



West Midlands  
Combined Authority

Birmingham:  
The logical  
location for the  
Headquarters for  
Great British Railways





EE BIRMINGHAM

POSTAL STORE

LINE OUTLET

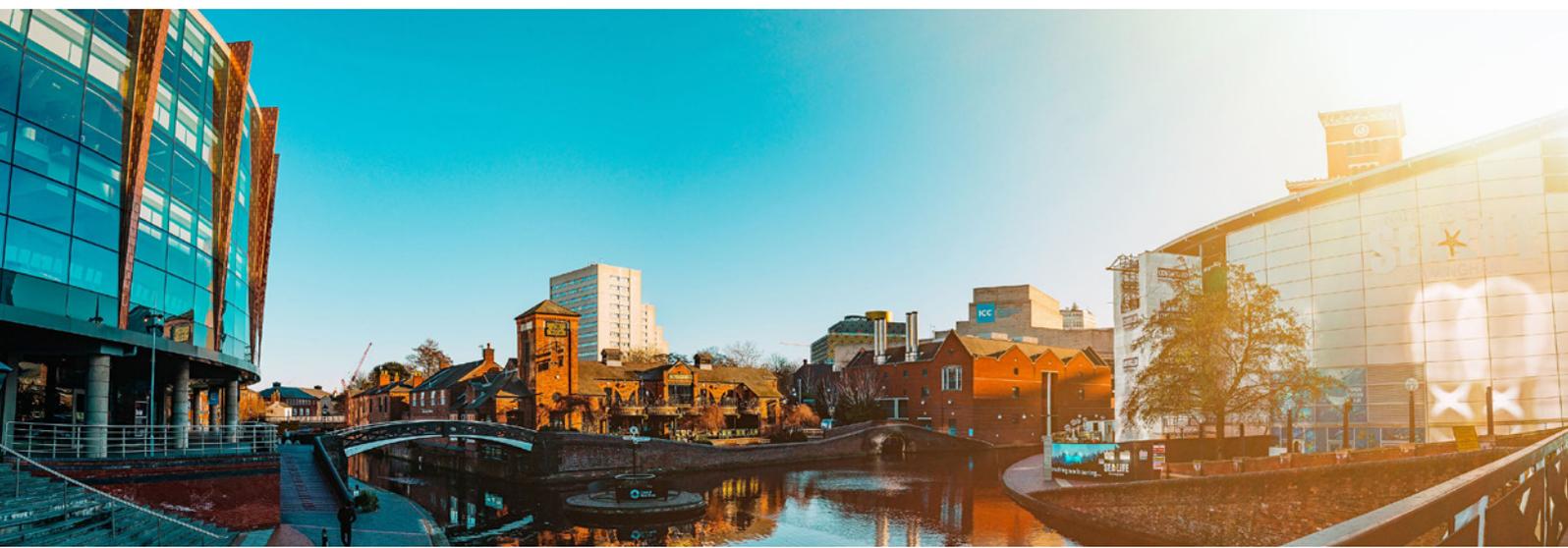
NESPRESSO

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Primark Building

**Birmingham.** The city of 1000 trades and the engine room of the industrial revolution. Since the 1700s the city has played an important role in industry and innovation across many sectors, including rail.



Fast forward to the 21st century, Birmingham is a city of youth, diversity and a **skilled talent pool**. It is the city of choice for public and private sector relocations and due to its central location, is undoubtedly the **best-connected city outside of London**.

Global companies have invested in Birmingham to house their HQ operations. Recent high-profile expansions or HQ relocations include Goldman Sachs, Colas, HSBC and the BBC.

We believe Birmingham is the logical home for Great British Railways' (GBR) HQ. The strategic fit is clear – GBR will **sit alongside a number of rail operators, key suppliers and advisors to the sector**, alongside innovation and research expertise. GBR HQ will cement Birmingham as the UK's rail hub, creating a truly collaborative industry with an **unrivalled skill base**, and a centre of excellence for rail.

Birmingham is undoubtedly the **best location for GBR HQ**, supporting true Levelling Up, with access to a talent pool with sector experience, connectivity to every major UK city and the opportunity to provide a value for money solution for Government. The city is the clear winner, and **the logical location for GBR's HQ**.

**We propose that GBR HQ is situated in Birmingham. The City Centre offers a wealth of Grade A office space within close walking distance of Birmingham New Street, Moor Street and Snow Hill. We would recommend a comprehensive commercial property search to identify the building that best suits GBR's space and specification, once these are known.**

**The three proposed sites are:**

#### 5 Centenary Square

Completing in 2023, a new build 200,000sq ft prime office development at the heart of the City's Innovation District (a 3-min walk from Birmingham New Street). The Government Property Agency is already in process to secure a long-term lease on the entire building, with the site ear-marked as a civil service 'transport and infrastructure cluster', which will become home to over 1,000 staff from DfT, DLUHC and National Highways.

Located on the same public square as Network Rail's pre-existing regional operating centre (Baskerville House), this location will reinforce the work already undertaken by the Places for Growth Programme and offer unparalleled agglomeration of civil service transport and infrastructure talent at the heart of the UK.



### Grand Central

A state of the art mixed-use development built directly above Birmingham New Street Station, with the freehold still held by Network Rail. With Covid and other economic pressures impacting demand for retail space, Hammerson (the headlease holder) are open to converting some retail units in to grade A office space, including part of the former flagship John Lewis store. We believe that no other UK location could offer a comparable 'statement' location at the very heart of the UK's rail network that would also embody the UK's post-Covid recovery, by bringing new employment to a site directly impacted by the pandemic.



### Baskerville House

Located just a 5-minute walk from Birmingham New Street and Birmingham Snow Hill, Baskerville House is an award-winning, refurbished Grade II listed office development and formerly HQ of Birmingham City Council. Situated in Birmingham's largest public square (Centenary Square), it's already home to almost 800 Network Rail staff. The building could offer either a permanent HQ location, or a cost-effective interim option (co-location within Network Rail's existing lease), whilst a new-build HQ site reaches completion nearby.



## The benefits to Birmingham of accommodating GBR HQ

There are a wide range of benefits to Birmingham and its people, as set out throughout the document, including:

**Strengthening the city's position as a Centre of Excellence for transport policy, governance, research and operations**

**Supporting the levelling-up of the region**

**Restoring Civic Pride in the West Midlands**

**Job creation and economic growth**

**Support for one regional HQ bid from other key towns and cities across the WMCA area; including Coventry, Solihull and Wolverhampton.**



Birmingham and the West Midlands Combined Authority region

The West Midlands covers three cities; **Birmingham, Coventry** and **Wolverhampton**, with a £105bn economy the size of Hungary. The Combined Authority area is home to 2.9m people.



We view the region, and this bid, as being **“Today’s West Midlands for Tomorrow’s Great British Railways”**. Everything your headquarters will need, and benefit from, is already here in the West Midlands.

Organisations are attracted here by the quality of life, with cost of living 40% lower than the capital, and by the connectivity that places us at the heart of the UK economy.

The West Midlands Combined Authority (WMCA) area is at the centre of the national railway network with a long and proud tradition of railway manufacturing, operations and innovation. You only need to look at a map to see the centrality of the West Midlands, and the development of HS2 will strengthen this connection.

The region has one of the most comprehensive commuter rail networks in the UK, enabling access to a wide talent pool. The West Midlands region is also an innovation playground, with the highest number of start-ups and most diverse population of any region outside of London.

Birmingham is at the heart of the WMCA area, and is a large, thriving city with a both deep history and promising future in rail transportation.

# Building a healthier, happier, better connected and more prosperous region

**Highest growth rate**  
of any UK region  
outside of London

**£29bn**  
Size of Birmingham's  
economy

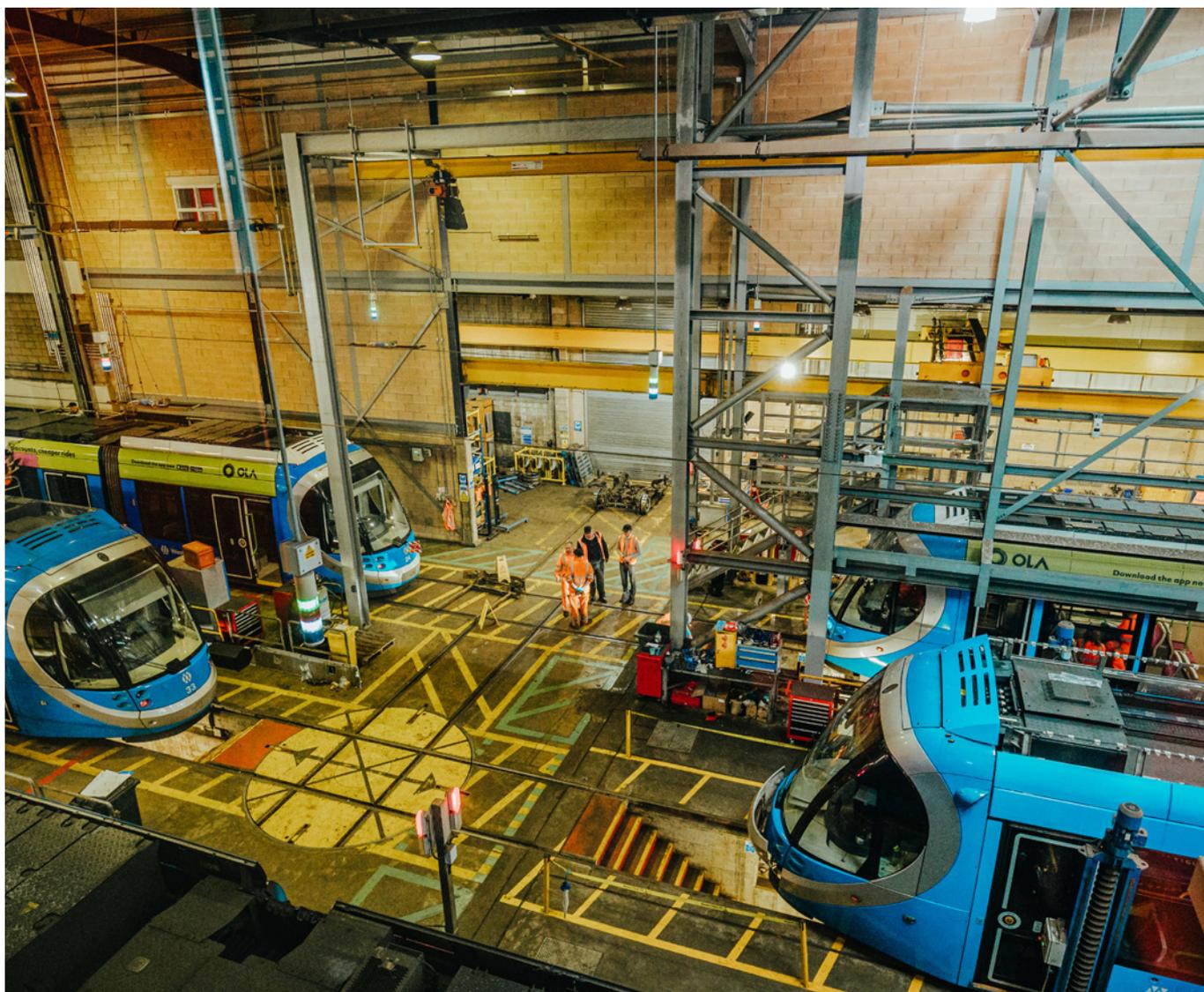
**Highest number  
of internal  
migrants**  
Out of any regional city

**32%**  
Of the population are  
under 35



## Industry support

WMCA's bid is supported by the following organisations. Letters of Support are available on request.







## 2. Supporting Levelling Up in Birmingham and the West Midlands

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**For too long, the UK economy has been overly dependent on London, to the detriment of economic progress across the wider UK and the UK's total economic output. For the UK to begin truly 'levelling up', London must cede its position of primacy in policy making and public sector delivery, in fields that are integral to the economic progress of the wider UK, notably **transport**.**

This outcome cannot be achieved through the disparate distribution of departmental staff, executive agencies and non-departmental bodies across a UK-wide geography. Instead, the UK must identify a new hub location outside of London, which can act as a focal point for policymaking, delivery and talent agglomeration, across the rail and wider transport sectors.

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### **This location must offer:**

- » Pre-existing critical mass of expertise to enable efficient and cost-effective delivery
- » Superior connectivity to the wider UK
- » Ease of access to local cluster of the key industry and academics that are driving innovation and the future of the rail industry
- » Alignment with the wider Places for Growth strategy

**The only location that offers all of the above and thus a viable alternative to London, is **Birmingham, at the heart of the UK**.**

Rather than creating a token outpost positioned to achieve localised levelling-up in a 'railway town', a decision to locate the new GBR HQ in Birmingham, would position the agency as the crown-jewel in a new national capital of transport policy and delivery, and symbolically deliver the systemic change required to catalyse true levelling-up.

## Birmingham's vision for levelling up

# BE BOLD BE BIRMINGHAM

This is the strapline at the heart of Birmingham City Council's levelling up strategy.

Birmingham's vision is to **'increase growth** and harness it to **create a fairer, stronger city**, where all citizens share in the benefits, including through a just transition to net zero, where our citizens live **longer, healthier and happier lives** with opportunities to shape their own lives and communities, and we **overcome long-standing inequalities** such as child poverty'.

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The case for levelling up in Birmingham is clear and significant as it is:

- » **Third most deprived** core city in England
- » Among the least prosperous **10% of local authorities** in the UK and **90% of wards** in Birmingham are **more deprived** than the national average
- » **40% of children living in relative poverty**

Birmingham opportunity to level up:

- » **Youngest city** in the UK and in Europe, and significant talent pool
- » 1.15 million people, **UK's second largest city** – an at scale opportunity
- » Active council approach to attract investment to level up – **record levels secured**

This local strategy for Birmingham reinforces the scale of ambition to level up, by **improving the lives and life chances of people** and communities across the city.

### Levelling up in action

Over the past six years, Local Authorities have come together through the WMCA to accelerate delivery of a **shared agenda**.

#### WMCA's Levelling Up Plans

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The WMCA and its unique political partnership have already begun to negotiate a further Deepened Devolution Deal with Government, as announced in the Levelling Up White Paper (LUWP). The WMCA area has a 'trailblazer' status, which is a clear reflection of our plans to level up the lives and the connectivity of the most deprived in our region.

Devolution of powers and funding resources to the WMCA is enabling the region to tackle significant infrastructure challenges and allow us to deliver

the biggest transport investment programme for a generation; building on the Birmingham 2022 Commonwealth Games and arrival of HS2.

Having agreed two devolution deals with Government, WMCA has already begun to negotiate a further deal with Government, as announced in the LUWP.

#### Collective vision of the WMCA

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**"Is for a more prosperous and well-connected region – a pioneer creating a greener, inclusive economy that all its residents and businesses can benefit from."**



#### How the GBR HQ headquarters will support Levelling Up

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Locating GBR's headquarters in Birmingham is the natural choice. It will be nearby the Department for Levelling Up, Housing & Communities and in a region that has been selected for "trailblazing" devolution, of which we will take full advantage to drive the levelling up agenda further and faster than anywhere else in the country.

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 ...er Road (1438)  
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 ...aks (1446)  
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...Coventry (1450)  
 ...Hatford Junction (1530)  
 ... & London Euston (1530)  
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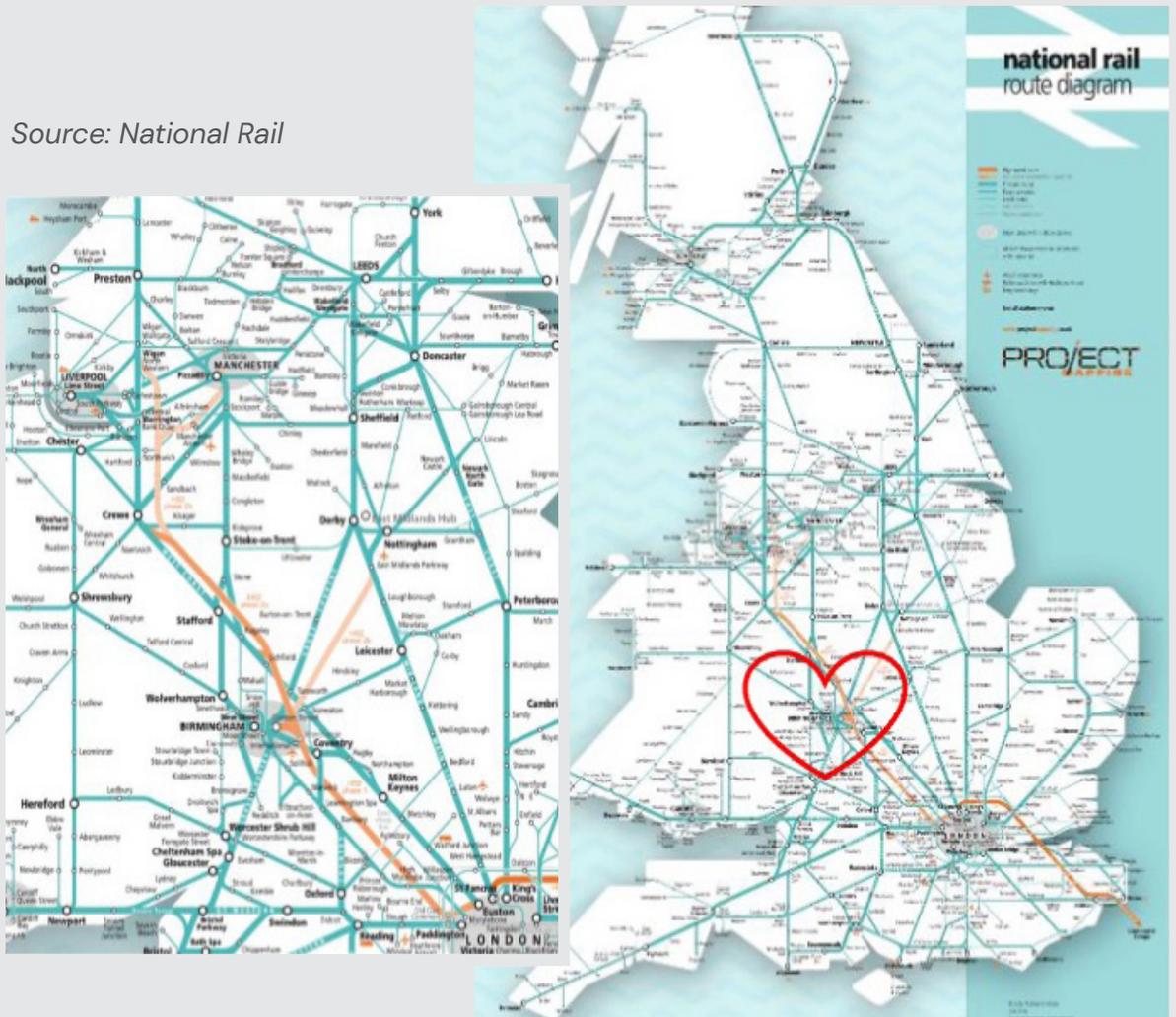
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# Connected Birmingham: Heart of the Rail Network – Past, Present and Future

Birmingham has always been the best connected UK regional city, at the heart of the national road, canal, rail, motorway and new high speed rail networks.

Source: National Rail



## Birmingham has direct trains services to:

- » all three capital cities in Great Britain including up to 8 trains per hour to London
- » all Russell Group Universities (apart from Belfast)
- » all five Network Rail Regions

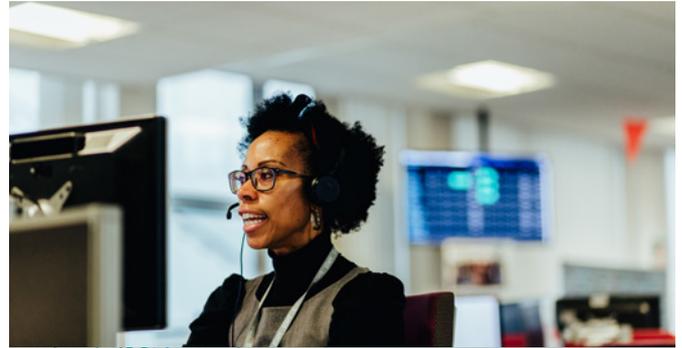
Looking at Birmingham rail links to the UK's 20 largest cities, it is clear that Birmingham provides unrivalled direct rail connectivity, and no other city has so many direct rail services to other UK cities. Pre-covid, Birmingham New Street was the 5th busiest passenger station in the UK and the only station in the top 10 outside of London. The advent of HS2 will only further cement Birmingham's credentials as the best-connected city in the UK.

## A **diverse, inclusive** and **accessible** location for GBR HQ

All three of the sites put forward have been constructed or fully refurbished within the last 10 years and are therefore fully compliant with the Equalities Act (2010), as mandated by Building Regulations in force at the time of their respective constructions/refurbishments.

All three benefit from:

- » Step-free access routes from Birmingham's three City Centre rail stations
- » West Midlands Metro step-free door-to-door connectivity between Birmingham New Street and 5 Centenary Square
- » Located within, or in extremely close proximity (500m) to Birmingham's primary rail and bus transport interchanges



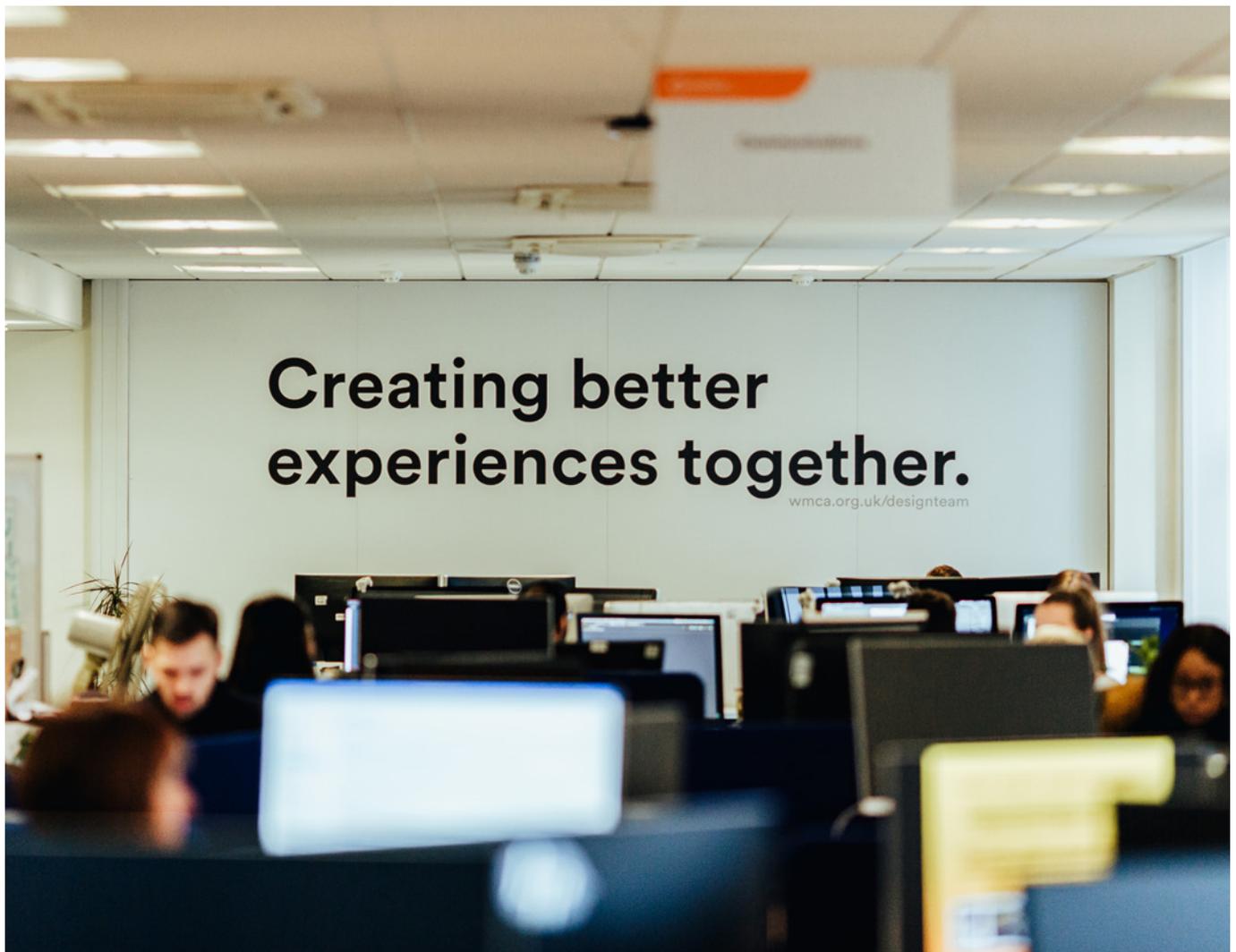
**2 in 5** Birmingham residents were non-white (2011 census), the highest in the UK's top 10 cities.

**23.4%** of existing civil service employment in the West Midlands is **ethnic minority** comfortably the highest of any region outside the capital.

## Birmingham : A city built on **collaboration to drive positive outcomes**

The WMCA and partners have a long track record of successful partnership working, following our robust governance and decision-making processes. These have been developed and strengthened following the agreement of our two devolution deals, and during delivery of our £8 billion 30-year Investment Programme and Transforming Cities Fund – including expansion of the West Midlands Metro extensions, our first Sprint Bus Rapid Transit route, and new rail stations at Perry Barr and University. These interventions are investing in growth opportunities for our economy, improving access to jobs and training and improving productivity for the region.

The WMCA and Birmingham City Council are already trusted partners of national government in the delivery of major international events and associated economic development legacy programmes. To coincide with the Birmingham 2022 Commonwealth Games, WMCA has been appointed as the accountable body by DCMS, to deliver the Birmingham 2022 Business & Tourism Programme, the official national economic legacy programme of the games.





We are a global city with **an economy larger than some countries**. With a population of 1.15m, Birmingham is at the epicentre of exceptional opportunities, having the youngest and **most diverse communities**, it's our strength and foundation for innovation. This combination of space for development, growing connectivity, and high levels of diversity and creative energy is a compelling argument for locating GBR HQ in the city. It provides the foundation for levelling up in an economically and fiscally sustainable manner.

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Across transport technologies, the West Midlands is a leader in electrification and low carbon technologies. There is a considerable ecosystem of R&D and innovation assets supporting industry alliances and providing testbeds and state-of-the-art laboratories.

The region benefits from the highest number of railway related jobs of any combined authority in the UK with nearly 40,000 jobs (source Oxford Economics).

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## Engaging with customers, the private sector and wider transport industry

Placing GBR's HQ in Birmingham brings the organisation closer to rail customers. Pre-pandemic, the West Midlands region saw the second highest number of train journeys outside of the capital, at 94m. The proposed HQ buildings will be close to all three of Birmingham's mainline stations, enabling GBR to establish a solid understanding of customer behaviours across the three core journey purposes.

90% of the UK population is within 4 hours travel time by rail and road, making the location uniquely positioned as a city for business and industry engagement and collaboration.

The location is also home to the UK's first Future Transport Zone offering further opportunities across the transport industry to develop, test, trial and commercialise products for the future transport needs of the UK. The region also gives an unparalleled critical mass and agglomeration of private sector rail engineering consultancy, design and project management expertise. This cluster has increased significantly since HS2 established its headquarters in Birmingham in 2016.

### Collaboration with the retail, economic and environmental sectors

Research by the Greater Birmingham Chamber of Commerce (GBCC) and City-REDI, states that the business, finance and professional services sector is the largest contributor to the Birmingham economy with GVA of £17.2bn (31% of the total) and 206,200 jobs (21% of the total), with a number of these well-established institutions located across Birmingham City Centre. The city continues to draw high profile business moves and expansions, particularly given major infrastructure investment and regeneration projects.

Retail is the third largest sector in terms of GVA contribution (£6.5bn or 12% of the total) but second largest in its share of enterprises (16%) and jobs (15%). The past two years have seen retailers close stores at The Bullring and Grand Central although some local high streets and shopping districts have seen growth. The scale of this sector and the thousands that it employs offers huge agglomeration potential.

Birmingham is leading the way in clean energy in terms of R&D and deployment. The Tyseley Energy Park (TEP) is located in East Birmingham and close to Tyseley's Locomotive Works. TEP is the site for the UK's first low carbon refuelling station for electric and hydrogen powered commercial vehicles, as well as the Birmingham Energy Innovation Centre. As stated earlier in the document, this offers real world opportunities to develop and deliver a zero emission railway for the future.

# Working with rail supply chain, manufacturing hubs and institutes

In the West Midlands, the rail industry consists of companies operating largely within rail supply (43%) and railway systems (32%). The region provides a location for optimum access to rail rolling stock OEMs in the UK, with the main suppliers less than one hour away.

There are approximately 350 businesses in the local HS2 supply chain ranging from large businesses to SMEs. HS2's Innovation Accelerator is also providing a mechanism to support innovative companies enter the supply chain.

There are also rapidly growing supply chains in new innovative areas of future rail notably in digitalisation and decarbonisation:

### Rapidly growing rail supply chain



#### Digitalisation

Where companies have been attracted to the region's R&D assets, initiatives and innovation in this area:



BCRRE - With its UKRRIN led Centre of Excellence in Digital Systems in rail



West Midlands 5G testbed



Siemens Mobility who have significant operation for digital signalling and telecommunications in rail



#### Decarbonisation

Where the region continues to expand its light rail network with new and expanded routes and an additional 50 new trams planned as part of an £83.5m investment. Bringing opportunities in:

- New control, communications and passenger information systems; including a 5G project.
- BCRRE research in to different options for fuelling rail vehicles.
- Hydrogen and battery technology

All this is supported by the critical mass of rail engineering consultancy expertise and rail engineering consultancies including: Aecom, Atkins, Arup, Arcadis, Jacobs Engineering, Mott Macdonald and WSP, supported by specialist SMEs.

Birmingham will provide strong links to the retail, economic and environmental sectors. Depending on the location, GBR HQ could support the retail sector by taking space in the currently vacant John Lewis site in Grand Central, and in any scenario, increasing employment and footfall in the city centre can only benefit the local retail and hospitality economy. Birmingham is within a Clean Air Zone, and all employees will be ambassadors for, and be encouraged to use public transport for commuting, supporting the environmental agenda and credentials of the city.



Opportunities for future development as an organisation

Locating in **Birmingham City Centre** would provide GBR with the opportunity to develop in scope as well as scale. Dialogue with the DfT indicates a strong appetite to derive synergistic benefit from the proposed **'transport and infrastructure cluster'**, through creating opportunities for cross-department/agency collaboration.

It is understood that the aspiration is to develop the site as a transport innovation hub, where the public sector will work in collaboration with Academic and Industry R&D thought leaders, to **shape the future** of the UK's transport sector. Choosing another location outside of the West Midlands, would inevitably limit GBR's access to such an initiative.



All three of the proposed buildings offer space for the GBR HQ to grow:

- » **5 Centenary Square** has 40,000 sq ft of unassigned space
- » Use of the **Grand Central** development could catalyse the refurbishment of Ladywood House, creating a further 100,000+ sq ft of new Grade A space
- » **Baskerville House** currently has one vacant floor, with a floor plate of over 26,000 sq ft.





Many towns and cities lay claim to being Britain's most important railway centre, but Birmingham's claim to be the heart of the railway in terms of not only geography, but also railway history is as strong, if not stronger than other "railway towns".

1700's

**Creating the engine that powered the industrial revolution**

James Watt's pioneering improvements to the steam engine, and Watt's partnership with industrialist Mathew Boulton created (over century before Henry Ford) the first modern production process with standardised parts and an effective "production line". From their Birmingham base, Boulton and Watt successfully transformed the steam engine that became the "mechanical workhorse of the Industrial Revolution".

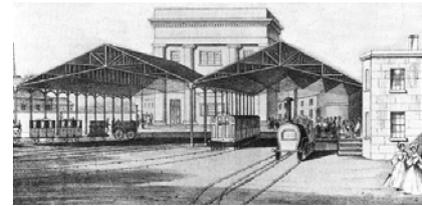


Boulton and Watt  
Commemorated on Reverse  
of the 2011 £50 Note

1800's

**Britain's first national Inter-City Railway and Curzon Station**

In 1838, three years ahead of Brunel's Great Western Railway from London to Bristol, Robert Stephenson's London and Birmingham and Joseph Locke's Grand Junction Railway met at the **Birmingham Curzon Street Station**. This created Britain's first long distance intercity railway connecting London, the Midlands and the North West. Wider UK connections were introduced at pace throughout the 1800s, connecting Birmingham with major cities across the UK.



Birmingham Curzon St Station

1900's

**Train Builders for the World**

The Metropolitan Cammell Carriage and Wagon Company (MCCWC – later "Metro-Cammell") founded in 1863 built well-known trains including the Pendolino, the InterCity 225 and Eurostar carriages and produced London Underground trains from the 1920s to 1980s. Products were shipped worldwide. **The Birmingham Railway Carriage and Wagon Company's diesel locomotives** hauled the majority of passenger and freight trains in Scotland from the 1960s - 1980s. BRCW also shipped stock globally. **The Orient Express** still runs with Birmingham-built carriages



## Heritage Railway Architecture

In addition to the original Curzon Station and Roundhouse, Birmingham can also boast an unsurpassed range of iconic railway architecture styles including:

- » Edwardian splendour at Moor Street Station with its Art Deco cafe
- » 1930s modernism at Lea Hall
- » Brutalist realism of New Street Station Signal Box
- » Unique railway revivalist style of the 1980's new Cross City line stations
- » Totally transformed Birmingham New Street Concourse
- » The two new HS2 Stations setting new standards in 21st century architectural design

### Heritage Railway Operations

Birmingham's Tyseley Locomotive Works has been a centre of steam locomotive and carriage restoration since the 1960s. Tyseley's Vintage Trains also provides steam and heritage diesel excursions across the country. The West Midlands is also home to the Severn Valley Railway and Chasewater Railway.

### Preserving and Enhancing Railway Heritage

The GBR HQ would significantly raise the national profile of the West Midlands' globally significant rail heritage assets. The original Birmingham Curzon Street Station and world's first roundhouse uncovered by HS2 works present a unique opportunity to create a new rail heritage centre in Birmingham linking the earliest days of UK inter city railways with the construction of our most modern high speed line.



## Innovation and Research

The West Midlands is home to a number of leading rail research and education facilities and is an important leader in rail innovation:

Research /Academic centre / Innovation	Specialisms, features and benefits
<b>University of Birmingham's Centre for Rail Research and Education (BCRRE)</b>	<ul style="list-style-type: none"> <li>» Europe's largest academic-based group.</li> <li>» World-class research, education, and innovation.</li> <li>» Developed HydroFLEX, the UK's first Hydrogen train to run on Network Rail infrastructure.</li> </ul>
<b>UK Rail Research and Innovation Network (UKRRIN)</b>	<ul style="list-style-type: none"> <li>» £92m investment.</li> <li>» Collaboration between academic centres of excellence and the rail industry.</li> <li>» Facilities include : Railway systems, robotics and cyber security labs, simulation control room, and test track for the hydrogen train.</li> </ul>
<b>National College for Advanced Transport &amp; Infrastructure</b>	<ul style="list-style-type: none"> <li>» Established to provide highly skilled technicians, project managers and apprentices.</li> </ul>
<b>Aston University</b>	<ul style="list-style-type: none"> <li>» Academic courses in transport subjects.</li> <li>» Strong links with employers through degree apprenticeships and industrial placements.</li> </ul>
<b>Long Marston Rail Innovation Centre</b>	<ul style="list-style-type: none"> <li>» 135 acre rail connected site in Warwickshire, West Midlands.</li> <li>» Will become Britain's leading centre for railway innovation and asset management.</li> </ul>
<b>West Midlands Rail Training Centre</b>	<ul style="list-style-type: none"> <li>» Opened at the Wolverhampton College in 2021.</li> <li>» Features more than 40 metres of railway track.</li> <li>» Hands-on experience in learning the skills needed to build and maintain rail lines.</li> </ul>
<b>Parry People Mover</b>	<ul style="list-style-type: none"> <li>» Innovative Parry People Mover (LPG/Flywheel) rail car was successfully tested in public service on the Stourbridge Town line in 2006.</li> <li>» Two vehicles have reliably operated the branch line since 2009.</li> </ul>
<b>Transport Design International (TDI) and University of Warwick's WMG</b>	<ul style="list-style-type: none"> <li>» Development of ULR/VLR vehicles for both on-street tramway and for parts of the heavy rail network.</li> <li>» Coventry VLR vehicle – zero emission battery electric prototype – low-cost, low-carbon, public transport system.</li> </ul>
<b>TDI / Porterbrook Leasing</b>	<ul style="list-style-type: none"> <li>» Revolution VLR railcar – low-cost connectivity of regional and rural areas using diesel-hybrid; electric and hydrogen power source.</li> </ul>
<b>Very Light Rail National Innovation Centre</b>	<ul style="list-style-type: none"> <li>» Opens in Dudley in 2022.</li> </ul>

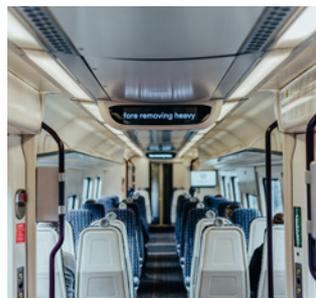
# Birmingham: Already a Major Rail Industry HQ

The city retains the advantage of already being the location for a number of freight terminals, and the national / operational headquarters for four train operating companies:



5. Birmingham’s railway heritage and network links

**Network Rail** has significant presence in the city at Baskerville House and the following rail and transport bodies are also headquartered in Birmingham:



The relocation of HS2 HQ in 2016 has attracted HS2 supply chain companies and further HQs to Birmingham including: BBV, Fusion JV and significant expansions of Jacobs Engineering and WSP, strengthening the critical mass of rail sector clustering and expertise in Birmingham.

With the Department for Transport also relocating part of the organisation to Birmingham, including ministerial offices, there is potential to create a significant rail leadership hub in the city.

Freightliner’s parent company Genesee & Wyoming also has its UK and European Headquarters in the city centre. A case study can be found here: <https://investwm.co.uk/case-study/genesee-wyoming/>

The largest engineering consultancies in the West Midlands employ over 6,000 people. The table below summarises the transport/rail skills in Birmingham and the WMCA area, compared to other UK potential bases:

Transport / rail skills availability			
City	People	Associated region	People
Birmingham	7,876	WMCA	26,535
Leeds	3,709	West Yorkshire	10,690
Derby	2,897	Derbyshire	4,532
York	2,222	North Yorkshire	3,383
Crewe	615	Lancashire	5,230

Source: LinkedIn Talent Insights Feb, 2022. Numbers include only individuals with a LinkedIn profile.

# Tickets

## Available from this machine

- ✓ Tickets to any destination
- ✓ National Railcard discounts
- ✓ 7 day Season tickets
- ✓ Tickets for future travel (up to 28 days)
- ✓ Collect tickets ordered online

Tickets marked WMTrains are only valid on services operated by West Midlands Trains.

Child fares apply to children aged 5-15 inclusive. Up to two children under 5 years of age may accompany each fare-paying passenger free of charge.

All tickets are issued subject to the current National Rail Conditions of Travel, available at the ticket office or at [www.rail.gov.uk](http://www.rail.gov.uk)

For refunds, please ask at the ticket office or talk to our Customer Relations Team by calling 0333 311 0039



**West Midlands Railway**  
*We love it here*

▼  
Cards



**Locating GBR's HQ in Birmingham will offer significant real-estate and salary cost savings versus London and the South-East, whilst its abundance of property choice and depth of talent pool will contribute to long-term financial and operating efficiencies versus other UK locations.**



**Office space:**

- » Prime Grade A office rents in Central Birmingham – £37.50 per sq ft (CoStar, Feb 2022).
- » High quality new-build Grade A space available from £28 per sq ft within inner ring road.
- » When including service charge and rates, like for like property is over 50% cheaper than in City of Westminster.
- » Other towns and cities may offer lower per sq. ft rental rates, figures can be misleading if offered within small floor-plate developments.
- » The large, efficient floor plates proposed, and other major developments across Birmingham, can support excellent occupational densities, offering efficiencies that compensate for differentials in listed rental rates.
- » The proposed sites make good use of public money, particularly 5 Centenary Square and Baskerville House – potential shared spaces and infrastructure with other civil service occupiers, in line with GPA's 'superhub' concept.

## Agglomeration of professional and transport sector skills

- » One of the objectives of the Places for Growth programme is to create sustainable clusters of civil service talent in regional locations outside of the Capital.
- » This will accelerate economic efficiencies, by reducing reliance on expensive talent populations in London.
- » Reduces the reliance on expensive consulting/contracting solutions required where attracting sufficient talent becomes difficult.
- » Birmingham is home to the largest cluster of business, professional and financial talent (see table 1).
- » The city has most significant agglomeration of transport and rail talent outside of the Capital (see table 2).
- » Ideal and cost-effective location, insulated from the employment market shocks that might be experienced in a smaller town, city or region.

Table 1: Modern Business Services

CombAuth	Empl.
WMCA	343,000
Triple LEP	312,450
Greater Manchester	273,000
West Yorkshire	200,000
Glasgow CR	133,220
West of England	112,000

Table 2: Future mobility employment

Region	Future Mobility Employment
West Midlands	216,595
North West	206,080
South East	189,315
East Midlands	184,875
South West	165,460
East	164,250
Yorkshire and The Humber	139,325
Scotland	106,755
London	105,685
Wales	72,010
North East	64,145

### Talent

Establishing GBR HQ alongside DfT, DLUH and BEIS would enable GBR to source experienced civil service talent and create multi-department/agency career paths, keeping expert talent within the region.

56,000 graduates leave WMCA universities every year, including those from the largest school of Rail Engineering in Europe at the University of Birmingham.

Birmingham and the West Midlands are uniquely positioned to provision for the long-term health of GBR's talent pool.

## How Birmingham generates public value

WMCA are promoting a model of economic growth that **impacts positively** on all of our communities. Critical investments have been focused on promoting **inclusive growth** and promoting **inclusive transport**, housing, skills and public service outcomes.

The WMCA and partners have laid the foundations of delivering public value, in order to secure inclusive economic growth by:

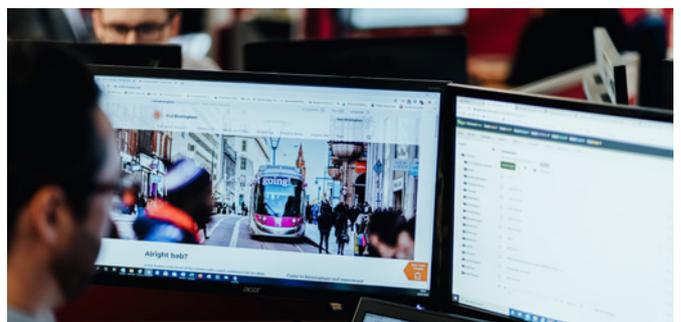
- » Investing in transport corridors with £363m invested in 2021/22.
- » Over £0.5bn of devolved housing and land funds invested in a brownfield development revolution.
- » Over 100ha's of land unlocked, with new approaches to affordable, modular and net zero homes and regenerating towns and cities.
- » Delivered £140m Adult Education Budget, securing an almost 10% increase in 2020 alone in the portion of the population with Level 3 skills.
- » Regional Net Zero target of 2041 and driven landmark innovations in transport mobility, zero carbon buildings, the environment and affordable housing.





## Birmingham has welcomed a number of HQ relocations in recent years, alongside major wins such as the **Commonwealth Games bid**.

The business community in the city is supportive and engaged, and with 25,000 people living within a one-mile radius of the city centre, the Central Business District provides a fantastic 'live/work' offer. Following the recent redevelopment of the Paradise area of the city, the local public will be keen to welcome new businesses to support the city centre hospitality venues and retail stores.



Aligning with the levelling up vision, GBR HQ will help bind Birmingham as a city of excellence in rail, inspiring younger generations to join the industry and provide opportunities for skilled employment, through attracting more rail companies to base themselves in the West Midlands region.

Rail is important to local people and the regional economy, both as an enabler of productivity, but also a driver of further Inward Investment to the region. Over 166,000 people commute into Birmingham each day for work, with over 42,000 commuting by train.

Birmingham has recently developed a new identity: **Be Bold, Be Birmingham**. GBR's ambitions have strong synergies with Birmingham's identity and values, as GBR marks a new era in the rail industry.

# So Be Bold, choose Birmingham.

