

# Edgbaston Stadium



Image courtesy of KKA

## A county ground with an international reputation and vision for growth

### CLIENT

Warwickshire County CC

### LPA

Birmingham City Council

### STATUS

Ongoing

### SERVICES

Planning, Strategic Communications, EIA, Heritage, Sustainability, Economics

### Our role

- We have provided long-term advisory services for the redevelopment of Edgbaston Stadium (and their satellite Edgbaston Foundation Sports Ground, Smethwick) over recent decades.
- Our role includes strategic planning, communications advice and engagement with planning policy, with our partnership with Birmingham City Council leading to securing planning permission for stadium improvements and a framework for various developments, including residential, hotel, office and leisure spaces.
- We also facilitated permission for the adjacent Corkfield residential scheme, enhancing the visitor experience and public space in Birmingham and furthermore, approval for replacement roof canopies and the creation of a “sky bar” hospitality area.
- Our role has ensured that WCCC are able to continue to explore optimising their, and Birmingham’s goal as a city asset, which is ever evolving in response to the global sporting and regional hospitality industries. This has included a multitude of scales of work, considerable of programmes associated with the cricketing season, funding revenues and key stakeholders.

### Results

- We carefully consider the sport-specific technical and logistical considerations associated with the ongoing development of the stadium and adjacent area, and its ability to meet local, national and international requirements, in addition to the key planning considerations to ensure delivery of the scheme in accordance with the cricketing and event season.
- Collaborating with Birmingham City Council, West Midlands Combined Authority, local MPs and Councillors, key stakeholders and the local community, we continue to work on the delivery of the “Stadium and Community” Masterplan, aiming to transform the stadium into a mixed-use destination with elite cricket and community facilities. The Masterplan encompasses community facilities, a Learning & Development Centre, new seating and a hotel.
- In February 2025, an application for a new hotel and stand to replace the Priory & Raglan Stands received resolution to grant at Planning Committee.

**Turley**