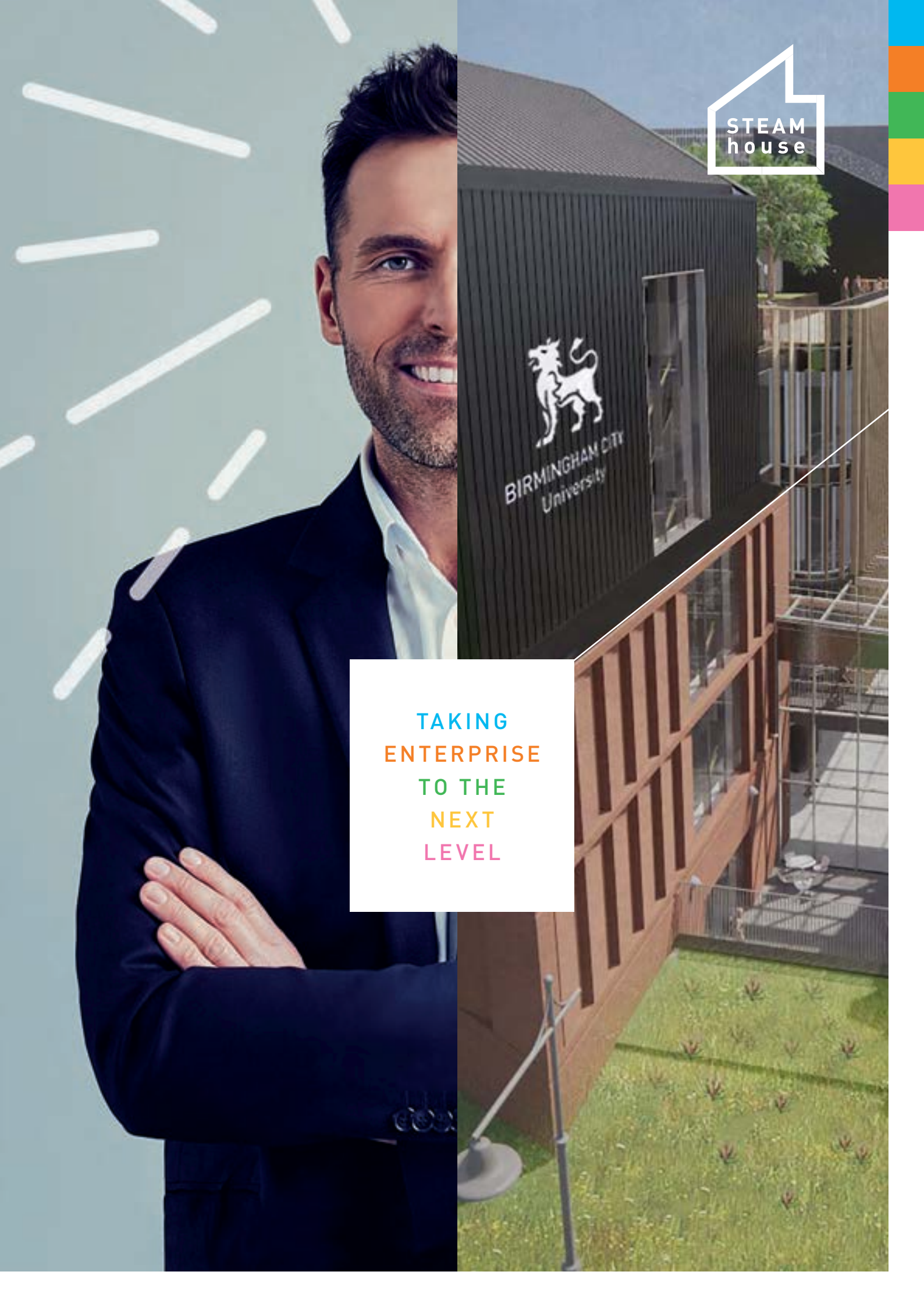




TAKING  
ENTERPRISE  
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NEXT  
LEVEL





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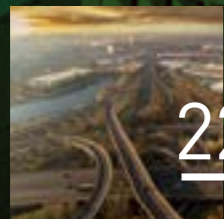


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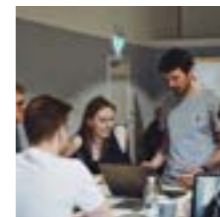
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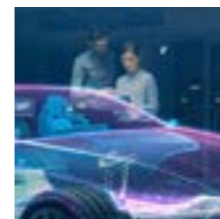


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GET IN TOUCH  
Enquire about space rental and  
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Welcome to STEAMhouse, Birmingham City University's centre for collaborative innovation.



STEAMHOUSE: WHERE ENTERPRISE MEETS INNOVATION.

# FOREWORD

From Prof Julian Beer, Deputy Vice-Chancellor, Birmingham City University.



We are a supportive space to amplify, experiment, and develop knowledge, products and services, inspired through our STEAM approach and an established community of practice.

These are exciting times for enterprise. According to the 2019 West Midlands Local Industrial Strategy, productivity across the region increased at twice the rate of the UK average during the course of the preceding year, making Birmingham an attractive proposition for national and even global brands. In addition, here at STEAMhouse, we find ourselves in the midst of an exciting era for technological innovation, as we are privileged to be involved with projects such as the Government's 5G testbed and trials programme, as well as the HS2 (High Speed 2) rail network.

Continued growth requires sustained innovation – to review new markets, new product ideas, new ways of servicing and delivering.

Since launching STEAMhouse, we've learnt what works, what doesn't, and crucially, the power of collaboration across disciplines to drive idea generation and promote new ways of working. We don't just guide. We listen, explore what's possible, and build on those ideas together. And now, as we open the doors to our brand new development – which combines architecturally stunning building features with impressive state-of-the-art facilities – we're excited to begin a new chapter, providing the ultimate growth environment for organisations.

If you are looking for a new location to reinvigorate and propel your business, within a community of innovators, we're confident that STEAMhouse can provide the resources you need to succeed.

We hope you can join us in our mission to drive continued innovation and creativity right here in the "Engine Room of the UK". *JB*



We know that with growth comes responsibility. It involves reimagining the future of your business in a progressive, inspirational environment. It also involves accessing the latest knowledge, tools, and expertise you need to stay one step ahead of the most critical commercial challenges, and ultimately, the competition.

With STEAMhouse, you can take a deep dive into market intelligence or experiment with cutting-edge technology, with the help of technical experts, experienced programme leaders, business advisors and academic researchers. You can also connect with other businesses in the STEAMhouse community – large and small – who are building better, faster, and smarter products and services through our innovation consultancy, workshops, labs, and professional development masterclasses. Together, these resources can help to facilitate an innovation pipeline for your workforce.

**SPACE TO GROW,  
OPPORTUNITIES  
TO COLLABORATE**

→ Reimagining the future of your business in a progressive, inspirational environment



We provide a flexible working space for all types of companies. Regardless of size, we can accommodate your enterprise and give you the space, tools, technology, and networking opportunities to grow.

If you'd like to explore an exciting office environment built to facilitate innovation and growth, we look forward to welcoming you on board.



## THE ULTIMATE WORKSPACE

If you've been tasked with searching for the ultimate space to house (or rehouse) your business – perhaps because you've outgrown your existing premises or your staff are regrouping after a period of remote working – then look no further. STEAMhouse is the ideal setting for larger businesses who have built up their brand, and are looking for a flexible space that allows them to diversify and expand. The beauty of the STEAMhouse community is that we work with such a diverse range of companies, who use our space in such different ways, that there is always a unique opportunity to collaborate and innovate with others.

CONVERSATION / EXPLORATION / COLLABORATION / OPENNESS / NEWNESS



As Birmingham's leading centre for collaborative innovation, creative thinking, cultural production and business development, STEAMhouse offers an unrivalled range of unique features. It provides a space to experiment, test and develop new knowledge, and share skills and ideas with others. The STEAMhouse initiative is based upon five key principles of **conversation, exploration, collaboration, openness** and **newness**.

Rather than seeing ourselves as purely training providers or facilitators with all the answers, we aim to engage in a two-way relationship with our members, in which they can join us and our fellow business community on our journey of continual growth. We welcome enterprise from every cross-section of the community and challenge ourselves to be the best at what we do, while also loving what we do.

STEAMhouse offers access to a range of services including flexible office space, coworking and meeting facilities, a state-of-the-art makerspace, and a digital hub connecting users with future technologies such as AR (Augmented Reality), VR (Virtual Reality), and 5G testbeds and trials. In addition, members will have access to a range of collaborative, cross-disciplinary workshops and events which bring designers, entrepreneurs, creatives, academics, coders, artists, developers, scientists, manufacturers, health professionals and engineers together to explore new ways of thinking.



# STEAM

## Supporting multi-disciplinary collaborations and networking opportunities

Birmingham City University is widely acknowledged as a thought leader when it comes to the principle of STEAM, an interdisciplinary combination of Science, Technology, Engineering, Arts and Maths, resulting in a truly holistic approach to business innovation and growth. At STEAMhouse, we provide a completely fresh approach to enterprise by encouraging cross-pollination of analytical knowledge with the creativity of the arts to create an environment in which any forward-thinking enterprise can flourish. This means that whatever your sector, you can benefit from, but also feed into, the STEAM business community. You'll also have the opportunity to develop research collaborations with academics and researchers from Birmingham City University and other institutions.



## STEAMhouse office and coworking space: for conversation and collaboration

As the nation begins to re-evaluate the future logistics of its working culture – whether you're looking to fill an entire floor, or share your space with other like-minded businesses – now is the time to focus on a working environment which allows everyone to thrive. That's where STEAMhouse comes into its own. With a choice of self-contained office space, flexible workstations and hot desking facilities available – all with high speed connectivity as standard – simply choose which package best suits your company's needs.

## STEAMhouse Incubator

Our STEAMhouse Incubator programme is primarily designed to provide start-ups and SMEs access to STEAMhouse facilities such as workshops and opportunities to collaborate with industry-leading organisations and experts. For larger businesses, this presents the perfect opportunity to partner with the programme and benefit from access to small businesses with big ideas, while achieving a sense of supporting the business community.



→ Now is the time to focus on a working environment which allows everyone to thrive.

## Solving real-world challenges with STEAMhouse

In 2019, Balfour Beatty Vinci (BBV) partnered with Birmingham City University to develop solutions for efficiently moving people, plant and materials around HS2 construction sites to minimise the impact on surrounding communities, in lieu of traditional construction methods which cannot meet the scale and complexity of the project.

The University identified that the ideal platform to help solve BBV's challenges would be through a STEAM Challenge Workshop, a high-energy, creative and collaborative event enabling opportunities for new solutions to be fast-tracked or funded for the next stage of development.

The Challenge Workshop resulted in the building out of a cultural development model which integrates community engagement, skills development, technology adoption and recruitment strategies to create a working culture aligned to the community alongside which BBV will be working.

In addition, a traffic congestion management system has been developed, utilising intelligent monitoring, data analysis and social media to model traffic flow and impact in real time, which can be used to inform residents of alternative routes or public transport solutions.

Why are we collaborating with the STEAMhouse incubator? To support and be part of an organisation driving innovation and research for major long-term growth across Birmingham, a region with which we have a particularly strong connection. STEAMhouse is bringing inventors, entrepreneurs, businesses and craftspeople together to develop exciting new ideas and products; an initiative that closely aligns with our forward-thinking values. We see this as an ideal match, with both ourselves and STEAMhouse focused on offering advice and support that is clear, straightforward, and easy to put into practice. »

→ Gateley PLC



STEAMhouse

STEAMhouse

## MAKERSPACE: WHERE THE MAGIC HAPPENS

If you know you've got a great product, but lack the resources to prototype, fabricate or assemble, our state-of-the-art makerspace can help turn your proof of concept into reality. The centre features a range of specialised workshops and facilities to support prototyping in print and materials, digital design, digital manufacture, resistant materials (wood, metal, plastics) and AR/VR reality, as well as plenty of space for fabrication and assembly.

All of our workshops are available to hire and are supervised by skilled STEAMhouse technicians who are on-hand to help and advise.



### STEAM Challenge Workshops: Where collaboration leads to opportunity

Aside from research collaborations, businesses can also benefit from our series of collaborative challenge workshops. We'll help you convene individuals with expertise from across sectors and disciplines to tackle critical product, service, or social challenges. We've enhanced the design-thinking process to incorporate highly collaborative STEAM methods that help you make sense of problems and find opportunities for solutions in just a few days.

The workshops, hosted within the centre, allow your teams easy access to fresh ideas. You and your teams have the opportunity to join and be guided through a process that helps you understand the problem you're trying to solve, generate new ideas to tackle the problem, and begin to test those ideas with lightweight prototypes. Our learn-by-doing approach helps you define an actionable development plan for the ideas generated.

If you're a large organisation with a critical business or social challenge that you want to tackle, STEAM Challenge Workshops give you the tools you need to explore solutions using design thinking and STEAM methods.

If you would like to find out more about locating your business in our STEAMhouse community, to take advantage of tackling your product, service or social challenge, get in touch with the STEAMhouse team today.





## TAPPING INTO TOMORROW'S TECHNOLOGY, TODAY



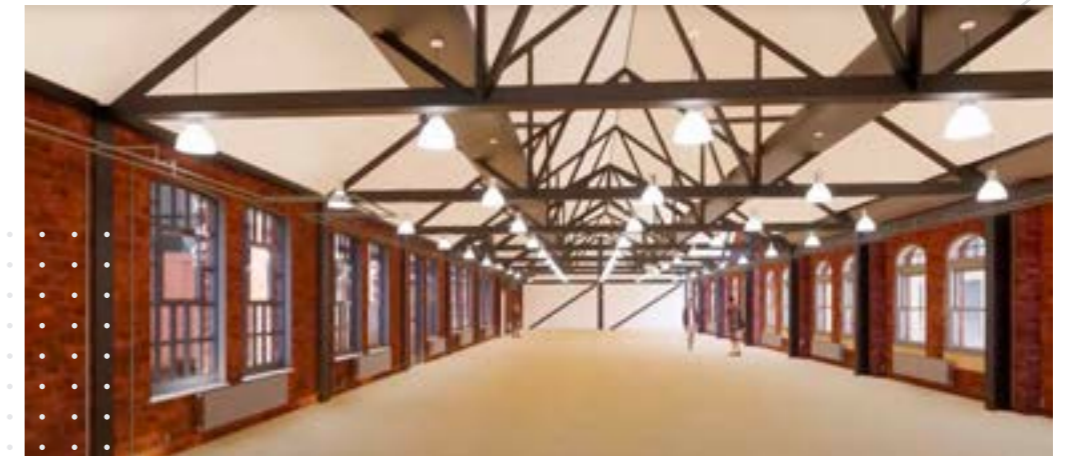
Due to its dense networks of original engineering manufacturers, pioneering enterprises, universities, and innovative programmes to enhance the knowledge and skill transfer between the creative and other industries, Birmingham is known as a global hub for innovation, creativity and culture today. But more than this, the region is also rapidly laying the foundation for digital technologies that will help shape tomorrow.

As one of the leading programmes for innovation, at STEAMhouse we are focussed on helping large organisations access and explore the potential of

digital technologies as they grow. Thanks to extensive collaboration with Birmingham City University's Faculty of Computing, Engineering and the Built Environment, our new workshops and equipment, as well as specialist technicians, allow members to experiment with digital design and immersive media, but also, to prototype and build using digital fabrication tools, electronics, and AR and VR technologies. As part of this collaboration, we're also proud to be involved in the UK's first large-scale 5G testbed and trials programme which is being rolled out across the West Midlands.







## ACCESS TO IMMERSIVE MEDIA

The possibilities for AR and VR are enormous. Gaming companies in particular have increasing crossovers with other sectors\*, representing 10% of the total UK games development workforce and creating over 3,000 jobs (generating £224m in Gross Added Value each year)\*\*. Across the West Midlands, design-led thinking originating in the gaming industry – combined with VR and AR – is being used to develop, prototype and test new vehicles across automotive, aerospace, rail and last mile logistics, as well as products across the wider digital manufacturing sector.

When we asked our members which single feature would benefit their business the most in the future, there was a resounding vote for access to immersive media. In response, our brand-new, multi-million-pound virtual reality hub allows members to access the latest in AR and VR technology through the provision of next-generation equipment such as virtual reality development packs, computer hardboards and the latest design software.

→ Why Birmingham is and will be at the forefront of developing businesses in this space.



As Dr Poppy Wilde, Lecturer in Media and Communications at Birmingham City University, observes, immersive media can “make things accessible to audiences that you wouldn’t otherwise be able to reach, in terms of accessibility with clients or customers who may have disabilities or issues that impact their ability to enter physical spaces in your environment. But also, in terms of being able to have a wider reach.”

At STEAMhouse, we hold regular events around immersive media and welcome anyone who is working in or interested in finding out more about AR and VR technology. Poppy continues: “I’ve recently held a workshop on “an introduction to immersive media”. STEAMhouse members who I’ve already connected with have all got fascinating ideas, and it’s an absolute privilege to discuss those with them! I look forward to having more of these enjoyable and insightful conversations with members of the STEAMhouse community in the future.”

“ Given the recent shift towards 5G-connected XR headsets and the potential of these to be bundled with 5G phone plans over the next 2-4 years, it’s important we are training developers and students on emerging technology as well as current technology. There is an intersection between robotics, drones and 5G XR that has a wealth of potential in terms of new product support and industry-leading research. Part of the STEAMhouse vision is to develop a knowledge base towards building a prototype VR internet for the region as an example of how it can be deployed worldwide. ”

→ Adam Paigge, VR Technician, STEAMhouse

\*HM Government West Midlands Local Industrial Strategy, May 2019  
 \*\*West Midlands Growth Company: 50 ways the West Midlands has made its mark

# FUELING THE FUTURE WITH 5G



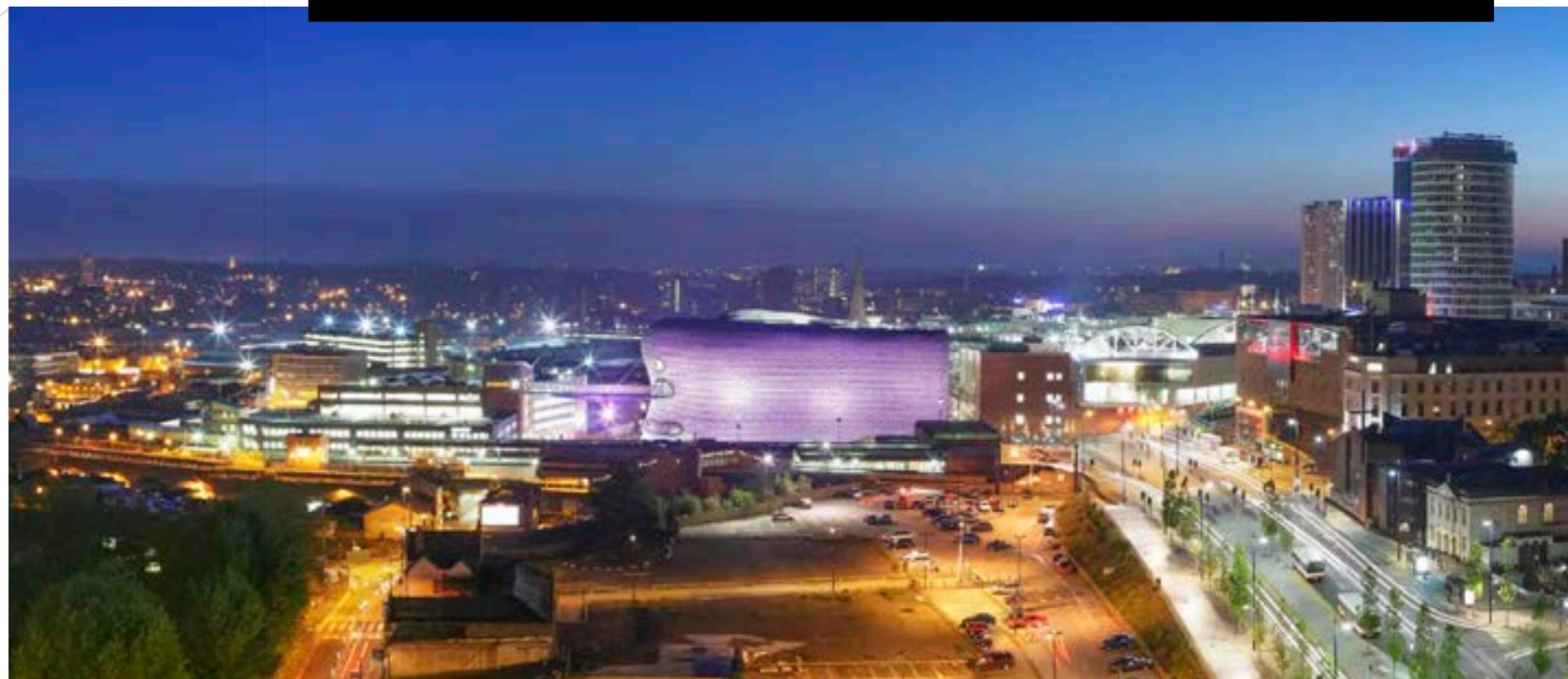
The West Midlands was recently announced as the UK's first large-scale testbed under the DCMS (Department for Digital, Culture, Media & Sport) '5G Testbeds and Trials Programme'. The new 5G network "will create new markets and lead to new services"\* and will help a range of businesses deliver next-generation services locally, nationally and globally.

As well as being known for its contribution to the culture and creative industries, Birmingham City University's focus on technological innovation means it is equally well placed for testing and developing new technology.

STEAMhouse is proud to be housing one of the first testbeds – Birmingham City University's 5G Business Innovation Centre – which will work in tandem with local enterprises to test and develop new applications for the technology in a digitally-enabled environment using next-generation WiFi.

“ There are many innovation programmes that plan to adopt emerging technologies, such as 5G and XR in the future, but at STEAMhouse, we have the technology right here, right now. It's exciting not only to be part of a pioneering national trial, but also to work with local businesses to embed these Computing and Digital Technologies into real-world products and services on a daily basis. ”

→ Prof Andrew Aftelak, Head of School of Computing and Digital Technology, Birmingham City University



## BIRMINGHAM CITY UNIVERSITY'S 5G EXPERTISE



As part of Birmingham City University's 10 million DCMS project, our vision sets an ambition to enable a world in which everything is provided wirelessly to the end device by a fixed and mobile (converged) infrastructure that functions across the whole ecosystem.

Utilising our core expertise in AI, Data Analytics, VR/AR, Digital Media and Cyber Security, our mission is to be application focused on new product and process development within the Health & Social Care, Industry 4.0, Future Mobility and Infrastructure sectors. Through STEAMhouse, we also work closely with the creative, cultural and digital clusters on 5G R&D programmes and training.



We trial 5G technologies indoors and outdoors; in dense urban centres with capacity challenges; in sparse rural locations where coverage is the main challenge; in locations with existing infrastructure; and in areas where there is none.

“ Our focus is that the 5G infrastructure should be far more demand-, user-, and device-centric with the agility to marshal network and/or spectrum resources to

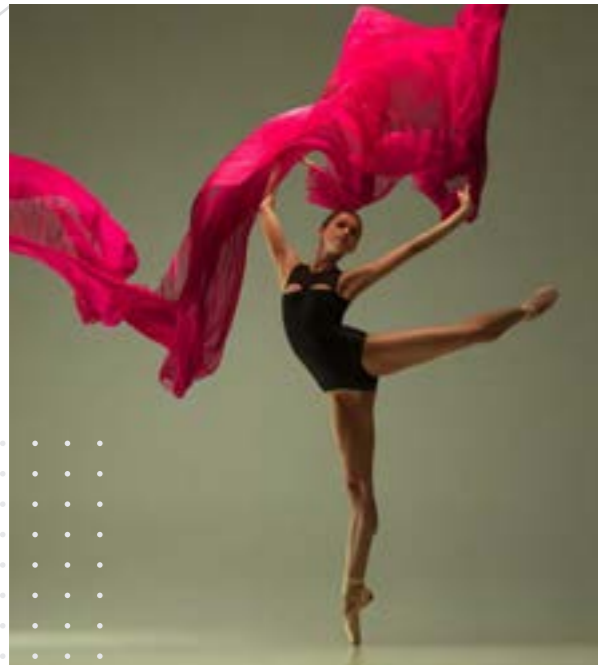
deliver high data rate and low latency, giving users the perception of infinite and immediate capacity, and enabling autonomous devices. This offers a route to much higher-performing networks and a far more predictable behaviour and quality of experience that is essential for an infrastructure geared to support an expanding digital economy and connected society. ”

→ Prof Hanifa Shah, Pro Vice-Chancellor and Executive Dean, Faculty of Computing, Engineering and the Built Environment, Birmingham City University.

We offer a unique 5G footprint in the fastest-growing regeneration area, for research purposes, within an inner-city campus in the UK.

\*HM Government West Midlands Local Industrial Strategy, May 2019

# LOCATION AND CONNECTIONS CONNECTION



Known as the most culturally diverse city in the UK, Birmingham is a hotspot for all ages and offers the perfect fusion of culture, arts and entertainment. In fact, Birmingham, together with Coventry and Wolverhampton, constitutes the largest metropolitan area outside of London. Our brand new STEAMhouse building – a complete redevelopment of the old Victorian Belmont Works on Cardigan Street – lies adjacent to Birmingham City University’s City Centre Campus and is a stone’s throw from the hustle and bustle of city-centre restaurants, bars, shops, museums and art galleries. It’s also well connected by road, rail and air.

Meanwhile, the region is also the proud host of two major events that will capture a global audience and have already generated several opportunities for local business, with Coventry named the UK’s City of Culture 2021 and Birmingham hosting the 2022 Commonwealth Games.



Everything about Birmingham lends itself to enterprises that thrive. From its concentrated clusters of creative, innovative companies, to its world-class transport infrastructure, it’s the perfect place to build connections, form partnerships and accelerate growth. Of its 4.1m population, Birmingham boasts 52,000 university graduates, as well as 7,000 language students. Furthermore, over 170,000 businesses across the region provide 1.8m jobs, including 6,750 FDI (Foreign Direct Investment) jobs, 94,000 fintech jobs, and engineering and manufacturing sectors responsible for employing some 113,600 staff across 5,250 companies.

STEAMhouse itself enjoys strong commercial relationships with a number of external stakeholders including The Princes Trust, NatWest, Barclays, Mercer, Deutsche Bank, West Midlands Combined Local Authority, the GBSLEP Growth Hub, Innovation Alliance for the West Midlands (IAWM) and the Arts Council.



## BIRMINGHAM –



**DIVERSE  
DIGITAL  
DYNAMIC**

\*West Midlands Growth Report - Make Your Mark

# THE ENGINE ROOM OF THE UK



## A MEETING OF THE MINDS: THE ARTIST AND THE ENGINEER



Ever since the first industrial revolution, Birmingham has been known as the 'Engine Room of the UK', or the 'Workshop of the UK', and indeed a magnet for young entrepreneurs seeking economic opportunities. Once dominated by a plethora of small workshops, driving the economy with a diverse range of trades, the region steadily became home to a growing number of larger factories. Birmingham is of course particularly famed for its innovation in the automotive sector – from primitive push-bikes and early aircrafts to electric cars and autonomous pods – but its engineering and manufacturing feats don't end there. Today, Birmingham is known as a leading a hub for multiple sectors.

Birmingham's Jewellery Quarter produces two-fifths of the UK's jewellery, with graduates from Birmingham City University's School of Jewellery (the largest in Europe) going on to work for brands such as Tiffany's, Tag Heuer and Cartier.



Meanwhile, since Birmingham-based doctor John Hall-Edwards first used radiation under clinical conditions to take an X-ray image in 1896, local innovations in medicine have continued to take the world by storm. Home to more MedTech companies than any other region in the UK today, medical innovations include the pacemaker, advanced treatments for brain cancer, heart conditions and liver transplants, and the development of the revolutionary radiotherapy machine, CyberKnife, for use in surgical operations.

If you look closely at Birmingham's modern-day coat of arms, the arm wielding a hammer at the top, as a symbol of industry, has two "supporters" standing side by side – an artist and an engineer. This depiction is reminiscent of the juxtaposition between the industrial and creative heritage of the city, but also, the ethos here at STEAMhouse, in which we bring together complementary sides of the community to create something truly unique. Meanwhile, the Lunar Society's cross-disciplinary collaborations seeded many ideas and innovations which transformed the world. Whether you're an artist, engineer, or anything in between, come and join us as we proudly build on these roots of cross-collaboration and combine our skill sets to drive innovation for a brighter future.





# CONNECTING BIRMINGHAM AND THE WORLD

Connectivity is critical in today's business world, not just digitally but physically, with improved transport links turning the dream of globalisation into a reality for many businesses. With HS2 about to arrive on our doorstep – as well as plans for suburban rail, trams and smart buses – the geographic growth potential for locally-based enterprises is huge.

As one of the most exciting and demanding transport projects in Europe, HS2 will work collaboratively with the UK's first large-scale 5G testbed to leverage real-time data and revolutionise user management across the entire transport network. HS2 will boost local, regional and national economies – in both urban and rural areas – by supercharging connectivity with national markets, 90% of which are already within a four-hour drive of the city.

But more than that, HS2 will also open doors to farther-reaching partnerships across the Channel and beyond. For companies who have already established their brand in the UK or even further afield, building on their growth strategy to reach new audiences depends on optimum connectivity with overseas contacts and communities. At STEAMhouse, our vision is to enable international partnerships, providing access to new markets to gain new perspectives, and find and test new products and services.

With connectivity like HS2 on the horizon, Birmingham is primed to help realise the potential for economic growth and play its part in facilitating the region-wide, digitally-enabled, integrated transport system of the future.



\*HM Government West Midlands Local Industrial Strategy, May 2019



# BIRMINGHAM

## THE COMMERCIAL LANDSCAPE TODAY

Building upon a legacy of innovation and industrialism, Birmingham is home to some of the most successful and fastest-growing businesses today. In fact, output across the region has increased 27% over the past five years\*.

For instance, at the heart of the city's buzzing creative and digital district, set in 15 acres of beautifully restored Victorian factories, you'll find the Custard Factory. Having successfully transformed one of Birmingham's most architecturally iconic buildings into a modern, multi-purpose facility, the Custard Factory brings together creative and digital business workspace, and retail outlets including a barber's, cinema, and coffee shop, to provide the ultimate shopping destination today.

Meanwhile, global clothing brand, Gymshark, has recently achieved unicorn status, joining an exclusive list of fewer than 25 British companies to have reached a billion-pound valuation since 2001. In just eight years,



Gymshark has carved a name for itself as a world-class innovator, achieving unprecedented growth through making its range of expertly-engineered, fitted sportswear accessible to mainstream audiences across the globe.



### Services you can bank on

The West Midlands is home to Europe's largest and fastest-growing BPFS (Business, Professional and Finance Services) clusters. Since the first-ever Lloyds Bank opened in 1864, the region has been known as a commercial hub. Today, the sector provides over 320,000 jobs across 43,000 institutions throughout the region, such as RBS, and also serves as a base for major banks such as Deutsche Bank, PwC and HSBC.\*\*

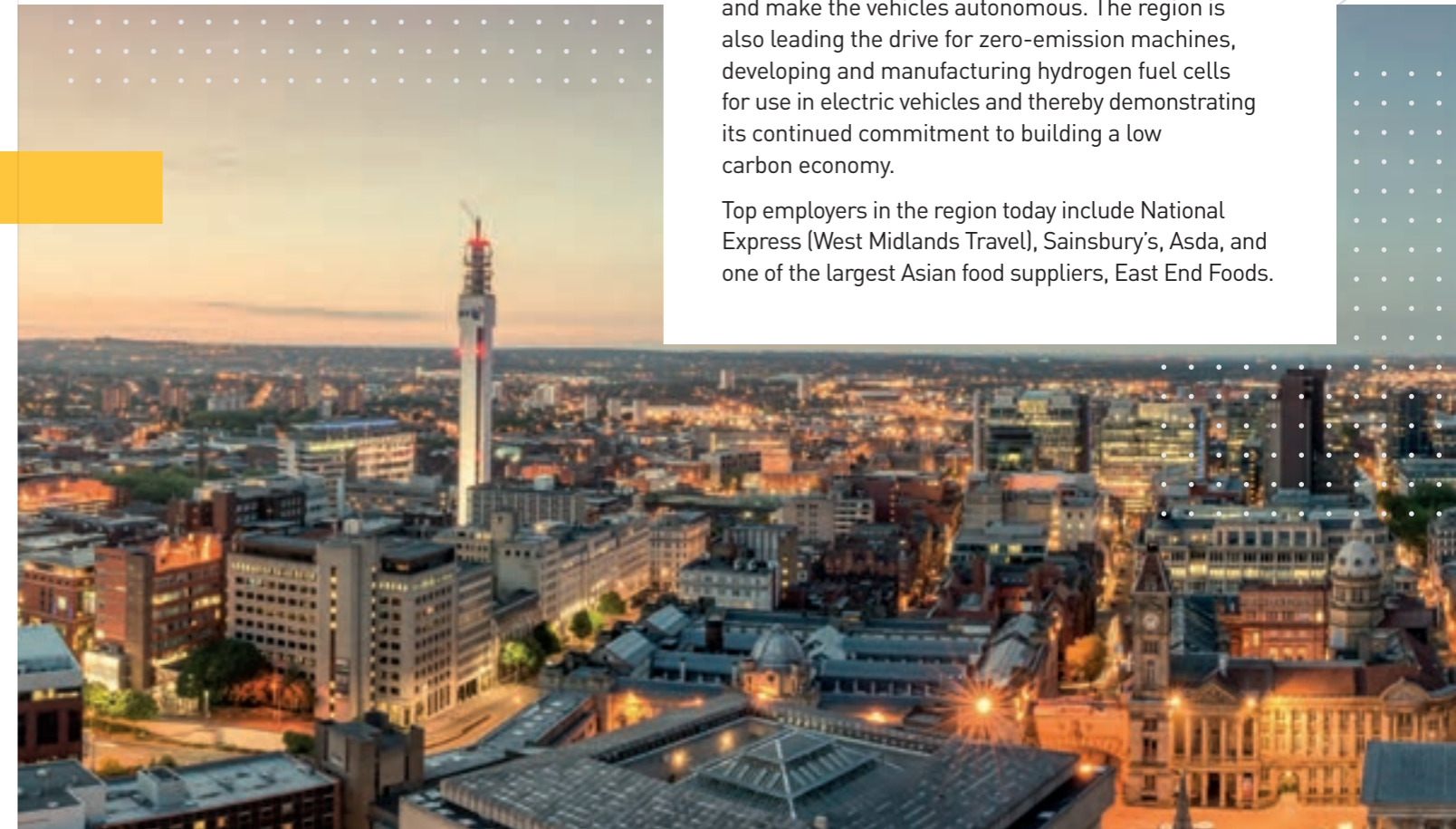


### The driving force of the nation

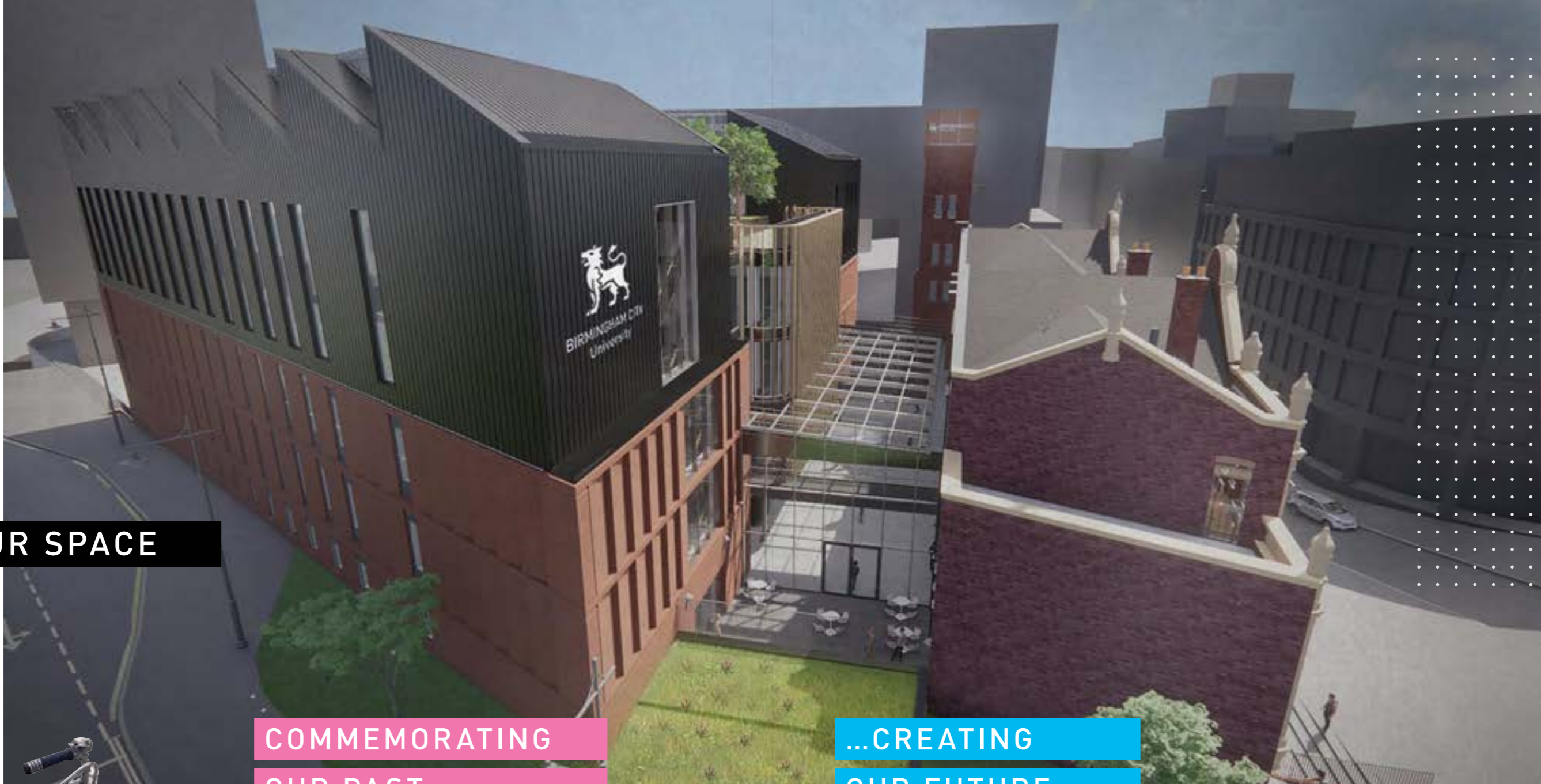
From pioneering production lines to data-driven virtual-world product testing, the West Midlands has always been at the forefront of innovation when it comes to transport. Notable inventions include the fuel-burning engine; the bicycle bell; the car horn, windscreen wiper and indicator; and actuators for commercial aircraft.

Fast-forward to the twenty-first century and today, alongside HS2, the next generation of tram systems, known as VRL (Very Light Rail), is being developed by local engineers in a bid to improve cost efficiencies and make the vehicles autonomous. The region is also leading the drive for zero-emission machines, developing and manufacturing hydrogen fuel cells for use in electric vehicles and thereby demonstrating its continued commitment to building a low carbon economy.

Top employers in the region today include National Express (West Midlands Travel), Sainsbury's, Asda, and one of the largest Asian food suppliers, East End Foods.



\*HM Government West Midlands Local Industrial Strategy, May 2019 \*\*West Midlands Growth Company Report



## OUR SPACE

COMMEMORATING  
OUR PAST...

...CREATING  
OUR FUTURE



“ The new STEAMhouse development is a building inspired by Arts and STEM, where the past meets the future, in which connectivity and collaboration are built into the heart of the design to support, empower and inspire every user to respond to a need in a superbly equipped, professional and inviting environment. ”

→ [Joanna Birch, Director, Innovation Enterprise and Employability, Birmingham City University](#)



Originally built in 1899 as the headquarters of the Eccles Rubber and Cycle Company, in later years the Belmont Works factory accommodated the production of linen clothing, bedsteads and pianos. Following substantial fire damage in 2007, the building lay derelict for a number of years.



And now, after extensive redevelopment, STEAMhouse is proud to be breathing life back into the site, and we welcome you to become part of this exciting new journey.



## FEATURES INCLUDE:

The key feature of STEAMhouse is in the potential to collaborate with others, to share good practice, to stimulate new ideas, to bring new talent to support bringing those ideas to fruition, knowing there are on-site specialists to support when needed. Our creative project space, our maker space and our learning

spaces are all linked with specific collaboration in mind and are social spaces that focus on bringing communities together. These are supported with a café, meeting rooms, event spaces, all supported with a hyperfast internet connection so businesses can reap maximum benefit.



The new five-storey STEAMhouse complex combines stunning original features with a spectacular yet sympathetic new development covered in a mixture of brickwork and metal cladding to retain its industrial feel. The old and new sections of the complex are joined in the middle by a light and airy central glazed atrium.

## OUR SPACE



# FULL STEAM AHEAD

## FOR A DIGITAL-FIRST FUTURE

Birmingham is a leading force in technology. At STEAMhouse, it's not enough to 'keep up' with the latest IT systems. Instead, we're proud to play an active part in driving the digital infrastructure forward as we help to develop ground-breaking technology for the future.



“ The STEAMhouse building incorporates state-of-the-art IT facilities including a high-speed network underpinning both business and building systems. Over the past decade and more, Birmingham City University has been developing integrations between its IT systems to enable an integrated approach to managing its future estate and continually improving operations, including gaining insights from the systems hosted to provide a comfortable environment for building users.

Enterprises will benefit from advanced 5G deployments by major telecommunication providers in Birmingham city centre. The STEAMhouse building will benefit from connectivity to BT's fibre network and guest Wi-Fi services throughout the building. ”

→ Nick Moore, Director of IT and Digital, Birmingham City University



# DON'T TAKE OUR WORD FOR IT

STEAMhouse wouldn't be what it is today without our wonderful community. From inventors to engineers, from artists to researchers - we're nothing if not diverse, creative and innovative.

“ Since we started our placement programme in 2018, Birmingham City University has not only provided us with focused, ambitious placement students, but also acted as a partner, always supporting SOTI in everything we do. We appreciate the backing and look forward to continuing to nurture this great relationship. ”

→ Mark Onikoyi, Campus Recruiter, SOTI Inc

“ Building strong academic connections is an increasing priority of businesses, fuelled by the need to recruit talented people in order to grow. Collaborating with undergraduate students on their projects enables this connection, while adding value to the students' project and enhancing our understanding of the topic area being researched. ”

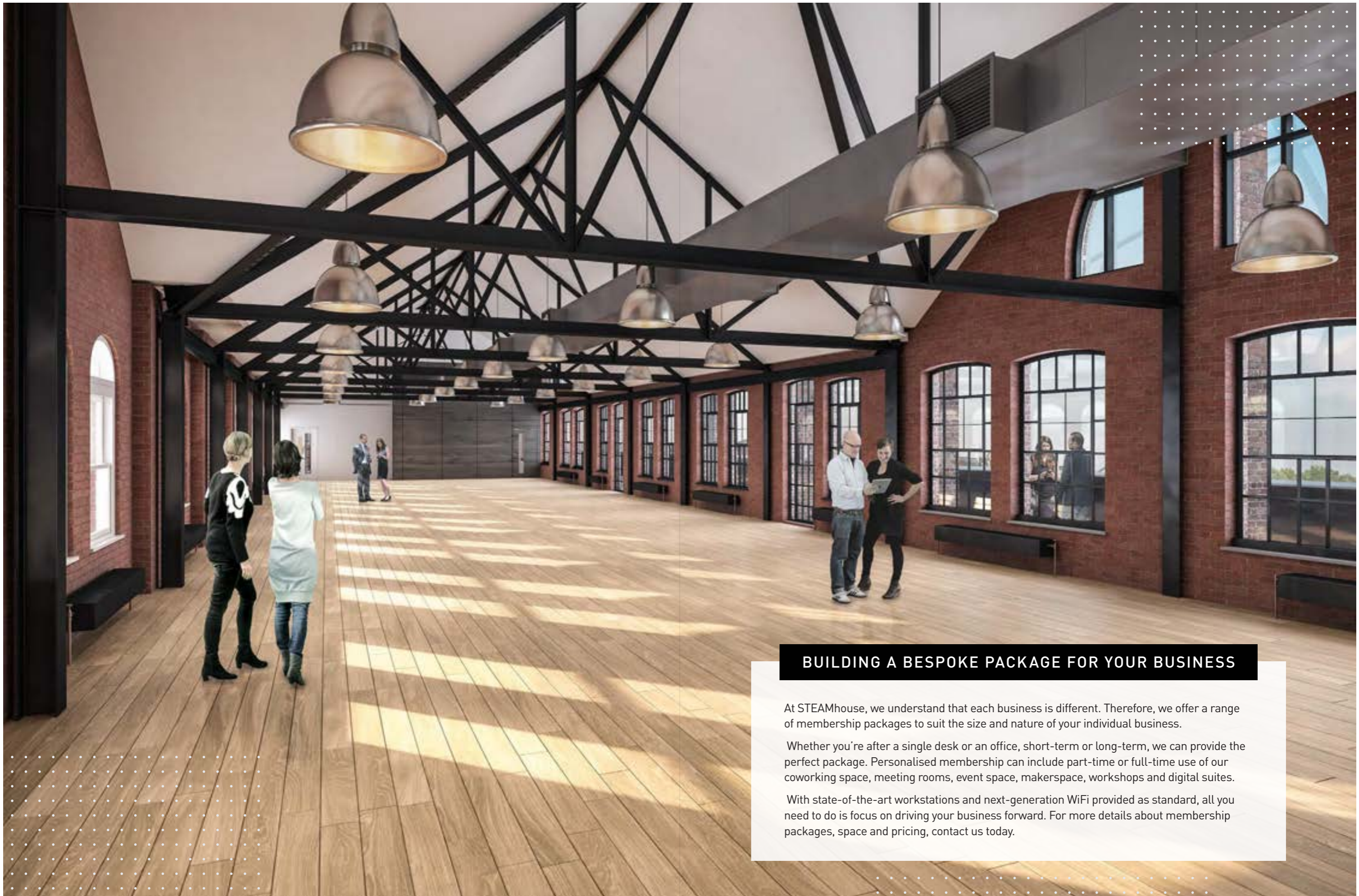
→ John Armstrong, Head of Information Technology, ABP Food Group

“ Big Data Corridor and Birmingham City University are helping PBL Care to improve the provision of care monitoring through dashboard solutions. This collaboration aims to impact the community, and our business, in a positive way. ”

→ Qasim Bata, Manager, PBL Care

“ We have been working with BCU since 2016 on multiple software application development projects. When we decided to expand an Urban Traffic Management and Control data application to help us understand highways use and congestion across the West Midlands, we turned again to BCU to expand on their previous work. Their expertise and professionalism were evident throughout the development cycle and we were very pleased with the final product and deliverables. They have shown enormous skill and vast software language knowledge and their expertise are reliable and trustworthy. The ability to engage with BCU for research projects provides innovative solutions enabling value for money. We would recommend BCU DMT Lab to anyone looking for quality services, delivered in a professional manner. ”

→ Andrew Burns, Data Integration Consultant, Transport for the West Midlands



## BUILDING A BESPOKE PACKAGE FOR YOUR BUSINESS

At STEAMhouse, we understand that each business is different. Therefore, we offer a range of membership packages to suit the size and nature of your individual business.

Whether you're after a single desk or an office, short-term or long-term, we can provide the perfect package. Personalised membership can include part-time or full-time use of our coworking space, meeting rooms, event space, makerspace, workshops and digital suites.

With state-of-the-art workstations and next-generation WiFi provided as standard, all you need to do is focus on driving your business forward. For more details about membership packages, space and pricing, contact us today.

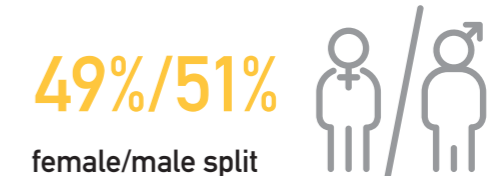
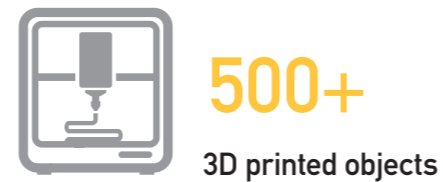
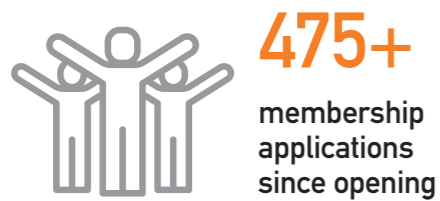
# STEAMHOUSE:

Since we opened our doors to members back in 2018, we've welcomed individuals and organisations from diverse sections of the community, each with their own skill sets and career aspirations. We've facilitated research collaborations between members, staff and students. We've provided support, training and advice. We've held physical and virtual events on a variety of topics. We've turned innovative ideas into reality using the latest prototyping technology and equipment.

We've tried and tested our offering. We know what works, and what doesn't. Let's take a look at the numbers.

## OUR MILESTONES TO DATE

NOT JUST A PHASE  
WE'RE GOING THROUGH



# LOCATION



## SPOTLIGHT ON: EASTSIDE LOCKS

Juxtaposed against the modern architecture of the new-builds, STEAMhouse stands proud as a legacy of the Victorian era

Set within approximately 740 square metres of open land, the new STEAMhouse site is situated in the heart of Eastside Locks, a brand new commercial and residential canal-side development home to a wide range of hospitality venues and amenities. Whether you're looking to pop out for a quick lunch break, meet colleagues or clients for a coffee, or reward your hard work with an evening meal out, there are plenty of restaurants and bars to choose from – both in Eastside and the City Centre.

Juxtaposed against the modern architecture of the new-builds, STEAMhouse stands proud as a legacy of the Victorian era, alongside other remaining heritage sites such as Moby Dick's historic pub and the ancient Lock Keepers cottage.

Eastside Locks is located just within the A4540 ring road and is only a few minutes walk from Birmingham City University's City Centre Campus, as well as major railway and coach stations.



### MAP KEY

#### Locations

- 01 STEAMhouse
- 02 Innovation Birmingham Campus
- 03 National College for Advanced Transport & Infrastructure
- 04 NHS Foundation Trust
- 05 Aston University
- 06 Birmingham City Council
- 07 Unite the Union

#### Local train stations

- New Street / Moor Street / Snow Hill

#### Bars, food and Shopping

- 08 Birmingham City University
- 09 Millennium Point
- 10 Thinktank Science Museum
- 11 BMET Birmingham Metropolitan College
- 12 Birmingham Ormiston Academy
- 13 Royal Birmingham Conservatoire
- 14 HS2 station

#### Bike or walk approx times

- 6 mins (Bike) / 15 mins (Walk) / 9 mins (Bike) / 25 mins (Walk) Mins from STEAMhouse

#### Bars, food and Shopping

- 15 Eastside Locks
- 16 Selfridges
- 17 The Mailbox
- 18 Grand Central
- 19 Arcadian Centre



# EASTSIDE CITY PARK

“ Situated just a five-minute stroll from STEAMhouse, the Eastside City Park provides a much-needed haven of tranquillity; a place where our members can take time out from their busy schedule to simply relax and be at one with the outdoors. ”

→ Nicola Callanan, Specialist Project Manager, Estates and Facilities, Birmingham City University

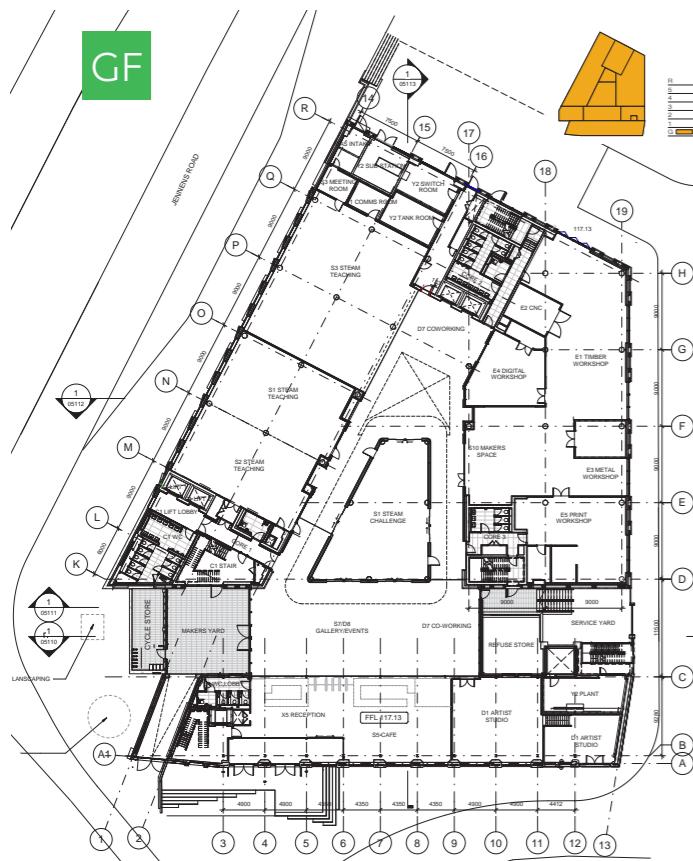
Famed as the first urban park to open in Birmingham since the late 1800s, and extending Park Street Gardens through to Cardigan Street, City Park is an important part of the regeneration of the city. Jointly funded by Birmingham City Council and the European Regional Development Fund, it's a place for all of the community to enjoy.

## A PLACE TO REST AND RELAX

Located adjacent to the Eastside Locks development, the City Park boasts over 14,000 square metres of manicured lawn, hundreds of carefully selected trees and shrubs, modern column hedging, extensive paved pathways, unique street furniture, an imposing canal water feature and a public square featuring jet fountains. All in all, this area of public realm is ideal for anyone who wants to escape the hustle and bustle of their surroundings, whether to relax, or socialise with friends and colleagues.

# EXPLORING STEAMHOUSE: LEVEL BY LEVEL

Comprising a total of almost 9,500 square metres, STEAMhouse boasts five storeys of state-of-the-art facilities for everyone who seeks to be successful – courtesy of a new approach to collaborative innovation – from individual members to SMEs and corporate organisations. Let's take a closer look.

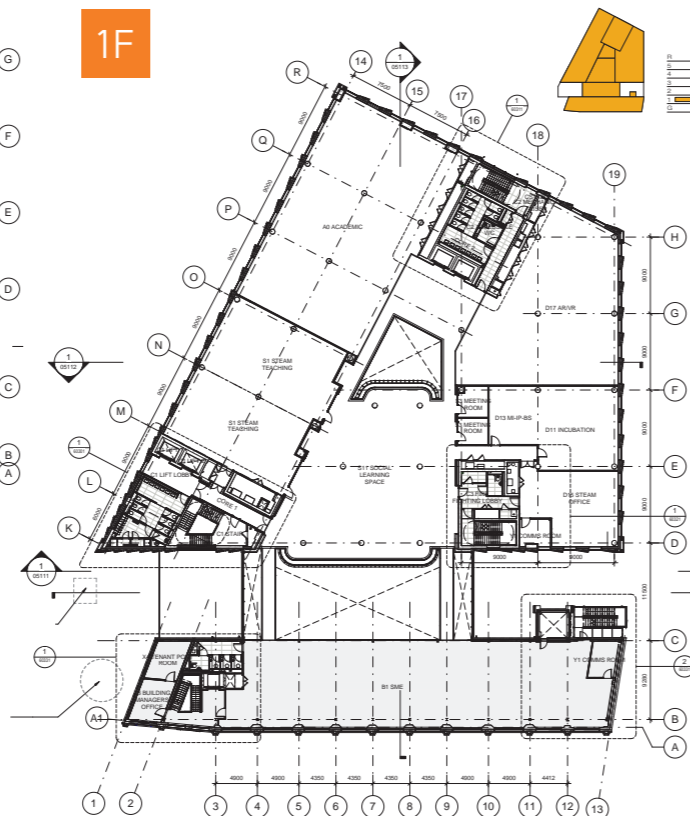


## GROUND FLOOR

The ground floor comprises a large reception area and cafe, as well as space for a STEAMhouse Academy, prototyping and production facilities, coworking, and Challenge and showcase events. Users and guests include students, industry sponsor clients, community businesses and individual members.

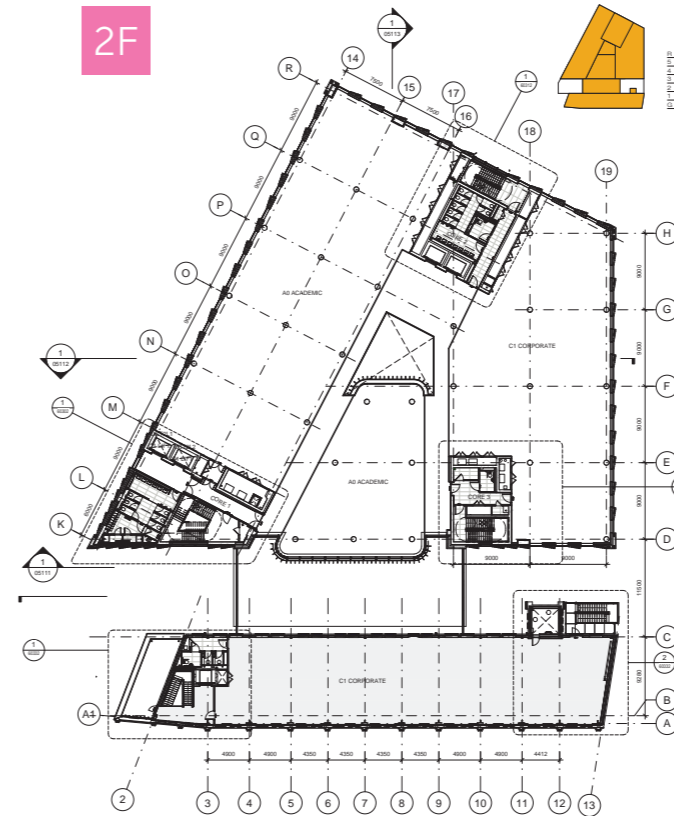
## 1ST FLOOR

The first floor comprises the STEAM Incubator and an opportunity for growth and collaboration to develop new enterprise with STEAMhouse Academy initiatives. Users include students, graduates, industry sponsor clients, members of the STEAMhouse Incubator programme, and start-ups and small businesses.



## 1F

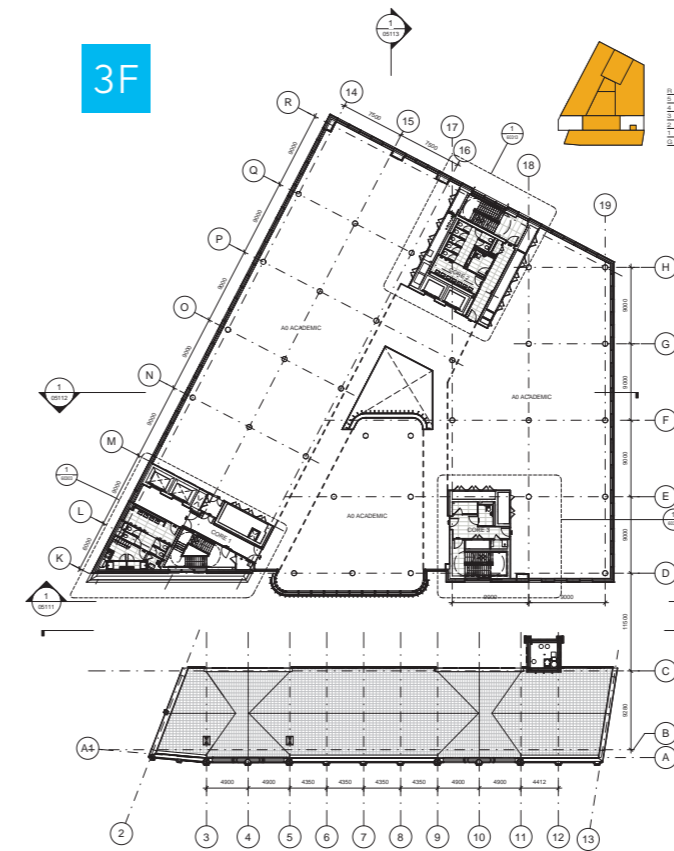
## 2F



## 2ND FLOOR

The second floor is home to research and development including industry sponsored research facilities working alongside experts to nurture idea creation and support collaboration with corporate organisations. Users include STEAMhouse Academy graduates, researchers and postgraduates, as well as industrial R&D partners and corporate members.

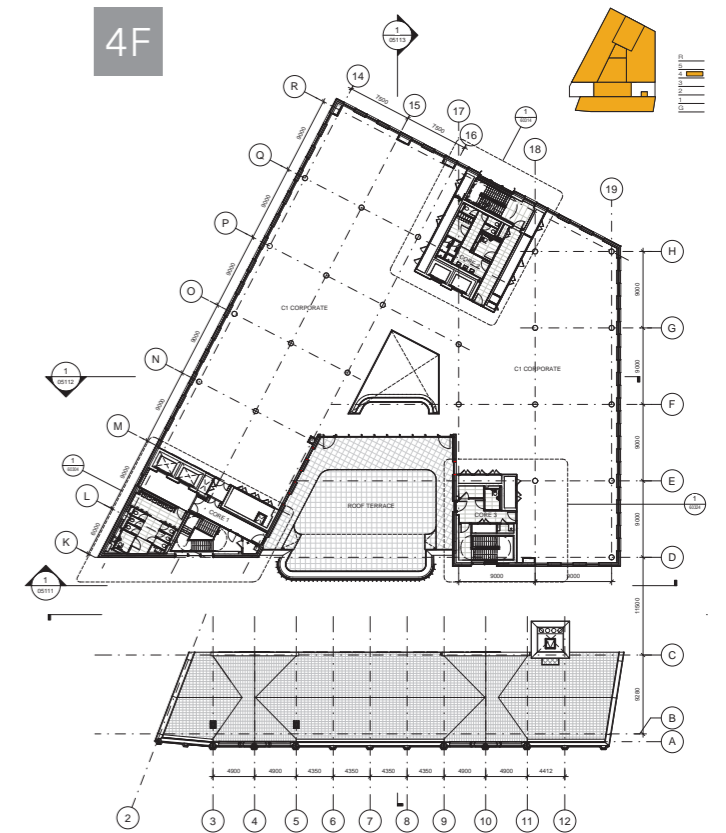
## 3F



## 3RD FLOOR

The third floor is dedicated to developing future talent that is required in business and communities, and offers teaching space for students.

## 4F



## 4TH FLOOR

The fourth floor offers leased space dedicated to one or even two corporate partners. This space looks out on the city courtesy of a roof terrace that will offer an additional dimension to coworking and showcasing events. Users will therefore include all STEAMhouse users, members and their clients, visitors and guests.

# STEAMHOUSE:

## PUTTING THE ENVIRONMENT FIRST

### ENERGY EFFICIENT LED LIGHTING



### RENEWABLE ENERGY TECHNOLOGIES



### CONTRIBUTES TOWARDS BIRMINGHAM'S CLEAN AIR ZONE

At STEAMhouse, sustainability is a major consideration in everything we do. The ecology of the development is designed not only to improve biodiversity, with the introduction of managed landscaping areas, but also to encourage the use of public transport, cycling and walking in line with the City of Birmingham's green travel and wellbeing initiatives.

The STEAMhouse development has given the locally listed yet previously derelict, fire-damaged Belmont Works building a new lease of life. Through a combination of innovation and careful consideration, STEAMhouse has turned the once-blighted building into an environmental asset. In addition to enhancing the local cityscape, the building is benefitting other developments across Eastside City locks including the redevelopment of the canalside and the introduction of homes and restaurants in the area.

### ACHIEVING A MINIMUM OF 'VERY GOOD' BREEAM RATING AND AN EPC RATING OF 'B'



### REDUCE, REUSE, RECYCLE PHILOSOPHY – ELIMINATES UNNECESSARY WASTE

### COLLABORATION WITH ENVIRONMENTAL TECHNOLOGY SECTOR

STEAMhouse commits to minimising waste and energy consumption, and to using resources efficiently and in accordance with BCC priorities, contributing towards Birmingham's Clean Air Zone. This includes:

- Measuring and reducing carbon footprint – being aware of impacts on carbon emissions, including the indirect carbon used in manufacturing processes and the direct impact of operations and logistics. (The overall development, refurbishment and new extension aspires to achieve a 5% reduction in CO2 emissions compared to a new building compliant with Building Regulations.)
- Eliminating unnecessary waste by adopting a "reduce, reuse, recycle" philosophy
- Being a good neighbour, minimising negative local impacts (e.g. noise, air quality), and improving green areas (e.g. biodiversity, visual attractiveness)
- Protecting the environment and minimising adverse impacts
- Implementing targets for the reduction of electricity, gas and water consumption, as well as a percentage use of renewable energy
- Achieving a minimum of 'Very Good' BREEAM rating and an EPC rating of 'B'

STEAMhouse is embedded in a local community that overcomes challenges, increases opportunity and actively supports the realisation of new products, services and futures. To this end, STEAMhouse will:

- Work with users to develop environmental challenges, new products, services and markets to improve the environment and environmental services – with a focus on identifying the environmental technology sector
- Build capacity by supporting community organisations in areas with the greatest need, with resources and expertise, e.g. mentoring and working with youth organisations and services
- Make a local impact through staff volunteering schemes
- Support third sector organisations and work with them to deliver services and contracts
- Create a shared sense of responsibility and good citizenship
- Promote work experience and business awareness to students, especially those from disadvantaged areas or communities





# AMPLE AMENITIES FOR EVERYONE

- Garden terrace
- Café
- Commercial office space
- State-of-the-art makerspace and workshops (including full digital suite and XR studio)
- Creative project space
- Incubator and space for SMEs
- Co-working space
- Meeting rooms
- Event space
- Learning space (within in the School of Computing and Digital Technology)
- Space to socialise and network
- On-site security
- Next-generation WiFi hyper-fast internet connection



## TIMESCALE OF WORKS

	2021	2022
STEAMHOUSE SITE COMPLETION	→ WINTER	
ACCESS FOR SMES TO VIEW WORKING SPACES		→ JANUARY
ACCESS FOR CORPORATE ORGANISATIONS TO VIEW AND FIT OUT DESIGNATED SPACE		→ JANUARY
STEAMHOUSE OPEN AND READY FOR BUSINESS		→ SPRING

Built with diversity, accessibility and sustainability in mind from planning to execution, STEAMhouse caters to every individual and every business.

- Forty cycle spaces, as well as eight foldable cycle spaces, located undercover and accessed via a secured gateway
- Vehicular drop-off point within Arrival Square, approximately 25m from the STEAMhouse office entrance
- Car parking available in the nearby Millennium Point Car Park, across the road from the STEAMhouse building
- A ground floor café set within the historical Belmont Works part of the building
- Fully accessible reception desk
- Five lifts throughout the building
- Ample toilets in each area of the building, including several self-contained, accessible toilet cubicles with integrated hand wash facilities
- Multiple shower rooms with changing facilities located across the five floors of the new build section of STEAMhouse
- Gallery space for showcasing member projects and collaborations
- STEAM Challenge area for collaborative events



# GET IN TOUCH



We're building flexible work spaces that can be tailored to your requirements with rental and business support packages to suit the plans you have for your business. To discuss your space requirements, and to discover more about membership packages, request a call-back at:

[charles.toogood@avisonyoung.com](mailto:charles.toogood@avisonyoung.com)



Join the STEAMhouse community

STEAMhouse brings inventors, entrepreneurs, businesses and craftspeople together to develop exciting new ideas and products. Join us and our community at:



@STEAMhouse



@STEAMhouseUK



@STEAMhouseUK



@steamhouse\_uk



@steamhouseuk

Discover more at [STEAMhouse.org.uk](http://STEAMhouse.org.uk)

## OUR PARTNERS



THE HOME  
FOR  
MAKING  
IT  
HAPPEN





TAKING  
ENTERPRISE  
TO THE  
NEXT  
LEVEL

