OFFICIAL

STRATEGIC DEVELOPER PARTNER

JLL

WARWICK BAR PHASE 2



Digbeth – A new neighbourhood at the heart of Birmingham's creative quarter.

On behalf of Homes England

'Image from BCC Digbeth Prospectus (Howells), Homes England annotations'

OFFICIAL

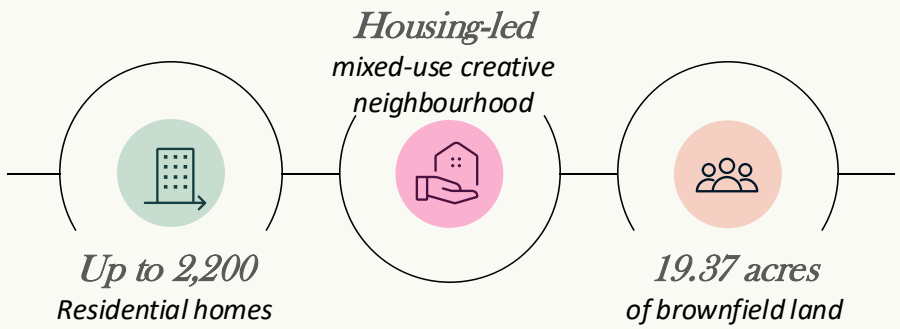
THE OPPORTUNITY

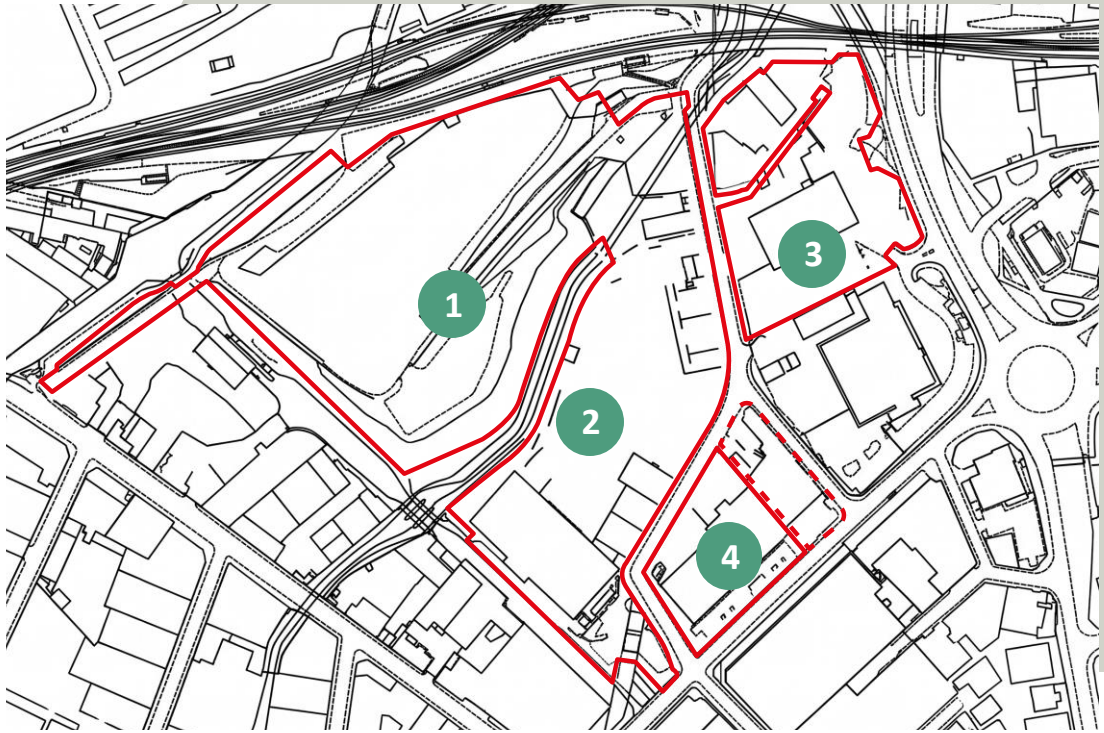
Warwick Bar Phase 2 is a major brownfield regeneration opportunity on the eastern edge of Digbeth, one of Birmingham's most distinctive and rapidly evolving neighbourhoods.

Owned entirely by Homes England, the Phase 2 opportunity comprises approximately 7.84 hectares/19.37 acres of brownfield land across a collection of strategically connected sites. It provides the opportunity to deliver a high-quality, housing-led (up to 2,200 total homes), mixed-use creative neighbourhood which responds to Digbeth's industrial heritage, supports its established creative economy and contributes to the wider transformation of Birmingham city centre.

There is the potential for other assets to be brought into the land subject to the development agreement, if and when they are acquired by Homes England. These are delineated by the dashed line on the plan opposite.

JLL are appointed to find Homes England an experienced development partner, or partnership, with the capability, resources and ambition to deliver a complex, multi-site regeneration programme.





The opportunity includes four sites:

1	**Former SITA**	A residential neighbourhood at the Cattle Bridge City gateway.
2	**Montague Street**	A mixed-use neighbourhood opportunity with residential and creative uses.
3	**Belmont Passage**	A mixed-use opportunity benefitting from access to the Lawley Middleway.
4	**111 Great Barr Street**	A strategic gateway connecting Warwick Bar with Digbeth's creative core.

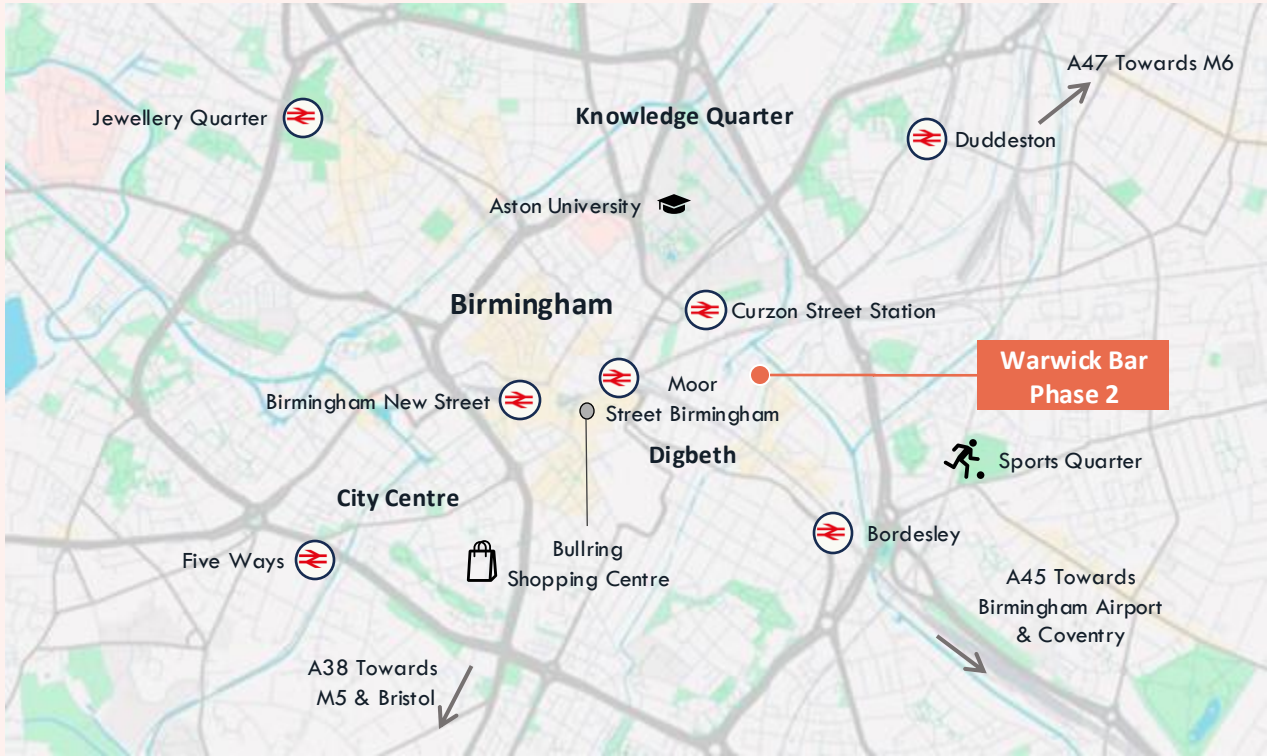
DIGBETH'S LOCATION & CONNECTIVITY

The best-connected area in the best-connected city

Warwick Bar Phase 2 occupies a strategic position on the eastern edge of Digbeth, close to Birmingham city centre, the proposed **HS2 Curzon Street Station** and the **Birmingham Knowledge Quarter**.

The opportunity sits within a growing network of national rail, Metro, road, canal and active-travel connections. Planned investment in HS2, the Eastside Metro Extension, Moor Street Gateway and Digbeth Active Travel and High Streets initiative is intended to strengthen access between Digbeth, the city centre and the wider region.

The **River Rea, Grand Union Canal and Digbeth Branch Canal** create opportunities for sustainable movement, biodiversity improvements and waterfront placemaking. The proposed Duddeston Sky Park would add a new elevated walking route through Digbeth, with its northern landing at Warwick Bar.



Connectivity at a glance

49-MINUTES

Proposed HS2 journey time from Birmingham to London Euston.

11-MINUTES

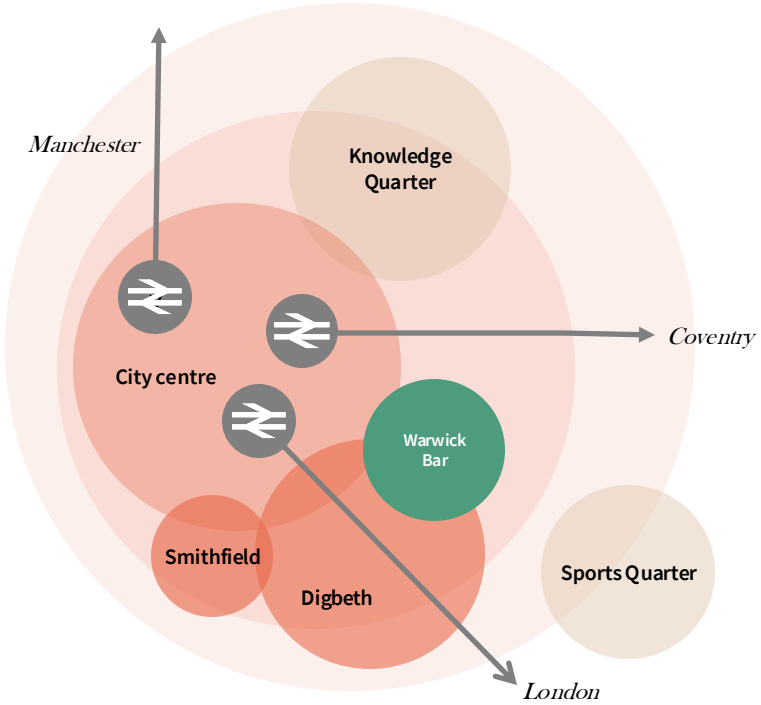
Proposed HS2 journey time from Digbeth to Solihull which will provide connections to Birmingham Airport/International.

5-MINUTE CYCLE

Indicative canal-side cycle connection between Warwick Bar and the university and Knowledge Quarter area.

3 WATERWAYS

The Grand Union Canal, Birmingham and Fazeley Canal, and Digbeth Branch Canal connect Digbeth into Birmingham's wider canal network.



WHY DIGBETH

Digbeth is one of Birmingham's most distinctive and dynamic urban neighbourhoods. Located immediately east of the city centre, it combines an established creative economy with industrial heritage, independent enterprise and, as a designated growth area, is attracting significant public and private investment.

Historic factories, warehouses, canals, railway infrastructure and the River Rea have created a distinctive urban character. Today, these assets provide the setting for a growing community of creative businesses, cultural organisations, independent venues and new residents.

Major occupiers including MasterChef Studios, the BBC and The Bond are strengthening Digbeth's reputation as a nationally important centre for television, film and creative production. This expanding cluster is generating demand for new homes, workspace, amenities and high-quality public spaces.

Digbeth's continued evolution is supported by major investment in transport, infrastructure and surrounding development.



Digbeth street scene (Author: Damien Walmsley)

> *It is a privilege to work alongside local leaders and their communities with shared vision and purpose to regenerate Digbeth in a way that truly works for local people, and businesses for the long term. The chosen developer, for this stage of the project, will need to share this same joint ambition, which is central to the next phase of Digbeth's regeneration. The creation of new homes, community spaces and commercial uses to help business thrive will be pivotal to the area's continued success and prosperity.*
>
> **Jo Nugent**, Executive Director – Midlands

ECONOMIC GROWTH

£11bn+ of planned investment surrounds Digbeth, backed by a £117bn regional economy



Digbeth Night Scene (Author: Damien Walmsley)

6,000+

indicative new **homes** across the wider development sites identified in the Digbeth Prospectus

300,000

sq m of indicative commercial floorspace potential across the wider Digbeth Prospectus sites

46,000

students at Aston University and Birmingham City University

30,000

jobs targeted through the ten-year West Midlands Investment Zone growth plan



Tommy Shelby mural, Montague Street (artist: Mr Murals)

£117bn

annual value of the West Midlands economy

£282m

of additional regional **GVA** expected from the BBC's investment during the decade to 2031

£2bn

of private-sector **investment** targeted through the West Midlands Investment Zone

£11bn+

planned infrastructure and development investment surrounding Digbeth over the next decade

THE VISION

Homes England's, and their public sector partners vision is to transform Warwick Bar into a distinctive, housing-led, mixed-use neighbourhood, centred around new waterside public realm.



Indicative illustration

This scheme will deliver much-needed homes while strengthening Digbeth's established creative economy, with a particular focus on media production.

Aligned with Birmingham's emerging Local Plan

1

Residential-led growth

The July 2024 Preferred Options identified Digbeth as a major Growth Zone with capacity for more than 10,000 homes across the wider area.

2

Brownfield regeneration

Warwick Bar Phase 2 will bring underused urban land back into productive use and contribute to Birmingham's housing requirements.

3

Creative employment

New homes should be accompanied by flexible and affordable space for creative industries, production, makers and independent businesses.

4

Heritage-led placemaking

Development should respond to Digbeth's industrial buildings, waterways, infrastructure and distinctive urban character.

5

Connected neighbourhoods

Public transport, active travel, green infrastructure and improved access to the River Rea should be embedded within the development proposition. This could include the delivery of a Sky Park.

Warwick Bar Phase 2 presents a partnership opportunity to unlock brownfield land, accelerate housing delivery and establish a new neighbourhood at the heart of Birmingham's creative quarter.

PARTNERSHIP REQUIREMENTS

Homes England is seeking a long-term strategic development partner with the vision, capability, financial strength and delivery expertise to realise the Warwick Bar Phase 2 vision. The successful development partner will drive forward the redevelopment of the site including obtaining planning permission and funding the scheme to achieve the objectives below.

1

Deliver a High-Quality Mixed-Use Neighbourhood

- Create a vibrant, sustainable and inclusive mixed-use destination.
- Deliver a significant new residential community alongside commercial, cultural and leisure uses.
- Establish Warwick Bar as a distinctive and attractive place to live, work and visit.

2

Support and Grow the Creative Economy

- Retain and support existing creative and cultural occupiers.
- Provide opportunities for creative industries to grow and flourish.
- Ensure the development strengthens Digbeth's established creative identity and character.

3

Create Exceptional Places and Public Realm

- Deliver high-quality placemaking and public realm.
- Create strong connections with the surrounding neighbourhood and canal network.
- Promote activity, animation and community use throughout the development.

4

Deliver Long-Term Regeneration

- Unlock the full development potential of Warwick Bar through a phased and deliverable approach.
- Attract investment, occupiers and new employment opportunities.
- Generate lasting economic and social benefits for Digbeth and Birmingham.

5

Promote Sustainability and Social Value

- Deliver a low-carbon and environmentally sustainable development.
- Create opportunities for local employment, skills and training.
- Support inclusive growth and positive outcomes for local communities.

6

Establish a Successful Long-Term Partnership

- Work collaboratively with key stakeholders to realise the Warwick Bar vision.
- Ensure the site benefits from effective stewardship and long-term management.
- Deliver the scheme through a commercially robust and sustainable delivery model.

PROJECT TIMESCALES

Development Partner Appointed
Oct 2027

Planning Permission Submission for Initial Phase
Dec 2028

Initial Phase Planning Permission Granted
Mar 2029

Development Commences of Initial Phase
May 2029

Subsequent Phase Planning Application Prepared
Jan 2030

Delivery of Subsequent Phases
Jun 2031



'Image from BCC Digbeth Prospectus (Howells), Homes England annotations'



Digbeth Night Scene (Author: Tom Bird)

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On behalf of Homes England



JLL

Strategic Developer Partner

WARWICK BAR PHASE 2

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