

Alpha

An **iconic** building for dynamic and ambitious businesses.

Since 1970,
Alpha has
stood tall at
the heart of
Birmingham.



The **perfect** place for
businesses to develop
and evolve.

Following a major £20 million refurbishment, the integrity of the modernist tower has been renewed to create light and spacious contemporary office space.

Now, Alpha is the perfect place for businesses to develop and evolve, befitting the building's creative heritage as the former headquarters of ATV and Central TV.

Ideally situated in the heart of Birmingham's vibrant city centre, the 28-storey tower provides a range of workspace suitable for a diversity of working styles and requirements. Designed with flexibility in mind, Alpha offers open plan floorplates of 7,100 sq ft, as well as smaller fully furnished, Let ready studio suites.

Alpha is owned by CEG, a national property company with a difference. It puts people, businesses and relationships first. Visit: www.cej.co.uk for more.



A **bright** and **modern** reception with a newly renovated ground floor café.

The Alpha café is an artisan coffee shop using ingredients from local independent suppliers focused on quality.

With daily baked bread and single origin freshly roasted coffee, the café also offers hand-made sandwiches, salads, flavourful soups and delicious cakes and bakes.

Tenants also have access to a wide range of amenities including a new wellness studio featuring a state-of-the-art gym with dedicated spin and contemplation rooms, all complimented by modern and stylish shower and changing facilities.

A regular programme of onsite and virtual curated events are also available, offering plenty of ways for tenants to stay connected to the Alpha community.



Facilities:

- Refurbished reception
- Collaborative breakout spaces
- Onsite café
- New wellness studio with gym and spin and contemplation rooms
- Upgraded showers, changing and locker facilities
- Refurbished secure cycle storage with space for 200 bicycles
- Five high-speed destination lifts
- Goods lift
- 196 car parking spaces
- 24/7 Access
- Variety of Grade A specified and fully fitted Grade B office suites

Hit the gym, get a sweat on with some spin, or **relax** in a yoga class.

Our newly installed Alpha Wellness studio allows you to exercise in comfort. Work out in the gym with access to new exercise facilities and all the latest fitness equipment or drop into a yoga or spin class.

Upgraded changing rooms come with everything you need – showers, storage, hair dryers and straighteners. There is also a contemplation room, the perfect space for prayer, quiet reflection and meditation.





LIFE at Alpha.

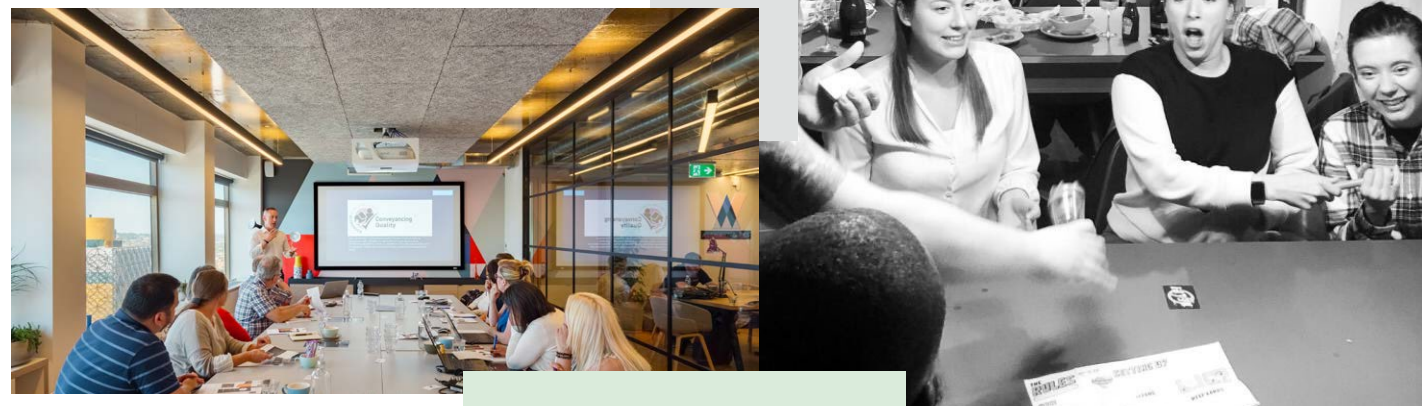
LIFE aims to make your experience at Alpha an even better place to work, helping tenants, building staff and local businesses connect. We believe everyday is important, let's make the most of it.



LIFE events program

LIFE is not all about work, so we have lovingly styled and created a series of virtual and onsite events just for our tenants. Our events aim to create a strong community feel, both in and out of Alpha – Come and learn new skills, start a new healthy journey with your neighbours.

[Treat yourself to an event.](#) [Rest and Relax](#) or [Lunch and Learn](#).



Introducing the LIFE App

Helping everyone connect in the easiest way possible, the Life app helps you customise your day at a touch of a button. Simply open the app, check the latest cafe deals, book into the next gym class or attend one of our curated events.

[LIFE is here for you.](#)

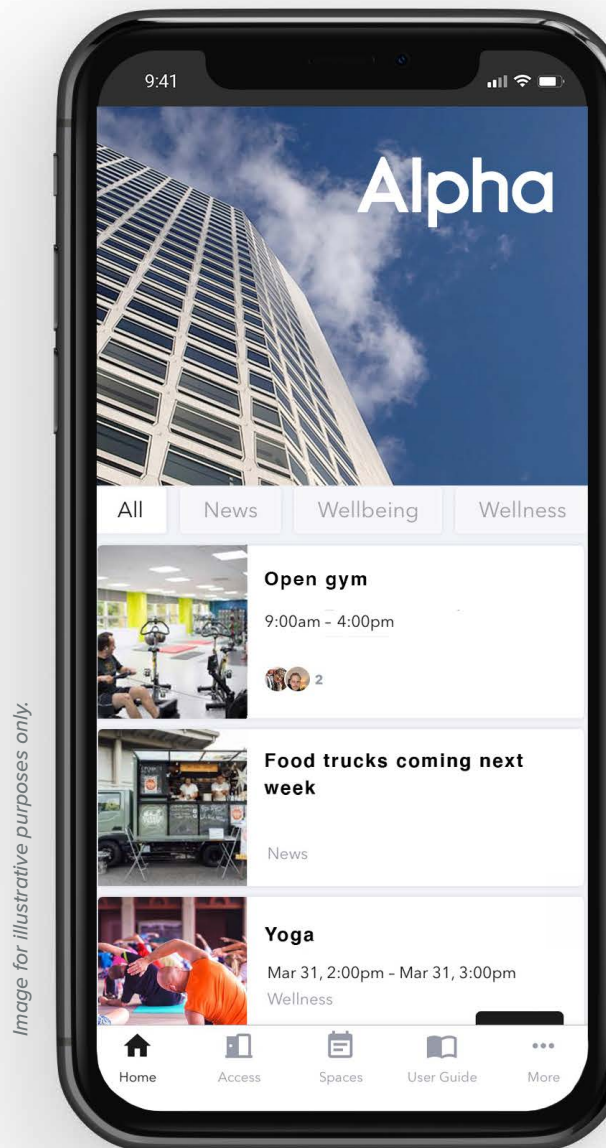
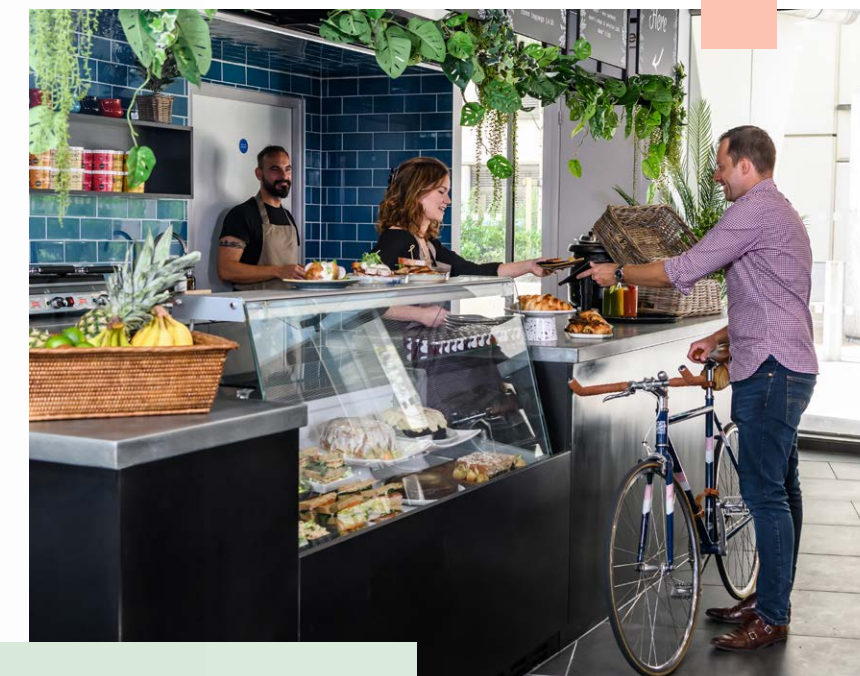
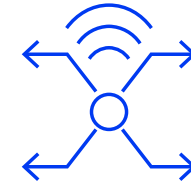


Image for illustrative purposes only.



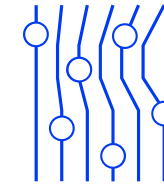


Alpha has been awarded the **Wired Certified Platinum** – the highest possible level for digital connectivity.



More Competitive

With a choice of 4 unique sources of highspeed wireline fibre connectivity including BT Openreach, Colt, Virgin and Vodafone.



Full Distributed Fibre

Protected cabling fully distributes fibre throughout the building to support ease of tenant access.



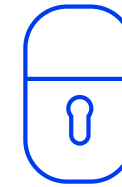
More Variety

BT Openreach is present which provides the ability of other carriers to service tenants in the building if requested.



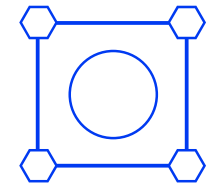
More Connectivity

Fixed wireless connectivity is available from the building rooftop providing fully independent service from the networks in the street.



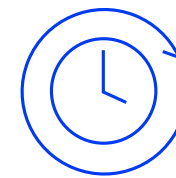
Security

Telecom cables are kept in protected, secure riser cupboards throughout the building to minimize risk of damage.



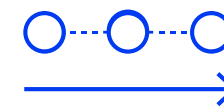
Resilience

Telecom equipment is located in a secure, dedicated room to protect against service interruption.



Future Proof

Additional riser cupboard space is available to support future needs of tenants and carriers throughout the entire building.



Speed

Ease of installation, speed of service and streamlined legal contracting process with carriers ensure tenants are quickly live and connected.

Flexible work space redefined.

Designed to encourage businesses to grow and flourish, here at Alpha we understand the importance for tenants to find space that reflects the requirements for their business, not just for today but also in the future.

This is why we have made it easy for you to choose from a range of space solutions to work around your needs, so you can concentrate on what's important to you, your business.



Alpha **Works**

Hot desk, co-working and private offices ideal for entrepreneurs and SMEs.

Alpha **Studios**

Fully-furnished, self-contained, studio space with Let ready suites available for immediate occupation.

Alpha **Space**

Open-plan part floors from 3,310 sq ft to whole floorplates of 7,100 sq ft.

Alpha **Space Plus**

A unique and stylish self-contained work space of 3,144 sq ft, boasting an enhanced specification and bespoke finishes.

Alpha **Penthouses**

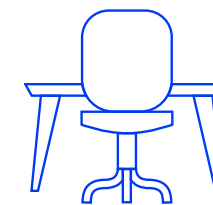
7,100 – 21,300 sq ft of stunning, premium quality penthouse office space available on the top consecutive floors, boasting spectacular panoramic city views.



ALPHA WORKS

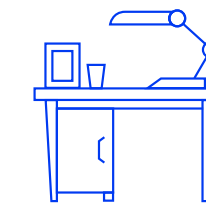
Work, Connect, Create, Be.

The well-established Alpha Works is an award-winning collaborative workspace which is already home to a mix of sole traders, entrepreneurs and established SMEs. Providing flexible hot-desking, meeting rooms, break-out spaces and phone booths, Alpha Works offers a range of smaller working options to suit the diverse needs of growing businesses.



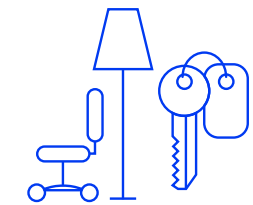
Hot Desk

Roam free with a flexible Hot-Desk membership. Perfect for the modern mobile individual; just bring your ideas, your laptop and get to work. **From £10/day**



Co-Work

Something more permanent? We've got you covered. Work at your own dedicated spot with secure storage in one of the communal areas. **From £300/month**



Private Office

We've got a range of private office spaces for you and your team to come together, be inspired and do great work. **From £375/month.**

Alpha Studios

Fully furnished, Let Ready studios - convenience at its finest.

If you're looking for something a bit more traditional, Alpha Studios offer fully furnished, Let ready self-contained studio space inclusive of kitchen facilities, a dedicated meeting room and super-fast broadband, all available with a flexible three year lease.

Whether you are a young business or an established player, Alpha Studios make it easy for you to get started straight away.

Availability

Studios



Alpha Studios

What's included?

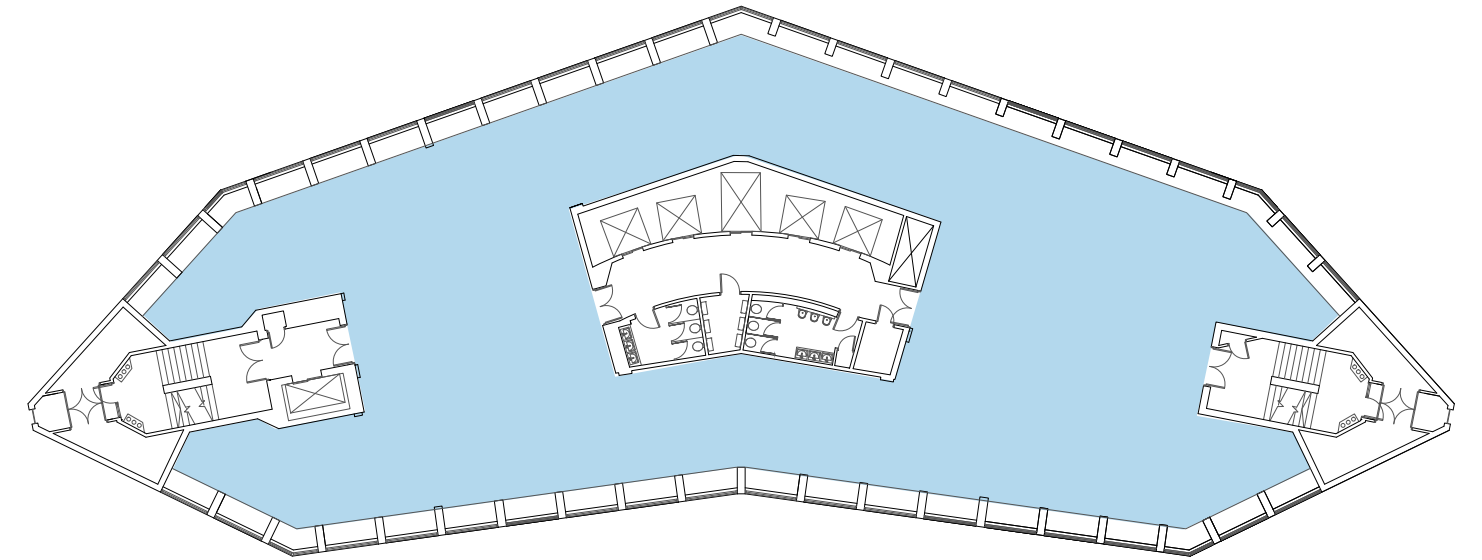
- 24/7 access and your own front door
- Ready wired high-speed broadband & WIFI
- High spec workstations and ergonomic chairs
- Kitchen with integrated dishwasher and fridge
- A furnished meeting room
- Beautiful breakout space
- A dedicated parking space
- All-inclusive monthly rent
- Access to Alpha Works amenities;
 - On-site co-working space
 - Bookable meeting rooms
 - Hot-desks
 - Community events
- Access to all building facilities;
 - Alpha café
 - Wellness studio
 - Cycle storage
 - Showers and changing facilities



Grade A space from **3,310 - 7,130 sq ft**, designed for maximum flexibility.



Typical floorplan



Alpha Space offers generous Grade A floorplates of 7,100 sq ft which can be easily divided into suites from 3,310 sq ft, providing optimum flexibility to accommodate a variety of tenant requirements.

Each high specification floor can accommodate a diverse range of office layouts to suit today's evolving working practices, giving piece of mind with both versatility and quality.

Natural light from all elevations also promotes a productive working environment, whilst large windows perfectly frame panoramic views across the city landscape.

Grade A specification:

1. Raised access floors
2. Metal suspended ceilings
3. LED panel lighting
4. Four-pipe fan coil air conditioning

Floor	Sq ft
3rd	3,350
6th	7,100
Part 12th	3,310
14th	7,100
16th	7,100

Availability





Stylish, self-contained with **exceptional** quality.

The part 20th floor offers a unique self-contained working environment of 3,144 sq ft, providing an enhanced specification which includes bespoke joinery finishes, a fitted stylish kitchen, light and bright meeting rooms and dedicated seating space ideal for flexible breakout zones and collaborative working options.

With exposed services and modern fixtures complimented by exceptional views across the city centre and beyond, this interesting and inspiring work space is perfect for any SME looking for something different in comparison to your standard office solution.



Part 20th floor
3,144 sq ft





Be head and shoulders **above** the rest.

Offering spacious layouts, a tailored premium specification and breath-taking views, the Alpha Penthouse suites are perfect for businesses looking for a unique, extra special working environment.

Located on the 23rd to 25th floor, each floorplate is 7,100 sq ft boasting high quality finishes throughout, placing it head and shoulders above the rest.

For businesses wanting the ultimate office space, the consecutive floors can also be combined to create an exceptional 21,300 sq ft luxury working space sure to impress.

23rd - 25th floor

7,100 sq ft -
21,300 sq ft

Availability





At the **heart** of one of the most-vibrant parts of the city.

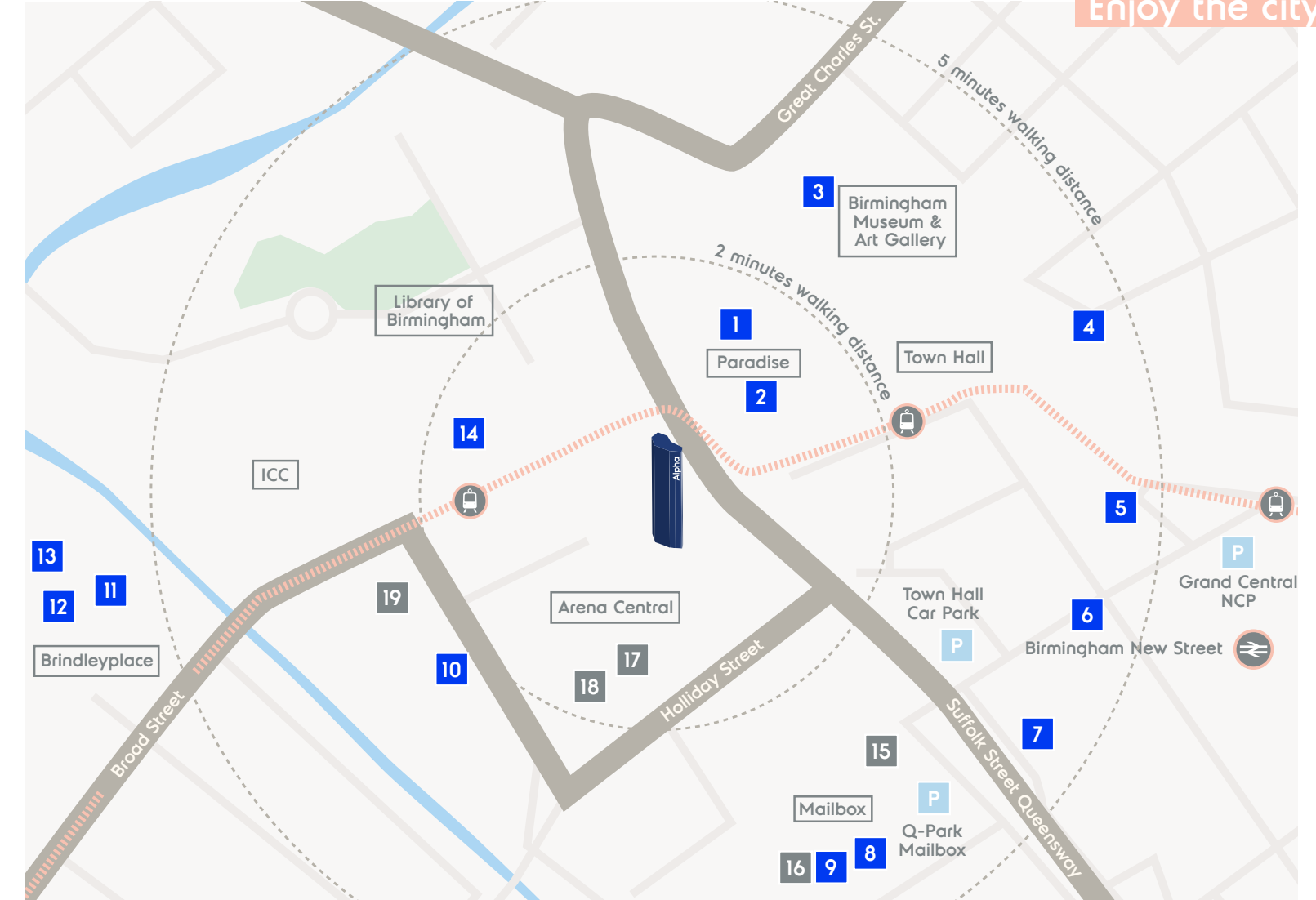


Alpha's enviable location takes advantage of easy access to the city's extensive road network with tenants benefiting from onsite basement parking, whilst additional car parking facilities are also just a short walk away from the building. With a dedicated Midland Metro stop situated just 1 minute away and within easy walking distance of New Street Station, Alpha has a seamless connection to the rest of the city.

Surrounded by a wide range of fantastic amenities, Alpha couldn't be better placed to access a range of stylish bars, coffee shops, restaurants and hotels, as well as Michelin-starred establishments providing exceptional cuisine. The city is also home to some of the finest shopping destinations in the country including Grand Central, The Mailbox and the Bullring, all situated within a few minutes' walk of the building, so there is no shortage of places to enjoy a spot of retail therapy.



Enjoy the city



Encircled by some of the cities iconic cultural venues including the Repertory Theatre and Symphony Hall, Alpha's desirable position places it in one of the most diverse business locations in the UK.

Eat & Drink

- 1. Dishoom
- 2. Vinoteca
- 3. Edwardian Tea Rooms
- 4. Purecraft Bar & Kitchen
- 5. Yorks Cafe
- 6. Tamatanga
- 7. Natural Bar And Kitchen
- 8. Miller & Carter Steakhouse
- 9. Zizzi
- 10. The Canal House
- 11. Pizza Express
- 12. SIAMAIS
- 13. All Bar One
- 14. Marmalade

Stay

- 15. Malmaison
- 16. Hotel Indigo
- 17. Crowne Plaza
- 18. Holiday Inn Express
- 19. Hyatt

Want to get in **touch?**

For all enquiries please contact
the joint agents:



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Awards

Alpha

Insider Property Awards 2018 –
Regeneration Project of the Year



CoStar Agency Awards
2017 Best Newcomer

BCO (British Council for Offices) 2018
Projects up to 1,500m2

Midlands Enterprise Awards 2019
Bets Collaborative Workspace
Provider 2019



An **icon**