



UKCENTRAL SOLIHULL

Opportunity | Connectivity | Lifestyle

Premier inward investment opportunities
at the centre of the UK

investinukcentral.com



UK Central Solihull at a glance



35 million people
within a two hour
travel time



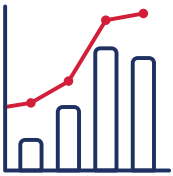
High resident
disposable
incomes



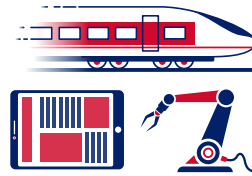
Strong enterprise
growth



High levels of
foreign direct
investment



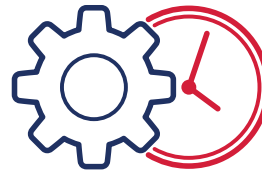
One of the fastest
growing economies
in the UK



Strong base in a
number of key
business sectors



High occupier
demand



One of the most
productive
economies in the UK

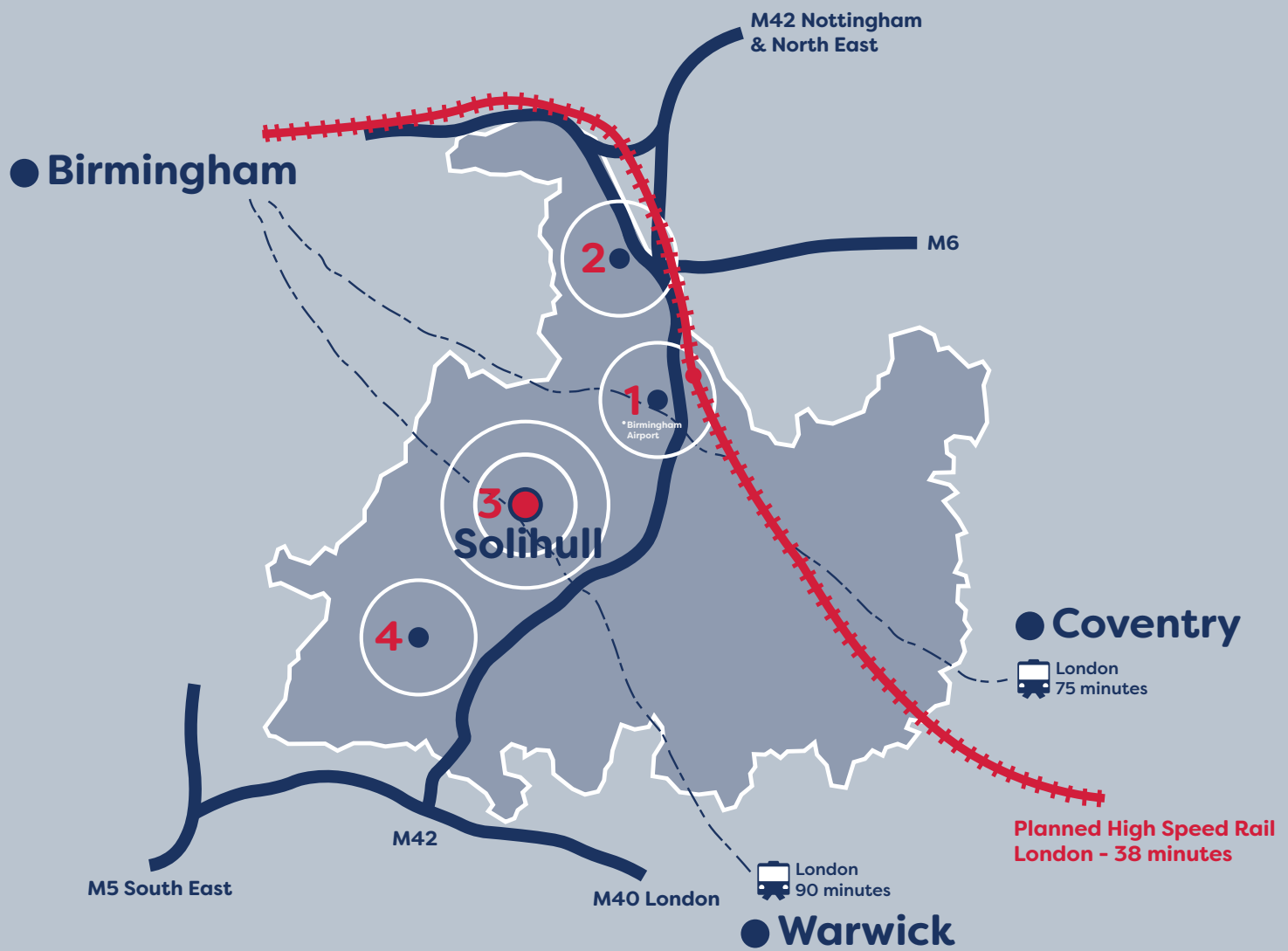


Highly qualified
resident population



Speculative build
confidence





1 Zone 1
The Hub

2 Zone 2
North Solihull

3 Zone 3
Solihull Town Centre

4 Zone 4
Blythe Valley Park

UK Central Solihull focuses on four key areas of economic opportunity across the borough.

The Hub: The economic powerhouse of UK Central. The Hub offers inward investors a compact, central and globally connected location to grow their business.

North Solihull: With a strong track record for regeneration activity and strategically located next to the UK Central Hub, North Solihull offers investors significant potential opportunities for retail, leisure and community development.

Solihull Town Centre: A highly popular shopping, leisure and business destination which enjoys a bustling, cosmopolitan café culture and regular outdoor events and festivals.

Blythe Valley & A34 Corridor: Blythe Valley Park is an established two million square feet master planned campus, adjacent to the M42 Junction 4 and surrounded by stunning parkland and leisure facilities.

Opportunity

UK Central Solihull represents opportunity on an international scale.

Already a hugely successful economic driver for the region, large scale investment and the arrival of HS2 will transform the area into one of the most exciting and accessible development growth projects in Europe.

Existing assets including Birmingham Airport, the National Exhibition Centre, Jaguar Land Rover, alongside a mix of urban and rural landscape and exceptional connectivity mean it is already the chosen location for global business headquarters.

The area has strengths in high value manufacturing and a fast growing expertise in low carbon, intelligent transportation systems, supported by thriving professional service and ICT sectors.

Two major business parks, plus a wide range of urban and rural development sites, provide a mix of ready-to-occupy offices and land ripe for development. Businesses investing in UK Central Solihull will benefit from a highly proactive approach by local and regional government and partners.



Connectivity

UK Central Solihull lies at the heart of the UK.

Birmingham Airport connects UK Central Solihull to all major European cities as well as the Middle East and key capitals across Asia.

Home to the M42 at the heart of the UK's motorway network, the area is also served by mainline rail services connecting to London in less than 60 minutes, as well as key destinations across England and Scotland.

The High Speed Rail Interchange Station within the UK Central Hub will cut journey times to London to 38 minutes. The interchange will be a vital new transport hub and one of the most environmentally sustainable stations in the world

Associated infrastructure investment totalling £1.6bn will create an international transport interchange supporting world class development opportunities.

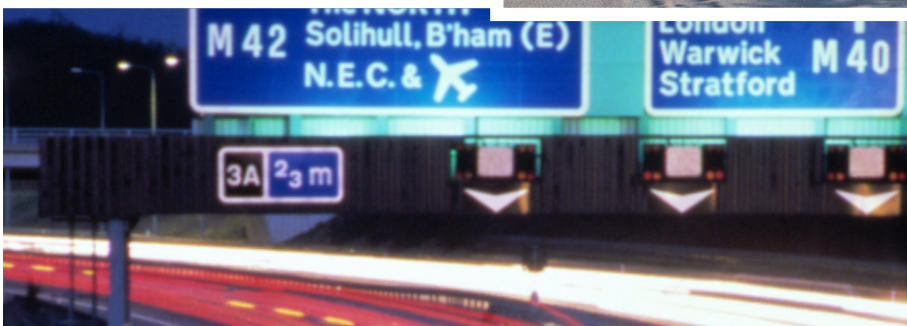
Creating one of the most connected destinations in Europe, further investments across UK Central Solihull will see the extension of the Midlands Metro tram, rapid Sprint bus network, new walking and cycle routes and major transport junction improvements.

UK Central Solihull also boasts excellent digital connectivity, with significant investment into smart mobility and future technology.



Birmingham Airport – connecting you to over 130 direct destinations including the United States, Middle East and China

38 minutes from London to the planned High Speed Rail Interchange



£300 million investment in motorway junction to serve the High Speed Rail station, Birmingham Airport and National Exhibition Centre

Lifestyle

Consistently rated as one of the best places to live in England, UK Central Solihull offers a vibrant and thriving location in which to live, work and visit.

A unique mix of urban adventure and rural relaxation, coupled with a range of quality housing, top rated schools and unrivalled connectivity to the wider region and beyond,

make Solihull the perfect base to attract and retain staff.

Our new Destination Management Plan sets out a bold five year vision to expand Solihull's already exciting tourism offer and create memorable experiences for visitors and residents.

Housing

- › High quality housing
- › Rural, historic villages and urban living in town centres

Dining

- › Twenty Michelin star restaurants within a ten mile radius including local food and international cuisine

Leisure

- › Gateway to Birmingham City Centre and Shakespeare's County (Warwick, Stratford-upon-Avon)
- › Sports clubs including football, rugby and badminton
- › Ten golf courses

Parks

- › 1500 acres of parks and open spaces
- › 19 Green Flag awarded green spaces (International mark of quality)

Education

- › Some of the best performing schools in the UK
- › Twenty regional universities with international reputation

Accommodation

- › Major brands with five star suites, through to luxury and boutique hotels

Entertainment

- › Home to Resorts World complex with cinema, bars, restaurants, hotel, spa and casino, Bear Grylls Adventure, Resorts World Arena and National Exhibition Centre

Shopping

- › Vibrant local centres with major brands and independent retailers
- › Shopping malls (Touchwood, Resorts World)
- › Ambitious redevelopment plans for the town centre's iconic Mell Square



Why Solihull?

Solihull is already a major driver of the regional economy and is home to many of the West Midlands' - and the UK's - prime economic assets. This role is only set to continue as we welcome the arrival of the HS2 interchange station and substantial new development and investment associated with UK Central. It also boasts a well-balanced sector profile, and highly qualified workforce who contribute to a strong GVA and result in productivity 40% higher than the West Midlands average.

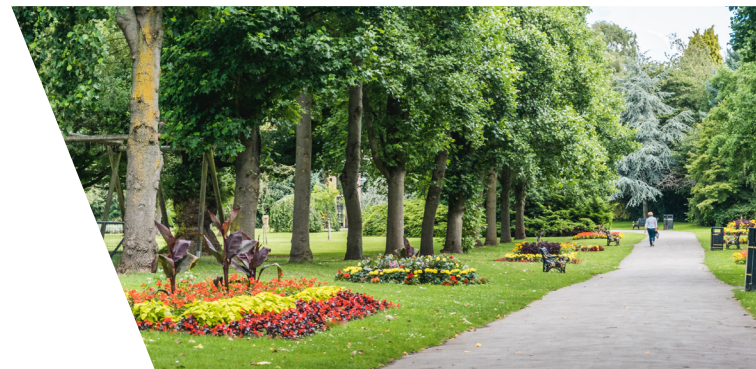
Major professional services and other businesses are being attracted to the borough looking for premium high spec. commercial premises, with the obvious locational and lifestyle advantages Solihull offers.

Perched on the edge of the West Midlands conurbation, Solihull benefits from close connections to Birmingham, Coventry and Warwickshire, all of which have substantial

assets that support Solihull's economy. The area is in easy reach of much of the UK through the motorway, air and rail network.

Solihull offers a vibrant and thriving location in which to live, work, study and visit. A unique mix of urban adventure and rural relaxation makes Solihull a great place to raise a family and spend leisure time. The borough offers a range of quality housing, top rated schools and unrivalled connectivity to the wider region and beyond, making it the perfect base to attract and retain staff.

Solihull enjoys extensive green space, with a wide range of public parks, gardens and playing fields. This is in addition to open countryside and woodland, both within the borough and in Warwickshire and other neighbouring areas.





> Big city benefits with a greener and more

SUSTAINABLE

quality of life

Strategically located at the south eastern edge of the West Midlands conurbation, Solihull is consistently recognised as one of the best places to live in the UK. The Times recently ranked Solihull in the top 20 most popular areas in the country, based on increase in interest from home buyers.

The borough's motto Urbs in Rure (Town in Country) reflects the fact that almost 70 percent of the borough is designated as green belt. We're also home to 19 Green Flag areas, the gold standard for public spaces in the UK.

This reputation has been further enhanced through our Wildlife Ways project, a £17.6 million programme, part-funded by the European Regional Development Fund (ERDF). The project resulted in the creation and enhancement of more than 70ha of woodland, grassland and wetland habitat across the borough. It also included improvements to 23.5km of cycleways, and provided support to 174 businesses to promote sustainable transport.

The borough is home to a unique and exciting mix of thriving urban centres alongside idyllic rural villages.

UK Central Solihull puts sustainability at the heart of its growth and development and we are proactively exploring and progressing a range of innovative schemes. These include ambitious plans for a low carbon town centre heat network, which once online will provide town centre businesses with affordable, low carbon energy. In addition our exciting low carbon future mobility project is trialling innovative new technology to reduce emissions linked to travel, transport and goods deliveries.

Our Climate Change Prospectus sets out how we will ensure the area is leading the way; celebrating our successes and planning for a sustainable future by protecting the environment and by embracing the low carbon economy. A comprehensive EV Strategy sets out a clear roadmap to expand charging infrastructure and puts electric vehicles at the center of public parking and transport decisions.

Our local business and development partners are also advocates for our sustainability initiatives, recognised through various Green Apple Awards for our efforts to ensure Solihull maintains its position at the forefront of best practice and innovation in this area.





UK Central Solihull is a prime inward investment location, ranked in the top 10 UK destinations for business.

Offering exceptional opportunity, connectivity and lifestyle, the region is the chosen location for high levels of Foreign Direct Investment and boasts one of the strongest economies outside London, contributing £5.1bn to UK GDP. In terms of future growth, UK Central Solihull is one of the country's most strategically important development areas.

UK Central Solihull has one of the most dynamic and fastest growing labour markets in the UK, with a job density 38% higher than the Great Britain average.

The area has a well-balanced labour market, with notable sector strengths in automotive manufacturing and a range of business and professional services.

The borough has a robust local workforce with 77.9% of the UK Central Solihull working age population aged 16-64 years in employment. This represents a higher employment rate than both the England (75.9%) and West Midlands (74.8%) averages.

Skill levels are also high, with one in four working age adults having the equivalent of a degree level qualification and more than half working in higher skilled managerial or professional occupations.

Situated between some of the UK's leading academic institutions and with highly regarded schools, the area has a plentiful supply of young graduates and candidates for future workforce needs.



Stephen Hunt, CEO, BNP Paribas Personal Finance

“Being a major employer in the borough for the past 45 years we recognise Solihull Town Centre as a thriving base for doing business thanks to an established supply of talented people.”

Paul Black, CEO, Sales-i

‘By providing our hard-working teams with more space and state of the art facilities as we continue to grow, we can more easily foster creativity and collaboration. We’re proud to be part of a community of other successful technology companies that chose to be located here in Solihull instead of London.



+44 (0) 121 704 6222



www.investinukcentral.com



business@solihull.gov.uk