Welcome

We're excited to share a transformative vision for Birmingham – a once-in-a-generation opportunity that will bring lasting benefits to communities across our city. We want you to help shape what happens next.

The Sports Quarter is an exciting opportunity, located in the heart of East Birmingham. It will bring new jobs, homes, sports and community facilities, set within new and improved public spaces and transport links to Bordesley Green.

This exhibition is the beginning of a conversation about East Birmingham's future and how, together, we can shape a healthier, greener, and better-connected neighbourhood.

Investment in world-class sports and entertainment facilities will unlock regeneration and investment across East Birmingham, helping to improve access to jobs and training opportunities, health outcomes, transport connections, and the local environment.

It will be a new home for Birmingham City FC and the Birmingham Panthers netball teams, where we hope their success will bring pride, inspiring young people and strengthening local communities.

Working closely with the local community, we will create a new neighbourhood that connects with surrounding areas, benefiting both local residents and businesses and the wider city.

The Sports Quarter is about much more than just football. It's about harnessing the positive power of sport to create a vibrant new piece of our city – a healthy neighbourhood built on community life, wellbeing, and opportunity. A place where professional athletes, local residents, schools, and community groups can interact, learn, and thrive together.

Today, we invite local people to explore the beginnings how this world-class sports destination, combined with public and community spaces, will create a place that the local community will benefit from and that everyone will want to use.

Our timeline for creating a masterplan

Late 2025

Place Concepts
Setting the scene and defining our aims for this new place.

Summer 2025
Early engagement through focus groups with community members to understand local priorities and issues.

Autumn 2025
Engagement launched with the local community, starting a community engagement process that will take place over a year long period.

Mid 2026

Draft Masterplan
Further development of the masterplan and detailed plans for the first phases of development.

Refined Masterplan
Working together to refine the draft masterplan and think about its social value.

Late 2026

Detailed designs for the early phases and preparation of planning applications

Final Masterplan
Planning Submission.

A strong and on-going relationship with East Birminghams communities, enriching the Sports Quarter.

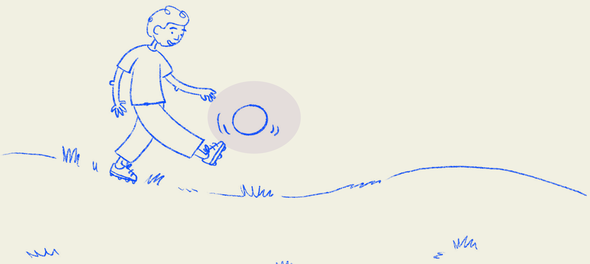
A Message from Knighthead's Co-Founder and Birmingham City FC Chair

Tom Wagner

"Birmingham has always been a city defined by innovation and transformation. Known as the 'City of a Thousand Trades', Birmingham's success has long been rooted in its spirit of adaptation, progress and diversity. Birmingham holds immense untapped potential, and the Sports Quarter will help unlock this by ushering in a new era of inclusive economic growth and innovation.

This is not just about football. The project will bring thousands of jobs, new facilities and real opportunities for local people. It will generate significant employment in East Birmingham, create new public spaces, provide world-class venues for major events, and vastly improve transport connections to link communities with the wider region."

Tom Wagner



The Team Making This Happen

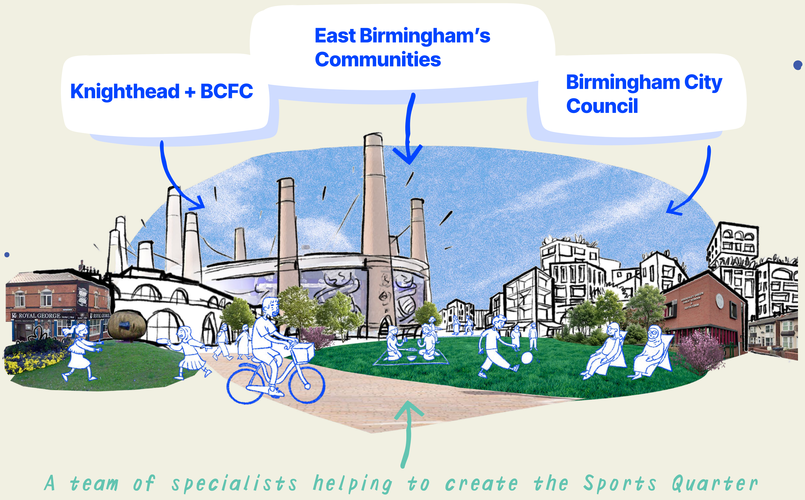
A passionate investor supported by an experienced design team is working together with local communities, stakeholders and the City Council to bring the Sports Quarter to life.

Knighthead are the owners of Birmingham City Football Club and the driving force behind the Sports Quarter. They are dedicated to delivering a world-class regeneration project for East Birmingham, focused on a long-term vision that integrates sport, community, jobs and homes.

Knighthead are leading the vision and investment for the Sports Quarter project. Since taking on the club, Knighthead have brought energy, ambition and long-term commitment, not just to the team, but to the city as a whole. They see East Birmingham as a place full of potential, and are determined to deliver something that benefits both the club and its communities.

Knighthead and their design team are working with Birmingham City Council, the Combined Authority and the UK Government to make their Sports Quarter Vision a reality.

The Sports Quarter is a major part of that vision, creating a new home for the men's and women's teams, while also delivering a place that local people can use and be proud of every day.



A team of specialists helping to create the Sports Quarter

Deloitte

Leading the masterplan design team

A team of specialists working with Knighthead, BCFC, East Birmingham's communities, and Birmingham City Council to create a place everyone is proud of:

Prior & Partners Masterplanners	**Buro Happold** Sustainability Specialists	**Greengage** Ecology Specialists
AFL Architects Architects	**Field Operations** Landscape Architects	**WSP** Transport
Arcadis & WSP Engineering	**Something Collective** Community Engagement	**Grayling** Communications

Many are here today to speak with you and tell you about their work on the Sports Quarter.

The Case For East Birmingham

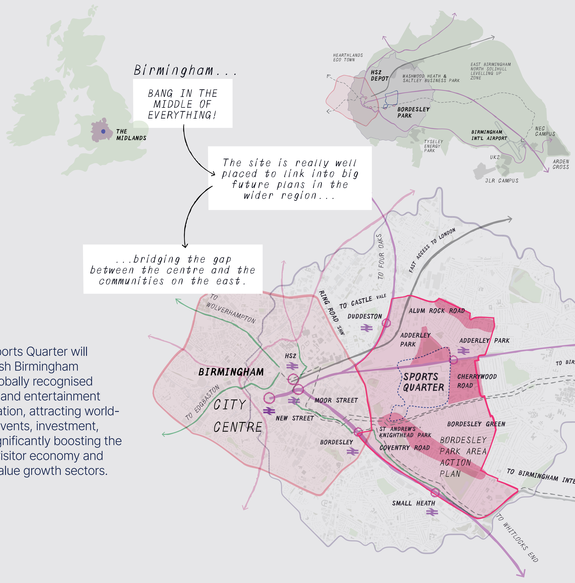
Birmingham is the UK's second largest city, with 1.1 million people at the centre of the national transport network. One hour to London, direct connections to every major city, and an international airport nearby.

But it's not just status that makes Birmingham right for the Sports Quarter opportunity. Timing is also a factor. HS2 is already changing where investment is going. Rail, road and future Metro routes all meet in and around East Birmingham and the area where the Sports Quarter could take place.

However, local people do not yet fully benefit from these connections. This is why Birmingham City Council has made 'inclusive growth' which means growth that reaches local people a priority.

The council's aim is to ensure that new investment creates opportunities for local people through better skills, employment, housing, health and better connections to the rest of the city.

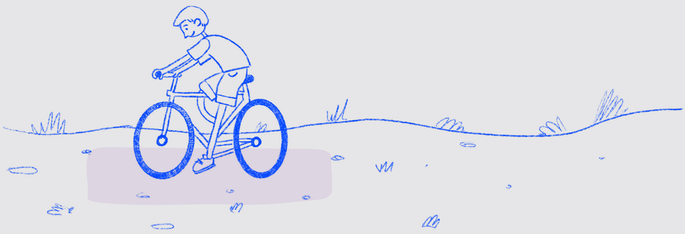
This connects directly with Birmingham City Football Club and Knighthead's ambition for the Sports Quarter. Their vision is not only about sport. It is about using sport, skills and wellbeing to tackle inequality and to create opportunities for local residents.



The Sports Quarter is strategically located near HS2, and it will use improved rail connections, and international connectivity through direct airport links, to draw visitors from the local, national and international communities, driving inclusive growth and benefiting the whole city.

The Sports Quarter will establish Birmingham as a globally recognised sports and entertainment destination, attracting world-class events, investment, and significantly boosting the city's visitor economy and high-value growth sectors.

Birmingham City Football Club has been part of this community for over a hundred years and now brings serious ambition for its future. We've heard that East Birmingham has been waiting a long time for meaningful investment. This is the opportunity to deliver it. When the city's needs and the club's ambition come together, it creates a unique and valuable combination for a project that:



The Area's Story' Past and Present

East Birmingham has always been a place of makers and energy. This area built Birmingham!

The area we are looking at for the Sports Quarter sits within a rich historical and geographical context, deeply connected to Birmingham's industrial heritage and rail & canal network. **This historical context provides valuable insights into the site's past, informing our understanding of its potential for future development and its place within Birmingham's evolving urban landscape.**

Nineteenth-century brickworks in East Birmingham helped build much of the city. The arrival of the railways connected local industry to national markets and brought workers, factories and new neighbourhoods. St Andrew's Stadium followed in 1906 (having moved from Small Heath) and Birmingham City Football Club has been here ever since.

Over time, change has left gaps in the landscape. Railways and the ring road cut through the area, separating neighbourhoods from each other and from the city centre. As industry declined or moved elsewhere, land was left vacant or contaminated.

Communities like Bordesley Green, Small Heath and Digbeth each retained strong identities, but became physically separated by roads, rail lines and underused industrial sites. Air quality worsened and green space became harder to reach.

Heritage is not about keeping the past unchanged. It is about understanding what shaped this place and asking what gives it meaning now.

Now there is a chance to reconnect the area's heritage with its future. A place builds its identity by drawing from its past while looking ahead. The stories, traditions and memories of East Birmingham are part of what makes it unique.

1800s
Bordesley grew from farmland into one of Birmingham's first suburbs. By 1838, it was part of the city and buzzing with new homes, shops, and local life.

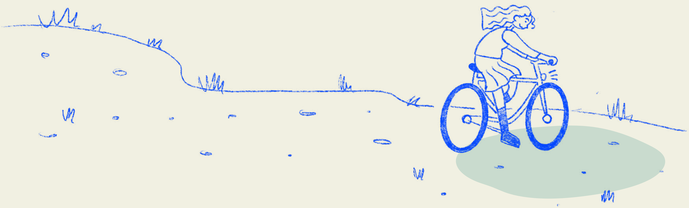
1820s–1860s – The Railway and Canals Arrive
The railway opened in 1838, linking Birmingham to new places but cutting Bordesley off from the city centre. Brickworks soon replaced farms, and small communities began to form.

1870s–1900s – The Brickmaking Boom
Industry took over as brickworks and factories filled the area. Coventry Road became a busy local centre at the heart of a growing neighbourhood.

1875 – The Beginning of the Blues
Founded in 1875 as Small Heath Alliance and later renamed Birmingham City Football Club, the club has been rooted in the community from the beginning.

1910s–1960s – New Homes and Football Legacy
Tramlines brought more residents eastward, while car factories replaced old brickworks. In 1906, St Andrew's Ground opened, home to Birmingham City FC ever since.

1970s–Today – Change and Renewal
Post-war clearances and the new ring road reshaped the area, leaving some sites empty or isolated. Today, the focus is on reconnecting and re-imagining Bordesley's future.



Need For Learning and Growth

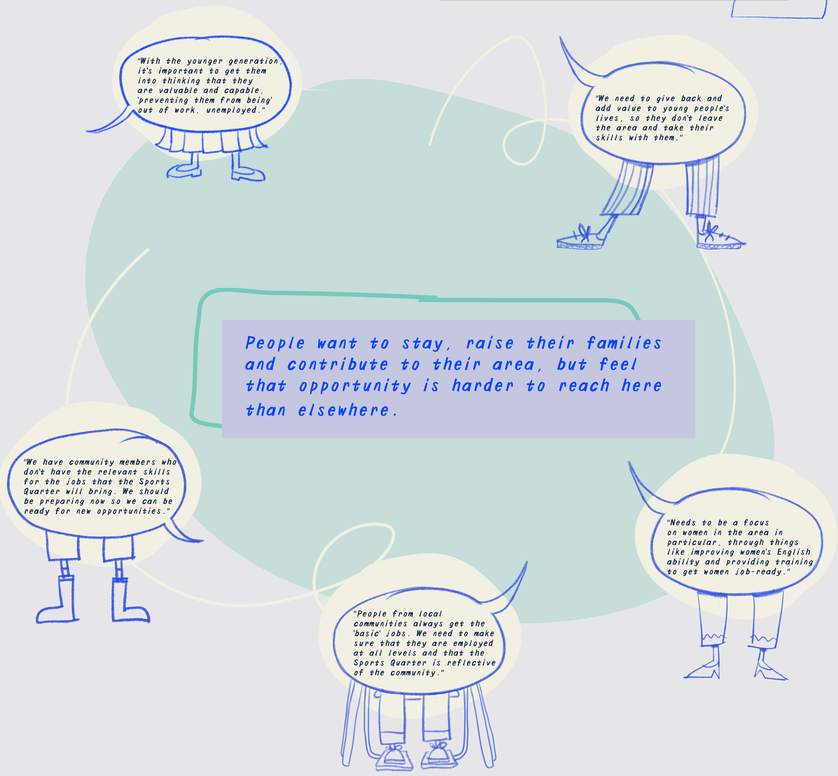
East Birmingham is full of talent, ambition and pride, over 40% of East Birmingham's population is under 25, higher than anywhere else in the city. It is also one of the most ethnically diverse areas in the UK. Many households include young families and multiple generations, and there are strong community networks charities and places of faith that support daily life.

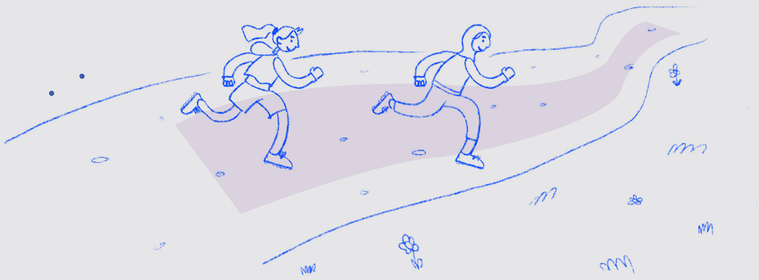
ECONOMIC NEED EXPRESSED BY LOCAL PEOPLE

East Birmingham is full of talent, ambition and pride, people have told us that the area has not received the investment it deserves. In early conversations and workshops, community members spoke about barriers such as low-paid work, a lack of local job opportunities, and limited pathways into apprenticeships or further education.

Parents and young people described wanting to stay, build a future and contribute to their area, but feeling that opportunity is harder to reach here than in other parts of the city.

For regeneration to make a real difference, it needs to support good work, apprenticeships, skills programmes and improved health and wellbeing. It must ensure that the jobs and investment created through the Sports Quarter are accessible to local people who live in the surrounding neighbourhoods. The Sports Quarter will unlock significant social and economic potential by expanding access to education, training, and jobs, encouraging the growth of local businesses, creating pathways for local people to share in the success of the project.





Need For Quality Spaces and Connections

The need for improvement is not only economic or social. It is also physical. The way East Birmingham is laid out makes it harder for people to move around, access green space, breathe clean air or feel connected to the rest of the city.

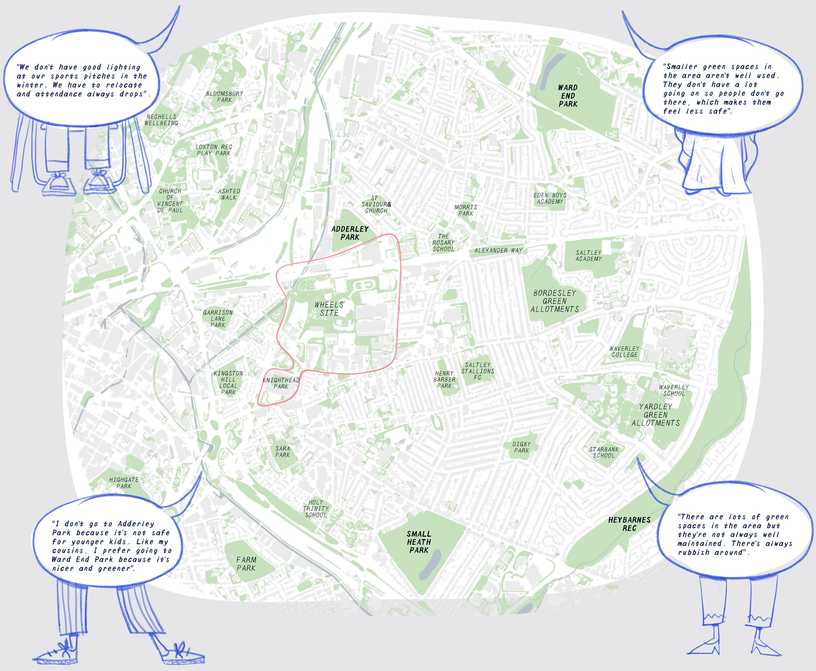
The area is cut through by railway lines, the ring road and former industrial land. These create physical barriers between neighbourhoods and between East Birmingham and the city centre. The former Wheels site and surrounding areas are contaminated and have very few safe routes walking or cycling. Many streets are dominated by traffic, with limited safe crossings, making movement difficult for children, families and older residents.

SPATIAL NEED EXPRESSED BY LOCAL PEOPLE

We have heard directly from community organisations and charities working in the area who run health, sport, youth and wellbeing programmes, that they often struggle to find suitable facilities, safe outdoor areas or reliable spaces for their work. They bring care and commitment to local people, but they feel underserved by the physical environment around them.

This means change must also address spatial issues. **It must reconnect neighbourhoods, clean the land, improve public transport, provide safe walking and cycling routes and create parks, play spaces and community facilities that local organisations and residents can use and feel proud of.**

The Sports Quarter can combine investment in sport, health and education with improvements to transport, public space and land quality. It can create new places to live, work, learn and play while opening up easier access to the city centre and wider region and in a way that is rooted in East Birmingham's history and communities.



Culture, Community, Identity

Places are made by the people who live, work and spend time in them. When we talk about creating a new part of the city - a neighbourhood shaped by sport, health and wellbeing - it is not only about stadiums and big events. It is about everyday life. It is about where people work and live, shop, meet friends, walk to school, play football, go for a coffee or take their children to the park.

Birmingham is rich in diversity, culture and a sense of community. There are youth football leagues, cricket matches, community centres such as Alum Rock and Coventry Road are buzzing with activity and an array of independent supermarkets selling everything from fresh produce to fabric, cafes packed with regulars.

From grassroots football to women's sport, the area already has energy and participation. What is missing is the infrastructure to help it grow to its potential - better pitches, safer routes, affordable space, support for local businesses and places to gather.

A successful place must work on ordinary days, not only on match days. That means planning spaces for community life as well as international events.

The Sports Quarter will create spaces and programmes that reflect real local life and will work closely with the local area to complement, support and strengthen what already happens here. ***It will bring the international stage to East Birmingham, creating a cultural destination for art, sport and entertainment, while platforming local talent, celebrating community identity and creating real pathways for local people to thrive.***

Youth Sessions at Pitch to Progress

Community Gardening at Go Woman! Alliance

Youth Martial Art Session at 5Up

Football Session at BYSA

Women's Cycling Group at Saheli Hub

Photo by Sylwia Ciszewska Peciak

It means ***balancing commercial activity with public spaces, health facilities, youth programmes*** and places that local people can use seven days a week. It also means making sure these new spaces feel connected to surrounding neighbourhoods, not separate from them.

As part of this, ***the ambition for shops, cafes and commercial spaces is to complement the existing high streets and independent businesses, not compete with them. Retail and hospitality will be designed to sit alongside local traders,*** helping attract more visitors and footfall to the area while keeping the character and everyday economy that already exists.

Youth Session at Pitch to Progress

Youth Session at Our Community Foundation

The Vision

The Economic Vision – Opportunity for local people

Knighthead's ambition for the Sports Quarter is rooted in the belief that Birmingham's sporting future is stronger when different opportunities are brought together.

Their commitment to growing sport across the city is about widening pathways, nurturing new talent and creating a more connected landscape of opportunity for local people. Nothing reflects this ambition more clearly than the economic benefits the Sports Quarter aims to bring to East Birmingham.

The Sports Quarter's success will be measured by how it delivers genuine benefits to local communities, together with people across Birmingham and the West Midlands.

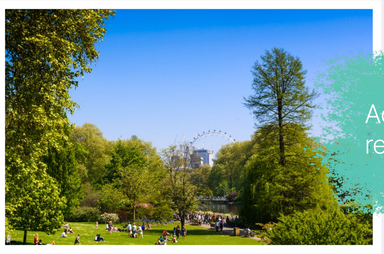
Alongside jobs, skills and investment, this ambition is also expressed in the vision for a place where elite and everyday sport sit side by side - a neighbourhood that supports professional excellence while remaining open, accessible and inspiring for the communities around it.

The Sports Quarter will use sport, health and learning as drivers for local benefits and jobs in East Birmingham. **It aims to:**

- Create thousands of jobs during construction and operation.
- Offer apprenticeships, training and education pathways in construction, sport, hospitality, events and health.
- Support local businesses and attract new investment.
- Use sport to inspire young people and open pathways into careers.
- Generate long-term economic value for Birmingham and the West Midlands.
- Contribute to improved health and wellbeing outcomes for the community, exploring various ways to achieve this.
- Deliver low carbon, resilient and ecologically rich neighbourhood that prioritises sustainable practices from construction to ecology.

The Place Vision – A new neighbourhood in East Birmingham

The Sports Quarter is not only about creating socio-economic benefits. It is also about creating a new part of the city. A place that works on ordinary days 365 days a year, not only on match days.



Accessible parks and green spaces for relaxation, play and everyday activity

"Celebrating all cultures with events, bring cultures together."

Cafés, restaurants, shops and workspaces that support both local businesses and new opportunities

"Playgrounds that are secure, where children can just run around."

£3bn investment to deliver the Sports Quarter, this will contribute to the city's and local economy in East Birmingham, providing benefits to the community.

World-class sports and entertainment venues, including an iconic 60,000+ seat BCFC stadium, 15,000 seat women's stadium, and new home for Birmingham Panthers .

Over 16,000 construction jobs and approximately 14,000 jobs once the Sports Quarter is fully operational (including thousands of on-site roles), together with opportunities for training, skills development and education for local people.

New streets with safe walking and cycling routes that connect to surrounding neighbourhoods

"Showcasing local artists, getting young people to paint."

A place that's about more than sports, creating commercial, education, hotel, leisure, and community uses including new homes.

Transforming the physical environment, including new green and public spaces, and green and blue infrastructure, active frontages, and activities for community members and visitors.

Cultural and entertainment venues for music, events, arts and performance

Sports Quarter Foundation hub ensuring local communities share in the project's success by supporting social inclusion and participation.

Driving investment in public transport connections, including a new railway station and Metrolink line to the airport.

Collaborating with local and regional partners to deliver better transport links, including a new train station and proposed tram route, improving access to the city centre, jobs and the airport

Community sports and leisure facilities, from grassroots football and swimming to women's sport and accessible fitness

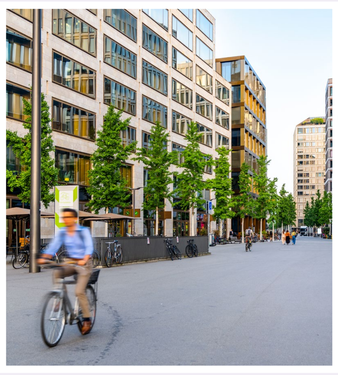
World class training facility bringing men's, women's and academy training together with all club operations in a single location in East Birmingham.

Creating a low carbon, biodiverse neighbourhood, bringing greening and life to a former landfill site.

Community spaces for groups, meetings, youth programmes and family events

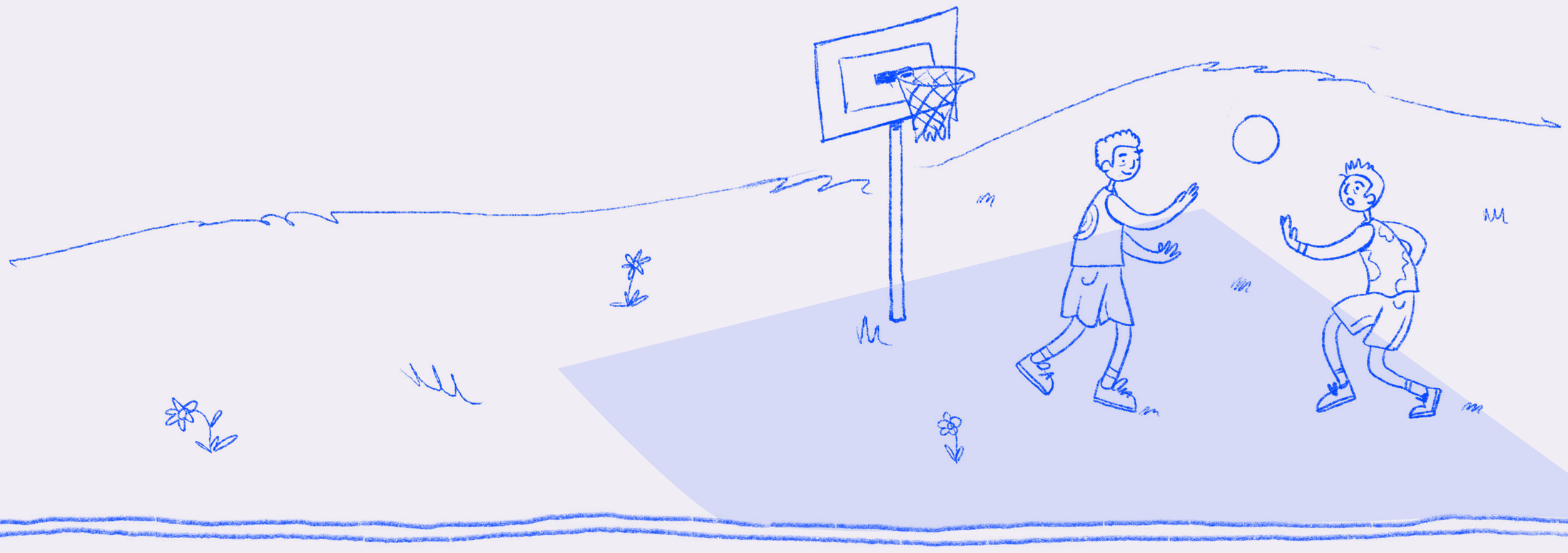
"Indoor facilities' football for women's groups works well."

New homes within a mixed-use, well-connected environment



"Shelter/marquee for playing board games outside 'e.g. ludo, popular with South Asian men.'"

"Activating along the route is as important as the destination.Family oriented inexpensive activities along the way."



The Project Area

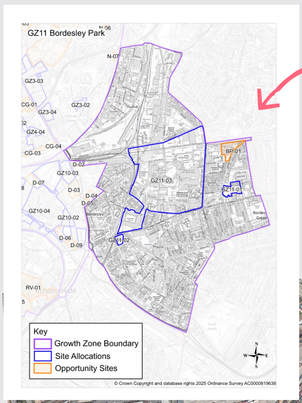
The Sports Quarter vision is focused on the area around the St Andrews stadium and former Wheels site in Bordesley. This is the area where Knighthead want to deliver a world-class sports campus with stadia and training facilities, leisure and entertainment venues, homes, workplaces, and community facilities surrounded by fantastic new public realm and green places.

The draft local plan published this month allocates the area around the existing stadium and the former Wheels site for sports-led regeneration. This area was previously mostly allocated for traditional industrial uses.

So we are looking well beyond the boundary of just the former Wheels site, hoping to really transform the local environment for the better. It is important to note that the area being identified for sports-led regeneration does not mean that all land within that area is redeveloped and there are numerous existing uses on-site, many of whom we're speaking to already.

The work we are doing now is to properly understand the area, its surroundings, and work out the best way to deliver on our ambition and vision, and in a way that works for the community.

This is looking both within the opportunity area itself and how it can best integrate and support regeneration across the wider area, connecting the sports quarter investment with local people and places.



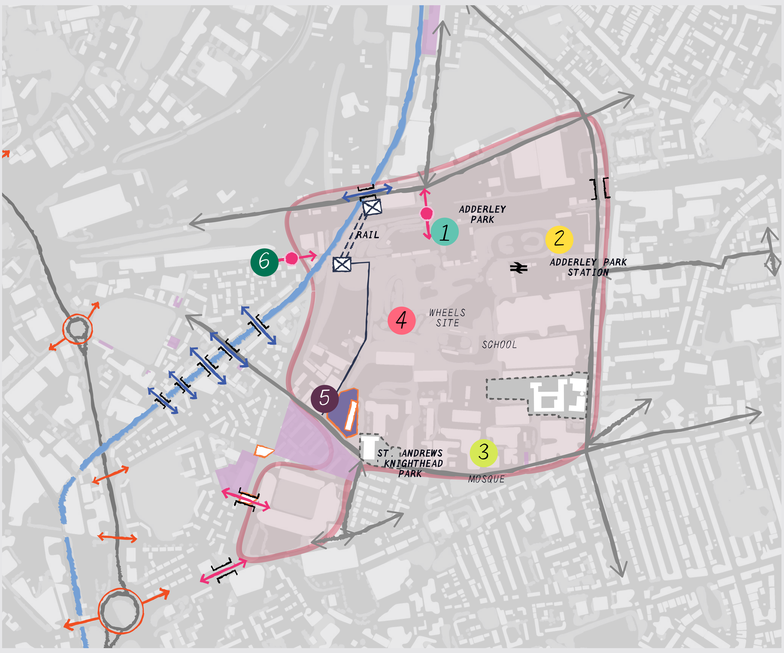
The draft local plan published this month allocates the area around the existing stadium and the former Wheels site for sports-led regeneration.

Constraints

While this is a major opportunity, it is also a complex site. The former Wheels land and surrounding areas come with a number of physical challenges that the design team is working through.

These include past industrial uses, rail lines and roads that cut through the area, and limited access in and out of the site. Some of the land needs environmental remediation, and movement by foot or bike is currently difficult.

Understanding these constraints is an important step in making sure proposals are realistic, deliverable and designed in a way that benefits East Birmingham in the long term.



1 LIMITED ACCESS OVER AND UNDER THE RAIL LINES

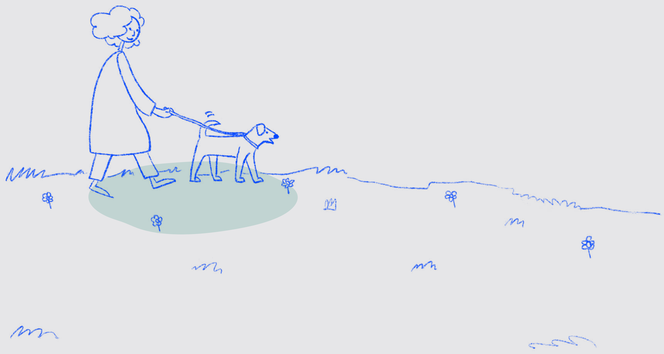
2 ACCESS ISSUES TO THE RAILWAY STATION

3 ABANDONED INDUSTRIAL BUILDINGS

4 ELECTRICITY PYLONS

5 UNSAFE TOWPATHS AND NARROW BRIDGES CROSSING THE CANAL

6 UNSAFE RING ROAD CROSSING POINTS



Reimagining What A Stadium Can Be!

The journey to reimagine Birmingham City's new stadium has begun, developed in parallel with the wider Sports Quarter masterplan.

The location of the new stadium has been chosen so that it faces the city centre and creates a clear gateway into East Birmingham. Its position matters because the stadium needs to signal arrival, connect to major transport routes and help anchor the new neighbourhood in the wider city.

Heatherwick Studio have been appointed to lead the stadium design. Their early work is focused on ambition and imagination. At this point, **they have produced big ideas, and they are excited for opportunities to work with local people to contribute inspiration as the stadium develops alongside the wider placemaking vision for the Sports Quarter.**

A key principle is that the stadium design does not work in isolation, it will play a key role in the wider community offer of the Sports Quarter.

Heatherwick Studio will work hand-in-hand with the masterplanning team who are designing the surrounding streets, public spaces, homes, transport links and community facilities with input from local people as part of the broader Sports Quarter offer. **The aim is to ensure the stadium forms part of a place that works for local people, visitors and everyday life, not an isolated landmark.**

What is particularly exciting is that the design brief asks the team to rethink what a football stadium can be. The ambition is for a civic building that is open beyond match days, with the potential for community use and culture, serving East Birmingham throughout the week and throughout the year, rather than sitting closed between fixtures.

Early stadium concepts will continue to evolve, and community input will play a role in this.

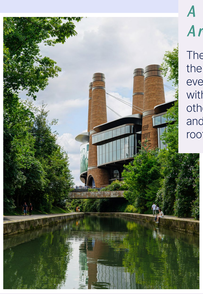
As well as a home for football, the stadium will be a buzzing centre for the local community too.

A Place For Everyone

Our vision for the space is a year-round destination. From food markets, restaurants and cafes to social spaces and children's play areas, the area will be a place where everyone can come together and enjoy a new part of the city.

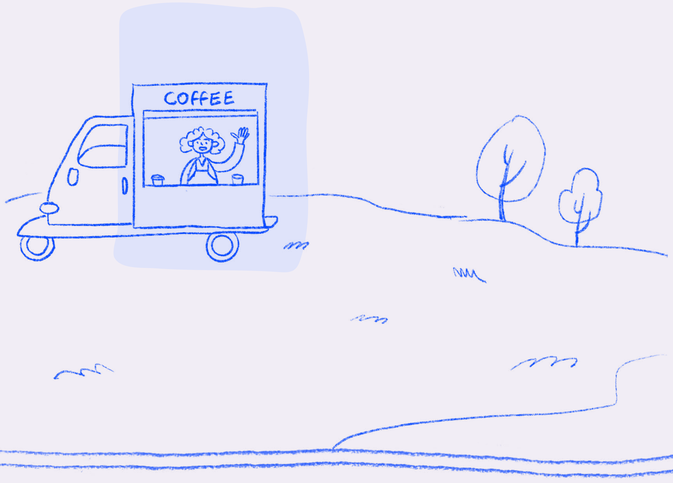
A Place For Sport and Art

The stadium will put Birmingham proudly on the global stage, attracting the very best events. It has been specifically designed with flexibility in mind to host a range of other major sporting fixtures, music concerts and entertainment events, with a retractable roof and moveable pitch.



A Powerhouse That is Sensitive to its Surroundings

On matchdays, its structure will create an unforgettable atmosphere, with the stands as close to the pitch as can be allowed. The acoustics will also amplify the crowd internally, while the 'chimneys' will funnel sound upward, minimising noise in the neighbourhood.



Creating A Connected East Birmingham

Why routes and connections matter for the sports quarter to become a real part of east Birmingham, it should be easy to reach and move through. Routes and connections are not just about transport - they are how the new neighbourhood will stitch into the surrounding streets, parks and communities.

Good routes will help local people feel that this place belongs to them, not just to visitors. They should create a clear sense of arrival, where the experience of stepping into the Sports Quarter reflects the character and pride of East Birmingham. These connections need to feel welcoming, inclusive and rooted in local identity - whether you are a resident walking from Bordesley Green, a family heading to the park, or a supporter arriving on a match day.

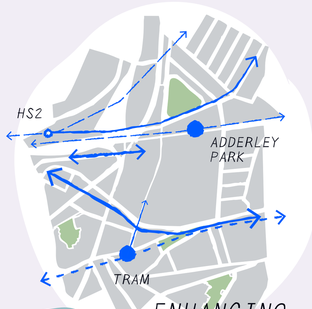
"Look Out For The Questions On The Following Boards!"

"Make walking routes active with stalls, pop-ups and places to get food"

"The public transport options aren't great - families rely on cars to get around."

What things are important you so as to strike a good balance?

What would make these spaces feel like part of your neighbourhood, not just a route to a stadium?



1 ENHANCING ACCESSIBILITY

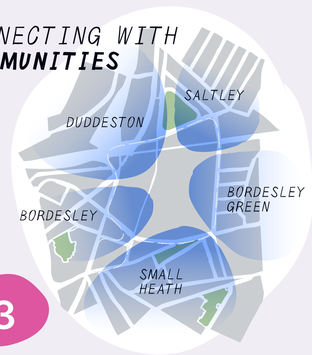
- New and improved pedestrian, cycling routes will extend the reach of the city centre into East Birmingham.
- Support the case for investment in new public transport links, including railway stations, the Metrolink, and bus networks, improving access for all.
- Being able to walk through the Sports Quarter and creating a safe space that people want to use throughout the day and into the evening.
- The ambition is to make it easy to reach the site without relying on cars encouraging walking, cycling and public transport.

A NEW LANDMARK GATEWAY

2

- The main stadium will act as a major gateway into Birmingham, creating a clear point of arrival for visitors and supporters.
- This gateway is positioned to face towards the city and will become an anchor for movement, identity and orientation.
- It marks the transition between city centre activity and East Birmingham, signalling the start of a new district.

CONNECTING WITH COMMUNITIES



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- The Sports Quarter sits between several neighbourhoods: Bordesley, Bordesley Green, Small Heath, Saltley and Duddeston.
- Today, these areas are separated by railway lines, major roads and industrial land. The aim is to create new routes that help people move more easily between them rather than around them.
- These connections are about more than movement. They are an opportunity to stitch the site back into the existing urban fabric placing commercial activity towards the city side, and community-facing uses closer to homes, schools and local centres.
- This approach respects local identity and ensures that the Sports Quarter adds to the character of East Birmingham, rather than existing apart from it.

Designing routes for both fans and local life

One of the big design challenges is that these streets and paths need to work in two different ways:

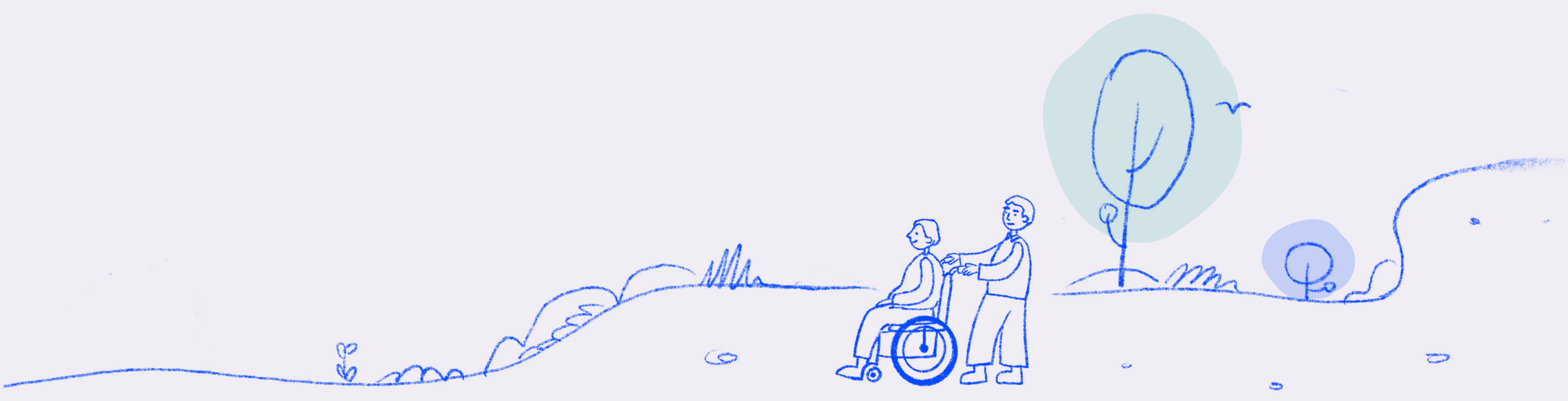
- On match days, they need to safely move large numbers of fans to and from the stadium.
- On everyday weeks and weekends, they should feel calm, attractive and useful for local people.

Routes as places that make you feel good

We want the new walking and cycling connections to be more than ways of getting from A to B.

- What kind of features trees, planting, places to sit or play are important to your journeys?
- What kinds of public art, lighting or local storytelling would make them feel welcoming and alive — during the day and in the evening?
- What would help you feel safe using these routes at all times — going to school, work, the match or heading home at night?

Share Your Feedback Online



A Greener, Healthier East Birmingham

The Sports Quarter is a chance to make this part of Birmingham healthier, greener and more enjoyable every day of the week. It is about creating a network of public open spaces - from lively squares and community gathering places to parks, play areas and green walking routes - that work together as part of the wider landscape of East Birmingham.

To make this feel like a real part of the city, these spaces must stitch into the existing streets, parks and green spaces in Alum Rock, Small Heath, Bordesley Green and beyond. We do not want to replace what already exists. We want to add to it, improving connections, creating new places to gather and filling the gaps where good quality open spaces are currently missing. **As well as being places for people, these spaces can help the environment.** They can improve air quality, support wildlife and help the city cope with climate change.

Planting trees, creating wetlands or rain gardens, and using sustainable drainage can reduce flooding and cool streets during hot weather. **Where possible, green spaces can connect into the wider network of nature across East Birmingham, including local parks, canals and the River Cole corridor.** This is about creating places that are good for people and good for the natural environment, both now and in the future.

We are exploring a mix of open space types across the Sports Quarter, including:

- Public squares - places for gatherings, markets, performances and everyday meetings.
- Parks and green spaces - for relaxation, walking, sport, nature and family life.
- Smaller informal spaces and green routes - planting, seating, play and activity woven into walking and cycling paths. Together, these will add to East Birmingham's existing network of parks and open spaces: strengthening, extending and connecting what is already here.

We' would love your help and ideas on what kinds of spaces could be included.

"To make spaces safe and welcoming for everyone, there needs to be seating, good lighting at night, and accessible routes."

"Are there types of spaces or facilities missing in East Birmingham today?"

"I want to see nature and outdoor spaces for sitting down, a place for all ages".

We Want To Hear From You!

The mix of spaces?

- What balance should there be between squares, parks, play areas, sports pitches, quiet green spaces and smaller informal spaces along routes?
- How could the area make more of the canal?
- Is there something new, something exciting, that does not exist here yet that you would love to see?

"To celebrate local culture, have a stage for shows, events and performances that can be used by different community groups".

"Create spaces that inspire creativity and exploration through art and walking trails".

We Want To Hear From You!

How they are used?

- What would you like to be able to do in these spaces?
- This might include meeting friends, children's play, walking, fitness, informal more than ways of getting from A to B. sport, festivals, gardening or simply sitting in the sun.
- Which of these feels most important to you or your family?

How they look and feel?

- What should they look and feel like?
- Are there materials, planting, colours, cultural references or stories that reflect East Birmingham?
- How do we make these spaces feel welcoming, inclusive and safe during the day and in the evening?

"We Need Your Help!"
Share your Feedback to the questions on this board

Share Your Feedback Online

Balancing Retail And Community

To meet its ambition, the Sports Quarter must work as a real neighbourhood, not only as a stadium or event venue. That means, alongside great connections and open spaces, creating places for community life, health and wellbeing, learning, work, culture, shopping and food that can be used every day.

East Birmingham already has a network of community organisations, youth clubs, faith centres, charities, sports groups and independent shops and cafés. **The aim is not to replace this local ecosystem but to supplement it, delivering places and spaces that are needed.**

The ambition is for this to sit alongside existing local businesses and strengthen them by bringing more people into the area, increasing footfall and creating new opportunities complementing what is already here. **Work and employment are also central to this vision. Alongside stadium related jobs, we want to include small and affordable workspaces for start-ups, young people beginning their careers, creative businesses and social enterprises.**

This is about giving local people the chance to work, create and grow their ambitions close to home.

For these places to last, alongside their design, we will be exploring how they are managed, how they are funded and how they remain accessible and affordable to residents and businesses over time.

The balance of spaces

- Are there types of places, commercial spaces, or services that do not currently exist in East Birmingham but would make a positive difference?

We Want To Hear From You!

"Have pop-up stalls and markets to support local entrepreneurs".

"To make the Sports Quarter feel welcoming, support local artists and showcase local heritage through art and murals".

The Sports Quarter should be a place where everyone feels safe - a vibrant and lively open space that reflects different cultures and diversity.

"Feature local businesses and retailers as the Sports Quarter".

We Want To Hear From You!

Making places feel welcoming and local

- This could include local food, art, music, languages, materials or cultural references.
- What helps a place feel safe, respectful and welcoming for women, children, older residents, families and visitors?

"Create flexible spaces for celebration and festivals that bring communities together."

What does affordability mean to you?

- Is it low-cost activities, free community access, fair rents for local traders, affordable workspaces or something else?
- How do we make sure these spaces stay accessible to local people in the long term?

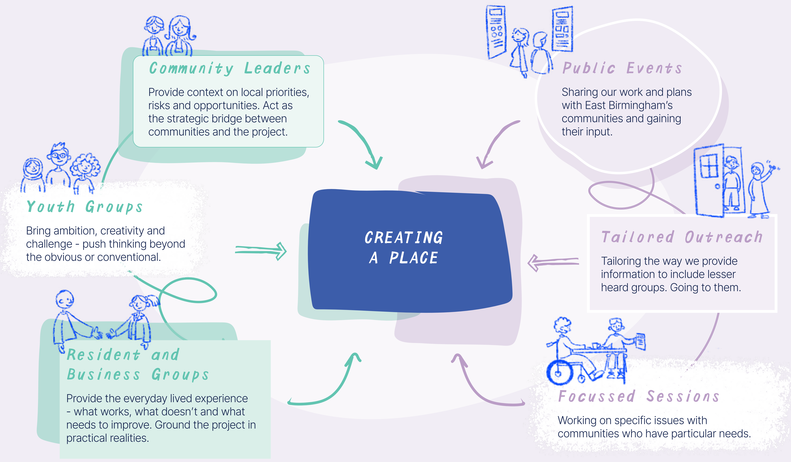
We Want To Hear From You!

Next Steps

We have begun the year-long process of working with local people, community organisations and businesses to help shape what the Sports Quarter becomes. This is the beginning of a conversation about how we create a new part of East Birmingham that feels rooted in local life, values and identity. Over the next year, we will be developing the masterplan in stages. At each step, there will be chances to get involved, share ideas and influence decisions.

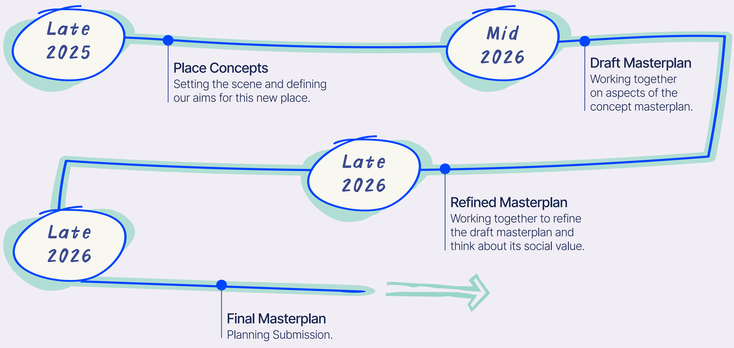
The area is cut through by railway lines, the ring road and former industrial land. These create physical barriers between neighbourhoods and between East Birmingham and the city centre. The former Wheels site and surrounding areas are contaminated and have very few safe routes for walking or cycling.

Many streets are dominated by traffic, with limited safe crossings, making movement difficult for children, families and older residents.



HOW YOU CAN BE INVOLVED!

Following these exhibitions in 2025, there will be further public events, exhibitions and workshops throughout 2026 where you can review ideas, give feedback and help improve proposals. In 2026, we will also launch resident groups and local working panels for those who would like to be more closely involved in shaping the masterplan and shaping decisions as the project progresses.

If you would like to be part of these groups, or receive updates, you can sign up at **www.sportsquarter.com**

Our timeline for creating a masterplan