



AT A GLANCE



3,700
JOBS SINCE 2007



£134m
GROSS VALUE
ADDED TO THE
REGIONAL ECONOMY



£66 MILLION
BOURNVILLE COLLEGE
teaching 3,500 students
in a range of industries



£70 MILLION
TOWN CENTRE
Boasting retailers including:
Sainsbury's



105,000 SQ FT
ONE PARK SQUARE
head office building



£35 MILLION
NEW EXTRACARE
RETIREMENT
VILLAGE



LONGBRIDGE
TECHNOLOGY PARK
Home to nearly **60** businesses
employing over **400** people



MIDLANDS' LARGEST
MARKS & SPENCER
+ A FURTHER
45,000 SQ FT
RETAIL SPACE



350
NEW HOMES



180 BED
Accommodation for
ROYAL CENTRE FOR
DEFENCE MEDICINE



COFTON CENTRE
Manufacturing and distribution facilities
creating over **300** jobs



Up to **500,000 SQ FT**
at Longbridge West for advanced
manufacturing facilities



6 ACRES
OF NEW PARKS

DELIVERY OF
£8 million
LONGBRIDGE
GROWTH FUND
boosting physical
and digital infrastructure



£30m
INFRASTRUCTURE
PROGRAMME

THE ONGOING £1 BILLION REGENERATION OF LONGBRIDGE IS ESTABLISHING THE AREA AS A TRULY MIXED USE MODEL OF SUSTAINABILITY

At 468 acres, Longbridge is the Midlands’s largest regeneration scheme and one of the biggest outside London. Formerly home to MG Rover, the site was dominated by the Longbridge car plant which collapsed in 2005 with the direct loss of 6,500 jobs and the knock on effect to the supply chain across the region.

St. Modwen, the UK’s leading regeneration specialist, acquired the site in 2003 and is the developer and joint owner of Longbridge with the national housing and regeneration agency, the Homes and Communities Agency owning 34 acres.

The £1 billion transformation of Longbridge is situated seven miles south west of Birmingham city centre and three miles from the M5 (junction 4) and the M42 (junction 2).

To date, St. Modwen has invested more than £300 million to create a place where people want to live, work, visit and invest and over 3,700 jobs have been created.



WORKING

The Longbridge regeneration is expected to create up to 10,000 new jobs through a diverse range of employment opportunities. Over 3,700 jobs have already been created.

LONGBRIDGE BUSINESS OCCUPIERS INCLUDE:





COMMUNITY

The vision for Longbridge includes the creation of the new £100 million Town Centre and a range of facilities that support the emerging new community during work, leisure and family time.

BOURNVILLE COLLEGE

The £66 million, 250,000 sq ft College opened in September 2011 with capacity for 15,000 students.

The new campus provides a modern learning environment with high quality student and visitor-led facilities.



CONSTRUCTION CENTRE

This new 30,000 sq ft specialist Bournville College Construction Centre completed in October 2014 and provides an enhanced educational environment.



THE FACTORY

The £5 million, 17,000 sq ft, myplace youth centre was handed over to Birmingham City Council in April 2012 and provides activities and services for people ages 13-19.



LONGBRIDGE TOWN CENTRE

The first phase of the £100 million Longbridge Town Centre opened in September 2013 and over 30,000 shoppers now visit each week.

The 165,000 sq ft of retail space includes 24 new shops and restaurants together with car parking and the new three acre £2m Austin Park which has seen the opening up of the River Rea for the first time in 100 years.

Phase 1 Town Centre retail includes:



Sainsbury's



Cure Hair



Phase 2 Town Centre now open:

- West Midlands' largest Marks & Spencer store offering womenswear, beauty, food, menswear, kidswear, home products and a café
- A further 45,000 sq ft of retail space including Boots, Poundland and Mountain Warehouse
- 1,200 space multi-storey and a 500-space surface car park

M&S
EST. 1884

Phase 3

- The final phase of the town centre will be brought forward in 2016 and will include a cinema, gym, restaurant and café space.





TECHNOLOGY PARK

Opened in 2008, the £100 million Technology Park is made up of the 45,000 sq ft Innovation Centre and 31,200 sq ft Two Devon Way and is now recognised as one of the leading tech hubs in the West Midlands. It is home to nearly 60 tech start-up businesses and employs over 400 people in flexible office space.



COFTON CENTRE

The Cofton Centre is a 35 acre, self contained secure estate. Existing occupiers include PRG Lighting, EH Smith, IT Fleet Automotive and Philip Cornes Ltd. Design and build opportunities from 28,000 to 100,000 sq ft are available.



SEVEN HOUSE

18,500 sq ft offices on High Street completed September 2013. Tenants include Phil Jones Associates, Rodgers Leask and Flourish Education, which take 6,500 sq ft between them. More lettings are due to be announced shortly.



PARK POINT

16,500 sq ft Grade A office building, completed September 2013. Tenants include St. Modwen's Head Office, Midlands office and St. Modwen Homes, plus Biotest.



ONE PARK SQUARE

New 105,000 sq ft four storey Grade A, headquarters building overlooking Austin Park and the Town Centre granted planning permission in May 2015.



LONGBRIDGE WEST

The business park fronts the A38 and is adjacent to the town centre. It offers design and build opportunities suitable for research and development and advanced manufacturing uses from 50,000 sq ft to 500,000 sq ft.

ALSO AT LONGBRIDGE



ENVIRONMENT

The new £2 million, three acre Austin Park sits at the heart of the new Town Centre and is the first public park to be built in South West Birmingham in the last five decades. The high quality public space includes footpaths and public art as well as a 255 metre stretch of the River Rea, which has been buried for nearly 100 years.

The nearby 75 acre Cofton Park and the neighbouring Lickey Hills both play a major part in providing homeowners with twice the national average of outdoor space literally on the doorstep.



LIVING: NEW HOMES IN LONGBRIDGE

Over 350 of the new 2,000 homes planned for Longbridge have been built, with the first 132 at the hugely successful St. Modwen Homes development, Park View, in 2011/12. A new planning application has recently been submitted for 41 homes adjacent to the Town Centre.

COFTON FIELDS

Through a St. Modwen and Persimmon Homes joint venture 229, two, three and four bedroom homes are being built at Cofton Fields at Longbridge East. These are the first of 725 homes planned for the site which also has a children's play area and new Arrow Park.



EXTRA CARE RETIREMENT

Construction of the new Extra Care Retirement Village with 260 one and two bedroom apartments started in Spring 2015.

ROYAL CENTRE FOR DEFENCE MEDICINE

Planning consent has been secured for a new six storey 180 ensuite bedroom residential facility for military staff working at Birmingham's Royal Centre for Defence Medicine. Construction will start Autumn 2015.

INFRASTRUCTURE AND TRANSPORT



Longbridge train station

The area is served by Longbridge train station, which provides direct access to Birmingham University and Birmingham New Street, together with services to Bromsgrove and Redditch.

Buses and Park & Ride

Over 350 buses pass along the Longbridge site everyday.

The 102 space free to use Longbridge Park & Ride opened February 2014.

Cycle Hub

The new CCTV-Monitored hub will provide commuters with a safer place to leave their bikes.

£8 million connectivity package

Longbridge won a share of the government's Growth Deal in the summer of 2014. This will provide funding for further enhancements to transport connections including an upgrade to Longbridge Rail Station, an M42 Connectivity Scheme with improvements to Longbridge Lane and enhanced links to the north and east of the city.

A cycle link scheme, new bus interchange, improvements to the park and ride facilities and provision of real time transport information using plasma display screens will also be provided.

Hyperfast Broadband

In May 2015, hyperfast broadband was installed to Longbridge Technology Park to enable connections as fast as 1000 megabytes per second or higher.

Such speeds can enable an album to be downloaded in 0.6 seconds, 500 photos to be downloaded in 21 seconds, and an HD movie in 43 seconds.

A 96 fibre back bone cable has been installed at the Data Centre.



COMPANY PROFILES



St. Modwen Properties PLC

St. Modwen is the UK's leading regeneration specialist. The company operates across the full spectrum of the property industry from a network of seven regional offices, a residential business and through joint ventures with public sector and industry leading partners.

The Company is focussed wholly upon regeneration with an outstanding 25 year track record of adding value by managing schemes through the planning process, remediating brownfield land and active asset management and development.

With extensive experience in dealing with complex and challenging sites, St. Modwen has a land bank of 6,000 net developable acres and is focussed on the long-term development of commercial property and residential land.

St. Modwen's £1.5 billion national portfolio of over 100 projects includes; the regeneration of New Covent Garden Market, London; the transformation of Longbridge, Birmingham and the on-going regeneration of over 2,500 acres of former industrial land in South Wales which includes the delivery of the first phase of Swansea University's £450m Bay Campus.



Homes &
Communities
Agency

Established in 2008, the HCA is the national housing and regeneration agency for England. With a capital investment budget of nearly £7 billion, The HCA aims to contribute to economic growth by investing in both public and private projects to help deliver new affordable housing and to improve existing housing.



(formerly Nanjing Automotive Corporation)

MG Motor UK is owned by SAIC Motor, the largest automotive company in China and the eighth largest in the world. In 2011 SAIC sold more than 4.01 million cars.

MG Motors UK is based in Longbridge along with SAIC Motors European Technical Engineering Centre (SMTCE) and they jointly employ 400 people in automotive styling, design, engineering, manufacturing and support services.

The new generation of MGs are designed and engineered at MG Birmingham where the final assembly and quality sign off processes also take place. Currently there are around 60 MG dealerships in the UK and more are being recruited as the dealer network expands.

The first of 21st century MGs to be launched was the MG6 GT fastback followed by the MG6 Magnette four-door sports saloon.

LONGBRIDGE PROJECT TEAM

Developer and Joint Landowner:

St. Modwen: the UK's leading regeneration specialist.
www.stmodwen.co.uk
www.longbridgebirmingham.co.uk

Mike Murray

Senior development surveyor for St. Modwen

Mark Batchelor

Construction manager for St. Modwen

Joint Landowner:

The Homes and Communities agency
www.homesandcommunities.co.uk