

BIRMINGHAM BUSINESS BULLETIN

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Motor City masterpiece

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vision for the transformation of the site in a way that will provide much needed jobs, homes and community facilities for everyone who lives there.

"Alongside New Street Station, Library of Birmingham and airport extension, this is yet another example of how – through partnership working – we are bringing an ever-increasing number of major projects online in the region at a time when the economy needs them most."

The plan is the outcome of intensive consultation with the local community and other stakeholders like landowners and transport bodies. The transformation of Longbridge is already taking shape. At Longbridge Technology Park, the Innovation Centre is now more than 80 per cent occupied; and over the past 12 months, four of the occupiers have increased their office space in the £6 million landmark building. In January, a planning application was submitted for the new £84 million Bournville College – part of plans for the new learning quarter.

Better life is the aim

BIRMINGHAM hosts an Environmental Equalities summit later this month, bringing together business, community, voluntary, faith and public sectors with the aim of creating a better quality of life.

The summit is the first event organised by Be Birmingham, the city's local strategic partnership, and will examine how jobs can be created, investment attracted and quality of life boosted by improving the environmental conditions in impoverished areas. The event takes place at Birmingham City Football Club on 27 February.

Sign up for the seminar

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Beating the crunch

BIRMINGHAM City Council's Business Insight Service is helping entrepreneurs beat the credit crunch.

Thousands of people have attended business training sessions at the Central Library with the service paving the way for 293 new business start-ups. Over 40 services are on offer including company formation advice, business research and planning.

For more information

www.birmingham.gov.uk/businessinsight

PM is urged to back job creation project



Simone in race for top honour

Simone Schehtman from Teamwork's Karting, a finalist for the high growth honour at the Women On Their Way awards.

SOME of Birmingham's most inspiring working women have been short-listed for the inaugural Women On Their Way Awards, set to take place later this month.

The aim of the awards – brainchild of Jo Cameron, best known for her appearance on BBC's *The Apprentice*, and communications expert Lisa Ibbotson – is to showcase the very best female leaders of the future from across the Midlands. Winners will be announced at the awards evening on 27 February in categories including sole traders or small and medium-

sized businesses, creative industries, law, community work, online business, and learning and development. An award for women in public office is supported by Birmingham City Council. The awards ceremony takes place at Botanical Gardens, Edgbaston.

For more details

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CITY council leader Mike Whitby has briefed Prime Minister Gordon Brown on the urgent need to adopt a new method of funding investment in major transport and economic development projects which could create up to 44,000 jobs.

The City Region, which comprises Birmingham, Coventry, Dudley, Sandwell, Solihull, Telford and Wrekin, Walsall and Wolverhampton councils, is pioneering the introduction of Accelerated Development Zones (ADZs) in the UK.

ADZs will define areas for development with the aim

of attracting business investment.

Eight schemes across the City Region have already been developed for inclusion in the ADZ.

Those earmarked are: Birmingham Eastside; Birmingham Wholesale Markets/Southern Gateway; Bordesley Park; Wednesbury to Brierley Hill Extension Rapid Transit Scheme; City Centre – Airport Rapid Transit Scheme; M6 J10 improvements; M5 J2 improvements; and i54 Wolverhampton.

Other schemes for inclusion in the ADZ will also be considered in the future.

Looking to Angels in quest for new growth

LORD Mayor Cllr Chaudhry Rashid has been consulting with a higher authority about new business opportunities in the city – by talking to the 'Angels'!

Cllr Rashid recently hosted a lunch arranged by Birmingham-based Advantage Business Angels to explore the many opportunities for investment across the Midlands area with Asian businessmen and women.

The event attracted a cross-section of Asian business people eager to support local innovative start-up and potential growth companies.

The Lord Mayor told guests: "Our city has always

been at the very centre of innovation and enterprise, and particularly committed to the entrepreneur who has used his skill and enthusiasm to build some of our finest businesses."

Advantage Business Angels chairman Sir Bernard Zissman added: "There is no shortage of bright ideas in our city and Advantage Business Angels provides an experienced foundation for bringing together those ideas."

For more information

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Feedback panel is key to improving city building service

THE council's Building Consultancy service is always looking for ways to improve the way it works across the city: and its Customer Panel – which feeds back the opinions of key people in the construction industry – goes from strength to strength.

Established in 1996, the panel gives architects and private building firms the opportunity to comment on the consultancy's

services. It deals with issues like changes to building regulations and offers advice on topics ranging from asbestos treatment to avoiding cowboy builders.

Council building expert Trevor Haynes said: "The customer panel is an important forum to receive valuable feedback on the Building Consultancy service." The Building Consultancy team has many awards, including the

Charter Mark (four times), ISO 9001, Investors In People and Chartered Building Consultancy status. Recent major projects include the new Bullring, Snow Hill Station, Joseph Chamberlain College and the new 'Super Hospital' at Selly Oak.

Find out more

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