Birmingham’s Journey

Industrial

- **Inventor**

- **Reinvented**
  - Meeting place

    financial services

  - Hub of learning

    Science City

Birmingham Strategic Partnership

putting the city at the heart of all we do

city

city

local heart

CityVitals:

DIMENSIONS OF SUCCESS

- The Talented City
- The Innovative City
- The Connected City
- The Distinctive City

City Performance

Per Capita Income

+

Core Vitality

Absolute / Average

World's Top 100 Most Livable Cities

A new Mercer study ranks cities by the quality of life they offer expatriate executives and their families across the world

49	PITTSBURGH, PA	United States
49	WINSTON SALEM, NC	United States
53	NAGOYA	Japan
55	BIRMINGHAM	United Kingdom
55	TSUKUBA	Japan
55	GLASGOW	United Kingdom
55	LOS ANGELES, CA	United States

We aim to be in the top 20 by 2026

The Birmingham Prospectus

BIRMINGHAM

LIVEABLECITY

FAMILICITY

UNIVERCITY

AUTHENTICITY

AUDACITY

SMARTCITY

COMPLEXCITY

CONNECTICITY

DIVERCITY

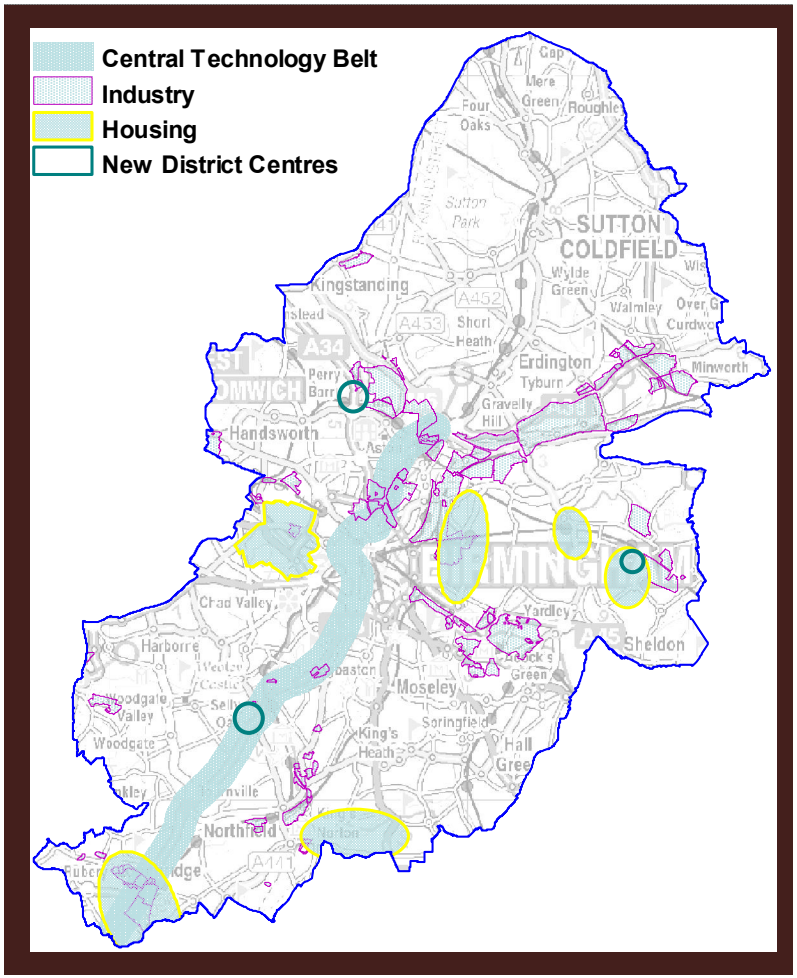
CENTRICITY

Transport:

global

regional capital

local heart


Central Technology Belt
Industry
Housing
New District Centres
Four Oaks
Mere Green
Roughley
Sutton Park
SUTTON COLDFIELD
Wylde Green
Walmley
Kingstanding
A452
A453
Short Heath
A34
Erdington
Tyburn
Minworth
Perry Barr
Gravelly Hill
Handsworth
Chad Valley
Yardley
Sheldon
Harborne
Moseley
Springfield
King's Heath
Hall Green
Woodgate Valley
Woodgate
Northfield
A111

Re-inventing Longbri

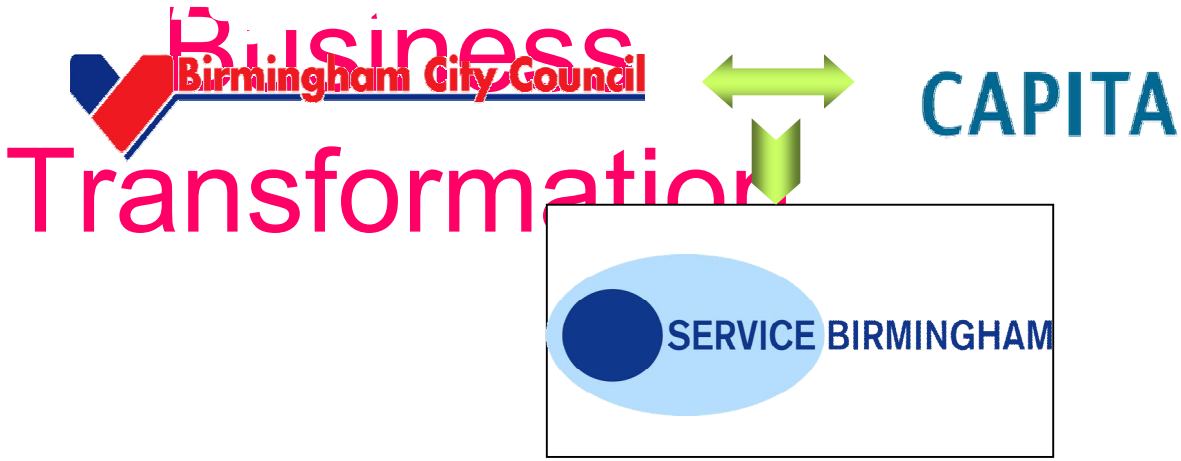
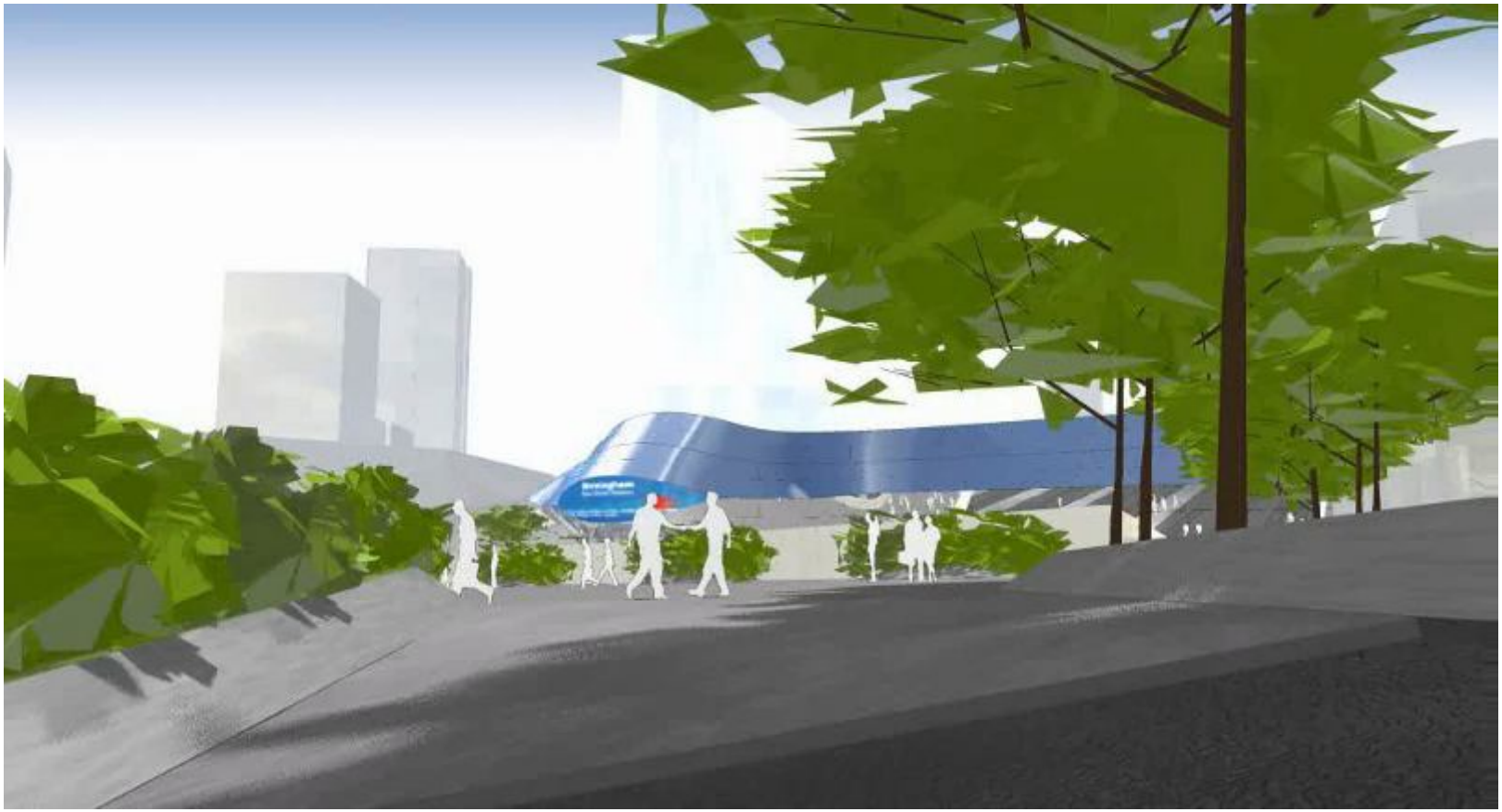
3D render of Longbridge Town Centre

- **Area Action Plan**
- **1,400 new dwellings**
- **10,000 new jobs**
- **Potential £90 million S106 / 278**

MiEV
MITSUBISHI INNOVATIVE ELECTRIC VEHICLE
HY58
BTZ

New Street Gateway

Network Rail, AWM, ITA, BCC, Private Developers
- £600 million project


Business
Birmingham City Council
Transformation
CAPITA
SERVICE BIRMINGHAM

Being Birmingham: the global city with a local heart