



Birmingham

INVESTMENT GUIDE

INTRODUCTION

Why invest in Birmingham

The UK's second city ranks as one of the most popular in Europe in which to invest – higher than London – and is currently attracting billions of pounds of investment into citywide retail, commercial and residential space and infrastructure projects.



Economy

Worth £24.8 billion, Birmingham has a growth rate of 19.2% in the last five years and is one of the largest city economies in the country.



Regeneration

The city has embarked on an intense period of economic regeneration, spear headed by HS2, Europe's largest infrastructure project worth £56 billion.



Business

Global businesses such as HSBC, Deutsche Bank and PwC have chosen to relocate their headquarter offices to Birmingham, and the city has demonstrated its global appeal by becoming host to the 2022 Commonwealth Games.



Connectivity

Birmingham's position at the heart of England makes it the most connected city in the UK. Birmingham's international airport has announced its draft masterplan 'The Midlands Gateway to the World'.



ENTERPRISE

18,590 new businesses were created in Birmingham during 2018 – far surpassing any other regional city outside the capital.



POTENTIAL

Birmingham is one of the most popular destinations for people relocating from London. Demand for city centre living is high and house prices are increasing fast.



DEMOGRAPHICS

Birmingham is the youngest major city in Europe. Between 2006-2016, Birmingham's population increased by over 100,000, well ahead of the nearest rival.



TALENT POOL

Birmingham has more schools receiving an 'Outstanding' OFSTED inspection rating than any other regional city.



Birmingham

REGIONAL EMPLOYERS

John Lewis



SELFRIDGES&CO

national
express

Deutsche Bank



Mondelēz
International



Birmingham

THE NEXT CHAPTER

REGENERATION

Smithfield Masterplan

The former home of Birmingham's wholesale markets, Birmingham Smithfield is a 14-hectare site between the city's Eastside district, Chinese quarter and the main city centre shopping area.

Its £500 million development plan will see the site completely transformed into a vibrant retail, leisure and residential destination, with more than 100,000 square metres of floorspace and plans for 1,000 new homes. The project is expected to create 3,000 new jobs and add £470 million GVA to the local economy.





TRANSPORT

High Speed 2 project

Europe's largest infrastructure project, worth £56 billion, is set to land in the centre of the UK's second city in 2026.

Not only will this ambitious project see travel times between Birmingham and London slashed to 49 minutes, increasing accessibility to jobs for city commuters, but it also brings with it a £1 billion regeneration project to the Eastside area of Birmingham where the station is planned.

HS2 has already delivered 9,000 jobs in total with 7,000 of those placed in Birmingham. The project is expected to provide a further 100,000 in total.

BUSINESS

Paradise Birmingham

This £700 million project, which is well underway, will introduce 1.8 million square feet of new grade A office space, retail, leisure and a circa 250-bedroom hotel into one of the most central parts of the city centre.

It will also open up the gateway between the city centre and Birmingham's Westside area of the city, which is home to Brindleyplace and Deutsche Bank, the Library of Birmingham, Birmingham Symphony Hall & ICC and the new Arena Central development.

Financial services firm, PwC, has already agreed a pre-let for the entire building at One Chamberlain Square – the first building set to complete in 2019. The wider project is set to complete in 2026.





TRANSPORT

Metrolink expansion

The Birmingham Westside Metro extension is the next phase of works. Construction on this extension, which is a little over 2km in length and will be delivered in two phases. When fully completed the West Midlands Metro will operate between Grand Central in the city centre to Hagley Road in Edgbaston.

The first phase of development will continue from Grand Central, past Birmingham's Town Hall to Centenary Square. The extension will provide West Midlands Metro stops serving Victoria Square, Paradise and Arena Central developments.

Improvements to public realm will form part of works, including planting trees along the route.

REGENERATION

Arena Central

Arena Central sits close to the Paradise development and a stone's throw from Birmingham's popular Mailbox district.

Another landmark development for Birmingham, this is the site of the new HSBC UK headquarters and in 2017 earned the city's biggest pre-let in a decade from the Government – an entire 240,000 square foot building to house a number of its services, including the Midlands regional hub for HMRC.





LEISURE

A golden opportunity

Birmingham's global appeal doesn't stop at infrastructure, real estate and residential investment. In December 2017, the city was announced as the new host for the 2022 Commonwealth Games.

The largest sporting event for the UK since the 2012 Olympics in London, the 2022 Commonwealth Games is set to shine a huge global spotlight on the city and generate an estimated £750 million boost to its economy.

TRANSPORT

Airport masterplan

The plan reveals how the airport will make a self-financed new investment of £500 million over the life of the plan to improve, modernise and extend facilities that will deliver increased capacity for airline customers and enhance the passenger experience.

The draft master plan further reinforces the part the airport plays as a catalyst for growth across the Midlands and in the UK's economic prosperity. It outlines the airport's role in driving future economic benefit to the region which will increase by 42%, totalling £2.1 billion a year and 34,000 jobs by 2033.





PUBLIC REALM

A greener future

The council plan to create 12 acres of new public space, pocket parks and green roofscapes promoting greenery in the city centre.

Duddeston Viaduct Skypark - The high-level route could be imaginatively landscaped to create an attractive green link for Digbeth, similar to New York's High Line.

Eastside City Park - 6.75 acre urban park located in front of Millennium Point.

Rea Valley Urban Quarter - Expanding out from the public squares of Birmingham Smithfield, a re-imagined River Rea will act as a green corridor that enhances its water management role and delivers significant biodiversity benefits.

EDUCATION

University of Birmingham

Plans are now underway for a new purpose-built Teaching & Learning Building at the heart of campus. A hub for education, the facility will provide a state-of-the-art teaching and social study space to support the modern learning experience at Birmingham.

It will consist of a 500 seater lecture theatre, 250 seater interactive lecture theatre, 10 seminar rooms for 30 students at a time, a café and learning spaces for up to 1,000 students, which will include areas for individual study, group work and break-out sessions.

Due for completion in early 2020, the Teaching & Learning Building will underline the University's commitment to providing the best buildings and facilities for its students, staff and researchers.

