

MILLENNIUM POINT PROPERTY LIMITED AND MILLENNIUM POINT TRUST

# ANNUAL REPORT 2015/2016

AT THE HEART OF BIRMINGHAM'S EASTSIDE

MillenniumPoint

MILLENNIUM  
POINT



[WWW.MILLENNIUMPOINT.ORG.UK](http://WWW.MILLENNIUMPOINT.ORG.UK)  
[@MILLENNIUMPOINT](https://twitter.com/MILLENNIUMPOINT)



# CONTENTS

---

Chair Statements	03
The Region's Gateway of Opportunity	04
Our Business & Impact	06
Birmingham's Meeting Place: Impactful, Thought-Provoking & Inspiring	08
Looking Forward	10
About	11



## CHAIR STATEMENTS

---



### MAKING AN IMPACT IN EASTSIDE AND A DIFFERENCE TO BIRMINGHAM

---

**Simon Topman,  
Chair Millennium Point Trust**

Millennium Point represents a lot of different things to a lot of different people. I've always believed that our building is one of the most important public buildings in the city of Birmingham and have seen first-hand the positive contribution both the building and the work carried out by Millennium Point Trust has on lives and the work of other organisations.

Our unique location, strategic aims and ability to reach out and make connections means that we are ideally placed to continue to make a difference for Birmingham and the region.

As you look through the pages of this report, you'll notice that we've upped our game in terms of activity and, whether talking about the building or the trust, 'Millennium Point' has become a regional institution and a highly sought after partner.



### AN ICONIC DESTINATION FOR BUSINESS, LEARNING AND DISCOVERY

---

**Mark Swallow,  
Chair Millennium Point Property Limited**

Multi-functional buildings require a lot of juggling of often competing priorities – especially when some of those need to blend private sector thinking with a philanthropic ethos.

Over the last 12 months, the commercial property company has built its capacity in order to become an iconic destination in the heart of a regenerated area, and ensured that it has a programme in place to respond to the needs of its tenants and users.

The company's priority is to ensure that our partners, tenants and customers get the best from their surroundings in Millennium Point. We are now 99% occupied, which means we can not only generate a healthy surplus to enable Millennium Point Trust to do more, but also invest in the efficiency, performance and future of the estate.



# THE REGION'S GATEWAY OF OPPORTUNITY

---

Judith Armstrong, CEO

Over the last 12 months we have developed a solid strategy for the trust, the property company and the building as we move forward continuing to thrive as a fundamental component in Birmingham's growing Knowledge Quarter. This comes at a time where we have seen a growth in stature, the culmination of a lot of hard work and significant changes to the way we operate – delivering our best ever financial performance.

## GROWTH

---

The drive to convert underutilised space has intensified over the year and has been a cornerstone of our growth strategy. We sublet the former cinema auditorium to Birmingham City University which transformed an unprofitable area into a valued teaching space and in February, welcomed a leading independent bistro into a vacated café unit.

The recent deal with Birmingham City University in relation to land owned by Millennium Point towards the north side of our estate complemented this intensification, with this area becoming the new home to the flagship and highly regarded Birmingham Conservatoire (scheduled for completion and opening in 2017).

We are now 99% occupied as a building. This allows the trust to continue to create opportunities for local people, forge new partnerships and deliver exciting projects.

## ENHANCEMENT

---

Ensuring that we continue to be the best custodians of this iconic landmark, meet our commitments as a landlord and guarantee that the building continues to be a public venue, are central to how we run the building. We have developed a ten year estates strategy to further support this.

During 2015/2016, we carried out two significant projects to improve the building for our tenants and the overall visitor experience. We replaced all three chillers and flushed associated pipework to maintain a cool flow of air throughout and refurbished both of our main atrium lifts.

Redevelopment work began throughout existing public areas within the Atrium, focusing on enhancing our public spaces to generate new opportunities and reach new markets and audiences.

## ENGAGEMENT

---

Millennium Point is a public building and public buildings should thrive with life and energy. Building on the launch of our new brand two years ago, we now regularly host a diverse range of activities – from large scale public events to performances, exhibitions and fairs.

Our events and programming business is experiencing significant growth, with an ever-





expanding portfolio of regional and national brands and organisations choosing us as a venue. 2015 was our most successful year to date, with a record breaking amount of events taking place as well as our highest visitor numbers.

The work of the trust was further enhanced by grants to two of our leading partners; Birmingham City University and Thinktank – the city's science museum.

We also launched the Young Innovator Prize, which saw us sponsor an ambitious young person through an undergraduate degree at Birmingham City University in a science, technology or engineering related subject.

We believe that Millennium Point is a catalyst to enriching local lives through technology, science and arts. As Chair of the Eastside Forum, I work with a number

of other organisations and institutions to collaborate ideas and discover ways we can enhance the prospects of Eastside for future generations.

## THE FUTURE

---

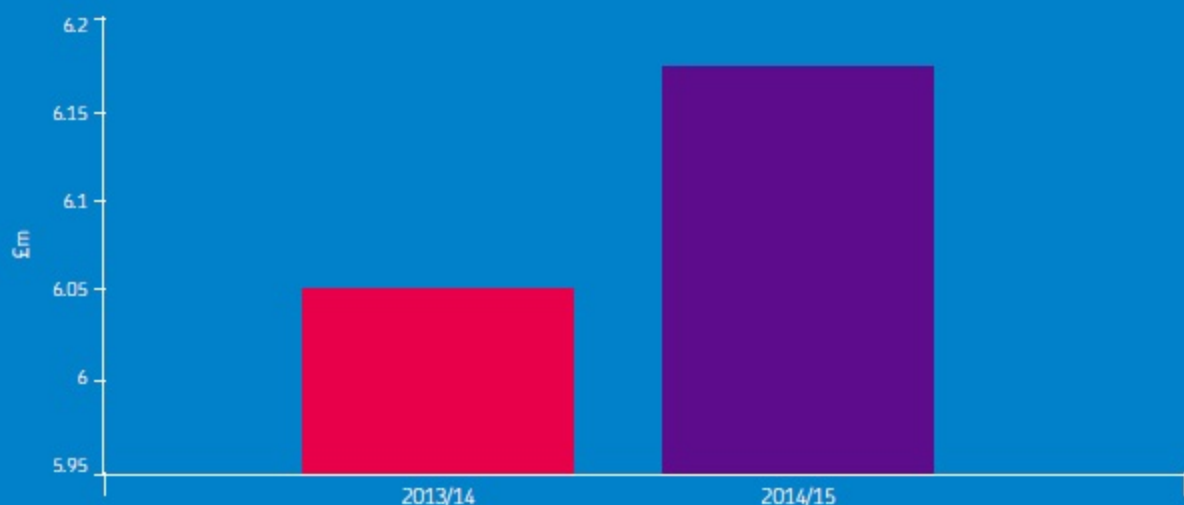
Our future plans involve ensuring that all spaces are maximised within and around us as we become an instantly identifiable destination for users of the planned HS2 from 2027 and the significant developments around it.

Over the next 12 months, we plan to make further improvements to the way we are structured and seek out new partners and opportunities to develop existing audiences and reach new ones, ensuring we are best placed to maximise on the future.

# OUR BUSINESS & IMPACT

## PERFORMANCE

### MPPL Turnover



10.8%

INCREASE IN  
COMMERCIAL  
LETTINGS  
YOY



OCCUPANCY  
LEVELS



1M PEOPLE  
WELCOMED

## DIGITAL COMMUNICATIONS

At the end of the year, we relaunched [www.millenniumpoint.org.uk](http://www.millenniumpoint.org.uk) and have since had a total of almost 18,000 visitors to our website. We have grown our social media presence significantly, with an increase of over 60% in Twitter followers alongside our Facebook, Instagram and LinkedIn following which has increased by around 10 times.



## OUR WORK

During the past 12 months, Millennium Point Trust has supported charities, other organisations and invested £500k into opportunities for the city and local people.

Underpinning our core objectives, this has encouraged skills development, learning and helping people to better understand the world around us.



### Millennium Point Trust Young Innovator Prize

Encouraging the studying of STEM subjects and supporting the next generation's ambitions by funding an undergraduate course at Birmingham City University.



### Thinktank

We helped the city's award-winning science museum offer visitors the chance to explore Birmingham's rich industrial heritage and explore the wonders of science and technology.



### Birmingham Made Me

As a host and sponsor, the prestigious 2015 event showcased the region's ingenuity as a centre of manufacturing, innovation and design.



### Future Faces

Continued patronage of the Greater Birmingham Chamber of Commerce's initiative for young professionals and Creative Services category sponsor at the inaugural awards.



### West Midlands Woman of the Year

Millennium Point was category sponsor for the West Midlands Woman of the Year Awards 2015, and saw actress Cherrelle Skeete win the award for Outstanding Contribution to The Arts.



### Engaging & Programming

Our programme and events team developed and delivered a range of activities throughout the year, making it the busiest year for activity within Millennium Point.

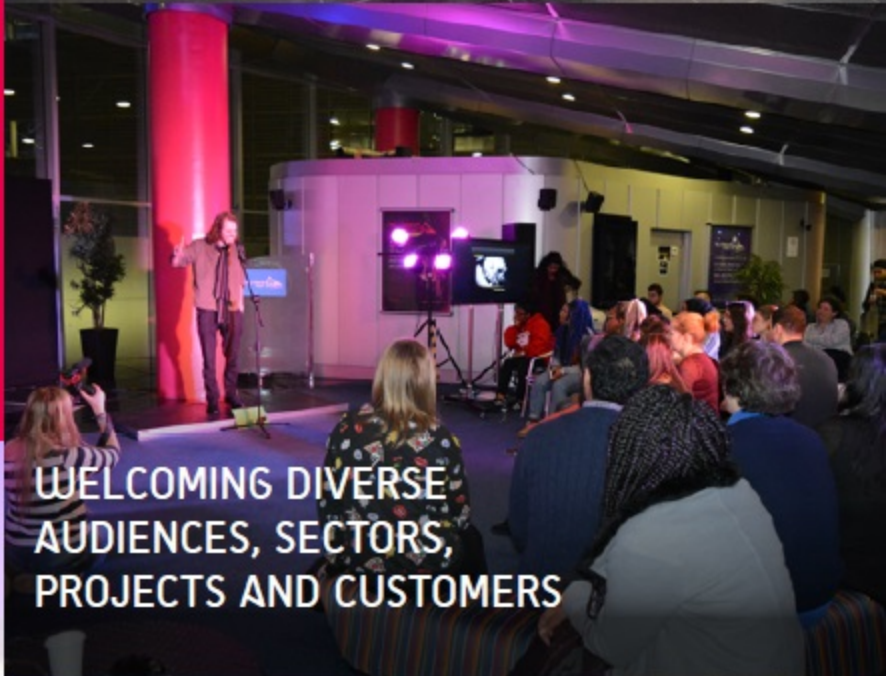


## BIRMINGHAM'S MEETING PLACE: IMPACTFUL, THOUGHT- PROVOKING & INSPIRING

Over the last two years, Millennium Point has pursued a strategy to put itself on the map as one of the region's most interesting venues for activity and as a place where organisations can come together to share ideas.



SHOWCASING AND  
CELEBRATING THE  
BEST OF THE CITY



WELCOMING DIVERSE  
AUDIENCES, SECTORS,  
PROJECTS AND CUSTOMERS



ENGAGING WITH DIVERSE  
AUDIENCES AND SECTORS



## HIGHLIGHTS

---

### **High Speed 2 Panel Discussion**

Exploring the opportunities for the city and young professionals

### **Career Interactive UK**

Workshops, activities and recruitment targeted at international students

### **Birmingham City University**

Welcoming new students, providing support for student exhibitions and faculty programmes

### **The Careers and Apprenticeship Show**

Options and choices for Year 10 & 11 students – working with Birmingham City Council, Solihull Metropolitan Borough Council, Greater Birmingham and Solihull LEP, employers and providers

### **FlatPack – Sound + Motion**

A triple-bill of audio-visual performances by sound artists, musicians and producers

### **Birmingham Made Me**

Celebrating regional design, innovation and manufacturing excellence

### **Inspired Festival**

Showcasing the work of students from BCU's School of Media

### **All Ears**

Exhibiting new works responding to old music boxes and technology with Birmingham Museums Trust and Capsule

### **Birmingham Independent Food Fair**

Celebrating the local vibrant culinary scene for the second year and doubling in size

### **Big Hoot**

Hosting the Final Farewell weekend of this regional public art success – 85 owls all together for the first and only time!

### **Diaspora Britain**

Part of Bass Festival, combining art and spoken word into powerful performances and exhibitions exploring Black lives in Britain today

### **SHOUT – Digital Frontiers**

Short animated work by international artists as part of Birmingham's Festival of Queer Arts and LGBT Culture

### **Anne Frank + You**

Renowned exhibition and events exploring Anne's life and themes of modern hatred and intolerance

### **Destination Space**

Live streaming of British Astronaut Tim Peake's launch into space for local school children

### **We Strike Tonight!**

First ever solo exhibition by Liskbot – one of Birmingham's up-and-coming street artists

### **90° of Separation**

An exhibition which celebrated four specialist Midlands photographers and their approach to image making and creative expression

### **Wellcome Image Awards**

A national exhibition by the Wellcome Trust celebrating the people who bring science to life through remarkable imaging

### **Don't Shout You're Out!**

A grand slam poetry debate on the EU Referendum with Beatbreaks





## LOOKING FORWARD

Supported by key city partners, Millennium Point has been forging its way as a successful independent entity – becoming increasingly profitable and a civic institution.

2016/2017 marks our 15th anniversary as we look towards getting the building, Millennium Point Property Limited and Millennium Point Trust ready for the next 15 years and beyond.

In 2001, Millennium Point was the catalyst for a programme of regeneration that has seen substantial investment into the area, forming the city's Knowledge Quarter. By 2027, further developments and new transit connections will put an increased focus on Millennium Point as a destination, venue and a prime location to do business.

Next year will see Millennium Point lay the foundations to maximise and realise its potential – embracing the opportunities of an exciting future.

Our priorities are **ENGAGEMENT, GROWTH** and **ENHANCEMENT** and will include:

- Investing in the building
- Increasing surpluses
- Ensuring sustainability
- Making a difference to the lives of Birmingham's citizens
- Forging new links and partnerships
- Generating more activity within the building



# ABOUT

---

## About Millennium Point

Millennium Point is the biggest millennium project outside of the capital. Situated at the heart of Birmingham's Eastside, the building opened in 2001. Welcoming over one million visitors each year, the building is a hub for innovation, creativity, learning and discovery. Today, Millennium Point is 99% occupied and is home to a number of prestigious organisations (including Thinktank – the city's science museum, Birmingham City University's faculty of Computing, Engineering and the Built Environment and Birmingham Metropolitan College) and is host to a varied programme of events and activities.

## About Millennium Point Trust

Millennium Point is owned by Millennium Point Trust. Constituted in 1996, the trust's aim is to ensure that its iconic building remains a publicly accessible space and creates opportunities for Birmingham and its people.

### Trustees:

Simon Topman (Chair)	Mark A. Swallow
Professor Cliff Allan	Cllr Paul Tilsley CBE
Graham Allen	David Waller
Jog Hundle	Cllr Ian Ward
Linda Saunders	
Mark Speechly	
Richard Spilsbury	

## About Millennium Point Property Limited

Overseeing and running the day-to-day operation of Millennium Point, our property company services our tenants, visitors, customers and clients – providing modern and accessible facilities for all of our users.

## Directors

Mark A. Swallow (Chair)  
Simon Topman  
Peter Jones  
Graham Rhodes  
David Storer

Millennium Point, Millennium Point Trust and Millennium Point Property Limited are managed by an executive team led by Judith Armstrong, CEO.

Neil Anderson, Director of Marketing, Communications and Events  
Vanessa Currie, Head of People, Learning and Development  
Ian Leslie, Finance Director  
Sukhdev Heer, Head of Facilities

Millennium Point Trust (Charity No. 1059451, Company No. 03227575) is a company limited by guarantee and was incorporated in 1996.

Millennium Point Property Limited (Company No. 03296443) was incorporated as a private limited company in 1996 and is wholly owned by Millennium Point Trust.

Both organisations have their registered office as Millennium Point, Curzon Street, Birmingham, B4 7XG. Their company secretary is Squire Patton Boggs, Rutland House, 148 Edmund Street, Birmingham, B3 2JR.

# THANK YOU

MILLENNIUM  
POINT



© Millennium Point Trust 2016

