

# The Conference Centre

OFFICE & HYBRID ACCOMMODATION WITH  
POTENTIAL FOR REUSE OR REDEVELOPMENT

The Conference Centre, Longbridge, Birmingham, B31 2TB



## HYBRID BUILDING WITH POTENTIAL FOR REUSE OR REDEVELOPMENT



Longbridge is one of the largest and most significant regeneration initiatives in the UK, a long-term investment breathing new life into one of Britain's most famous former industrial areas.

The Former Conference Centre is a prominent standalone element of this and offers purchasers an opportunity for several options subject to planning etc

# HIGHLIGHTS

Longbridge is situated on one of the main arterial routes into the centre of Birmingham, one of Europe's most dynamic, thriving and business-focused cities.

This property is an existing former office and industrial building with potential for reuse, redevelopment or repositioning. The property has potential for continuation of its existing use or other uses subject to all necessary consents.



- This property is to be sold on a freehold basis with the benefit of vacant possession.
- The site currently comprises an office building and surface parking to be included.
- The property is a 2 storey office building with an NIA of 36,220 square feet.
- The site is considered to have potential for redevelopment for other uses, subject to planning and all necessary consents.
- The building sits within the Longbridge regeneration area and the immediate surrounds comprises a mixture of uses, with office and industrial properties to the north, east and south, whilst the area to the west of the subject property is predominantly residential.
- The site has amenities such as leisure, retail, supermarkets, schools and bus stops within walking distance.
- Access off Lickey Road, with a potential future access off Lowhill Lane (subject to planning).

# THE PROPERTY

The property is a 2 storey office & Industrial building with an approximate NIA of 36,000 sq ft.

The property forms part of the Longbridge regeneration Phase 2. this will see the former MG Rover site redeveloped to provide 688 homes across Phase 2 comprising of:

- 688 homes across Phase 2 (homes and apartments)
- 250 affordable homes
- 215 PRS properties
- 197 open market homes
- 26 first homes

It is the aim that the scheme will also stimulate economic growth through on-site employment, as well as providing further benefits for the local community with designated spaces for community uses and public open space.

## The Conference Centre - Structural Form

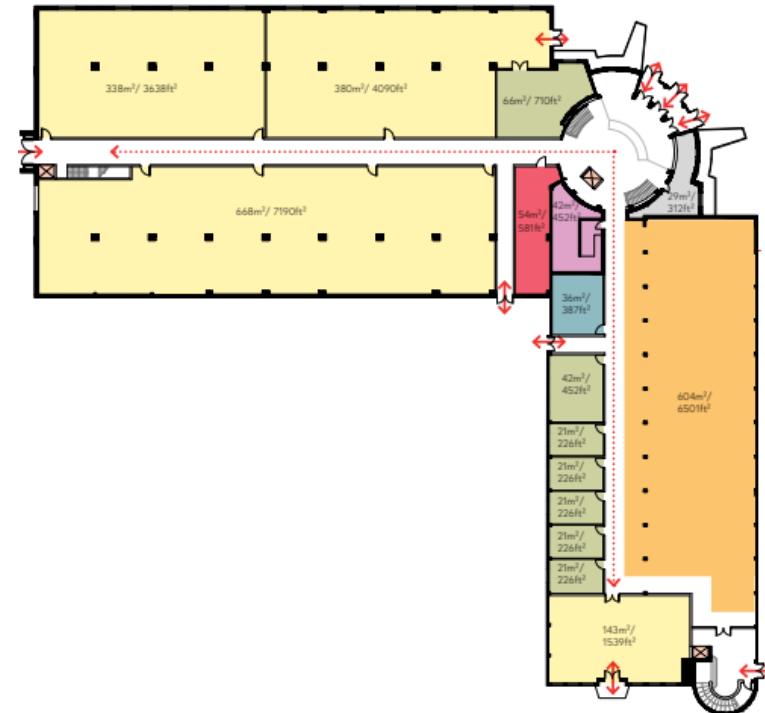
The building is typically of steel framed construction with what are believed to be concrete floors. The building elevations appear to have been constructed in brick masonry and infill panels in addition to a number of internal walls and core areas which likely provide the buildings lateral stability. Typically, the floors and roofs are supported on a regular grid of beams supported

Energy Performance Certificate - The property has an EPC rating of E

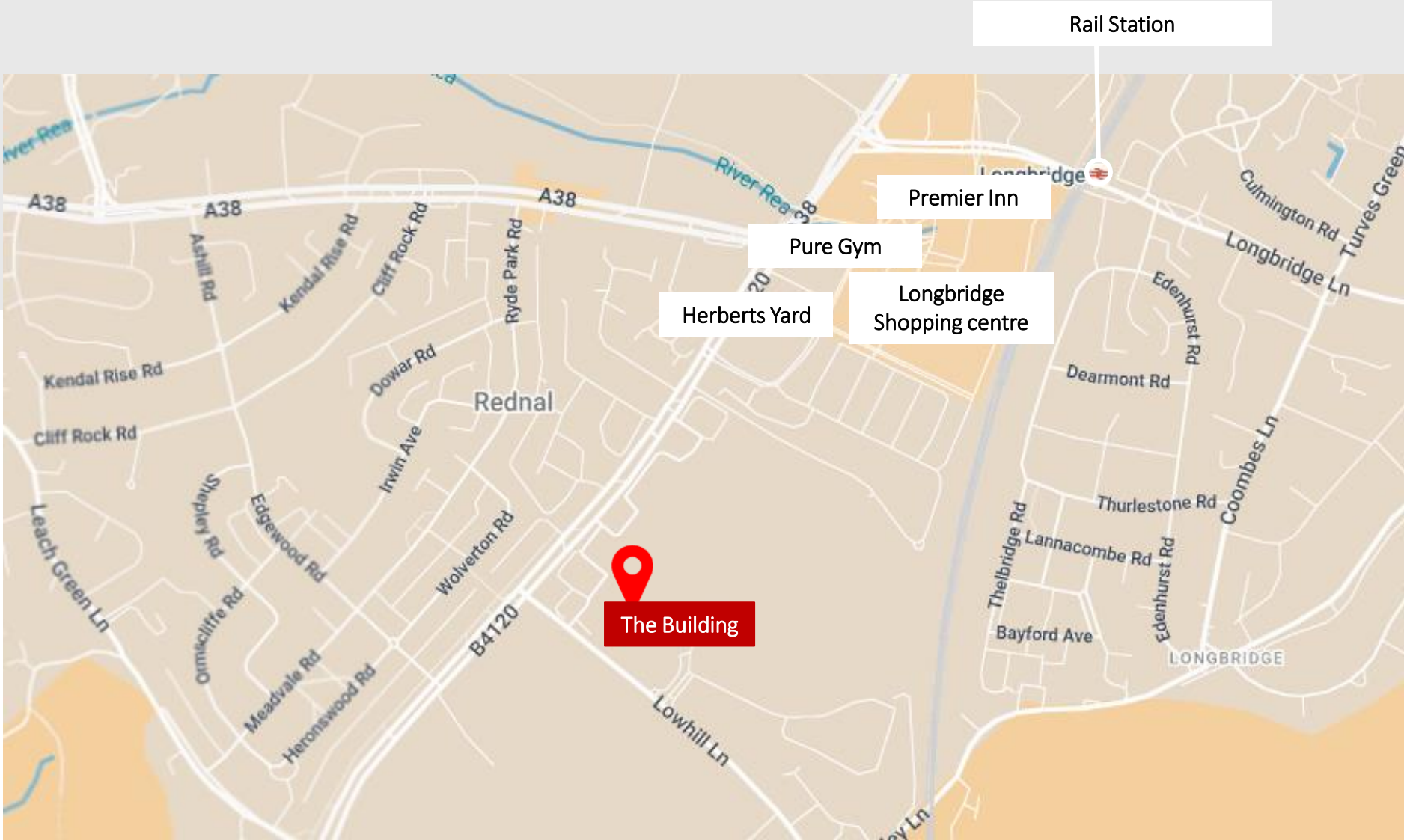
Business Rates – Please make your own enquiries of the Valuation Office Agency (VOA) website / Birmingham City Council

The office building comprises of the approximate floor areas:

Floor	Area (NIA)
Ground	33,185 sq ft
First	3,035 sq ft
<b>Total</b>	<b>36,220 sq ft</b>



# SURROUNDING AREA



# CONNECTIVITY AND TRANSPORT

Travelling to Longbridge couldn't be easier or more convenient.

Situated within easy reach of both the M5 (Junction 4) and M42 (junction 2), Longbridge boasts excellent connectivity by road, rail and air. Regularly served by over 350 buses a day. The use of public transport is encouraged at Longbridge in order to promote greener lifestyles and a riverside cycle path offers a more sedate way to arrive.

Longbridge is also located close to Route 5 of the National Cycle Network, a UK-wide network of clean air pathways that provide sustainable traffic-free connections between cities, towns and the countryside



**Conference  
Centre**



**Longbridge  
Station**

**Lowhill Lane Bus Stop**

2 min

**Pure Gym**

10 mins

**Longbridge Retail Park**

11 mins

**Marks & Spencer**

11 mins

**Sainsbury's**

12 mins

**Holiday Inn**

17 mins

**Birmingham New Street**

20 mins

**London Euston**

1hr 57 mins

**Manchester**

*via New Street*

1hr 52 mins

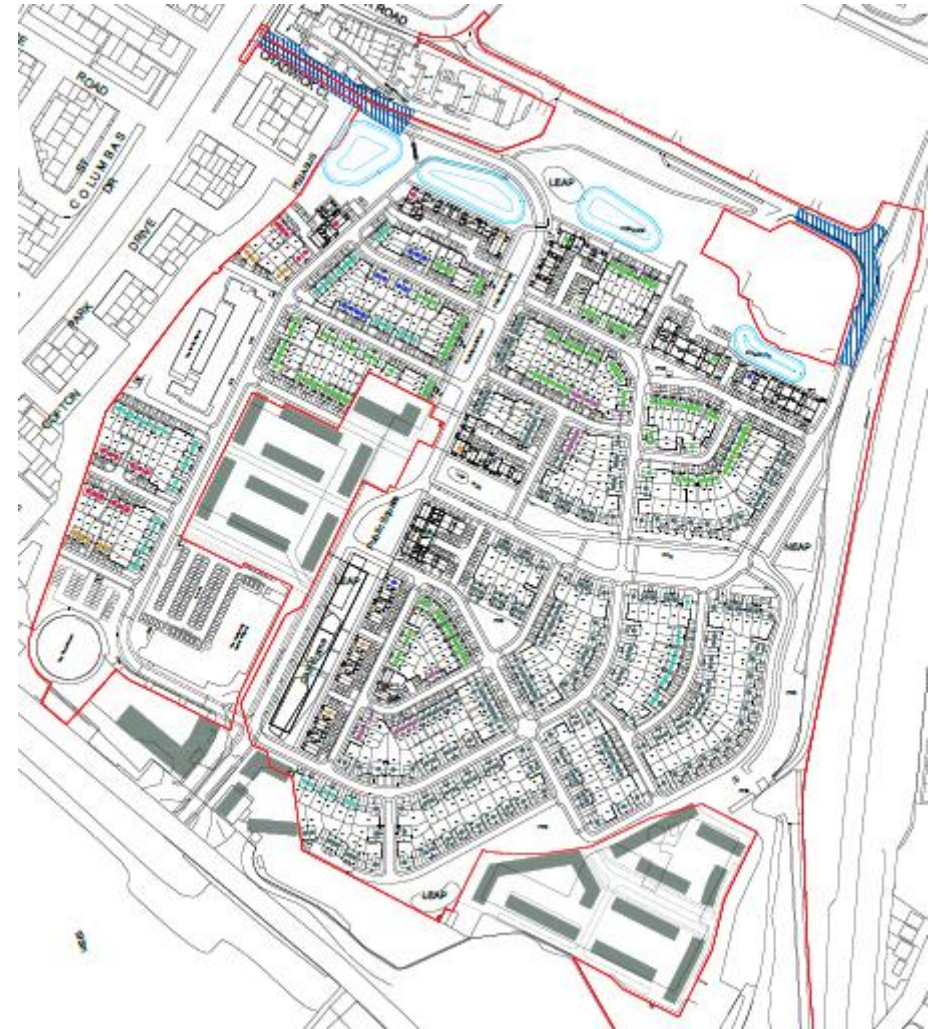
# LONGBRIDGE PHASE II

The proposed development will provide much needed houses across several tenures. There are 1-4 bedroom apartments and dwellings available for built to rent, social rent, shared ownership, first homes and open market. For further details, refer to the site plan. Private car parking is provided to all dwellings.

All dwellings will be provided with EV charging points, whereas apartments will have communal provision, with one for every 10 spaces. Private cycle parking provision for apartments are in communal cycle stores, either integrated in the building or in dedicated cycle stores.

The heart of development within the site is the Central Linear Park that runs from north to south, connecting Cofton Park and Longbridge town centre. There are several different uses along this route, creating a hub within the development for both residents and visitors.

The main public square designed to be the centre of the development. The southern part of this route has a civic character, predominantly hardscaped to reinforce the urban character of the space.



# PLANNING



The wider site has received Reserved Matters approval for access, appearance, layout, scale and landscaping pursuant to planning approval 2021/08642/PA for the mixed use scheme comprising the conversion of the International Headquarters (IHQ), the Roundhouse and the Conference centre to provide 9,980 sqm of employment space, conversion of the Car Assembly Building (CAB 1) to provide up to 4,940 sqm of mixed employment uses, up to 695 new homes and integrated public open spaces via three accesses from Dalimur Road, Lickey Road and Lowhill Lane and a further pedestrian and cycle access from Groveley Lane at Former MG Works, Lowhill Lane, Lickey Road, Longbridge, Birmingham (2024/05059/PA)

Planning Conditions which restrict retained buildings are as follows:

## Noise

The rating levels for cumulative noise from all plant and machinery shall not exceed 5dB below the existing LA90 background levels and 10dB below the existing Laeq at any noise sensitive premises as assessed in accordance with British Standard 4142 (2014) or any subsequent guidance or legislation amending, revoking and/or re-enacting BS4142 with or without modification.

## Uses

Development on the site shall only fall within the following use classes and for no other purpose as identified in the Schedule to the Town and Country Planning (Use Classes) Order 1987, or in any provision equivalent to that Class in any statutory instrument amending, revoking and/or re-enacting that Order:

E(g) - comprising (g) (i) offices, (ii) research and development, and (iii) industrial processes; and

## Additions

Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 2015 or any Order amending, revoking and/or re-enacting that Order, with or without modification, no structures, satellite antenna, apparatus or plant of any sort (including structures or plant in connection with any use for telecommunication systems) are to be installed on any roof or within the curtilage of the premises without the further subsequent planning approval from the Local Planning Authority.

## Charging Points

No fewer than 10% of non-dedicated parking spaces shall be provided with electric vehicle charging points

We recommend you make your own enquiries, further details on the local planning policy can be found on the Birmingham City Council website.

# CONTACT

## Inspection

The property may be inspected strictly by prior appointment through the vendor's selling agents, Knight Frank LLP.

Under no circumstances must any visits be made to the property without prior authorisation.

We would be delighted to tell you more.

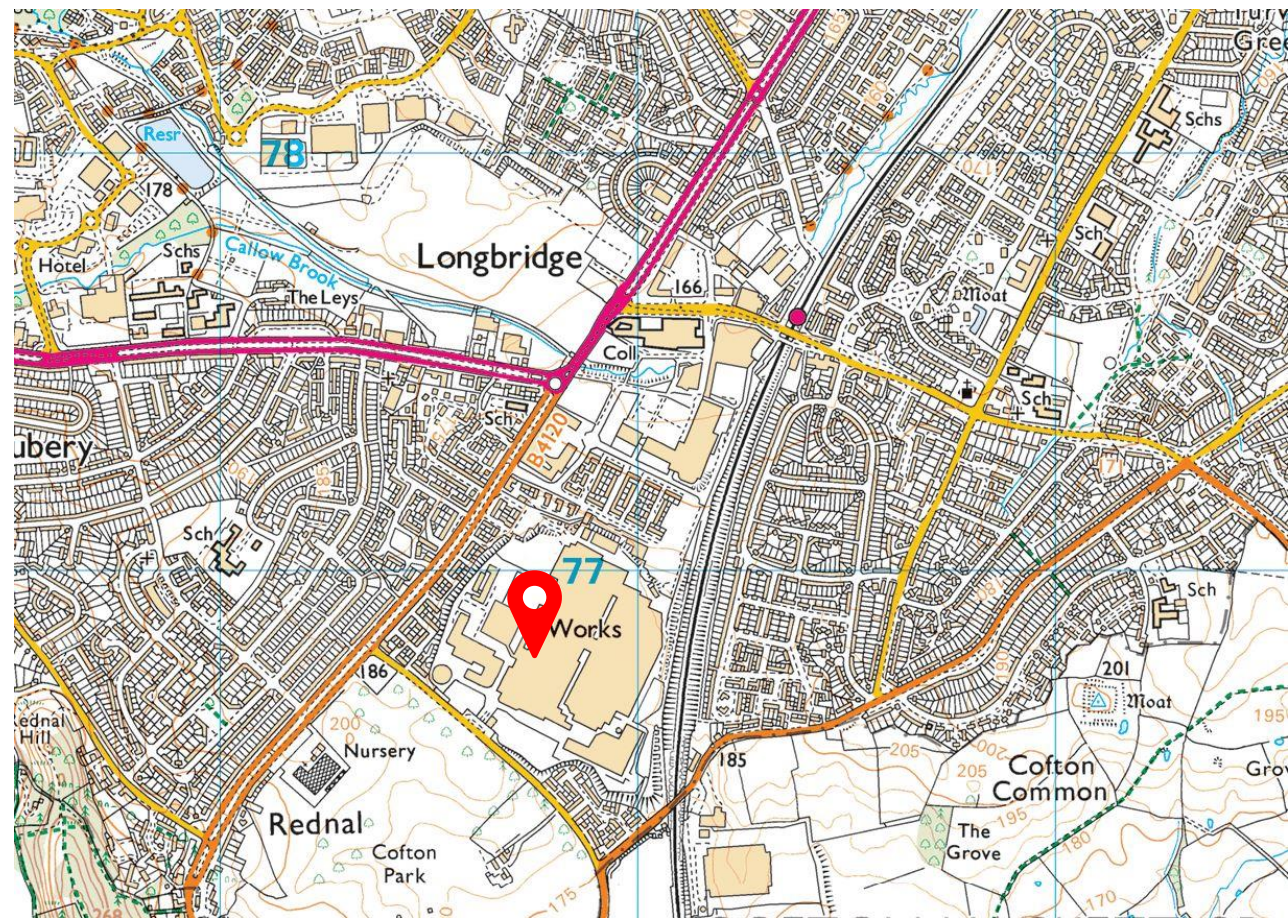
**Jamie Phillips**

Knight Frank Birmingham Office - Commercial

T 0121 233 6403

M 07900 324 900

E [jamie.phillips@knightfrank.com](mailto:jamie.phillips@knightfrank.com)



[knightfrank.co.uk](https://www.knightfrank.co.uk)

Connecting people & property, perfectly.

Fixtures and fittings: Carpets, curtains, light fittings and other items fixed to the property (and not fixed to the property) belonging to the landlord are included in any tenancy as evidenced in the inventory, unless specifically noted otherwise. All those items regarded as tenant's fixtures and fittings, are specifically excluded from any tenancy and will not be evidenced in the inventory.

Important Notice: 1. Particulars: These particulars are not an offer or contract, nor part of one. You should not rely on statements by Knight Frank LLP in the particulars or by word of mouth or in writing ("information") as being factually accurate about the property, its condition or its value. Neither Knight Frank LLP nor any joint agent has any authority to make any representations about the property, and accordingly any information given is entirely without responsibility on the part of the agents, seller(s) or lessor(s). 2. Photos, Videos etc: The photographs, property videos and virtual viewings etc. show only certain parts of the property as they appeared at the time they were taken. Areas, measurements and distances given are approximate only. 3. Regulations etc: Any reference to alterations to, or use of, any part of the property does not mean that any necessary planning, building regulations or other consent has been obtained. A buyer or lessee must find out by inspection or in other ways that these matters have been properly dealt with and that all information is correct. 4. VAT: The VAT position relating to the property may change without notice. 5. To find out how we process Personal Data, please refer to our Group Privacy Statement and other notices at <https://www.knightfrank.com/legals/privacy-statement>.

Particulars dated **May 2025**

Knight Frank is the trading name of Knight Frank LLP. Knight Frank LLP is a limited liability partnership registered in England and Wales with registered number OC305934. Our registered office is at 55 Baker Street, London W1U 8AN where you may look at a list of members' names. If we use the term 'partner' when referring to one of our representatives, that person will either be a member, employee, worker or consultant of Knight Frank LLP and not a partner in a partnership. If you do not want us to contact you further about our services then please contact us by either calling 020 3544 0692, email to [marketing\\_help@knightfrank.com](mailto:marketing_help@knightfrank.com) or post to our UK Residential Marketing Manager at our registered office (above) providing your name and address.