

# THE BOND

**A NEW CREATIVE  
CONTENT HUB  
FOR THE MIDLANDS**

**180-182 FAZELEY ST  
BIRMINGHAM B5 5SE**

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**PART OF THE DIGBETH ESTATE**

**DIGBETH**

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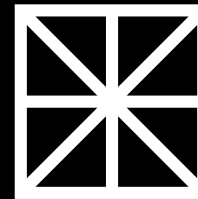
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# THE BOND



## SETTING THE SCENE

The Bond is Birmingham's freshest creative hub, with a focus on film, media and tech. It's an outstanding contemporary urban space, skilfully reimaged from a landmark industrial building in Digbeth. A place where minds meet, ideas detonate, and compelling collaborations forge.

Set on the Grand Union Canal, The Bond is a place of grand union. As central as it gets, with exceptional transport links, everything comes together here. Past and present. Vision and detail. Thinkers and doers. Imagination and strategy. Opportunity and inspiration. All you need is on hand, primed and ready for action, working lives connected in a continuous chain of creativity.

↳ **THEBOND**  
**DIGBETH.COM**

# CREATIVITY CENTRAL

THE CANOPY & WHARFSIDE YARD



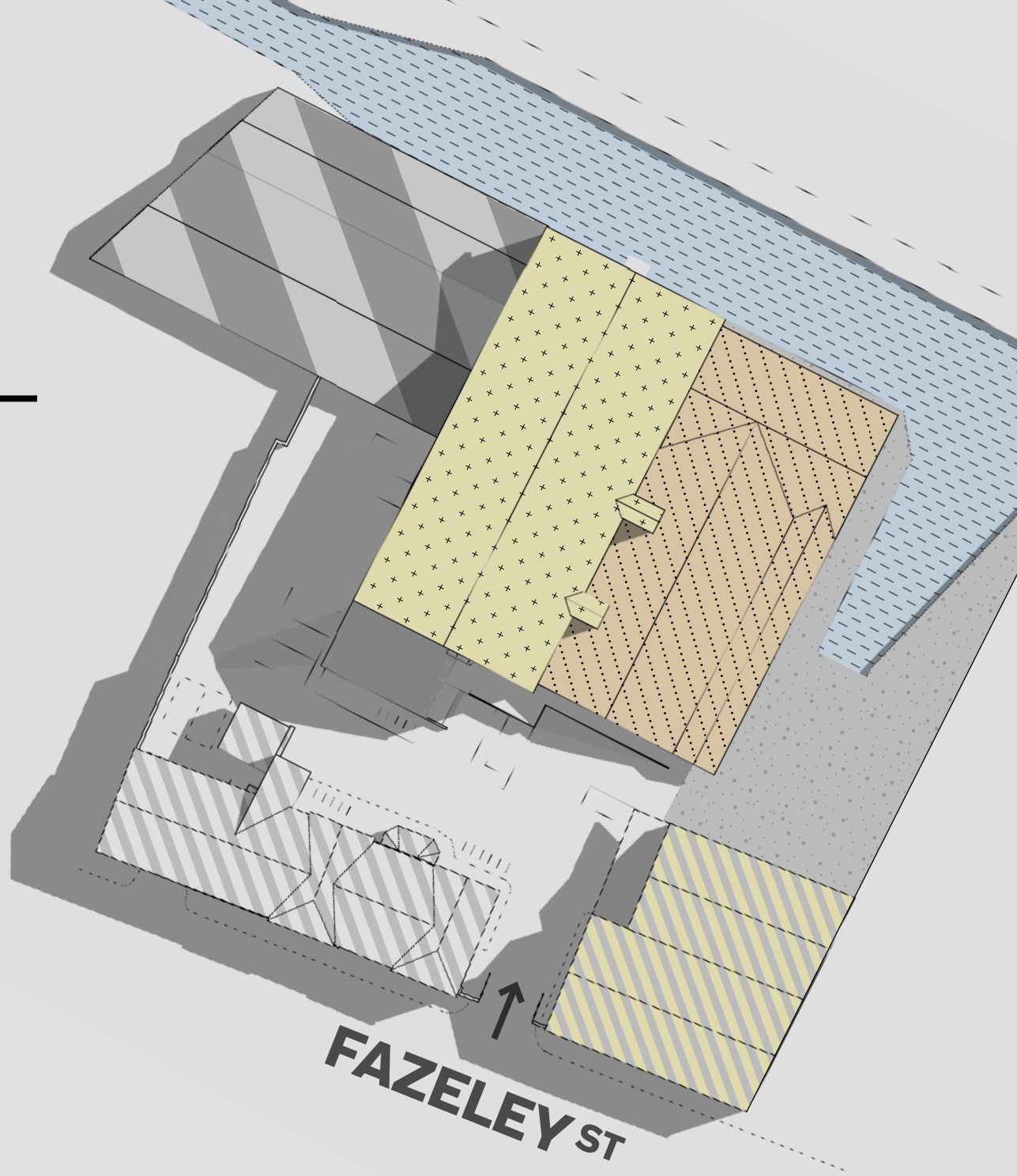
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# THE BOND IN FOCUS

- |  |                         |   |                                   |
|--|-------------------------|---|-----------------------------------|
|    | <b>ICE<br/>HOUSE</b>    |    | <b>GATE HOUSE<br/>EVENT SPACE</b> |
|   | <b>RETORT<br/>HOUSE</b> |   | <b>THE<br/>CANOPY</b>             |
|  | <b>TOLL<br/>HOUSE</b>   |  | <b>GRAND UNION<br/>CANAL</b>      |
|  |                         |  | <b>WHARFSIDE<br/>YARD</b>         |



# SPACES IN CLOSE-UP



ICE HOUSE MEZZANINE



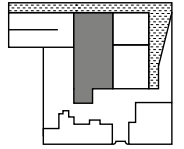
# ICE HOUSE



COMBINING DIGBETH'S ICONIC RED BRICK VERNACULAR AND STUNNING VICTORIAN ARCHITECTURAL FEATURES.

## ICE HOUSE FIRST FLOOR

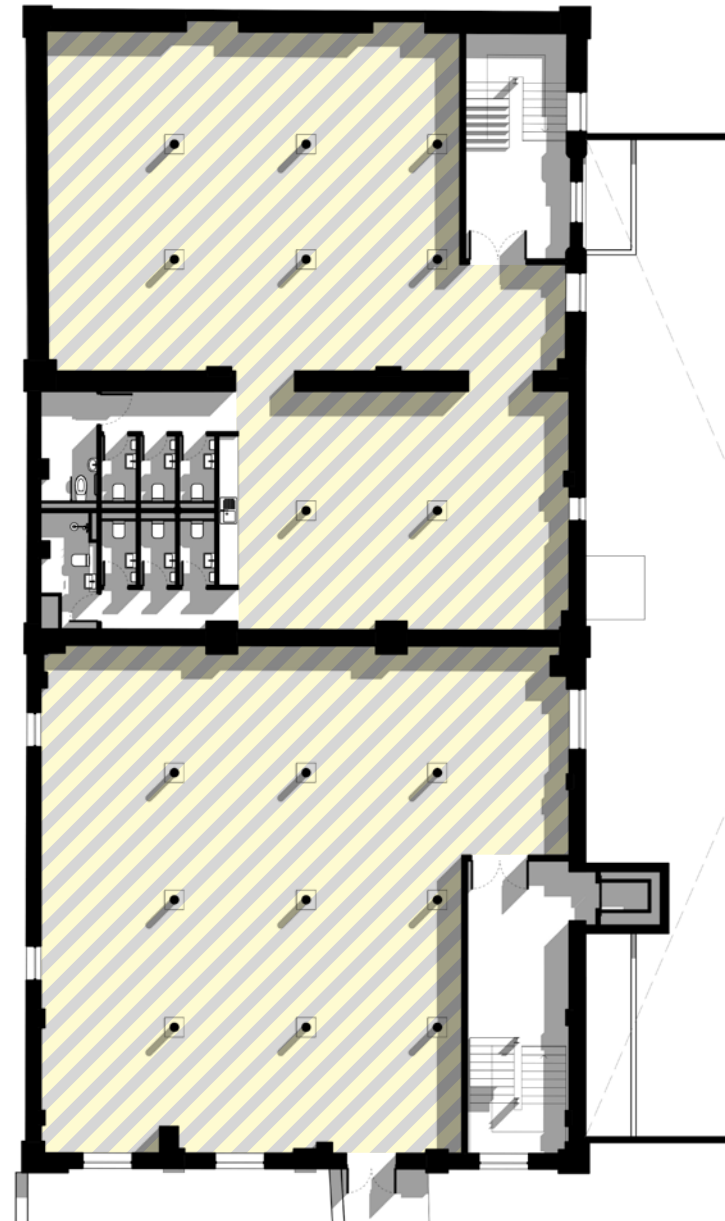
Example floor plates only



**4715** SQFT

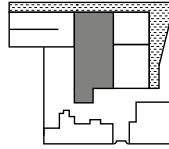


**LETTABLE  
AREA**



# ICE HOUSE THIRD FLOOR

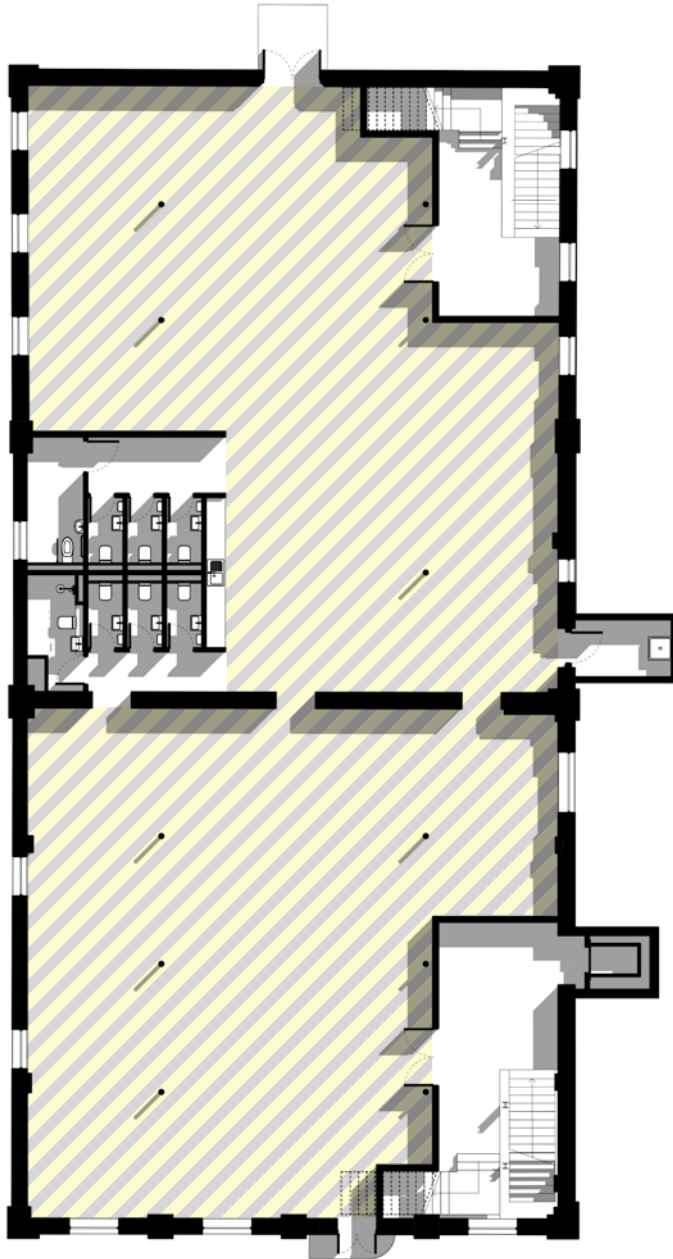
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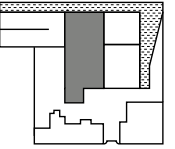


**LETTABLE  
AREA**

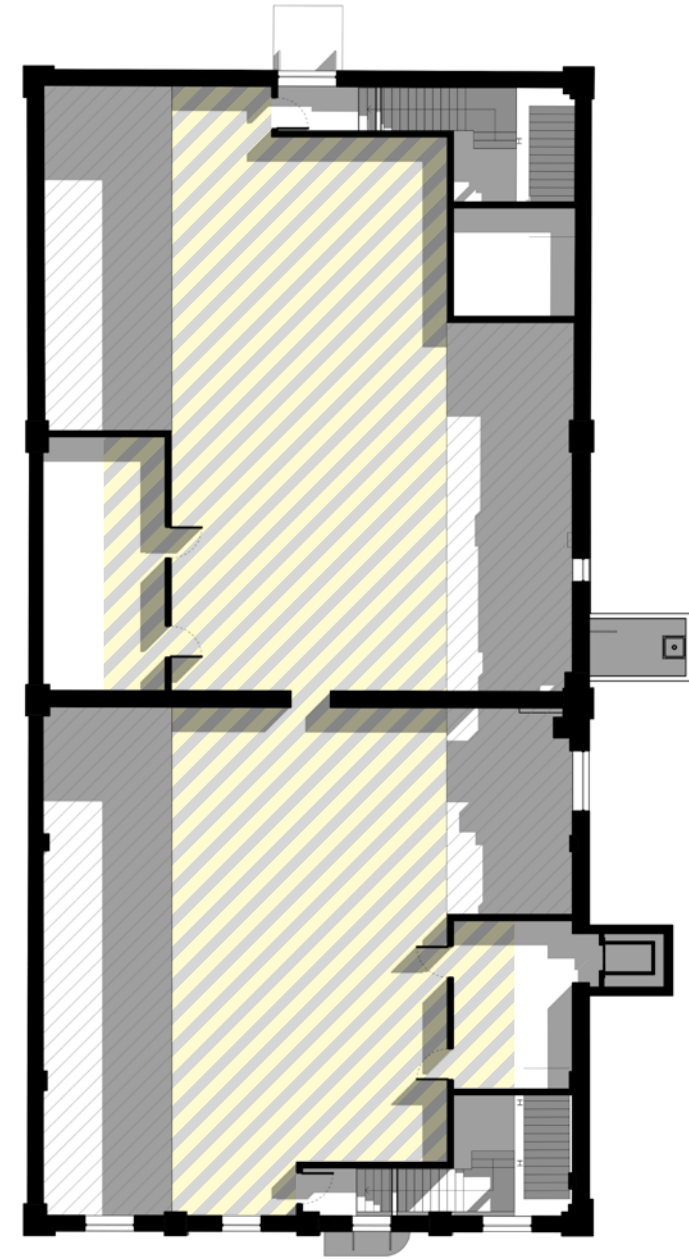


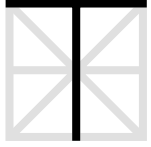
# ICE HOUSE THIRD FLOOR MEZZANINE

Example floor plates only



**LETTABLE  
AREA**

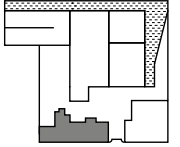




# TOLL HOUSE

## TOLL HOUSE GROUND FLOOR

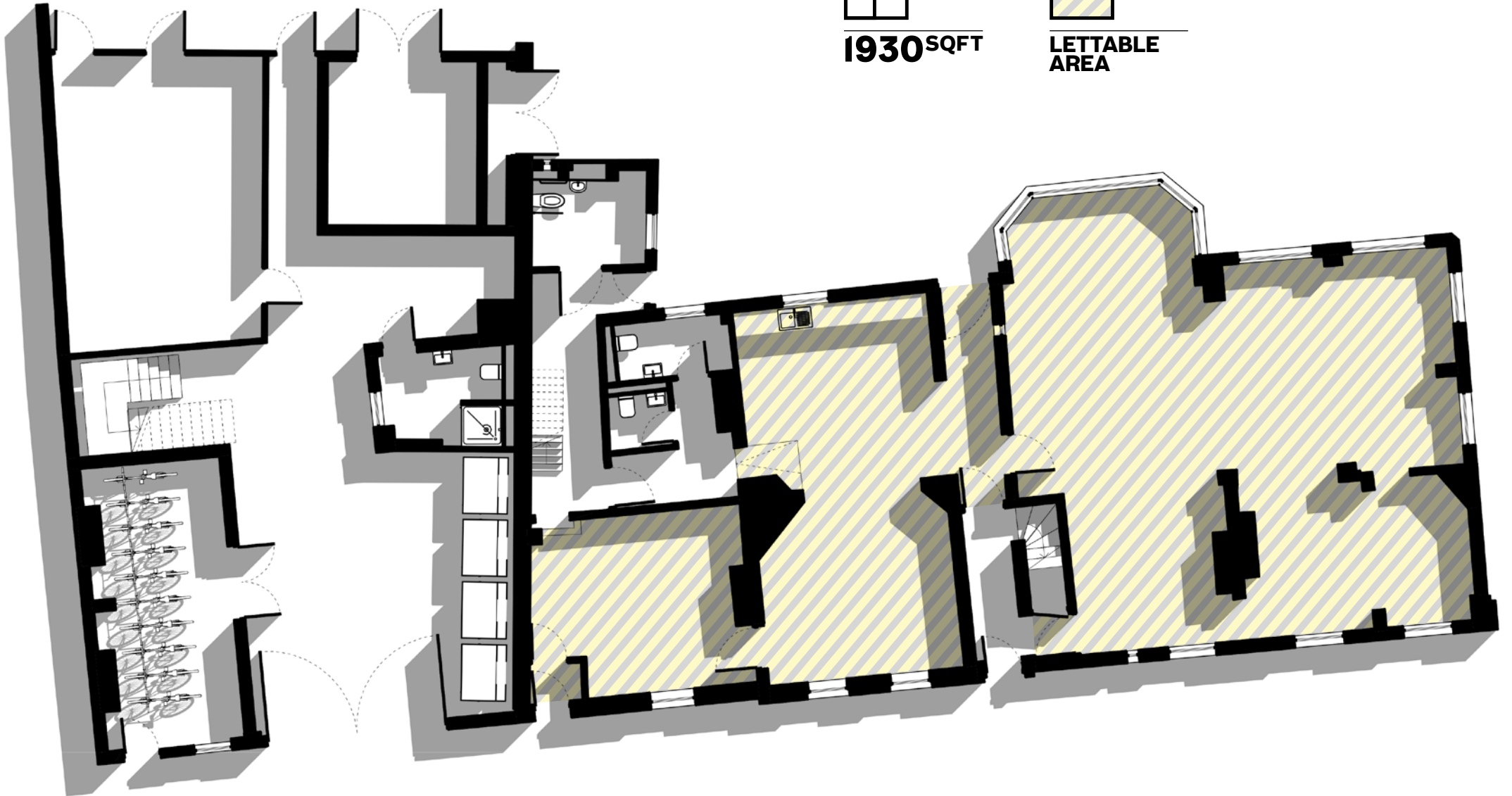
Example floor plates only



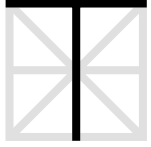
**1930** SQFT



**LETTABLE  
AREA**



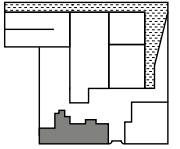




# TOLL HOUSE

## TOLL HOUSE FIRST FLOOR

Example floor plates only



**2659** SQFT



**LETTABLE  
AREA**

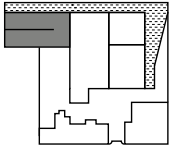




# RETORT HOUSE

# RETORT HOUSE

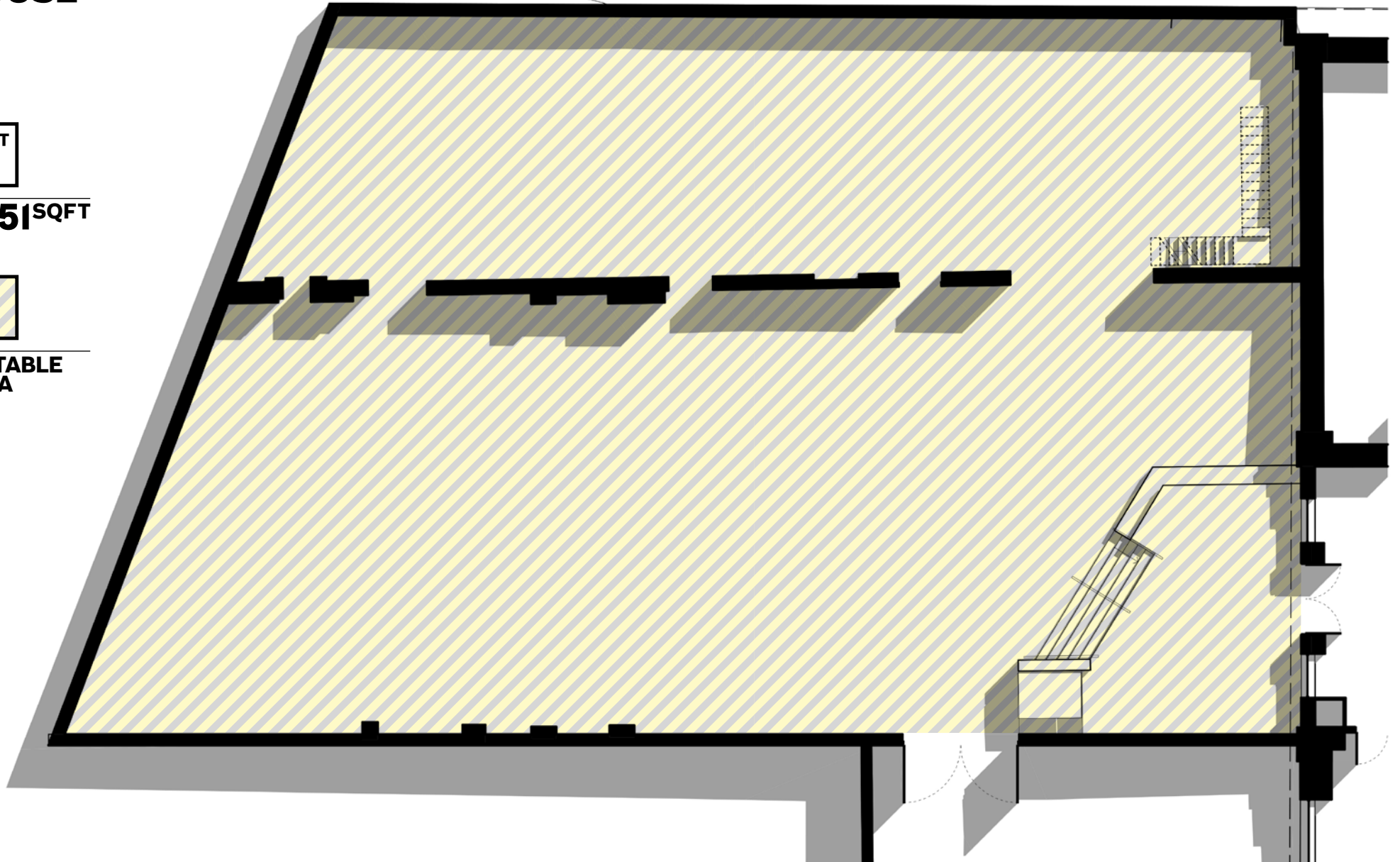
Example floor plates only



**6251** SQFT



**LETTABLE  
AREA**



# LIFE. CAMERA. ACTION.

RETORT HOUSE





Clockwise from left: Wine Freedom, Floodgate Street, Baked in Brick at the Custard Factory, Big Fang Pop-up, The Custard Factory courtyard with The Mockingbird Theatre, Chance and Counters and Factory Works event space.



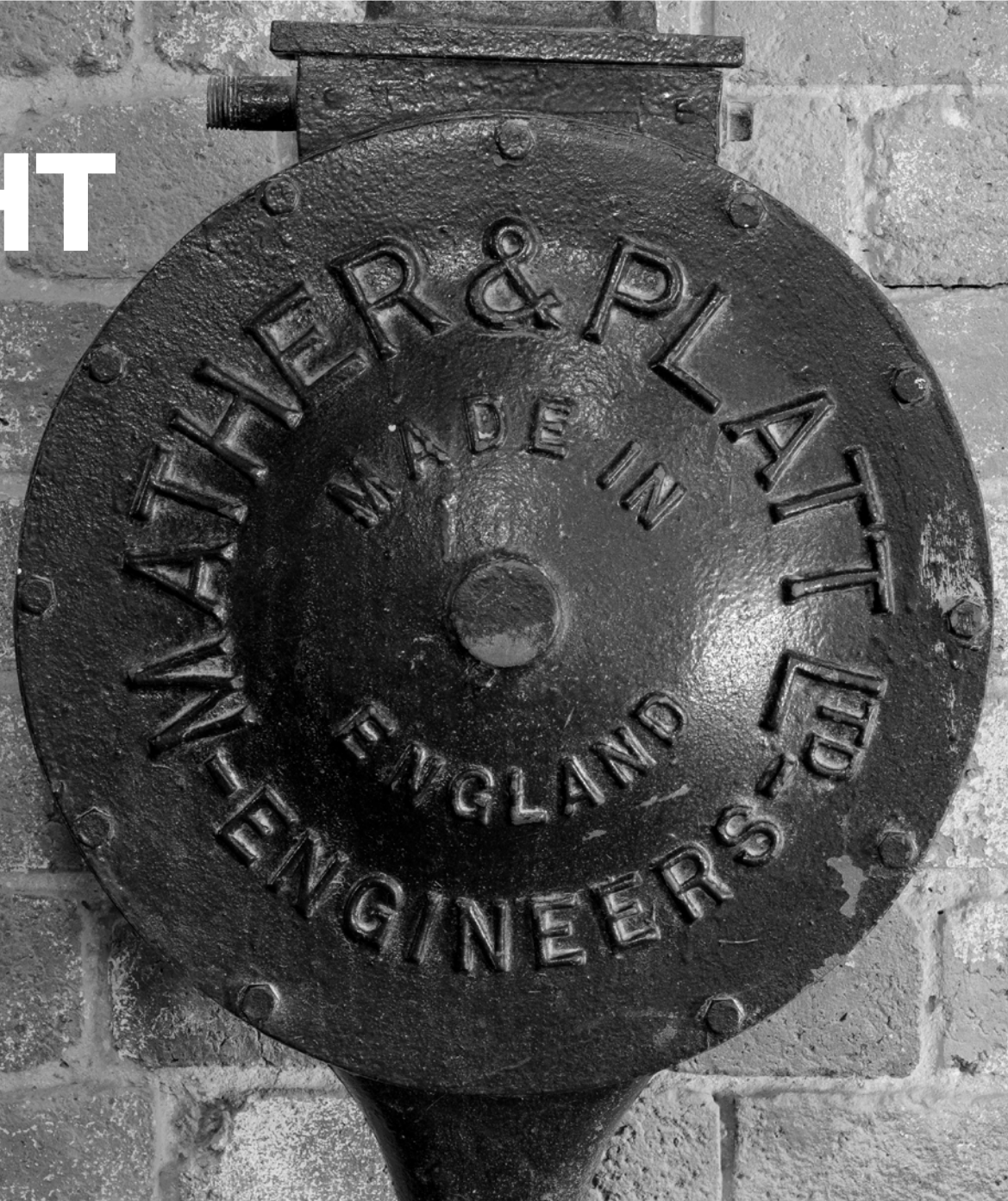
# DIGBETH



↳ [DIGBETH.COM](https://digbeth.com)

**YOU'LL FIND THINGS  
IN DIGBETH THAT  
YOU WON'T FIND  
ANYWHERE ELSE.**

# A SPOTLIGHT ON THE BOND





01—

**CENTRALLY  
LOCATED.  
COMPLETELY  
CONNECTED.**

> The view from Digbeth towards central Birmingham.



## A CAST OF THOUSANDS

Digbeth is home to a growing neighbourhood of friendly, creative people, busy getting things done in Birmingham's former industrial heartland. This is a place where free spirits, creators and thinkers thrive — a true community.

> A photography exhibition at craft beer taproom and pizzeria, DigBrew in Digbeth.



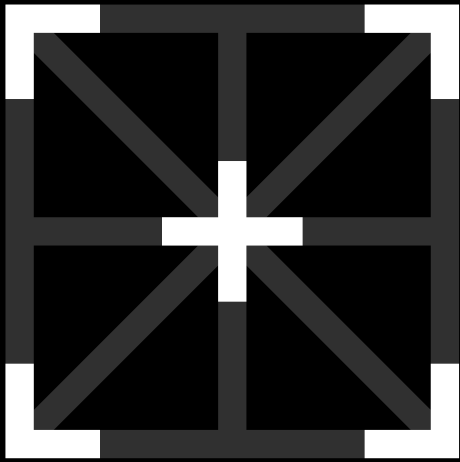
The Industrial Revolution set the touch paper for an era of unprecedented invention and accomplishment in Birmingham. Digbeth, a manufacturing centre since the Middle Ages, was its engine. Today, many of the neighbourhood's empty industrial buildings are being repurposed and revitalised after sitting empty for decades.

The Bond is just a ten-minute walk from the Bullring, 13-minute walk from New Street and nine-minute walk from Moor Street Station. It's also five minutes from Birmingham Coach Station and the soon-to-arrive HS2 station at Curzon Street. You can drive to Spaghetti Junction and the M6 in under 10 minutes.

The Birmingham Eastside Metro extension to Digbeth, with a Digbeth High St Metro stop, will serve the HS2 station at Curzon Street and get you into the city centre even more quickly. HS2 will provide high-speed rail links between Birmingham and Leeds, Manchester and London. Once it's ready in 2026, you can zip from Digbeth to Central London in 49 short minutes.

Birmingham to London on new HS2 line:

# 49 MINS



## 02—

### A FOCUS ON FILM, MEDIA AND TECH

Because Oval has partnered with the dynamic, influential industry body Create Central. Together, they will be developing The Bond, on the site of a former Victorian gasworks, into a state-of-the-art home for media businesses. Which means a huge boost for Birmingham's status as a major centre for TV, gaming, digital and film production.

This new creative superhub represents a real turning point for regional media production, which has been underfunded and underappreciated for too long. It aims to develop new content, technology and business models, empowering and reframing our regional indie production companies as exciting, can-do, future-proof businesses.

The Bond will set up as a Google-style campus, with content creation, technology, training and development in one physical space. All of which will be open to the public, schools and other institutions.

Bringing diverse businesses together like this creates incredible sparks. Things happen quickly and seamlessly. Ideas and challenges are easily shared. Opportunities snowball. Market innovations are realised. Networks tentacle out to other interesting regional disciplines and sectors.

It's a virtuous circle. As more high-profile creative companies, commissioners and influencers arrive, more creative businesses will start flocking to Digbeth, transforming the area into a key hub for UK and international content production.

The Bond will open doors. It will give all kinds of West Midlands talent from all kinds of backgrounds a chance to work in the new-look TV, gaming, film, and digital industries.

## CREATIVITY CENTRAL

Digbeth is in the throes of its second revolution. A group of young, creative businesses have rediscovered the neighbourhood, attracted to its industrial architecture and vibrant walls of street art. And now, under the stewardship of developers Oval Real Estate, the area's renaissance is about to step up a gear.

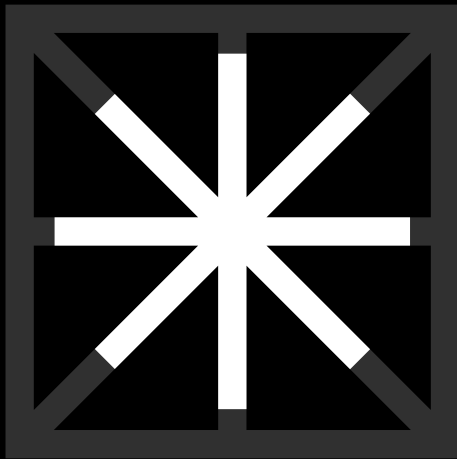




**CONVERGE.  
CONNECT.  
CREATE.**

EVENTS AT THE CANOPY





# 03—

**A UNIQUE HISTORY FORGED IN ICE, GAS AND CANALS**



## OUR BACK STORY

Tanneries and blacksmiths may have given way to film production, gaming and creative agencies. But Digbeth is still a place for industrious folk, just as it has been for centuries.



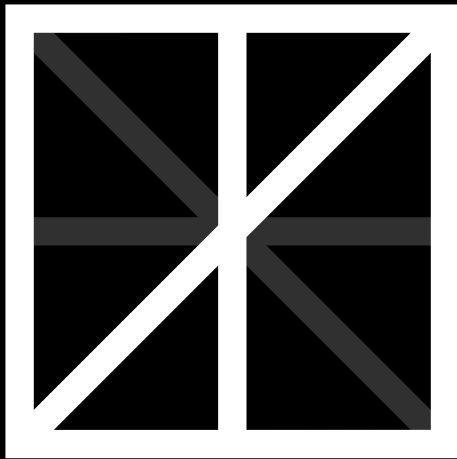
When communities started settling in Birmingham during the 7th Century, the first spot they chose was Digbeth. And you can see why. The main draw was the River Rea, which provided clean drinking water and irrigation for crops. The soil was good and fertile too. Back then, just as it is now, Digbeth was a great place to be.

The Bond has had many incarnations since it was first built. It was originally a gasworks, owned by the Birmingham Gas Light and Coke Company from 1837 to 1875. Then it became an ice factory for the Patent Transparent Ice Company, until it closed in 1888. Canal logistics company Fellows, Morton and Clayton were the next incumbents — they constructed additional warehousing and the canal basin. Later still, it was a warehouse for the bacon butty's best friend, HP Sauce.

Clearly, The Bond has a tremendous industrial heritage. And this is still really evident in the fabric of the buildings. There's fascinating history in every nook and every cranny.



The Bond through the ages showing it in use as HP Sauce Ltd and Fellows, Morton and Clayton warehouses.



# 04—

**LOCATED AT THE  
INTERSECTION  
OF THE GRAND  
UNION CANAL  
AND THE RIVER  
REA**

During the Industrial Revolution, these canals were busy, bustling waterways transporting coal, iron and other heavy goods right around the clock. They played a crucial role in the success of Birmingham and the Black Country. And the 137-mile Grand Union Canal was a key artery, linking London to Birmingham as it passed through rolling countryside, industrial towns and peaceful villages.

The Bond sits at the junction of the River Rea and the Grand Union Canal, with its own wharf. This skilfully reimagined canal-side oasis is perfectly set up for all kinds of creative enterprises, from emerging businesses to established independents. It's flexible, allowing you to grow, explore and express yourself. Connections happen organically at The Bond, but you're also fully wired in to the wider world.

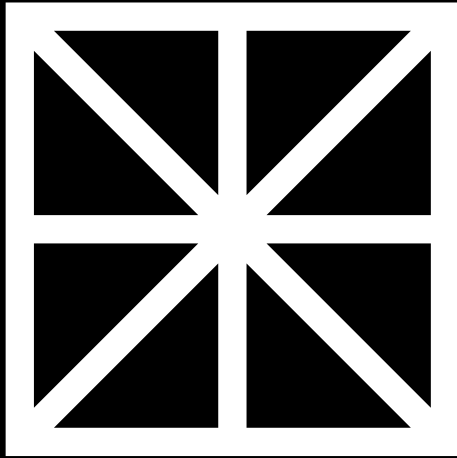
As well as workspaces and studios, The Bond plays host to event spaces providing a certain authentic industrial aesthetic you're unlikely to find anywhere else.

> View along the Grand Union Canal towards The Bond

## ON LOCATION, IN LOCATION

The Birmingham canal network is one of the most intricate in the world. Some say it's even more extensive than Venice. But undoubtedly, it's an astonishing feat of Victorian engineering, comprising 100 miles of canals.





05—

STUNNING  
INDUSTRIAL  
ARCHITECTURE

## DISTINCTLY DIGBETH

The Bond comprises five main structures, visually tied together by the use of Digbeth's iconic red brick. This is the defining material and it's used throughout for façades, structure and paving. The red brick is complemented by chunky Victorian metalwork, giving the place an appealing, hard-edged industrial feel.



The architect's aim to celebrate the historic elements and features of the site, while rationalising layouts and improving the overall landscaping. Adopting a less-is-more philosophy, they've hit upon a simple palette of exposed brick, steel and glass, exposing the existing structure and retaining an open-plan feel. The lighting design has been carefully considered, with glazed screens encouraging light to flow through the space, as well as creating quieter areas.

The development includes a scenic canal basin, complete with visually striking original roof trusses. The scheme will create bold new wall openings, providing internal light and waterside views, making the canal a prominent feature of the overall design inside and out.

Sustainability will be integral to the development, during construction and after completion including:



LED lighting



Air-source heat pumps



Heat-recovery ventilation



Water-saving appliances



Electric car charging stations



Bike facilities



Shower facilities



Landscaped, biodiverse communal areas

# REWRITING THE SCRIPT

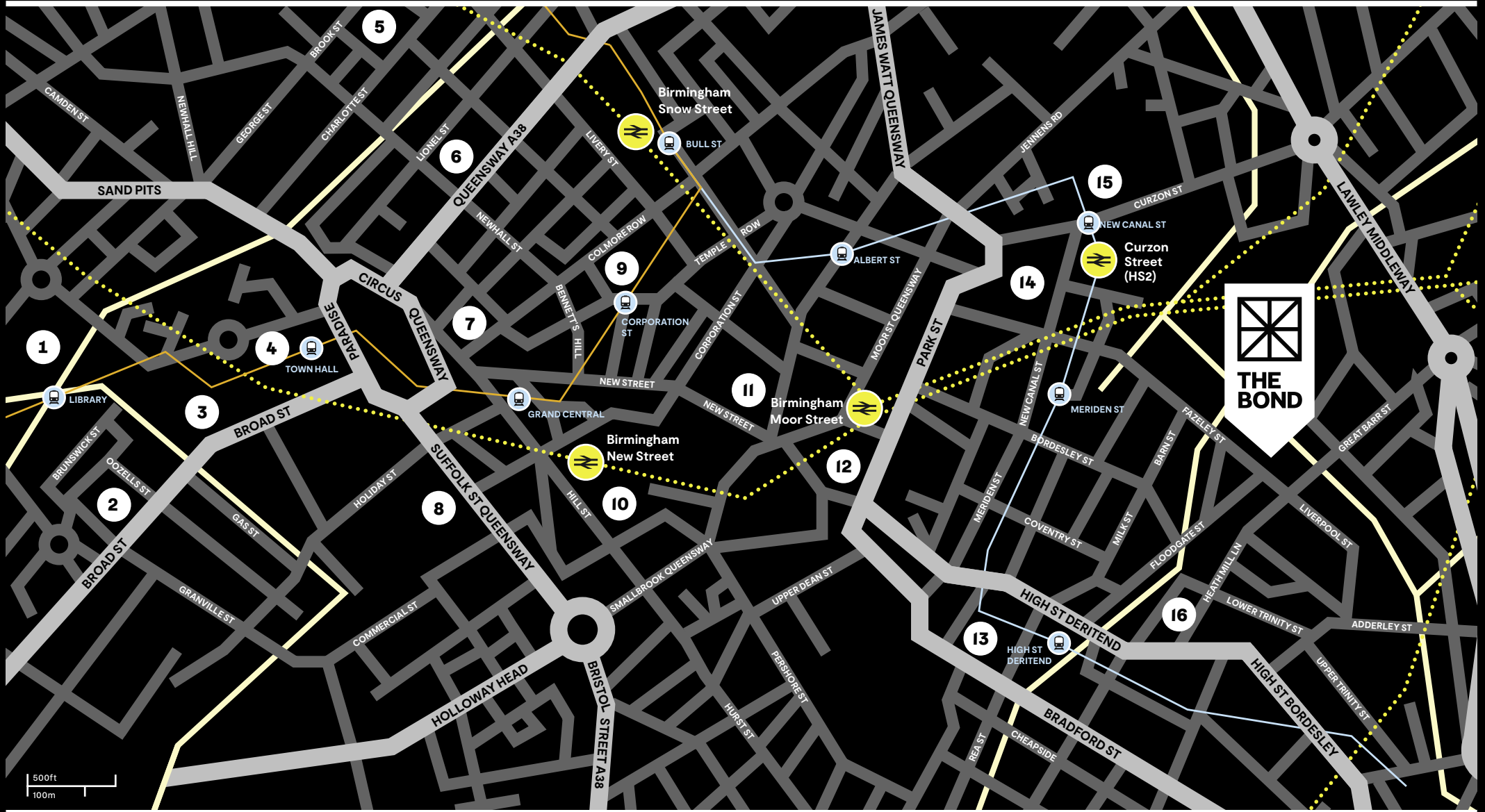


# MAP

1. National Indoor Arena
2. Brindley Place
3. ICC & Symphony Hall
4. Birmingham Library
5. St Paul's Square
6. BT Tower
7. Birmingham Museum & Art Gallery
8. The Mailbox

9. Birmingham Cathedral
10. Grand Central
11. The Rotunda
12. Bullring & Selfridges
13. Digbeth Coach Station
14. Eastside Park
15. Millennium Point & BCU
16. The Custard Factory

-  Roads
-  Waterways
-  Railways
-  Train station
-  Midlands Metro
-  Midlands Metro (Eastside extension)
-  Tram stop



# ADDED EXTRAS



Free 'dry venue hire' of all event spaces on Mondays and Tuesdays.



Free bookings for all meeting, Zoom, and pod studio rooms from Monday to Friday 8am to 5.30pm.



Use of communal areas, along with free WiFi, tea, coffee and fruit water.



Front-of-house staffing from Monday to Friday, 8.30am – 5.30pm.



Locale (our free app for tenants) for exclusive offers & events across the Digbeth Estate and city. You can also book meeting spaces, accept deliveries and welcome visitors.



Regular networking events — a chance to expand your circle and meet the wider Digbeth community.



Discounts at neighbouring Fazeley Social cafe on food and drink from 8am to 3pm Monday to Friday, as well as offers at other local eateries and cafés.



Book meeting spaces at other Digbeth Estate locations and get exclusive discounts.

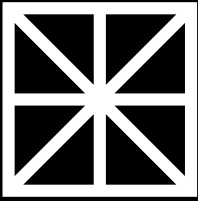


Flexible 'easy in / easy out' production offices available across the Digbeth Estate if you need to temporarily scale-up your team.



Discounted in-house catering for pre-booked onsite meetings and working groups.

\*T&Cs apply to all the tenant benefits outlined above. Check the service charge provisions for more details.



**THE  
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For more information  
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