



---

Europe's best-connected destination for business, leisure  
and living; a new and outstanding gateway to the UK

---

# Contents

Introduction	1
The UK Central Hub	2
Arden Cross	4
Birmingham International West Car Park	6
NEC	8
Birmingham Business Park & Prologis Park	10
UK2	12
Birmingham Airport	14



# Introduction

Welcome to the UK Central Hub in Solihull – one of the most exciting, ambitious and deliverable investment opportunities in Europe.

No other group of development opportunities – either in place or planned – benefit from the combination of location, connectivity, infrastructure, environment and people on this scale. And that's before even taking into account the arrival of HS2, the emergence of Arden Cross as an internationally renowned economic centre, the planned growth of businesses located here already and the major infrastructure enhancements that are underway.

With its highly skilled local workforce, Solihull boasts one of the strongest and fastest growing economies outside London, contributing a staggering £5.1bn per year to UK plc. It is also consistently rated one of the best places to live in England, thanks to its range of quality housing, top rated schools and academic institutions, enviable leisure and cultural facilities, and location between cosmopolitan urban centres and stunning countryside.

This unique blend of factors means that The Hub will further become a global destination in its own right, delivering unprecedented economic, social and environmental benefits.

I'm proud to be part of the team which is leading the integrated programme of investment and development activities here.

Our work bringing together public and private sector partners is creating a 'whole' which is much greater than the sum of the parts. By 2030, we will have created an environment and opportunity to deliver about 8,000 new homes, 70,000 new and supported jobs and over 650,000 m<sup>2</sup> of commercial space. We'll have brought 1.3 million people to within a 45-minute public transport commute of The Hub and we'll be on track to add £6.2bn GVA to the economy every year.

The work underway and planned over the next decade is going to create Europe's best-connected destination for business, leisure and living; a new and outstanding gateway to the UK. Now is the time to join us and our partners to be a part of it.

If you'd like to know more about how you can invest in the delivery of the commercial opportunities in this prospectus, please contact the Urban Growth Company (UGC) for more information. Visit [www.ugcsolihull.uk](http://www.ugcsolihull.uk) or email us at [HubOpportunities@ugcsolihull.uk](mailto:HubOpportunities@ugcsolihull.uk).



**Jonathan Bretherton**  
Managing Director,  
Urban Growth Company

# The UK Central Hub

The Hub is an outstanding and globally-renowned point of connection and a major engine for economic growth at a regional and national scale.

As the economic powerhouse of UK Central Solihull, and one of four specific investment opportunities across Solihull, The Hub is fundamental to the vision of creating a new contemporary district in the Midlands.

It comprises a set of major infrastructure projects and national economic assets which, taken together, create a development of international significance. Those assets already include Birmingham Airport, Birmingham Business Park, Birmingham International Station, Jaguar Land Rover and the National Exhibition Centre.

The Hub is also home to the 346-acre Arden Cross development site, which will be the location of the HS2 Interchange Station.

Arden Cross will become a highly sustainable and innovative mixed-use destination in its own right, creating the jobs, opportunities, technologies and skills that will be needed in the future.

Sitting at the heart of the national motorway network, 75% of the UK population resides within a three-hour drive time, while existing air, rail and road infrastructure add further to The Hub's exceptional connectivity. Enhancing these connections further, £1.6bn of infrastructure investment is being deployed across the area, ensuring The Hub is fully integrated into the network of travel, employment and leisure opportunities across the region and beyond.

Indeed, the UGC is currently leading an innovative, whole-system project looking at how to meet the future energy needs of local businesses and communities, while supporting a net-zero transition.

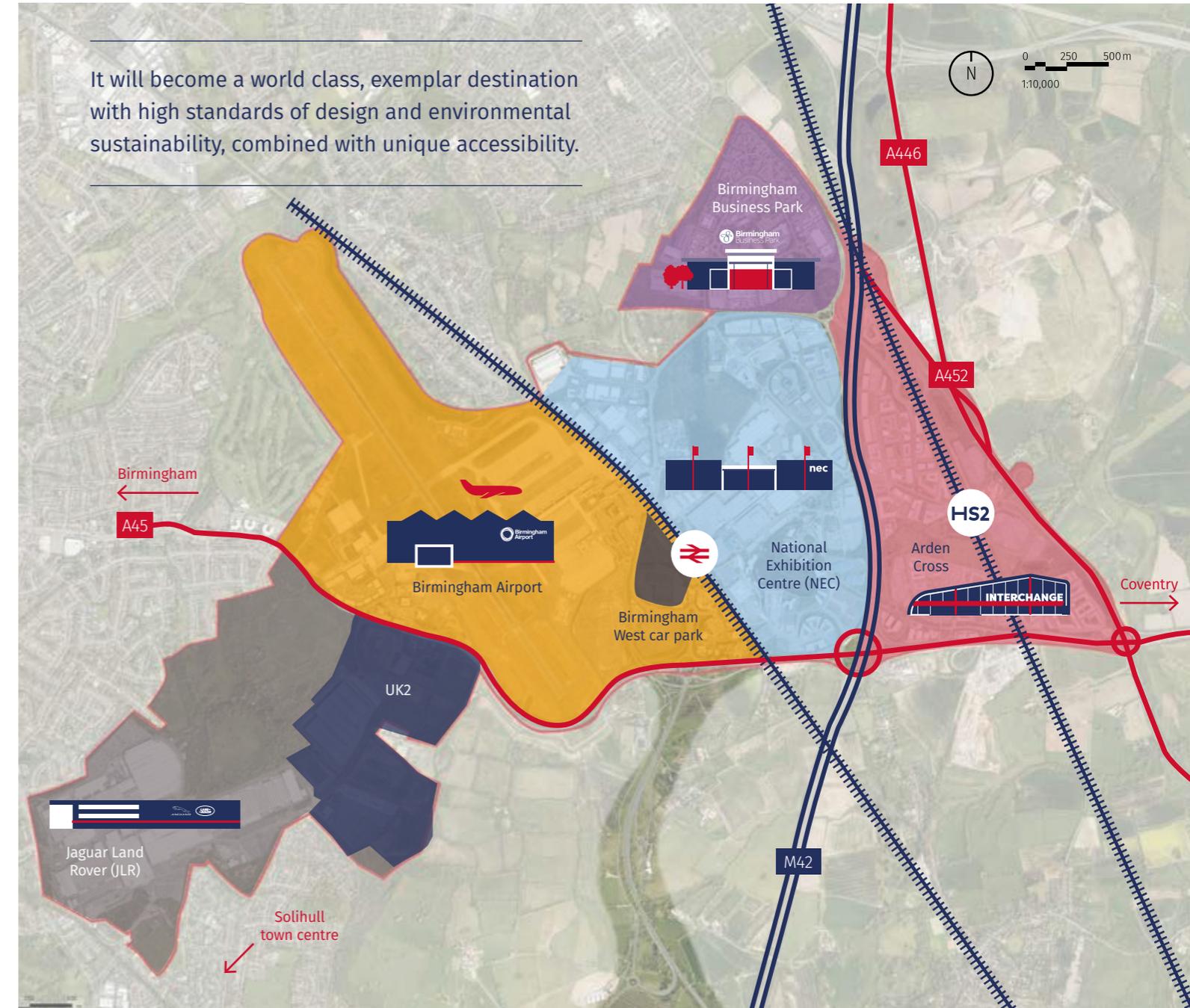
The UGC is also working on a new strategy to maximise the car parking offer across The Hub, ensuring that customer needs are met while simultaneously maximising development opportunities associated with under-utilised car park areas, all against a back-drop of changing car use and technology.

Over the next decade, as development and investment continue, there is the potential for other sectorial interest such as academia, health, life sciences, automotive and high-value engineering as well as new homes, offices and place-making.

The additional multiplier effects of The Hub will be substantial, with extensive further demand for goods and services through the supply chains and networks.

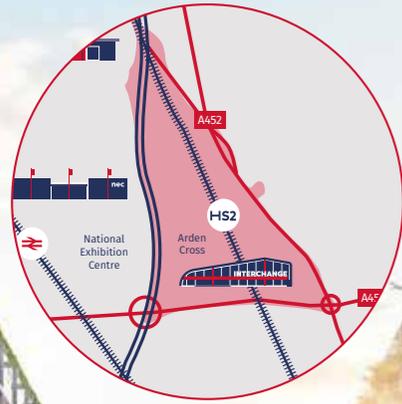
It will also benefit from its landscape setting, utilising and enhancing the existing natural features to give the high quality urban development a distinct quality of place, providing a host of environmental, social and economic benefits.

The impacts will be just as great outside The Hub, stimulating growth in key sectors including advanced manufacturing, destination leisure and tourism, and knowledge intensive business and professional services.



# Arden Cross

[www.ardencross.com](http://www.ardencross.com)



Arden Cross is one of the largest, most exciting and ambitious economic development sites in Europe.

Centrally located in the UK, and a key element of the UK Central Hub, it covers 346 acres (140 hectares) of land with the opportunity to deliver 6 million ft<sup>2</sup> (557,418 m<sup>2</sup>) of commercial space, up to 3,000 new homes and support 27,000 jobs.

With the new HS2 Interchange Station at the heart of the site and with direct access to Birmingham Airport, the national motorway network and mainline train routes, Arden Cross offers unrivalled connectivity for future occupiers, residents and workers.

Capitalising on the arrival of HS2, Arden Cross will become an internationally-connected destination for the UK supporting economic resilience and prosperity across the nation.

Established on principles of sustainability, the site will see new innovative business and residential districts established, creating a compelling place for living, learning, leisure and work.

The realisation of this £3bn development project has the backing of local and national government, with a commitment to fund local infrastructure to facilitate future development.

Based upon a shared vision and commitment, Arden Cross Ltd, a special purpose delivery vehicle, has been created by the landowners to drive forward the delivery of this transformational development. A developer/investor partner is currently being sought.



- Research and innovation
- High value manufacturing and production
- Residential communities
- HS2 arrival amenities & Grade A offices
- Hotels & hospitality
- Academic campuses
- Personal parking zones
- Landscape & public realm

↑ Indicative Arden Cross masterplan uses

## KEY FACTS

- 346 acre (140 hectare) site
- HS2 connected – 38 minutes to London Euston and 8 minutes to Birmingham Curzon
- Direct motorway connectivity
- Globally connected via Birmingham Airport
- 6 million ft<sup>2</sup> (557,418 m<sup>2</sup>) of commercial development
- Potential to create R&D, life science and healthcare clusters
- 3,000 new homes
- Sustainability at its core with almost 25 acres (10 hectares) of open space against a backdrop of blue and green infrastructure
- Highly flexible mixed allocation due in 2022
- Further phased delivery 2024 - 2031.



↑ Arden Cross at the heart of Britain and centre of global trade

# Birmingham International West Car Park

An exciting opportunity exists for a new mixed-use development site directly opposite Birmingham International Station right at the centre of The Hub.

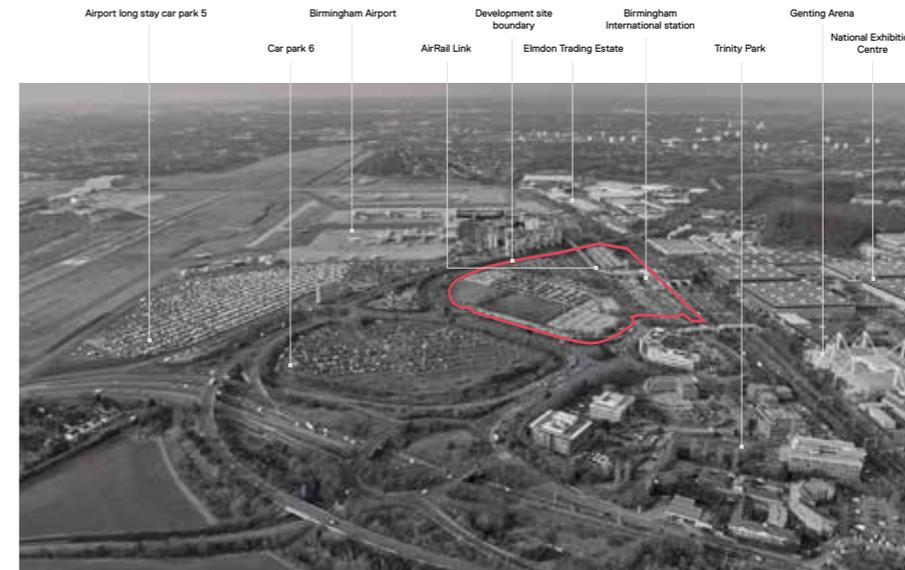
The UGC's plan to transform Birmingham International Station into a world-leading, multi-modal transport facility acting as a new international gateway has created a focus on a new commercial area at The Hub. Here there is potential for high-value development including up to 9,300 m<sup>2</sup> (100,104 ft<sup>2</sup>) of Grade A office space, a new 180-bedroom hotel, and a new 800 space multi-storey car park.

The opportunity will be based on place-making principles and centred around a high-quality public plaza.

The seven-hectare (18 acres) site, known as 'West Car Park' provides an exciting opportunity for a phased mixed-use development. An initial phase could be developed immediately, comprising 430,556 ft<sup>2</sup> (40,000 m<sup>2</sup>) of mixed commercial accommodation.

The remainder of the site provides potential car parking facilities for the short to medium term, along with the potential for long-term development.

The land is owned by Birmingham City Council, which is working with the UGC to progress development opportunities in consultation with Birmingham Airport and other local partners.



↑ The car park is directly opposite Birmingham International Station

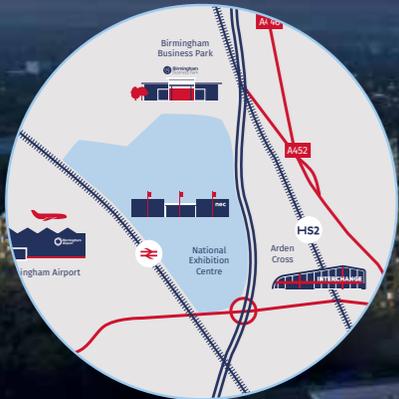


↑ The UGC's vision is to transform Birmingham International Station

Source:  
Images taken from Grimshaw Commercialisation Report – Birmingham International Station Integrated (TEN-T) Transport Hub Study

## KEY FACTS

- 18 acres (seven hectares) of development land
- Unrivalled local, regional, national and international connectivity
- Potential for office, hotel, research, retail and multi-storey car park development
- Potential for outstanding public realm and place making
- Land owned by Birmingham City Council.



The National Exhibition Centre at The Hub is the NEC Group’s flagship venue and is one of Europe’s leading event destinations, welcoming 2.3 million visitors from around the world each year\*.

As a 24/7 venue, it also boasts the Vox (conference venue), Resorts World (the UK’s first integrated destination, leisure and entertainment complex), Resorts World Arena (hosting sell-out performances by international stars such as Adele, Beyoncé and Ed Sheeran), and The Bear Grylls Adventure (operated by world-leading visitor attraction operator Merlin Entertainments).

The NEC Masterplan, unveiled in 2021, proposes the transformation of over 67 acres (27 hectares) of surface level car parking and surplus land across the Campus, to create new residential, office, leisure and community spaces.

An urban village will create a new community of over 11,000 people living in a mature and green landscape. With 5,000 homes this highly sustainable community will include all the amenities and facilities for everyday life.

At the heart of the site a grand plaza will redefine the area surrounding the NEC Atrium Halls creating a destination with a dynamic outdoor event space enlivened by leisure, retail and a hotel.

\*Pre-Covid figures

An urban boulevard with inspirational public realm, new commercial buildings and ground floor leisure and retail, will provide new pedestrian connections and link to Arden Cross and the HS2 Interchange Station.

New uses will bring a greater intensity of activity, further animating Pendigo Lake and complementing and strengthening the NEC site’s existing reputation as a destination for events and leisure.

Development is focused on the northern areas of the NEC site and infill around Pendigo Lake. In the longer term the benefits of high-speed rail, local public transport infrastructure improvements and the scale of modal shift, may enable the release of southern and eastern car parks for further development.



↑ Clockwise from top left – a new urban boulevard; grand plaza and urban village; and development vision for the north of the campus

KEY FACTS

The new NEC Masterplan will create:

- 5,000 new homes
- 3,500 local new jobs
- 376,735 ft<sup>2</sup> (35,000 m<sup>2</sup>) of new commercial space
- 150,695 ft<sup>2</sup> (14,000 m<sup>2</sup>) of new outdoor space
- A new hotel
- New restaurants and cafes
- New primary school
- A greener and more sustainable environment.

# Birmingham Business Park & Prologis Park

The M42 corridor in Solihull has always been an attractive investor location thanks to consistently high occupancy rates and access to a qualified and highly productive local workforce.

## Birmingham Business Park

With 300 buildings set in 148 acres (60 hectares) of mature parkland, Birmingham Business Park is the most established out-of-town business park in the Midlands and is home to over 9,000 employees working at over 115 companies including Changan Auto, Fujitsu, Canon, IMI, Sulzer and Rolls Royce.

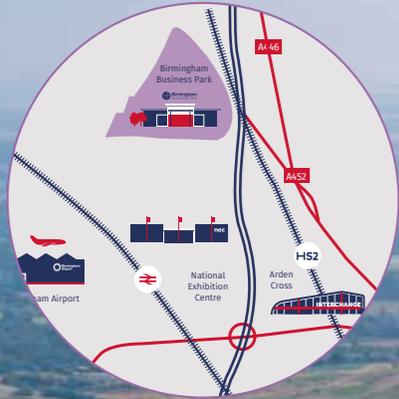
Offering an award-winning range of amenities, lifestyle and environmental initiatives, and outstanding access to local transport connectivity, Birmingham Business Park consistently enjoys some of the highest occupation levels in the region.

Birmingham Business Park is owned by BlackRock UK Property Fund, which continues to invest in the amenity and asset management of the park. To meet market demand *Diamond*, an undeveloped six-acre (two-hectare) plot offering 40,000 - 120,000 ft<sup>2</sup> (3,716 - 11,148 m<sup>2</sup>) of design and build opportunity, is now being marketed.

## Prologis Park

Prologis Park Birmingham Interchange, located next to Birmingham Business Park, comprises two outstanding, landmark buildings which enjoy excellent connectivity and benefit from outstanding local amenities.

Both parks are examples of modern, commercial business parks that deliver strong cultural values and long-term interest, with a focus on creating spaces and places where businesses, employees and communities thrive.



↑ 'Diamond' – new, high-quality units available at Birmingham Business Park



↑ Birmingham Business Park and Birmingham Prologis Park, both enviably located at The Hub



↑ Industrial and distribution units at Prologis Park Birmingham Interchange

## KEY FACTS

### Birmingham Business Park

- Set within 148 acres (60 hectares) of landscaped gardens
- 115 businesses
- Home to over 9,000 employees
- Wide range of on-site amenities including nursery, dry leaners, and food outlets
- The Park offers a host of wellbeing activities including Foodie Thursdays, Farmers Market, and Cinema screen events
- Excellent accessibility to public transport and highway/motorway connections
- Diamond design and build opportunities
- Owned by BlackRock.

### Prologis Park

- 310,000 ft<sup>2</sup> (28,800 m<sup>2</sup>) across two buildings in an established commercial location
- Landmark buildings providing excellent local amenities and outstanding connectivity to both UK and international locations.

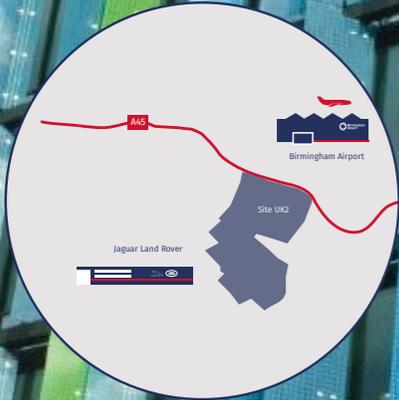
The opportunity to extend the commercial and industrial land supply in Solihull includes emerging plans for 232 acres (94 hectares) of development land near the Jaguar Land Rover plant on Damson Parkway.

This site will provide high quality advanced manufacturing and logistics space. The development includes Jaguar Land Rover's recently constructed Logistics Operating Centre which will begin operating in 2022.

It is envisaged that UK2 will deliver opportunity, jobs and prosperity through the creation of a place which looks and feels good, which is sustainable in every sense, and which will attract and retain investors and occupiers for decades to come.

It will follow the principles of great place-making with high quality buildings, landscaping and biodiversity enhancement, while also delivering additional infrastructure improvements such as pedestrian and cycle connectivity, encouraging a modal shift towards sustainable travel.

The site is currently being promoted by partners through Solihull Council's Local Plan.



↑ There are emerging plans for commercial and industrial land supply near Jaguar Land Rover in Solihull.

KEY FACTS

- A range of plots and building sizes
- **Phase One (Completed 2014-2021):** Jaguar Land Rover Dispatch depot and Logistics Operating Centre – extends to approximately 67 acres (27 hectares) of net developable area
- **Phase Two (2022-2026):** Land immediately available following adoption of the Local Plan in late 2022 and release from the Greenbelt – extends to approximately 62 acres (25 hectares) of net developable area and includes significant blue and green infrastructure
- **Phase Three (2025-2030):** Remaining parcels of land requiring occupier relocations – extends to approximately 34 acres (14 hectares) of net developable area
- A joint venture between Prologis UK Ltd and Stoford Developments Ltd.

# Birmingham Airport

Birmingham Airport is the UK's third largest airport outside of London, handling almost 13 million passengers a year\* and with 35 million people within its two-hour catchment – half the population of the UK.

It is one of the regions' biggest employers, supporting 30,900 jobs across the West Midlands and adding £1.5bn in GVA to the regional economy (£2.1bn GVA nationally)\*\*.

Already benefiting from its enviable location at the centre of the country, and with direct access to Birmingham International Station via a short air/rail link, Birmingham Airport is the UK's best-connected airport.

That connectivity will improve further following the arrival of HS2 at the nearby Interchange Station with a direct connection to Birmingham Airport via an automated people mover. The journey between Interchange and London Euston will be just 38 minutes, putting 45 million people within two hours of the airport.

As Birmingham Airport recovers from the impact of Covid-19, the aspirations set out in the Masterplan 2018 remain extant. One of the main impacts of Covid-19 on the aviation sector was that it simply suppressed an underlying demand. As such, pre Covid-19 levels of demand for flying will return as soon as the constraints associated with Covid-19 are fully released or eased.

Birmingham Airport is committed to providing quality facilities and services to meet future air transport needs of the region together with delivering the target of becoming net-zero carbon by 2033. The on-going sustainable development of Birmingham Airport, which aims to balance the economic and social benefits to the region with the need to control and mitigate environmental impacts, is crucial for maintaining and improving the region's principal international gateway. Meanwhile the airport is developing a 10-year Capital Investment Plan to support the airport operation and align environmental and sustainability goals.

\*Pre Covid-19 passenger numbers

\*\*Pre Covid-19 employment and GVA numbers



## KEY FACTS

- Committed to providing quality facilities and services to meet future air transport needs
- Net-zero carbon target of 2033
- On-going sustainable development whilst controlling and mitigating environmental impacts
- Development of a 10-year Capital Investment Plan to support the airport operation and align environmental and sustainability goals.



Email: [HubOpportunities@ugcsolihull.uk](mailto:HubOpportunities@ugcsolihull.uk)

[www.ugcsolihull.uk](http://www.ugcsolihull.uk)



@UGCSolihull



Urban Growth Company