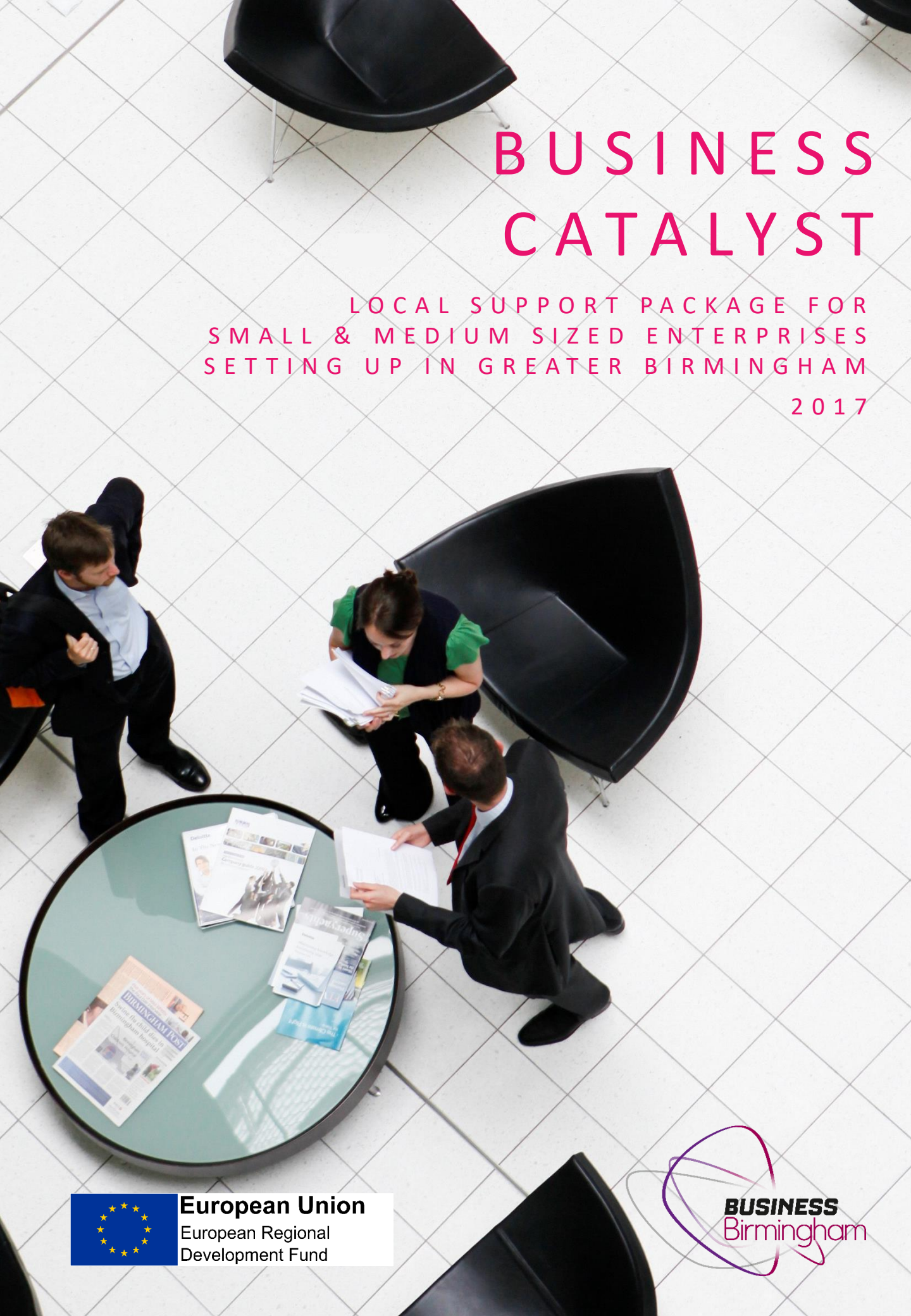


BUSINESS CATALYST

LOCAL SUPPORT PACKAGE FOR
SMALL & MEDIUM SIZED ENTERPRISES
SETTING UP IN GREATER BIRMINGHAM

2017



European Union

European Regional
Development Fund



WELCOME TO GREATER BIRMINGHAM

STRONG FOUNDATIONS & VISION FOR THE FUTURE

Home to world-class company headquarters, innovative entrepreneurs, international centres of excellence and **one of the youngest populations in Europe**; Greater Birmingham is a thriving, business-focused region. **Centrally located in the UK, and with a highly skilled talent pool**, the region provides the scale and size to service the largest of business functions. This is reflected by the HS2 and HSBC decisions to locate substantial operations here.

Birmingham is constantly evolving, and through its 20-year Big City Plan aims to create a world-class city centre and to become one of the top 20 most liveable cities in the world. Significant progress has already been made, and major investments include the £600 million New Street station scheme and the £129 million extension of the Metro line. Opened in 2013, the new Library of Birmingham is the largest in Europe, and the new City Park is the first urban park to be developed in Birmingham for 125 years.

We are a city that is bucking the trend, attracting more foreign direct investment and more visitors than ever despite challenging economic conditions and increasing competition. In 2016 we generated a 26% increase in inward investment projects compared to a 12% rise across the UK, while our visitor economy is now worth £6.2billion, supporting over 69,000 jobs.



HOW CAN WE HELP?

BUSINESS BIRMINGHAM

Business Birmingham is the city's official inward investment agency, tasked with raising the city's profile as an attractive business destination. The programme sits within Marketing Birmingham, the strategic marketing agency for the city.

Business Birmingham acts as a single point of contact for potential inward investors and delivers a comprehensive support package. This includes bringing together a project team of relevant organisations, such as property agents, recruitment consultants, public agencies, and universities.

Business Birmingham's bespoke support programme can include:

- Information to support business case development for expansion
- Benchmarking against other potential investment destinations
- Location & labour cost analysis
- Solutions to training & recruitment support
- Information on access to finance
- Showcase of the commercial real estate available and short listing
- Introductions to local support partners & programmes
- Introductions to R&D centres of excellence & academia
- Brokering introductions into the Greater Birmingham business community
- Tailored familiarisation visit programmes
- PR and Communications
- Investor development programme



BUSINESS CATALYST

Business Birmingham understands that establishing a presence in a new city or expanding your existing operations requires expertise and support across a whole range of business needs .

To help reduce the associated risks and challenges we have developed **Business Catalyst – a comprehensive support package for companies looking to locate in Greater Birmingham**, which provides you, as an inward investor, with a comprehensive suite of products & services to speed up the process of setting up your business.

In addition to our own bespoke support programme, we have worked with our Commercial Partners, who can provide you with tailored offers to support your growth plans.

Each partner brings different skills and support for your business across the following categories - **recruitment & skills, property, profile, employee incentives, business, professional and financial services.**

Combined with our comprehensive support services, **Business Catalyst** will help to provide your business with the foundations you need to succeed in the country's most dynamic regional city.



RELOCATION SERVICES

Created by both Marketing Birmingham and Birmingham City Council, The Relocation Services Programme provides relocation support to the staff of organisations moving into Greater Birmingham and the city's Enterprise Zone. The service facilitates the relocation process for inward investment clients across all sectors by providing support tools and a wealth of information to assist those moving to the area. In addition it challenges outdated perceptions of Greater Birmingham, and promotes the regions multi-layered propositions around business and lifestyle.

Marketing Birmingham has a dedicated Relocation Services team to help with every step of the relocation process - helping staff, companies and individuals to discover and find their feet in Birmingham.

These services are the first of their kind, and as the strategic marketing partnership for the city; we are the experts of all that is happening in and around Birmingham. This includes having a strong information network of strategic partners spanning across business and industrial sectors, the tourism industry, education and a channel of local specialists. Using this wealth of local knowledge, we offer services that are specialised and tailored to those who are moving to Birmingham and the wider region.

Relocation Web Portal

A website showcasing Birmingham area guides, lifestyle and business offers.

The Relocation Tool

A bespoke digital tool unique to Birmingham, which provides users with information about property, quality of life, education and travel

Enquiries Service

A telephone and web based concierge service designed to help individuals relocating to Birmingham across the key themes of property, education, lifestyle and careers. The service is operational between 0900hrs and 1700hrs Monday to Friday.

Familiarisation Events

Our team organise bespoke visits to Birmingham to help introduce staff and their families to the region, its lifestyle, culture and diversity. We aim to give all delegates a fulfilling, informative and overall enjoyable experience consisting of a variety of activities and events throughout the city.

Marketing Collateral

In addition to the services above, our team can provide a range of media to support relocation including area guide booklets, lifestyle magazines and maps of the city.

Contact Us

+44 (0)121 202 5060

enquiries@relocatetobirmingham.co.uk



BIRMINGHAM CONVENTION BUREAU

Birmingham Convention Bureau

Does your organisation host events, meetings, training days or dinners? Aligned to our Meet Birmingham programme, the Birmingham Convention Bureau (BCB) is our in-house events and accommodation booking team.

Whatever your requirements, whatever your sector, BCB will work with you to create a successful, memorable event, while saving you time and money. We have partnerships with accommodation providers, venues, transport providers and wider event support suppliers, to ensure you have everything covered. We are here to take away the stress of organising an event, and most of our services are free of charge.

Accommodation booking service

We offer a complimentary service for all your corporate accommodation needs, from one-night bookings to long stays, for a single person or group bookings. Our services are flexible and can be adapted to meet your requirements. Let us assist in securing corporate rates, liaising with providers and offering online booking systems to make things easy for you and your colleagues.

Venue finding service

From global events and exhibitions to smaller meetings and dinners, our free venue finding service will help you navigate the city's event offering. We will liaise with venues that suit your requirements, and come back to you with their proposals within four hours of your initial enquiry.

Social programme planning

Excursions, team activities, incentives...however your employees want to spend their spare time, the BCB team will efficiently handle all the arrangements to ensure their experience is a memorable one.

The Birmingham Welcome – support package

BCB's support package offers a range of further benefits to event organisers, including welcome branding, literature, sourcing special offers, a website, PR and marketing, particularly helpful if you have delegates from outside of the city – let us give them a great Birmingham Welcome!

Our team would be delighted to talk with you about how we can work to support your accommodation and event needs, so please do not hesitate to get in touch.



Contact Us

+44 (0)121 202 5051

bcb.conferencesales@marketingbirmingham.com

REGIONAL OBSERVATORY

Those companies relocating to Greater Birmingham get access to the Regional Observatory's unique, cutting edge business and market research services. First established in 2004, we are particularly renowned for our in-depth knowledge and expertise in areas such as:

Deep dive market research on key sectors and industries. Recent projects include:

- Research on the digital media and film/TV/radio sectors for the Creative City Partnership
- Research on low carbon, life sciences and digital sectors for Birmingham City University
- Research on the food sector to underpin the development of the Birmingham Food Hub

Skills and labour market intelligence - recent projects include:

- A Skills Action Plan for the southern Staffordshire Employment and Skills Board
- Intelligence to inform new apprenticeship provision at University College Birmingham
- Research to inform course development at South and City College and Birmingham Metropolitan College

Bespoke analysis to address specific business issues and challenges. Recent projects include:

- Assessing the commercial viability of new services to China for Birmingham Airport
- Research on the issues and challenges for fast growth SMEs for the Black Country LEP

We are passionate about providing high quality analysis and genuine insights to inform business planning and investment decisions. While we can mine a rich seam of official and other published data alongside our own proprietary databases, surveys and analysis tools, we also carry out surveys, develop in-depth case studies and run interactive focus groups to help get to the heart of the issues at hand.

If you become a Marketing Birmingham commercial partner, you get free access to some of our research services, notably:

- Our Quarterly Economic Briefing
- Deep dive reports on key sectors such as tourism and leisure and ITEC
- Our monthly hotel market trends report
- Up to 10 hours of free consultancy time

Contact Us

+44 (0)121 202 5073

research@marketingbirmingham.com



CONTENTS

RECRUITMENT



IT AND CREATIVE



PROPERTY



BUSINESS, PROFESSIONAL & FINANCIAL SERVICES



SKILLS, ACADEMIC RESEARCH & COLLABORATION



EMPLOYEES INCENTIVES & TRANSPORT



RECRUITMENT



LORD SEARCH & SELECTION

Recruitment without Compromise

LORD
SEARCH & SELECTION

We are a Birmingham based specialist in Search & Selection, who have partnering our SME clients for over twenty years, to determine their requirements, leverage our expertise and secure them the very best talent available - creating competitive advantage through superior talent acquisition is what we do.

Talent is your most important asset, it is ours as well - our experienced consultants are grouped into practice areas defined by sector and organisational function, providing you with a focused group of experts who will bring the most relevant knowledge, resources and expertise to each assignment.

Sectors within which we recruit:

- Advanced engineering
- Business, Professional and Financial Services
- Environmental Technology
- Food and Drink
- Information, Technology, Electronics & Communications
- Life Sciences

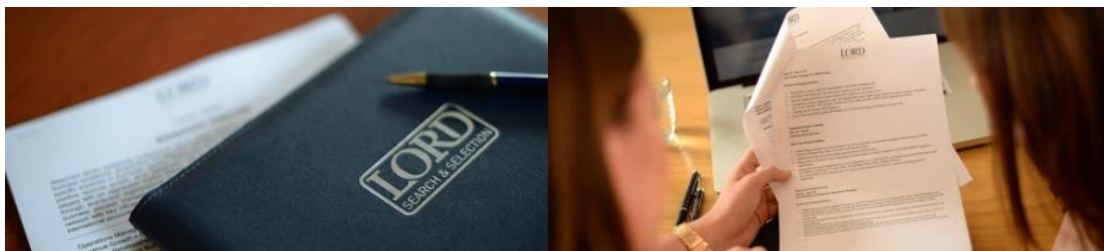
We have specialist expertise in the following areas:

- Board and CEO
- Accountancy and Finance
- Human Resources
- Information Technology
- Manufacturing and Engineering
- Procurement and Supply Chain
- Sales & Marketing
- Interim Management

In an increasingly candidate driven market, optimised opportunity and client positioning is essential:

Our thorough approach to requirement definition and client positioning is supported by in-depth sector knowledge, a meticulous market mapping process and superior candidate contact expertise, ensuring that as your trusted ambassador we only engage with and secure the very best talent available. It's the quality of our process and the candidates it generates that defines us.

The range of roles we recruit for is broad, both permanent and interim, from highly experienced CEO's and CFO's to thought leading technical specialists and newly qualified ACA's.



Our Offer

We would like to offer you a free resourcing needs analysis consultation, supporting you to align your resourcing strategy with your business strategy and define your optimum organisational structure, giving best advice on employer branding, talent availability, salary package requirements and routes to market.

Plus 10% off all our recruitment fees should you use us as your resourcing partner.

Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com

SF GROUP



SF Group is a leading professional Service recruitment business, based on Gas Street in Birmingham. We began our journey in 1997 as a finance specialist with 2 staff; we now have over 150 staff company wide and are listed within The Sunday Times Best Companies to Work For.. While finance remains a strong discipline for us, we now have established, regionally aligned teams that specialise across all professional service disciplines including Human Resources, Procurement, Supply Chain and engineering, Marketing and Sales and Office Support. Since formation we have successfully placed over 33,000 professional service staff into employment with over 11,000 SME & Multi-National clients.

We are experts in delivering a versatile range of recruitment assignments - Chief Financial Officers through to Purchase Ledger Clerks - fully operational shared service centres through to one-off retained recruitment exercises. We have talent pools of both permanent and interim candidates, all of whom we have personally met, which also supports our long-term resourcing solutions and will satisfy demand with our clients.

To offer a truly exceptional service we strive to form long-term partnerships that will aid our clients' recruitment processes. We want to understand our client's objectives and assist with wider recruitment strategies. This approach is why we are our client's first call for market advice; whether that's trends within their local area, business sector or the discipline that they're recruiting into. Ultimately this partnership approach cultivates mutually beneficial, successful business relationships.

Our Offer

SF will exclusively offer Business Catalyst investors the following services, depending on requirements:

Option 1: Recruitment Discovery Document (FOC & Sector Specific)

- In-depth insight into relevant market trends ■ Recruitment advice and Hiring Strategy guidance
- Full use of brand new state of the art offices on Gas Street, Birmingham ■ 1 Board room and 4 interview rooms ■ Full Wi-Fi, screen and projector use ■ SF Group can hold interviews, facilitate open/training days/assessments

Option 2: Personalised and Bespoke EVP expertise (Employee Value Proposition)

- Partnership approach ■ Recruitment Strategy, timeline and execution guidance ■ Branded Advertising ■ Fully branded HTML candidate communication ■ Creation of a bespoke microsite solely for your business
- Industry best engagement tools and processes ■ Increased brand awareness
- Information Portal ■ Social Media advertising ■ Regional PR 11 ■ On-boarding collateral ■ White Label activity if required



IT & CREATIVE



CRIMSON

crimson®

Crimson is an IT consultancy, an IT solutions provider, an IT recruitment agency, and a Microsoft Gold Partner.

What does that actually mean in terms of products and services? It means we develop and implement IT strategies and solutions, and recruit IT staff for companies across the United Kingdom. Founded and headquartered in Birmingham, we also have offices in the heart of the City of London.

Our clients include Severn Trent Water, Eversheds, House of Fraser, United Utilities, AF Blakemore, NEXT, Interserve, Whistl, Arriva, and Virgin Media to name but a few.

When it comes to staff resources, we recruit at every level for IT teams, from graduates and test analysts all the way up to CIO-level leaders. What's more we recruit for both fixed-term contract and permanent positions.

As a Microsoft Gold Partner and as one of a handful of global companies selected to sit on Microsoft's Partner Advisory Council, Crimson specialise in Microsoft Dynamics CRM strategy and implementations. We also advise on and install a range of other Microsoft products including; Sharepoint, Microsoft 365, and Microsoft's Cloud solutions.

Our Offer

Partners to Marketing Birmingham and Business Birmingham are able to take advantage of a FREE assessment of their organisation's IT strategy. This offer guarantees you one day, six hours, of time with one of Crimson's leading IT consultants, for absolutely no charge. As part of this offer you will receive a FREE report of recommendations to improve your IT infrastructure and a detailed list of suggested next steps.



Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com

SERVICETEAM IT

serviceteamit

Serviceteam IT design and deliver sophisticated connectivity, communication, continuity, and cloud services, for organisations that need to stay connected 24/7. We remove the complexity around IT infrastructure, giving you a clear understanding of what you are purchasing, and the benefits it will bring. With our expertise, and over 20 years industry knowledge, we've delivered solutions for some of the biggest names in the toughest circumstances. We take the time to understand your business, and can help you achieve your goals.

CONNECTIVITY - We can find the right connectivity solution that works for your organisation, including Fibre Ethernet, Amazon or Azure Direct Connect, and Smart Networks to simplify network management.

COMMUNICATION - Innovative ways to improve communications using the Internet and cloud are increasingly widespread. Serviceteam IT can improve voice, data, email, and document management with IP Telephony, Exchange & Sharepoint.

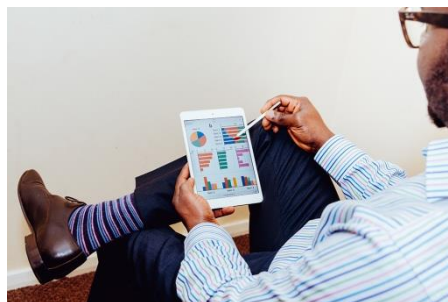
CONTINUITY - In the face of growing external threats, ensuring your business can continue operations is essential. Serviceteam IT can identify vulnerabilities and implement solutions that maintain compliance, security, and continuity.

CLOUD - Enhance productivity, communication, and scalability. Harnessing platforms such as Amazon Web Services, Office 365, and Azure for compute, storage & content, database, networking, analytics, management & reporting.

Our Offer

Exclusively via Business Catalyst, Serviceteam IT can offer you a free, no-obligation network and communications consultation, ensuring your organisation has the tools it requires, for the level of service it needs. This includes:

- Fibre Availability via multiple providers such as BT, Colt, Level3, SSE, VMB, Vodafone, identifying sites that are fully served by cost effective resilient fibre, ensuring you stay connected 24/7.
- Smart Network option for flexible and extensive networked infrastructure connecting to your Cloud.
- Cloud readiness: ensuring your organisation has the right security and continuity in place.
- Unified communications: bring together all of your critical communications elements (voice, video) for easy deployment and rapid adoption, whether hosted or on premise, for international or multi-site.
- Scalability consultancy: growing rapidly or moving into new premises? Find scalable solutions that enable future expansion, without the growing pains.





PROPERTY

THE BIOHUB



The BioHub Birmingham® is Greater Birmingham's specialist life sciences growth hub. The site offers a range of facilities to help fledgling life science companies become commercially competitive.

The BioHub Birmingham® is nestled amongst a vibrant life science community including one of the UK's leading research institutions, The University of Birmingham, and two leading NHS hospitals - together with their associated centres of clinical and research excellence. The BioHub Birmingham® provides facilities for incubation and growth of life science companies from proof of concept stage to fully fledged, commercially competitive businesses.

The BioHub Birmingham® is a springboard to success for eligible start-up companies, providing access to top quality biomedical lab equipment and desk space at a fraction of commercial rates. A negotiable, all inclusive, monthly rate allows the fledgling life science companies to work towards reaching a commercially competitive stage. The BioHub Birmingham® was designed to help life science businesses flourish and succeed and the guiding principle is one of close cooperation with start-up companies to maximise their chances of success.



Our Offer

With enviable geographic position in the life science campus and at the heart of Edgbaston Medical Quarter, The BioHub Birmingham® has superb transport links. The expertise, facilities and equipment at the world-class University of Birmingham, and its wholly owned commercialisation company, Alta Innovations, can support a company's progress from idea to commercial success.

Attractive incentives are available depending on term and space required.

Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com

BIRMINGHAM RESEARCH PARK



Birmingham Research Park has an enviable location in Edgbaston, adjacent to the University of Birmingham and the new Queen Elizabeth Hospital – ideal for young ‘high growth’ companies that need access to both the best research minds and the biggest markets in this part of the UK.

Birmingham Research Park can provide the right resources and environment for your company to flourish. For those in the medical field, the Park is located at the hub of research activity and our proximity to the Queen Elizabeth Hospital and the University of Birmingham’s College of Medical and Dental Science provides access to key people, markets for your products or services, public events and networking opportunities. This site is at the heart of one of the most significant opportunities for public/private investment around the medical and healthcare sector outside London. Birmingham Research Park is also home to The BioHub Birmingham® - a brand new fully serviced biomedical laboratory specifically designed to provide entrepreneurs and innovative start-ups with access to affordable, shared laboratory facilities and equipment. It is the first purpose-built facility of its kind in the UK.

Park tenants have built successful businesses based upon the University’s own reputation in biotechnology, computer systems, medical diagnostics and scientific instruments. The Research Park provides secure high quality office space on competitive and flexible terms, in addition to a range of AV-equipped conference rooms. We also offer virtual tenancies to early stage businesses who are not yet ready to move into office premises.

The Research Park holds a series of network events and meetings through the year providing you with access to key influencers from across the region. With 24 hour access, ample car parking, CCTV, reception services, meeting and conference facilities, the Research Park will provide the solution to all your business needs. There are good road links from across the UK and the Research Park also benefits from a regular train and bus service just two minutes’ walk away connecting you to New Street station and the heart of the city.



Our Offer

Attractive incentives are available depending on term and space required.

Contact Us +44 (0)121 202 5073 invest@businessbirmingham.com

BIZZINN



The BizzInn incubator offers intensive business support to entrepreneurs and hi-tech companies (from start-ups to established SMEs) with high growth ambitions. In addition to 24/7 access to hot desk space, advice and assistance is provided on all areas of business from strategy and business planning, to intellectual property and access to finance. As well as in-house support, the BizzInn provides access to specialist advice from local professional service associates, and facilitates links to the University of Birmingham. Additional facilities include access to meeting rooms, events, printing and free car parking.



Our Offer

- Wi-Fi and equipped work space (hot desks, printing, meeting rooms) with 24/7 access
- Free advice and guidance with further access to the University of Birmingham.
- Independent expert advice on all areas of business including Intellectual Property, Legal, Finance, Human Resource; access to finance, grants, loans, investors and other business support organisations
- Joint exhibition and presentation area – a place for the university, companies and stakeholders to 'showcase' research, products and services, with exhibits and both informal and formal presentations
- Networking opportunities including shared learning with fellow entrepreneurs based at the incubator
- Business meeting space adjacent to the University of Birmingham and within the Edgbaston Medical Quarter

INNOVATION BIRMINGHAM



Innovation Birmingham is actively looking to work and bring together the public and private sectors by creating interfaces for people with ideas, technologies, expertise, experience and money. It is the region's leading location for tech and digital businesses, providing a one-stop-shop for innovators, entrepreneurs and investors looking to develop or fund their start-up.

Campus facilities include the Entrepreneurs for the Future (e4f) incubator, a specially focused small business programme which provides free hot-desking space for up to nine months, access to a team of Entrepreneurs in Residence, round-table discussions, workshops, showcasing opportunities and investment days. Start-ups also have access to a purpose built Test Lab containing the latest digital software to test their apps and programmes across a range of devices.

Innovation Birmingham Campus is now also home to the Serendip Smart City Incubator – a new offering aimed at accelerating the growth of digital start-ups by co-locating them with large, existing commercial partners. The programme is delivered by West Midlands Combined Authority, Transport Systems Catapult, West Midland Academic Health Science Network and Barclays across four key sectors: Internet of Things, Intelligent Mobility, Digital Health and Barclays Eagle Lab. It also provides free office space - in a modern open plan environment - for six months alongside mentoring from experienced entrepreneurs and a series of innovation-focussed workshops.



Our Offer

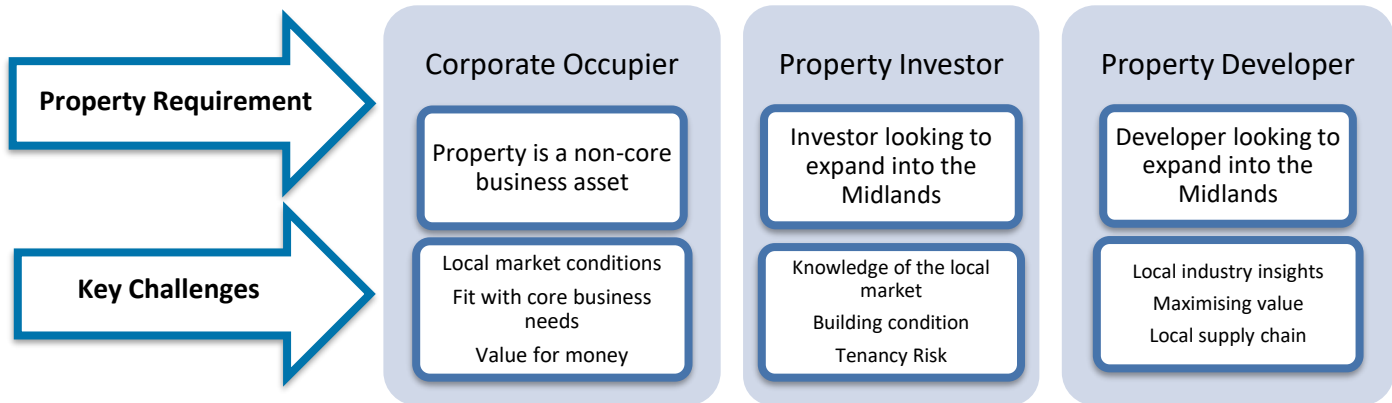
With a robust programme of small business support, we provide bespoke business support to help start-ups launch, develop and grow their companies from day one.

For technology companies that are a little more established or not suitable for one of our structured support programmes, Innovation Birmingham also offers co-working packages from just £99 per month (exc. VAT) and offices from just £199 per month (exc. VAT), where you'll quickly become a member of our growing business community and gain access to a range of events and workshops.

RIDER LEVETT BUCKNALL



Are you looking to make an investment in the UK property industry? Whether property is your core business or a non-core business asset, you may be making an investment in an industry that is not in your home territory. You need to understand the key challenges of the UK property and construction industry and develop an effective strategy to navigate through them.



HOW MIGHT THESE ISSUES IMPACT YOUR BUSINESS?

Whether or not you are experienced in property, you may not be familiar with the UK property industry. From statutory compliance to the regulatory regime that governs development, you will need a trusted advisor that understands what is needed to deliver your project and will take the time to understand your business and the way you have delivered your projects in the past.

When you invest, you need to be confident that your plans can be delivered and that best value is achieved. Our comprehensive track record delivering projects across multiple sectors means that we are well placed to make this happen for you.

HOW CAN WE HELP YOU WITH THESE ISSUES?

Rider Levett Bucknall is an award-winning, independent practice with 450 staff in the UK and over 3,600 worldwide. This means that we have a truly global reach and can offer a local presence to our clients almost without exception. We are committed to our core services of quantity surveying, project management, building surveying and specialist advisory and pride ourselves on our dedication to customer care and leading edge service provision. Clients can rely on us for our deep understanding of the global business drivers in the context of the UK property market.

Our Offer

- Free initial meeting to scope your requirements and explore your options
- Access to a full range of services including quantity surveying, project management, building surveying and specialist advisory
- Use of the firm's central Birmingham office meeting rooms, video conference facilities and other infrastructure
- Introductions to the firm's strategic network of contacts, influencers and other clients

BUSINESS, PROFESSIONAL & FINANCIAL SERVICES



HOLDER BLACKTHORN LLP



Based in Central Birmingham Holder Blackthorn have been providing specialist accountancy, tax and business advice for nearly 25 years. We realise that setting up, managing or growing a business can feel a daunting often lonely experience. Knowing where to turn for the most up-to-date trusted financial and business support is vital. Here at Holder Blackthorn our team are handpicked to give you that peace of mind and help you realise your business goals.

We are an independent firm of Chartered Certified Accountants who have the ability and experience to work across all industry sectors. From fledgling companies who are at the very start of their journey, to multinational or global organisations, our team have the depth of knowledge, skills and proven track record to deliver.

Each client is unique and so is our service - tailored to match your business needs. For some we provide traditional accountancy including book-keeping, VAT returns, tax planning and preparation of management and year end accounts. We can act as part of your integrated team and participate at management meetings to steer the design and help accelerate the delivery of your business plan.

Others may wish to benefit from our broader European connections. Using our extended network of trusted associates, we can guide businesses wanting to expand into the UK from conceptual ideas, through to their initial first sale and beyond. We can help you tackle the complexities of setting up the business, finding the office location, sourcing suppliers and even recruiting your dream team!
From fledgling through to multinationals, Holder Blackthorn has the experience to support your business whatever its growth ambitions.



Our Offer

In order to demonstrate our passion for the growth of Birmingham, Holder Blackthorn are offering a complimentary 'business health check' for all new SMEs establishing themselves in the area. This free of charge consultation will last a maximum of 4 hours and focus on the key areas required for the business' financial growth.

KPMG



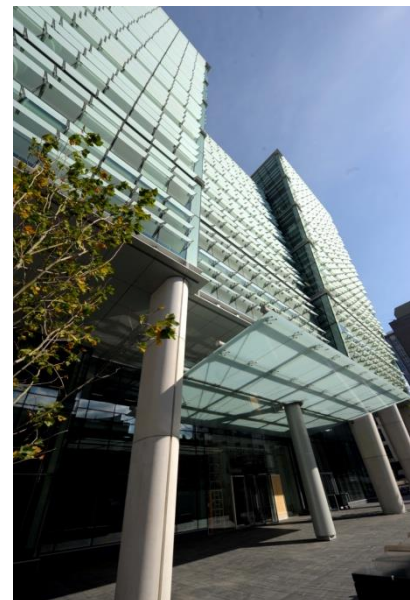
At KPMG, our expert Enterprise team can help your business prosper, whether it be by growth in profitability, digital transformation or international expansion.

We help privately owned businesses achieve their growth ambitions by combining deep business and industry expertise with a dedicated focus.

Specifically designed for mid-market businesses including entrepreneurs and start-ups, KPMG Enterprise offers you a private business advisor, who works alongside you to help your business succeed.

Passionate about getting to know you and your business, we have a simple philosophy; we look to add value both through the insight we bring and via our extensive broader network and resources, connecting you to market-leading insights, ideas and people.

Rooted in local communities across the Midlands, we can provide you with a team led by a senior advisor, experienced in supporting the unique needs of privately-owned businesses. We'll challenge your thinking and ensure we deliver the full capability of KPMG for you, no matter where you are or what your stage of development.



Our Offer

We have the experience to help you to get to where you want to be. Whatever your plans, get the support you need for your business by visiting and talking to us at our One Snowhill office.

Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com

NATWEST



NatWest provides a wide range of products and services to personal, business and large corporate and institutional customers. We have teams of locally-based Relationship Managers who provide day to day banking support to small and medium sized businesses.

Helping businesses achieve their ambitions is at the very heart of our business proposition and we are committed to providing added value that will benefit all business sizes.

NatWest also has the advantage of being part of a large banking group which has many businesses within one company so Relationship Managers can turn to nearby specialists from other areas including Private Banking, Mentor (employment law and Health & Safety) and NatWest Mortgages.

NatWest benefit from a broad range of locally based specialist Relationship Managers, including Healthcare, Real Estate Finance and Agriculture. This joined up partnership approach with customers enables NatWest to assist customers by being able to tailor value added, bespoke solutions which address their customers' financial and business needs.



Our Offer

18 months free business banking for start ups only;

- Access to 24 hour banking, you can manage your money 24 hours a day in whatever way suits you best:
 - digital banking
 - UK based contact centres
 - social media support
 - mobile app
- Access to funding, we provide a comprehensive range of flexible finance options to small and medium businesses:
 - fixed and variable rate loans
 - overdrafts
 - asset or invoice finance facilities

SMITH COOPER



Entering a new market can be daunting and finding the right business advisers can be difficult. We always start by thoroughly understanding your objectives and business issues so that we can work with you to create innovative and specifically tailored opportunities to guide you through the process.

Smith Cooper is one of the Midlands most progressive independent firms of accountants and business advisers. We have 30 years of experience in helping businesses with business advice, tax planning and inward investment advice. Over the years we have gained a good reputation for serving the needs of our clients and ensuring that we evolve to provide the services that they require.

Our team is made up of highly experienced and well-trained experts, many of which have big 4 backgrounds. These dedicated experts have professional experience in accountancy, Corporate Finance, Tax, Business Recovery and Insolvency, Banking and other services such as IT, Financial Advice and communications services.

Although we work with businesses of all sizes across numerous sectors, our experts understand that industries have unique needs and challenges. Our combination of industry and service specialism ensures we're able to offer you the best strategic advice specific to you and your business.

Smith Cooper continue to support the local market place, through support and activities with The Birmingham Chamber of Industry and Commerce; Colmore Business District and Marketing Birmingham to name a few. Through our network of contacts we are able to offer our clients the service of a local partner who really understands the Birmingham Market working with you holistically to provide a solution that best fits your business.

The range of services and advice we offer are:

- Tax compliance and bespoke advisory
- Funding Support
- Business strategy
- Corporate Finance
- Investment target search
- Restructuring
- HR services including payroll
- Accounting, auditing and compliance



Our Offer

We are prepared to offer any firms, investors, businesses or individuals that enquire a free initial meeting with one of our experts.

Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com



SKILLS,
ACADEMIC RESEARCH
& COLLABORATION

BIRMINGHAM METROPOLITAN COLLEGE



Training for results

As a leading training provider, Birmingham Metropolitan College (BMet) specialises in developing high quality, results-driven training programmes to support firms to look after their strongest asset - their people.

Whether it is apprenticeship programmes, recruiting new talent or embedding training programmes to support the training of a current workforce – we pride ourselves in providing a service that exceeds our client’s expectations.

With colleges across the Birmingham and the Black Country , as well as specialist sites throughout the UK, we are well positioned to work with employers on a regional and national basis. We have been working with the training sector for over 20 years and we use this experience to help our clients grow and develop their workforce. We take great pride in working in partnership with employers to ensure that programmes are flexible and tailored to meet the exact requirements of each individual business.

As a not-for-profit organisation we are able to provide employers with a significant return on investment for their training budgets - ensuring that every pound invested has a direct impact on the training of staff.

We understand the commercial pressures on all organisations - we are flexible in our delivery models and reactive to market changes and requirements.

Just as with any other service provider, we provide you with an account management team to look after your business needs whilst providing high quality training and development programmes.



UNIVERSITY COLLEGE BIRMINGHAM



University College Birmingham (UCB) is delighted to offer inward investors a package of business services and solutions.

The University's commitment to vocational training, including a growing portfolio of apprenticeships, means it is ideally placed to serve a broad range of industries – and help you to respond rapidly to commercial opportunities.



Our Offer

We can help you in the following key areas:

- Recruitment – we are experienced at recruiting well-qualified staff for full-time, part-time, permanent and temporary positions.
- Apprenticeships – UCB, rated “outstanding” by OFSTED, delivers apprenticeships in Bakery; Business Administration; Customer Service; Food & Beverage Service; Health & Social Care; Hospitality; Management; Marketing; Sport; and Travel & Tourism.
- Higher Apprenticeships – we also deliver Higher Apprenticeships in Business and Professional Administration; Assistant Practitioner (Health Sector); Hospitality Management; and Care Leadership and Management.
- Internships – we can cover your short-term skills gaps and help you to identify new talent.
- Work Experience – we encourage your business to tap into the knowledge, skills and enthusiasm of our students and graduates through work experience placements, allowing you to talent-spot staff for the future.
- Become An Employer of Choice – we raise your profile with our students, ensuring your managers get access to the best recruits on the market.
- Partnerships – we offer tailored services and pre-employment training in areas including hospitality, food hygiene, customer service and retail skills.
- Recipe and Food Product Development – small and medium-sized businesses can use our industry-leading Food Science and Innovation Suite to develop products and ideas.

UNIVERSITY OF BIRMINGHAM



UNIVERSITY OF
BIRMINGHAM

The University of Birmingham is committed to growing and developing partnerships with business. A large and broad-based university, we specialise in advanced manufacturing, formulation engineering, cyber security, translational medicine, health and medical technology, low carbon energy, food technology and railways; as well as working with public policy, banking, the NHS, and local and national government.

Access outstanding research facilities and expertise:

- **The Institute of Translational Medicine (ITM)**, in partnership with Birmingham Health Partners, is a world-class clinical research facility in Birmingham that opened in 2015
- We are a founding partner in **The Manufacturing Technology Centre (MTC)** providing a unique facility to test novel engineering concepts and processes
- **The Centre for Formulation Engineering** collaborates with businesses on research into micro-structured materials
- A new £60m **High Temperature Research Centre** in partnership with Rolls-Royce develops future generations of aero engines, making greener, more efficient air travel possible
- **The Birmingham Energy Institute** seeks to develop sustainable energy solutions in transport, electricity and heat supply
- **City REDI** is a brand new research institute that delivers policy, strategy and research to support economic growth and prosperity of major city regions across the globe
- More than 5,000 outstanding students from around the world graduate with us each year, ensuring a motivated and sizeable talent pipeline for businesses to access.



Our Offer

We have an excellent team of enthusiastic business engagement managers waiting to learn more about the challenges you are facing. We can help you navigate your way through the various funding opportunities available and find you a suitable academic partner to work with.

Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com

UNIVERSITY OF WARWICK



Warwick is a leading university, somewhere forward-looking and ambitious, where the starting point is always ‘anything is possible’. Nowhere is this ethos more evident than in our work to support SMEs.

We’re renowned for being a home to academics who are some of the most distinguished in their field, and have links with many sectors including automotive, advanced manufacturing, food, pharmaceuticals and life sciences. We also offer access to state-of-the-art scientific equipment for research and development. Through university-business collaborations, our knowledge and connections provide impact beyond academia.

Our students are intelligent, dynamic and ambitious, armed with the knowledge they’ve gained from studying at a world-class university. We work with businesses to help them hire the brightest new talent, providing opportunities for graduate recruitment, internships, Knowledge Transfer Partnerships and work experience.

Through our leading departments WMG (Warwick Manufacturing Group) and WBS (Warwick Business School), we also deliver outstanding tailored professional development to ensure an organisation’s current employees evolve to meet the ever-changing demands of the business world.

The University of Warwick Science Park offers services to businesses in need of external funding, destination space or development support. It manages the Minerva network of business angels providing investment to start-ups in need of funding, and its experts guide more established SMEs through the process of raising extra investment support.



Our Offer

Talk to Warwick’s advisors to find the service you’re looking for. We understand that SMEs and their needs are as individual as we are, and we tailor our services to suit – whether that’s for recruitment and skills, advice and support, or research and development.

The background of the image shows the silhouettes of three people standing on a dark, rocky mountain peak. They are celebrating, with their arms raised in the air. The sky is a gradient of blue and orange, indicating a sunset or sunrise. The sun is visible on the right side, creating a bright glow and lens flare effect. A large, rounded rectangular box in the center of the image contains the text.

EMPLOYEE INCENTIVES & TRANSPORT

BIRMINGHAM AIRPORT



Birmingham Airport is the most accessible airport by road and rail, sitting in the centre of the UK and ready to welcome potential inward investors to the city region.

The Airport is experiencing record passenger growth, with 11 million passengers using the airport in the last year and long-haul traffic growing by 21% annually.

This growth is partly due to the recent launch of 13 new airlines, including Qatar Airways, American Airlines, Iberia, Vueling, Wizz and Norwegian, as well as more capacity delivered by Emirates, Air India and Turkish Airlines.

A multi-million pound investment to extend the runway and redevelop the terminal to welcome the A380 aircraft mean that Birmingham is the premier long-haul airport for the UK's central region, connecting the region with 340 direct or one-stop long-haul destinations worldwide with 50 airlines.

Its two hour catchment includes 35m people - half the population of England and Wales - and the Airport is just 10km from central Birmingham, the UK's second largest city at the heart of a £96 billion regional economy.

Trains from London currently take just c60 minutes via its on-site rail station. In 2026, this will reduce to c30 minutes as Birmingham becomes the UK's first and only high-speed connected airport, increasing the two hour catchment to 45m people.



STAYING COOL AT THE ROTUNDA

staying
cool

Our stylish, modern serviced apartments are the perfect place to stay in Birmingham. Ideally situated at the top of the Rotunda, right by New Street station and the Bull Ring shopping centre, the best of Birmingham is right on your doorstep.

We offer studio, one and two bedroom apartments as well as the stylish penthouse apartments, that provide far more space than most hotel rooms. You also get a fully equipped kitchen, free Wi-Fi, Sky TV and the best views of the city.

Staying Cool is pleased to offer Business Birmingham’s investors reduced rates for short visits to Birmingham, or longer stays while setting up in the city:

Apartment	1 night	2 nights (per night)	3+ nights (per night)
‘MINI’ STUDIO APARTMENT (KING SIZE BED)	£119	£109	£99
CLUBMAN’ ONE BED APARTMENT (KING SIZE BED)	£139	£129	£119
MAXI’ TWO BEDROOM, TWO BATHROOM APARTMENT	£189	£185	£179
‘ROADSTER’ TWO BEDROOM, TWO BATHROOM PENTHOUSE WITH BALCONY	£289	£279	£269

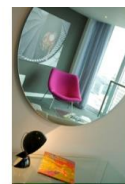
Our Offer

Inward investor rates include:

- Fast, free fibre optic broadband for all of your devices
- SkyTV and a Blu-ray DVD player
- BOSE speaker dock
- Fresh, locally sourced Staying Cool coffee for the cafetiere, milk, oranges for the juicer and complimentary Rude Health breakfast cereals
- Breakfast tea, green tea and hot chocolate
- A top of the range espresso machine and illy coffee
- A leave-and-retrieve service (leave any items you like from week to week and we will safely store them for you)
- Reduced rate gym membership with The Gym Group just 100m away
- Secure underground parking at The Bullring for just £10.50 per night

Events/Meetings

Our penthouses also offer a great space for events and creative meeting space, should you wish to entertain clients in a venue with a WOW factor. Meeting and event rates available upon request.



TRANSPORT FOR WEST MIDLANDS



Transport for West Midlands (TfWM) – part of the West Midlands Combined Authority - is responsible for delivery of public transport and promotion of sustainable travel in the West Midlands, working in partnership with the region's seven metropolitan councils. This ensures that everyone in the West Midlands benefits from an effective transport system that meets the economic and environmental needs of the region, as well as providing access to jobs, finding innovative ways to help reduce congestion and offering seamless connections for people and goods to home and overseas markets.

TfWM's business and employers' team provides a free, bespoke travel planning service to companies across the region. It helps employees save money on their journey to work and helps businesses to meet environmental and staff retention objectives and address any car parking issues at their premises. The team provides a personal travel consultation service to businesses relocating to the region to ensure that staff have the most up-to-date information and incentives they need to travel to work as easily as possible, while reducing their carbon footprint.

More than 140 businesses across the West Midlands are being supported and over 90,000 employees have been helped including a number of high-profile organisations relocating their premises to Birmingham and Solihull. These include Resorts World Birmingham at the NEC, John Lewis at Grand Central and Jacobs in Birmingham city centre.



Our Offer

- Free travel consultation meeting with one of the team
- Advice and tools to help you produce a customised travel 'action plan' for your company
- Discounted local public transport ticket offers for your staff
- A free travel event for your employees, with staff on hand to recommend the best ticket and travel options
- Information on local cycling and walking support available and on running a car-share scheme for your employees
- Free travel maps and timetables and online travel information for your website

Contact Us

+44 (0)121 202 5073

invest@businessbirmingham.com



TALK TO US

Find out more about how the Inward Investor Commercial Support Programme can speed up the process of setting up your business.

+44 (0) 12 1 202 5022

invest@marketingbirmingham.com

FOLLOW US



business_bham

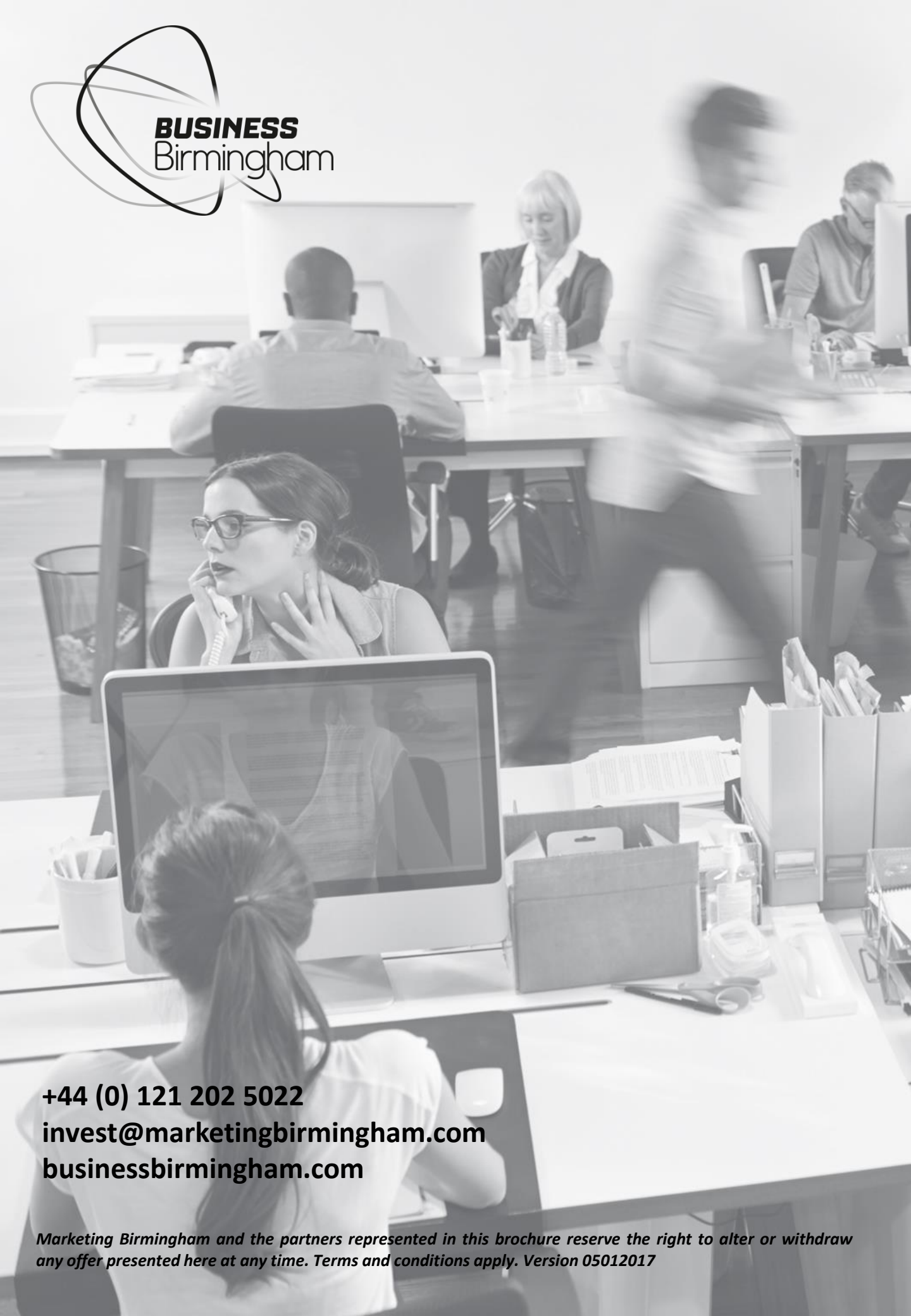


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