


Centre City 

Centre City 

bruntwood

Centre City ●

An instantly recognisable feature of the Birmingham skyline, Centre City has some of the largest floor plates in the city with highly efficient space, making it an ideal location for your office premises.

Centre City is Bruntwood's most recent acquisition in Birmingham. The building is located adjacent to Birmingham New Street station, the Bull Ring shopping centre and is soon to be joined by a John Lewis store as one of its neighbours. Centre City is therefore ideally located to serve the public transport, retail and leisure needs of a modern business.

The 20-storey 208,000 sq ft building with 206 car parking spaces is already home to Legal & General, Atos and OFWAT and provides a range of flexible office space, much of which benefit from panoramic views across the city.

The building currently has 25,000 sq ft to let which is in the process of being refurbished. Bruntwood plans to invest a total of £4.675m into the refurbishment and development of Centre City which will include a complete entrance and reception remodelling and refurbishment scheme in 2012.

Situated in the city's core business district, Centre City is within a 2 minutes walking distance of Birmingham's busy New Street station and 4 minutes from Moor Street and 3 minutes from the new tram station at New Street.

In addition, the city's shopping, leisure and cultural amenities are close at hand, plus easy access onto the Aston Expressway and then onto the wider motorway network, puts the NEC and Birmingham Airport both within a 20-minute drive.

Building amenities include:

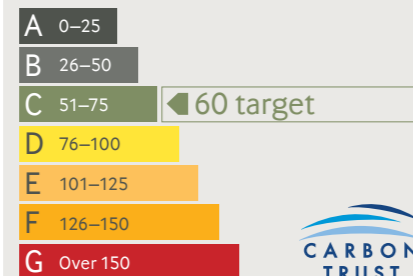
- 24-hour access
- High speed lift access
- Secure on-site car parking available
- On-site customer service team
- Level access and comprehensive DDA facilities
- On site bicycle storage
- Shower facilities
- In-house coffee shop and sandwich bar within an exclusive glassed atrium with free Wi-Fi
- Newly refurbished WC's, male and female to each floor
- 360° panoramic views across the city

Suite specifications include:

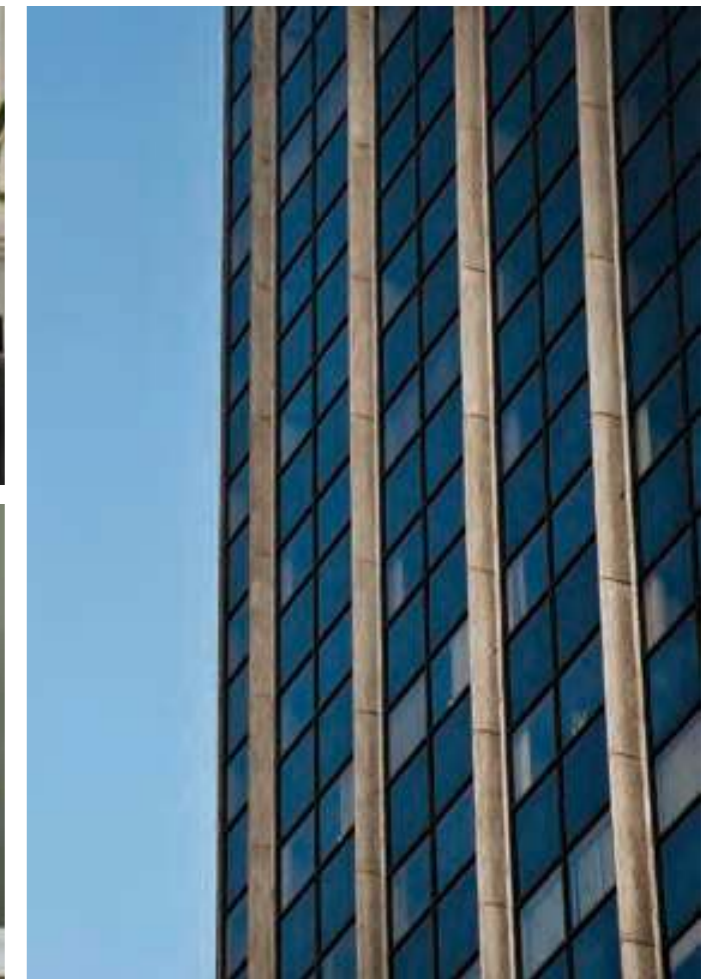
- Newly installed Mitsubishi ducted ceiling mounted HVAC system
- Column free with excellent natural light
- Open-plan suites
- Raised access floors throughout the suite
- LG7-compliant lighting system

Energy Performance Asset Rating

MOST ENERGY EFFICIENT



LEAST ENERGY EFFICIENT



Proposed Centre City entrance

Designed to inspire

As we develop Centre City, we will invest over £700,000 in transforming the reception, aiming to create an exceptional working environment in the heart of Birmingham city centre. Meticulous design, precision craftsmanship, and the highest quality materials will ensure that Centre City impresses on every level.

The impressive reception design will be backed up by the modern facilities you would expect. High-speed lifts, air conditioning and our experienced customer service staff all make your working day more efficient and enjoyable. The reception will also include a modern café and breakout area, with free Wi-Fi access for all customers. Great for informal meetings, and a chance to unwind with colleagues. We will create an interactive hub within the building that will be unique to Centre City.

The combined years of experience within our in-house team means that we have an unparalleled knowledge of what it takes to deliver highly-effective finished buildings to the best quality standards. Bruntwood owns over 100 buildings and over the past 35 years has established a positive reputation for refurbishing existing buildings. Our aim is make Centre City a great place to work every day.



Centre City, indicative view of the reception



Centre City, proposed main entrance

Images: Proposed entrance and reception at Centre City and Bruntwood reception areas across the portfolio



McLaren, Birmingham



The Exchange, Manchester



Centre City, proposed atrium business hub



Creating the right space for your business

A full column free office floor at Centre City has the space and flexibility to create the right working environment for your business. Situated on an upper floor, the space offers panoramic views across Birmingham.

The example layout shown here demonstrates how a full floor office suite at Centre City can be organised to create an effective working environment. These are just an indicative way of dividing up the floor space, but if you have specific requirements our in-house space planners can help by visualising alternative size and layout options to suit your business.



Full floor summary

 **7,451**

TOTAL SQ FT OF OFFICE SPACE

 **55**

APPROXIMATE NUMBER OF PEOPLE

 **51**

NUMBER OF WORKSTATIONS

 **4**

NUMBER OF DEDICATED OFFICES

 **2**

NUMBER OF DEDICATED BOARDROOMS

 **1**

NUMBER OF RECEPTIONS

 **2**

NUMBER OF KITCHENS/BREAKOUT AREAS

 **2**

NUMBER OF STORAGE/SERVER ROOMS

TYPICAL FULL FLOOR AT CENTRE CITY

A great city for business

Once dubbed ‘the workshop of the world’, Birmingham continues to excite and innovate as it carves its new identity as a leading European business hub.

A £94 billion regional economy makes the city one of the major engines of UK growth outside of London, with over 98% of the UK’s entire business and consumer marketplace within a 4 hour drive time. With a clear eye on the future, the city has in excess of £13.2 billion worth of investment planned over the next 10 years, with over £10.5 billion worth of investment planned or underway in the city centre alone. Also, as the youngest and most diverse major city in the country, Birmingham has a new edge and impetus, along with an open, thriving business community that is keen to collaborate and believes that anything is possible.

Birmingham’s dynamism and sense of potential is what attracted us to bring the Bruntwood way of doing business to the city. The city offers access to a business client base that’s second to none and to a talent pool that includes access to over 97,000 graduates a year. As one of the UK’s leading regional property companies, our business model is based on providing the right properties to help businesses of all shapes and sizes make their way up the ladder of success, because we firmly believe that our success relies on the success of our customers.

What we see in Birmingham is a place where determined and energetic individuals and businesses are encouraged and nurtured; a place where research and innovation is driving economic growth; a place where ever-more sophisticated transport links are making the city more and more attractive as an alternative business location to the capital.

“Birmingham’s dynamism and sense of potential is what attracted us to bring the Bruntwood way of doing business to the city.”

We see Birmingham as an ideal location for our business’s future growth and development. This introduction to our commercial office portfolio and other business services in the city will hopefully convince you to make us the ideal property partner for your business’s future development too.



Location & amenities

Travelling by road, rail or air to and from Birmingham is straightforward. The city is conveniently central to a broad network of motorways and railways and London is a 90-minute journey by train or approximately two hours’ drive.

Birmingham International Airport can connect you to around 60 direct destinations worldwide, and is one of Britain’s fastest growing airports, handling more than 9.3 million passengers annually.

Birmingham is also one of the proposed locations for the first stage of the planned High Speed 2 rail infrastructure investment between London and the rest of the UK. Once completed, High Speed 2 will cut the rail journey time from Birmingham to London to just under 50 minutes.



Centre City ●

Hill Street
Birmingham
B5 4UA

KEY

- Proposed John Lewis
- Proposed high-speed rail link and station

Approx distance

- 2 minutes walk

KEY

Local amenities in your vicinity

01 Birmingham Hippodrome	05 Strada	09 Wagamma
02 Radisson	06 Gourmet Burger Kitchen	10 Selfridges
03 Harvey Nichols	07 Sainsbury’s	11 Holiday Inn
04 Malmaison	08 Electric Cinema	12 Yo Sushi

Transport & connectivity

Birmingham's enviable central position has been a major driver in its growth over the centuries. Now a thriving international city, it's perfectly placed for business – being at the hub of the UK's road and rail network and boasting its own international airport.

Birmingham New Street station is situated on the doorstep of Centre City and provides direct train connections to all UK key regional cities, with London, Manchester, Liverpool and Leeds within a 2 hour journey time.

As well as the outlined New Street Gateway improvements, New Street station will be connected across the city centre via a proposed network of metro trams by 2015.



2 mins

WALK TO NEW STREET STATION



Travel times

LONDON EUSTON - 1HR 22MINS
MANCHESTER PICCADILLY - 1HR 25MINS
LIVERPOOL - 1HR 34MINS
CARDIFF - 1HR 57MINS
LEEDS - 1HR 58MINS
EDINBURGH - 3HR 52MINS
GLASGOW - 3HR 54MINS



Proposed New Street Station entrance linked with City Tram

A great place to work



Facilities

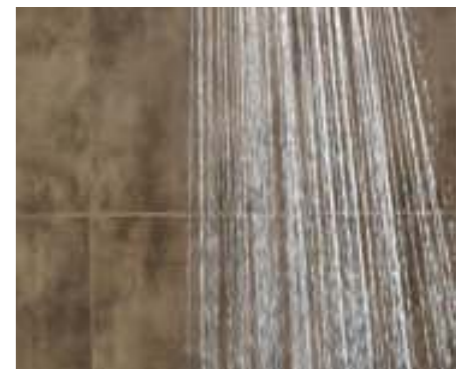
Secure bicycle hub

Proposals for Centre City also include a new cycle hub, as part of our commitment to encourage commuters to cycle to work.

The hub will provide around 50 enclosed, secure cycle parking stands, and a drying room suitable for storing equipment like wet weather clothing. Access will be provided on a membership basis and CCTV will provide additional security.

Showers facilities

Customers at Centre City will also benefit from the proposed shower located on each floor of the building. These amenities are scheduled to be installed as part of the upgrade works to the Centre City and will be available for all customers in the building to use.



Transforming Birmingham New Street station

New Street Gateway will make New Street station an icon for Britain's second city. The £595m redevelopment will transform the experience for passengers, improve links to and through the city centre and act as a catalyst for growth for the local area's economy.

This includes a new concourse, three times bigger than the present one and enclosed by a light-filled atrium.

The first half of the new station concourse is expected to open to the public at the end of 2012 with the project due to be completed in 2015.

Improvements

- A concourse with three and half times more space for passengers, enclosed by a giant light-filled atrium
- More accessible, brighter and clearer platforms, reached by new escalators and new public lifts

- A stunning new station exterior, adding to Birmingham's growing reputation for good design
- Better links to and through the station for pedestrians, with eight entrances
- A major stimulus for the physical regeneration of the areas surrounding the station



John Lewis development

John Lewis have announced their plans to open a brand new store in 2014 adjacent to Centre City and New Street station in Birmingham city centre.

At 250,000 sq ft, it will be one of the largest John Lewis store outside London, and will feature more than 350,000 products.

The demolition of Stephenson Tower is now complete with work on the new John Lewis department store set to start in the spring 2012. The £100m development project will see the new John Lewis shop constructed on the south side of the redeveloped station.



Creating the right space for your business

With a strong experienced team Bruntwood are able to offer a fully integrated space planning and fit-out service for all your office requirements. With over 35 years experience of moving customers within our portfolio, or new customers into our buildings, we have developed the services to streamline the process of fitting out your office following a redesign or an office move.

Project management

Working on over 100 fit-out projects per year Bruntwood provides customers with a highly expert project management service to ensure that customers receive a seamless move into their building. Taking into account each customer's individual requirements Bruntwood's project management team will ensure that your operation is up and running from day one.



Cabling and data

We understand how critical the efficient provisioning of voice & data is to business operation both in terms of stability and the installation times of new circuits. Bruntwood works with both Virgin and BT to provide our own infrastructure to our buildings and also to our customers, this enables us to provide our customers with dedicated bandwidth and work with larger occupiers to expedite lead times for their own provision.



 **208,000**

TOTAL AREA IN SQ FT

Helping with the little things in your office

At Bruntwood, we take a great deal of care in managing your building so that you can feel confident everything outside your office is running smoothly. But we also have extra services that can help you with the little jobs inside your office too.

Giving you peace of mind

Think of us as the people to turn to when something needs doing, no matter how big or how small. With our on-site Bruntwood team who can help with most requirements, plus access to great rates from our regular suppliers, you'll get the best possible combination of value and service.

Because our teams are on-site, they can respond quickly and easily to your needs. And where you need help from specialist tradesmen, our longstanding supplier relationships means that you get quality assured work at competitive rates.

How we can help?
• Electrical services
• Plumbing services
• Cleaning services
• Decorating and refurbishment
• Handyman services



Environmental agenda

With a portfolio of over 100 buildings across four UK cities, Bruntwood has a responsibility to build a more sustainable approach into every aspect of our operation.

We need to consider all the options for what we can do to reduce the emissions and improve the energy efficiency of our buildings and of the activities that go on inside them.

From our instinct for recycling buildings to our intrinsic hatred of waste, environmental responsibility has long been embedded in the way we do business. The principles of sustainability are a logical fit both with our long-term perspective and our commitment to the cities and communities where we operate.

A strategic approach to climate change

For Bruntwood to be sustainable as a business, our cities need to be sustainable too. This means working in partnership with the public and private sector to tackle some of the major challenges we face, from cutting carbon emissions and regenerating our environment to improving the overall quality of life.

At Bruntwood, we have a keen eye on the bigger picture taking an active and often leading role in the strategic debate about climate change in our cities. That's why we fund EcoCities, a five year research partnership with the University of Manchester that is intended to create a blueprint for how

to best adapt buildings to climate change.

A sustainable approach to building management

We know that energy consumption within our buildings accounts for over 70% of our total carbon emissions and appreciate that a combined approach of design interventions and changing behaviours are required to have a real impact.

The way we are tackling our environmental responsibility agenda is therefore on two fronts; by being at the forefront of piloting and installing energy efficient technologies, and using our existing close relationships with our customers to encourage behavioural change across our operating base.

As important as cost control and standards improvements are, they are simply not enough in today's market. Increasingly our customers are looking for tangible, practical strategies to help combat long-term climate change. Thinking in a creative and sustainable manner is something we do best and through working with our in-house development team, we continue to create sustainable buildings that ensure we and our customers, are part of the long-term solution to reducing greenhouse gas emissions.

We have recently completed installing SMART meters throughout our portfolio. When we began introducing this new technology three years ago, it was very much cutting edge, yet today they are an essential tool in our environmental management programme. The real time information they yield helps us and our customers reduce their own energy consumption and readied our business for the new Energy Performance Certification Regulations, which became effective in 2008.

In addition to helping our customers reduce their energy consumption we have significantly increased the volume of utilities we sell to our customers. Our bulk buying on the wholesale market has allowed us to pass on significant cost savings in this regard. We now offer utilities to all our existing customers supported with the promise of lower tariffs, lower carbon emissions and regular contact with our dedicated Energy Team to implement tangible, realistic plans to lower consumption.



Portfolio-wide initiatives

- 80% target proportion of generated waste to be recycled by 2014
- 16% target reduction in carbon emissions by 2014
- 2,000 SMART meters installed throughout our portfolio which records 90% of all utilities consumption
- Developing micro-generation solutions, including heat network, ground source heating/cooling

Bruntwood's approach to sustainability and the environment will help support your sustainability objectives. Our facilities management team will assist your efforts in recycling your business waste products, reducing your energy consumption and encouraging your employees to cycle to work or utilise public transport.

The consumption of electricity and gas in Bruntwood buildings presents our biggest challenge in tackling climate change, accounting for 98% of our direct carbon impact.

In 2011 Bruntwood achieved the carbon trust standard, one of only five property companies to do so.



TARGETED PROPORTION OF GENERATED WASTE RECYCLED BY 2014



TARGET REDUCTION IN CARBON EMISSIONS BY 2014



SMART METERS RECORDING 90% OF UTILITIES CONSUMPTION

Putting the customer at the heart of what we do

Customer service

You can expect excellent service levels as well as an exceptional office, with our professional on-site team always ready with a friendly welcome for your staff and your visitors. They will manage your building, leaving you free to concentrate on your business.

We benchmark our customer service against best practice in the hospitality sector and, to that end, many of our staff are recruited from customer-facing roles in hotels or leisure organisations. Our in-depth internal expertise in facilities management also ensures that we can respond quickly to any issues.

We take the same view with customers as we do with buildings – we are in the relationship for the long-term and will do what we can to help our customers' businesses flourish, as that's the sure fire way of ensuring our own success. If you succeed, we succeed – it's as simple as that.

Service standards

Bruntwood is a customer-driven business and we pride ourselves on exceeding our customer's expectations, to ensure we achieve this we have a set of rigorous service standards for customer service teams. These are regularly audited internally and will be shortly audited by external 'mystery customers'.

The set customer service standards cover the following areas:

- Dress code and presentation of customer service staff
- Customer experience
- Customer greeting
- Handling telephone calls
- Customer's moving experience
- Dealing with customer feedback
- External building presentation and lighting
- Storage area presentation
- Toilet presentation
- Car park presentation

Meeting rooms

Red Rooms is the name of our range of high quality meeting facilities, located in a variety of our properties across Birmingham, Manchester, Leeds, and Liverpool. If you are looking for a professional environment to hold a meeting, interview, training session, breakfast event, board meeting or conference, there are over 78 Red Rooms to choose from, available to hire from one hour through to a full day.

The advantage of having Red Rooms on-site is that it reduces our customers need for accommodating training rooms in their own space, creating more space for operational delivery and therefore reducing costs. Bruntwood customers receive 10% discount on all Red Rooms bookings.



Creating places for business success

Established in 1976, Bruntwood is a family-owned property investment, management, regeneration and development company. We own and manage a portfolio of property, spanning office, retail, leisure and science facilities.

At Bruntwood we own and manage 101 commercial properties in Birmingham, Manchester, Leeds and Liverpool. Our objective is to provide the best quality, value-for-money office space and serviced offices, along with unrivalled commercial flexibility and customer service.

Bruntwood facts

- Family-owned
- Entrepreneurial
- 35 years in business - providing strong financial and corporate governance.
- A long-term sustainable business
- The leading provider of office space in the North West
- Owns 25% of the commercial office space in Manchester city centre
- Sizeable provider of office space in Birmingham, Liverpool and Leeds
- One of the top five regional city office providers in UK

The figures: 2011

- £99m turnover
- £966m value of fixed assets
- £310m net worth
- 101 properties
- 6,035,000 sq ft of office space
- 12 service space centres providing 1,960 service space workstations
- 1,671 customers
- 431 staff with 250 employed in customer service



Values-driven organisation

Bruntwood retains the values and standards we share with all our staff and the vibrant communities in which we do business.

Donating 10% of our profits to local arts, civic environmental and charitable causes, we're making a difference to the lives of people in the local area and the fabric of the cities in which we operate.

As a values-driven organisation, we recruit talented people based on their attitude, enthusiasm and commitment to deliver the best possible outcomes for our customer. We also apply these same values to how we behave corporately, making an active contribution to the economic, social and cultural life of the cities and communities where we operate. This is because we believe that for Bruntwood to be a success, our customers, staff, suppliers and stakeholders need to be successful too.

Even before the word sustainability became a common phrase, we were investing both time and money into the development of the social and physical infrastructure of our cities. Our work in our communities covers a very broad canvas, from working to take care of the environment to improving people's quality of life through charitable and cultural support.

Making a difference in our communities

At Bruntwood we encourage our staff to get actively involved in supporting our local communities. Each employee is encouraged to take two days each year to volunteer in community projects through the Bruntwood Cares Scheme.

As with many of our initiatives, we aim to maximise the benefits we can create through our volunteering by developing long-term sustainable partnerships. For example we have adopted two primary schools in Manchester and every month volunteers go along to help the children develop their reading skills. Since the scheme started in January 2008, over 30 members of staff have taken part, with all of them testifying to the great sense of personal achievement the experience has given them.

Making a difference to our cultural life

Successful cities are about more than just business: they need to offer rich and vibrant cultural life and a real sense of community if they are going to truly succeed. These things don't come about by accident, they need planning and nurturing and they also need investment.

We believe that innovative, ambitious and distinctive cultural activity helps to add to the vibrancy of a city, making it more attractive as a place to live, to work and to do business. At Bruntwood, our cultural sponsorship programme deliberately seeks out and supports the new and innovative. From the world premieres of the Manchester International Festival and encouraging new writing talent at the Royal Exchange to supporting theatre programmes for the young people at Bolton Octagon and providing bursaries from the classical musicians of the future, we are always looking to target our investment for the long-term development of our cities.

'Bruntwood is inspirational in their backing of what we do. It is a fantastic risk-taking organisation and they are exciting to work with. Everyone there really wants to roll up their sleeves and make things happen.'

Jeremy Glover MBE
Chief Executive, OnSide Northwest

 **£1.2m**

APPROXIMATE TOTAL VALUE OF FUNDRAISING, SPONSORSHIP & CHARITABLE ACTIVITIES IN 2011

 **10%**

PERCENTAGE OF ANNUAL PROFITS GIVEN TO ARTS, CHARITY, CIVIC AND ENVIRONMENTAL CAUSES

 **1,043**

NUMBER OF HOURS VOLUNTEERED UNDER THE BRUNTWOOD CARES PROGRAMME

Bruntwood is a family-owned and run property company that specialises in creating the right environments for a wide variety of businesses to succeed.

We believe that for our business to be a success, yours has to be too. That's why we don't see ourselves as your landlord, but as your property partner, making sure that your choice of premises is adding the best possible benefit to the way your business works.

We develop, let and manage all our own properties, so that we can seamlessly control the whole experience to make sure it meets your needs and expectations. This strong customer focus underpins everything we do, from selecting and developing the property we invest in, to the sustainable management of our buildings and our involvement in the cities and communities where we operate.

To discuss how Bruntwood can fulfil clients of Jaggard Baker's specific requirements please contact:

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For more information on Centre City or other properties in our portfolio please give us a call or visit the website

bruntwood.co.uk/centrecity
0121 222 4242