

# Hit BBC show MasterChef to move to Birmingham

Production of hit BBC show MasterChef will move out of the capital to Birmingham.

A new deal has been struck which will see all versions of the show made in the new Digbeth Loc. studios from 2024 – comprising its editions for amateur, professional and celebrity chefs, young MasterChef and Christmas specials.

Shine TV, which produces the shows, has agreed a six-year deal, making it the first time since 2001 the show has left London.

Both the 2021 and 2019 winners of MasterChef: The Professionals have come from Birmingham, in the shape of Dan Lee and Stuart Deeley respectively.

This latest boost comes as the BBC officially launched its new apprenticeship hub in the city following the [announcement last month that it was opening](#) a brand new facility to train the next generation of media industry professionals.

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BBC director-general Tim Davie said: "We said we would create jobs and investment, bringing decision making and productions to the West Midlands as part of our 'Across the UK' plans.

“Moving one of our biggest programme brands shows we are making that a reality. This is great news for Birmingham and the BBC.”

Lucinda Hicks, chief executive of Banijay UK which owns Shine TV, added: “We are delighted to be taking our incredible production to Birmingham.

“Not only is it one of the most creatively exciting and culinary diverse regions in the country but it is also on the cusp of being a major TV production centre again.

“Having a multi-series, returning show like MasterChef made in the Midlands will provide a multitude of local roles, training and development opportunities which will undoubtedly have a positive impact on the TV industry of the future.”

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Government department Homes England has agreed a memorandum of understanding with Digbeth Loc. and its partners to launch the new studios on its Warwick Bar site in Fazeley Street.

Leading the project is Steven Knight, the creator of hit BBC show Peaky Blinders whose final series airs from next weekend, who switched his focus to the city centre after originally [planning to open new production studios at the NEC.](#)

Alongside MasterChef, the new studios will also be used to film a planned Peaky Blinders movie.

Mr Knight said: “I am genuinely thrilled that MasterChef is coming to Birmingham and honoured that Shine TV has chosen to locate such an iconic production at Digbeth Loc.

“We will work hard to ensure that this internationally renowned TV institution instantly feels at home in our creative environment and we look forward to welcoming many more blue chip brands into our rapidly expanding media neighbourhood.”

In addition to the MasterChef news, the BBC’s new Apprenticeship Hub has also been officially launched, with Mr Davie hailing Birmingham as “home to the future of the BBC”.

The new hub will place up to 50 apprentices in its first year with employers in the region’s creative industries in disciplines such as broadcast production, digital marketing, data and software development.

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“Together with our partners in the region, we want to build a talent pipeline,” Mr Davie told guests at a launch event held at The Cube.

“We want to produce the skills that will support and sustain the BBC for years to come while developing the growing creative sector in the West Midlands.

“It is a pilot for now and, if successful, we will roll it out around the country but where better to test it than Europe’s youngest and most diverse city.”

The BBC will recruit the apprentices and manage their learning while partner Google will pay other training costs through the Apprentice Levy Transfer Donation scheme.

The corporation is aiming for 1,000 apprentices in the organisation each year by 2026 while Radio 1’s Newsbeat and the Asian Network are relocating to the city alongside BBC Three which already has a base in Birmingham.