Introduction from Dame Bernadette Kelly, Chair, BEMDC

Thank you for your interest in this role.

This is one of the most ambitious regeneration programmes in the country, and we are moving at pace to deliver it.

We have the plan. We have the investment. We have the partners. The task now is to get it built.

The MDC has been created to make that happen. It will be the largest of its kind in the UK, bringing together a set of major regeneration opportunities. This is a programme measured in billions, with the potential to deliver new homes, new jobs and lasting economic growth for Birmingham and the wider region.

But this is not about ambition alone. It is about delivery.

The MDC gives us the focus, the powers and the capacity to move at the scale and speed required. It will act as a single front door for investors, unlock complex sites, bring land together, and cut through barriers that delay progress. Success will be seen on the ground – in developments coming forward, infrastructure being delivered and communities benefiting sooner.

Birmingham is at the heart of this. The MDC will work in partnership with Birmingham City Council to accelerate the city's regeneration programme, strengthening its ability to deliver while ensuring that growth is rooted in place and delivers for local people.

I am looking for Non-executive Directors to support accelerated delivery with distinctive development and investment skills and experience, who can help find solutions to complex delivery hurdles. People with tenacity to find ways to get stuff done. People who can help support the leadership team to make good decisions, and drive momentum across a complex programme. This is about pace, clarity and impact.

This is a rare opportunity to join the board of a vehicle designed to deliver at scale and to shape the future of Birmingham.

If that excites you, I encourage you to consider this role and I look forward to working with you.

Dame Bernadette Kelly
Chair, Birmingham East MDC

The appointment at a glance

Appointment: Non-Executive Director / Board Member

Appointing authority: Mayor of the West Midlands

Location: Birmingham; in-person attendance and site engagement required

Time commitment: Approximately 1 / 2 days per month, with additional time at key stages

Term: Up to three years, subject to the final terms of appointment

Remuneration: To be confirmed in the formal appointment documentation

About Birmingham East Mayoral Development Corporation

Birmingham is at a pivotal moment. The scale, visibility and urgency of the city's regeneration challenge demand a model that can move faster, think longer-term and deliver with real authority. Birmingham East Mayoral Development Corporation has been chosen deliberately as that vehicle, bringing clarity of leadership, dedicated delivery capacity and sustained focus to places that will define Birmingham's future. In East Birmingham, this is about operating at scale, unlocking complex and long-constrained sites, crowding in private capital and converting long-held ambition into visible, investable progress on the ground.

At the heart of this is the planned Sports Corridor, a nationally distinctive proposition that brings together major leisure and sporting assets with large-scale housing, employment growth and infrastructure investment. It is a programme with a compelling place story and genuine economic weight, positioned to play a defining role in Birmingham's next chapter. Backed by a committed and well-capitalised partner in Knighthead Capital, and aligned with regional and national priorities for growth, productivity and inclusive regeneration, BEMDC is set up as a flagship delivery organisation. This is not a policy experiment, but a platform for momentum, confidence and long-term impact.

Birmingham East Mayoral Development Corporation has been established to lead a complex, high-profile regeneration programme in the Midlands, which holds national significance. The Non-Executive Directors will support the Chair and work closely with the Mayor of the West Midlands, Birmingham City Council, the West Midlands Combined Authority and the executive team to shape the organisation's purpose, culture and early credibility.
This is a formative appointment. The Non-Executive Director will help set the conditions for long-term delivery, ensuring the MDC operates as an effective vehicle for regeneration, infrastructure and housing while maintaining robust governance, sound financial stewardship and strong commercial discipline. The role will help the Board convert strategic ambition into an investable, affordable and deliverable programme, sustaining momentum across a long-term regeneration effort rather than a series of short-term interventions.

Our Ambition

A programme defined by scale and delivery

The East Birmingham programme represents a concentration of some of the most significant regeneration opportunities in the country. It is not a single project, but a coordinated portfolio of major sites, infrastructure investment and place-based interventions, brought together to drive growth at pace and at scale.

At its heart is a clear shift in approach: from individual sites progressing independently, to a joined-up, delivery-led programme that aligns land, infrastructure, investment and decision making across a defined geography and creates jobs, homes and greater prosperity for local communities and the people of Birmingham and West Midlands.

The scale is substantial. The programme spans multiple core regeneration sites, sits alongside committed infrastructure investment, and is underpinned by strong private sector appetite. Collectively, it is expected to unlock billions of pounds of investment, deliver thousands of new jobs, and create new neighbourhoods, commercial districts and civic infrastructure.

What distinguishes it is not just the ambition, but the expectation of pace and delivery.

A connected set of major regeneration opportunities

The programme brings together a number of strategically important sites, each of which is significant in its own right, but which together form a coherent and interdependent portfolio.

- **Sports Quarter**
  A catalytic project, underpinned by significant private investment and aligned with major infrastructure delivery. It is expected to act as a driver for wider regeneration, unlocking surrounding land, attracting further investment and establishing a new destination at scale.

- **Birmingham Knowledge Quarter**
  A major commercial and innovation district, with the potential to deliver substantial floorspace in high growth

sectors, alongside research, skills and employment opportunities. It has a clear role in shaping the city's future economic base.

- **Digbeth**
  A well-established creative and cultural quarter, already benefiting from investment and with strong identity. The programme seeks to accelerate delivery across the wider masterplan, building on momentum while ensuring coordinated growth.

- **Curzon**
  Anchored by HS2 and wider transport investment, this area represents a major growth opportunity at the edge of the city centre, where infrastructure has already begun to reshape development potential.

- **Smithfield**
  A major city centre renewal scheme with development momentum already underway. It will deliver mixed-use development, civic and cultural space, and play a key role in extending the city core.

- **Central Heart**
  A long-standing opportunity within the city centre, requiring intervention to address viability and unlock development across a series of underutilised sites.

Individually, each of these projects is complex. Collectively, they require coordination, sequencing and sustained focus to ensure that infrastructure, land assembly, funding and delivery align.

Infrastructure as the spine of delivery

A defining feature of the programme is the role of infrastructure in unlocking growth.

The **East Birmingham Metro Extension** is central to this. It provides direct connectivity across key development sites, linking them to the city centre, to HS2 and to wider regional and national networks.

It also acts as a catalyst for investment, improving viability and accelerating development across adjacent land.

More broadly, the programme requires coordinated delivery of transport, utilities, public realm and social infrastructure. This includes:

- integrating new development with existing communities
- improving connectivity between sites and neighbourhoods
- supporting sustainable travel and reducing reliance on the car
- ensuring that infrastructure investment unlocks, rather than lags behind, development

This is not simply about enabling individual schemes. It is about creating a coherent piece of city.

Our Board

The MDC is a statutory organisation created by the Mayor of the West Midlands to work in partnership with Birmingham City Council to drive the massive regeneration opportunities concentrated in part of the East of the City.

The BEMDC Board has overall responsibility for all aspects of the organisations business. Chaired by Dame Bernadette Kelly, it's membership includes the Mayor and the Leader of the City Council, alongside the three Non-Executive Directors.

The BEMDC Board will help to ensure that BEMDC is a dynamic, credible, delivery-focused organisation, bringing both strategic insight and constructive challenge.

The Role

The Non-Executive Director will support the Chair and contribute to the Board through the critical early years of the MDC, helping to establish the financial, commercial and delivery discipline required to move from ambition to

implementation. The role will bring independent judgement to investment strategy, funding and financing, development viability and the progression of major schemes, while contributing to a Board culture that is strategic, outward-facing, delivery-oriented and well connected to the local community and which remains grounded in public accountability and the stewardship of public assets and funds.

You will work collectively with the Chair, fellow Board members, the Mayor, the Leader of Birmingham City Council and senior partners to ensure the MDC's vision is translated into a clear, prioritised, funded and investable programme. You will provide independent oversight and constructive challenge as the strategic business plan, investment framework and delivery pipeline are developed, testing proposals against market demand, affordability, funding availability, development viability, risk allocation and organisational capacity. You will help ensure that investment and development decisions are supported by robust options appraisal, due diligence, commercial evidence and a clear route to implementation.

As a Non-Executive Director, you will help ensure that governance arrangements are proportionate, robust and enabling. You will scrutinise financial plans, budgets, investment cases, financing structures, development agreements, risk, performance and value for money, working constructively with the Chair, Monitoring Officer, finance leads and executive team. You will support and challenge the executive, contribute independent judgement to Board decisions and help ensure that public and private capital is deployed responsibly, transparently and in a way that supports sustainable growth, long-term delivery and public value.

Externally, you will act as a visible and credible ambassador for BEMDC. You will support the Chair and senior executive team in building confidence in the MDC as a well-governed and commercially credible delivery partner. You will use your knowledge and insight to help build investment and partnership opportunities, while maintaining the independence and collective responsibility required of a Board member.

Collectively, the Board will require a complementary blend of skills and experience. BEMDC is particularly seeking Non-Executive Directors with a track record in the areas of investment, finance, development, skills and employment.

The person

This role calls for Non-Executive Directors with the presence, judgement and experience to contribute to a complex regeneration body at a pivotal point in its development. You will have operated at Board, investment committee, executive or equivalent senior level. You will be comfortable working at the intersection of public purpose and private investment and able to distinguish clearly between the Board's role in direction, oversight and challenge and the executive's responsibility for day-to-day delivery.

The balance of skills needed across the Board include understanding of investment strategy, regeneration, land and property and employment. You will be able to interrogate complex financial and commercial information, identify the assumptions and risks that matter, and assess whether proposals are deliverable. You will have experience in progressing projects from strategy and business case through to implementation. You will be confident operating in a politically sensitive environment, building trust with elected leaders and senior officials while maintaining independence, balance and sound governance.

Above all, you will combine ambition with realism and commercial acumen with a strong public-service ethos. Your style will be collegiate, authoritative and enabling, and you will use independent judgement to help the MDC mature into a confident, credible and long-term steward of Birmingham East's regeneration.

What you will bring

Candidates should provide clear evidence of the following:

Board-level or equivalent senior leadership experience, with the independence and judgement to scrutinise complex proposals and hold senior leaders to account.

A track record in one or more of the following areas: investment, finance and development, including major capital allocation, commercial appraisal, the mobilisation of public and private capital, skills and employment.

The ability to assess investment cases, business plans, financial models and development propositions, testing assumptions, risk allocation, affordability, value for money and deliverability.

Credibility with investors, developers, government, public funding bodies and civic partners, together with the ability to build confidence without compromising independent judgement.

A strong understanding of public accountability, stewardship of public assets and funds, and the Seven Principles of Public Life.

A clear commitment to inclusive growth, sustainable place-making and measurable benefits for Birmingham East communities.

How to Apply

Candidates are invited to submit:

- A CV and,
- A supporting statement outlining your interest in the role and how your skills and experience equips you for the role.

Reasonable adjustments

If you have an accessibility need, disability, or condition that means you might require changes to the application or recruitment process, please get in touch with our Recruitment Team (careers@wmca.org.uk).

Why join WMCA?

WMCA is laser-focused on improving the West Midlands, bringing economic growth, jobs, homes, and better journeys to the region. We target local needs where it matters most, ensuring everyone has a job that pays well and has access to safe and affordable places they can call home.

We put people and place at the heart of everything we do, working hand in hand with our partners to direct funding where it is needed most. What you do really matters. Your expertise will help make a big difference, improving people's lives every day.

Our Values and Behaviours

Fostering an environment where people feel valued, included, supported, and proud to contribute to our region is important to us at the WMCA. Our behaviours are more than statements; they guide how we work, make decisions, and treat one another – they set the standards we hold ourselves to and the experience we want others to have.

- **Collaborative** – We work as one organisation, building trust, connection and shared purpose across teams, partners and customers to create the biggest impact for our region.
- **Driven** – Focused on impact, leading with clarity, care and courage to deliver meaningful results for the West Midlands.
- **Inclusive** – Every voice matters; we create belonging, fairness and psychological safety so everyone can thrive.
- **Innovative** – We think future and act smarter, embracing curiosity, creativity and continuous improvement to shape the future.

Right to Work in the UK

Proof of Right to Work in the UK will be required for all applicants in accordance with UK Home Office requirements, before any appointment can be confirmed.

Non-UK applicants, excluding Ireland, would be required to hold a relevant visa from UK Visas and Immigration.