

# Innovation Birmingham

Acquired by Bruntwood SciTech in March 2018 the region's leading digital campus currently comprises three buildings purpose-built for entrepreneurs, start-ups and SMEs in the digital technology sector.

Located in the heart of the city's fast-developing Knowledge Quarter innovation district, the 113,000 sq ft Innovation Birmingham campus is already home to over 200 businesses employing over 1000 people. This 98% occupancy level has triggered a £23m investment by Bruntwood SciTech to expand the existing campus.

**Enterprise Wharf:** 8 x 10,000 sq ft floor plates for larger customers

**iCentrum:** Incubation and co-working space for early stage businesses of 1-5 people

**Faraday Wharf:** Grow on space for businesses of 10-20 people

**Universities Centre:** Serviced office space of 5-10 people

'Enterprise Wharf' will form part of a successful campus growth escalator rather than a standalone building. The 100,000 sq ft new build will be a 'smart' building, being an exemplar of the application of technology to buildings as well as providing a new landmark structure for the city. This will be the first tech-focused and tech-enabled new building in Birmingham and will therefore be a significant attractor to technology businesses particularly those of larger scale or rapid growth. The ground floor of this world-class building will be a vibrant, intriguing and welcoming space, inspiring enterprise, and potentially hosting the Barclays Eagle Lab accelerator currently based at the campus.

Further investment is also being made into the redevelopment and enhancement of the three original buildings - iCentrum, Faraday Wharf and Universities Centre to provide more innovative, flexible workspace alongside improved amenity and community facilities to aid collaboration amongst customers.

Key to the success of Innovation Birmingham is the business support model offered to companies to support growth and spark innovation. The Serendip programme co-locates large corporates or public sector bodies with smaller, nimble start-ups to come together around an innovation based challenge. This has attracted leading partners to the campus including GymShark, National Express and West Midlands Academic Health Science Network and fuelled collaboration.

Bruntwood SciTech is currently bidding for Innovation Birmingham to be the site of a 5G Application Accelerator, part of an Urban Connected Communities project - a DCMS initiative in collaboration with West Midlands Combined Authority, providing an opportunity to disrupt the market.

Bruntwood SciTech is also investing significantly in the development of the overall campus masterplan to support the creation of more than 7000 new skilled jobs over the next decade.



Acquired in 2018 - 113,000 sq ft, 98% occupied



Leading digital campus for entrepreneurs, start-ups and SMEs



Over 200 companies



Serendip open innovation programme



£23m planned investment in campus expansion



100,000 sq ft Enterprise Wharf development



Creating over 7000 new jobs

