

UKC

UK Central is:
connected aspiration
connected locations
connected assets
connected identity



Foreword

UKC - the unique concentration of strategic economic assets in Solihull that includes Jaguar Land Rover, Birmingham Airport and the NEC - offers an opportunity for growth on a scale that is of national significance. The Government's agenda to create jobs and economic growth can be sustained here over a long period, with UKC in pole position to be the engine room of the West Midlands economy.

A strategic Masterplan has provided us with a clear roadmap for realising this potential in a managed way **building on the qualities and assets that make UKC a location of choice - creating employment as well as economic growth.**

In realising the potential of UKC, the Masterplan looks at transport, development, clusters of emerging sectors, and the green infrastructure which plays such a vital role in UKC's success. It shows that careful planning, detailed design and ambitious strategies will provide an economically exciting future whilst celebrating our beautiful and inspiring landscape.

UKC's place on the national and international map looks firmly set for the future – as a place to live, work and invest.



A handwritten signature in black ink, appearing to read 'Ken Meeson'.

Councillor Ken Meeson
Leader of the Council



A handwritten signature in blue ink, appearing to read 'Ian Courts'.

Councillor Ian Courts
Cabinet Member for
Economic Development
and Regeneration



Solihull and its surrounding environs has a new name, and that name is **UK Central**. UKC is the place to invest and it is the place to do business. Why? Because UKC is on a tipping point, it is geared up and ready to deliver 100,000 new jobs and economic growth on a scale that is nationally significant.

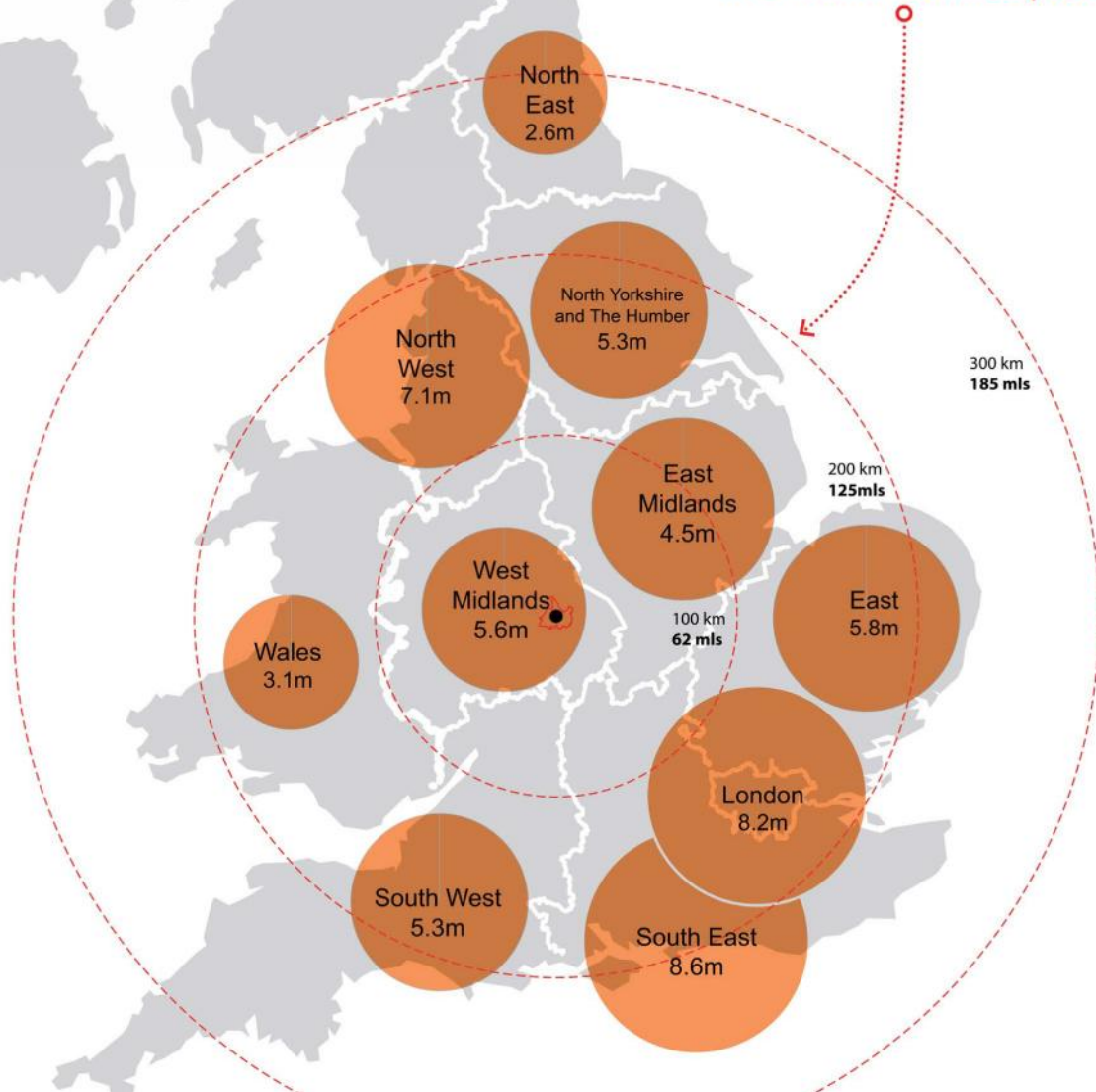
At the heart of the UKC proposition is the notion that by capitalising on one of the strongest economic bases in the UK today and targeting investment in local infrastructure, UKC will dominate. UKC will be the powerhouse of the West Midlands economy and will drive a national economic resurgence.

UKC represents a **sub-regional network of connected locations** at the centre of the UK's highly skilled advanced manufacturing heartland. It is the point at which new routes to Indian and Chinese markets are realised through Birmingham Airport, north meets south through high speed rail, and the most populous conurbations of the Midlands, Sheffield, Nottingham, Derby, Coventry, Oxford and Birmingham intersect through the connectivity of the M42 to the national motorway network. It is also the point at which the regeneration initiatives of North Solihull and East Birmingham take advantage of the economic success of nearby companies such as Jaguar Land Rover, AEC, Arup, Monarch, TRW and Fujitsu and the growth capacity of assets such as the NEC, Solihull Town Centre and the business parks of the M42 corridor.

The case for investment here is clear and compelling. National investment in High Speed rail combined with the early, bold, locally led delivery of regional transport connectivity will make this *the* best location in the country. Alongside investment in local energy, super fast digital connectivity, data store and emerging innovative sectors, the opportunity is ripe to create a **thriving multi-sector ecosystem** of a business led growth network.

The vision is to create a network so well connected that any company or employee location anywhere within the network gives immediate, affordable access to all the other complementary skills, education, leisure, housing, and investment activities elsewhere in the network. Within UKC, no one sector or place need dominate. Instead it is the **synergies between activities** and the development of people and skills that promote growth, development and attract further investment.

70% of the UK population
lives within 125 miles (200km)



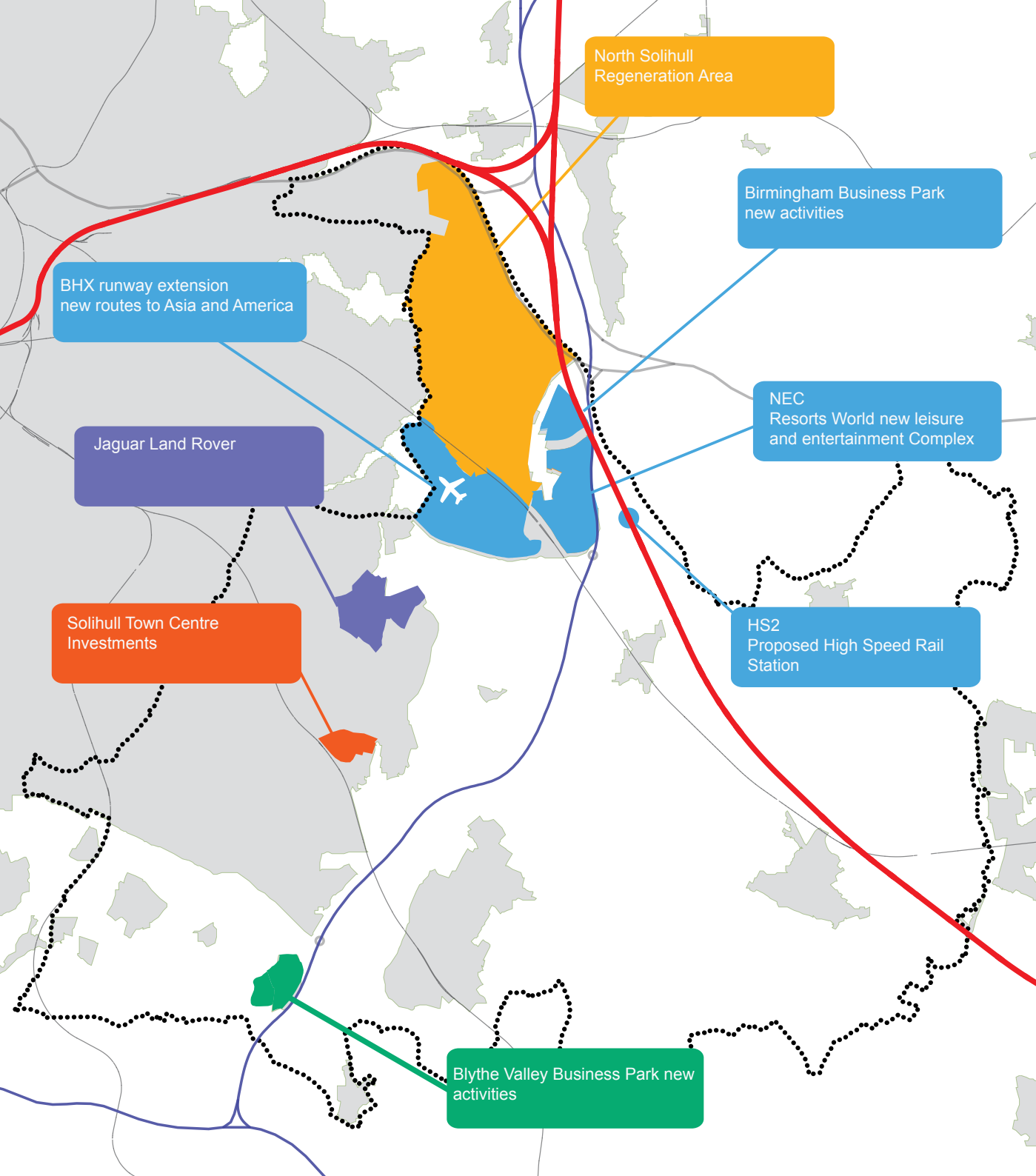
Central location

Solihull is geographically placed in the centre of the country naturally forming UKC. This location provides quick and easy access to the national road network, including the M42 and M6. To reach the international markets of Europe, the Middle East, USA and Asia, Birmingham Airport is just moments away.

With the emergence of high speed rail, connecting the area with a faster link to both London and the major cities of the North, this area could not be in a more advantageous place.

Solihull has direct links to major cities and towns including Birmingham, Coventry and towns across the Greater Birmingham and Solihull Local Enterprise Partnership, and wider region.

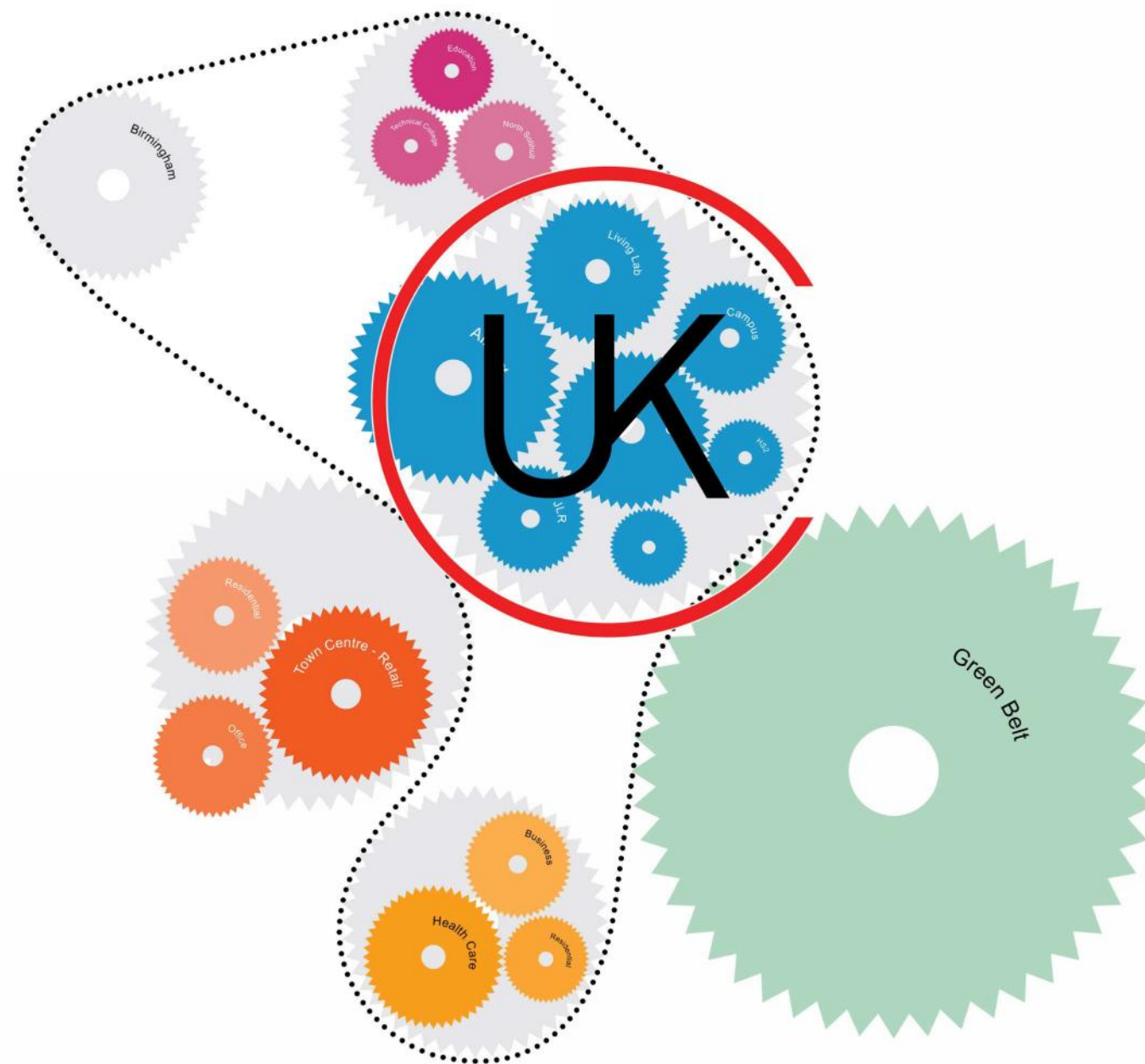
Within a unique setting, surrounded by beautiful green landscape and Shakespeare Country, UKC is the premier destination for businesses both large and small.



Gateway

UKC is the gateway to the West Midlands and home to: **Proposed High Speed Rail Birmingham Airport; the National Exhibition Centre; Jaguar Land Rover; Birmingham and Blythe Valley Regional Investment sites; and Solihull Town Centre.**

Alongside these major players, the area can offer excellent transport links – regionally, locally and nationally, a highly skilled workforce (with five universities in close proximity) and a very successful Local Enterprise Partnership (LEP). With the future expansion of the Airport and the potential introduction of a high speed rail network, UKC can see businesses connected not just to the major cities of the UK, but also to European business capitals and then further afield to the major emerging markets of the **BRIC** (Brazil, Russia, India and China) **economies.**



Talent

UKC is rich in talent and skills. It is the centre of the country's manufacturing heartland with a world class workforce harnessing the talent of brilliant and innovative minds. Some of the world's best known manufacturing companies are rooted here including Jaguar Land Rover, with Aerospace being another dominant sector.

New and emerging industries are also clustering here, including green technologies, ICT, design and life sciences and medical technologies. They are growing amongst the well established financial, legal and other professional services companies which underpin the local economy.

Solihull already bucks national trends with one of the fastest growing economies outside London; UKC has the capacity to generate in excess of **100,000 new jobs**. With the focus on growth generating activity at its core, UKC will see the benefits of this employment spread to the housing and regeneration priority areas within the network, including the regeneration areas of East Birmingham and North Solihull, Nottingham, Sheffield, Coventry and Derby.



Opportunity

UKC has a number of existing assets which individually act as levers to create jobs, growth and economic opportunity. Taken together they offer a **rich and dynamic mix for businesses** to choose UKC as their home.

UKC offers employment and investment zones including the Hub, Solihull Town Centre and Blythe Valley Business Park and owing to its significance to the local and indeed national economy, Jaguar Land Rover.

Each of these zones provide **innovation, quality, accessibility, connectivity** and multiple sectors. They also provide a springboard for new and emerging businesses seeking to set up or expand.

The opportunities here will continue to grow as new developments start and company expansion reaches new heights. The vision for UKC allows for rapid and high levels of growth. All investors can benefit from this exceptional place and access the unparalleled opportunities.

With upfront investment and the creation of a governance structure and infrastructure network UKC has the capacity to buck national trends and generate in excess of 100,000 new jobs and more than £15.5bn - £19.5bn per annum by 2040.

The main economic driver in UKC is known as The Hub. It is where transport links weave together providing access to Birmingham, Coventry, Warwick and the surrounding environs. The Hub provides access to all that Solihull has to offer: its high quality housing, expanding town centre with an excellent retail offer, high performing schools and lots of green space, maintaining Solihull's reputation as a *'town in the country'*.

Solihull has just been **ranked 3rd for enterprise** in the 2013 annual index of towns and cities conducted by Santander. It won this prestigious position for its strong and innovative business base. The vision is to become number one. UKC is creating a bigger and better international business hub also combining tourism and leisure for the best combined offer.

Overall **the whole Hub area offers a range of opportunities**, from the redevelopment of existing sites to new opportunities in both the Hub and beyond. The time to invest is now, there is a real opportunity to drive the growth of UK Central and reap the benefits in one of the most exciting and expanding business districts in the West Midlands.



The Hub

The Hub is the **epicentre of the region**; it will be one of the highest performing economic locations in the UK.

The Hub offers five clusters, all with independent strengths; a flexible event space in the form of the NEC; an advanced manufacturing and technology centre focused to the north at the business park; an International Airport; an advanced office and commercial area adjacent to the potential High Speed rail station; and the Jaguar Land Rover facility, a beacon of manufacturing excellence.



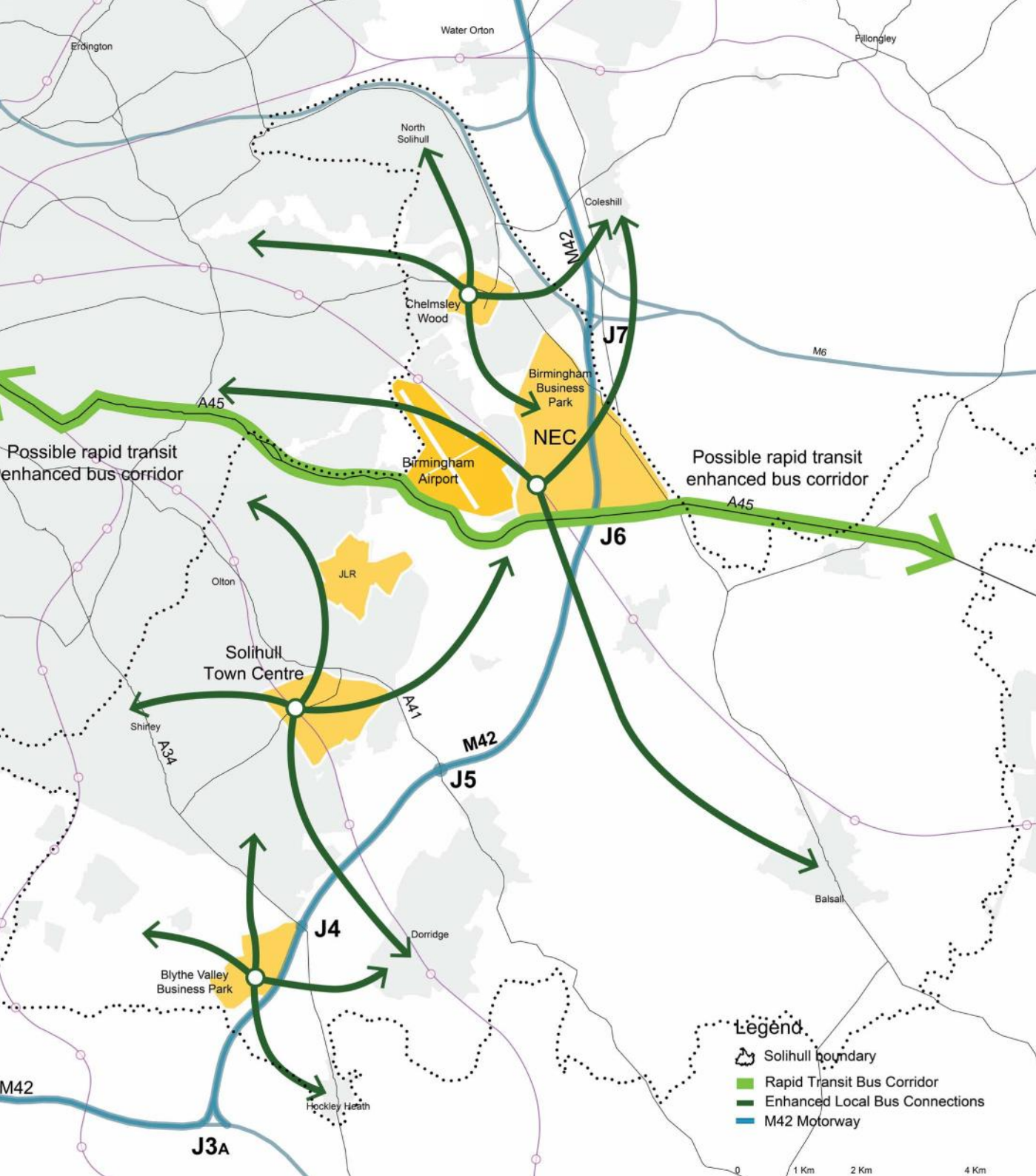
Growth

Investment is coming to the West Midlands and it will have a catalytic effect on the economy. The region is seizing this opportunity and will capitalise on all infrastructure investment to create an interconnected network of employment zones, cultural areas and residential neighbourhoods.

The **ambition to create 100,000 jobs and an uplift in the local economy** will be realised through a well-defined masterplan and the clear leadership of the Greater Birmingham and Solihull Local Enterprise Partnership.

New and emerging sectors such as green technologies, medical sciences, IT and creative industries are moving in alongside the well-established and highly regarded advanced engineering and manufacturing leaders.

Taken together, they will create a connected network of multi sectors, with the highly skilled working together, to create one of the most exciting and varied employment zones in the region. The ambition is for world leaders to cluster here, procuring locally to create wealth and economic opportunity.

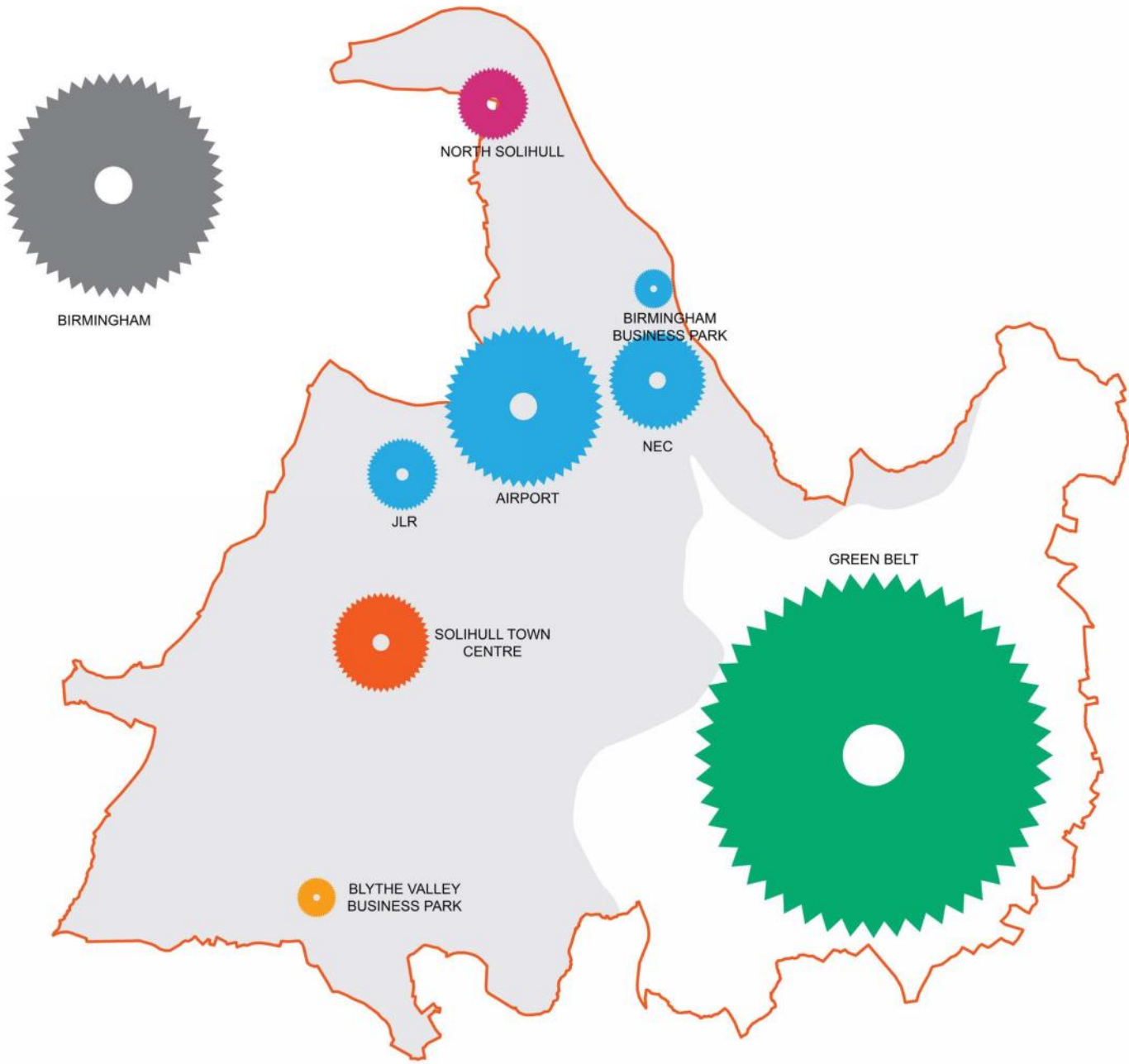


Connectivity

UKC capitalises on its connectivity. It has some of the **best road, rail and air links** on offer and has a long-term strategic vision to continue to improve the capacity, speed and quality of its transport network over the next twenty years.

UKC is an area which is so well connected that a company locating anywhere in the network will not just have immediate access to transport, but also to all the other complementary skills, education, leisure, housing and investment activities found there. Within UKC, no one sector need dominate. It is the synergies between these sectors which will create growth, attracting even more development and further investment.

From UKC, you can use every mode of transport there is within moments. Whether it's by bike, car, bus, train or plane, UKC has it all.



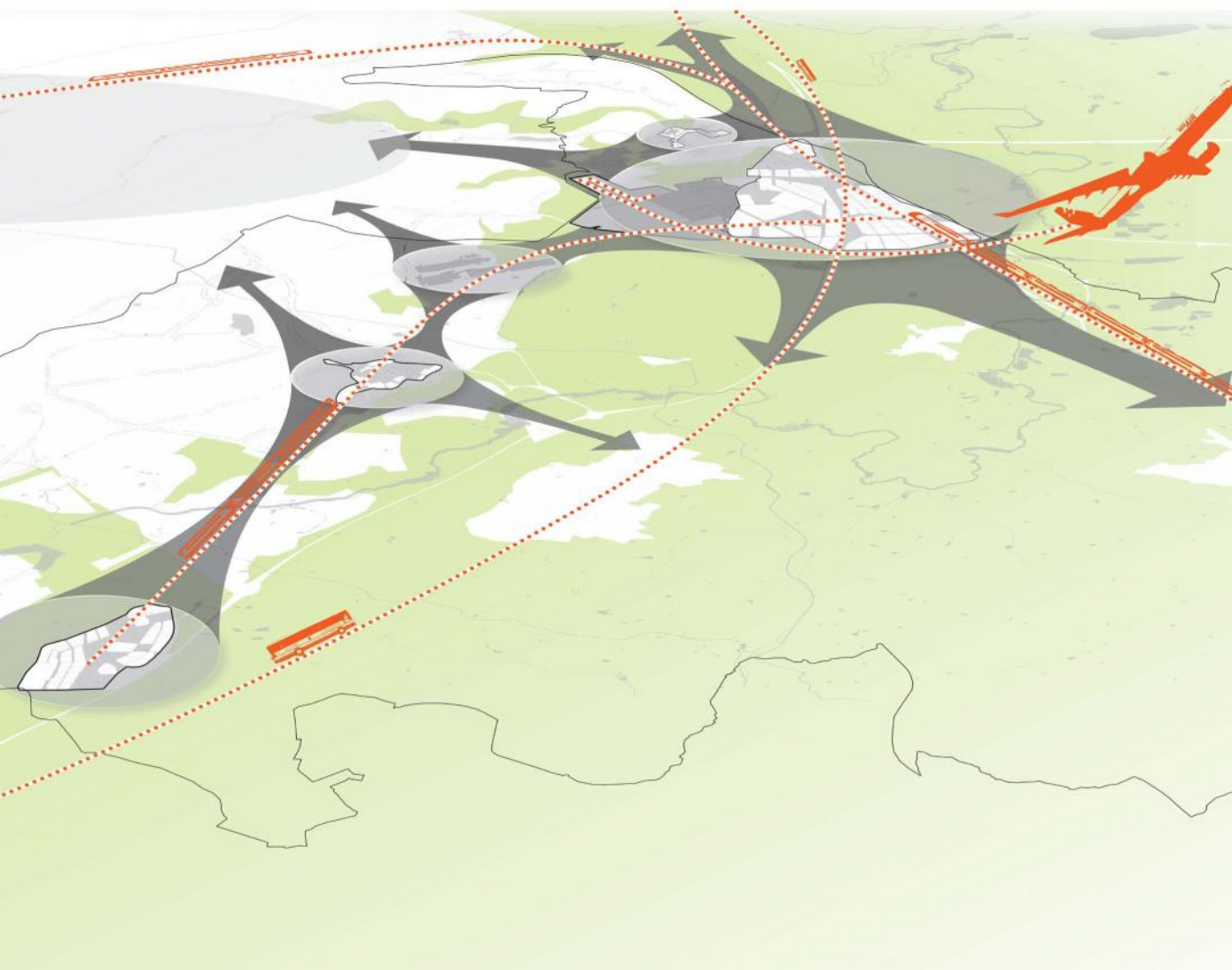
The green economy and landscape

The emergence of the green economy in UKC is not just demonstrated through the introduction of new high tech green technology companies, but also through the commitment of major players in the area to **move towards a low carbon economy.**

The agglomeration of advanced engineering and manufacturing in the region creates an attractive marketplace for the burgeoning green sectors as the complementary nature of the industries works well, and provides a solid foundation for green growth.

UKC has aspirations to become nationally renowned for green industries. Clean technology and renewable energy are tipped to be among the fastest growing sectors to 2020 and innovative companies working in this field will be rooted here.

And what better place to create green jobs than in **one of the greenest environments in the country** with beautiful landscape, natural habitats and a commitment to maintain and invest in the area's green infrastructure.



Developing UKC

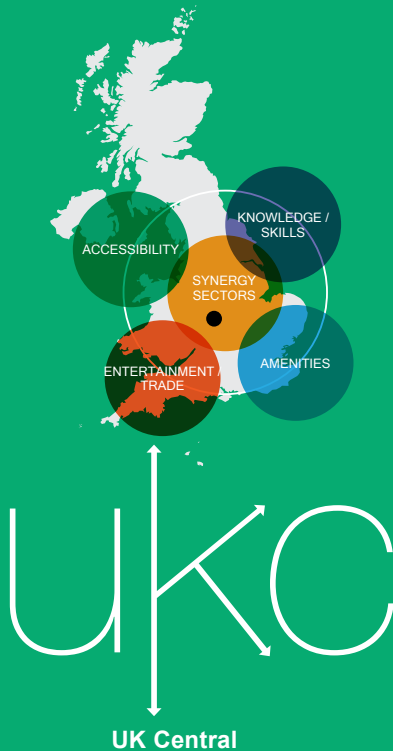
UKC is one of the most exciting places in the UK. It is a place which can drive the ambitions of the national agenda to create jobs and **long-term sustainable growth**.

The ambitions for the area create the most exciting place to invest. By capitalising on its excellent location and focusing on infrastructure as a top priority, **the potential here is second to none**.

The local authority will take a positive approach to new development proposals harnessing the areas strengths to create jobs and growth. There is a **compelling case to invest here**; the long established business of Jaguar Land Rover and others is testimony to the excellent business environment that has been created.

UKC will be the place to develop and invest in the next five years. It will have the eyes of the country upon it when it provides the springboard for a major economic resurgence.

UKC looks forward to welcoming its new success stories.



For further information and to discuss the opportunities presented here,
please contact:

- *Future Plans and Development Opportunities* – Anne Brereton, Director for Places, Solihull MBC / Lynda Hackwell, Head of Economic Development & Regeneration, Solihull MBC
- *Inward Investment* – Lynda Hackwell, Head of Economic Development & Regeneration, Solihull MBC
- *Funding and Investment* – Paul Johnson, Director of Resources, Solihull MBC
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**Greater Birmingham
& Solihull**
Local Enterprise Partnership



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