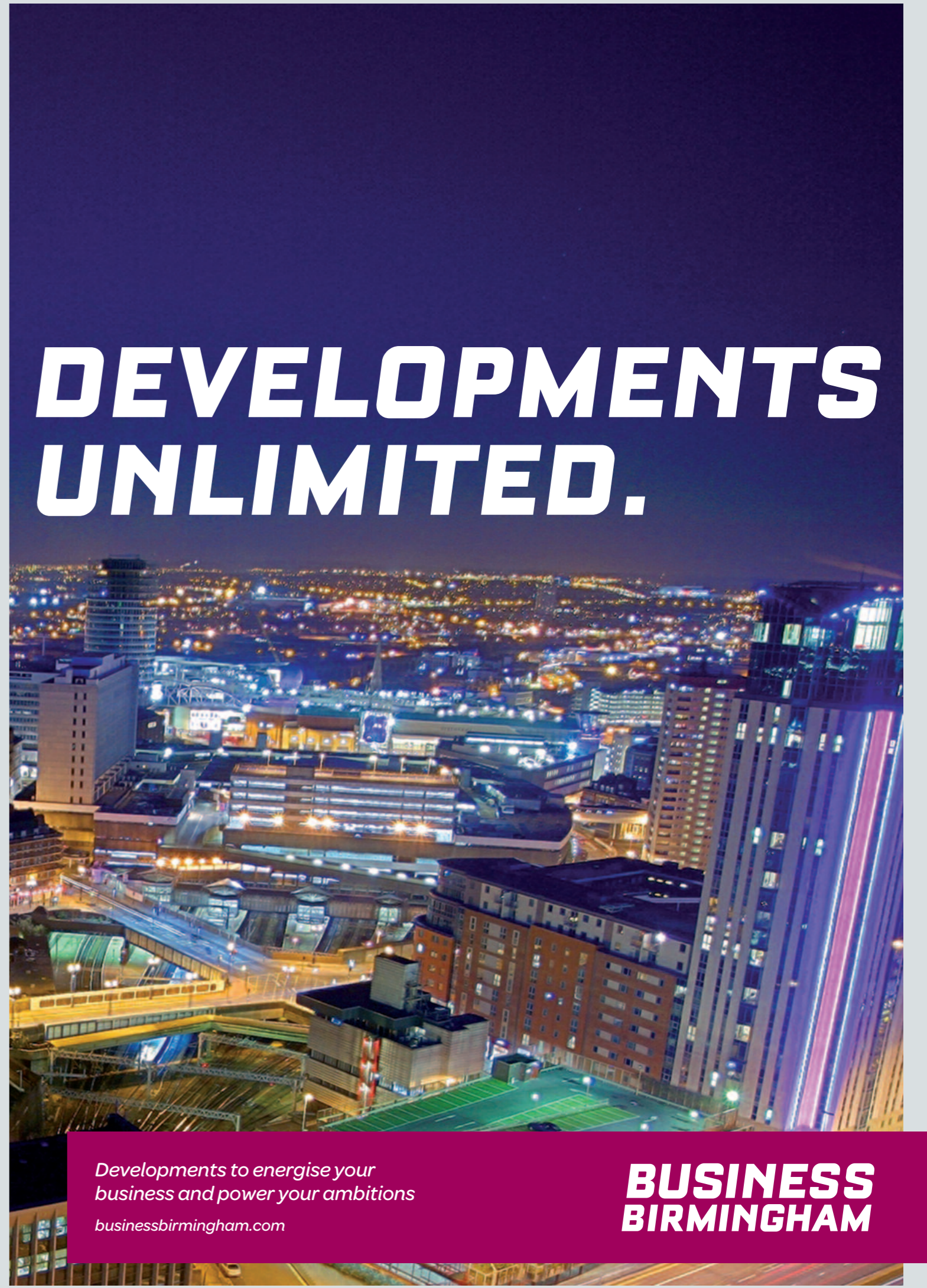
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Photo credit: Paradise Circus - Courtesy of Argent

# BIRMINGHAM MEANS BUSINESS.

Birmingham is a business city that never stops. A leading European business destination at the centre of a **£85 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 major business centre has prompted an influx of businesses to relocate to the city, capitalising on high-quality office stock, a talent pool of 40,000 graduates from the wider area and an advantageous location.

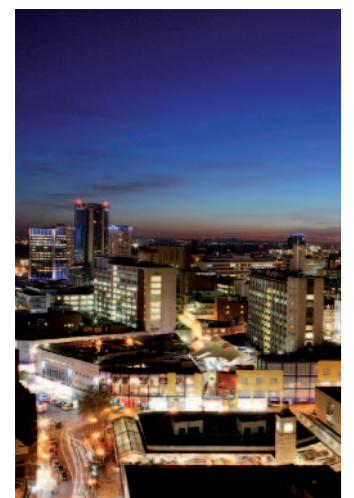
During the last few years major developments have been completed, such as the Bullring, a £800 million development and the biggest retail space outside London, and the Cube, a £100 million mixed use development which transformed the city's skyline.

Birmingham is supported by a critical mass of talented employees and ambitious companies from the city and wider region that have experienced the high quality of life and thriving business scene that make it one of the most attractive cities in Europe to do business.

### Why Birmingham?

- 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, which is a 9 minute train journey from the city centre.
- **Over 98 per cent of the UK market** - consumer and business - within a 4 hour travel time
- **Largest concentration of businesses** outside of London
- **£85 billion regional economy** - a major engine of UK growth
- The second highest retail spend in England comprising of **£2.4 billion**
- Access to **4.3 million people** of working age population within one hour drive of the city centre
- Birmingham is the youngest city in Europe, with **under 25's** accounting for **nearly 40 per cent** of its population
- Access to a talent pool of **40,000 graduates** from the wider Birmingham area
- The city attracts **33 million people** a year for business and pleasure

The Big City Plan is one of the biggest projects of its kind in Europe, developing over 1.5 million m<sup>2</sup> of land.



# AMBITIOUS. FOCUSED. ATTAINABLE.

The Big City Plan defines how more than 1.5million m<sup>2</sup> of land will be developed and used for generations to come. The aim is to grow its central core by 25 per cent, improving its connectivity, strengthening its authentic character and diversifying its economic base.

There have been many achievements as part of the Big City Plan, representing over £1 billion of public investment in the city centre committed in the last three years. While public sector investment is important, private sector partners have responded to the Big City Plan even in this difficult economic climate.

Private investments in the city centre represent a further £500 million. By 2026 major physical development involving New Street Station and Birmingham International Airport will have taken place, including £18 billion of investment in the city, new businesses and homes.

### 01. Westside

The redevelopment of Paradise Circus, Baskerville Wharf and Arena Central provides significant new mixed-use office led opportunities. Centenary Square will be expanded, including the new Library of Birmingham, providing key focal points for the area.

### 02. Southern Gateway

The redevelopment of the Wholesale Markets site will provide an opportunity for mixed-use development, extending the retail offer, providing improved markets, food and leisure space and new residential neighbourhoods with a wider opportunity to stimulate regeneration.

### 03. New Street Station

Opening in 2015 the redeveloped station will transform the arrival experience for visitors and create new links within the city centre. There will be opportunity for selective redevelopment for a further variety of uses.

### 04. Snow Hill District

The eastern expansion of the central office core, incorporating key developments around Snow Hill Station, will generate major opportunities for mixed-use office led space. Enhanced pedestrian linkages will improve the transition from the city core into the Jewellery Quarter.

### 05. Eastside

The expansion of the city core eastwards will see opportunities for mixed-use development. The Eastside City Park will deliver a linear route through the area joining a series of new squares and development opportunities.

£1 billion of public investment and £500 million of private investment in the last three years.



# KEY CITY DEVELOPMENTS.

### Arena Central

A vibrant mix of commercial and residential, this development uses active spaces, a central public square and active frontages at ground level. This development totals approximately 30,756 square metres, worth **£400 million**.

**Involved participants:** Arena Central Developments LLP - a joint venture between Miller Developments and Bridgehouse Capital.

### Paradise Circus

A collection of buildings set in a series of new streets and squares with a variety of different uses. This development totals approximately 32,000 square metres, totalling a **£1 billion** redevelopment cost.

**Involved participants:** Argent & Birmingham City Council

### Masshouse

A mixed-use development including retail, office, hotel and residential within four buildings set around a central square. This development includes floorspace of 70,907 square metres with 60,000 square metres of offices, worth **£600 million**.

**Involved participants:** Masshouse Developments

### Wholesale Markets – Upper Dean Street site

A mixed-use scheme including a 340-bed three-star plus Maldron conference hotel, a 210-bed Travelodge, 2,600 square metres of retail units, offices, restaurants and bars, worth **£45 million**.

**Involved participants:** Gallan Group

### Broad Street Tower

Development of a 36-storey tower surmounting a four-storey podium, including 1,500 square metres of commercial space, a 192 bed hotel, over 350 apartments and a 339 space car park, with a construction cost of **£100 million**.

**Involved participants:** Richardson Cordwell (Bloomcrest)



Office, mixed-use, retail, residential - transforming the city's skyline.

