

For immediate release: Friday 20 September

Smithfield's new Market could be designed by YOU!

Local students launch competition for Birmingham's schools to design famous Market

Students from Bordesley Green Girl's School and Holte Secondary School have launched a new competition that will see one Birmingham school win the opportunity to help design the new Market that will be at the heart of the City's exciting new Smithfield development.

The competition, being held by Birmingham City Council (BCC) and its preferred development partner Lendlease has been launched by the students, who scripted and starred in their own video encouraging local schools to get involved in the prestigious challenge.

In the three-minute video – which can be viewed on YouTube – the students offer information about the exciting opportunity and encourage their peers to enter. Those interested are asked to submit a design proposal for the new Market that includes nods to sustainability, technology, and history, while being fun and innovative. Proposals can take any form, and Lendlease and BCC have asked entrants to think outside the box in creating a new modern Market, that showcases the best that Birmingham has to offer, attracting residents, becoming a home for existing and new businesses and a “must see” for visitors to the city.

Bek Seeley, Chief Operating Officer, UK Development, Lendlease, Europe, said: “It's hugely important to us that the community, and particularly its young people, are right at the heart of creating the new Market. The Market at Smithfield is a core part of Birmingham's history and will continue to be at the forefront of city life as the community expands, and Birmingham enters a new period of exciting opportunity and growth.”

“The winning team will be the group with the most ambitious and creative design that respects the heritage of the past, resonates with the present and helps us all look forward ambitiously to the future. We are looking for something new, exciting and unique – with a little practicality for good measure – that will show the world what a great city we have.”

The winners will work together with Lendlease's project team and wider community representatives to design the new Market and play a key role in building a thriving mixed-use community that appeals to locals and visitors. In addition, the winning school will also receive funding for new technology, to help nurture the creative and design talent of the future.

Councillor Ian Ward, Leader of Birmingham City Council, said: “Birmingham is one of Europe's youngest cities, so it's fitting that our young people are being offered this exciting opportunity to help design what will be one of its centrepiece buildings.

“This is also an incredibly creative city and we want to harness that creativity to help shape Birmingham for future generations, so I look forward to seeing the entries for this exciting competition.”



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Submissions are due by Friday 11 October and will be reviewed by a judging panel from Lendlease and BCC. The winner will be announced in mid-November and finalists' entries will be put on display for the local community to see them.

ENDS

Notes to editors:

Videos can be found here:

https://youtu.be/06d2mmaCw_k

<https://youtu.be/Y2bt6Od-AEq>

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About Lendlease:

- Lendlease is a leading international property and infrastructure group with operations in Australia, Asia, Europe and the Americas.
- Our vision is to create the best places; places that inspire and enrich the lives of people around the world.
- Headquartered in Sydney, Australia, and listed on the Australian Securities Exchange, Lendlease has approximately 13,100 employees internationally.
- Our core capabilities are reflected in our operating segments of Development, Construction and Investments. The combination of these three segments provides us with a sustainable competitive advantage and allows us to provide innovative integrated solutions for our customers.
- Lendlease is behind some of London's largest and most exciting mixed-use regeneration projects such as Elephant Park and International Quarter London. In early 2018, it was appointed by Google as lead construction partner on its landmark new headquarters' in King's Cross and is the preferred contractor for Birmingham's Perry Barr development. Lendlease is also responsible for the development of Euston Over Station Development, working closely with HS2, the Department for Transport and the London Borough of Camden; Network Rail and other stakeholders to optimise the outcomes for London and the UK.
- In June 2018, Lendlease announced plans for the acquisition with Starwood Capital, subject to pre-completion conditions, of The Silvertown Partnership which holds development rights in a major urban renewal project in London's East End.
- Lendlease was recognised as the UK's Most Sustainable Residential Developer by the NextGeneration Sustainability Benchmark for setting new standards of sustainability and customer engagement for two consecutive years in 2018, 2017 and 2016, scoring more than double the industry average.



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- In April 2019, Lendlease won the highest accolade at Mind's Workplace Wellbeing Awards. It was awarded the most points at April's ceremony for excellence in promoting good mental health in the workplace.