

# Why invest in Birmingham?



## What is driving growth across Birmingham?

### Hub for global business

A pivotal base for major businesses, Birmingham is a home for many of the top global employers. This large employment presence attracts high-earning professionals to the city from London and the more attractive commercial space prices appeal to large businesses.

Upcoming arrival of HS2 makes Birmingham a commuter hotspot overnight, with Birmingham to London soon to be just a 49 minute journey.

Birmingham draws major blue-chip employers from London, such as:



# 100,000

*Major supply and demand imbalance, needing over 100,000 new homes over the next decade*

# £3BN

*Significant transformation projects worth £3bn underway*

# 24%

*Predicted sales growth - higher than any other UK city*

# 500K

People working in the city centre



# *Mass regeneration is strengthening Birmingham's position as an economic powerhouse*



## *Paradise Birmingham*

- £1.2 billion scheme
- 10,000 new jobs
- 2 million sq ft of new business and leisure space
- Phase one out of three already complete



## *Smithfield Birmingham*

- £1.9 billion project
- 40-acre transformation
- 3,000 new homes, 8,000 new jobs
- Public realm, leisure and commercial space
- Backed by The Crown Estate



## *The Central Edge*

- Building on the already successful i54 Business Park
- 15,000 new jobs
- £582M GVA addition to the economy



## *Expansion of Connection*

- HS2 - making Birmingham a commuter hotspot for Londoners overnight
- Metro expansion worth £295M approved
- Connecting all districts of the city



## World-class education

80K

*Students a year*

150

*Student nationalities*

50%

*Graduate retention rate*

5

World-class universities

*Including Russell Group University of Birmingham*

Graduate retention rate contributes to a large talent pool - which encourages more global businesses to open major offices in these cities.

As young professionals are keen to stay in the city and build their careers, demand for city centre accommodation increases.

## Vibrant community

- The largest library in Europe
- The NEC - major events hosted here each year
- A diverse cultural hub, with students from over 150 countries choosing to study in the city each year
- Most Michelin-star restaurants outside of London
- Home to highly-successful football teams including Birmingham City Football Club and Aston Villa





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