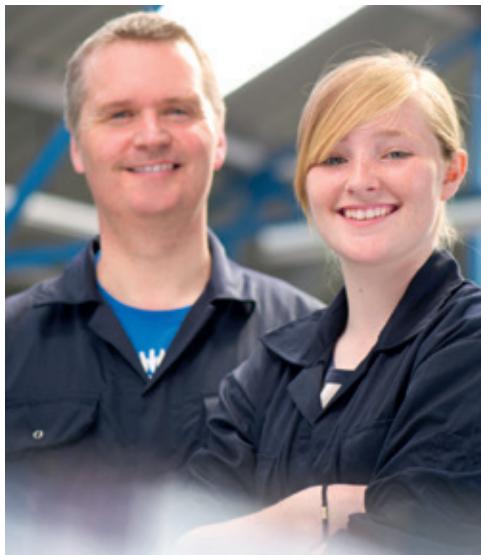


PEDDIMORE: A NEW ECONOMIC ASSET



DELIVERING LONG-LASTING ECONOMIC AND SOCIAL BENEFITS FOR BIRMINGHAM AND ROYAL SUTTON COLDFIELD

IM Properties (IMP) has been selected as Birmingham City Council's development partner for the first phase of the Peddimore employment park in Minworth.

IMP's appointment was announced in March 2018 following an extensive, six-month international competition which attracted some of the leading real estate companies from the UK and beyond.

Peddimore offers a unique opportunity for Birmingham and our vision reflects this. We aim to create a high-quality development which attracts leading national and international manufacturing and logistics businesses, delivers a best in class employment location and an economic asset that Birmingham and the Midlands can be proud of.

In the first phase of the project, we will develop buildings for employment on 37 hectares of the 71 hectare site, as well as building the infrastructure needed for the whole Peddimore development.

Peddimore is set to become one of the region's most important employment and economic locations and will provide excellent employment opportunities for local people from all backgrounds. By working with local

training providers, schools, colleges and community leaders, we aim to nurture talent in the area and in doing so also help address the national skills shortages in the manufacturing and logistics sectors.

The project will facilitate a business partnership programme with local schools, which will seek to improve the employability of their students.

CREATING A GREAT PLACE

Peddimore will be a great place to work and visit. From developing a series of 'smart' buildings that use new battery technology through to

well considered transport connectivity and high-quality amenities for employees and the community, our approach will be underpinned by a commitment to placemaking.

The park will be built to the highest standards of building design and will include substantial and attractive landscaping to help integrate the development into the local area. We will also include measures to keep our impact on the environment down, and provide first class management throughout construction and operations to deliver growth in a considerate way.

ABOUT IM PROPERTIES

IMP, as part of the IM Group, is one of the UK's largest privately-owned companies and a significant investor in the Midlands. Working with communities, local authorities and household-name businesses, we have a strong track record of bringing forward high-quality developments across the region.





BRINGING THE VISION TO LIFE

The masterplan is underpinned by three clear development principles which are being championed by Birmingham City Council and IMP.

SITE HISTORY

The Birmingham Development Plan (BDP) was adopted in January 2017 and sets out the vision and strategy for sustainable development across the city up to 2031.

In preparing the BDP, Peddimore was identified as the best opportunity to provide new high-quality employment land capable of meeting the needs of international, national and regional-scale businesses. It was therefore released from the Green Belt and allocated to deliver 71 hectares of land for a range of manufacturing and logistics uses, including:

- 40 hectares of land for manufacturing
- High-quality design and landscaping
- Access improvements including a new junction from the A38 and a network of pedestrian and cycle routes
- Enhanced biodiversity and protection of heritage assets

Birmingham City Council has prepared a draft Supplementary Planning Document (SPD) for Peddimore to provide detailed guidance to ensure that the site is designed and developed comprehensively. This was published for consultation in September 2018 and is expected to be adopted in early 2019.

DEVELOPMENT PRINCIPLE: DESIGN AND PLACE

There are many ingredients that combine to make a great place, from good transport links, and well-designed buildings through to on-site amenities which improve people's experiences. Our approach will blend the key principles of design, connectivity and sustainability in the delivery and operation of the site.

Buildings at Peddimore will be designed to very high architectural and sustainability standards. The layout and location of each building will be carefully selected so that their appearance and scale integrate with their surroundings and their visual impact is minimised.

Buildings will be designed and positioned where possible to screen service yards from public view, with additional careful planting reducing their visibility further.

Appropriate and well-designed roof forms will be used to help reduce the impact of buildings on the landscape.

Public art procured in association with key stakeholders and the wider local community will also be displayed around the site to help create a unique identity for Peddimore.



DEVELOPMENT PRINCIPLE: SUSTAINABILITY

A comprehensive sustainability strategy has been developed that seeks to maximise the economic, social and environmental benefits from the project.

There are a number of themes that underpin our approach to creating a high-quality, sustainable employment park:

GREEN AND BLUE INFRASTRUCTURE

Green and blue infrastructure will help Peddimore deliver biodiversity and health and well-being benefits to employees and the local community. We will create an attractive landscape setting that sensitively links Peddimore with the surrounding area, and provides attractive, safe and accessible walking and cycling routes as well as wildlife habitats rich in biodiversity. Sustainable Urban Drainage systems will be integrated into the landscape which will be designed to adapt to a changing climate.

Existing landscape and ecological features will be protected as far as possible, including mature trees and hedgerows. An expanded and improved Peddimore Brook will run through the heart of a 40m-60m wide green corridor that runs through Peddimore, creating a wildlife corridor that links to the open countryside beyond.

ENERGY AND CARBON EMISSIONS

Ensuring that buildings deliver the best possible environmental performance is an important part of making Peddimore an attractive destination for business. Buildings will be designed to reduce energy demand and carbon emissions and achieve BREEAM excellent accreditation. We will deploy a range of innovative measures such as 'smart grid' technology. One or more of the speculatively developed buildings will be constructed with a combination of roof mounted PV cells and battery technology to generate renewable energy on site and maximise the use of this within the building to reduce reliance on the national grid.

IMPROVING AIR QUALITY

A range of measures will be deployed to reduce emissions which include; creating green and blue infrastructure, embracing smart technologies and prioritising sustainable modes of transportation.

RESOURCE EFFICIENCY

Minimising resource consumption is one of our main ambitions and this will be reflected during the construction and operation of Peddimore. Reducing waste and maximising recycling rates will be a strong focus for the construction process as well the inclusion of measures to reduce water consumption during the operational phase of development.

DEVELOPMENT PRINCIPLE: CONNECTIVITY

DELIVERING NEW TRANSPORT INFRASTRUCTURE

A major gateway to Peddimore will be created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network.

This access point will be designed to accommodate modern, sustainable public transport and HGV freight vehicles. It will provide safe and effective crossings for pedestrians and cyclists into and around the development. The junction will be designed as a landmark entrance to the site and to reflect Peddimore's status as a leading business destination.

PROMOTING SUSTAINABLE TRAVEL

Sustainable travel that prioritises walking, cycling and public transport from the outset is central to our vision for Peddimore during both the construction and operation of the site. Our travel strategy and green transport plan will seek to link where feasible to existing city initiatives and will also set out best practice guidelines for both private and commercial vehicles journeying to and from Peddimore.

We will explore how technology could potentially be used to reduce private car usage and provide ease of access to on-demand transport services.

MASTERPLAN

The final layout of the units will be determined by market demand but will remain within the limits of the parameters plan. The two masterplans below indicate how the scheme could ultimately be built.

Development zone A would accommodate approximately 128,000 sq m of space for manufacturing and logistics businesses. Development zone B would be delivered by Birmingham City Council.

INDICATIVE MASTERPLAN A



OFFICE ELEVATION



UNIT ELEVATION



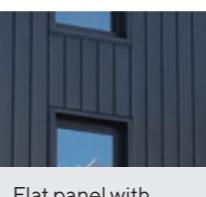
Our proposals also include:

- Buildings designed to reduce energy demand and carbon emissions and achieve BREEAM excellent accreditation
- A range of innovative measures such as 'smart grid' technology
- A new junction created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network
- A new bridge over the A38 to provide safe and effective crossings for pedestrians and cyclists into and around the development
- A hub area at the entrance to the site set within a landscaped setting which, subject to a detailed business case, could include a range of amenities for business and community use, such as cycle hire and food/retail kiosks
- Extensive landscaping to provide visual screening, a green setting for a 4km circular pedestrian and cycle path, and locations for more informal amenity use
- Developing an arts and cultural strategy, which could include the provision of public art or other initiatives which support the creation of an identity for Peddimore

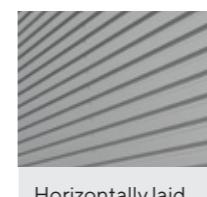
INDICATIVE MASTERPLAN B



MATERIAL SAMPLES



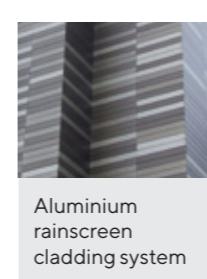
Flat panel with recessed joints



Horizontally laid trapezoidal profile wall cladding



Horizontally laid flat panel wall cladding



Aluminium rainscreen cladding system

AN INDICATIVE CGI OF A BUILDING



TRANSPORT AND MOVEMENT

Managing access and highways connectivity for people and goods are vital ingredients for a successful employment park.

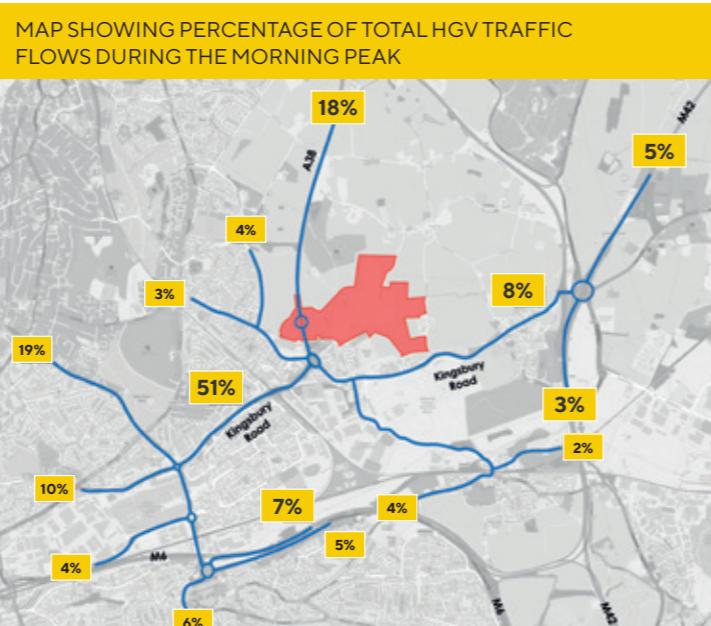
Our proposals incorporate a series of key road improvements to accommodate an increase in local traffic which will include a new roundabout, traffic signalisation and enhancements to a number of existing local junctions on the strategic and local road network.

The package of highway investments and transport solutions that form part of our proposals are the result of discussions with Highways England (HE), Birmingham City Council (BCC) and Warwickshire County Council (WCC), including using the Strategic Transport Model (Saturn model), as well as conducting an extensive programme of surveys and technical assessments.

This work allowed us to forecast how much traffic Peddimore could create, evaluate which roads vehicles may use, and to subsequently plan improvements to the highway network to ensure traffic levels are managed effectively.

We also considered the future development of the Langley Urban Extension up to 2031 – to deliver necessary solutions across the road network.

CGI OF NEW A38 ROUNDABOUT

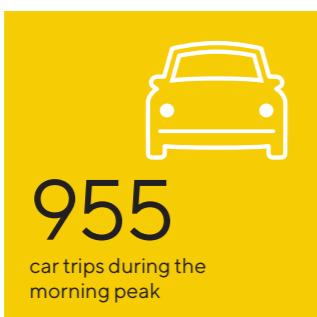


This map shows the percentage of total HGV traffic flows during the morning peak hour (8.00am-9.00am) and an evaluation of the routes that this traffic will take. The percentages on each route represent the proportion of HGV traffic travelling to and from Peddimore. Please note that roads with less than 2% of HGV traffic are not shown on this map.

VEHICLE MOVEMENTS

The assessments enable us to forecast the vehicle movements during peak periods of the day. During the morning peak, there would be an additional 1,056 traffic movements (into and out of the site), when fully operational and without local transport improvements.

THIS INCLUDES:



To put HGV morning peak hour trips into context, we anticipate 5 movements east towards Junction 9 of M42 and 12 travelling westwards to the site from the M42.

TRAFFIC MODELS AND ASSESSMENTS

The Sutton Coldfield Saturn traffic model has been developed on behalf of the Royal Sutton Coldfield Town Council and Birmingham City Council and has been used to assess the impact of the Peddimore development. The modelling includes for the traffic from the proposed Langley Urban Extension.

We have reviewed the traffic flows calculated for Peddimore and Langley during the Birmingham Development Plan process and these have been included in the Saturn model.

This assessment showed where Peddimore may have an impact on the road network and determined what highways improvements would be needed. The methodology and findings have been agreed with Birmingham City Council and Highways England.

DELIVERING ROAD IMPROVEMENTS AND SUSTAINABLE TRAVEL

A large-scale highways improvement project would be undertaken as part of the delivery of Peddimore to ensure that the local road network can accommodate future traffic flows. As part of a Green Travel District, Peddimore will aim to improve mobility and reduce reliance on the car.

A major gateway to Peddimore will be created on the A38 to connect Peddimore and the adjacent Langley Urban Extension to the local and national road network.

This new signal-controlled roundabout will be designed to accommodate modern, sustainable public transport and HGV freight vehicles. Robust assessments have shown that this new access point will be able to cater for the traffic flows associated with Peddimore and Langley.

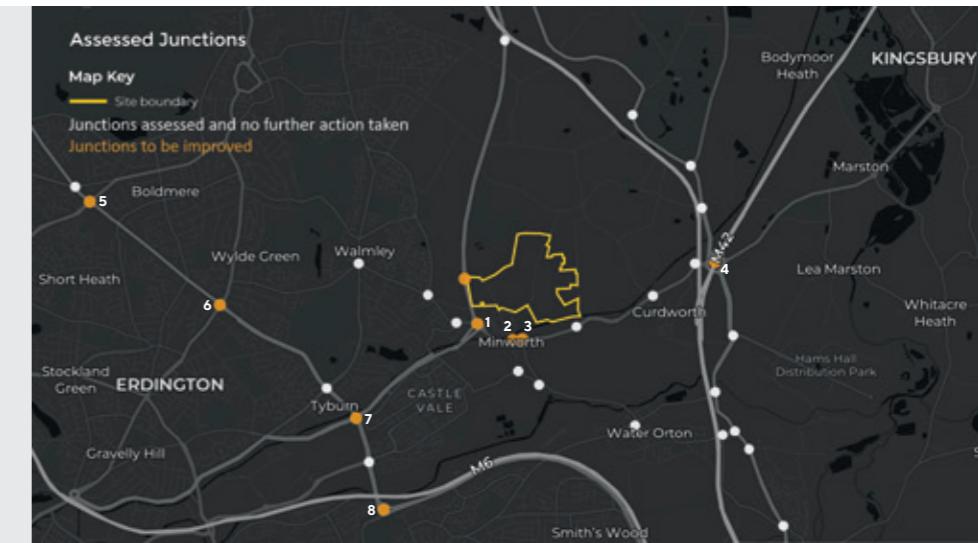
A new bridge over the A38 will provide safe, convenient and effective crossings for pedestrians and cyclists into and around the development.

This will connect to the existing footpath and cycleway network, as well as into Langley in the longer-term.

We are also investigating the potential to use the M6 Toll (via A38) for freight movements between the site and Junction 9 of the M42.

In addition, all other road junctions predicted to see a potential increase in congestion have been examined to establish the contributing impact from Peddimore. In agreement with Birmingham City Council, we are also proposing to improve the following junctions:

1. Minworth Island
2. Kingsbury Road/Water Orton Lane
3. Kingsbury Road/Minworth Parkway
4. M42 Junction 9
5. Chester Road/College Road
6. Chester Road/Sutton Road
7. Tyburn House Island
8. M6 Junction 5



SUSTAINABLE TRAVEL

A Green Travel District will be established covering Peddimore, Langley and the existing areas of Sutton Coldfield, Minworth and Walmley to create an environment where people are put before cars.

The creation of a community, through design and management, will help connect employees and occupiers and support this goal.

The aim is to improve the mobility of people and goods to reduce reliance on the private car, promote walking and cycling to minimise impact on local roads, and improve air quality and accessibility to the site.

We will explore alternative modes of travel to the site other than by car, which could include:

- Enhancing local bus services to serve the site with connections to key locations, including Sprint bus stops and Royal Sutton Coldfield town centre
- Making potential improvements to existing off-site cycleways and footpaths
- New on-site footpaths and cycleways to help people move through the site, together with secure cycle parking facilities
- Introducing a robust car sharing scheme, which would provide significant opportunities to reduce single occupancy car use



LANDSCAPING

A comprehensive landscape strategy has been developed to provide a careful approach to managing the effect of the site on the local environment and to create an inspiring place to work.



CGI OF PEDDIMORE BROOK IN YEAR 10

The landscaping strategy will deliver a number of benefits, including:

- Screening of the site to reduce visual impact
- The creation of open space for walking, cycling and other recreational activities
- Enhancing Peddimore Brook and creating green corridors through the site
- Extensive tree, hedgerow and woodland planting in and around the site

We will create an attractive landscape setting that sensitively links Peddimore with the surrounding area.

Peddimore Brook will be enhanced and central to a 40m-60m wide green corridor that will run through the heart of the site. This will encourage biodiversity and provide a link through to the open countryside beyond.

Seating areas and informal amenity spaces will provide additional benefits to both employees and the local community.

Mounding will be created around the site to minimise the potential views of the proposed buildings. The external sides of the mounding would incorporate mixed forestry planting to provide further screening.

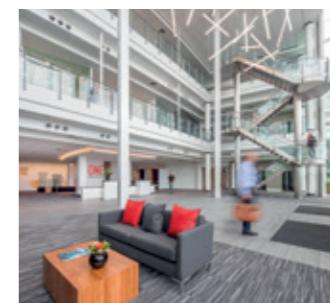
Existing perimeter landscape and ecological features will be protected as far as possible, including mature trees and hedgerows. Additional new native woodland planting and hedgerows around the site's boundaries would help to separate the developed land from neighbouring open fields.

New attractive, safe and accessible footpaths and cycle routes will be created through and around Peddimore, including a four-kilometre circular cycle path around the edge of the site.

Public art procured in association with key stakeholders and the wider local community will also be displayed around the site to help create a unique identity for Peddimore.

The landscaping proposals include:

- Over 550 new specimen trees
- More than 150,000 m² of native forestry planting
- Over 5,000 linear metres of native and ornamental hedgerow planting
- More than 235,000 m² of species rich grassland and wildflower areas



A HOME TO NATIONAL AND INTERNATIONAL BUSINESSES

Peddimore will attract leading manufacturers and logistics companies due to the site's scale, excellent access to the motorway network and proximity to first class connectivity and skilled local labour. We are undertaking an extensive marketing campaign to secure a mix of high value occupiers and global brands which could include:

- Distribution and logistics business
- Industrial and manufacturing businesses
- E-tailers and retailers

Whatever the final mix of occupiers, Peddimore will be a home for skills and innovation to support the objectives of the Midlands Engine, helping to rebalance the economy and drive economic growth in Birmingham and the wider region.



LOGISTICS: A CATALYST FOR GROWTH

The logistics sector continues to play an important economic role both in its own right and in supporting other industries to function through the movement of goods and components.

Businesses across this sector are rapidly modernising and pushing technological boundaries to meet rising demand for ecommerce and supply chain requirements from manufacturing. This is driving increased technological efficiency as well as a demand for skilled employees in electrical and mechanical engineering, IT and analytics.

WORKING TOGETHER TO DELIVER LONG-TERM COMMUNITY BENEFITS

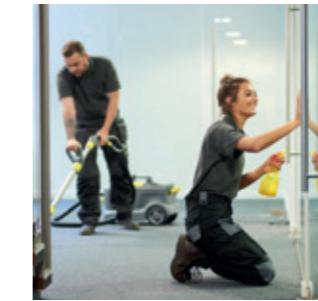
Peddimore will create approximately 6,500 operational jobs on site and support up to 3,000 jobs across the wider region.

We believe that Peddimore can be the catalyst for greater opportunities for local people who may not work directly at the site. These would be achieved through the potential for an increase in business and jobs in the local supply chain.

We have made a long-term commitment to deliver a programme of community benefits aligned to the Birmingham Skills Investment

Plan, Birmingham City Council's skills strategy to 2026.

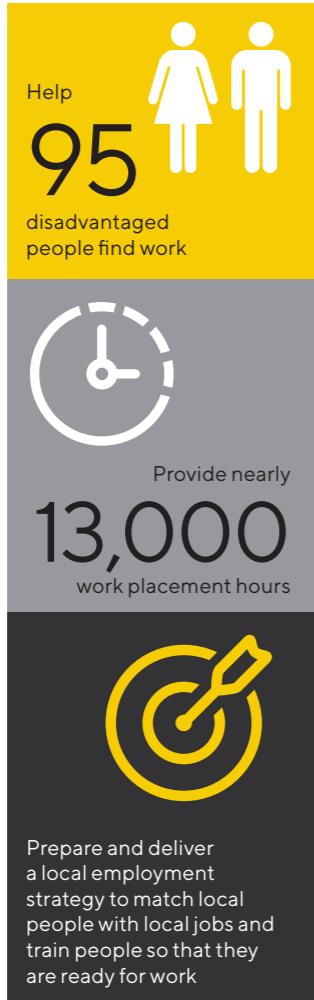
Our programme aims to support and empower people local to Peddimore. We will build on third sector activities and the work of organisations currently active within local communities to create opportunities and deliver a legacy of sustained economic and social change.



LOCAL EMPLOYMENT

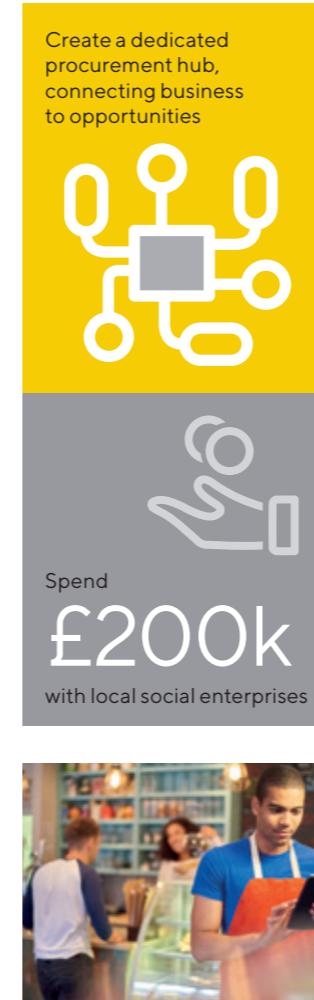
Our work to enhance local employment will see us provide help to train people and get them ready for work, help people get back into jobs and support communities that need it most.

By working in partnership with long established local organisations including The Jericho Foundation, St Basil's, the Pioneer Group, Witton Lodge Community Association and our own supply chain we will:



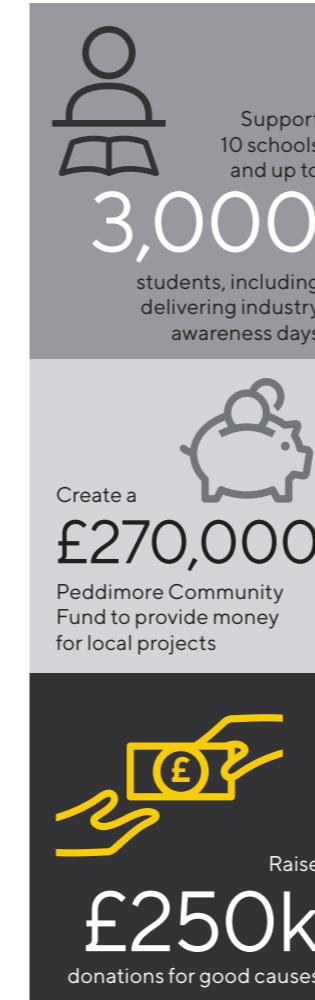
BUY LOCAL

Where possible, we will look to work with local suppliers across a range of services and open up opportunities for SMEs and social enterprises. We will:



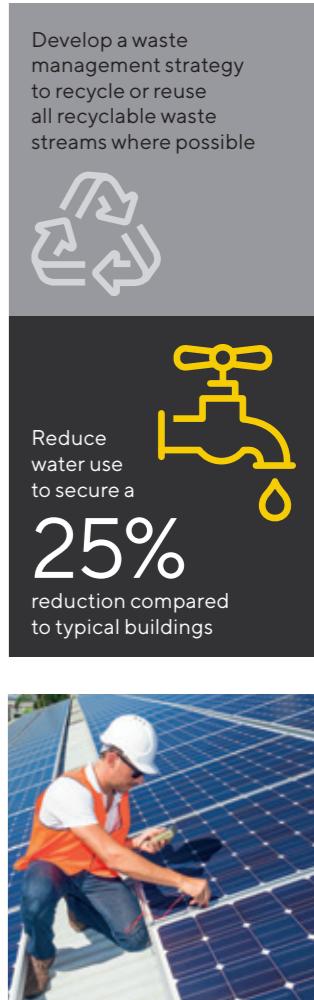
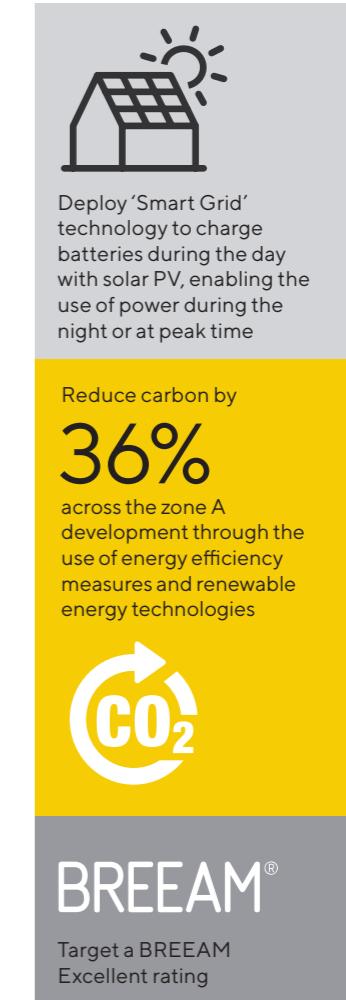
PARTNERS IN COMMUNITIES

We will work with local schools and community groups as well as with major private businesses who are working with us to help empower local communities. We will:



GREEN AND SUSTAINABLE

We will deliver a Green and Sustainable Action Plan which makes a major positive contribution to the economic pillar of sustainable development, creates a positive social value legacy for Peddimore and supports Birmingham's green economy. We will:





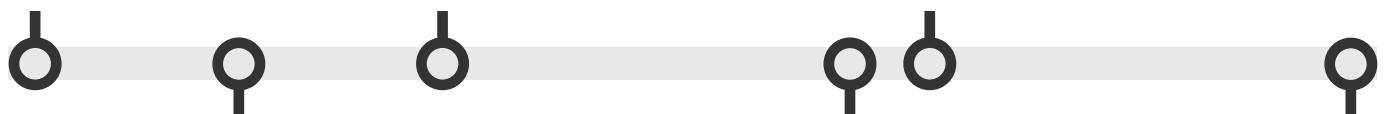
KEY DELIVERY TIMINGS

OUR TIMETABLE

WINTER 2018/19:
Planning application submitted

SUMMER 2019:
Infrastructure delivery commences

SUMMER 2020:
Construction of initial buildings commences



SPRING 2019:
Planning application determination

SUMMER 2020:
Infrastructure complete

SUMMER 2021:
Completion of initial buildings

GET IN TOUCH



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Birmingham
City Council

