



**WEST
MIDLANDS**
GROWTH COMPANY

INNOVATION MAP

Innovation is in the West Midlands' DNA

90% OF UK POPULATION WITHIN 4 HOURS

£117.6BN ECONOMY

11 SCIENCE PARKS

3 UK CATAPULT CENTRES

1000S RESIDENTS QUALIFIED TO DEGREE LEVEL

32% OF RESIDENTS UNDER 25

55,000 START-UPS

MOST CONNECTED 5G REGION IN UK

3RD LARGEST REGIONAL AIRPORT

136,775 STUDENTS IN KEY SUBJECTS

1 OF 8 UK INVESTMENT ZONES

4.7M POPULATION FROM 190 COUNTRIES



UNIVERSITY OF WARWICK
WELLESBOURNE CAMPUS

- 47 HECTARES FIRST PHASE
- 192 HECTARE SITE
- 300,000 SQ FT OF NEW COMMERCIAL R&D SPACE
- HS2 INTERCHANGE SITE AT NEARBY ARDEN CROSS
- CURRENTLY 20 BUSINESSES ON CAMPUS

LOCATION:
4 MILES SOUTH OF J15/M40.
5 MILES SOUTH OF WARWICK.
BIRMINGHAM INT. AIRPORT 30 MINS.



SMITHFIELD, BIRMINGHAM

- DELIVER 1.3M SQ FT NEXT-GENERATION INNOVATION
- DELIVER 570 NEW HOMES, SUPPORT OVER 10,000 JOBS
- ON-SITE IN 2025, COMPLETE IN 2028
- 8 MINS FROM NEW STREET STATION

LOCATION:
CONNECTED TO WORLD CLASS AIR, RAIL AND ROAD INFRASTRUCTURE.
DAILY FLIGHTS 150 DESTINATIONS



BIRMINGHAM INNOVATION QUARTER

- 24 HECTARES FIRST PHASE
- MASTERPLAN FOR 1.5M SQ FT OF NEW COMMERCIAL AND
- 2,200 NEW HOMES, A NEW 400 KEYS HOTEL AND 15HA PUBLIC REALM AND OPEN SPACE
- 8 MINS FROM NEW STREET STATION

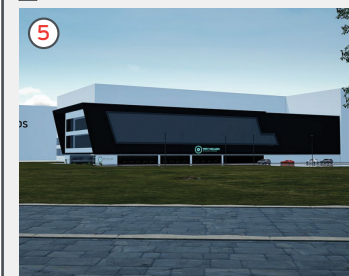
LOCATION:
SITS ON THE CITY CORE OF BIRMINGHAM, HS2 CONNECTS LONDON IN 45MINS



WOLVERHAMPTON GREEN INNOVATION CORRIDOR

- AIMS TO DELIVER 23,766 SQM OF COMMERCIAL & INCUBATION SPACE
- 1,220 NEW JOBS TOTTALLING £200M INVESTMENT
- HOME TO 100 BUSINESSES IN A RANGE OF SECTORS

LOCATION:
CONNECTING KEY ASSETS AT UNIVERSITY'S SPRINGFIELD CAMPUS WITH WOLVERHAMPTON SCIENCE PARK AND THE CITY



WEST MIDLANDS GIGAPARK

- 251HA AREA, MADE UP OF 4 ADJACENT SITES
- PLANNING FOR 5.7M SQ FT OF INDUSTRIAL SPACE
- 90% OF UK ACCESSIBLE WITHIN 4 HOURS
- AT THE HEARTLAND OF UK CAR PRODUCTION

LOCATION:
CLOSE TO GLOBAL BRANDS SUCH AS ASTON MARTIN, POLESTAR, LOTUS, TOYOTA, BMW/MINI AND BSA



ARDEN CROSS / SOLIHULL PHASE ONE

- 140 HA/REGENERATION OPPORTUNITY
- FIRST HS2 STATION OUTSIDE LONDON
- £65M OF PUBLIC INVESTMENT SECURED
- TRAILBLAZER DEVOLUTION DEAL

LOCATION:
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DAILY FLIGHTS 150 DESTINATIONS



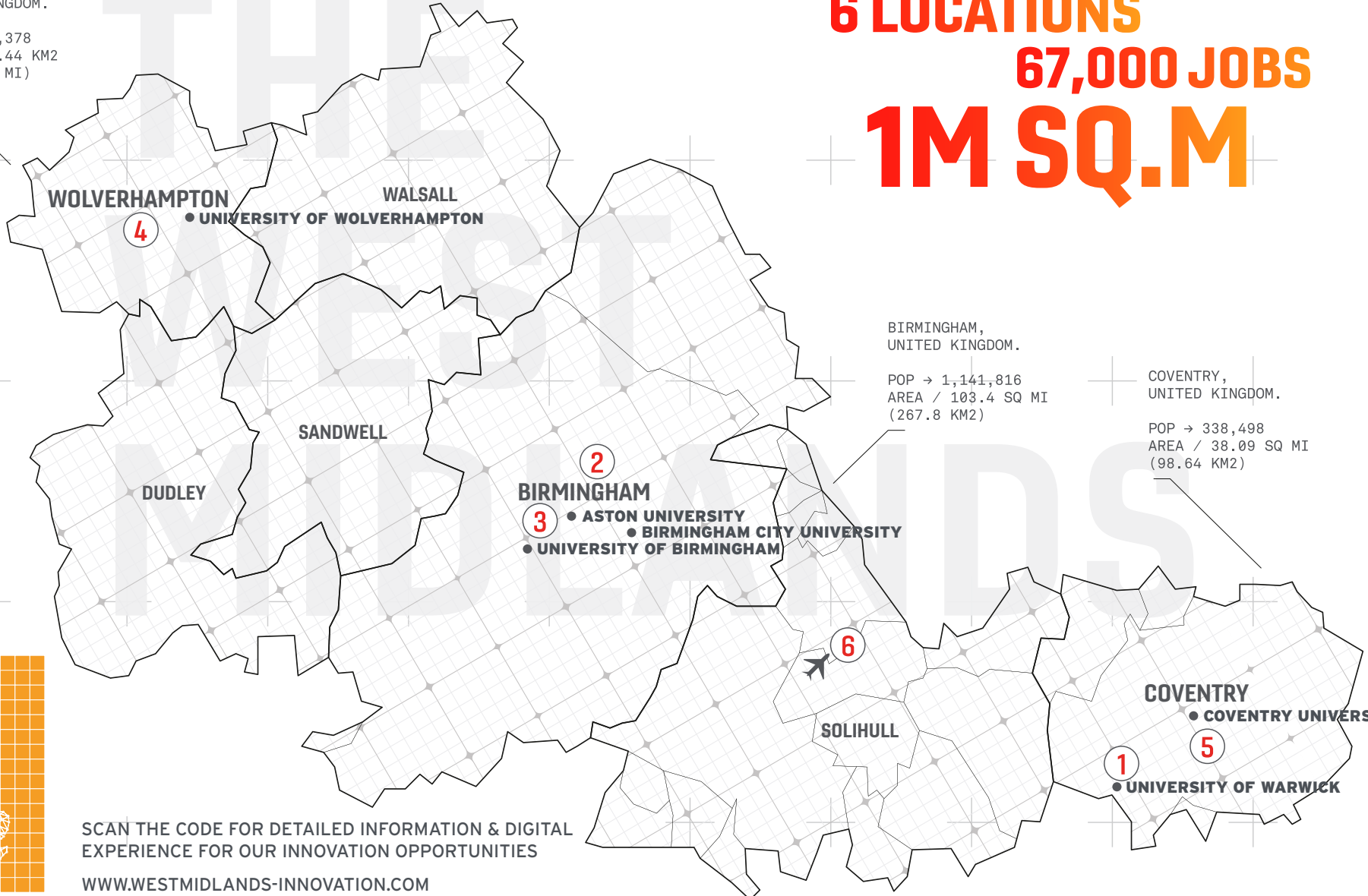
**WEST
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INNOVATION IS IN THE WEST MIDLANDS' DNA

6 LOCATIONS
67,000 JOBS
1M SQ.M

WOLVERHAMPTON,
UNITED KINGDOM.

POP → 224,378
AREA / 69.44 KM2
(26.81 SQ MI)



BIRMINGHAM,
UNITED KINGDOM.

POP → 1,141,816
AREA / 103.4 SQ MI
(267.8 KM2)

COVENTRY,
UNITED KINGDOM.

POP → 338,498
AREA / 38.09 SQ MI
(98.64 KM2)



TAKE ME
THERE



SCAN THE CODE FOR DETAILED INFORMATION & DIGITAL
EXPERIENCE FOR OUR INNOVATION OPPORTUNITIES

WWW.WESTMIDLANDS-INNOVATION.COM