

# Land at Meadway, Birmingham, B33 8BF

Executive Summary

**On behalf of Birmingham City Council**

JLL are pleased to offer the opportunity to acquire a prime redevelopment opportunity at the Meadway.

The site extends to **C.7.8 acres** consisting of cleared brownfield land.

**Offers are invited for no later than 12 noon**

*April 30<sup>th</sup> 2026*



# An introduction to land at the Meadway

**The site offers a rare opportunity to acquire a freehold from Birmingham City Council, located off the Meadway.**

The site benefits from:

- Being surrounded by local amenities, from Resorts World and Solihull town centre offering a wide range of shops and restaurants to enhanced green spaces such as Sheldon Country Park.
- The circa 7.8-acre site is cleared and will be sold with vacant possession.
- Located on the proposed West Midlands Metro extension to Meadway, which will service the Eastside regeneration area offering connections with New Street, Moor Street and Snow Hill Railway Stations, and the new HS2 station.
- The site is situated 4 minutes from Lea Hall Train Station, offering great connectivity to Birmingham City Centre which is 11 minutes. Also offering services to Birmingham International which is 14 minutes.
- Designated within the Eastern Triangle Growth Area under Birmingham Development Plan policy, a focus area targeted by the East Birmingham Inclusive Growth Programme for significant investment and development
- Offers are to be considered on an unconditional or subject to planning basis.
- Affordable Housing is a key priority for the City. It's essential that this opportunity accelerates the delivery of affordable housing through key objectives set out by Homes England in the Social & Affordable Housing Programme 2026-2036 (S&AHP). Delivering a mix tenure development with real emphasis on social rent.



— Subject site (c.7.8 acres)

— Retail land (c.2 acres)

# The Opportunity

- Birmingham City Council is looking to dispose of its freehold interest in Land at Meadway, Birmingham B33 8BF. The site represents a residential development opportunity, supported by substantial public infrastructure investment and strong policy backing for housing delivery in this established growth area.
- The site extends to approximately 7.8 acres and combines parts of multiple titles (WM72780, MM162267 & MM117702) which are available in the dataroom.

## The Location

- The Meadway is located in the established residential suburb of Lea Hall in East Birmingham approximately 6 miles southeast of Birmingham city centre. The area is part of the wider Yardley district.
- Lea Hall is served by local shops, schools, and community facilities. The area benefits from proximity to larger retail and leisure destinations including Resorts World Birmingham, which houses shopping outlets, restaurants, and entertainment facilities. Solihull town centre is also easily accessible, offering extensive shopping and dining options.
- The development site enjoys excellent connectivity, fronting the Meadway (B4128) with direct access via an adopted service road from Bridgnorth Road. The Holbeach Road connection provides seamless access to the Meadway at a roundabout, establishing the site as a key arterial route from East Birmingham into the City Centre, well-served by public transport links.
- The site is situated 4 minutes from Lea Hall Train Station, which is on the West Midlands line offering direct services to local stops across Birmingham including Birmingham New Street (11 minutes). London Euston can be reached from Birmingham New Street in 1hr 35 minutes.



Meadway is approximately 5.1 miles from Birmingham International Airport



Meadway is approximately 9.1 miles from Birmingham New Street Station

### Local Attractions & amenities – Car Times

Birmingham Wildlife Conservation Park – 15 mins

HS2 Curzon Street – 18 mins

Solihull Town Centre – 19 mins

Resorts World Birmingham – 15 mins

Fort Dunlop – 14 mins

Forest of Arden Hotel & Country Club – 22 mins

Heartlands Hospital – 8 mins

Lea Hall Station – 4 mins

# Planning

## Adopted Development Plan for Birmingham:

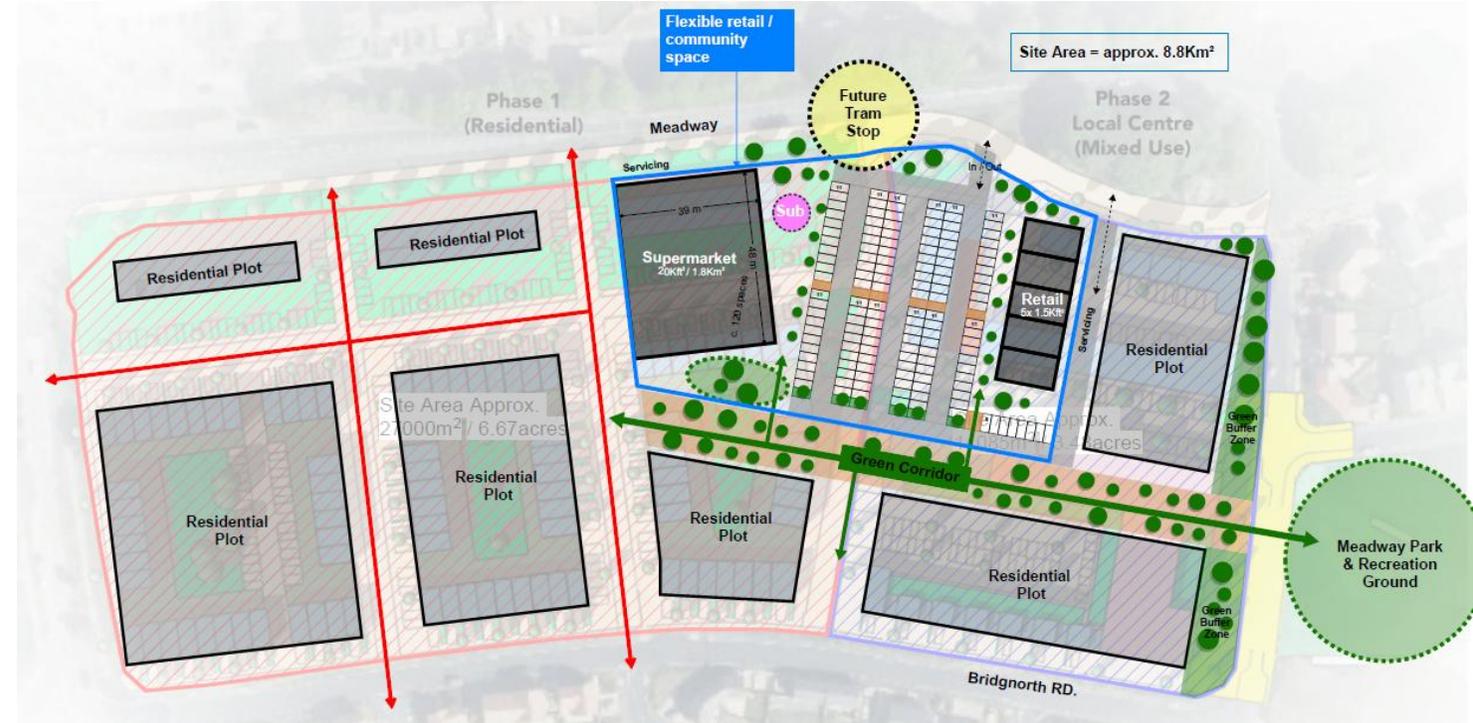
- Birmingham Local Plan (2017)
- Birmingham Development Management DPD (2021)

## Material Planning Guidance & Designations:

- Meadway is designated as a District Growth Point in the Birmingham Development Plan, situated within the Eastern Triangle Growth Area (Policy GA8), which carries a mixed-use allocation and is identified as a Housing Regeneration Action Area (TP32). This strategic status is reinforced by the Urban Centres Framework (2020), which confirms Meadway's role as a priority focus for regeneration, new housing delivery, and coordinated investment in infrastructure and local centre uses.
- The site forms part of the proposed 'Phase 2' area, building on the success of Phase 1 to the east and south, which delivered new housing and public realm enhancements (consents 2015/09502/PA & 2017/00077/PA), demonstrating the deliverability of comprehensive regeneration in this locality.
- Both adopted and emerging policy frameworks support mixed-use redevelopment in this location, with a strengthened emphasis on residential provision to reflect evolving market and retail trends. The principle of residential development on the site is well established.
- Social & Affordable Housing Programme 2026-2036 priorities are essential when bidders are considering the tenure mix on this development. With an emphasis on the delivery of social rented homes.

## Emerging Policy Context:

- Draft Birmingham Local Plan allocation BLP35 (HRAM-01 – 'The Meadway, site of former Poolway Shopping Centre') proposes further residential-led regeneration and a rationalised scope for retail and community infrastructure.
- The Birmingham Focused Preferred Options consultation (closed December 2025) is expected to progress to publication plan stage in June/July 2026, with adoption forecast for early 2027.
- With emerging policy at publication stage and a well-defined direction for residential delivery, planning applications advanced in the short term should be considered under full application procedure, with reserved matters and conditions expected to reflect approaches established by Phase 1.



The image above has been prepared by the vendor purely to understand the site capacity and potential relationship between the residential and retail elements. It is provided here to give bidders an indication of the potential connection between the retail land and the wider residential scheme.

This image is not taken from any planning policy document and has not been considered by planning officers.

## Opportunities & Constraints:

- There are no identified heritage assets, statutory ecological constraints, or significant flood risk affecting the site, removing potential barriers to planning progress.
- Meadway lies within a 'Low Market Value' area, where the Community Infrastructure Levy (CIL) residential rate is set at £0 per square metre, supporting scheme viability.
- A comprehensive master planning strategy should integrate the residential scheme with adjacent local centre and retail parcels, ensuring clear access, strong permeability, and future-proofing for anticipated METRO connectivity. High-quality urban design along the Meadway frontage is required to deliver landmark architecture and successful placemaking.

# Further Information

## Offers invited April 30<sup>th</sup> 2026

The site is offered for sale by way of informal tender. Offers are invited for the whole site on a subject to planning and/or unconditional basis. Buyers can submit more than one offer, including alternative payment structures. The Seller is keen to see a minimum of a policy compliant affordable housing on the site but is open to a mix of tenures that may increase the amount of affordable housing.

All offers should be supported by confirmation of:

- Payment profile and proof of funds
- Proposed timescales for exchange and completion
- Proposed scheme including tenure mix and details of Registered Provider
- Conditions associated with the offer
- Solicitor's details

Offers must be submitted by noon on 30<sup>th</sup> April 2026 by email to the following parties: Will Richardson (William.richardson@jll.com) and Will Cox (William.cox@jll.com).

Please note that the Vendor is not obligated to accept the highest offer or indeed any bid submitted during the marketing process. **Please note that the purchaser will be liable to pay BCC's legal and surveyor's fees up to a cap of £15k. The Purchaser will also need to sign up to the Poolway resident's charter, a copy of this document is available within the dataroom.**



### Tenure

The site is to be sold freehold.



### Data Room

Please contact the sole selling agent JLL for access to the data room. Upon receipt of your expression of interest, JLL will provide access to the Data Room containing legal and technical information including title documents and other relevant information that may assist a purchaser.



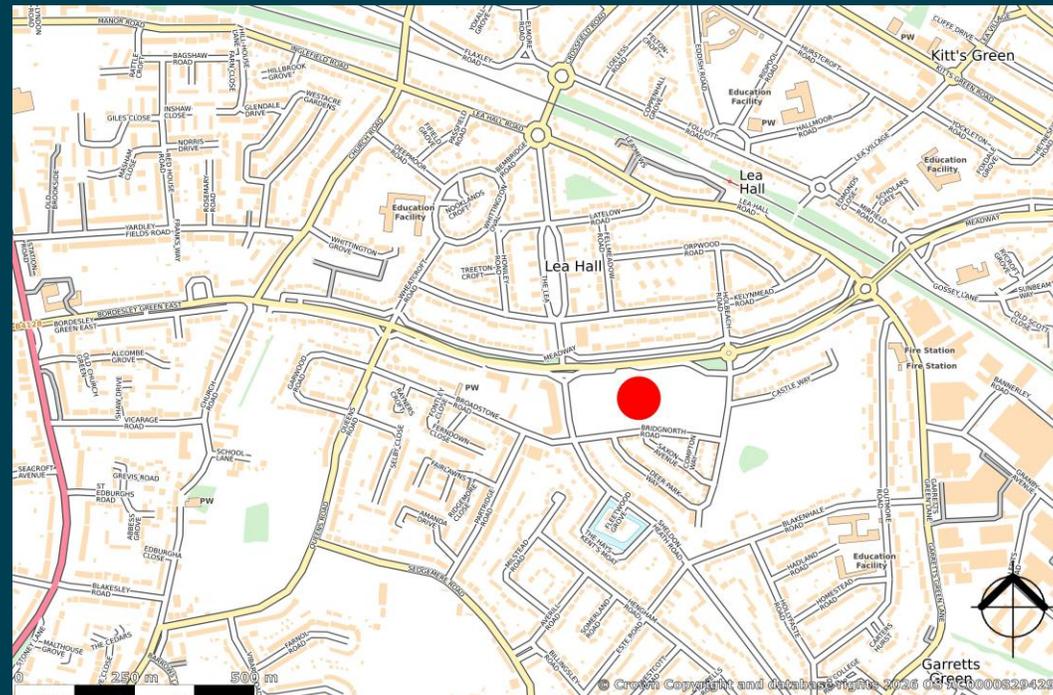
### Viewings

Any 'on-site' viewings are to be strictly by prior arrangement. The site is open to view from the adopted highway.



### VAT

VAT is not to be charged on the property



## Contacts

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