



**WEST  
MIDLANDS**  
GROWTH COMPANY  
Invest in the West Midlands



**Birmingham**  
City Council

# BIRMINGHAM KNOWLEDGE QUARTER

## WHERE BREAKTHROUGHS BEGIN





The next chapter for Birmingham as the "workshop of the world", the 210 hectare Birmingham Knowledge Quarter (B-KQ) is part of one of the largest regeneration projects in the UK; a world-leading city-centre innovation district across tech, advanced manufacturing and life sciences.

Part of the West Midlands Investment Zone, a national flagship programme with high-level government support, a range of tax and capital incentives and the potential to generate up to 30,000 new jobs across the region, as well as unlocking £160m of regional investment.

A triple-helix approach that brings together private sector with local government and academia including Aston University and Birmingham City University, firms locating within the B-KQ have a once-in-a-generation opportunity to build presence in the £117bn West Midlands economy, benefitting from cutting-edge academic research and high-level skills combined with state-of-the-art office and lab space. B-KQ is located within the fastest growing tech ecosystem in the UK - a landscape of disruption, innovation and commercialisation. It offers both ambitious start-ups and established businesses a fertile environment to access, create and nurture new tech-based markets.

For over two centuries, the global economy has been shaped by West Midlands-borne technologies. Today, the region's unmatched history of invention is defining the twenty-first century as we know it. From steam power, battery technology and Ibuprofen to temozolomide and life-saving diagnostics, the West Midlands remains the place where breakthroughs begin.

Enjoy easy access to all of the lifestyle benefits of the UK's second city and take advantage of unprecedented investor incentives to help your business establish, scale and grow in the United Kingdom.

- ➔ Home to the UK's fastest growing tech sector, worth £15bn
- ➔ The UK's leading region for 5G connectivity
- ➔ Faster than average mobile connectivity; delivering better performance than 150 cities globally including Milan and Beijing
- ➔ 92.3% gigabit broadband availability - the highest of all UK combined authority areas
- ➔ Home to Europe's second largest clinical trials base

**7.4M**

people live within one hour's drive of the site

**90%**

of UK businesses accessible within a 4 hour journey

**3M**

people of working age (16 - 64) in the West Midlands



highest projected growth of working age population in the UK (6% to 2043)



76,000 tech professionals





# BIRMINGHAM KNOWLEDGE QUARTER

B-KQ is a government backed Investment Zone site across 210 hectares, stimulating 580,000 sq m of new space and 19,000 jobs with HS2 acting as a super connected innovation corridor with London.

## PARTNER EXCELLENCE IN LIFE SCIENCES AND DIGITAL SECTORS

Comprising an established network of partners with decades of experience in life sciences and digital technology, B-KQ is positioned to leverage world-class capabilities in these high-growth industries. Our collaborators include leading academics, research institutions, and industry innovators.

## PRIME, ACCESSIBLE LOCATION

B-KQ boasts a high density of available, move-in-ready buildings, strategically located near the central business district and key public transport hubs, including HS2 Curzon Street, Birmingham New Street, and Birmingham International Airport, along with bus and future metro links and enhanced Active Travel routes. The quarter naturally connects with the wider city scape, with direct access to the Creative and Sports quarters with pathways to the city centre and wider cultural offer.

## ADVANCED RESEARCH AND INNOVATION CAPACITY

The focus on translational research and technology transfer within the Birmingham Innovation Precinct supports breakthrough innovations that address global challenges. With a commitment to knowledge exchange, B-KQ will accelerate pathways from discovery to application, making a tangible difference across health, technology, and urban life.

## COMMITMENT TO SUSTAINABLE SOLUTIONS

Sustainability is foundational to B-KQ's master planning and daily operations. Our infrastructure prioritises sustainable practices, reducing environmental impact and promoting a greener Birmingham. From eco-conscious building designs to sustainable mobility solutions, B-KQ will uphold its pledge to environmental stewardship.

## COMPREHENSIVE TRANSPORT INFRASTRUCTURE AND GREEN SPACES

B-KQ's design prioritises accessibility and active travel, promoting sustainable and convenient transportation options. With integrated green spaces and pedestrian friendly layouts, B-KQ will enhance quality of life and provide a healthier, more sustainable urban experience.

## ACCESS TO EUROPE'S YOUNGEST AND MOST DIVERSE URBAN POPULATION

With a population that speaks over 180 languages and represents the youngest, most diverse urban demographic in Europe, Birmingham offers an unparalleled talent pool. B-KQ will leverage this vibrant community to drive inclusive innovation, enrich cultural exchanges, and harness diverse perspectives that define and elevate the city's competitive edge on the global stage.



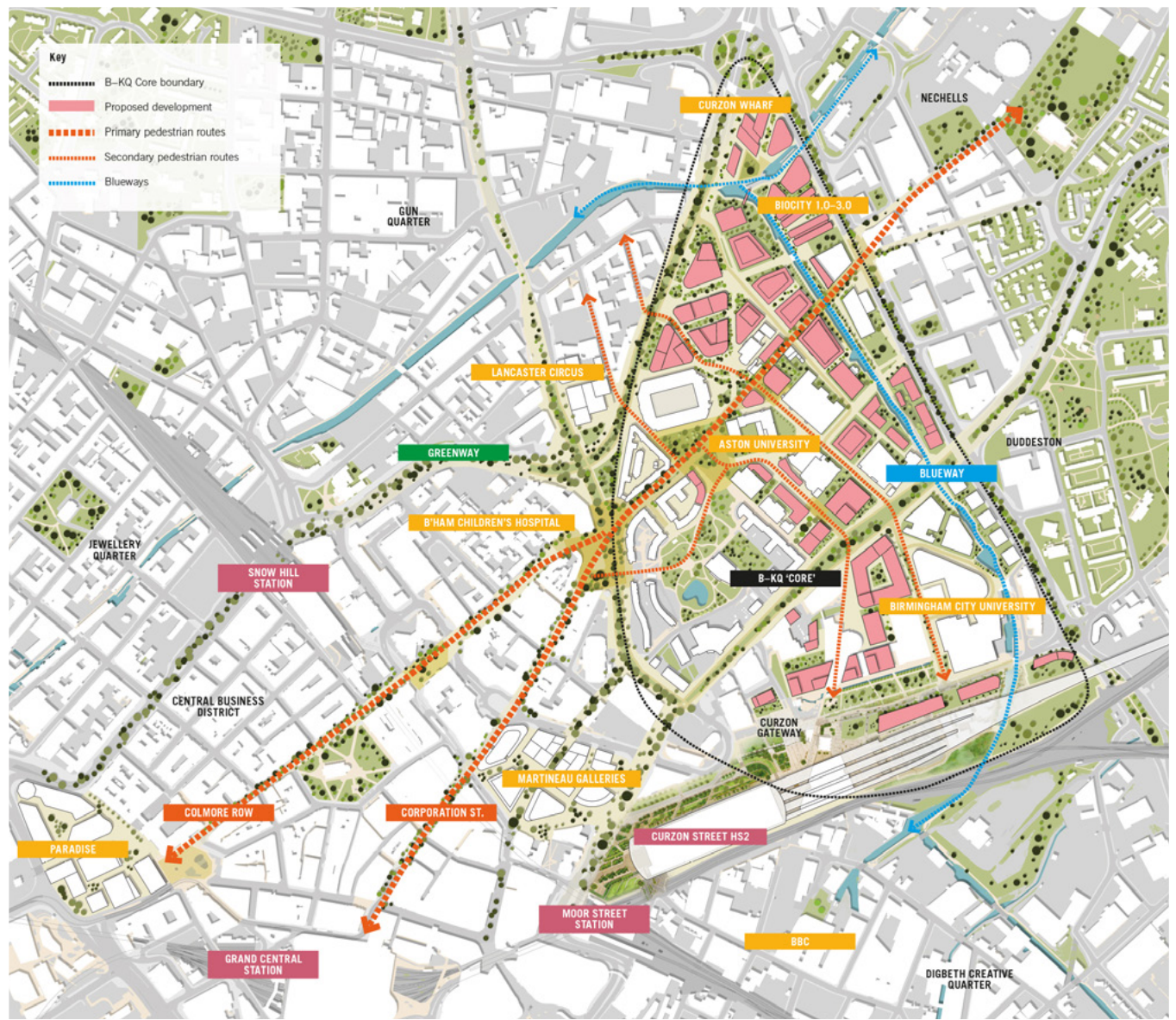


# BIRMINGHAM KNOWLEDGE QUARTER

B-KQ will build on the region's globally-recognised strengths in diagnostics, digital and data-driven healthcare. It will be a centre of excellence for advanced manufacturing aligned to health and life sciences. Our Med Tech sector continues to go from strength to strength - propelled by our universities - making this the obvious location for a digital healthcare led Innovation District.

Industry 4.0 is driving a total transformation of the health sector and will be at the heart of B-KQ's offer, underpinned by Aston and BCU's strengths in genomics, bioinformatics, photonics, AI, AR and VR in healthcare.

All companies within the West Midlands Investment Zone can apply to access funded support for skills development and supply chain support, with equity funding available for start ups.



Detailed tax sites overleaf

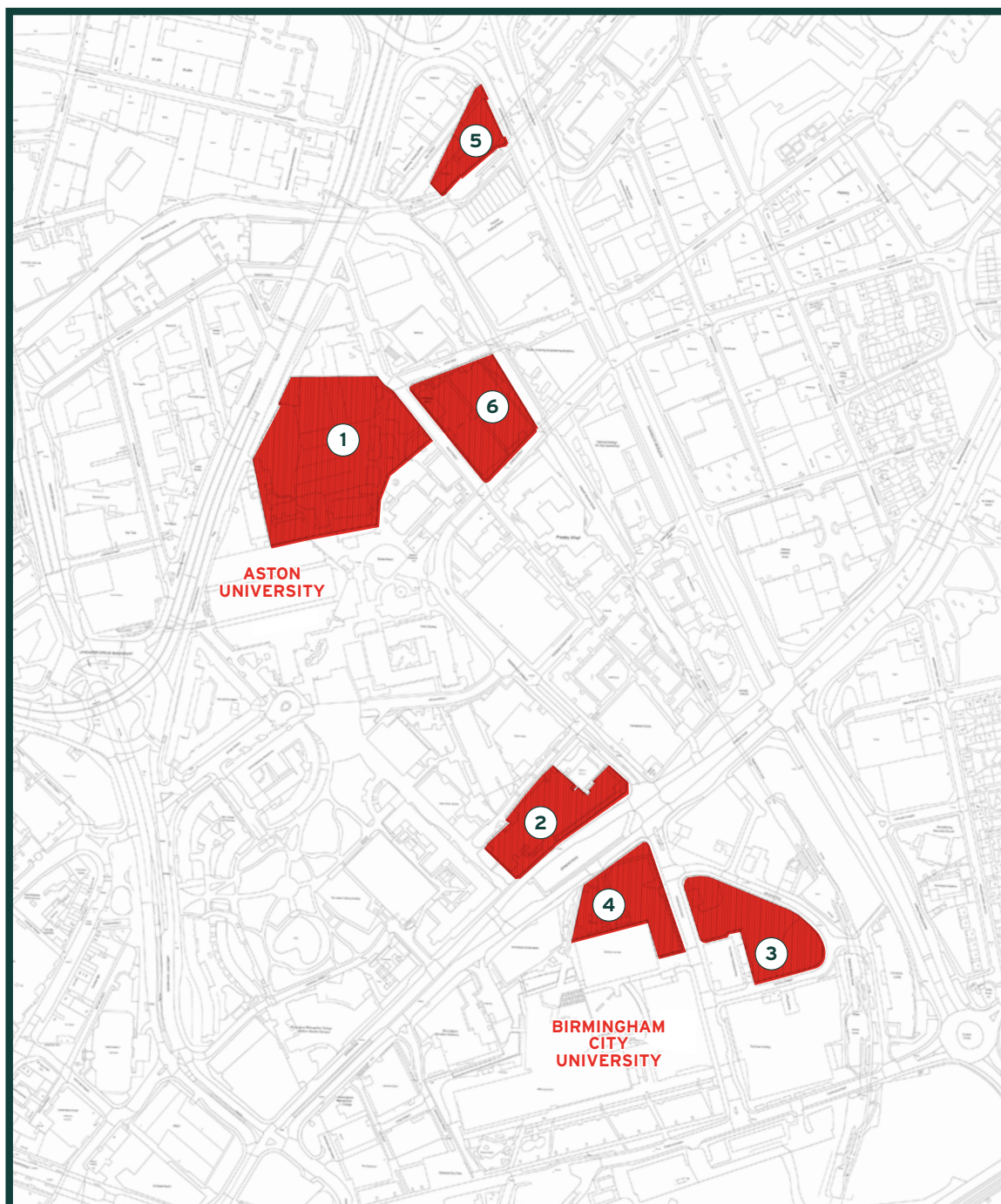
# BIRMINGHAM KNOWLEDGE QUARTER

Companies locating within the tax sites outlined below can further benefit from a generous range of tax and capital incentives, including:

- ⇒ Full business rates relief
- ⇒ Enhanced National Insurance contributions
- ⇒ Enhanced SDLT and Structures & Buildings Allowances

See page 18 for details

- ① Aston University 19,475sqm
- ② Aston University 6,574sqm
- ③ Birmingham City University 6196sqm
- ④ Cardigan Street Eastside 7455sqm
- ⑤ Curzon Wharf 3190sqm
- ⑥ Faraday Wharf 7936sqm





# WHY BIRMINGHAM?

**Connected to everywhere, but so unlike anywhere else in the world, Birmingham is the beating heart of the West Midlands.**

Here, in Europe's youngest city, curiosity is everything. Our people are powered by creativity, building on an incredibly rich local heritage while sharing new ideas which will shape our city for years to come. And they're not just ideas – this is a place where things get done. Our determination and drive are clear in everything we do. You can see it in our industrial past, we see it in our future, filled with innovation.

As the UK's leading regional city outside of London, we have the infrastructure and businesses that you need to scale up your ambitions. HS2 will carry you from central London in 49 minutes, while 90% of the UK's businesses are accessible within a four hour drive, and office space is on average 30% cheaper than the equivalent in the capital.

More Londoners relocated to Birmingham and the West Midlands than any other city or region in the five years pre-pandemic, drawn by big-city infrastructure, a world-class cultural and culinary scene, unlimited career opportunities, and outstanding housing affordability.

- ⇒ With BKQ in the centre of the city, experience the lifestyle of a world-class city at your door.
- ⇒ The largest 45 minute employee commuter catchment, by population, of any regional city (ONS, 2019).
- ⇒ Universities located in the West Midlands produce more graduates annually than anywhere else outside the capital (HESA, 2021).
- ⇒ The Mercer 2019 Liveability Report ranked Birmingham as one of the world's top 50 most liveable cities, above Rome, Hong Kong, Washington DC and Prague.
- ⇒ Average house prices in Birmingham are now less than a third of London, despite professional workers in the city earning above the national average.
- ⇒ One of only two 'super-diverse' cities in the UK, alongside London (UK Census, 2021).

**"The new broadcast centre in Digbeth will give our teams the best facilities and technology to serve audiences for decades to come. Moving our Birmingham headquarters to Digbeth is going to help build the creative success of the region - drawing new investment and production to the Midlands."**

**Tim Davie, BBC Director-General**



Birmingham and the surrounding area has  
**NINE MICHELIN  
STARRED RESTAURANTS**



**OVER 300 ATTRACTIONS**  
including over 60 galleries  
and museums in the region



**BIRMINGHAM**  
is the most entrepreneurial  
UK city outside of London

# THE SKILLS TO SUCCEED

Home to one of Europe's youngest, most diverse and dynamic talent pools, the West Midlands' disruptive mindset is inventing the products and services of the future. Originating more start-ups than any other UK regional location for the last ten years, the West Midlands' diverse and entrepreneurial mindset is trailblazing ideas that will shape tomorrow's world.

The region's digitally proficient workforce is on course to double by 2025, and is sustained by 72,000 graduates from across the region's nine universities. An evergreen pipeline of 87,000 STEM subject students equip the region's businesses with technical skills at competitive rates.

With significant tech strengths in AI, cyber security, 5G, AR / VR, FinTech and IoT, the region's skills and large talent base is attracting global brands such as Goldman Sachs, IBM and TATA Technologies. International companies across different industries are establishing their presence in the West Midlands to benefit from the large and diverse base of digital skills.

This mindset also spans across into life sciences, with a strong talent base that blends tech and advanced manufacturing capabilities to provide substantial opportunities across data analytics, medical devices, precision health and biopharma.

With multiple medical centres of excellence dedicated to the development of technology in industry, 5G infrastructure that is unlocking the next generation of connected tech, and a huge data pool on which to test new technological breakthroughs, the West Midlands is the place where MedTech companies can succeed.

**"The quality, depth and breadth of the region's digital talent pool has exceeded all expectations in our first year in Birmingham."**

**Gurjit Jagpal**, Managing Director  
and Head of the Birmingham Office, Goldman Sachs





## A TRUSTED HEARTLAND OF R&D EXCELLENCE

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| 2 Advanced Services Group (ASG)                            | 14 iCentrum   |
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| 4 Aston Institute for Membrane Excellence                  | 16 Medical Devices Testing & Evaluation Centre*     |
| 5 Aston Institute of Photonic Technologies                 | 17 National Centre for the Decarbonisation of Heat* |
| 6 Birmingham Children's Hospital                           | 18 Precision Health Technologies Accelerator *      |
| 7 Birmingham Health Innovation Campus*                     | 19 Royal Birmingham Conservatoire Digital Broadcast |
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\*in Edgbaston



# HS2

## FROM CRANES TO TRAINS

**HS2 is the UK's new high-speed railway, which will halve journey times between London and Birmingham to just 49 minutes.**

Its British-built bullet trains will provide zero-carbon journeys between the UK's two largest cities, Birmingham and London, on dedicated high-speed tracks. Services will then continue on to Manchester, the North West and Scotland using the conventional railway network, cutting journey times. HS2 is the first new intercity railway to be built north of London in over a century. The project is Britain's biggest build, made up of 140-miles of track, four new, state-of-the-art stations, two depots, 32 miles of tunnel, and 179 bridges.

HS2 is opening up multi-billion-pound development projects in the areas surrounding its new stations and depot in the West Midlands. The plans in place are set to deliver thousands of new homes and jobs as well as new offices, public spaces and leisure facilities.

### CURZON STREET

Significantly, the Curzon Street station, HS2's main terminal in the region, sits adjacent to the Birmingham Knowledge Quarter. This connects the capital with an asset-rich area, in which the region's universities are playing a unique role in bringing together industry and academia to solve real world problems.

This state-of-the-art terminus will be at the heart of the region's high-speed rail network. It will catalyse the creation of four new public spaces - including two squares and a promenade. The station design is integrated with local public transport links, including the extended Midland Metro. Work will also be undertaken to improve pedestrian routes to local bus services, install Sprint rapid transit bus services, boost local train services, and create space for hundreds of bicycles. Birmingham City Council's Curzon Investment Plan will see £724 million spent on regenerating the area around the new station.

The scheme will take place over 30 years, leading to the creation of several new neighbourhoods across almost 150 hectares, including 4,000 homes and 36,000 jobs.



# HS2

### INTERCHANGE

Set in a huge, 140-hectare site in Solihull, Interchange station will be one of the best connected places in the UK thanks to its links to local roads, the UK motorway network and its direct access to the NEC, Birmingham Airport and Birmingham International station via an automated people mover, delivered as part of the HS2 scheme.

Interchange station itself will be one of the most eco-friendly ever built, and is designed to achieve a 'BREEAM outstanding' certification, meaning it will generate zero carbon emissions in its day-to-day operations.



WG WOODBOURNE  
GROUP PLC

# CURZON WHARF

## WORLD'S FIRST MIXED-USE NET ZERO CARBON MASTERPLAN

**Located in Birmingham's Knowledge Quarter, Curzon Wharf's waterfront development will be within eight minutes walking distance of the new HS2 Curzon Street Station, offering swift access to London in just 49 minutes.**

Offering sweeping views of the city centre and beyond, the 993,046 sq.ft site will provide world-class office, R&D and life sciences facilities, as well as substantial retail, leisure and public space, connected by new and improved walking and cycling routes

Set to be Birmingham's tallest building at 172m (564 feet), Curzon Wharf will stand as a key landmark in the city. It will provide sustainable, mixed-use space including high-quality living accommodation encompassing 732 student flats, 265 residential co-living units and 498 residential homes.



# ACADEMIC EXCELLENCE SUPPORTING INDUSTRY AND INNOVATION



**Aston University is a leading university of science, technology, and enterprise. It is applying its globally recognised research and innovation capabilities to driving new frontiers in medical and health technologies, and digital technologies through game changing discoveries and applications in genomics, bioinformatics, photonics, intelligent data analytics and artificial intelligence.**

Aston's flagship research institutes operate across health and MedTech, digital, and CleanTech:

- Institute for Health and Neurodevelopment (IHN)
- Aston Institute for Membrane Excellence (AIME)
- Aston Institute for Photonic Technologies (AIPT)
- Sir Peter Rigby Digital Futures Institute (ADFI)
- Aston Institute for Forensic Linguistics (AIFL)
- Energy and Bioproducts Research Institute (EBRI)

**The university has a strong track record in bringing together industry, businesses and academia to solve real world problems and drive innovation and impact through applied, translational and interdisciplinary research. Aston University is a sector leader for the national innovation programme, Knowledge Transfer Partnerships with business. With a growing portfolio of spinouts, Aston University is co-founder of Midlands Mindforge, an ambitious patient capital investment company established by the Midlands Innovation partnership of research-intensive universities.**

Building on its long history of research and teaching in science, technology and health, Aston has established a range of technology innovation accelerators for the West Midlands, partnering with Stanford University on SPARK (a global preclinical accelerator), and is a key delivery partner in the West Midlands CleanTech Accelerator and HealthTech Innovation Accelerator. Aston continues to forge research and innovation partnerships with the NHS via its core membership of Birmingham Health Partners.

Aston University is home to Aston Business School, which is part of an elite group of global business schools with triple crown accreditation, the highest international benchmark of excellence in education for business schools.

The university is ranked 8th out of UK institutions in the 2024 QS Business & Management Rankings. Within the Business School, the Aston Centre for Growth provides leading enterprise growth programmes and other practical business support for entrepreneurs, SMEs, business leaders, and students, and has been a partner in the Goldman Sachs 10,000 Small Businesses programme in the UK since 2011.

A civic university, Aston has one of the most diverse student populations of any university in the UK and is ranked second in the country for delivering social mobility for its students. In 2024, Aston was judged to be the Times Runner Up for University of the Year for Graduate Employment, and Government data consistently shows that its graduates are among the highest paid in the country. Aston University has the highest possible triple gold rating in the Teaching Excellence Framework.



**Aston is in the top 1% of Business Schools globally.**



# ACADEMIC EXCELLENCE SUPPORTING INDUSTRY AND INNOVATION



**Birmingham City University (BCU) is a dynamic, practice-led and research-inspired anchor institution with 30,000 students from 126 countries.**

BCU has an established national and international profile for its work on STEAM - an interdisciplinary way of thinking that combines Science, Technology, Engineering, Arts and Mathematics, aimed at finding the most innovative solutions to today's challenges.

The principles for STEAM are to approach problems and challenges with an open mindset where every contribution is valued equally, following a facilitated interdisciplinary approach and combining analytical and creative perspectives.

BCU directly supports the pipeline of technical skills in key sectors through initiatives such as the Institute of Technology, ensuring seamless progression to academic, technical or vocational pathways to higher level skills.

In October 2022, its £70m, 100,000 sq.ft STEAMhouse collaborative innovation campus was opened - a physical embodiment of the institutional STEAM approach, building capacity for extensive knowledge exchange to facilitate innovation across student, academic, business and stakeholder communities.

In 2021, the university secured the Investor in Innovation standard from the Institute for Innovation and Knowledge Exchange in recognition of its work with businesses and partners to drive innovation and growth - just the second university in the country to be handed the accreditation.



BCU's World-Leading Digital Media Technology Lab leads research projects in partnership with industry leaders including Meta, Google, Adobe and GlaxoSmithKline.



218 spin-off firms from BCU active in 2022/23.





# ACADEMIC EXCELLENCE SUPPORTING INDUSTRY AND INNOVATION



UNIVERSITY OF  
BIRMINGHAM

**The University of Birmingham is proud to be rooted in one of the most dynamic and diverse cities in the country. England's first civic university, it has been pursuing and sharing knowledge through outstanding teaching and research since 1900.**

The Birmingham campus has grown to 672 acres, providing a welcoming home to more than 40,000 students from across the world.

Across the campus, stretching into the city beyond, the University of Birmingham has built a suite of innovation sites and strategic assets which are helping to develop and test novel technologies in areas of technical excellence including energy, engineering, and life sciences

Research in advanced manufacturing and engineering is driving growth in Birmingham, the West Midlands region and across the UK. The University's long-term sustained commitment to supporting original fundamental research has a track record of success, translating into significant strategic areas of innovation, making a difference to commerce and industry.

Long-standing collaborations with multi-national partners, such as Rolls-Royce plc - through their University Technology Centre in Birmingham - have led to commercial, production and environmental benefits from scientific research in casting, materials and manufacturing.

Original research in Quantum Technology sensors and clocks has attracted over £11.5m of funding, enabling an ecosystem of over 70 companies now engaging with research that continues to influence the success of the Quantum sector in the UK.

As the university looks to the future, the decarbonisation of manufacturing is a significant global energy challenge, and one which we all need to address if we are to meet our 2050 net-zero goals. In partnership with the Manufacturing Technology Centre, the University of Birmingham has launched a new research group, which will seek to transform the sector through sustainable manufacturing technologies and processes.



# WHERE TECH AND LIFE SCIENCES INNOVATION START THE INDUSTRIES OF TOMORROW

## 5SPRING

### 5SPRING

5SPRING is the UK's first 5G commercial innovation centre. It aims to help organisations of all sizes harness the power of 5G to deliver growth and innovation throughout the West Midlands and beyond. Whether you are from the private or public sector, the cutting-edge facilities and expertise can help you understand 5G, its applications and how you can unlock its potential.



### ADVANCED SERVICES GROUP (ASG)

The Advanced Services Group (ASG) is the world's primary research centre focused exclusively on the adoption of servitization and outcome-based business models. Founded in 2011 at Aston Business School, its mission is to transform global manufacturers and technology innovators by developing models and frameworks that enable them to innovate and implement services-led strategies.



The Sir Peter Rigby  
Digital Futures Institute

### SIR PETER RIGBY DIGITAL FUTURES INSTITUTE

The Aston Digital Futures Institute is growing the UK's digital research capabilities. Working at the interface between health, digital and technology, the Institute is focused on accelerating the benefits of AI in society. Sir Peter Rigby, founder of SCC – the largest privately owned Information Technology Group in Europe – is honorary chair of the Digital Futures Institute, with Aston University and SCC having entered a unique academic-industrial strategic partnership to drive digital innovation and inclusion.



### ASTON INSTITUTE FOR MEMBRANE EXCELLENCE

Backed by £10 million investment from Research England as part of its Expanding Excellence in England (E3) programme, the Aston Institute for Membrane Excellence combines world-leading expertise in membrane biology and novel polymer chemistries to establish a first-of-its-kind research institute and training hub for translational membrane science.



### ASTON INSTITUTE OF PHOTONIC TECHNOLOGIES

The Aston Institute of Photonic Technologies is one of the world's leading photonics research centres with a record of scientific achievements ranging from medical lasers and bio-sensing for healthcare, to the high-speed optical communications technology that underpins the internet and the digital economy.



### BIRMINGHAM CHILDREN'S HOSPITAL

A leading UK specialist paediatric centre, offering expert care to more than 90,000 children and young people from across the country every year. As part of Birmingham Health Partners, BCH brings together clinical, scientific and academic excellence across an integrated medical and life sciences campus. Its short-term strategic objectives focus on the identification, adoption and spread of innovation and best practice, through the alignment of healthcare delivery, research and training.



# THE INDUSTRIES OF TOMORROW CONTINUED...



## BIRMINGHAM HEALTH INNOVATION CAMPUS

BHIC is co-located alongside the University of Birmingham and Queen Elizabeth Hospital in Selly Oak, Birmingham. Delivered through a long term partnership between Bruntwood SciTech and the University of Birmingham, it provides lab and office space for companies specialising in MedTech, precision medicine, genomics, medical devices, trauma medicine and more.

The first in a six phase masterplan, No.1 BHIC is set to complete early 2025, offering 133,000 sq.ft of innovative, Grade A space and access to CL2, incubation and phlebotomy labs. The state of the art facility, which will be home to the University of Birmingham's Precision Health Technologies Accelerator, will also offer co-located companies direct access to both the Clinical Immunology Service and the Industry Trials Hub to accelerate the use of drugs and devices into clinical practice.



## CENTRE FOR REGULATORY SCIENCE AND INNOVATION

The Birmingham Health Partners Centre for Regulatory Science and Innovation (CRSI) was established in 2020 to support the development and delivery of novel therapeutics and medical devices in the UK, through advanced regulatory standards and tools.

A truly multidisciplinary initiative, CRSI brings together experts in medicinal science, health policy and management, clinical trial design, medical law and patient-reported outcomes research, from across BHP member organisations.

Its key research themes include:

- Patient-centred drug development
- AI in healthcare
- Accelerated access to medicines
- Real-world data collection
- Innovative trial design
- Medical technologies

## DIGBETH

## DIGBETH CREATIVE QUARTER

The creative heart of Birmingham, a dynamic and revitalised former industrial area is now home to the Digbeth Loc film & TV studios. It has also been chosen as the location for BBC Midlands' headquarters in a purpose-built broadcast centre.

A neighbourhood full of creative residents, businesses, quirky shops, bars and restaurants, Digbeth has been named the, "Coolest Neighbourhood in Britain" by the Sunday Times.



## ENERGY AND BIOPRODUCTS RESEARCH INSTITUTE

The Energy and Bioproducts Research Institute is a unique hub of bioenergy research and technology development. EBRI is home to both academic and industry-facing teams that aim to accelerate the commercial development of emerging renewable energy, bioenergy, bioproducts and supporting technologies. Having been awarded a doctoral training centre, EBRI is leading a consortium to train the next generation of scientists tasked to remove greenhouse gases from the environment. EBRI is also home to the Biochar CleanTech Accelerator, part of the West Midlands Innovation Accelerator.



## GREATER BIRMINGHAM AND SOLIHULL INSTITUTE OF TECHNOLOGY

The Greater Birmingham and Solihull Institute of Technology for engineering and advanced manufacturing brings together a partnership of further education colleges, universities and employers to provide training routes for the current and future advanced manufacturing workforce. The Greater Birmingham and Solihull Institute of Technology's Hub contains the largest Cyber-Physical Manufacturing Rig in Europe. A scaled down factory of the future, the Rig supports training in a variety of digital technologies, including programming, augmented reality, energy monitoring and mobile robotics.

## iCentrum

### ICENTRUM / INNOVATION BIRMINGHAM

Innovation Birmingham offers the perfect environment for innovative tech companies to form, scale and grow, with access to coworking, office space and business support. A growing community of over 120 companies in the heart of Birmingham's Knowledge Quarter benefit from collaboration opportunities with Aston and Birmingham City universities, alongside enjoying amenities such as a tech lounge, on-site cafe, car parking, cycle storage and busy community events programme.

# THE INDUSTRIES OF TOMORROW CONTINUED...



## IOT4WIN

The IoT4Win project led by Birmingham City University aims to develop the sustainability, security and resilience of water supply and distribution systems in the face of climate change using advanced sensing and IoT technologies.

IoT4Win utilises smart sensors, IoT, big data and AI technologies to solve several water use challenges, including providing real-time updates on the quality, quantity and demand for water in urban areas, as well as any cyber-physical security issues the system may face.

IoT4Win brings the interdisciplinary expertise of a European research group, industry partners and an end-user organisation together to offer a comprehensive set of transferable skills, which fuel a training program on smart sensing, advanced communication, data science and water engineering.

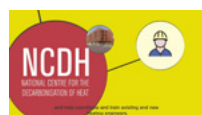


## MEDICAL DEVICES TESTING & EVALUATION CENTRE

MD-TEC (Medical Devices Testing and Evaluation Centre) provides MedTech and Life Sciences businesses access to the latest state-of-the-art simulation and usability facilities alongside dedicated medical device expertise from the academic and clinical environment.

The centre supports the acceleration of products from bench to market, at less cost and with reduced risk. Companies can ensure their products match “need” and avoid the re-engineering and re-evaluation caused by an initial lack of user testing and the hurdles of regulatory blockages.

Services provided include intellectual property, concept development, design of experiments, usability (user) studies and human factors engineering, clinical trials, funding opportunities, certification (CE mark) and quality implementation.



## NATIONAL CENTRE FOR THE DECARBONISATION OF HEAT

A partnership between University of Birmingham, the Manufacturing Technology Centre, Energy Systems Catapult and the Energy Research Accelerator, the NCDH will enable the rapid scaling up of manufacturing, skills and deployment of heat solutions; all necessary to meet carbon reduction targets.

The NCDH aims to create new programmes designed to allow Britain to clear the industrial and commercial roadblocks to the rapid growth of promising technologies and business models.



Precision Health  
Technologies Accelerator  
Empowering Health Innovation

## PRECISION HEALTH TECHNOLOGIES ACCELERATOR

Providing approximately 70,000 sq.ft of state-of-the-art incubation and collaboration space, the Precision Health Technologies Accelerator (PHTA) is a catalyst for health and life science businesses to succeed.

The PHTA brings entrepreneurs, start-ups and scale-ups together with the next generation of academic and clinical leaders, creating unique opportunities to commercialise ideas and accelerate the rapid development of cutting-edge therapies and technologies.

It provides innovators and small enterprises with access to the expertise, resources and infrastructure to enable translation of healthcare innovations – including phase I to III clinical trials and real-world evaluation.

It is designed to accommodate researchers at proof-of-concept stage through to spin-out companies and beyond – providing small health innovation businesses with much needed space to grow.

Working closely alongside Birmingham Health Partners, PHTA offers access to a wide range of clinical research, trials and health data, as well as opportunities to work with leading teams and key opinion leaders across the academic and clinical spectrum.



## SPARK THE MIDLANDS

As part of the West Midlands HealthTech Innovation Accelerator, Aston University hosts the UK's first branch of Stanford University's prestigious SPARK programme, a global preclinical accelerator bridging the gap between medical research discoveries of novel therapeutics, medical devices and diagnostics, and real-world clinical use.



# THE INDUSTRIES OF TOMORROW CONTINUED...



## SMITHFIELD

An outstanding, mixed use, cultural and entertainment destination, set within an intensive public canvas of squares, boulevards and lanes with fountains and active play for children. With live performances, world-class art and culture, family adventure and learning, festivals and pop-ups and nighttime excitement, Smithfield will be a much-loved destination for all. Includes 3000 homes, over 1million sqft of office space, new cultural and leisure facilities and a must-visit market and food space.



## ROYAL BIRMINGHAM CONSERVATOIRE DIGITAL BROADCAST

Royal Birmingham Conservatoire's £57 million teaching and performance facility is the first of its kind in the digital age and is the perfect fusion of tradition and contemporary. Featuring 9,000 sq.m of purpose designed teaching, rehearsal and state-of-the-art performance space, it offers unrivalled opportunities for our students.

The audio and video digital infrastructure is designed to enhance and support live performance and to allow students to experiment with new technologies.

With complete AV digital interconnection as its backbone, it has enabled new ways of teaching, learning and practising. The five performance venues and seven recording studios combine the best traditions of analogue performance with the flexible functionality of 21st century digital systems.



Powered by  
BIRMINGHAM CITY  
University

## STEAMHOUSE

The £70m STEAMhouse campus was created with the aim of catalysing new innovation through specialist facilities. These including a product development service to design, prototype, test and launch new ideas, a dedicated incubator providing workspace and business support and R&D expertise. There is also an AR/VR Discovery service enabling businesses to explore the application of Augmented Reality and Virtual Reality technology to accelerate innovation.

STEAMhouse is a collective; a living, breathing community of business experts, innovators, disrupters, thought leaders, design practitioners, academics, SMEs, large organisations, and corporate firms, who join together to drive business growth and overcome commercial and societal challenges through collaborative innovation.

With dedicated facilities and interdisciplinary research partnerships, STEAMhouse has bridged a regional gap in provision to drive innovative solutions to complex societal challenges, using science, digital transformation and creativity to underpin progress.



## WOODCOCK STREET

Aston University has acquired the landmark 10 Woodcock Street building, previously owned by Birmingham City Council. The site will provide a world-class, best-in-sector environment and become home to Aston University's Integrated Healthcare Hub and the Aston Business Incubator (ABI).

The new Aston Integrated Healthcare Hub will offer comprehensive preventative health and wellbeing services for the wider Birmingham community and will showcase the latest advancements in digital healthcare technology including a digital centre for remote patient monitoring. The hub will adopt an innovative 'living lab' concept by embedding research, training and student placements.

The Aston Business Incubator will open its doors to the most innovative tech businesses in Birmingham and the surrounding region. By offering tailored resources in an academic environment, the ABI will be a unique space designed to foster the growth of innovative start-ups and scale-ups.

Woodcock Street will also be the new home of the 'triple crown accredited' Aston Business School will include the new Aston University CEO Academy, as well as contemporary business simulation labs (including the cutting-edge trading simulation lab and fintech lab).

The 8,000sqm building has earned numerous awards for its design and functionality, including the National BCO Test of Time Award in 2017, National and Regional BCO Awards in 2013 and the Built in Quality Award in 2012. It also holds a BREEAM Excellent rating, reflecting its strong sustainability credentials.



# ENHANCED INVESTOR INCENTIVES

As part of the West Midlands Investment Zone, companies locating within the Birmingham Knowledge Quarter will benefit from access to an enviable range of investor incentives to help you land, build and resource your operations.



## FULL BUSINESS RATES RELIEF

(5 years\*) for newly occupied business premises, and certain existing businesses where they expand in tax sites

## 100%

## FIRST YEAR CAPITAL ALLOWANCES

(FYAs): a 100% first-year allowance for expenditure on plant and machinery



## ENHANCED STRUCTURES AND BUILDINGS ALLOWANCES (SBAs)

10% straight-line deduction per annum\*



## EMPLOYER NATIONAL INSURANCE CONTRIBUTIONS

(NIC) threshold raised from £9,100 (2023/24) to £25,000 in respect of new eligible employees for the first 36 months of their employment



## FULL STAMP DUTY LAND TAX (SDLT) RELIEF\*\*

for land and buildings bought for commercial use or development for commercial purposes

\*Tax incentives are available until 31st March 2034

\*\* SDLT relief available until 30th September 2034





## INVESTOR SUPPORT:

**Your business will have access to a total package of support, with a dedicated sector specialist for every step of the way, helping with targeted introductions and links into the local ecosystem.**

- ⇒ One-to-one business sales and support
- ⇒ Immigration support and DBT working VISA connection
- ⇒ Support for key employees and their families moving to the area including familiarisation visits
- ⇒ Commercial property search and assistance including viewings
- ⇒ Free PR support to amplify your brand with our global press contacts, maximising press attraction
- ⇒ Supply chain introductions and external support programmes
- ⇒ Business network introductions and speaking opportunities
- ⇒ Detailed local economy data reports
- ⇒ COVID-19 and EU exit guidance including import/export and financial support
- ⇒ Links to local and national government via the West Midlands Growth Company
- ⇒ Recruitment assistance and salary insights
- ⇒ Free skills hub recruitment support
- ⇒ Location dependent business rates relief
- ⇒ R&D opportunities via funded university projects or regional challenges
- ⇒ Ongoing quarterly account management
- ⇒ Invites to regional relevant sector activities and networking events
- ⇒ Our commercial network can introduce you to more than 100 leading companies who can help you to establish smoothly and maximise the benefits of your investment



**WEST  
MIDLANDS**  
GROWTH COMPANY  
**Invest** in the West Midlands



**Birmingham**  
City Council

## WANT TO DISCUSS MORE?



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ONE REGION, MANY WORLDS