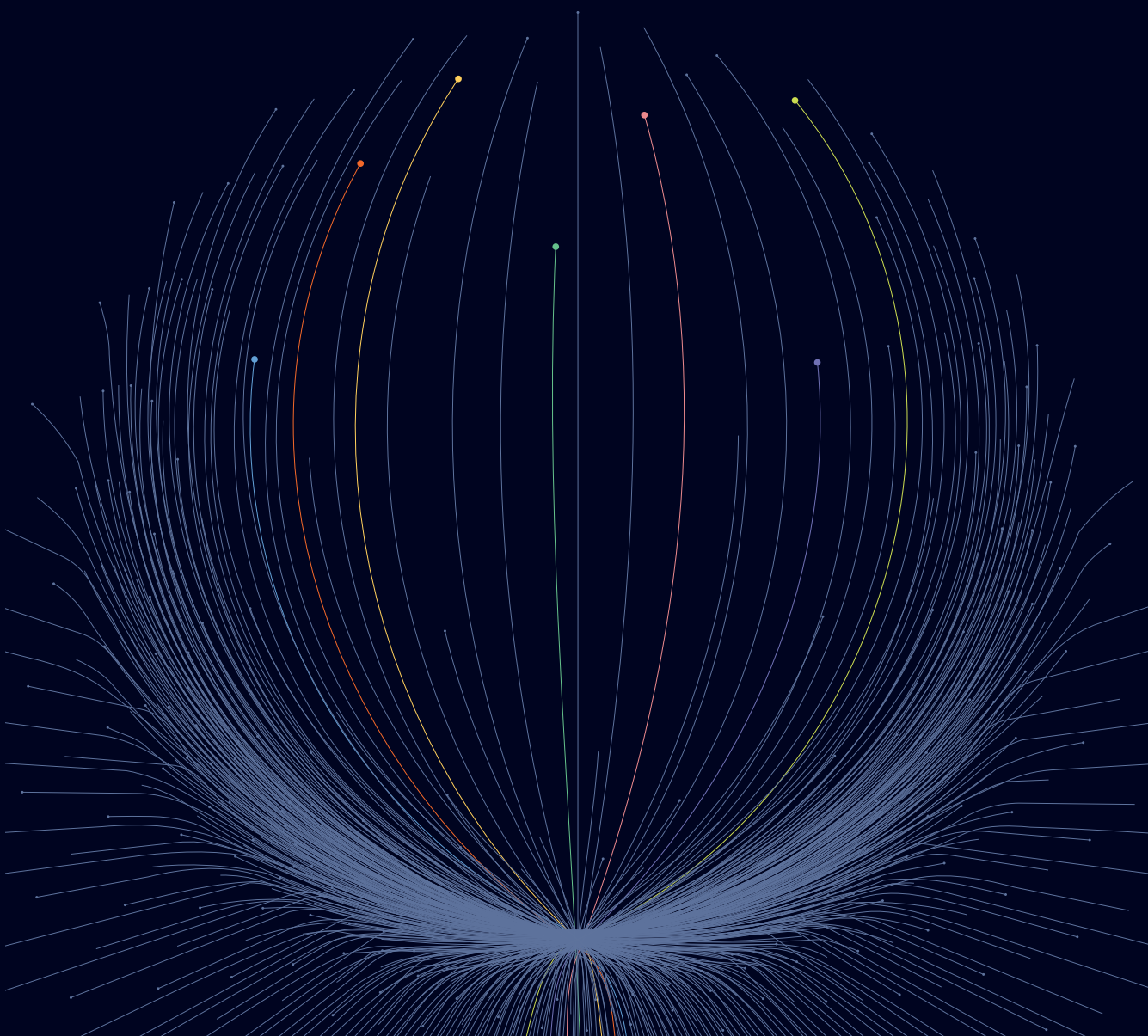


Powered by Innovation and Connectivity



Arden Cross is one of the UK's most exciting regeneration opportunities. It brings together world-class connectivity and innovation to deliver community services and benefits, as well as drive economic growth at scale.

Facilitated by the significant public investment being made in HS2, and with the potential to create tens of thousands of jobs, Arden Cross will deliver a new mixed-use community. This will include thousands of new homes, shops, leisure, and public spaces, as well as significant commercial opportunities.

In partnership with the University of Warwick, a unique HealthTech Campus will anchor the Arden Cross Innovation District. The Campus will bring together the University, the NHS and other healthcare providers, industrial partners, innovative SMEs and third sector organisations in a bespoke public-private-academic partnership.



Illustrative Arden Cross masterplan

The Arden Cross HealthTech Campus will leverage the competitive advantage of the West Midlands to accelerate innovation in HealthTech, transform healthcare services and improve patient outcomes locally, nationally, and globally.

In the UK, three key shifts have been identified to drive NHS transformation: analogue to digital, hospital to community, and treatment to prevention. Each will be driven by innovation in HealthTech.

The Campus responds by cultivating a unique innovation ecosystem, powered by the University of Warwick.

Providing access to data, investment and business support, flexible scale-up, and manufacturing space the Campus will enable SMEs and industry partners to grow and enter new NHS and global markets. Housing national centres of excellence, the Campus will drive world-class research to support improved diagnosis, treatment and skills development.

Enabled by the national and international hyperconnectivity of Arden Cross through air, rail, HS2 and road, the Campus will leverage an existing, strong HealthTech cluster in the West Midlands.

HealthTech Campus

Enabled by its strategic location, advanced regional skills eco-system, access to NHS data, and partnerships with academia and industry, the Campus will provide advanced and purpose-built facilities, alongside National Centres of Excellence.

This will include research, innovation and development space, clinical testing and diagnostics, a Woman's Health centre, education and skills

teaching spaces including surgical skills, alongside business support for scale-ups and access to investors.

By bringing together the University of Warwick, NHS, private providers and industry the Campus will not only support start-ups and scale-ups, but boost the UK's health resilience, drive regional employment opportunities, improve patient outcomes, and create sustainable economic growth.



Arden Cross Innovation District

What is HealthTech?

Modern healthcare provision is increasingly technology driven. From medical devices – ranging from smart watches to complex robotic surgical systems – to software, extended reality and artificial intelligence.

The UK HealthTech sector can be a world-leader in developing new and innovative approaches. By working closely with the NHS and other partners, and leveraging NHS data to develop new solutions, transformational improvements to global patient outcomes can be achieved through preventative and personalised care.

60%

OF UK HEALTHTECH AND MEDTECH BUSINESSES HAVE BEEN FORMED IN THE LAST 10 YEARS

£32 billion

TURNOVER FOR UK HEALTHTECH

£500 billion

GLOBAL MARKET BY 2025

23,600

PEOPLE IN THE MIDLANDS ALREADY EMPLOYED IN THE SECTOR

The Arden Cross HealthTech Campus will have a far-reaching impact across the regional and national economy, skills, and health eco-system. The objectives for the Campus, include:

Innovation and Impact	Skills Development
Drive inward investment in UK HealthTech	Drive local and regional skills development
Accelerate productivity gains and service delivery within the NHS	Provide new innovation spaces for training and skills development
Engagement and Influence	Inclusivity and Diversity
Translate cutting-edge research and innovation into industry	Reduce health inequalities
Improve both physical and digital community engagement with healthcare innovation	Reduce barriers to patient treatment and care
Patient Outcomes	Sustainability
Improve the health and wellbeing of the population	Reduce climate impact, supporting NHS targets
Increase licensing and adoption of new health technologies	Take advantage of world-class public transport and future investment in connectivity
Health Resilience	Growth and Employment
Reduce national and global health risk and build resilience within the UK health eco-system	Increase local and regional employment opportunities
Improve diagnostics and prevention	Retain and grow regional HealthTech and life sciences specialisms

Challenge and Opportunity

Health services across the world, including the NHS, are under significant and long-term pressures, due to a range of factors including ageing populations and evolving care needs.

In the UK, each of the shifts which have been identified to drive NHS transformation will be underpinned by HealthTech.

However, sharp declines in investment – coupled with staffing shortages, cost and regulatory barriers – are restricting innovation and patient access to the latest healthcare technology.

Increasingly, HealthTech SMEs are choosing to launch and scale in the US rather than the UK. This has a detrimental impact on patient outcomes, as well as limiting UK productivity and economic growth.

Between 2021 and 2023, investment in UK life sciences plummeted by nearly 60%. Meanwhile, between 2010 and 2024, the elective waiting list has grown from just over 2.4 million to over 7 million.

In response, the Arden Cross HealthTech Campus is a unique opportunity to curate an innovation eco-system powered by the University of Warwick.

It will drive significant improvements in patient outcomes and healthcare systems by providing flexible scale-up space for innovative SMEs to grow and enter NHS markets. It will also house national centres of excellence to support improved diagnosis, treatment and skills development.

National Centres of Excellence

The HealthTech Campus will bring together expertise and create facilities with regional, national, and international significance

Business Support Platforms

The Campus will curate an eco-system which enables SMEs to grow and thrive at scale within a single location

Hyperconnectivity and International Reach

As one of the UK's best connected locations, the Campus will leverage established connectivity and future infrastructure investment

Local and Regional Community Benefits

The Campus will harness the West Midlands' multi-cultural talent pool to drive skills development, create jobs, and provide health services

Aligns with National Strategy

The Campus will support delivery of NHS strategies including 'Fit for the Future' and 'Long Term Plan', alongside the UK Industrial Strategy

UK Industrial Strategy

In 2024, the UK Government published invest 2035: The UK's Modern Industrial Strategy Green Paper. Life Sciences has been identified as one of eight growth-driving sectors.

The West Midlands HealthTech sector represents a nationally significant opportunity to drive innovation, private and public investment and economic growth.

The proposed Arden Cross HealthTech Campus is the culmination of a place-based approach that has been promoted by the landowners, its development partner and the University of Warwick, alongside the WMCA and local authority.

"Over the next decade, the life sciences sector holds enormous potential to drive economic growth and productivity while significantly improving health outcomes for thousands of patients...

...The UK's life sciences sector offers unparalleled opportunities for future economic growth, propelled by new discoveries, data availability, AI, groundbreaking treatments, personalised healthcare, and innovative manufacturing processes."

Invest 2035
The UK's Modern
Industrial Strategy, p25



1,200

HealthTech businesses,
healthcare providers and
academic institutions in
the region

288

life sciences
businesses within
1-hour of Arden Cross

The West Midlands

The West Midlands already hosts an established and growing HealthTech cluster. With over 1,200 businesses, large NHS Trusts and internationally leading academic institutions, the region contains the largest network of medical technology companies in the UK.

The West Midlands life sciences cluster is supported by the region's uniquely diverse population. The West Midlands has the most ethnically diverse population outside of London.

It is also the most stable, which provides significant advantages when testing new products or treatments, supporting accelerated global delivery.

The life sciences sector currently employs around 17,000 people in

the West Midlands, with a talent pool which is set to expand by a further 10,000 people by 2030.

The HealthTech Campus will maximise this talent pool and develop the workforce of the future through innovative work-based training and education, such as through a National Surgical Skills Centre, as well as connecting to local communities and schools.

The West Midlands Combined Authority has identified the region's HealthTech cluster as an opportunity for growth. By 2030, the WMCA anticipates an additional £430 million of economic value, and a further 5,900 jobs, generated by the sector.

The University of Warwick

The University of Warwick is one of the world's leading research-intensive institutions and will be the lead academic partner for the HealthTech Campus. The University is one of the West Midlands' most valuable partners and a powerful driver of inclusive economic growth and social value.

With 28,000 students and an annual economic contribution to the region in excess of £1 billion, the University of Warwick has a long tradition of working in partnership with industry to bring together research, public funding, and private finance to drive innovation.

50%

OF UNIVERSITY OF WARWICK
SPIN-OUTS ARE HEALTH RELATED

40

YEAR TRACK RECORD CURATING
START-UP CLUSTERS

The University of Warwick has one of the largest clinical trials units in the UK.

"The University of Warwick is already recognised for driving innovation in life sciences. The new Campus will strengthen our world leading education and research work. It will also help us leverage investment from the public and private sectors and build academic partnerships."

Prof. Stuart Croft
President and Vice Chancellor,
University of Warwick

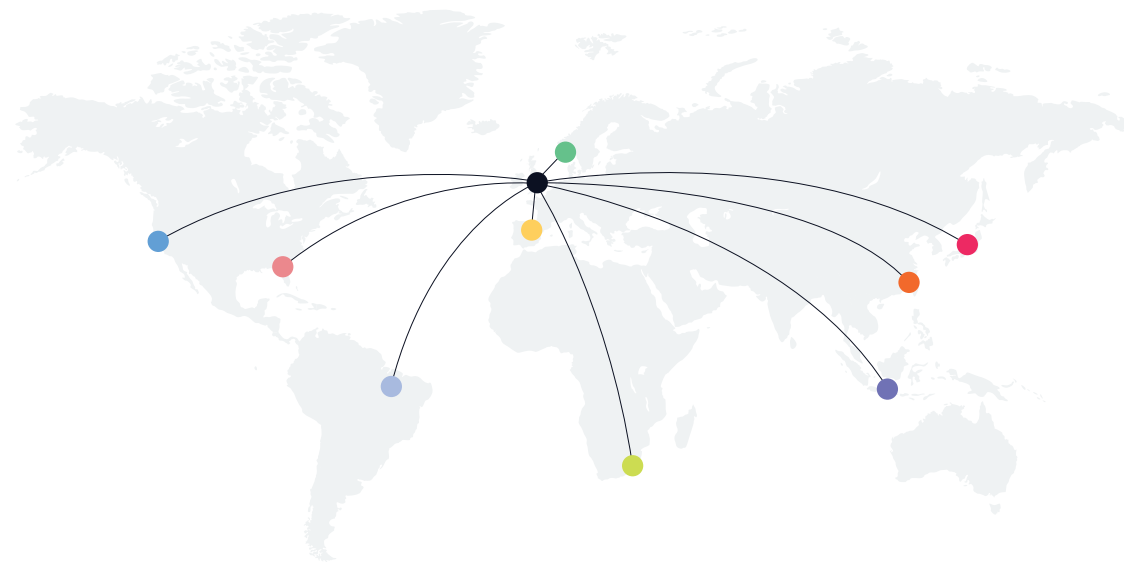
Arden Cross

Located in the heart of the country, on the doorstep of 5.5 million people, Arden Cross is regionally, nationally, and internationally connected.

A dynamic new community, Arden Cross will deliver thousands of new homes, offices, retail, and public spaces. It is regeneration at significant scale and represents an investment of £3.2 billion.

Key

- UK
- Northern Europe
- South & Central Europe
- USA West Coast
- USA East Coast
- South America
- African Continent
- Far East
- China
- Japan



Global connectivity via Birmingham Airport

The opportunity is facilitated by the HS2 Interchange and the public investment which has already been committed to major new infrastructure. This builds on a strategic location adjacent to Birmingham Airport, the West Coast Main Line, and the motorway network.

Sit within an established cluster of world-class assets, including the NEC, Resorts World, and Jaguar Land Rover's flagship Solihull manufacturing plant, Arden Cross is one of the best-connected locations in the UK. Leveraging its hyperconnectivity

and influence, the Campus will enable collaboration and foster a thriving network across the life sciences and HealthTech industry. Using physical and digital, as well as local and national, engagement HealthTech services and education will benefit communities across the West Midlands and wider region.

The heart of an innovation network

The Arden Cross HealthTech Campus will be at the centre of an Innovation Network which already exists.

Established life science and HealthTech clusters, built around innovation-led universities and NHS trusts, will be connected through established and new infrastructure.

Connectivity will be enhanced by HS2 which will link Birmingham, Arden Cross, Old Oak Common – the new 'super hub' station in West London – and Euston. Established northern connections with Manchester and Leeds, and locally to the East Midlands, will complete the network.

31,000

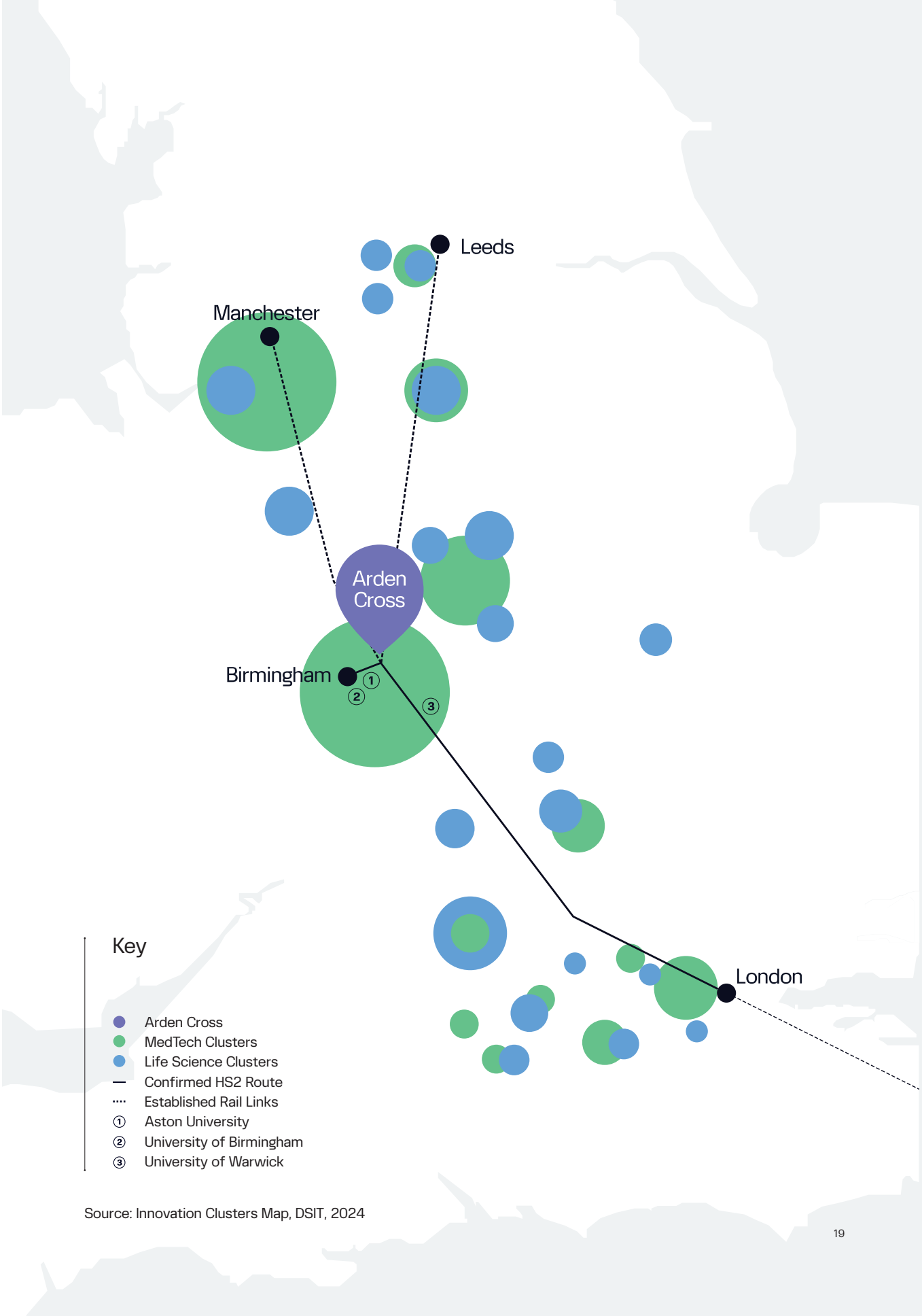
JOBS HAVE BEEN CREATED BY HS2

9,591

PEOPLE HAVE BEEN EMPLOYED BY HS2 IN THE WEST MIDLANDS

£2.5 billion

OF HS2 CONTRACTS HAVE BEEN AWARDED TO WEST MIDLANDS' BUSINESSES



Delivery in Partnership

Muse, the nationwide placemaker, is the Arden Cross regeneration partner and is working together with Arden Cross Ltd – a landowning consortium which includes Birmingham City Council. Muse is also working in partnership with Solihull Metropolitan Borough Council.

Arden Cross is being delivered in collaboration with the University of Warwick, the West Midlands Combined Authority, HS2, and the Department for Transport as part of a bold and dynamic public-private partnership.



ardencross.com