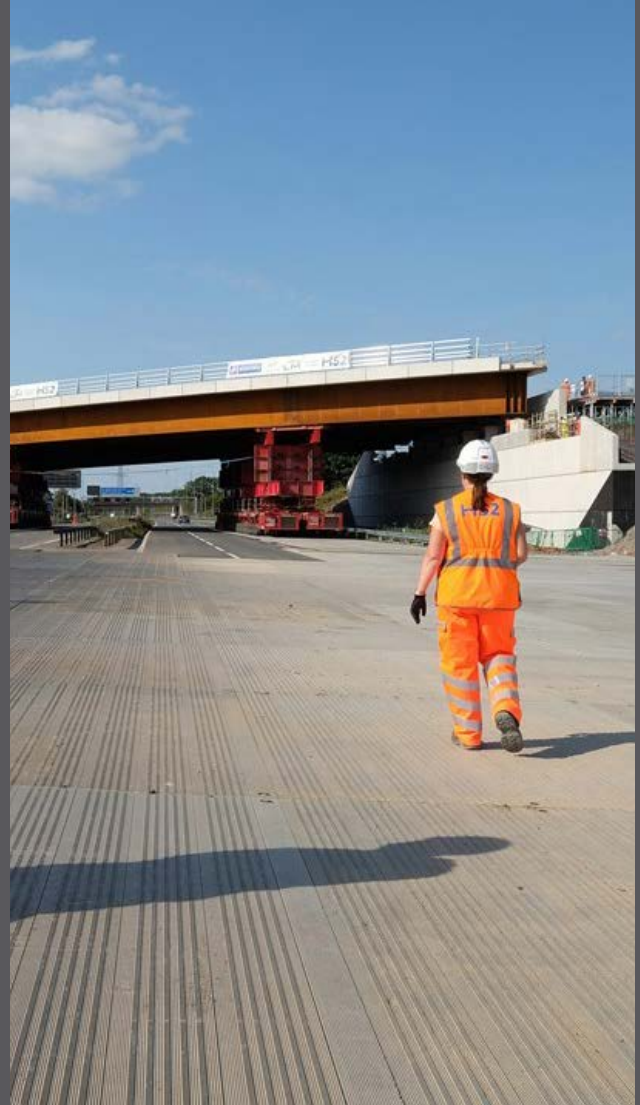




West Midlands
Combined Authority



Midlands HS2 Growth Strategy 2021: The Defining Decade – The Midlands high speed path to recovery



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Foreword



The West Midlands is at the heart of the HS2 network. HS2's HQ is here at Snow Hill. Its critical Infrastructure Control Centre is at Washwood Heath. And, of course, we have two of the flagship HS2 stations - Curzon Street in Birmingham and Interchange in Solihull - which will act as focal points for widespread economic regeneration and cultural renewal. HS2 will not only present a once-in-a-generation opportunity to drive economic growth and prosperity in the West Midlands: its benefits will be felt across the UK.

Even now this opportunity is being realised. While HS2 trains may not be here for a few years, we are already seeing exactly how major infrastructure investment accelerates regional growth. HS2 has already led to more than 12,000 jobs being created, including many apprenticeships key to addressing the UK's skills shortage. 313 businesses are directly involved in the HS2 supply chain and this will rise dramatically as construction on the main civils work increases in the coming months. And there is far more to come. It is now clear that our earlier projections were too cautious. The impact HS2 is having across the region has led us to revise our targets upwards, with forecasted jobs now at 175,000.

It is true that climate change, technological developments and, more recently, COVID-19, have dramatically changed the world in which we live. What has not changed is the importance that HS2 has as a driving force for economic, environment and social transformation in the Midlands and across the UK. Before COVID-19 the West Midlands had become the fastest growing regional economy.

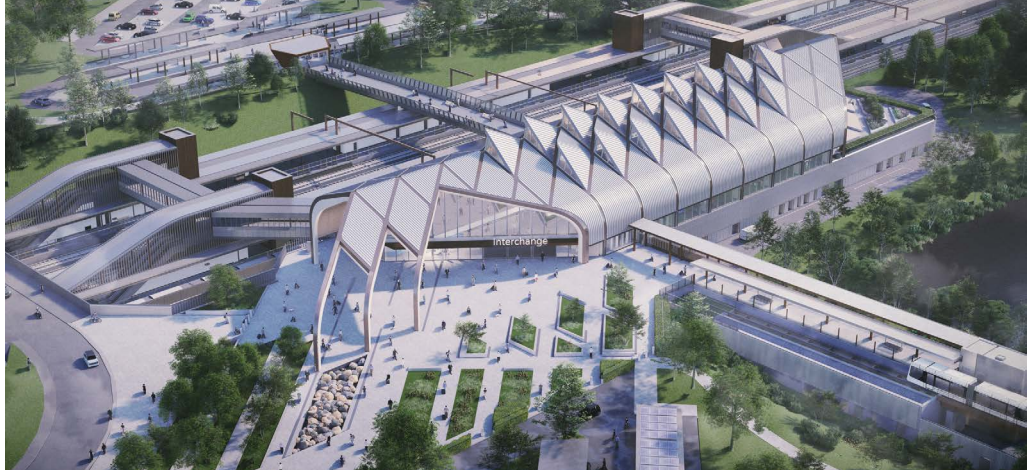
HS2 was a vital component of this and will be all the more important as we drive forward the recovery and recharge the West Midlands.

This strategy outlines the positive impact that HS2 is having on the West Midlands today and sets out the project's integral place in the region's future, levelling up economic opportunity by investing in infrastructure, innovation and people. It shows how HS2 is key to the government's ambition to reach net zero carbon emissions by 2050, and how HS2 will strengthen the UK's place in the world as we look to a new, brighter future on the global stage. And it includes our plans to accelerate the ambitious developments at our HS2 stations. As we lead the recovery from the pandemic, these developments will be a critical part of our programme of action.

I am proud to have championed HS2 during my time as Chair of GBSLEP and now as Mayor of the West Midlands. It is clear that HS2 will bring great economic regeneration and cultural renewal to people of the West Midlands. And it is clear that realising these benefits is all the more crucial as we recover from the pandemic. Working together, we must tackle any impediments or delays, so that these benefits can be felt as soon as is possible. And as we attend to the detail of delivery, we must retain our focus on creating bold new opportunities to maximise the return on our investment. These are the challenges we now turn to meet.

Andy Street

Mayor of the West Midlands Combined Authority



Introduction

When the West Midlands HS2 Growth Strategy launched in 2015, it mapped out how the region would respond to the opportunities HS2 presented, as well as some of the challenges created by the largest infrastructure project in Europe.

The last five years has seen remarkable changes regionally, nationally, and globally, which have influenced our plans and shaped this new strategy, including:

- The foundation of the West Midlands Combined Authority in 2016
- Royal Assent for Phase One in 2017
- Leaving the EU in 2020
- COVID-19 recovery
- • The Climate Change agenda – targeting net zero by 2050, and 2041 in the WMCA

HS2 provides the opportunity for West Midlands to be transformed in the next decade. By 2030 we will have:

- Two new world class, high speed rail stations
- High speed rail links accessible by 2 million people in the region
- More than 100,000 new jobs
- More than 200,000 new homes
- New high skilled industries based in the Midlands
- Inward investment of more than £10bn
- A comprehensive public transport system that encourages sustainable travel
- New development zones that will drive the economy forward

Deliverables

The original Growth Strategy set a number of key deliverables. We are now increasing these targets to take into consideration evidence from the impacts seen across the region since 2015 and the increased development of plans across the West Midlands:

	Original Target	Current	Revised Target
Jobs - new or safeguarded scheme	104,000	>12,000	175,000
Jobs for local residents currently unemployed (EATF) Tranche 1 Schemes:	10% of all jobs	N/A	10% of all jobs
Skills	36% local population qualified to NVQ level 4+	34.1%	36% local population qualified to NVQ level 4+
Apprenticeships	2000	158	5000
Business supported	700	313 in HS2 Supply Chain	2000
GVA	£14bn additional	+3.6% (+£3.5bn) growth rate	£20bn
Accessibility	over 2 million of region's population connected to HS2 by public transport within 45 minutes	N/A	over 2 million of region's population connected to HS2 by public transport within 45 minutes

Purpose

This document looks to build on the original ‘Midlands HS2 Growth Strategy’ that was submitted to Government in April 2015. The original submission outlined key aspirations that the region had as it looked to capitalise on the construction of HS2. Our approach takes into account both the short and long term needs of the region, ranging from our immediate response to repair the economic and social damage from COVID-19 through the delivery of the West Midlands’ recovery plan, to our role in the global commitment to combat climate change.

The Growth Strategy is testament to the spirit of collaboration that exists across the West Midlands, uniting organisations across public and private sectors to work closely to achieve their common goals. Stakeholders from across the political spectrum in the region are united on HS2, underlining the importance of the project. This Growth Strategy would not exist without the commitment of our wide range of partners, including: Black Country Transport, Birmingham City Council (BCC), Cities and Local Growth, Coventry City Council (CCC), Greater Birmingham Chambers of Commerce (GBCC), HS2 Ltd, Local Enterprise Partnerships, Midlands Connect, Solihull MBC (SMBC), Transport for West Midlands (TfWM), Urban Growth Company (UGC), West Midlands Growth Company (WMGC), West Midlands Combined Authority (WMCA), and the West Midlands Rail Executive (WMRE).

In this document we will look at the achievements to date as well as outline what will be included in the next phases to be undertaken by the region to build upon this.

This document also addresses other areas of opportunity that have emerged over the past five years where public interest and social conscience have increased, including such areas as the environment; growing regional economies; and additional rail capacity, along with the opportunities this brings. Finally, since that time there has been considerable development of the project and changes in the economic outlook, with the two most significant and pressing events being the publication of the Oakervee Review, followed by the Government’s decision to progress with Notice to Proceed; and the global pandemic caused by COVID-19. We will address these two factors directly.



Global Britain: Ensuring the UK takes centre stage

The UK is about to enter a new era of global growth with a liberated economy that will unleash the productive power of Britain post Brexit.

Key to this success will be vibrant regional economies across the UK. Once complete HS2 will create a network that links the economies of the North West and Yorkshire to the South East, with the Midlands at the heart.

The West Midlands is part of one of the fastest growing and most economically significant areas of the UK, and ensuring the region remains a primary destination for overseas investment is fundamental to Britain thriving after Brexit.

Railways helped established Britain as a global economic superpower, creating today's mature local and regional network. Now high speed rail is bringing back leading edge engineering skills to Britain, putting the UK at the forefront of the rail industry, producing the knowledge and people that will not only build HS2, but will lead the global growth of high-speed rail as we export our talent around the world.



It is essential Britain is ready to increase trade with the rest of the world, and a critical part of export growth is having the right infrastructure. HS2 will improve connections to, and release more capacity for, the region's international gateways, including Birmingham Airport, the UK's busiest pure – airfreight gateway at East Midlands Airport, and the UK's largest port by tonnage in Immingham.

The West Midlands has seen business confidence boosted by the government's commitment to building HS2 and this will be more important than ever the UK forges a new path in the global economy. HS2 demonstrates the confidence that the UK has in its future, it shouts out a message to the world that the UK is building a stronger economy, and that we are open for business.

COVID-19: Delivering a rapid recovery through HS2

The government has committed to strengthening the UK's economic recovery from COVID-19 by prioritising jobs and skills. HS2 is a project that epitomises this ambition, it has never been as it has the potential to act as a catalyst to help the nation and especially this region recover.

The West Midlands recovery plan has immediate asks of government with respect to our HS2 Growth Strategy:

Accelerate the ambitious development plans around the HS2 Interchange Station.

Only by releasing land currently planned to be used for car parking and by building new infrastructure such as access routes, will the planned growth at Arden Cross be possible. This will also accelerate commercial development with a focus on high-tech manufacturing and innovation facilities, including the potential for a world-class Healthcare & Innovation Campus, by at least 3-5 years.

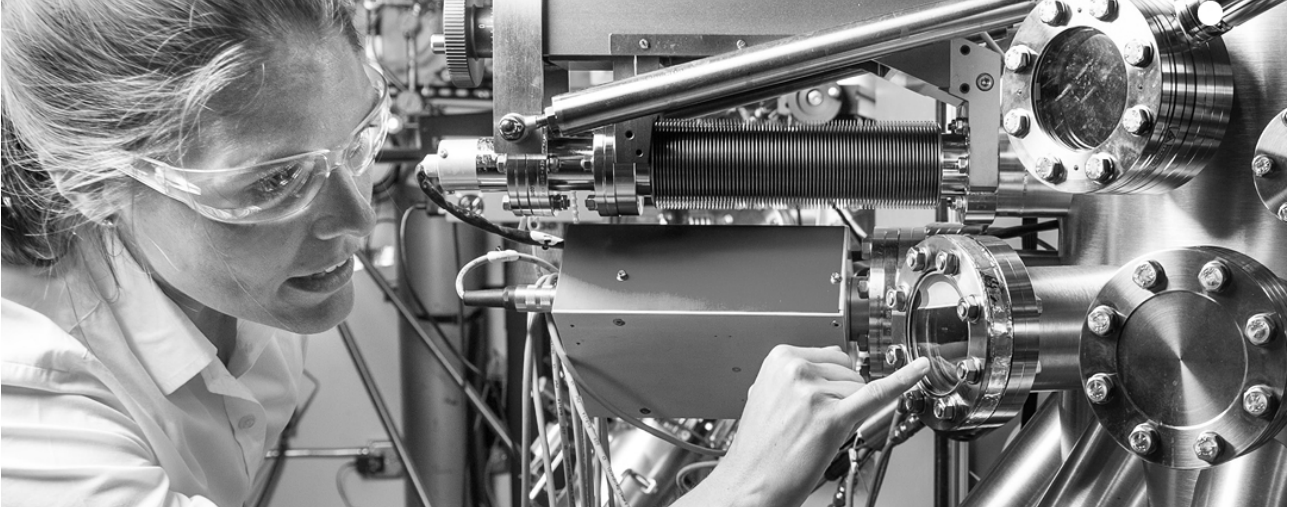
Cost: £95m

Benefits:

- Gross Development Value: £3.2bn.
- GVA: £1.4bn.
- Bring forward the creation of at least 16,000 net new jobs and 3,000 net new homes.

Fast-tracking Birmingham International Connectivity Project (BICP)

The only project that ensures the region is truly HS2-ready by providing multi-modal transport connections, the transformed station will become an international gateway at Birmingham Airport. This landmark building, within 45 minutes of an extra 1.3m local people from some of the region's most deprived communities, will also enable wider growth and investment on a global scale.



Regenerate the Curzon Street/Digbeth area

Including £70m for the Martineau Galleries development, which is a core gateway development that is part of the HS2 Curzon Street Masterplan. The proposal also includes a £61m investment into the Creative Quarter, which will accelerate the development of the Creative Content Hub and Studio UK - anchors to fuel high growth creative industries.

Cost: £131m

Benefits:

- Martineau Galleries will boost the economy by £255m, create 8,000 jobs and 1,300 homes.
- Create 10,800 job years in construction in the short term.
- Creative Quarter will enable content businesses to pivot and scale, attracting 10 new FDI projects per year in creative industries and creation of 6,000 jobs.
- Creative Quarter will attract 50 new businesses to the region in the next 3 years to meet growing demand across the country and upskill 3,000 people in the Creative Sector in the next 3 years with a focus on levelling up the workforce.
- Create a world-class innovation hub (StudioUK) to enable a digital technology first approach for recovery of the UK's media production sector.
- Position the area for the potential development of the Birmingham Museum of Science and Industry, which will attract 2 million visitors and bring £30m to the local economy.

Energise the area through Dudley Interchange

By providing high quality facilities within an architecturally modern Interchange building that will enhance Dudley Town Centre. The Interchange will be an integral link between Metro, bus services and Town Centre, providing a significant improvement in public safety and access. Accessibility will be significantly improved for disabled users, providing both facilities and access/egress arrangements to meet their needs, encouraging mobility. This project will increase competitiveness and support the growth in our key sectors.

Cost: £31.2m (Total Cost) £11m (DfT)

Benefits:

- 12,000m² of new facilities.
- A world class multimodal facility that optimises commercial opportunities, retail, and ticketing.
- Improved waiting and interchange facilities, including enhanced passenger information and RTI.
- Improved cycle parking facilities.
- Sustainable development through reducing environmental and whole life carbon impact across construction, operation, and reduced ongoing management/maintenance costs.

Environment: Assisting net zero by 2050

In 2015, the regional WMCA HS2 Environment and Landscape Board was formed to support and deliver on some of the regional environmental challenges that were faced not only by the HS2 programme but also by the wider regeneration and growth that would be taking place.

The HS2 E&L Board was independently chaired by the Chief Executive of Birmingham & Black Country Wildlife Trust and had members from the WMCA, Environment Agency, Natural England, HS2 Ltd as well as all of the regional nature partnerships and other local authority bodies. This group undertook a lot of work to identify a number of potential projects that could be used to help mitigate the impacts of HS2 in the region, such as the promoting the 'River Cole' project as one that could be used by HS2 Ltd as part of any wider mitigation proposals that were being developed and as part of the Green Corridor initiative.

The last five years has seen the rise in importance of the Climate Change agenda. Rising carbon levels, global warming, and high levels of pollution, especially in cities, are requiring methods of restraint on car use such as clear air zones which are planned or being implemented throughout the UK.

The UK is leading the way in responding to this challenge, becoming the first

major economy in to pass laws to end its contribution to global warming, setting a target to bring all greenhouse gas emissions to net zero by 2050. Here in the West Midlands we have taken this commitment one step further setting our own target of 2041, and HS2 will be a key part to our success.

The [WMCA 2041 Environmental Strategy](#) has direct links to both HS2, and the wider economic growth being seen across the Midlands. We see this as a critical part of the 'Green Recovery' that will need to take place in the coming years.

In light of this, the WMCA has taken a fresh look at how we can prioritise our local green assets to better utilise them and to look at how HS2 and the wider regeneration taking place can both support and facilitate additional growth in the 'Green Recovery'.

The WMCA has reviewed the governance arrangements in place and has created a triangulated approach whereby the three key regional elements come under one governance structure. This will allow for clear and transparent evaluation and reporting at a regional level of all environmental projects and activities, and will facilitate greater opportunities for collaborative working placing the environment at the very heart of the overall WMCA governance led by the Leader of Solihull Metropolitan Borough Council Cllr Ian Courts.

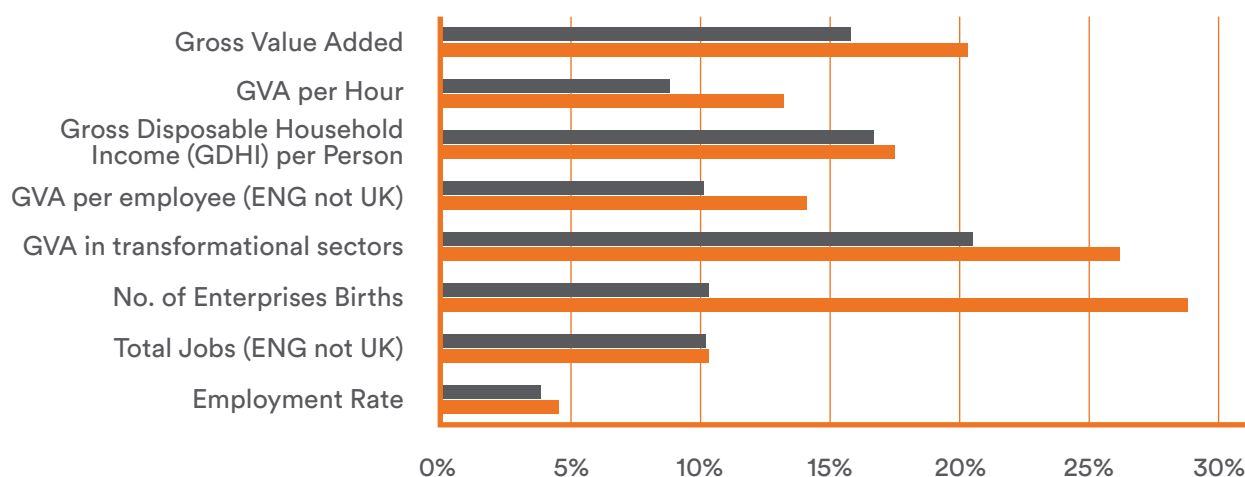
The economic impacts of HS2

In 2012, the government confirmed its strategy for high speed rail, giving HS2 limited the green light to develop the Hybrid Bill for Phase One. In an economy still recovering from the financial crisis, the effect of this new rail line to the West Midlands economy was to start a wave of confidence that has continued to deliver tangible benefits to the region.

The WMCA economic data below demonstrates how this has enabled the region to outperform the rest of the UK and meet the government's ambition of levelling up economic opportunity.



West Midlands Combined Authority vs UK



Change in UK average since 2013

Change in West Midlands since 2013

Visitor Economy

The Midlands has a very strong visitor economy which ballooned in both numbers and value in recent years. According to a new report published by the University of Birmingham's City-Region Economic Development Institute (REDI), the city's visitor economy was worth £7.1 billion in 2017, up 9.2 per cent on the previous record set in 2016.

Residential

HS2 is boosting the desirability of the region as place to live driving demand for new homes, with current forecasts predicting that the West Midlands' population will grow by around 400,000 by 2043, equivalent to a city the size of Bristol.

The response to this demand can be seen in the 2019 Deloitte Crane Survey, which showed City centre residential development had reached an all-time high with more than 5,000 units under construction and student accommodation was at its highest ever level with 2,667 units under construction.

The WMCA's target of 215,000 homes by 2031, is an integral part of the UK's housing provision and economic growth. Our track record for housing delivery is well established, 16,938 properties were built in 2018/19 - a 15% rise on the previous year and twice the UK average increase.

Commercial

Since the publication of the original strategy, we have seen significant growth in both the economy and wider business activity in the region. The 2019 Deloitte Crane survey for Birmingham, showed that office development surpassed 1.4 million sq. ft. for the third consecutive year.

The region is continuing to demonstrate its strong track record on delivery, with a numerous schemes recently completed or completing in the next few years, ahead of the planned activity at the station development areas, which will provide an additional 1.5m2 of commercial floor space, including 650,000m2 at Interchange Station and 600,000m2 at Curzon Street Station



ONE Eastside, Birmingham

- A 51-storey build to rent (BTR) scheme, set to be the tallest building in Birmingham
- 667 luxury residential units
- Cinema, gym, and rooftop bar, and public realm improvements
- Gross development value of £160m
- Completed late 2022.

Arena Central, Birmingham

- Planning consent for > 1 million sq ft of mixed-use development
- HSBC has forward-purchased 1 Centenary Square, a 210,000 sq ft Grade A office building
- UK Government has pre-let 3 Arena Central, a 240,000 sq ft Grade A office building to house HMRC's regional HQ
- The south east corner is home to a 250 bedroom hotel
- Work underway on the delivery of 323 residential apartments

Paradise, Birmingham

- 10 brand new, high quality buildings in the city centre
- Over 14m sq. ft of commercial floor space
- 250-bedroom 4* hotel
- 3 new public squares £700m investment

Exchange Square, Birmingham

- 375-home build-to-rent development
- Opposite HS2 Curzon Birmingham. Works commence in July 2020
- Completion scheduled for Summer 2023

Oval Estates - Digbeth

Plans for a £1bn transformation of the area around the iconic Custard Factor have been submitted, to deliver:

- Up to 2.2 million sq ft of commercial space
- 1,850 homes
- Shops, restaurants, cafes, and additional leisure facilities
- The 42-acre scheme is expected to create more than 16,000 jobs

Friargate – Coventry

- Spanning 3,200,000 sq ft, the largest regeneration project Coventry has seen in a generation
- 2,350,000 sq ft of Grade A office space across 14 buildings
- 215,000 sq ft of shops, restaurants and bars
- 450,000 sq ft of hotel space across two buildings
- 400 new homes, and 110,000 sq ft of leisure use
- Once complete will bring 15,000 new jobs

Employment and Skills

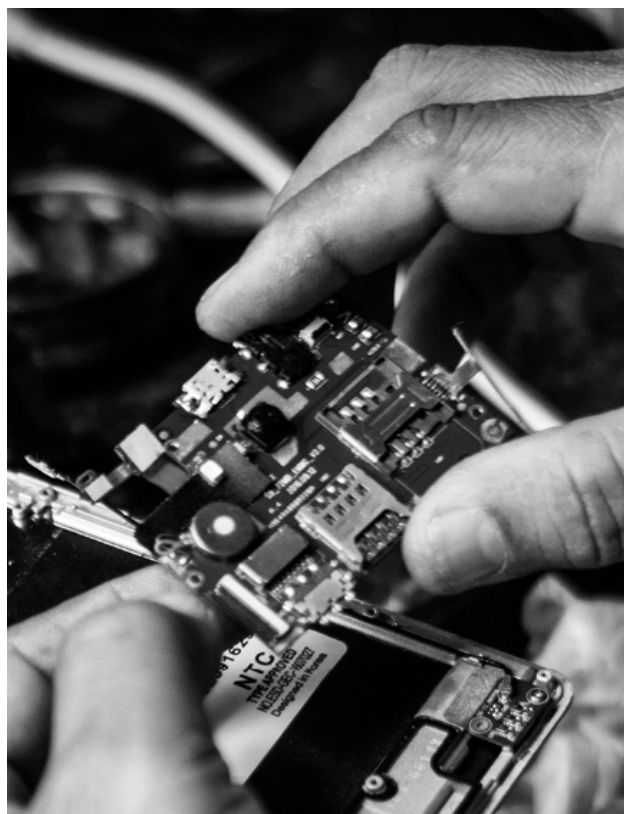
The opportunities offered for employment associated with HS2 are particularly welcome in the economic environment, which will follow lockdown, as the country emerges slowly with businesses unable to operate efficiently due to social distancing requirements, staff off on sick leave and lower spending power among large sections of the population.

The jobs provided by HS2 will play an essential and key role in our recovery ensuring the adverse impacts of a recession are reduced. The roles HS2 is creating provide a good mix of entry level positions, which help facilitate inclusive growth, and high skilled roles, that require above average qualification levels (Level 3+), driving up wage levels and increasing productivity. Already the West Midlands has seen a positive direction with regards to higher level skills (+1% change at L4 and above), while the proportion of those with no qualifications is decreasing.

Wider Economic Benefits

The DfT's Full Business Case High Speed 2 Phase 1 April 2020, shows that the Wider Economic Benefits for the full Y network are £20.5bn (Present Value 2015 prices), a large percentage of these will be realised across the West Midlands including significant potential agglomeration effects through labour market efficiencies, competition effects and knowledge spill overs.

Indirect independent research undertaken for Centro/WMITA, estimated that HS2 would create £2bn GVA p.a. and create 22,000 jobs in the West Midlands, which are not dependent on complementary action by government and local authorities, and demonstrated that the West Midlands HS2 Connectivity Package of transport improvements would double the potential economic benefits of HS2, generating 51,000 new jobs across the West Midlands region and increasing our economic output by £4.1bn GVA per year.

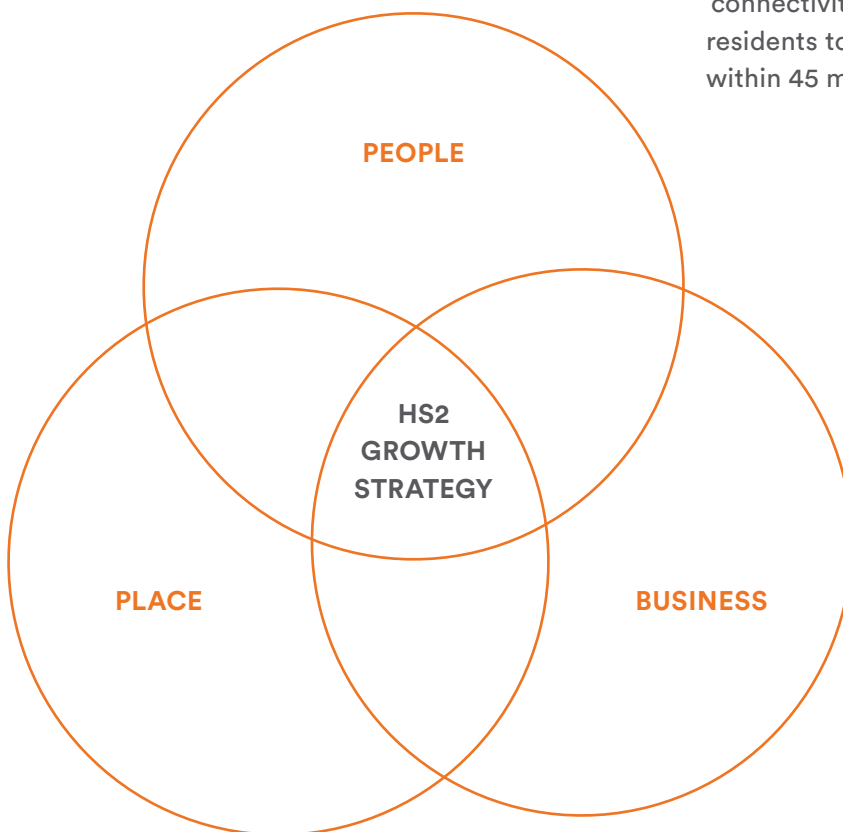


The HS2 Growth Strategy

Transforming the West Midlands through HS2. Our approach focuses on three interlinking strands of **PEOPLE**, **BUSINESS** and **PLACE** and targets action over the short, medium, and long term as we plan for the sustainable impact of HS2 within the region and across the UK.

Together these key areas encompass the multiple workstreams that form the West Midlands HS2 Growth Strategy:

- **People** – including jobs & skills, apprenticeships and the National College of Advanced Transport and Infrastructure
- **Business** – Supply chain support for the construction of HS2 as well as the wider regional impacts of business growth and the necessary support that could be provided
- **Place** – considering the station locations and how these could be developed to become destinations in their own right and the wider ‘connectivity’ that would link over 2m regional residents to the key growth nodes in this region within 45 minutes.



People: The West Midlands' most valuable asset

We are raising ambition, awareness, and skills across the region so that our people are ready to embrace our inclusive economic growth.

HS2 is an employment accelerator, our original Growth Strategy set out a delivery target of 104,000 new or safeguarded jobs. More up to date data suggests this figure will now be more than 150,000 jobs, and we have set ourselves the target of 175,000 new jobs.

To date more than 12,000 jobs across the West Midlands have been attributed to HS2 project, this includes:

- 2,750 jobs directly from HS2 Ltd, its Tier 1 contractors and their supply chains; on the back of HS2 locating its headquarters in Birmingham the city has seen a number of companies and joint-ventures move to the city including Balfour Beatty Vinci; Jacobs Engineering; Fusion JV; Arcadis; Bechtel; and WSP, creating more than 1,000 jobs.
- 1,600 jobs from the HS2 Business Growth Programme
- 6,656 jobs from the Birmingham City Council HS2 Masterplan for Growth

These are just some of the examples of the work that has been done in the region, but by no means all. Work continues to develop additional programmes to help local people secure new and exciting employment opportunities on the HS2 programme.

Our aim is to continue to use HS2 as a catalyst for growth, to build a more inclusive and balanced economy, improving social mobility through employment, unleashing the incredible potential of the West Midlands' young and diverse population.

It was important to recognise there were specific issues at the extremes of the skills spectrum with too many people with no qualifications and not enough people with qualifications at level 4 and above, while the region was also home to a highly skilled workforce and a great graduate pool. Our approach was shaped to ensure that all residents of the region, including those furthest from the labour market, are aware of and can access employment and skills opportunities.

Building on the back of HS2

The immediate focus was on the construction sector, which is forecast to grow rapidly, ensuring that we have the talent to meet the demand that building HS2 creates.

Across the UK more than 8,000 people have been employed, either directly or indirectly on the HS2 construction programme. The next ten years is set to open up new opportunities for up to 100,000 trained workers. However, currently there is a shortage of people with the right skills to fill these jobs.

To maximise the potential employment opportunities created by HS2, the West Midlands formed a 'Jobs & Skills Regional Task Group'. This group, made up of both employers and training providers, including HS2, BBV and LM, looked to understand what the skills gaps would be before,

during, and after construction of HS2 and looked to put in place regional plans to help address these shortages, ensuring sufficient capacity in place to meet the needs of not only HS2, but the wider construction industry in the region.

The series of activities and schemes implemented to get local people into these jobs, and our successes to date include:

- The **Construction Gateway** programme launched in 2018. This has trained more than 1,400 people, with 700 having secured employment, including HS2 related sites.
- The launch of the **Women into Construction** programme in partnership with the WMCA, South and City College Birmingham, Women in Construction, HS2 and Birmingham City Council, which has placed an initial 15 learners.
- **The Black Country Skills** Factory, set up to help bridge the skills gap that would be created by HS2, and the forecast growth of other businesses and industries in the region, both in advance of and after the arrival of HS2.
- **HS2/Rail specific T Level implementation** with Walsall College and lead contractor for N1/N2 Balfour Beatty VINCI (BBV). BBV has confirmed that the students it hosts will get to work on HS2.
- The launch of new **Plant and Civil Engineering training centres** at Wolverhampton College, Dudley College, and RMF Construction Training Birmingham and Solihull, along with the development of a construction sector simulator suite at Solihull College.
- Delivering a **£5m skills and employment pilot project for DfE** over 2 years investing in skills and training development for new sector employees led specifically by and for employers.
- Delivered a **£2.3m skills and employment contract for CITB** over 16 months creating four on site construction training hubs, across the three LEPs in Wolverhampton, Birmingham, and Coventry. The WMCA hopes 1,450 local people will be trained at the first two hubs.
- **Apprenticeship Levy Transfer Fund** which allows the WMCA to partner large organisations with local small to medium-sized enterprises (SMEs) and supercharge apprenticeships, to date £627,500 has gone to construction companies, resulting in an additional 36 apprentices benefiting 17 SMEs.

Fast track to employment

HS2 will see Britain return to the top table of high speed rail development, a key strategic industry that will create high-paid, high skilled jobs addressing the UK's productivity gap. The arrival of HS2 Ltd started this process with 1,300 employees located at headquarters in Birmingham, and the Rolling Stock Maintenance Depot and Network Infrastructure Control Centre at Washwood Heath, will create long-term career opportunities at the heart of one of the region's most deprived areas.

Key to the West Midlands' preparations to meet the demands for the next generation of high speed rail employees is the development of the **National College for Advanced Transport & Infrastructure (NCATI)**. Since opening in September 2017, 480 learners have attended the college, which has the capacity for 1,200 learners each year, across the two sites.

In addition, HS2 has led to the development of rail sector training at BMet, Wolverhampton, and Solihull Colleges, as the region's institutions respond to demand.

Business: Accelerating growth through high speed rail

Our Growth Strategy focused on ensuring that our supply chains were able to capitalise on the unprecedented business opportunities presented by HS2 and the Midlands promotes itself on an international scale attracting significant inward investment.

The region is one of the fastest growing and economically significant areas, generating £105bn of GVA and 5.5% of the UK's economic output. Our distinctive strengths, from world-leading automotive innovation, green technology to health and life sciences, are globally competitive and set us apart from other regions.

In the last five years we have seen the positive effects of HS2 arriving in the region, achieving successes in both of our objectives. While the main civils works have just started in 2020, the West Midlands has experienced clear benefits from the project.

Sector Growth and Inward Investment

The immediate focus was on the construction sector, which is forecast to grow rapidly, ensuring that we have the talent to meet the demand that building HS2 creates.

Our approach was to utilise HS2 to promote the opportunities of the region, driving business growth and investment, focusing on supporting initiatives that accelerate growth, including skills and place-based approaches.

Building on our existing robust inward investment strategy, designed to both attract new businesses to the region and retain existing businesses, and by articulating a compelling rationale for targeted sectors/industries to move to the region, our Growth Strategy looked to focus on explaining the benefits that HS2 will bring to the region, to persuade businesses to locate their European/international headquarter offices in the area and not simply to move operational or production facilities.

Since the launch of our Growth Strategy, HS2 has become an integral part of the West Midlands success story. We have seen our economic output increase by



25%, and up until the current crisis, we were the fastest-growing region outside London. Following Royal Assent in 2017, we have experienced a strengthened performance in FDI, attracting more projects than any UK region outside London and the South East, with a total of 157 new FDI projects recorded in the region during 2019/20, and the number of new and associated jobs created totalling 6,103.

HS2 has helped with domestic relocations, and expansions, and the project continues to be a key topic of conversation with potential investors as a major driver of decision-making. A good example of this is making the case for the relocation of Non-Departmental Public Bodies (NDPBs), evidenced by HS2 itself, HMRC in Birmingham and Homes England in Coventry. Their presence in the region has prompted the private sector to agglomerate around them, because they want access to relevant decision-makers, demonstrating how locating such bodies contributes to the levelling up of regional economies.

HS2 will ensure that the region is particularly well placed to attract national organisations looking to move out of the South East, helping to rebalance

the UK economy. Recruitment firm Ford & Stanley for example, moved to Birmingham as a result of the new employment opportunities linked to the project. Internationally operating heavyweights such as Barclays Bank and HSBC UK have cited the potential it creates for businesses looking to grow outside the London. As more organisations look to make their operational model more efficient by moving activities outside of the South East, HS2 will be core to making this a success. This is a view echoed by government departments and non-departmental agencies currently relocating from the capital to the region.

The announcement from the government at the start of 2020 confirming its commitment to HS2, will provide a further boost to investor confidence, as will conformation of Phase 2b, which links the region to the East Midlands, the North West and Yorkshire. This confidence will be essential as the region looks to regain momentum following COVID-19 and as it leaves the EU.

Supply Chain

The arrival of HS2 Ltd, and associated companies and joint-ventures such as Balfour Beatty Vinci; Jacobs Engineering; Fusion JV; Arcadis; Bechtel; and WSP, has had a direct impact on the region with more than 300 businesses becoming part of the supply chain.

To ensure West Midlands companies were “HS2” ready, we worked in partnership with our three local LEPs, utilising their Growth Hubs to provide services and assistance to businesses.

The Growth Hubs formed a ‘one stop shop’ bringing local and national offers, and support into one place, offering one-to-one guidance, advice and support, as well as providing online Growth Hub Portals, telephone helplines and face to face support, if required.

The support offered covered four key areas:

- Business Engagement, Diagnostic and Support.
- Access to Finance.
- Skills Training – including Building Information Modelling (BIM) – to accelerate the adoption of BIM throughout the HS2 construction supply chain by adopting level 2 principles.
- Procurement Tools.

To date more than 20,000 businesses across the West Midlands have been supported through the three Growth Hubs. The two main finance streams have directly contributed to economic growth in the region, the £33m Business Growth Programme is responsible for 1,600 jobs, while the £20m National Rail Fund’s current position is 126 new jobs created and 95 existing jobs safeguarded.

Work has already begun on the reformation of the HS2 Business & Supply Chain activities that were first piloted after the submission of the original Growth Strategy. A task group has been brought together that includes Greater Birmingham Chamber of

Commerce, HS2 Ltd, GBSLEP, CWLEP, Black Country Consortium, C&W Growth Hub, Birmingham City Council, and Coventry City Council.

This group has been tasked with identifying the business support needed to help facilitate delivery of HS2 and this has now been extended to include addressing potential impacts of the COVID-19 pandemic. A major priority is to support more of our businesses, especially manufacturers, to innovate and diversify both in terms of nature of products/services and markets served to take advantage of the wide range of possibilities that HS2 and associated investment projects bring.

Places: Bringing the benefits of HS2 to everyone

Our Places strategy will transform connectivity across the West Midlands and unlock development in key economic areas.



HS2 is instrumental in building a brighter future, and nowhere will this be more visible than the two world class stations, Curzon Street in Birmingham, and Interchange in Solihull. These new iconic buildings will be the public face of HS2 in the West Midlands, providing a gateway to 30 million people across more than 20 towns and cities.

Our ambitions exploit the unrivalled connectivity the integrated stations will provide by unlocking land in strategic development areas that will build on our sectoral strengths and target key growth areas.

HS2 Stations – Gateways to prosperity

The two new HS2 stations have the strategic advantage of being located at the centre of the proposed new HS2 network, with the Interchange Station just 38 minutes and Birmingham Curzon St 49 minutes from the capital, and Manchester and Leeds less than an hour away.



Interchange Station at UK Central Hub in Solihull

Solihull Council has developed a strategy and detailed programme of interventions to realise the full potential of the UK Central area, a unique concentration of economic assets and growth drivers in Solihull, which has the potential to become a major growth accelerator for the region and the UK.

The Hub's uniquely strong connectivity (by rail, road, and air) will enable it to attract mobile global investment to the UK and stimulate export growth. It will enhance global competitiveness by increasing transport and business efficiency and, thereby, improve productivity.

This will create Europe's best-connected destination for business, leisure and living at The Hub; a new and outstanding gateway to the UK, with the [**Arden Cross masterplan**](#) at the heart.

Overall, growth across The Hub is expected to:

HS2 and local investment impacts – The Hub area

- Support 70,000 new and existing jobs
- Accommodate up to 5,000 new homes
- Create 650,000m² of commercial space (bigger than Paradise, Arena Central and Brindleyplace combined)
- Generate an additional £6.2bn GVA per annum (greater than the GVA of Southampton, Sunderland, or Peterborough)
- Bring 1.3m people to within a 45-minute public transport commute of The Hub (above the impact of HS2)
- Arden Cross alone has a gross development value of £3.2bn and will contribute 16,000 new jobs, £1.4bn net GVA, and 3,000 new homes.

To realise these benefits the UGC has seven strategic priorities for The Hub to support and enable planned and future growth. They currently comprise:

- **Birmingham International Connectivity Project** – The UGC is leading the transformation of Birmingham International Station into a world-class, fully integrated transport facility, seamlessly connecting the Airport, the NEC, Interchange Station and Birmingham Business Park. Work is programmed to start after the 2022 Commonwealth Games and will complete by 2026.
- **Energy upgrade** – Supporting the broader sustainability agenda linked to zero carbon emission ambitions, this will be driven by the needs of JLR, Arden Cross and Birmingham Airport. The aim is to establish their revised energy needs and agree a delivery strategy in 2021. That is likely to include the establishment of an ESCO/MUSCO for delivery.
- **Car parking solution for the HS2 Interchange Station** – The UGC is working closely with HS2 to deliver a multi-storey car parking solution as an alternative to the planned surface car parking proposal. This solution will release high quality, valuable land to provide opportunities for commercial development and job creation.
- **Automated People Mover (APM) and realignment** – Connecting Interchange Station to the NEC, Birmingham International Station and Birmingham Airport, the realignment will bring the APM closer to redeveloped Birmingham International Station, improving waiting and transfer times for passengers.
- **Enhancements to the traffic roundabout over the HS2 track** – The UGC has secured £20m to upgrade HS2's design for a key roundabout at Arden Cross. Originally planned to accommodate HS2-related traffic, the new design will support the additional traffic associated with growth, ensuring capacity for housing and mixed-use development.
- **M42 public transport bridge** – This new bridge will link the NEC and Arden Cross, carrying pedestrians, cyclists and public transport and enabling the key development assets across The Hub to become a single 'place'. Prioritising pedestrians and cyclists will contribute to the modal shift and alleviate congestion issues in the areas.
- **Junction pinch points and traffic management** – The development of a Junction Pinch-Points and Traffic Management Strategy will provide additional capacity to support the proposed developments above and beyond the HS2 requirements, resulting in the smoother movement of traffic across The Hub and improving the visitor experience.

Curzon Street Station

Birmingham will be at the heart of the new HS2 network with a city centre terminus at Curzon Station, which represents a once in a century opportunity to radically transform areas of the city centre by unlocking major development sites and accelerating growth.

To realise this potential Birmingham City Council launched the Birmingham Curzon HS2 Masterplan in 2015, which covers 141ha of the city centre extending across the Eastside and Digbeth quarters and the eastern fringe of the city centre core. This is in line with the wider Birmingham Development Plan (BDP).

Curzon Masterplan area

The strategy of the masterplan is focused on five Big Moves to ensure the station becomes a focal point for transformation, development, and economic growth:

- **Station design to create a landmark building and arrival experience** – Birmingham Curzon station shall be of outstanding architectural quality, with an exemplary passenger experience and full integration with its surroundings, establishing a strong sense of place both inside and outside of the station.

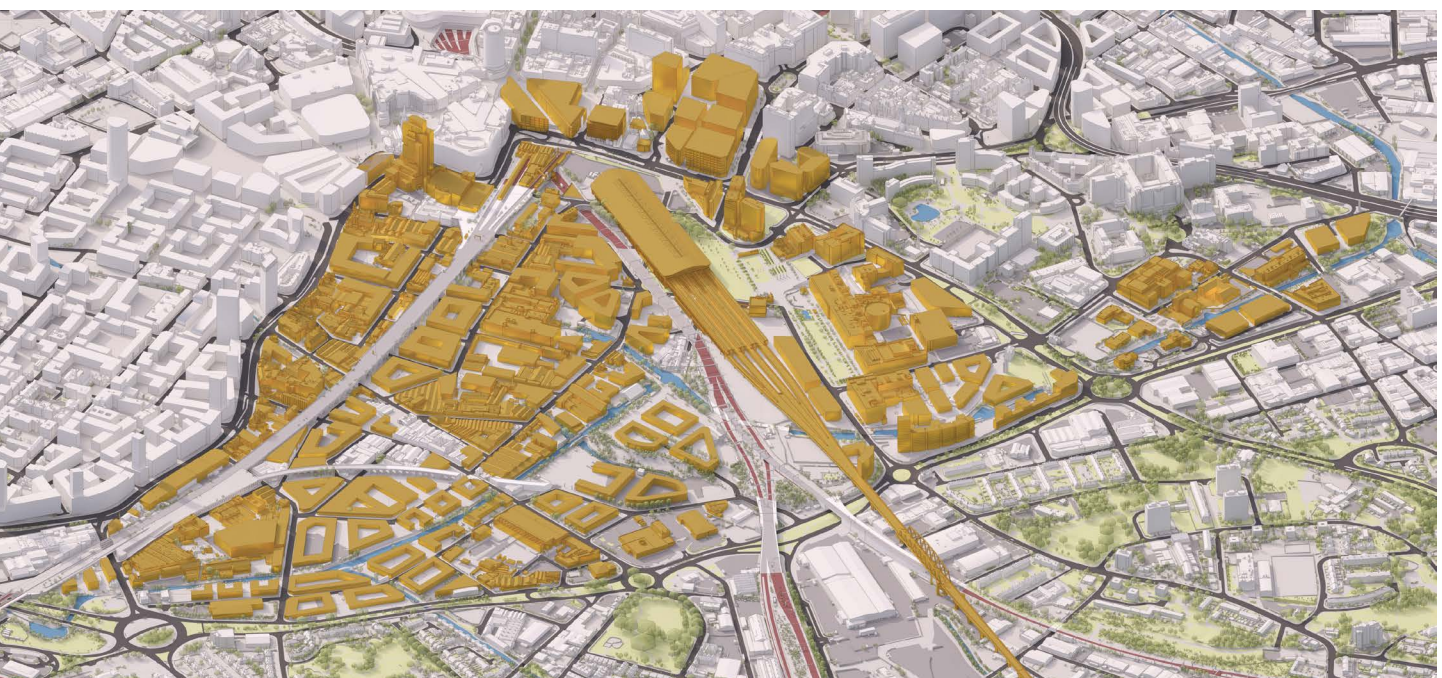
- **Paternoster Place** – A wide, landscaped plaza that will transform pedestrian connections into Digbeth and create gateway development opportunities.
- **Curzon Promenade and Curzon Square** – An extension of Eastside City Park, the Promenade will set Birmingham Curzon station in a landscaped, green setting with cafes, shops and restaurants creating a vibrant edge to the station and the park. Curzon Square will be an extension of the park's event space providing a high-quality setting for the Grade I Listed former Curzon Street Station and The Woodman public house (Grade II Listed).
- **Station Square and Moor Street Queensway** – A new high-quality pedestrian destination space fronting Birmingham Curzon and surrounded by new development including a new pedestrian route through the Pavilions focussed on the landmark Rotunda.
- **Curzon Station Metro Tram Stop** – An integrated Metro stop at New Canal Street will provide HS2 travellers with fast and efficient connections to the wider city centre, with additional stops transforming connections and boosting the regeneration potential of Digbeth.

Overall, new development within the Curzon area could exceed 800,000 sq. m and 4,400 homes could be developed. The Birmingham city centre Enterprise Zone was extended to cover the Curzon area to enable the delivery of local infrastructure and to drive growth associated with the arrival of HS2.

The immediate impact of HS2 has been assessed on the Curzon area and once the additional Enterprise Zone investments are included the full effect of HS2 and associated local investments is estimated to be:

HS2 and local investment impacts – Curzon area

- £3.0 billion of additional private sector investment
- 3,800 full time-equivalent (FTE) construction jobs (excluding direct HS2 work)
- 43,600 gross and 19,600 net additional permanent FTE jobs.
- £1.6 billion per annum in net additional GVA once the development is complete; and 2,200 additional new homes.





Without HS2, redevelopment of the Curzon area would continue but at a very much slower pace and lower quality. Large areas would remain underused and dilapidated. The type and nature of activity would be lower value and the area would not be transformed.

Washwood Heath

Home to the HS2 Rolling Stock Maintenance Depot (RSMD) and the Network Infrastructure Control Centre (NICC) for the whole high speed rail network, Washwood Heath will be the beating heart for HS2.

Located in one of the country's most deprived neighbourhoods, the development at Washwood Heath will have numerous positive outcomes for residents.

The RSMD is identified as an operational and maintenance hub which will include all light and heavy maintenance requirements, as well as a range of other jobs. It will operate 24 hours a day, 365 days a year and will employ up to 500 people. The NICC will manage train control and communications for the entire network.

The early civils demolition works have been completed on site and the ground works are due to commence in 2020. The RSMD and NICC are set to be complete by 2028.

In accordance with the Memorandum of Understanding, the City Council and HS2 are

progressing the masterplan for the employment land opportunity. The Masterplan targets the creation of at least 24 hectares (including the Aviva site) of employment land at Washwood Heath with the anticipation of creating:

HS2 and local investment impacts – Washwood Heath

- 20 hectares (c.50 acres) retained by HS2 Ltd
- 4 hectares (c.10 acres) retained by Aviva
- 2,000+ new jobs for the area (including the RSMD & NICC)
- Up to 900,000 sq ft of employment space across the 24 hectares
- Improving local economic activity, and where possible the early phased release of surplus land ahead of the opening of the HS2 depot (anticipated to be around 2029/30)
- Enhanced accessibility and linkages to the site for local people
- Creation of a high-quality built environment which fully considers sustainability issues.

To progress the plan a working group has been established and HS2 has appointed Avison Young as its Commercial Development Consultants for the site. As part of Stage 1 numerous workstreams have been undertaken, including the preparation of initial Masterplan concept designs and associated financial appraisals. The Masterplan will be progressed over the next 24 months.

Coventry Station Masterplan

A Grade-II listed railway station, Coventry Station has seen little change since the current station buildings were opened in 1962. Unprecedented passenger growth over the last 10 years has resulted in the station operating beyond its design capacity, which is suppressing demand for travel and choking off current and future economic and jobs growth in the city. The [Coventry Station Masterplan](#) will address these constraints, by providing new passenger and car parking capacity, additional rail service capacity, and improving connectivity to UKC and HS2. The Masterplan will support adjacent major development at Friargate and City Centre South, by providing a suitably attractive gateway for travel into the city. This will in turn boost jobs and economic growth in the city centre by making the journey into Coventry easier, more comfortable, and enjoyable for business and leisure visitors alike.



Connectivity

Regional Connectivity and HS2

Effectively connecting the region's two HS2 station hubs and their associated development zones to other key transport hubs and the wider region will provide momentum for further transformation, radically improving access across the West Midlands and accelerating growth and regeneration at key centres and locations.

Transport for West Midlands has set out a vision of how the expansion of the West Midlands Metro network and proposed new SPRINT bus rapid transit (BRT) corridors can deliver a step-change in local connectivity to our two HS2 station hubs to complement the step-change in national connectivity provided by the new high speed line.

Across the wider region, the 2019 West Midlands Rail Investment Strategy sets out a clear programme for aligning the future development of our "West Midlands Railway" to order to maximise the potential transport and transport-related economic benefits and to ensure that HS2 is fully integrated into the region's rail network.

The combined economic benefits of HS2 and these regional rail network development proposals will be £325m GVA per annum following completion of HS2 Phase 1/2a and Midlands Rail Hub, and almost £500m GVA per annum once Phase 2b of HS2 has been completed.

Realising the full connectivity and economic potential of HS2 for the West Midlands focuses on three key transport strands:

1 Maximising HS2's national (and International) connectivity

HS2 will deliver a step-change in national connectivity for the West Midlands region, bringing London, Nottingham, Manchester, Sheffield, and Leeds within less than an hour's travelling and taking almost an hour off our current rail journey times to Edinburgh and Glasgow.

In international terms, HS2 also has the potential to reduce journey times from the West Midlands to Paris, Brussels and beyond through the frequent Eurostar services from St Pancras station, a short walk from HS2 London Euston terminus. And with dramatically reduced access times to many parts of the UK, Birmingham Airport is very well positioned to play a much greater role in the country's future international aviation strategy.

However, it is clear from the "Statement of Intent" HS2 train service proposals (2020) that there is still some way to go before the full potential benefits to the West Midlands can be regarded as secured.

Phase 2a provides 60 miles of new high speed line between our two HS2 stations and Crewe, offering potential early benefits of saving 30 minutes on journey times to the North West and Scotland. There is little sense in economic, and transport, terms for the West Midlands, the North West and Scotland, to wait until the much longer term completion of the Phase 2b route in order to benefit from HS2's improved connectivity, when using Phase 2a alone could deliver a substantial proportion of such benefits.

2 Improving access to our region's two HS2 Hubs and spreading the benefits

By investing in connectivity improvements that will facilitate access to the HS2 hubs for workers, residents and businesses we will expand the extent of the potential agglomeration benefits by increasing the economic mass of key sectors gravitating around the new hubs.

The revised HS2 connectivity programme aims to:

- Improve access for appropriately qualified labour to the stations and associated development zones.
- Improve access to HS2 for key business sectors.
- Improve access to opportunity for key regeneration areas such as East Birmingham and North Solihull.

3 Released Capacity

The [West Midlands Rail Investment Strategy](#) sets out our released capacity objectives for rail services, which include: more direct cross-regional trains between our key centres and new HS2 hubs, increased train frequencies, more frequent direct London services, and more paths for freight services. This will enhance our ability to attract inward investment through a cluster approach, enabling a larger supply base and the widening of labour-pooling opportunities.

Midlands Connect

Working with Midlands Connect ensures that a more integrated transport network can be delivered to maximise the benefits of HS2 not just in the West Midlands but across the whole of the Midlands.

Midlands Connect is a partnership spanning 22 local authorities, eight chambers of commerce, nine Local Enterprise Partnerships (LEPs) and two international airports, as well as national delivery bodies: Network Rail, Highways England and HS2 Ltd, plus the Department for Transport itself. It is playing an active role in ensuring central Government is fulfilling its commitment on levelling up infrastructure spending outside the South East.

Since publishing its strategy in 2017, Midlands Connect has researched, developed, and recommended projects that can deliver the greatest social and economic value to people and businesses. Its Midlands Engine Rail programme comprises of strategic rail projects that will improve regional connectivity through faster and more frequent services on key rail corridors. The flagship project is the Midlands Rail Hub, a £2bn series of upgrades to the existing track as well as building new infrastructure to improve both commuter and interregional services between towns and cities in the Midlands. On this project, Midlands Connect works very closely with partners including West Midlands Rail Executive.

Midlands Engine Rail



The benefits make a significant impact upon our work to address major challenges with traffic congestion, delays, poor journey reliability, crowding, poor service frequencies and long journeys on many rail services through the region, which are impacting on the competitiveness and environment of both the Midlands and the wider UK.

A core element of Midlands Engine Rail is the integration with HS2. Most of the rail projects either maximise or accelerate the benefits including making use of the released capacity the new high speed network will release across the existing rail lines, enabling new local and regional rail services between our towns and cities.

Midlands Connect is working with partners to ensure that all phases of HS2 are delivered. This year, the Government announced an Integrated Rail Plan would be published by the end of 2020. It will consider how both the Eastern and Western legs of HS2 Phase 2b can be integrated with wider transport plans. Midlands Connect along with other partners is providing evidence-based responses to the DfT and other bodies such as the National Infrastructure Commission.

Delivering our HS2 Growth Strategy

The West Midlands was the first region to create a Growth Strategy and in the last five years we have started to see the benefits this will deliver.

Central to our success has been the establishment of the West Midlands Combined Authority through the devolution deal, which included the £4.4bn HS2 Growth Package.

This has provided the means to implement a comprehensive package of interventions and investments, to maximise the true impact and ensure our vision for HS2 becomes a reality. Together our Growth Strategy comprises the following:

- Coventry UK Central Plus
- Sprint Programme
- Rail Programme
- Metro Programme
- UK Central Infrastructure Package
- UK Central HS2 Interchange
- Curzon Street Station Masterplan
- National College for Advanced Transport & Infrastructure
- High Speed Supply Chain & Business Support

Further details of these individual elements the strategy are set out in the supporting business cases.

Our approach is to remain flexible going forward, adapting to the changing landscape, and shifting priorities, to ensure we avoid closing off opportunities.

Making our strategy a reality

The delivery of our strategy has been underpinned by an investment programme that brings forward the infrastructure to maximise the growth and business opportunities and ensure that our people have the skills and training.

	Original Target	VALUE (millions) 2019/20 Baseline
HS2 Growth Strategy	Coventry UK Central Plus	713
	Sprint Programme	335
	Rail Programme	213
	Metro Programme	1,593
	UK Central Infrastructure Package	1,387
	UK Central HS2 Interchange	530
	Curzon Street Station Masterplan	554
	National College for High Speed Rail	26
	High Speed Supply Chain & Business Support	350
Total		5,699

Funding and Financial Instruments

Many of the projects identified above are already fully or part funded. This funding has been provided by previous 'devolution deals' or through other Government grant schemes, whilst others are made up of a 'cocktail of funding' that has been achieved with both direct and indirect funding from partners.

It must however be recognised that in light of the COVID-19 crisis, alternative future funding sources will need to be sought to deliver some of the key regional and national 'big ticket' projects so to maximise the benefits of HS2 for the West Midlands.

HS2 creates an environment that presents good opportunities for the private sector to find attractive returns by investing in parts of the

infrastructure. The HS2's Chairman's Stocktake Aug 2019 makes several references to this, specifically Recommendation 4:

"As part of this work, it is important to acknowledge that HS2 is creating large value uplifts in the places it serves and in the assets it creates. Alternative funding and finance opportunities must be considered in addition to the ongoing activities on cost and schedule. We should continue to explore opportunities with the private sector, local authorities, development agencies and other local stakeholders to assist with funding in return for future revenues. In parallel with maintaining pressure on costs, HS2 Ltd, with Government, should take further steps to realise value from its assets, especially around land and property in city centres".

This potential for private sector investment was also highlighted in the Oakervee Review, stating:

“Stations also have an important role in driving commercial value and contributing to the funding of rail projects. Over site development and private sector contributions have been used for Crossrail and innovation in this area needs to continue for funding future infrastructure projects”.

The West Midlands has looked to new funding mechanisms and private sector investment to reduce the level of investment from Government as part of the developments withing the Growth Strategy. including the expansion of the Metro and the development of the multi-storey car park at Interchange.



Interchange Station multi-storey car park (MSCP) Funding Waterfall

Opportunity

Building the MSCP is key to unlocking value at the Interchange site, to realise this a funding waterfall has been proposed.

Provisional cost range

£134.5m-£169m

Stakeholders:

- SMBC/UGC
- WMCA
- DfT/MHCLG
- HS2 Ltd
- Arden Cross Ltd

Funding sources:

- WMCA – £5.4m subject to approval of current business case
- c£15m HS2 cost savings

- £95m requested from HMG
- Car park revenue share
- Business Rates
- Land Value Capture

Next steps:

- UGC to develop scope proposal for HS2 review
- UGC/Arden Cross to sign Land Value Capture agreement
- Pre-application consultation has begun
- UGC to secure planning consent and procure D&B contractor
- Delivery obstacles to be cleared by mid-2023
- DfT/UGC/SMBC/HS2/WMCA to commit to waterfall funding delivery
- Provisional build programme 2027-'29

Birmingham Eastside Extension

The Metro Birmingham Eastside Extension (BEE) is funded by a mix of local and DfT funding in order to maximise benefits from HS2 (as the BEE is intended to be the key link to HS2/Curzon St).

Birmingham CC has committed £15m towards the BEE in order to redevelop the Digbeth area in order to drive more investment, jobs and skills into the area.

The BEE is also essentially the Phase 1 of the development, after which will be, if funding can be sourced and approved, the extension to Solihull and HS2 link at Birmingham International – further connecting HS2 to the rest of the West Midlands.

Estimated Capital Cost (QCE) of £227.2 million, funded by:

	Total
Birmingham City Council	15.0
GBSLEP	5.5
DfT	121.7
DfT Advanced Funding	10.0
WMCA Investment Programme ¹	18.5
Prudential Borrowing ²	56.5
Total	227.2

Stakeholders:

- Birmingham City Council
- HS2 Ltd
- Several third party developer in the Digbeth area (Smithfield, Lunar Rise, etc)
- Tram Operator (MML)
- National Express
- Businesses/landowners/occupiers on the route (South City College, McDonalds, Martineau Galleries, Hammerson, etc)
- GBSLEP

Next steps:

- Review of MMA TC1 and submission of an Owner's brief to MMA
- Notice to be served to parties for access to land, as per the TWAO and in line with programme requirements
- Continued engagement, to ensure stakeholders are suitably informed of upcoming works
- Co-ordination with HS2 in respect of section 3 construction and utility diversions
- FBC for urban realm funding from GBSLEP – submission to board in Q4 2020
- Utilities diversions to commence in August 2020

1 WMCA Investment Programme is underwriting £18.5m funding towards the HS2 Utilities Diversions

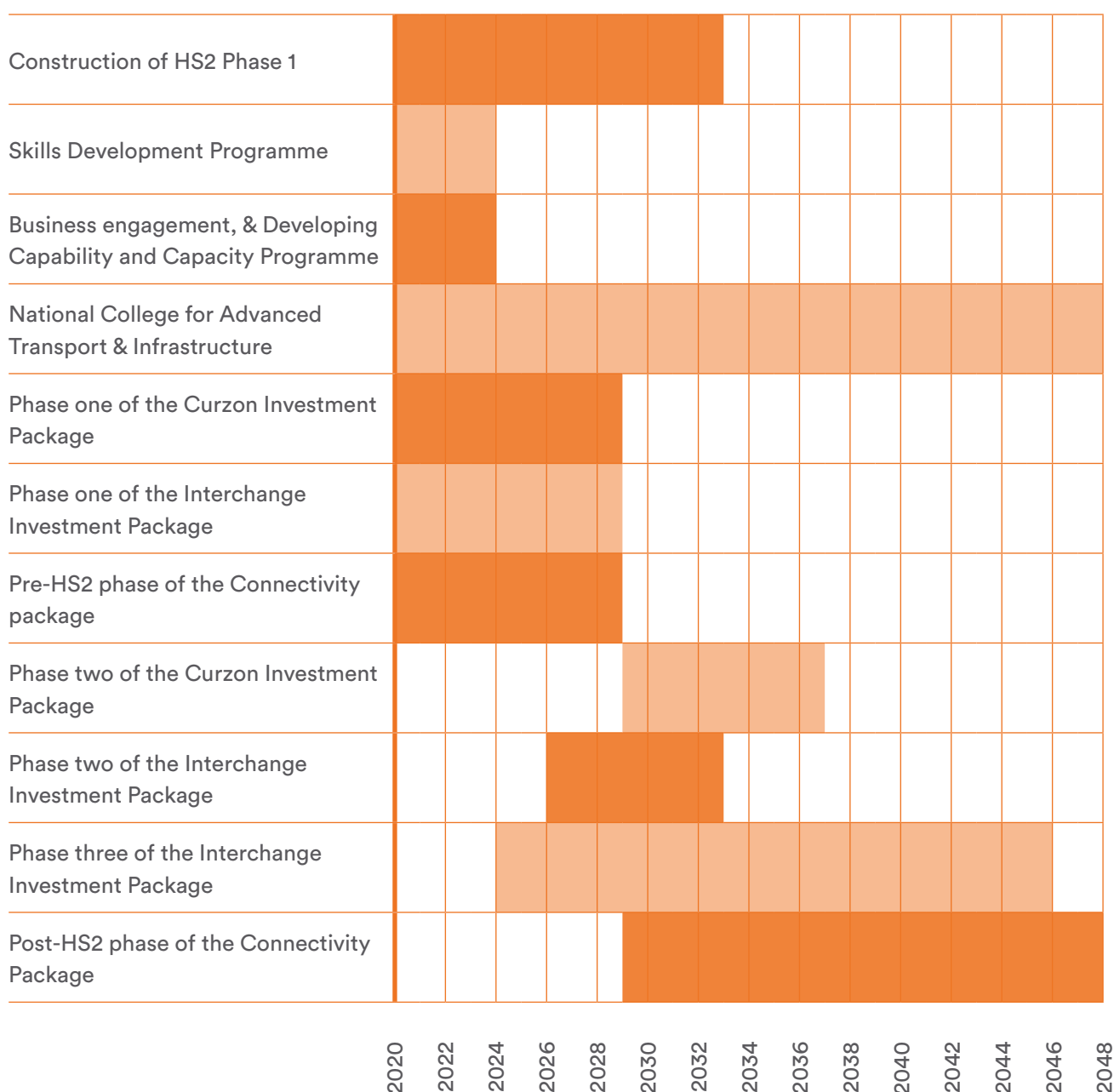
2 The Prudential Borrowing (via Public Works Loans Board PWLB) is borrowing underpinned by Farebox revenues / operating surpluses from Metro.

Phasing our approach

The delivery of our HS2 Growth Strategy Investment Programme is phased over a 20+ year period. It is focused on the investments and interventions in the period leading up to and including the construction of HS2 to create the conditions for maximising growth.

Building on this first wave of investment a longer-term programme will then create sustained conditions and widen the impact of HS2 generating further benefits both locally and nationally.

The current timings are based on HS2's revised Phase One timings, opening between 2030 and 2033. We are working in partnership with government and HS2, to identify where we are able to accelerate plans to bring forward benefits to the region.



Local Governance

Responsibility for managing the delivery of our Growth Strategy and the investment programme, in terms of the operational overview and decision making, resides with the HS2 Growth Delivery Board.

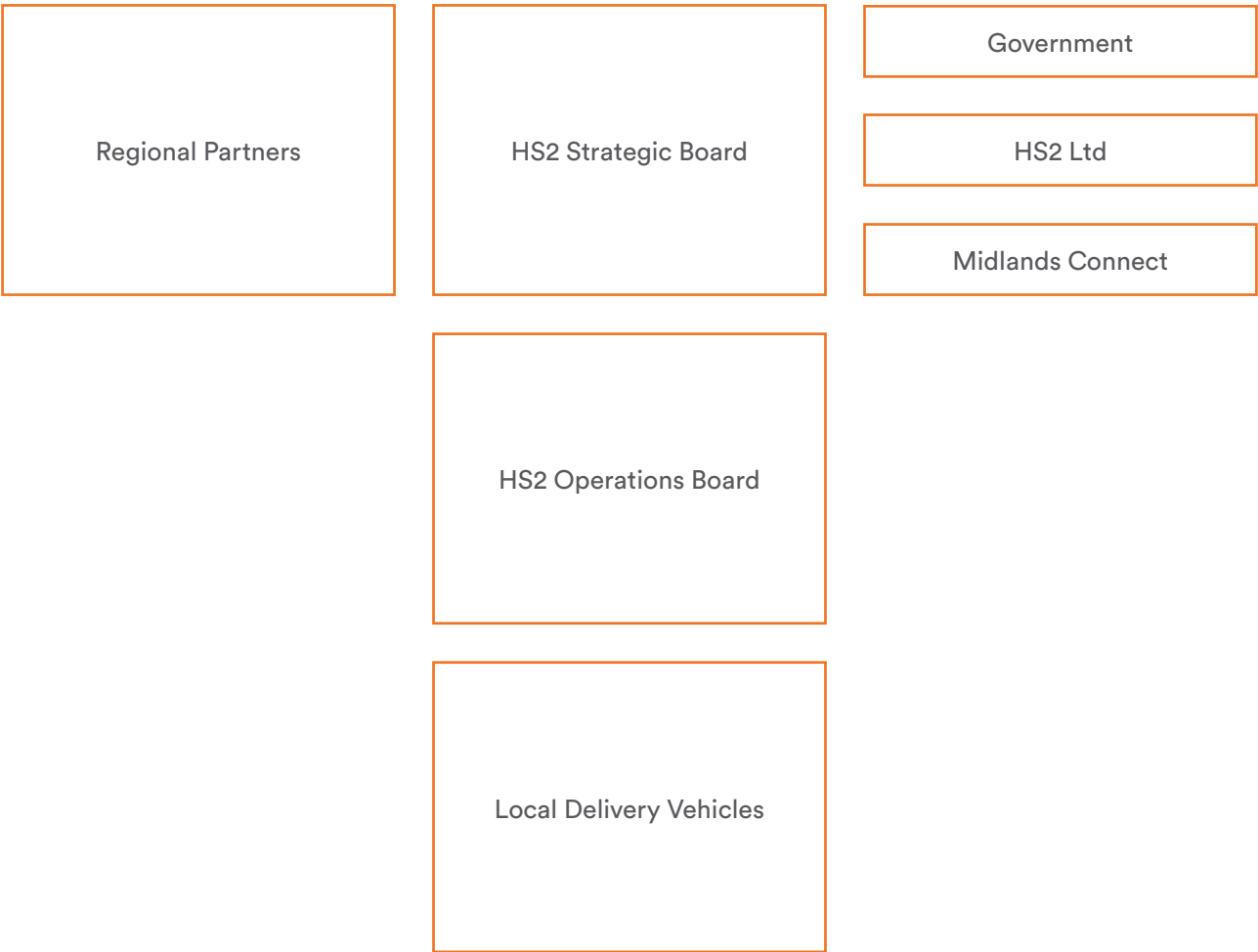
The board is chaired by Steve Hollis, with the membership coming from local authorities and partners across the Midlands, Government, HS2 Ltd, as well as direct representation from the LEPs.

Supporting the Growth Delivery Board is the Operational Board, which provides programme management functions, and includes representatives from the organisations responsible for the specific delivery elements of the programme.

Following the formation of the West Midlands Combined Authority in 2016, the majority of workstreams, including Connectivity, Network

Resilience and Jobs & Skills, have become embedded within the organisation, allowing greater integration with the overall plans for the West Midlands. The latest example is the Environmental and Landscaping workstream, which is becoming part of the WMCA’s Environmental Board, under the aegis of Cllr Ian Courts, leader of Solihull Council, portfolio holder for environment and the portfolio holder for HS2.

To reflect the vastly different nature of the propositions and local circumstances, created by the growth opportunities at the station locations and at Washwood Heath, specific local delivery vehicles have been created, to facilitate the joint/collaborative working between a variety of organisations to lever in private sector investment, share/transfer development risk and deliver comprehensive schemes.



UK Central Hub including Interchange Station site

The Urban Growth Company (UGC) is a special purpose vehicle established by Solihull Council in 2016 to realise and maximise the economic potential associated with the arrival of HS2 in Solihull. The UGC has brought key stakeholders together to look at the challenges and the opportunities ahead to jointly plan and deliver the world-class infrastructure and development needed to power growth across the region for decades to come.

The UGC is now at a stage where additional funding from the West Midlands Combined Authority (WMCA) is enabling it to move from planning to delivery of major projects, all of which are focused on delivering maximum economic growth alongside social and environmental benefits.

Curzon Street Station area – The Curzon Growth Strategy is led by Birmingham City Council, which will bring together key stakeholders to drive forward the vision and develop a programme of activity. Much of the area is within the GBSLEP Enterprise Zone and projects to be considered for funding will be developed in accordance with the governance set out in the EZ Investment Plan 2019.

Washwood Heath – The Rolling Stock Maintenance Depot and Network Infrastructure Control Centre will be brought forward by HS2 Ltd as part of the overall high speed rail project. HS2 Ltd and Birmingham City Council have signed a Memorandum of Understanding setting out how they will work together to bring forward the employment opportunity on the remainder of the land (24 hectares) following construction. A joint working group has been established and HS2 Ltd has appointed Avison Young as its commercial development consultants for the employment site (including advice on delivery and the procurement of a potential development partner). This governance structure will include the consideration and preparation of any future funding bids necessary (such as for access improvements) to help unlock the opportunities at the site.

Working in partnership

Strong and inclusive partnership working across the Midlands, with key stakeholders including local authorities and Local Enterprise Partnerships, the business community, education, national agencies, Government and HS2 Ltd, will be vital in getting the region ready to maximise the opportunities. Robust and established arrangements are already in place which have facilitated the development of this Growth Strategy.

Joint working with partners across the Midlands has produced strong outputs which we will build on as we develop our growth and reform agenda and work with Government to develop implementation strategies and packages. Ultimately, successful delivery will be driven by the success of these partnerships together with long term planning and commitment ensuring the Midlands is ready to drive growth from HS2.

Conclusion/ Recommendations

Our 2021 Growth Strategy builds on the work of the last five years, while adapting to the changing environment, and responding to the new challenges that we face.



Levelling up

HS2 is turbocharging the levels of employment and investment in the West Midlands. These economic benefits will be seen in new jobs, improved places to live, work and visit, and strengthened economic outlook for the region and the UK.

We now have the opportunity to work together with HS2 to ensure that our plans can progress in parallel and bring forward the economic benefits, while reducing the cost to the taxpayer through public private funding.

Covid Recovery

By advancing our existing development plans, we have the opportunity to accelerate and maximise the benefits of HS2. This will allow the government to assist in our efforts to rebuild and recharge the West Midlands economy, bringing forward more than 16,000 jobs, build more than 4,000 new homes and deliver an instant boost to the economy of more than £250m.

Climate Change

HS2 through the greener travel it unlocks is critical to the UK's response to global warming, including the net zero target of 2050 and the West Midlands target of 2041. The released rail capacity is essential to our efforts to switch people into public transport, improving our local train services. At the same time HS2 will provide the rail paths for freight, enabling the UK to take 2.6m lorries off the roads each year.

Phase 2

The full benefits of HS2 come from the whole network. It is essential that Phases 2a & 2b are delivered in full as soon as possible, directly linking Birmingham, Nottingham, Sheffield, Manchester, and Leeds, to create an economic area equivalent to Germany's North Rhine-Westphalia.

In addition, the 60 miles of high speed track, which will link the West Midlands to Crewe should be utilised to bring the forward benefits of HS2 to the West Midlands, North West and Scotland.

Strong Relationships

Delivering HS2 in the region has seen palpable progress in terms of collaborative working between HS2 and the West Midlands delivery partners. A faster, more transparent and joined-up decision-making process, facilitates more efficient use of resources both by HS2 and other public and private sector partners, reducing delays and costs.

Recommendation One: That this partnership approach increases further, building on the groups established, to ensure engagement at the critical junctures between HS2 and the regional plans, which will deliver the wider economic benefits of the programme.

Interregional collaboration

The scale of the impact of HS2 in the region has led to the West Midlands becoming a testbed for the delivery of the project. This has led to a shared understanding on the importance of regional ambitions and how they build upon the work of HS2. The vision, governance and funding mechanisms that have been developed form a blueprint for the regions benefiting from future phases of the HS2 network.

Recommendation Two: That going forward there is more importance placed on wider, more collaborative work between the key regions along the route, enabling the learnings from Phase One to be adopted in Phase Two.

National Governance

The recent Oakervee Review revealed the need to ensure transparency, clarity, and openness and that there needs to be a new approach to the delivery of HS2, not just in the Midlands, but across the entire trace. The review also highlighted that there were gaps in our evidence base that in reality mapped directly back to some of the strategic challenges that we are faced with in not only the delivery of HS2 within the Midlands, but also in addressing wider national context.

Recommendation Three: That a National HS2 Growth Delivery Board (NHGDB) be formed, that would look to provide strategic guidance and advice across the entire HS2 programme and would give an objective view on how the programme was progressing. The NHGDB would offer direction and clarity to the existing Places Group. Acting as a 'unitary board' the NHGDB would be expected to act in the best interests of the nation as a whole and to have an impartial input into the decision-making process.

Environment

HS2 has the potential to be a catalyst for the green revolution that is required for the nation to meet its climate targets and shape the emerging economies of the 21st century. The opportunities HS2 enables are much greater than existing approaches, highlighting the need for further thinking in this area.

Recommendation Four: We recommend that we work directly with DEFRA to shape future policy to detail how across the UK, regions can exploit the wider impacts and opportunities, beyond the trace of HS2, to deliver the essential improvements to the land environment and green economy.



West Midlands
Combined Authority