

# Case Study: Birmingham

## Why as rebranding needed in Birmingham?

- Birmingham is in need of rebranding because of its failures of the modernist project. This was a style of architecture responsible for making Birmingham the concrete, steel and glass city that it is
- Birmingham used to be a highly industrial, with it being the home of the car maker rover. This meant many saw the area as a heavy industry areas, dominated by TNCs. As a result there was a low number of people moving into the area in both tourism and living. This lead to it being caught in a **spiral of decline**.

## How did Birmingham rebrand itself?

- Birmingham unveiled a new £500 million new development called the 'Birmingham Smithfield', which incorporated a major shopping centre, 1,000 new homes and the Midland Metro Tram line connecting it to the new HS2 station in 2026. In order to do this it required the moving of the existing 210,000 square feet wholesale market to the outskirts of the city in Witton.
- The opening of the new National Exhibition Centre (NEC) in 1976 on greenbelt land was controversial however the location means it is near to Birmingham International Airport, which is close of visits coming from abroad for exhibitions
- The Millennium Point redevelopment of the East side cost £155 million including 100 studio offices. This is an example of arts and media regeneration
- The Bullring Shopping centre is another method they used, it cost £530 million and 8,000 new jobs attracting 35 million visitors in the first year.
- Finally there was a £40 million redevelopment of Matthew Boulton College, which teaches over 500 course to 7,000 students.

## Who were the key players in the rebranding process used in Birmingham?

- Birmingham Smithfield has funding totalling £275 million from the city council
- Shop owners in the wholesale area. Some of the them were relieved, however many believed that being moved would affect their sales and therefore opposed at first
- Big retailers such as John Lewis opened a £35 million department store which attracted many people. Furthermore Selfridges pledged £20 million in modernising their existing store which was the most photographed building in Birmingham. This was due to the distinct curved exterior covered in 15,000 anodised aluminium discs.
- Funding by Westminster added £21.4 million to the cities £375 million local growth funding budget.

## How successful was rebranding in Birmingham?

- The city's visitor economy has grown by over 11% over the past 6 years with 33.8 million visitors in a year contributing more the £5 billion a year into the local economy.

