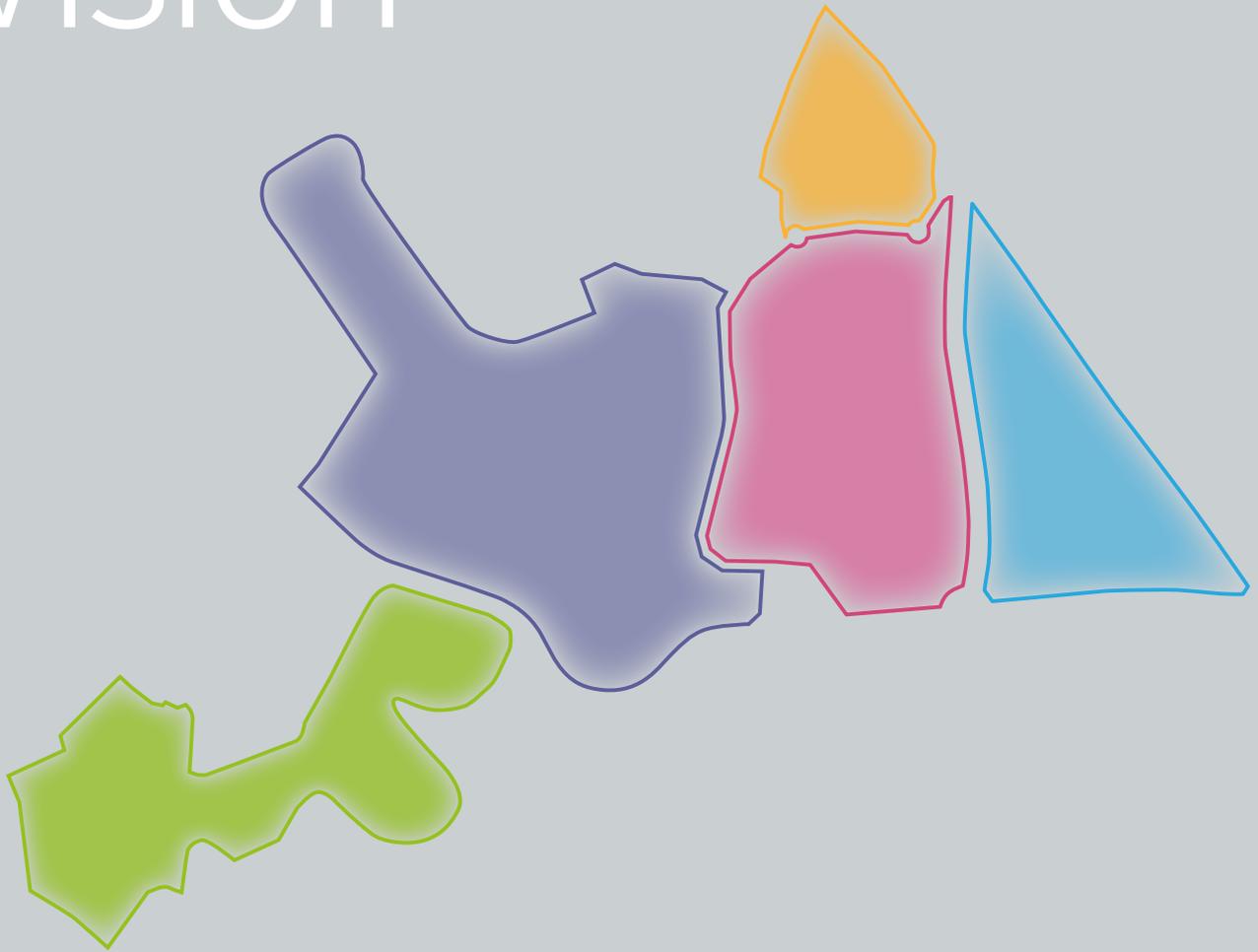


# Hub Growth and Infrastructure Vision



**Urban  
Growth  
Company**

# FOREWORD

## Nick Brown

Chairman, Urban Growth Company



The publication of this Hub Growth & Infrastructure Vision comes at an exciting time as the Urban Growth Company's focus moves from strategy and planning, to delivery across an ambitious programme of development.

During the three years since the UGC was set up, a great deal has been achieved, thanks largely to the collaborative approach taken and the support of key partners.

Under the UGC's leadership, public and private sector partners have come together to look at the challenges and opportunities ahead and to jointly plan and deliver the world-class infrastructure and development needed to power growth across the region for decades to come.

Funding from the West Midlands Combined Authority (WMCA) has enabled the UGC to begin designing additional plans for the HS2 Interchange Station site, accommodating regional growth and allowing for the future creation of a new, fully connected, sustainable, mixed-use quarter.

Further funding from the WMCA has also enabled the UGC to begin redesigning Birmingham International Station into a multi-modal transport exchange providing seamless connections to the new HS2 Interchange Station, Birmingham Airport and the NEC.

Additional UGC-led projects are underway to reinforce main utilities including power supply at The Hub based on anticipated growth, and to make the most of existing car parking facilities across the area, to free up valuable development land.

Alongside other projects being undertaken by Transport for West Midlands, Highways England and Solihull Council to improve public transport connectivity and accessibility, we have an outstanding opportunity to create something very special here at The Hub.

It's a unique chance to bring together a combination of existing, world class assets to create Europe's best-connected destination for business, leisure and living; a new and outstanding gateway to the UK.

We look forward to working with all our stakeholders and partners to seize the opportunity to bring further economic, social and environmental benefits to the West Midlands.

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## Councillor Ian Courts

Leader, Solihull Council



When Solihull Council set up the Urban Growth Company back in 2016, we were very clear about its purpose. We wanted to create a special-purpose vehicle that would focus on the opportunity afforded to Solihull by

the arrival of HS2 and take the sum of the existing parts at The Hub to create a compelling, sustainable new part of the borough.

It was also important that this work should be developed to support our broader vision for Solihull in the shape of our Local Plan.

Three years on and it's clear we're well on our way with this new Growth and Infrastructure Vision. The UGC has made great strides in bringing together key partners, setting out a captivating vision, and securing financial and strategic support for numerous projects. It will be fascinating to see these efforts come to life as physical works start imminently.

It's important to understand that The Hub is going to deliver multiple opportunities for people across both north and south Solihull, the wider West Midlands and beyond for generations to come.

The new mixed-use quarter at Arden Cross with the HS2 Interchange Station at its heart, alongside Birmingham Airport, the NEC, Jaguar Land Rover and Birmingham Business Park, will support 70,000 new and existing jobs.

Wide scale public transport and highways improvements will mean that those jobs can be accessed more easily by local people, while our international connectivity will be simultaneously enhanced.

We have an opportunity to deliver up to 5,000 new homes too which will make a significant contribution towards meeting the region's housing demands.

And, crucially, these plans will see Solihull being transformed into an outstanding gateway to the rest of the region and an internationally renowned destination in its own right.





The  
Hub

# VISION 2029



WEST COAST  
MAINLINE

BIRMINGHAM  
AIRPORT

A45

JAGUAR  
LAND  
ROVER



**BIRMINGHAM  
BUSINESS  
PARK**

**M42**



**NEC  
CAMPUS**

**ARDEN  
CROSS**

**HS2**

**A45**

**M42  
J6**

**M42**

**WEST COAST  
MAINLINE**

# THE HUB vision

The UGC's vision for The Hub is clear – to create Europe's best-connected destination for business, leisure and living; a new and outstanding gateway to the UK.

The opportunity at The Hub is unlike any other in the UK; it benefits from a combination of factors that no other national proposal, either in place or planned, can compete with.

It is unrivalled in terms of the scale of the development proposals, the infrastructure investment, the proximity to major conurbations and nine leading universities being in the vicinity.

Additionally, Solihull boasts one of the strongest economies in the UK with high levels of employment, above-average incomes and access to a highly-skilled workforce comprising an enviably youthful demographic.

The Hub is the perfect example of the private and public sectors working together to create something that will support the UK's international ambitions for decades to come. And now is the time to use our regional expertise to make the most of the economic growth that comes with this level of infrastructure investment.



**An additional 200,000 people within a 45-min public transport commute**



**18 million passengers a year will use Birmingham Airport**



**Adding £6.2bn GVA p.a. to the economy – more than the current GVA of major UK cities such as Southampton, Sunderland or Peterborough**



**The redevelopment of Birmingham International Station will propel it into the global premier league of transport exchanges**



**70,000 new and existing jobs will be supported**



**15,000 people in highly-skilled jobs at Birmingham Business Park**



**The NEC-campus will become a 24/7 entertainment, leisure and business destination**



**Jaguar Land Rover will be producing its next-generation of globally-renowned premium vehicles**



**Arden Cross will be a sustainable destination of choice; a high quality space for business, leisure and living**



**Up to 5,000 new homes will be delivered**

# a sustainable future

Sustainability is front and centre of our agenda as we look at how we can help the UK meet the challenge of the legally-binding 2050 net zero GHG reduction target.

We're embedding and integrating a responsible and tangible approach to sustainability into everything we do at The Hub. We'll be publishing a comprehensive strategy, outlining exactly how we'll meet the needs of the present without compromising the ability of future generations to meet their own needs.

Public transport and connectivity improvements will make a huge difference to the quality of the lives of people living or working across the region, as well as benefiting the West Midlands environment.

We're embedding the infrastructure to support the transition to new, ultra-low emission vehicles, with the widespread provision of charging points. Our project to enhance the local electricity network will mean we can also go one step further and facilitate the transition to hybrid aircraft in years to come!

Our plans will also support the switch to ACES (automated, connected, electric and shared) which will be the vehicles of the future.

At the same time, supporting a modal shift towards public transport is a key focus for us; the benefits being a reduction in greenhouse gas emissions and reducing negative impacts on sensitive ecological areas.

Our partners share our responsible ambitions as we collectively work towards a carbon-neutral future by delivering initiatives of their own for many years.

Take Birmingham Airport which runs a community trust fund to support local people, and is moving to an all-electric and sustainable vehicle fleet at the airport site. From December 2019 all car park buses on the airport site will be electric.

Or the NEC which has a recycling rate of 85% with remaining waste being converted to energy, resulting in zero waste being sent to landfill.

Birmingham Business Park is a multi-award winning business park with two Green Apple Awards for environmental best practice, while Jaguar Land Rover's investment has allowed them to deliver carbon neutral manufacturing.

HS2 itself will add much-needed capacity by carrying over 300,000 passengers a day across the network, while every additional freight train on the rail network will take 76 lorries off the roads. This will play a major role in decarbonising the UK's transport infrastructure by enabling up to 2,240,000 tCO<sub>2</sub>e benefit by 2050.

Meanwhile, HS2 Ltd's broader commitment is to deliver a railway that respects the natural environment by conserving, replacing or enhancing wildlife habitats and green spaces, including right here at The Hub.



**all electric**  
vehicle fleet at the  
airport site



**award winning**  
Birmingham Business Park  
- for sustainable public  
transport and best practice



**85%**  
recycling rate within  
the NEC



**seven million**  
trees will be planted during  
the first phase of construction  
of the HS2

# PROGRESS 2015 - 2018

JAGUAR LAND ROVER	01: Consent for Logistics Operations Centre
BIRMINGHAM AIRPORT	02: Hilton Garden Inn Hotel open, Airport masterplan launched 03: Interserve relocation to The Hub
NEC CAMPUS	04: Resorts World open, Bear Grylls Adventure open, NEC-City masterplan launched 05: Birmingham International Station (redevelopment design ambition unveiled)
B'HAM BUSINESS PARK	06: Rolls Royce and Changan open 07: Prologis Park open
ARDEN CROSS	08: HS2 Interchange Station parallel designs underway, first Interchange Station design unveiled 09: Highways England (preferred option for M42/J6)
METRO	10: East B'ham/Solihull route alignment through Hub agreed
SPRINT	11: Route prioritised for Commonwealth Games, consultation completed
12:  Awarded	
13:  Awarded	

EAST  
BIRMINGHAM

11

A45

01

SOLIHULL

A34

A41

# THE UK CENTRAL HUB, SOLIHULL



Not to scale.  
Timings and plans are indicative.

 PROPOSED  
JUNCTION 5A

# PREPARATION 2019 - 2023

JAGUAR LAND ROVER	01: Logistics Operations Centre completed
B'HAM AIRPORT	02: Terminal extension, car hire village relocation, stand reconfiguration, Elmdon refurbishment
NEC CAMPUS	03: Moxy Hotel opens 04: Birmingham International Station (redevelopment underway to create multi-modal transport exchange)
B'HAM BUSINESS PARK	05: New link road completed, improved road configuration underway
ARDEN CROSS	06: HS2 Interchange Station and line under construction 07: Solihull Council Local Plan adopted and Arden Cross green belt released 08: Highways England M42/J6 improvements underway, M42/5a under construction
METRO	09: East B'ham Solihull extension start of construction
SPRINT	10: Operational
	11: Utilities (utilities corridor plan, new grid supply point)
	12:  Cycling strategy adopted
	13:  Delivered by 2021
	14:  Delivered by 2022
	15:  5G testbed goes live

EAST BIRMINGHAM

10

A45

01

SOLIHULL

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A41

# THE UK CENTRAL HUB, SOLIHULL



Not to scale.  
Timings and plans are indicative.

# DELIVERY 2024 - 2028

JAGUAR LAND ROVER	01: Improved plant facilities
B'HAM AIRPORT	02: Terminal improvements, additional car parking at Elmdon
NEC CAMPUS	03: Delivery of masterplan to include residential provision and state-of-the-art leisure attractions 04: Birmingham International Station redeveloped and operational 05: APM complete and operational
B'HAM BUSINESS PARK	06: Improved road configuration complete, 4,000 additional employees in high value/skilled jobs
ARDEN CROSS	07: New roundabout over HS2 line 08: HS2 (Interchange Station open, high speed trains operational) 09: Arden Cross (new, mixed-use development underway) 10: Highways England (M42 J6 and 5a improvements complete, M6 J4 improvements complete) 11: Utilities (Primary sub-station at Arden Cross) 12:  M42 public transport and pedestrian bridge open
METRO	13: East B'ham Solihull extension to B'ham Intl Station operational
SPRINT	14: Operational

EAST  
BIRMINGHAM

14

A45

01

SOLIHULL

A34

A41



# GROWTH 2029 onwards

B'HAM AIRPORT	01: new stands, new parallel taxiway, expanded facilities at Elmdon
NEC CAMPUS	02: 24/7 destination nec-city vision in place
ARDEN CROSS	03: Mixed-use development further progressed 04: Sprint (further extension to Arden Cross operational – route to be determined
	05: Utilities (full power supply across The Hub) 06:  New cycle routes in place over A45

EAST  
BIRMINGHAM

A45

SOLIHULL

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A41

# THE UK CENTRAL HUB, SOLIHULL



Not to scale.  
Timings and plans are indicative.

## KEY

# details

The UGC leads four strategically important projects at The Hub: redeveloping Birmingham International Station; future proofing infrastructure at the wider HS2 Interchange Station site; upgrading the electricity supply; and delivering a coordinated connectivity and car parking strategy.

The UGC also supports other aligned infrastructure projects including junction improvements on the M6 and M42 motorways; new Sprint and Metro routes connecting local communities to The Hub; and the delivery of masterplans for both Birmingham Airport and the NEC.

- › Birmingham Airport: <https://bit.ly/32xR8Hu>
- › NEC: <https://bit.ly/2Y0kcYH>
- › Arden Cross: [www.ardencross.com](http://www.ardencross.com)
- › Jaguar Land Rover: [www.jaguarlandrover.com](http://www.jaguarlandrover.com)
- › Birmingham Business Park: [www.birminghambusinesspark.co.uk](http://www.birminghambusinesspark.co.uk)
- › Birmingham International Station: [www.nationalrail.co.uk/stations\\_destinations/BHI.aspx](http://www.nationalrail.co.uk/stations_destinations/BHI.aspx)
- › HS2: <https://hs2insolihull.commonplace.is/>
- › Highways England: [www.highwaysengland.co.uk/regions/west-midlands](http://www.highwaysengland.co.uk/regions/west-midlands)
- › Metro: [www.metroalliance.co.uk/projects/east-birmingham-solihull-extension](http://www.metroalliance.co.uk/projects/east-birmingham-solihull-extension)
- › Sprint: [www.tfwm.org.uk/development/sprint](http://www.tfwm.org.uk/development/sprint)
- › West Midlands Combined Authority: [www.wmca.org.uk](http://www.wmca.org.uk)



CGI of East Birmingham to Solihull Metro Extension

*“The UK Central Hub provides an unprecedented opportunity to grow the West Midlands economy delivering new homes and tens of thousands of jobs for the region.*

*“These plans set out how the exceptional road, rail and air links, coupled with unrivalled capacity for research and innovation make a compelling and attractive investment package. It is brimming with potential.”*

**Andy Street**  
Mayor of the West Midlands

*“Our partnership with the Urban Growth Company is a critical factor in the delivery of HS2’s Interchange Station. Working together we can realise the benefits and new opportunities it will bring. Be it new jobs, homes, or increased regional connectivity; The Hub will help transform the region’s economy and support future generations for decades to come.”*

**Mark Thurston**  
CEO, HS2 Ltd



CGI of HS2 Interchange



CGI of Birmingham Airport enlarged check-in area

## WHAT OUR SUPPORTERS SAY

*"We welcome the release of this strategic plan from the UGC which allows for the growth of the airport in line with future requirements. Our recently published Master Plan outlines a £500m investment by the airport to enhance customer service and deliver global connectivity that will boost the region's economy up to the year 2033 and beyond. Together, these two visions will help deliver economic growth for The Hub and wider region, as well as maximising the benefits that HS2 will bring to the area."*

**Nick Barton**  
CEO, Birmingham Airport



*"The NEC is physically linked to Birmingham Airport and Birmingham International Station and, post-2026, also the HS2 Interchange Station which will connect us to London in just 38 minutes, meaning visitors and delegates can reach us with ease."*

*"With the new venues and businesses we are establishing at the NEC, and the planned infrastructure investment and connectivity improvements at The Hub, our offer will continue to be one of the most competitive in Europe. The approach from UGC complements our plans and will ensure that the NEC and many other local stakeholders benefits from this vision and investment."*

**Paul Thandi**  
CEO, NEC Group



*"As an organisation which represents over three thousand local businesses, we fully support the vision and scope of the UGC's Central Hub Plan."*

*"Underpinned by the arrival of HS2, the Plan offers a coherent blueprint on how we can unlock the vast economic potential of the Hub – the connectivity it will create will bring huge benefits to the wider West Midlands and beyond."*

**Paul Faulkner**  
CEO, Greater Birmingham Chambers of Commerce



*"The West Midlands has been at the strategic heart of the UK for centuries and continues to be a key driver for growth. Situated at the centre of the new high-speed rail network, the region has a unique advantage that is being translated into economic growth."*

*"The UGC UK Central Hub Plan is a shining example of how the region is looking to the future, attracting investment and people attracted to the West Midlands, while developing the infrastructure for success both nationally and internationally."*

**Neil Rami,**  
Chief Executive of  
the West Midlands Growth Company



**West Midlands  
Growth Company**

*"This Plan is an important and exciting step towards the UK Central Hub becoming one of the most accessible and environmentally sustainable, development growth projects, in Europe."*

*"It sets out how the Urban Growth Company and its key stakeholders plan to create a sustainable infrastructure that will support a high-quality, commercial and residential space."*

*"This shared vision for The Hub provides a focus for stakeholders to develop plans that attract people and businesses, and builds on the opportunities of our key assets including, Birmingham Airport, Birmingham International Station and the planned HS2 Interchange."*

*"GBSLEP shares this vision for The Hub and welcomes the opportunity to work with partners to implement these exciting plans."*

**Tim Pile**  
Chair of Greater Birmingham and  
Solihull Local Enterprise Partnership



*"The UGC UK Central Hub will play a key role in delivering the economic benefits that HS2 will bring to the West Midlands. This plan is integral to the West Midlands Combined Authority's HS2 Growth Strategy and the Local Industrial Strategy, through the many opportunities it will unlock, including new jobs, housing and local transport improvements."*

**Steve Hollis**

**Chairman, HS2 Growth Delivery Board**

# HS2

*"Birmingham Business Park is delighted to be part of a period of exponential growth for The Hub. This represents an exciting time for our occupiers to benefit from inward investment, improved infrastructure and connectivity of key major assets. This supports our occupiers to attract and retain their talent workforce as a destination of choice in an unrivalled location."*

**Liz Allister**

**Park Development Manager,  
Birmingham Business Park**



*"Highways England welcomes the role the UGC play in helping to co-ordinate the interests of all the nearby stakeholders, to inform the numerous large investments in transport infrastructure that are combining over the next decade in the area"*

**Nick Wells,**

**Asset Development Team Leader,  
Highways England**



*"HS2 is Europe's biggest regeneration project. The Urban Growth Company's masterplan to maximise the economic, social and environmental benefits around Interchange station represents a once-in-a-lifetime opportunity."*

*"Midlands Connect will continue to champion the potential of UK Central as one of the most connected places in the country by road, rail and air. The societal advantages of providing this unrivalled regional, national and international connectivity cannot be underestimated."*

**Maria Machancoses**

**Director, Midlands Connect**



*"With HS2 and Birmingham Airport, the UK Central Hub is crucial not only for the economic success of the West Midlands but for the entire country. This is a well thought-out plan which outlines how we can achieve that success – and TfWM is ready to play its part with our plans for rail, rapid bus and Metro."*

**Laura Shoaf**

**Managing Director,  
Transport for West Midlands**



*"High value manufacturers across the West Midlands and beyond will welcome this update to the UGC's Hub Growth and Infrastructure Vision. In times of uncertainty we need clarity and ambition, the document delivers both."*

**Rosa Wilkinson**

**Communications Director,  
High Value Manufacturing Catapult**





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