

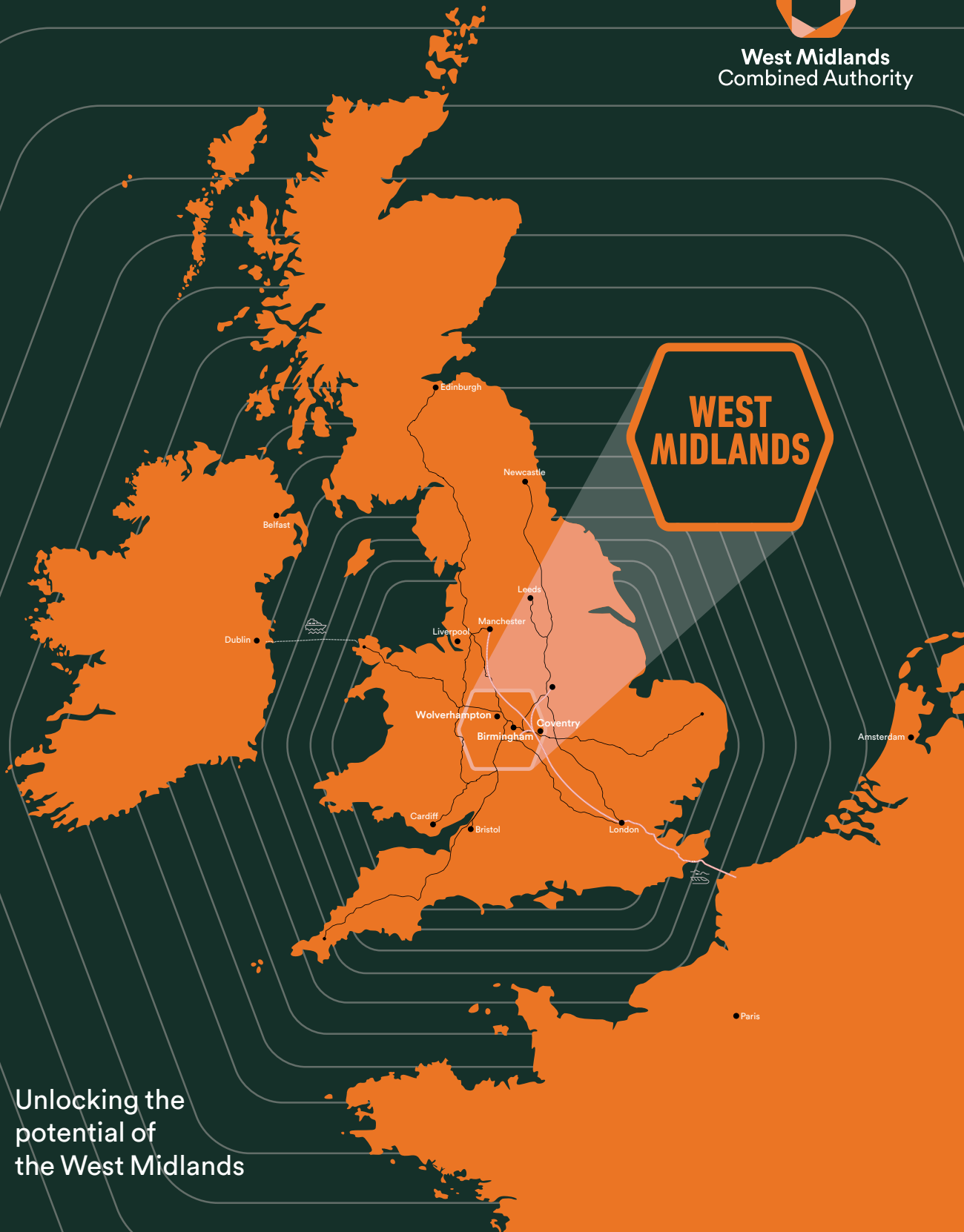


**WEST
MIDLANDS**





West Midlands
Combined Authority



Unlocking the
potential of
the West Midlands

INVEST IN OUR FUTURE

- Economy – **£118** billion per annum
- Total population – **4.7** million
- Working age population – **2.9** million
- Total area – **7,700** square kilometers

The £1 billion mixed-use transformation of the former MG Rover Longbridge car factory in Birmingham being led by St Modwen.



Invest in the most connected region in the UK – the place to make your mark

The West Midlands has huge investment potential and global ambition. In the decade to 2019 we were the fastest growing region outside of London, breaking through the £100 billion economic output mark. Our success is powered by a young, increasingly skilled, and diverse workforce, key growth sectors and regional assets such as our universities. We also benefit from our outstanding connectivity to the rest of the UK and world, which will be further enhanced by the arrival of High Speed 2 (HS2). We are leading the UK's Green Industrial Revolution, dramatically increasing productivity, creating good jobs and homes, and supporting strong, thriving communities, with our innovative approach to placemaking.

Over the past five years we have secured close to £5 billion of UK Government investment for the region. Our local authorities have recently obtained a further £400 million for investment in our high streets, towns, cities, and infrastructure.

DID YOU KNOW?

- **950,000** working age people qualified to degree level+
- Economy worth almost **£120** billion



The new Sandwell Aquatics Centre, Smethwick, which will host the diving and swimming events for the Birmingham 2022 Commonwealth Games, with Paralympian Ellie Simmonds, Nadine Dorries MP and Councillor Kerrie Carmichael.

Our region is fast recovering from the Covid-19 pandemic and we have laid the foundations for inclusive economic growth by:

- **TRANSPORT INVESTMENT** – investing in transport corridors that drive development - with £363 million invested in 2021/22 and over £1 billion in transport funding secured in 2021
- **HOUSING AND LAND INVESTMENT** – with over £600 million of devolved housing and land funds secured, hundreds of hectares of land unlocked and a revolution happening in brownfield development
- **PIONEERING** – new approaches to affordable, modular and net zero homes and regenerating towns and cities
- **SKILLS** – delivering a £140 million Adult Education Budget, securing an almost 10% increase in 2020 alone in the proportion of the population with Level 3 skills
- **WORKING WITH INVESTORS** – entering into partnerships with credible organisations committed to inclusive growth and high levels of Environmental, Social and Governance (ESG) to maximise the best of public and private sector investment and capability
- **NET ZERO** – regional net zero target by 2041 and landmark innovations in transport mobility, zero carbon buildings, the environment and affordable housing.



The proposed Eastgate development will incorporate civic and office functions alongside prime residential and mixed-use retail and leisure opportunities within Solihull town centre.

The West Midlands Combined Authority (WMCA) is uniquely placed to bring together and support investors, developers, businesses, landowners, and other partners all passionate about placemaking, delivery and innovation. We have an enviable track record of delivering new policy ideas, successful investment programmes and projects through partnership, capability, and leadership.

This Investment Prospectus 2022 sets out the regional vision, compelling reasons to invest in our region today and what we can offer to investors and strategic partners. A portfolio of £15 billion of regional investment propositions and projects is classified into “current opportunities”, “coming soon” and “ones to watch”.

Please talk to us about investing in the West Midlands now – the best connected region in the UK and the place to make your mark.

Andy Street

Andy Street – Mayor of the West Midlands

“We bring together investors, developers, businesses, landowners, and public sector partners to drive our region forward.”

The new Metro line through Victoria Square, Birmingham City Centre.

Now is the time to invest

The West Midlands is home to world-leading sectors, transformational infrastructure, large-scale brownfield regeneration projects and a rapidly increasing diverse population:

CONNECTIVITY AND DEVELOPMENT

- Location – 90% of the UK population and 92% of UK businesses are within four-hours' drive time
- Connectivity and Infrastructure – HS2 will put us less than 40 minutes from Central London. We also have one of the fastest growing airports in Europe (Birmingham Airport) with linkages to the global economy, and excellent public transport connections
- 100% superfast broadband coverage and the UK's 5G testing hub, with leading 5G coverage
- Housing delivery doubled over the last decade, with a strong brownfield focus and the largest house price growth of any region in 2020/21
- Hundreds of hectares of land ready for development along transport corridors and around transport nodes.

ECONOMIC GROWTH

- One of the fastest growing economies in the UK
- Highest levels of job creation from Foreign Direct Investment (FDI) outside of London
- Major investments by world renowned businesses including Goldman Sachs, HSBC, PWC and various Government departments
- Centres of research and innovation – such as the UK Battery Industrialisation Centre, National Brownfield Institute, and the Advanced Manufacturing Catapult at Warwick.

PEOPLE

- Young, dynamic and fast-growing population – expected to grow by half a million over the next 20 years
- Almost a third of all residents (1.5 million) are under 25 years old
- World renowned university sector – with nine Universities, including two in the World's Top 100, launching almost 59,000 graduates a year into the economy.

ENVIRONMENT AND QUALITY OF LIFE

- Energy, Environment and Zero Carbon – a compelling programme to hit net zero by 2041 including zero carbon neighbourhoods and zero carbon homes
- Biodiversity - Birmingham has one of the highest proportions of green space of any UK city and the region's natural environment is a major asset
- Cultural assets – including globally recognised assets such as the Royal Shakespeare Company, the National Exhibition Centre (NEC), leading sports clubs and facilities, major heritage assets, arts venues, and events. Coventry is the UK City of Culture in 2021/2022 and the Commonwealth Games are being hosted in Birmingham in 2022.



The new masterplan for the National Exhibition Centre (NEC), Solihull includes 5,000 new homes and new commercial floorspace.



Coventry is the UK City of Culture in 2021/22 (credit: Associated Press).



Our vision is for a more prosperous and well-connected region – a pioneer creating a greener, inclusive economy that all its residents and businesses can benefit from.

We have created a Plan for Growth to drive forward our region's economy. Underpinning this is our determination to be a true innovator and world-class across a number of key growth sectors – Business, Professional and Financial Services (BPFS), Data Driven Health, Tech Creative, Low Carbon and Advanced Manufacturing.

To secure the investment needed to realise our vision we will continue to work closely with the wider regional team of local councils, Local Enterprise Partnerships, UK Government, private sector developers and investors.

We know that scale, land, and infrastructure are vital for investors and so we have focused our investments on:

- Growth corridors around key transport hubs and existing and planned transport routes
- Town centres and strategic sites
- Broader thematic and cluster investments.

From cradle of the industrial revolution to leader in low carbon...

We have a clear plan to become a **net zero carbon economy by 2041** and are seeking investment partners who will help us achieve that vision.

Cycle Hire is available across the West Midlands 24/7, with docking stations at major bus, metro and train stations, visitor attractions and city or town centres.



Our net zero future

Having been the birthplace of the first industrial revolution, the West Midlands is now committed to becoming a net zero carbon economy by 2041.

Our five-year plan has 15 clear goals which show how we will achieve this ambitious target, including domestic and commercial energy efficiency; modal shift towards active travel; increased uptake of electric vehicles; and enhancement of natural capital. The gross investment cost of the Plan is estimated at some £4.3 billion by 2026, increasing to £15.3 billion by 2041. Our net zero priorities will demand the very best blend of public and private expertise, ingenuity, and an ability to deliver key programmes such as Net Zero Neighbourhoods, Local Area Energy Plans, decarbonized energy systems, retrofitting and creating a natural capital off-setting fund.

We are looking for long-term investment partners who share our vision for net zero.



Transport for West Midlands (TfWM) is investing in a fleet of zero-emission buses, with Coventry to be the UK's first all-electric bus city.

£4.3 billion

investment required to deliver our five-year net zero plan

£15.3 billion

investment to achieve net zero by 2041



A place bursting with innovation, energy and cutting edge technology...

People, innovation and knowledge drive the region and make it the UK's new growth capital.



DID YOU KNOW?

West Midlands has a population of **4.7** million, larger than eight EU countries. It has the largest working age population of any urban conurbation in the UK outside London.

The University of Wolverhampton Springfield site is a £125 million project which has transformed a 5 hectare, Grade II listed former brewery into Europe's largest specialist construction and built environment campus.

Skills, productivity, and world beating sectors

The West Midlands is the UK's new growth capital at the heart of the most connected transport infrastructure in the country. We have a young, diverse, and entrepreneurial population.

More than 1.5 million under 25's live in the West Midlands and each year almost 59,000 graduate from our Higher Education Institutions. The West Midlands has a long history of diversity, creating a vibrant cultural mix with strong international connections. This unique combination is reflected in the region's high business start-up rate.

The regions' growth has been powered by sector specialisms in advanced manufacturing and automotive but this is now matched by businesses across a broad range of sectors, diversifying our economy, and introducing new technologies and markets.

“1.5 million under 25's live in the West Midlands and each year almost 59,000 people graduate in the region.”

Partners in the region are working together to achieve additional economic growth of £3.2 billion per year by 2030 across:

- **FUTURE MOBILITY, INCLUDING ELECTRIC, CONNECTED, AND AUTONOMOUS CARS** – the fast-growing cluster for light electric vehicles linking major manufacturers, their supply chains and international research excellence
- **HEALTH AND MEDICAL TECHNOLOGIES** – where the West Midlands has a competitive advantage in diagnostics, devices, and digital health innovation
- **BUSINESS, PROFESSIONAL AND FINANCIAL SERVICES (BPFS)** – the largest financial services cluster outside of London (home to Deutsche Bank and Goldman Sachs) and global professional services firms
- **CREATIVE CONTENT PRODUCTION AND DIGITAL** – a gaming industry cluster with forecast annual growth rates of up to 6% over the next five years. This is linked to major private screen and production industries investment including the BBC's commitment to the region and new studio and production facilities
- **LOW CARBON ENERGY AND UTILITIES** – the low carbon and environmental goods sector is the fastest growing in the region which is already a global leader in three key low carbon industries – ‘future mobility and transport’, ‘smart energy systems’ and ‘energy storage and resource management’.



The Black Country & Marches Institute of Technology (IoT) in Dudley offers courses focusing on medical engineering and healthcare, advanced engineering and manufacturing, and modern methods of construction.



The MIRA Technology Park South Site in Nuneaton, Warwickshire is a prime development site which is an extension to the world-renowned automotive technology cluster.

Where people can live, work, learn, grow
and raise their families...

Since 2018 WMCA has unlocked the development of over **8,000** new homes across a range of major schemes, along with over **350,000m²** of commercial floorspace and almost **12,000** jobs.



Building the homes and places of the future

Our region is a wonderful place to live, work and to visit. With good schools, world-class universities, a wealth of green open space as well as outstanding cultural and leisure opportunities, many businesses and families have chosen the West Midlands as their home.

Meeting the demand for high quality homes is a huge challenge and what drives us everyday. We are recognised across the country for our track record in the delivery of new homes, commercial floorspace and jobs, and in particular for our expertise in unlocking and accelerating historically “difficult to deliver” brownfield sites. From schemes like Caparro and Harvestime in Walsall to the Icknield Port Loop in Birmingham, Fountain Lane in Sandwell and the transformational scheme at Longbridge in Birmingham - we have helped to bring forward sites which stood derelict for decades.

This successful track record has provided the UK Government and the private sector with confidence, reflected in securing over £600 million in devolved housing and land funds since 2018 alongside our own loan funds for residential and commercial development. We leverage private sector funding of at least 1:4 (i.e. for every £1 of public funding the private sector invests £4) and often 1:10 and always secure a minimum of 20% affordable housing.

We have doubled overall housing supply within a decade, overperformed against our Housing Deal with Government and in 2019/20 had the second highest net housing supply in the country.

We innovate by promoting:

- ADVANCED MANUFACTURED HOMES
- DESIGN QUALITY
- NEW AFFORDABLE HOUSING
- INCREASED HOUSING DENSITY
- CO-ORDINATED PUBLIC LAND DISPOSAL
- NEW PRODUCTS AND INITIATIVES
- NET ZERO

Our Single Commissioning Framework is unique – it combines all these funds into one single portal with clear requirements to be met by investors and applicants. It has a highly efficient and transparent process for making decisions. All that combines to give us a unique offer to investors and developers seeking to invest and access public funding.

“We are a recognised leader in brownfield regeneration and modern methods of construction with a clear plan to achieve net zero in all our developments.”



The Perry Barr 2040: A Vision for Legacy masterplan will build on the 2022 Commonwealth Games as a catalyst for further investment.



The £700 million Paradise development in Birmingham is one of the largest and most strategically important city centre schemes outside of London.

Where creativity, diversity, culture and community are celebrated...

Our young, dynamic and diverse population is fast-growing and is expected to **increase by half a million** over the next 20 years.



The award winning Urban Splash Port Loop development is a 17 hectare, canal-side scheme in Birmingham, offering 1,150 new homes, retail and leisure spaces.

Enhancing quality of life

Our cultural heritage is always evolving. With Coventry being the UK City of Culture in 2021/22 and Birmingham hosting the Commonwealth Games in 2022, the region is the place to be for active pursuits and creative industries.

Recent years have seen a cultural renaissance in the West Midlands. It is already home to internationally renowned assets, such as the City of Birmingham Symphony Orchestra, and major art collections and theatres – not to mention Shakespeare’s birthplace and the world-famous Royal Shakespeare Company. We are committed to creating the highest possible quality of life – with homes, places, services, and facilities - for all our residents.

We recognise and are fully committed to the Government’s ‘levelling up’ agenda to secure even more high-quality jobs, homes, and places in our region. Working with our partners, we are driving an ambitious programme of regeneration, public/private investment, and re-skilling to help ensure that no-one’s life chances are adversely affected by where they live or their background and spreading opportunity to all and enhancing quality of life.

“Celebrating our culture, diversity and creativity is how we build vibrant communities.”



A place where people and businesses are connected to the UK and the world...

38

minutes to London

HS2 will cut 32 minutes
(over 45%) off today's
fastest time by train
to the capital.

Sources: DfT, Instant Offices and TUC

The recently completed £200 million Three Snowhill scheme in Birmingham City Centre was the largest ever speculative city centre office scheme built outside London.

Unrivalled transport and connectivity

From global players to start-ups, businesses and families are drawn to the West Midlands for its outstanding transport links.

The region enjoys an unparalleled strategic location at the heart of the country's motorway and rail network, with 90% of the UK's population living no more than a four-hour drive away. The region also enjoys services to most parts of Great Britain by rail. HS2 will help to deliver further improvements for the region's rail connectivity. The West Midlands is also served by the nation's fastest-growing airport. Pre-covid, 13 million passengers used Birmingham Airport to fly on 50 airlines to 143 destinations around the world.

The region is investing in its future infrastructure, bringing better connectivity and the delivery of new transport services. We are delivering a zero-emission transport infrastructure programme, including seven new rail stations, new tram lines and services, Sprint-Bus Rapid Transit routes, a world leading Future Transport Zone (FTZ), a new Cycle Hire scheme and the UK's first all electric/zero emission bus city in Coventry. In 2021 we received a £1 billion transport funding settlement with the UK Government to further develop and deliver our ambitious programme. The new services will provide users with a high quality integrated transport system that will further increase our connectivity.

Our Regional Transport Coordination Centre is using world-class technology to ensure the whole system runs smoothly and will support the 2022 Commonwealth Games. Most importantly, the opening of two High Speed Rail stations by the end of the decade will be transformational for our region and its connectivity slashing the journey to London down to 38 minutes – further enhancing the West Midlands' reputation as the UK's new growth capital. These multi-billion pound investments will be game changers for the West Midlands: cementing its place as the most liveable, investable, and competitive region in the UK.

DID YOU KNOW?

Within a 4-hour drive of the West Midlands you can reach:

- **91%** of the population in Great Britain (61 million people)
- **92%** of all business units in Great Britain (2.9 million businesses)
- The areas creating **91%** of output in Great Britain (Gross Value Added (GVA) of £1.8 trillion).



The Friargate mixed-use development in Coventry provides a new green link into the city from the upgraded rail station.



The University Station in Birmingham is being redeveloped to handle 7.2 million passengers a year, serving the University of Birmingham, Birmingham Women's Hospital, and the Queen Elizabeth Hospital.

Unlocking the potential of the West Midlands

The WMCA was formed in 2016 and is uniquely placed to help unlock the region's unprecedented investment opportunities. We have excellent knowledge of what it takes to unlock schemes and accelerate development, together with our local authority and other public sector partners, by using our:

- **ASSETS** – our land, premises and infrastructure assets provide a major opportunity to leverage and secure inclusive growth and investment, along with those of our public sector partners
- **POWERS** – such as land assembly and acquisition, including Compulsory Purchase, joint ventures, and the potential to create Development Corporations/vehicles
- **LEADERSHIP AND GOVERNANCE** – the WMCA Board includes the Mayor and all of the Council Leaders and makes rapid and decisive decisions. We have clear routes to approvals which are recognised by Government as best practice
- **PUBLIC SECTOR FUNDS** – substantial available housing, skills, regeneration, net zero, infrastructure, transport, and adult education funds to de-risk projects and attract investment
- **Dynamic** and detailed pipeline of projects and proposals across a suite of asset classes and geographies
- **Highly skilled**, appropriately resourced, qualified and geared up teams who can deliver and unlock the potential of the West Midlands
- **Strategic** partnerships and aligned pipelines with a range of public and private sector partners including Homes England, Lovells, St Modwen and Urban Splash
- **Expert** and industry-led taskforces and sounding boards including WMCA's Town Centre Taskforce, Commercial Property Taskforce, Public Land Taskforce and Net Zero Infrastructure Delivery Panel
- **Strong** partnerships where the WMCA and local authorities (and their shared delivery capability) work together in a spirit of collaboration through an agreed pipeline
- **Capacity** and capability to deliver, broker, convene, advocate, de-risk and invest.

“One of the fastest growing economies in the UK and the highest level of job creation from Foreign Direct Investment outside London.”



The 140 hectare Arden Cross development site in Solihull which will be the location of the new HS2 Interchange Station, the first stop outside of London.

DID YOU KNOW?

Over the past five years the WMCA has secured close to **£5** billion of UK Government investment for the region.

We are passionate about being involved early in co-designing and co-developing projects. Come and work with us to build our future together.



Priorities for investment

A diverse portfolio of major investment opportunities in the West Midlands grouped into four areas of investment:

1

Landmark opportunities around HS2 stations.

2

Projects along growth corridors and at strategic transport hubs.

3

A range of strategically important development sites and town centre regeneration schemes.

4

Opportunities focused on key regional themes and clusters, such as zero carbon and affordable housing.

The arrival of HS2, with high speed trains running from the West Midlands to Central London is a transformational project for the region, with landmark opportunities around the HS2 station at Curzon Street in Birmingham and the Interchange Station in Solihull.

Other major regional investment opportunities are focused on strategically important transport routes and hubs, key sites, project portfolios and urban regeneration. Further opportunities are concentrated on regionally important industries and economic clusters.

1 Landmark HS2 investment zones

Birmingham Curzon HS2

Opportunity: Major investment opportunities centred around the new HS2 terminal station at Curzon Street, Central Birmingham

Promoter: Birmingham City Council and public & private sector landowners

Scale: £5 billion+ Gross Development Value (GDV)

Sectors: BPFS, tech & creative

Development: Commercial, residential, leisure, energy, academic

Specific projects: Birmingham Smithfield, Martineau Galleries, Aston University Growth Corridor, Snow Hill Station, Mercian Smart District, Curzon Wharf, Oval Estates, Typhoo Wharf, Knowledge Hub, One Eastside and Eastside Wharf

Investment type: Development partner/funder, equity investor

Programme: 2022 – 2042

Planning status: Strategic masterplan in place. Various specific schemes in progress, some with detailed planning consent.

UK Central Solihull

Opportunity: Major investment opportunities associated with the HS2 Interchange Station site at Arden Cross, across the UK Central Hub, and broader Solihull

Promoter: Solihull Council and public & private sector landowners

Scale: £5 billion+ Gross Development Value (GDV)

Sectors: Low carbon and advanced manufacturing, tech & creative, BPFS, life sciences

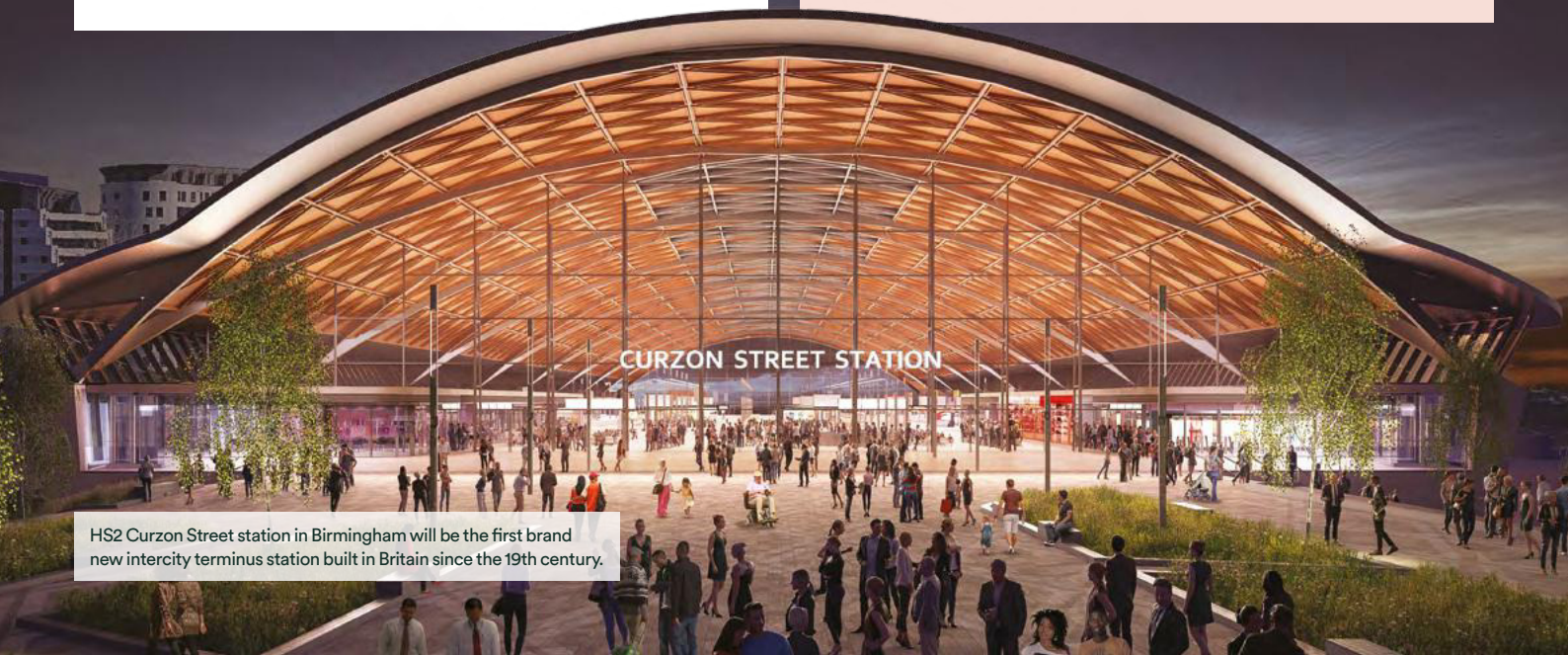
Development: Commercial, residential, leisure, energy

Specific projects: Arden Cross, NEC Masterplan, Birmingham International Station, energy generation, Westgate, Eastgate, Solihull Station Integrated Transport Hub, Mell Square

Investment type: Development partner/funder, equity investor

Programme: 2022 – 2036

Planning status: Strategic masterplan and delivery vehicle in place. Arden Cross site is being progressed through the Local Plan process. Other schemes are being progressed to funding/implementation.



HS2 Curzon Street station in Birmingham will be the first brand new intercity terminus station built in Britain since the 19th century.

2 Key regional growth corridors and hubs

• A34 CORRIDOR – A VISION FOR LEGACY

Perry Barr is benefiting from more than £700m of public sector investment ahead of its role at the heart of the Birmingham 2022 Commonwealth Games. Key projects include the redevelopment of Alexander Stadium, a redeveloped rail station and bus interchange, walking and cycling facilities, a school, and nearly 1,000 new homes.

The newly published Perry Barr 2040: A Vision for Legacy masterplan seeks to build on the existing momentum and maximise the benefits of the Games. It identifies opportunities for new homes, town centre and mixed-use development, enhancements to the area's natural environments, and additional active travel and connectivity improvements.

• BIRMINGHAM CITY CENTRE - FIVE WAYS - HAGLEY ROAD CORRIDOR

This corridor includes Phase 3 of the Paradise Development in Birmingham City Centre, which has outline planning permission to deliver a further five buildings, along with the Botanical Gardens, Birmingham City University (BCU) Westbourne Road, New Garden Square, Five Ways station redevelopment, Edgbaston Village and the Five Ways Quarter project, which are well served by public transport being close to both the Five Ways train station and the Metro Extension station.

• BIRMINGHAM - SMETHWICK - WEST BROMWICH CORRIDOR

A substantial opportunity area for residential development, as well as town centre regeneration. The corridor has been subject to significant public investment and land assembly activity to de-risk development, improve transport connectivity and provide underpinning infrastructure. A development framework for the corridor has been prepared alongside more detailed masterplans for the Grove Lane area and West Bromwich town centre and a corridor board established to oversee delivery. Key current development proposals include City Hospital, Soho Loop, Soho Foundry, and Icknield Port Loop, as well as an innovative new district heat network in Smethwick.

• COVENTRY - WARWICKSHIRE

A major investment area, including technology driven commercial developments, from the University of Warwick main campus and Wellesbourne Innovation Campus, to the West Midlands Gigafactory and MIRA Technology Park South Site.

Coventry Friargate brings 6 hectares of modern offices an hour from London. Creative Quarter Royal Leamington Spa brings new space for expanding digital and creative businesses and games studios. Over 90,000 homes in the pipeline, including Coventry City Centre South, Daimler Wharf, South West Rugby and Houlton, Kings Hill/ Stoneleigh South, Lighthorne and Transforming Nuneaton. Infrastructure investment includes Very Light Rail, future mobility, and energy projects including hydrogen refuelling.

• TELFORD - SHROPSHIRE

The M54 growth corridor is an opportunity area from the conurbation through Telford to Shrewsbury, including key locations such as the Telford Investment Cluster, which offers sites for new industrial or advanced manufacturing development, as well as major town centre redevelopment plans at both Smithfield Riverside in Shrewsbury and Station Quarter in Telford for mixed use development. Other significant opportunities include the former Ironbridge Power Station and key large employment sites in towns along the corridor.

• WALSALL - WOLVERHAMPTON CORRIDOR

A major opportunity area building on the re-opening of the Walsall-Wolverhampton railway line and the two new stations being built, with huge regeneration potential in both urban centres. It includes employment schemes around Junction 10 of the M6 in Walsall, development close to existing and new railway stations particularly in Willenhall, as well as major opportunities in Wolverhampton city centre, such as Springfield Campus, The Brewers Yard, Interchange Commercial District and Canalside Living Quarter. Significant development is already underway but there remains exciting potential for further growth.

• WEST BROMWICH - DUDLEY METRO CORRIDOR

A further key opportunity area focused on the Wednesbury to Brierley Hill Metro Extension. Investment opportunities include Dudley Town Centre, with major developments such as Portersfield, as well as substantial schemes at Merry Hill, such as the 50 hectares DY5 Dudley's Business and Innovation Enterprise Zone, which comprises a range of high density mixed-use development opportunities across office, technology, leisure and residential uses. The corridor includes key technical education facilities such as the Institute of Technology, Resonance Music Institute and a pioneering new centre and test-track for the development of Very Light Rail.

“Regional corridors and hubs are a major focus for development and investment in particular within our city and town centres and around stations and interchanges.”

Coventry City Centre South is a residential led, mixed-use development in the heart of the city, delivering up to 1,300 new homes alongside significant commercial and placemaking development. The WMCA has recently approved a grant towards the scheme of £100 million.



The £78 million improvement work to the M6 Junction 10, Walsall.



3 Urban centres and strategic sites

A range of strategically important development sites and town centre regeneration schemes provide major investment opportunities, including:

- **NUNEATON TOWN CENTRE** – aimed at creating a vibrant town centre via an ambitious programme of mixed-use development, including residential, leisure and offices. Abbey Street is the first phase of the plan and is under construction with public investment already committed to deliver 12,000m² of new buildings
- **ROYAL LEAMINGTON SPA** – regeneration of the old town of Royal Leamington Spa to develop a new Creative Quarter, with a particular focus on the booming video game industry as well as other creative and digital industries
- **WEST MIDLANDS GIGAFACTORY** – in January 2022, Warwick District Council and Coventry Council Planning Committees resolved to grant outline planning consent for a 125-hectare site at Coventry Airport to deliver a battery manufacturing facility
- **LONGBRIDGE** – in addition to the new West Longbridge development significant further residential and commercial development is proposed on the site of the former MG Rover car plant in Birmingham
- **MIRA TECHNOLOGY PARK SOUTH SITE** – this major southern extension of 215,000m² to MIRA Technology Park provides for large scale advanced manufacturing and automotive-related development in Nuneaton, Warwickshire
- **THE NATIONAL CENTRE FOR THE DECARBONISATION OF HEAT AT TYSELEY ENERGY PARK** – investment opportunity to make the West Midlands the leading region for the manufacturing, deployment and innovation of consumer-driven heat solutions in the UK, with a Digital Manufacturing Accelerator and Skills Academy alongside the existing Energy Research Institute on the site
- **RUGELEY POWER STATION REDEVELOPMENT** – transformation of the site of a former coal fired power station into a sustainable, low carbon mixed-use neighbourhood, including 2,300 new low carbon homes, a proposed low carbon Academy school, 5 hectares of employment space and a new 25 hectare country park alongside the River Trent. The project is situated at the heart of one of the Government's Prospering from the Energy Revolution Programme funded Smart Local Energy System design projects.



Resolution to grant outline planning consent was passed in January 2022 for the development of a new West Midlands Gigafactory for electric vehicle (EV) batteries in Coventry.



The new National Brownfield Institute (NBI) in Wolverhampton, part of the University's Springfield Campus focusing on brownfield development including contaminated land.

4 Themes and clusters

WMCA is focused on a number of thematic and cluster investment opportunities including:

- **STATION CLUSTER PORTFOLIO** – a review is underway to identify development opportunities on, around, and above assets including station car parks, park and ride sites, Metro, and bus stations
- **ZERO CARBON INVESTMENT PORTFOLIO** – investment opportunities addressing future mobility, smart energy systems (including retrofitting) and energy storage and the circular economy. The portfolio includes the Net Zero Neighbourhoods Demonstrator programme developing street-by-street retrofit solutions at scale
- **AFFORDABLE HOUSING** – opportunities include new models of delivery, such as the Help to Own model, as well as a new Affordable Housing Delivery joint approach with housing associations and potential new investments with private sector registered providers. Specific schemes addressing the needs of the homeless and later living are also under consideration
- **INFRASTRUCTURE AND UTILITIES** – includes investment in sustainable heat, Local Area Energy Planning and Energy Innovation Zones, and a WM Electric Vehicle Charging Transit Hub network.



1950 – Construction of Walsall B power station began soon after nationalisation in 1948. Opened in September 1949 it comprised of six cooling towers and six chimneys, burning ‘slack’ coal, delivered by road, rail and canal. Water from the canal was used for cooling. It remained open for 33 years and was finally demolished in March 1987.



2022 – This 6.6 hectare industrial site closed down in 2007, taking hundreds of jobs away from the local area. The site was acquired by Anthem Lovell LLP in October 2019, and planning approval for the housing scheme followed in July 2020. By the end of 2020, the new 252 home multi-tenure development Lockside was well underway, and will deliver a sustainable, cohesive and confident new community for Walsall.

Start on Site October 2020
Project Completion December 2024

Next steps

The scale of the investment opportunities in the West Midlands is enormous and runs into the many billions of pounds. WMCA and its partners will work collaboratively with you to bring forward investments that contribute to transformational growth. We will do this by:

1

Our expert teams provide a simple entry point and access into the region's investment opportunities and institutions.

2

Connecting you with the people that matter and guiding you every step of the way.

3

Entering into Strategic Partnerships that bring together public and private sector skills, land, and investment to unlock complex sites, drive sustainable development, and deliver infrastructure.

4

Co-developing projects, schemes, opportunities or portfolios with you.

5

Brokering and problem solving to overcome any barriers on the way.

6

Exploring the opportunity to co-invest with you at scale and create the best form of partnership to maximise economic, social and environmental returns.

Please contact us to discuss how we can help you to invest successfully in the West Midlands.

invest@wmca.org.uk

www.wmgrowth.com

CURRENT INVESTMENT OPPORTUNITIES

- 01 Birmingham Curzon
- 02 Eastgate, Church Hill/Homer Road, Solihull Town Centre
- 03 Friargate Coventry
- 04 Friar Park Sandwell
- 05 Interchange Commercial District Wolverhampton
- 06 MIRA Technology Park South Site Nuneaton
- 07 Paradise Birmingham
- 08 Telford Town Centre Living Cluster
- 09 The UK Central Hub Solihull, including Arden Cross and the NEC

COMING SOON

- 01 Coventry City Centre South
- 02 Creative Quarter Royal Leamington Spa
- 03 DY5 Dudley's Business and Innovation Enterprise Zone
- 04 Dudley Town Centre
- 05 Greater Icknield and Smethwick
- 06 M6 Junction 10 Cluster Walsall
- 07 Martineau Galleries Birmingham
- 08 Perry Barr Regeneration Birmingham
- 09 Springfield Campus Wolverhampton
- 10 The Brewers Yard Wolverhampton
- 11 Transforming Nuneaton
- 12 West Midlands Gigafactory Coventry

ONES TO WATCH

- 01 Former Ironbridge Power Station
- 02 Shrewsbury Riverside
- 03 Snowhill Birmingham
- 04 Walsall Town Centre
- 05 West Bromwich Town Centre

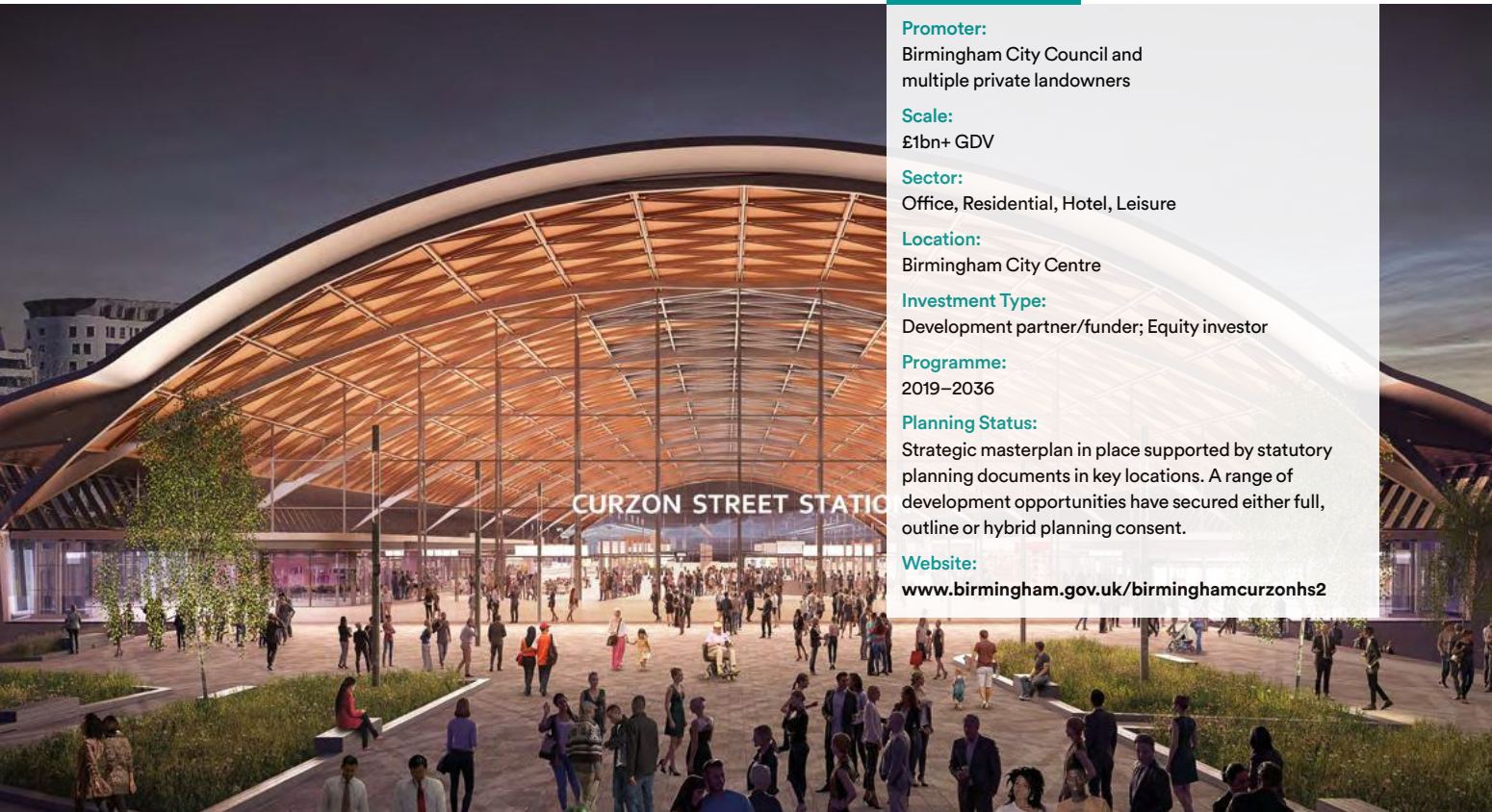


Birmingham Curzon

Birmingham Curzon is a 141 hectare regeneration area at the heart of the city and the UK High Speed rail network.

OPPORTUNITY

Centred around a new High Speed 2 (HS2) terminus station a number of major investment opportunities exist for parties interested in exploring development partner/funder and equity investment on sites ranging up to 3.3 hectares and covering a selection of commercial and residential uses. Birmingham City Council as promoter is working with Homes England as well as private sector landowners to help bring forward investable development projects within the Curzon regeneration area. There is a strategic opportunity to help shape projects at an early stage, as these are expected to come forward over the next 2–5 years.



THE FACTS

Promoter:

Birmingham City Council and multiple private landowners

Scale:

£1bn+ GDV

Sector:

Office, Residential, Hotel, Leisure

Location:

Birmingham City Centre

Investment Type:

Development partner/funder; Equity investor

Programme:

2019–2036

Planning Status:

Strategic masterplan in place supported by statutory planning documents in key locations. A range of development opportunities have secured either full, outline or hybrid planning consent.

Website:

www.birmingham.gov.uk/birminghamcurzonhs2

BACKGROUND

Birmingham will be at the heart of the UK High Speed Rail network providing a once-in-a-century opportunity to radically enhance the city's national rail connectivity and accelerate its economic growth potential. A brand new city centre HS2 station, Birmingham Curzon, will be the catalyst for a major mixed-use regeneration scheme in a prime location. The Curzon masterplan sets out the City Council's aims for the station and demonstrates the regeneration potential of the surrounding 141 hectares that could result in a £4bn economic uplift.

DESCRIPTION

The 141 hectare regeneration area comprises over 30 strategic development opportunities and is within the extended City Centre Enterprise Zone. These sites can provide around 4,000 new homes and 600,000m² of commercial, leisure and market floorspace.

With preparatory work underway the station will be operational within the period 2029-2033. A £724m investment programme has been agreed with the UK Government for Curzon, which will integrate the station into the city centre, lead to the expansion of the Midland Metro network and provide the necessary infrastructure to unlock key sites bringing growth and development forward within the city and beyond.

The arrival of HS2 will be the catalyst to unlock and accelerate a range of development and regeneration initiatives including an expansion of the city's office core as well as opportunities around the Knowledge Quarter, which is home to five universities and colleges and 25,000 students.

The Creative Quarter centred on Digbeth, Birmingham's former industrial heartland, is a key part of the Curzon regeneration area and home to more than 400 creative companies making it a powerful digital hub. Digbeth has an eclectic mix of street art, music venues, street food vendors, bars and pubs and regeneration plans aim to enhance its distinctive character and heritage buildings as well as providing scope for new commercial development.



PROMOTER AND PARTNERSHIPS

Birmingham City Council as promoter is working in partnership with public and private sector landowners to bring forward development as well as the Greater Birmingham and Solihull Local Economic Partnership and West Midlands Combined Authority to provide infrastructure funding.

LOCATION

The Curzon HS2 terminus occupies a city centre location adjacent to main retail and business districts as well as Creative Quarter and the Knowledge Hub and benefits from exceptional local and regional connectivity.



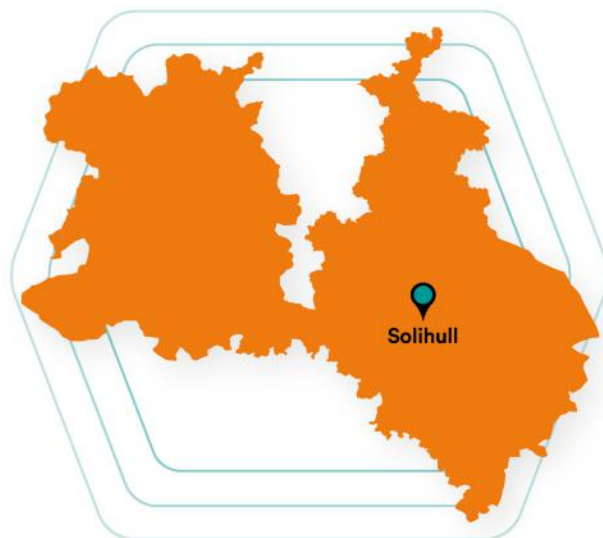
Eastgate, Church Hill/ Homer Road, Solihull Town Centre

Solihull Town Centre presents a range of occupier, investment and development partner opportunities.

OPPORTUNITY

Through a phased development approach, the Business & Commercial Quarter offers opportunities from 2022, the first, Westgate development will be ready for occupation in around 100 weeks from pre-let commitment and occupier interest is invited.

Solihull Metropolitan Borough Council are also inviting developers to engage and explore innovative design and delivery solutions for the development of Eastgate, Church Hill/Homer Road - a prime site within the Quarter. The site will incorporate civic and office functions for the Council alongside prime residential and mixed-use retail and leisure opportunities at the heart of Solihull town centre.



THE FACTS

Promoter:

Solihull Metropolitan Borough Council

Scale:

£100m+ GDV

Sector:

Housing, Commercial and Retail

Location:

Solihull Town Centre

Investment Type:

Development Partner

Programme:

Market engagement commenced in Spring 2020. Preferred bidder stage currently programmed for Spring 2023

Planning Status:

Westgate site has full planning consent

Website:

www.investinukcentral.com

BACKGROUND

Solihull town centre is already a leading regional retail, leisure and office location with a number of high profile occupiers and international retailers and brands.

The Solihull Town Centre Masterplan identifies the strategic development opportunity sites in the town centre, as well as the additional infrastructure requirements necessary to facilitate this development and wider growth

Investment in accessibility through improved junctions, corridors and public realm across the centre is underway, creating connected quarters and supporting development. Designs are being developed for a new Integrated Transport Hub at Solihull rail station, incorporating new facilities and development, alongside a pioneering Low Carbon Energy Network, reducing operational costs for new and existing commercial and public sector schemes.

The first opportunity, currently developed to pre-construction stage, led by the Council, is the 10,600m², Grade A office development Westgate: 21 Homer Road – delivering prime collaborative working spaces in a key location between the High Street and Solihull rail station.

Bookending the Business & Commercial Quarter, the Eastgate, Church Hill/ Homer Road site is strategically significant with connectivity into the High Street Retail Core. Its scale and potential are highly significant for Solihull.

DESCRIPTION

The project objectives for the Eastgate site and the desired outputs are:

- The re-provision of Council accommodation as an ancillary occupation, which offers public facing co-located services within a building which is flexible and capable of adapting to future change.



- The delivery of retail, leisure, Food & Beverage and ancillary uses to create a distinctive, vibrant new quarter within the town - enhancing activity throughout the day and into the evening, in a scheme that is connected to, and integrated with the rest of the town centre.
- To provide a good mix of quality private and affordable housing units within an attractive setting, including community space, which connects with and supports the vitality of the wider town centre.
- The provision of attractive and high-quality public spaces including a significant new public space for the town centre and linkages to create a lively hub and meeting place for residents, workers, shoppers and customers.
- To improve town centre permeability and pedestrian flows through the provision of high-quality linkages, spaces, paths and other transport movements.

PROMOTER AND PARTNERSHIPS

The site is under the majority ownership of Solihull Metropolitan Borough Council, with third party ownerships to the north of the masterplan site alongside the High Street.

The site is being promoted by Solihull Metropolitan Borough Council, supported by West Midlands Combined Authority.

LOCATION

Located immediately off Junction 5 of the M42 Motorway, the town centre offers exceptional connectivity via road and rail. Solihull town centre is minutes away from Birmingham Airport, connecting to 140 direct international destinations, and the planned High Speed Interchange station connecting to London in 38 minutes.



Friargate Coventry

Friargate has become an established destination based around new commercial developments, and public realm with a commitment to sustainability and leading environmental standards. It is a world-class commercial and residential offer in an unbeatable location with a mixed-use, multi-phase masterplan requiring differing forms of investment.

OPPORTUNITY

Friargate JV Project Limited is open to investment structures to accelerate the delivery of future phases that will include offices, residential, retail, leisure and hotels.

The framework is well established with new infrastructure, new public spaces and the first high quality office, One Friargate, occupied by Coventry City Council, The Financial Ombudsman Service, Homes England and fast growing local IT business, Kagool.

The second office, Two Friargate is under construction and due for completion in late 2022, while a separate project team will be delivering a new 100-room boutique hotel for completion in 2023.



THE FACTS

Promoter:

Friargate JV Project Limited; Delivery by Friargate Coventry Developments Limited

Scale:

£700m+ GDV

Sector:

Office, residential, mixed-use

Location:

Coventry City Centre

Investment Type:

Range including partnership, direct development or other forms of co-investment

Programme:

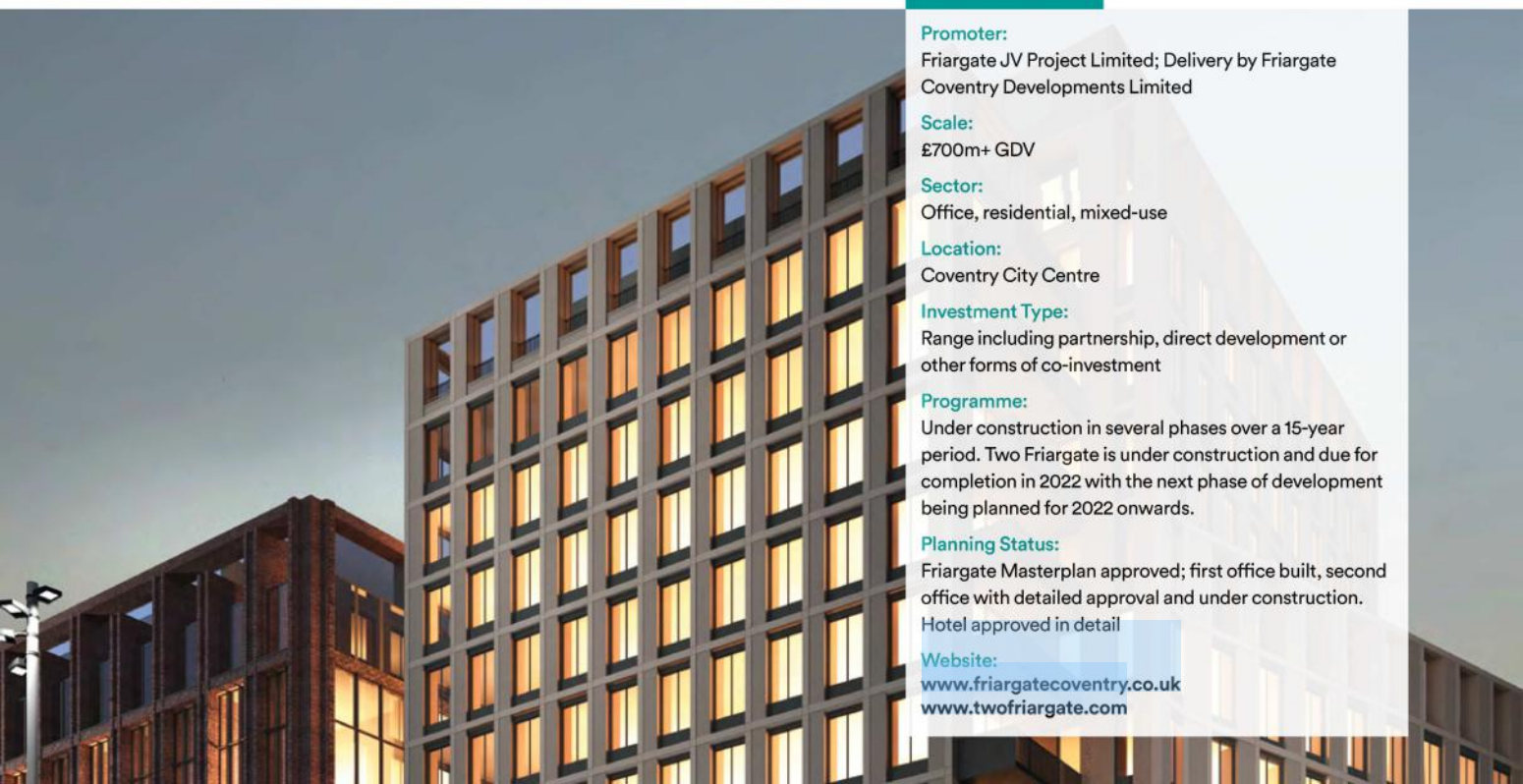
Under construction in several phases over a 15-year period. Two Friargate is under construction and due for completion in 2022 with the next phase of development being planned for 2022 onwards.

Planning Status:

Friargate Masterplan approved; first office built, second office with detailed approval and under construction. Hotel approved in detail

Website:

www.friargatecoventry.co.uk
www.twofriargate.com



BACKGROUND

Coventry is a place of heritage and culture that always has a story to tell; a historic city at the modern heart of the country.

A city since 1345, Coventry is an established centre of retail, culture and business. Ranked by PwC as the eighth 'best city in the UK to live, work and do business'; a recent study by the Guardian identified Coventry as '...one of the five stand-out UK cities for jobs and business.'

With a rich past and an exciting commercial future, Coventry is helping to drive the Midlands Engine and the Government's levelling up and growth agendas as a place of ingenuity, cutting-edge manufacturing and commercial innovation.

Less than one hour from London, Friargate is one of the largest mixed-use developments in the West Midlands. An ambitious new business destination, Friargate is delivering prime new offices, hotels, homes, shops, restaurants and public space – all next to Coventry railway station and just a five minute walk from the city centre.

Friargate won the 2017 West Midlands Regeneration Project of the Year, West Midlands Property Awards, while One Friargate has won a number of awards in 2018, including the British Council for Offices (BCO) regional awards: Best Corporate Workplace and the LABC West Midlands Awards: Best Public Service Building.

DESCRIPTION

The whole Friargate scheme will deliver almost 300,000m² of mixed use development and generate thousands of new jobs. In total, Friargate will deliver 25 sustainable new buildings including 213,677m² of Grade A offices, two hotels, 19,974m² of retail, at least 400 new homes plus 10,219m² of leisure.



PROMOTER AND PARTNERSHIPS

Friargate JV Project Limited is a UK registered limited company established to deliver the Friargate project. It is owned and controlled by Coventry City Council and the Cannon Kirk Group, a Dublin-based development and property investment business that includes US venture capital, Oaktree Capital Management, among its shareholders.

The JV Company consolidates a long-standing working arrangement with Coventry City Council to help accelerate project delivery while working closely with Coventry and Warwickshire Local Enterprise Partnership and West Midlands Combined Authority.

LOCATION

Friargate benefits from existing direct access to London in under an hour and is only a 10-minute train journey from Birmingham Airport and the proposed HS2 Interchange, the new High Speed rail terminal. There are few developments, anywhere in the country, that are as well connected as Friargate.



Friar Park Sandwell

The promoters will be seeking a delivery partner to invest and develop this residential led development, that is in close proximity to the heart of UK's Motorway and Rail network. A town centre offer that is seeking partners for mixed-use developments across a comprehensive investment programme.

OPPORTUNITY

Friar Park is a 27 Hectare residential development opportunity for 630 new homes in the Bescot and Friar Park Priority Intervention Area. Working jointly, Sandwell Council and West Midlands Combined Authority intend to promote a planning application and remediation strategy to unlock this strategic brownfield site. Once de-risked, they will seek a partner to deliver the scheme.



THE FACTS

Promoter:

Sandwell Metropolitan Borough Council & West Midlands Combined Authority

Scale:

£120m GDV

Sector:

Residential led development

Location:

Sandwell

Investment Type:

Delivery Partner

Programme:

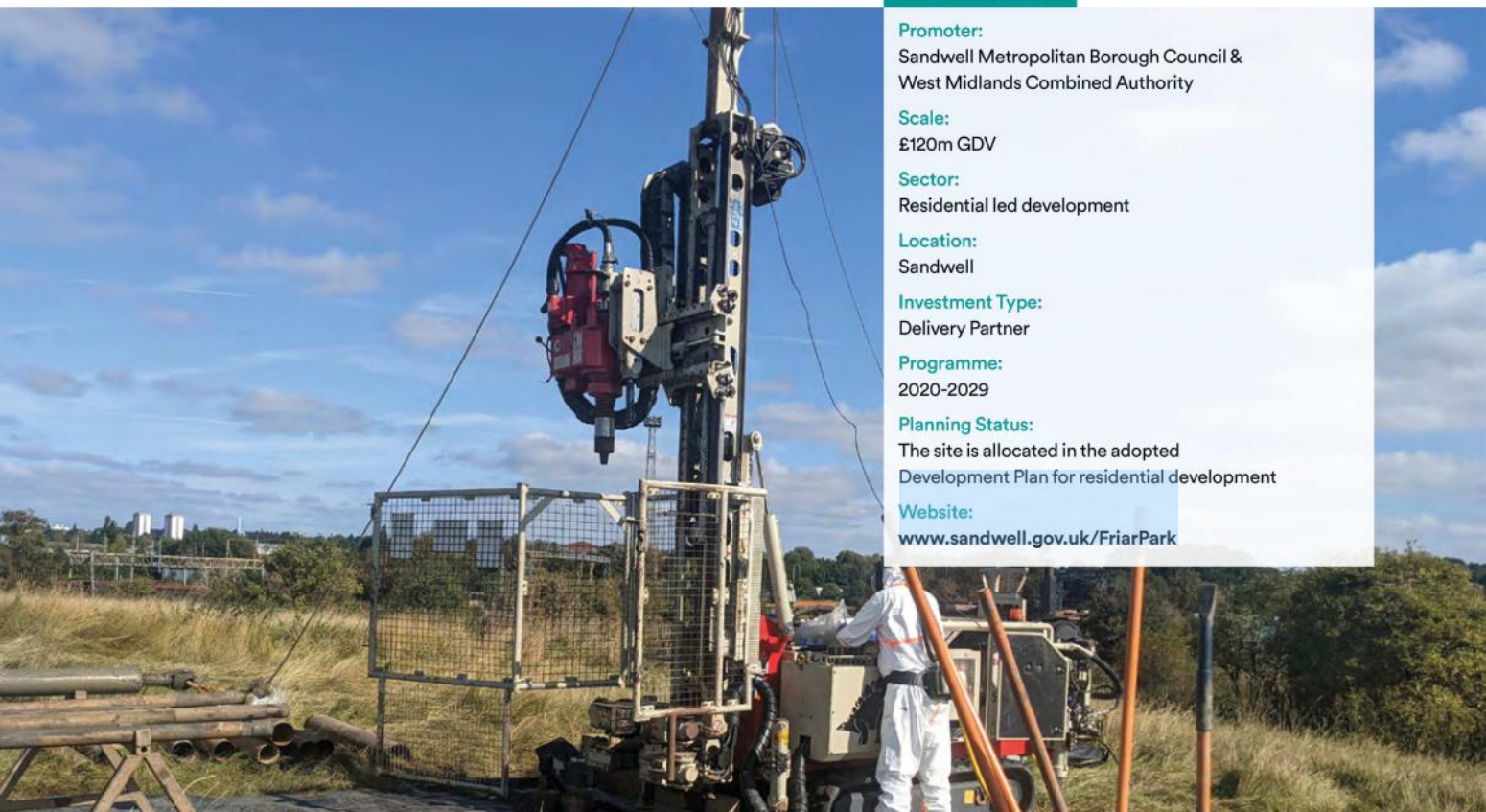
2020-2029

Planning Status:

The site is allocated in the adopted Development Plan for residential development

Website:

www.sandwell.gov.uk/FriarPark



BACKGROUND

Following West Midlands Combined Authority's acquisition of the former Sewage works from Severn Trent, a Joint Venture was setup with Sandwell MBC to secure the comprehensive master planning and delivery of the site. The partners have agreed to work together to bring forward a residential scheme on one of the largest and longest neglected brownfield sites in the region. A landscape led masterplan is being developed, aiming to provide developers with key place-making elements, whilst retaining flexibility over the design and delivery of the specific parcels and plots of land. The approach aims to balance the environment, access, deliverability, and viability, to create proposals for a great neighbourhood, appropriate for its setting and location. Ultimately a Hybrid planning application will be submitted which will include a detailed remediation strategy.

DESCRIPTION

The site is in an area of the West Midlands region with strong housing demand. Sandwell Council's housing need has been calculated as 1,488 homes per year for the period 2014-2036 and this strategic site provides the best and largest opportunity to contribute towards the delivery of this supply.

The site extends to approximately 27 hectares with 14 hectares owned by Sandwell Council and the remainder by West Midlands Combined Authority. The remediation strategy is currently being developed. A planning application is anticipated during 2022, with the first phase of remediation in 2023. Construction is planned for 2023 and beyond.

PROMOTER AND PARTNERSHIPS

Sandwell Council are promoting the site together with West Midlands Combined Authority and the Black Country Local Enterprise Partnership.

LOCATION

Sandwell is home to 325,000 people and around 9,000 businesses who collectively employ over 140,000 people. Sandwell is strategically located adjacent to the UK's second city and with 90% of the population of England and Wales less than 2 hours away accessible either from the Strategic Road Network (M5 and M6 Motorways) or from the national rail network.



Interchange Commercial District

A mixed-use city centre development with offices adjacent to the £150m Interchange transport hub.

OPPORTUNITY

The promoters welcome the interest of developers and investors for a range of opportunities around the Interchange Commercial District area, across a range of investment and delivery structures.

Multiple strategic site opportunities to build upon the success of the new and developing Commercial District underpinned by the new transport interchange. Key site opportunities include Interchange 8, Steam Mill and Sackworks as part of a potential 93,000m² of new commercial space.



THE FACTS

Promoter:

City of Wolverhampton Council
ION Developments

Scale:

£50m+ GDV

Sector:

Office, food & beverage, retail and leisure

Location:

Wolverhampton

Investment Type:

Opportunities for buyer, equity investor, development partner, operators

Programme:

2023 onwards

Planning Status:

As part of local area plan
Outline application being prepared for Interchange 8

Website:

www.investwolverhampton.com



BACKGROUND

These opportunities within the Wolverhampton Interchange Commercial District project form the next phase of a highly successful city centre mixed use regeneration programme. The scheme is a city centre office-led, mixed-use development next to the £150m transport hub with unrivalled connectivity to Birmingham, Manchester and London.

The centrepiece is i9, a distinctive new landmark office building within two minutes' walk of the railway station and five minutes from the city's retail centre. Offering Grade A office space, the building was fully occupied prior to completion in 2021 and is home to the Department for Levelling Up, Housing and Communities second UK headquarters.

The £150m transformation to the Interchange area is creating an integrated commuter hub and modern railway station incorporating more than 4.7 million passengers a year, improved facilities for motorists and cyclists and extended Metro services. Works on the tram extension are underway.

DESCRIPTION

Wolverhampton has the potential around the transport interchange to grow its office offer by up to 93,000m² over ten years. This would allow the City to capitalise upon its location and connectivity as a Commercial Gateway of regional significance.

Interchange 8 will be the city's largest office development at Interchange and as a net zero carbon development will have the best environmental credentials of any building in the city. Its predecessors, the recently completed i9 and i10 have been runaway success stories – attracting blue-chip businesses with excellent covenant strength to Wolverhampton and setting new standards building upon Wolverhampton's rich historic architectural merit.

The building design will enable future tenants to operate the space as a net-zero-carbon office facility. Precisely controlled and optimised mechanical ventilation via the floor void in Winter and natural ventilation when acoustics, air quality and outdoor weather allow, together with energy efficient features will assist both the Landlord and tenant's energy use to each be kept below the Green Building Council NCZ requirement of 35 kWh/m² NLA/year. The structure facade and building elements will limit the embodied carbon to less than <700 kg/m².

Steam Mill and Sackworks are two key sites neighbouring the city's new railway station in the ownership of the Interchange partnership. Together they bring the opportunity for over 6,500m² of new office and leisure-led development adjacent to the city's historic canal. The positioning of the sites at the gateway to the city's wider Canalside South area offers the potential to introduce improved connectivity linking new residential populations with the Commercial District.

PROMOTER AND PARTNERSHIPS

The Interchange Commercial District programme is promoted by City of Wolverhampton Council in partnership with Ion Developments.

LOCATION

Located side by side in a unique waterside location, Interchange Commercial District is situated in an enviable city centre location at the heart of the City's integrated transport network.



MIRA Technology Park South Site Nuneaton

This major southern extension of 215,000m² to MIRA Technology Park provides for large scale advanced manufacturing and automotive-related development in Nuneaton, Warwickshire.

OPPORTUNITY

A £200m + funding opportunity for occupier-led investment in the industrial sector with potential also for a multi-phased development approach.

The South Site provides a rare opportunity for strategic advanced manufacturing facilities with associated links to the extensive R+D facilities at MIRA.



THE FACTS

Promoter:

HORIBA MIRA and Evans Randall Investors

Scale:

£260m GDV

Sector:

Industrial with focus on advanced manufacturing in the automotive, autonomous, and low carbon sectors

Location:

Nuneaton, Warwickshire

Investment Type:

Forward funding for identified occupier(s)

Programme:

2022 - 2024

Planning Status:

The site is allocated in the North Warwickshire local plan for employment use (Class E/B2/ancillary B8) with a planning application programmed to secure an outline consent in 2022.

Website:

www.miratechnologypark.com



BACKGROUND

MIRA Technology Park is one of the UK's leading Enterprise Zones and a location for over 40 major international high tech engineering and clean tech companies. With global corporates such as Bosch, Toyota and Jaguar Land Rover alongside Electric Vehicle innovators such as Polestar, REE and Warwick Acoustics as occupiers, it comprises Europe's largest and fastest growing innovation centres for high tech engineering, autonomy, electric and hydrogen propulsion systems.

DESCRIPTION

The Technology Park contains 40 major test facilities developing technology in electric and hydrogen propulsion, autonomy and cybersecurity with over 106 kilometres of test tracks and test beds making it a unique world-class facility and a global attraction for companies to the UK. The synergy between the industry cluster and facilities at the existing MIRA Technology Park provides an opportunity for companies at the forefront of new low carbon and autonomous technologies to capitalise on this centre of technological development.

Whilst the Technology Park benefits from an existing planning consent for 139,716m², on completion it will comprise 377,580m². The South Site comprises an additional 58 hectares linking directly into the existing MIRA Technology Park site. It provides a highly complementary opportunity for approximately 215,000m² of large-scale advanced manufacturing related to the low carbon research and development at MIRA Technology Park.

The site benefits from the recent delivery of major power and road infrastructure investment to facilitate the development of MIRA Technology Park. Whilst progressing through planning an early application would enable delivery of the development in early 2024.



PROMOTER AND PARTNERSHIPS

The Technology Park development is being promoted and delivered by a joint venture between Evans Randall Investors and HORIBA MIRA who is owner of MIRA Technology Park and operates the facilities from the Park. The partnership works closely with key stakeholders in the Enterprise Zone and the South Site which includes Leicestershire and Coventry & Warwickshire Local Economic Partnerships, West Midlands Combined Authority, Hinckley and Bosworth Borough Council and North Warwickshire Council.

LOCATION

Being situated on a major arterial route with excellent transport links in the centre of the Midlands, MIRA Technology Park has exceptional access to those manufacturing and supply companies at the heart of the UK's low carbon R+D and high-skilled engineering sectors. The location, together with the UK's most comprehensive automotive proving ground and test facilities, makes MIRA Technology Park the preferred site for many world-class companies focussed on electrification, autonomy and cyber security.



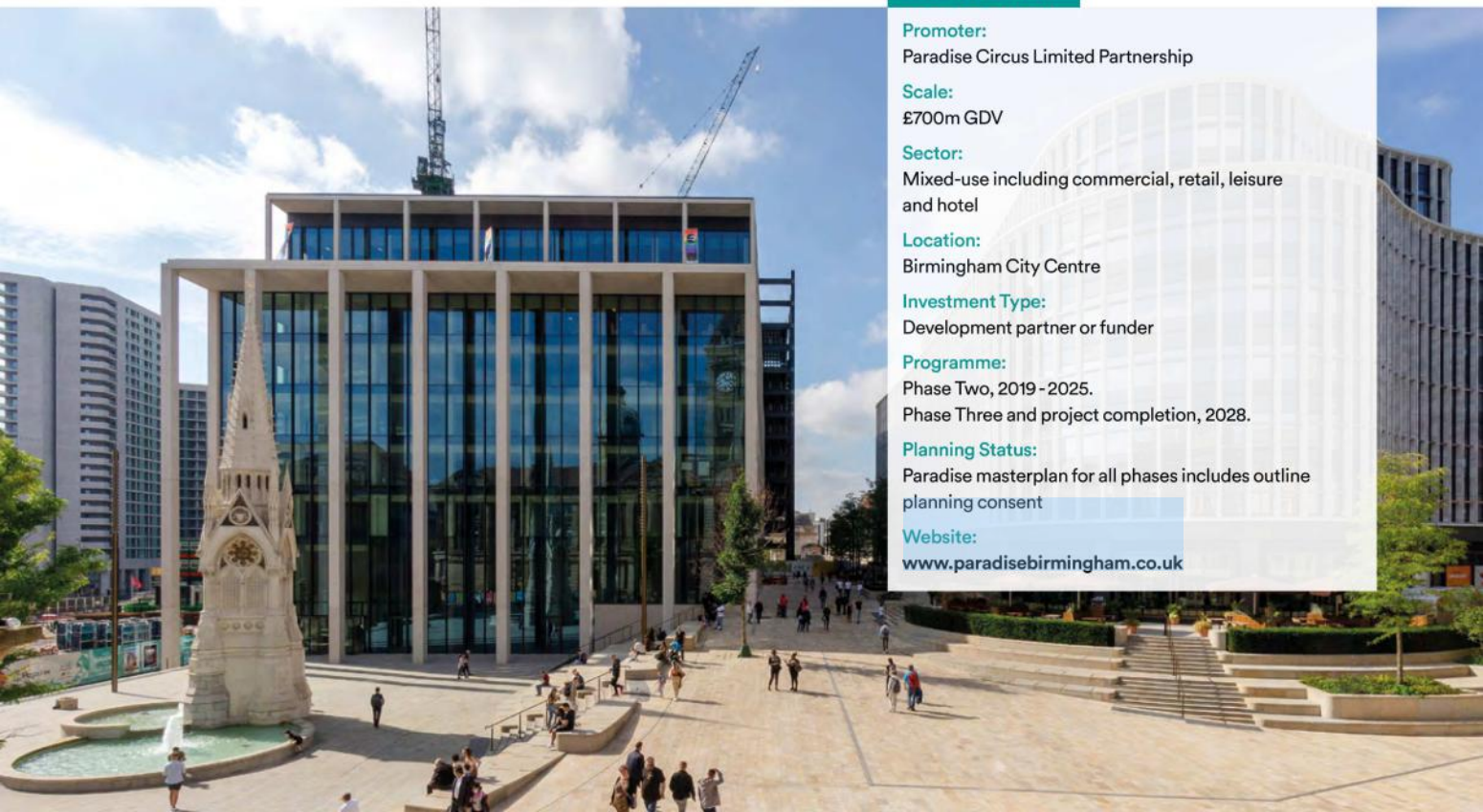
Paradise Birmingham

Paradise is a high quality mixed-use development creating new public realm and modern commercial buildings in a historic city centre setting.

OPPORTUNITY

The opportunity for investment is available in partnership with Hermes Investment Management, including co-investment/development finance to support phases Two and Three or on a building-by-building basis.

As part of Federated Hermes, MEPC has a long track record of working together to create destinations where community can flourish with a particular strength in the creation of successful mixed-use developments. Paradise benefits from the continuity and commitment of this partnership, forming part of MEPC's growing portfolio of inventive and sustainable places, each one crafted with the future in mind, designed with a social heart, and delivered with passion.



THE FACTS

Promoter:

Paradise Circus Limited Partnership

Scale:

£700m GDV

Sector:

Mixed-use including commercial, retail, leisure and hotel

Location:

Birmingham City Centre

Investment Type:

Development partner or funder

Programme:

Phase Two, 2019 - 2025.

Phase Three and project completion, 2028.

Planning Status:

Paradise masterplan for all phases includes outline planning consent

Website:

www.paradisebirmingham.co.uk

BACKGROUND

Located on a 69,000m² site at the city's heart, Paradise links Birmingham's civic, commercial and cultural quarters. Comprising ten individually designed buildings across the £1bn development, it is one of the largest and most strategically important city centre schemes outside of London.

Paradise comprises almost 185,000m² of high quality commercial, retail, leisure and hotel space, all set in superbly crafted public realm, truly befitting its exemplary historical setting.

Phase One lettings are well progressed. International professional services firm PwC has taken all the 13,935m² of commercial space in One Chamberlain Square and relocated its 2,000 strong Birmingham team in January 2020 with the potential to accommodate a further 300 people in its cutting edge space. Indian eatery Dishoom is established on the ground floor.

Leading global law firm DLA Piper has relocated to Two Chamberlain Square, together with Knights, Mazars and Atkins who have also moved their Birmingham operations to the building. Thai eatery Rosa's Thai Café opened in 2021 and award winning wine bar and restaurant Vinoteca will open on the ground floor in Spring 2022.

DESCRIPTION

Phase One comprises One Chamberlain Square and Two Chamberlain Square, providing 15,980m² and 17,000m² of Grade A office and ground floor retail space respectively.

Works completed in Spring 2020 and incorporate the much improved and enhanced Chamberlain Square and connected public realm, together with associated highways improvements and a basement car park providing up to 300 parking spaces.



This links the development to wider neighbourhood improvements which have seen the completion of the £149 million West Midlands Metro extension to Edgbaston, the £16m refurbishment of Centenary Square and HSBC's relocation of its business and personal banking headquarters from London to Broad Street.

Paradise Phase Two includes One Centenary Way, a 26,010m² office building, with space for shops and restaurants at the ground and upper ground level, due for completion in early 2023. It will be home to the employee-owned built environment consultancy Arup which will occupy three floors for its new city centre campus. A new boutique style hotel with 152 bedrooms and Three Chamberlain Square, offering 16,723m² of Grade A offices and retail together with new public realm, including Ratcliff Square, will complete Phase Two by 2025.

Phase Three has outline planning permission to deliver a further five buildings and a new large public square, completing the improvements in pedestrian connectivity and public space across the city. This will encompass 64,855m² of Grade A office and ground floor retail space and the 49 storey, 370 unit Octagon residential tower, which will become the city's tallest building and a world first for Birmingham.

The entire project lies within the Birmingham City Centre Enterprise Zone.

PROMOTER AND PARTNERSHIPS

The project promoter is a joint venture between Hermes and Birmingham City Council. The Paradise redevelopment is being brought forward through Paradise Circus Limited Partnership (PCLP), a private-public joint venture.

PCLP is delivering the enabling works including the creation of serviced development platforms for the Building Developers. The private sector funding for the specific buildings is being managed by Hermes Investment Management, which has partnered with Canada Pension Plan Investment Board (CPPIB) on the first phase of the development and on One Centenary Way.

LOCATION

Paradise sits at the true heart of the city, between the Council House, Town Hall and Museum & Art Gallery and the business and entertainment zones further west.

Easily accessible, and with its own tram stop, the development is also just a few minutes' walk from New Street station and Grand Central.



Telford Town Centre Living Cluster

This Cluster offers sites for residential development located across Telford Town Centre that can deliver well over 1,000 new units.

OPPORTUNITY

The next phase in the development of Telford Town Centre, Station Quarter, is unlocking an immediate investment opportunity for developers and equity investors. A cluster of residential sites across the wider town centre will bring high quality living to the heart of Telford, close to strategic road and rail transport links and a great retail and leisure offer. Combined the sites offer circa 6 hectares of prime development land, predominantly for residential development.



THE FACTS

Promoter:

Telford and Wrekin Council

Scale:

£170m GDV

Sector:

Residential led

Location:

Telford Town Centre, Shropshire

Investment Type:

Developers, equity investors

Programme:

2022 onwards

Planning Status:

Allocation for residential and ancillary uses within the adopted Local Plan.

Website:

www.telfordtownsfund.co.uk



BACKGROUND

Telford, located west of Birmingham on the M54 was created as a New Town in 1968. Part of Telford's success and appeal is its diversity. It is a place of contrasts, from the modern Telford town centre to the UNESCO World Heritage Site of historic Ironbridge, through to historic borough towns all of which are connected by a network of green corridors and protected open spaces.

Despite significant investment in Telford Town Centre over the past 10 year to create a new leisure hub and deliver transformational change to Telford Shopping Centre, at present, Telford town centre has very little housing stock which is limiting housing options for key sections of the community and in particular the young professionals that are needed to support Telford's growing economy and to meet the demand for skilled workers.

Through the Government's Towns Fund programme, Telford has recently secured £17.025m of investment funding to take forward the next phase in the transformation of Telford Town Centre. This mixed use scheme will see the delivery of a range of new developments including a Digital Skills & Enterprise Hub and the delivery of circa 180 mixed tenure apartments and town houses, alongside infrastructure and connectivity improvements and public realm works. This market making scheme will unlock a cluster of residential sites within Station Quarter and across the wider Town Centre, creating a unique opportunity to develop the Town Centre's housing offer.

DESCRIPTION

A total of 10 development sites have been identified for development across the wider town centre. These are situated on land owned by Telford & Wrekin Council and owners of Telford Shopping Centre, Orion. The proposals are focused on the delivery of a mixture of town houses and apartments, building on the town centre living offer being kick started in Station Quarter. Delivery is seen as key to ensuring that Telford continues to thrive as a town centre whilst responding to a changing retail environment.



The residential offer will be focussed on high density but sustainable design to create a mixed tenure housing product which will be attractive to young people wanting to build their careers in Telford.

PROMOTER AND PARTNERSHIPS

Station Quarter and the wider opportunities are being promoted by Telford and Wrekin Council in partnership with Orion and their asset managers Sovereign Centros, alongside Telford College, the University of Wolverhampton, Homes England and The Marches Local Enterprise Partnership.

LOCATION

Telford is the fastest growing town in the West Midlands with over 600,000 people living within a 30-minute peak time recruitment catchment area. As a new town Telford benefits from a modern road network ensuring excellent connectivity for businesses with direct links to the highway network, four airports within an hour's drive and a direct train link to London. Station Quarter covers an area of approximately 8 hectares and the site is a key gateway into Telford Town Centre. It is located on land between Telford Central Train Station and Telford Town Centre. The Telford Town Centre Living Cluster in total covers an area of approximately 6 hectares.

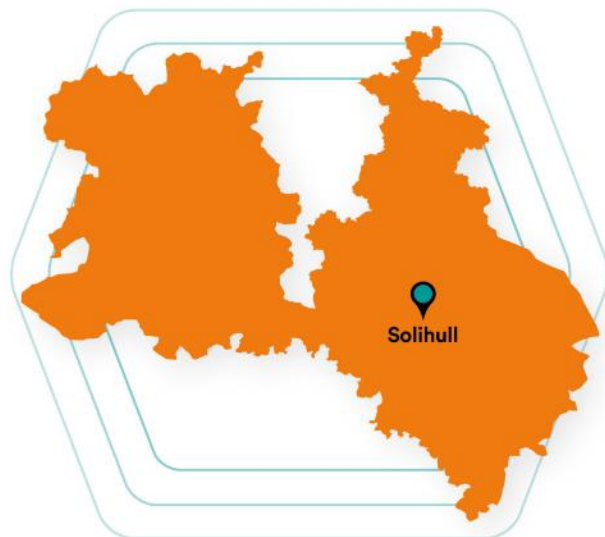


The UK Central Hub Solihull, including Arden Cross and the NEC

The Hub sits at the centre of the UK's transportation network and is unique in offering development opportunities which benefit from unrivalled connectivity. With the arrival of high speed rail and with major investment in local transport infrastructure, The Hub will become Europe's best-connected destination for business, leisure and living; a new and outstanding gateway unlike any other in the UK.

OPPORTUNITY

The Hub is a 1,300 hectare area of land in Solihull, just off Junction 6 of the M42 motorway. It is home to Birmingham Airport, the National Exhibition Centre (NEC), Birmingham International Station, Birmingham Business Park, Jaguar Land Rover and the 140 hectare Arden Cross development site which will be the location of the new HS2 Interchange Station.



THE FACTS

Promoter:

The Urban Growth Company on behalf of Solihull Council signposting to Arden Cross Ltd and the NEC Group as relevant.

Scale:

£3bn+ GDV

Sector:

Mixed-use: infrastructure, commercial, healthcare and residential

Location:

Solihull

Investment Type:

Long-term equity investor, large-scale development funder and operational partner (property, utilities and infrastructure)

Programme:

Phase One (up to 2023),
Phase Two (2024–2028)
Phase Three (2029 onwards)

Planning Status:

Proposed for development in Solihull Council Local Plan

Website:

www.ugcsolihull.uk



BACKGROUND

There are opportunities for long-term equity investors, large-scale development funders and operational partners interested in infrastructure, energy, transport and large-scale, mixed-use development.

The two most significant and immediate opportunities are at Arden Cross and at the NEC.

DESCRIPTION

Arden Cross

A key element of The Hub and the location of the HS2 Interchange Station, it covers 140 hectares of land with the opportunity to deliver 558,000m² of commercial space, up to 3,000 new homes and support 27,000 jobs. The realisation of this 25 year, £3bn development project has the backing of local and national government with a commitment to fund local infrastructure to facilitate future development. A developer/investor partner is currently being sought with early phasing to start in 2023.

NEC Campus

The vision for the NEC Campus is to create a unique environment for living, supported by new space for working and leisure. A new Urban Village of 5,000 homes will create a new and highly sustainable community of over 11,000 people living in a mature and green landscape. A new Grand Plaza and Urban Boulevard will act as catalysts for further commercial, leisure, retail and tourism development, alongside new public realm. The process to secure a development partner will commence in 2022 following a period of consultation and incorporation of responses to the masterplan.

Across The Hub, the UGC is delivering a number of strategic priority projects including additional and improved infrastructure around the HS2 Interchange Station site; future-proofing the supply of energy; upgrading the local and strategic highways network; and a car parking strategy to make the best use of existing and planned parking spaces.



The UGC also has a medium-term objective to transform Birmingham International Station on the West Coast Mainline, creating a world-leading, multi-modal transport exchange, seamlessly connecting the HS2 Interchange Station, the NEC, Birmingham International Station and Birmingham Airport as well as passengers travelling from outside The Hub. More immediately, the UGC is exploring commercial development and public realm opportunities on 28,000m² of land adjacent to the station, in anticipation of its future transformation.

PROMOTER AND PARTNERSHIPS

The UGC is a local, special-purpose delivery vehicle established and wholly owned by Solihull Council and supported by West Midlands Combined Authority. The UGC oversees and coordinates investment into the UK Central Hub in order to fully maximise the economic opportunities associated with the arrival of high speed rail. Approximately £52m of public investment has been secured in UK Central by UGC and Solihull Council over the past four years, out of a planned programme of almost £400m. This is in addition to investment by partners including HS2, Birmingham Airport, NEC, Birmingham Business Park, National Highways and Jaguar Land Rover.

The Arden Cross masterplan is being delivered by Arden Cross Ltd, a delivery vehicle created by landowners Birmingham City Council, Coleshill Estate and Packington Estate. These landowners are committed to a shared vision of building a world-class, smart and connected destination at The Hub in the heart of the Midlands.

The NEC Group and Birmingham City Council, as landowners, are working in partnership to unlock the opportunities outlined in the NEC Campus masterplan.

LOCATION

The UK Central Hub in Solihull is at the heart of the UK's transport network, offering development opportunities that have direct access to the national rail network, future high speed rail, Birmingham Airport and the Motorway network. It is also home to world-class assets such as the National Exhibition Centre and major international businesses including Jaguar Land Rover, Rolls Royce and Fujitsu.



Coventry City Centre South

Coventry City Centre South is a residential led, mixed-use development in the heart of the city that will deliver up to 1,300 new homes alongside significant commercial and placemaking development.

OPPORTUNITY

The scheme, which has outline planning consent, will be delivered in phases from 2023 onwards. The developer, Shearer Property Group, is in discussions with development and funding partners to bring forward the scheme, focused around the delivery of new residential development across a mix of tenures.

City Centre South marks the next stage of the ongoing regeneration of Coventry's city centre. The 69,000m² site takes in Bull Yard, Shelton Square, Market Way, City Arcade and Hertford Street.



THE FACTS

Promoter:

Shearer Property Group

Scale:

GDV £450m+

Sector:

Residential led, mixed city centre uses

Location:

Coventry City Centre

Investment Type:

Range including partnership, direct development or co-investment

Programme:

Reserved Matters Consents: 2022 onwards
Delivery: 2023 onwards

Planning Status:

Outline Planning Consent and Listed Building Consents approved

CPO anticipated to be made March 2022

Website:

www.spglondon.com



BACKGROUND

Shearer Property Group is appointed as the developer to deliver the City Centre South scheme. The group has a proven track record of delivering mixed-use development including Southgate Centre Bath, Grand Arcade Cambridge, the Former Dickins & Jones Department Store in Regent Street London and Parkway, Newbury.

Located in a strategically important location close to the railway station and the Friargate Business District, City Centre South will deliver an ambitious multi-million pound mixed-use urban regeneration scheme transforming both the quality of Coventry's residential, retail and wider city centre offer and the surrounding physical environment/public realm.

Coventry City Council has secured a £98.8m grant from West Midlands Combined Authority to support the scheme.

DESCRIPTION

The outline planning consent, which sets out minimum and maximum development parameters for residential, commercial and other uses, provides the platform for the delivery of transformational benefits, including the delivery of a range of homes and a new vibrant shopping and leisure experience within a significantly enhanced public realm environment. This will lead to the creation of many hundreds of new permanent jobs.

PROMOTER AND PARTNERSHIPS

Shearer Property Group are leading the project and working in partnership with Coventry City Council, West Midlands Combined Authority and Coventry & Warwickshire Local Enterprise Partnership.

LOCATION

The 11th largest city in the UK, full of potential in a great central location, only one hour from London Euston. A young and vibrant city attracting new investors with continuous development and regeneration. The city has two world renowned universities, over 55,000 students and is the UK City of Culture 2021/2022 and a host city for the 2022 Commonwealth Games.



Creative Quarter Royal Leamington Spa

The Old Town of Leamington Spa is being regenerated as a new Creative Quarter – a focus for the booming gaming industry and other creatives, providing cool space and the urban lifestyle that is key to further expansion of one of the UK's leading creative clusters.

OPPORTUNITY

A partnership is in place to both deliver projects and to encourage investment in the area of south Leamington Spa, known locally as Old Town.

There are opportunities for new creative offices and mixed use schemes to service buoyant demand from the creative sector, where demand currently considerably outstrips supply. The town is known as 'Silicon Spa', due to its UK leading video games development cluster, including both blue-chip companies and a large network of smaller creative businesses.



THE FACTS

Promoter:

Complex Development Projects
and Warwick District Council

Scale:

£50m+ GDV

Sector:

Mixed Use Leisure, Office and Residential

Location:

Royal Leamington Spa Town Centre

Investment Type:

Funding and Development Opportunities

Programme:

2022–2028

Planning Status:

Existing employment and mixed use sites. Masterplan approved for the regeneration area with detailed consent on phase one. Consent required on future phases – some are allocated

Website:

www.leamingtoncreativequarter.co.uk



BACKGROUND

The town is one of the most buoyant market towns in the Midlands, located in an area with the fastest growth measured by productivity gains, outside of London, and home to a large amount of employment in knowledge intensive and creative businesses.

The South of the town has historically underperformed against the area to the North of the river. The new Creative Quarter is a key redevelopment site, prime for regeneration given its location next to the station and pleasing architecture. There is a well-established talent base with high demand for office space which is of high priority with the local authorities for investment. There is a diverse selection of successful creative individuals and companies attracted by a strong pool of local talent and a lively local creative community. The focus of this has been around the Old Town area, where nationally and internationally acclaimed companies such as Motion House, Heartbreak Productions and The Assembly music venue are based.

This is planned to be delivered with direct investment from the local authority and its development partner on Council owned sites and further development by third party investors and developers. Recent investments to the local area include the 3,716m² HQ's of designer furniture maker Vitsoe on relocation from London, the £17.2m 187 bed The Union student development at Althorpe St, the £17.4m purchase of The Parade by property investor REI and the purchase of the House of Fraser store in Leamington Spa for c. £18m.

DESCRIPTION

Complex Development Projects Ltd (CDP) are in partnership with Warwick District Council to deliver an ambitious masterplan to regenerate the Old Town of Leamington Spa as a new Creative Quarter.



It will regenerate and breathe new life into the Old Town of Leamington Spa whilst enhancing the economic development of the new town and joining up the two distinct areas.

The geography covers an area stretching down from the River Leam to the canal, with Bath Street as the spine, and lies between the commercial centre of the town and the mainline railway station. It also includes some of the Town Centre to the North of the river including part of Hamilton Terrace (up to Newbold Street).

The Creative Quarter will not only restore several key buildings but also create a new gateway into the town, as well as improve the routes and environment from the railway station to the town centre. It will support the growth of the district's thriving creative community by establishing a sustainable creative place in Royal Leamington Spa.

Planning consent was granted for phase one in the Summer of 2021 which includes the restoration, extension and change of use of three derelict buildings, including a Grade II listed former church. The c.£5m project will deliver approximately 1,672m² of flagship creative office space.

The town has also received over £10m through the Future High Streets Fund to support the development of key assets within the Creative Quarter. The promoters are keen to work with funders and investors on Council owned assets. They are also interested in regenerating privately owned sites in the area through acquisition or in partnership to support the Creative Quarter plans.

PROMOTER AND PARTNERSHIPS

CDP and Warwick District Council are working in partnership with Warwickshire County Council and Coventry & Warwickshire Local Enterprise Partnership.

LOCATION

Royal Leamington Spa is a beautiful, historic and affluent spa town in the middle of Warwickshire in close proximity to Warwick and Stratford-upon-Avon, and located only one hour from London by train, with direct rail links to major cities like Birmingham and Manchester. It is located in a high growth area of the West Midlands, close to HQ centres for National Grid, Aston Martin Lagonda, Dennis Eagle, Jaguar Land Rover, Codemasters and Microsoft Xbox studio Playground Games.



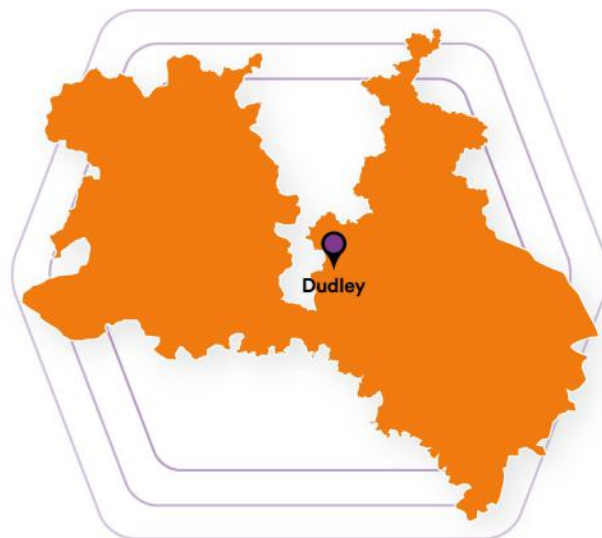
DY5 Dudley's Business and Innovation Enterprise Zone

DY5 Enterprise Zone offers investors/developers new opportunities in mixed-use Industrial, Residential and Office developments.

OPPORTUNITY

Dudley Council is seeking investors to work in partnership with existing land owners to bring forward new industrial, office, retail, residential and mixed-use development within DY5 Enterprise Zone. The promoter particularly welcomes interest in establishing long-term development partnerships.

Dudley Council is working to deliver refurbished floor space and new mixed-use development across six areas. There is a strategic opportunity to help shape the nature and usage of the projects at an early stage, over the next three to five years.



THE FACTS

Promoter:

Dudley Council

Scale:

£100m GDV

Sector:

Mixed use Industrial, Residential and Office

Location:

Dudley

Investment Type:

Development partner; Equity investor

Programme:

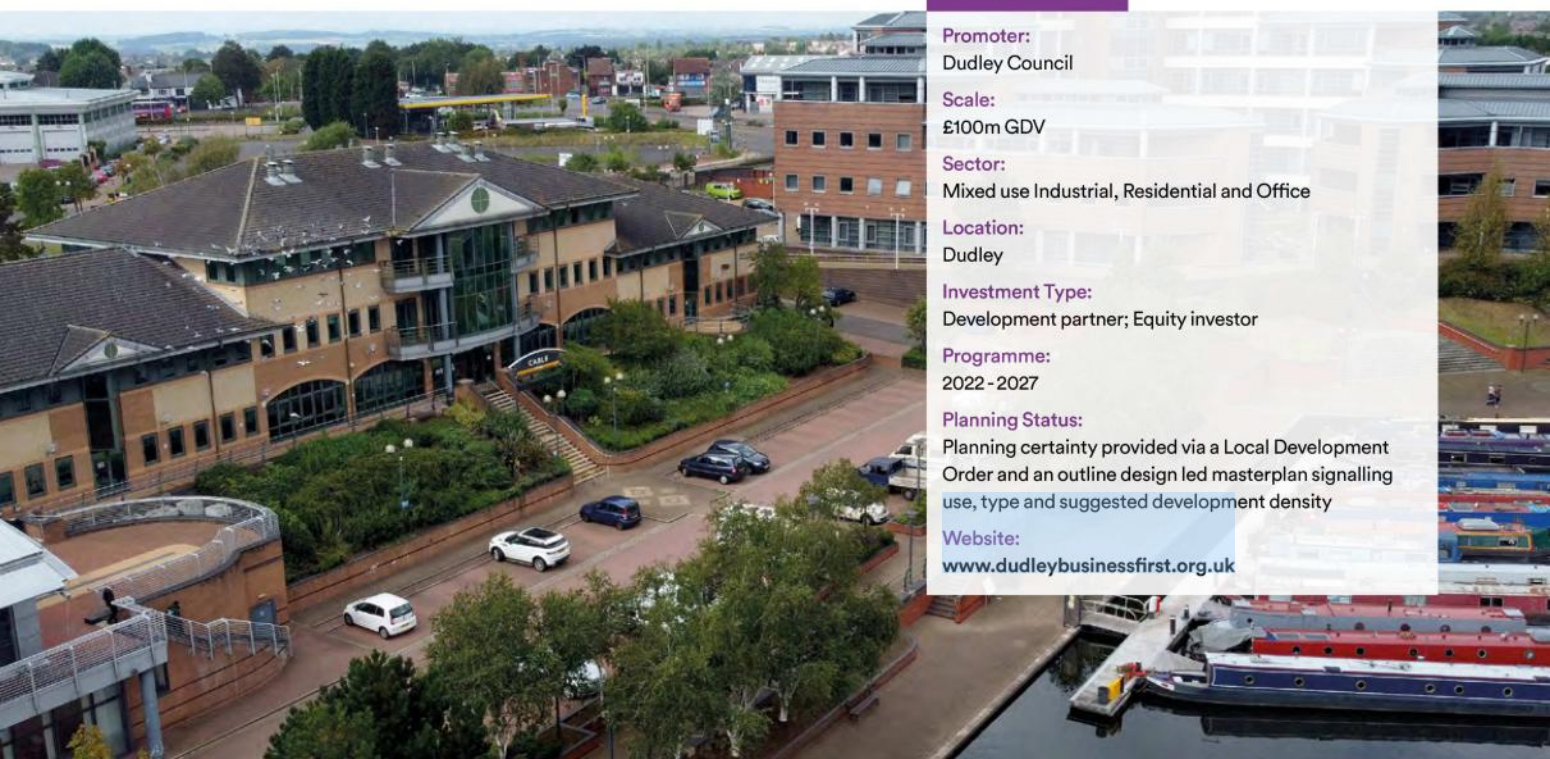
2022 - 2027

Planning Status:

Planning certainty provided via a Local Development Order and an outline design led masterplan signalling use, type and suggested development density

Website:

www.dudleybusinessfirst.org.uk



BACKGROUND

DY5 covers 50 hectares, with six main areas offering office, technology, leisure and residential high density mixed-use development opportunities all within an attractive waterfront location. It has already attracted millions of pounds of new investment and has delivered new speculative industrial development. Further investment is now required to deliver future commercial and residential opportunities.

The enterprise zone is set to benefit from major infrastructure investment, improving connectivity and adding to the attractiveness of the area. The Wednesbury to Brierley Hill Metro Extension will provide a direct link to Birmingham and the wider West Midlands by 2023. The enterprise zone is also home to a new Music Institute, 'Resonance', which opened in 2021, providing degree qualifications in a range of specialisms linked to the music industry, including sound production, lighting and staging. In addition, the Merry Hill Shopping Centre which straddles the DY5 Enterprise at the Waterfront, Brierley Hill is seeing some £50 million investment in the upgrading and expansion of the experiential retail and leisure offer.

DESCRIPTION

DY5, created in 2017, includes exciting new investment opportunities for residential, office and mixed-use development. It can offer streamlined local authority planning support and potential to access land remediation funding for new development.

Investment options in the six areas include:

Waterfront - 8 hectares comprising existing commercial office space suitable for refurbishment and potential residential conversion.

Archill - 17 hectares with potential for a mixed-use office, leisure and residential development.

Harts Hill - 2 hectares with potential for industrial development.

Canal Walk - 7 hectares with potential for a residential led mixed-use development.

Blackbrook Valley - 1.5 hectares with potential for industrial development

PROMOTER AND PARTNERSHIPS

The promoter, Dudley Council, is bringing forward the sites working closely with the Black Country Local Economic Partnership, West Midlands Combined Authority and private sector partners.

LOCATION

Dudley is undergoing an exciting transformation with over £1bn of investment on site or planned for development in the coming years.

It is the historic capital of the Black Country, a region located in the heart of the West Midlands and the centre of the UK. It is close to the M5 and M6 Motorways, just 13 kilometres from Birmingham City Centre and within easy reach of Birmingham Airport.



Dudley Town Centre

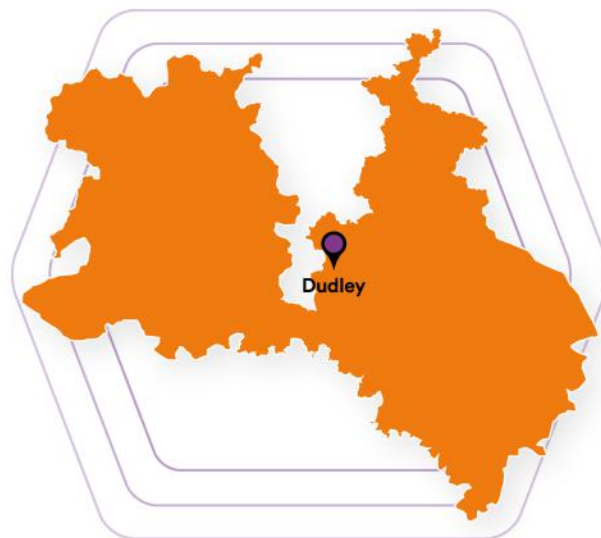
A town centre offer that is seeking partners for mixed-use developments across a comprehensive investment programme.

OPPORTUNITY

Dudley Council is seeking investors/developers to work in partnership with the local authority, West Midlands Combined Authority and Homes England to bring forward a phased programme of development of residential, retail, leisure and employment projects across Dudley Town Centre.

This comprehensive investment programme includes the following projects:

- Portersfield retail, leisure and residential scheme
- Housing and employment sites



THE FACTS

Promoter:

Dudley Council

Scale:

£110m+ GDV

Sector:

Mixed-Use. Housing, employment, retail and leisure

Location:

Dudley Town Centre, various sites

Investment Type:

Development partner

Programme:

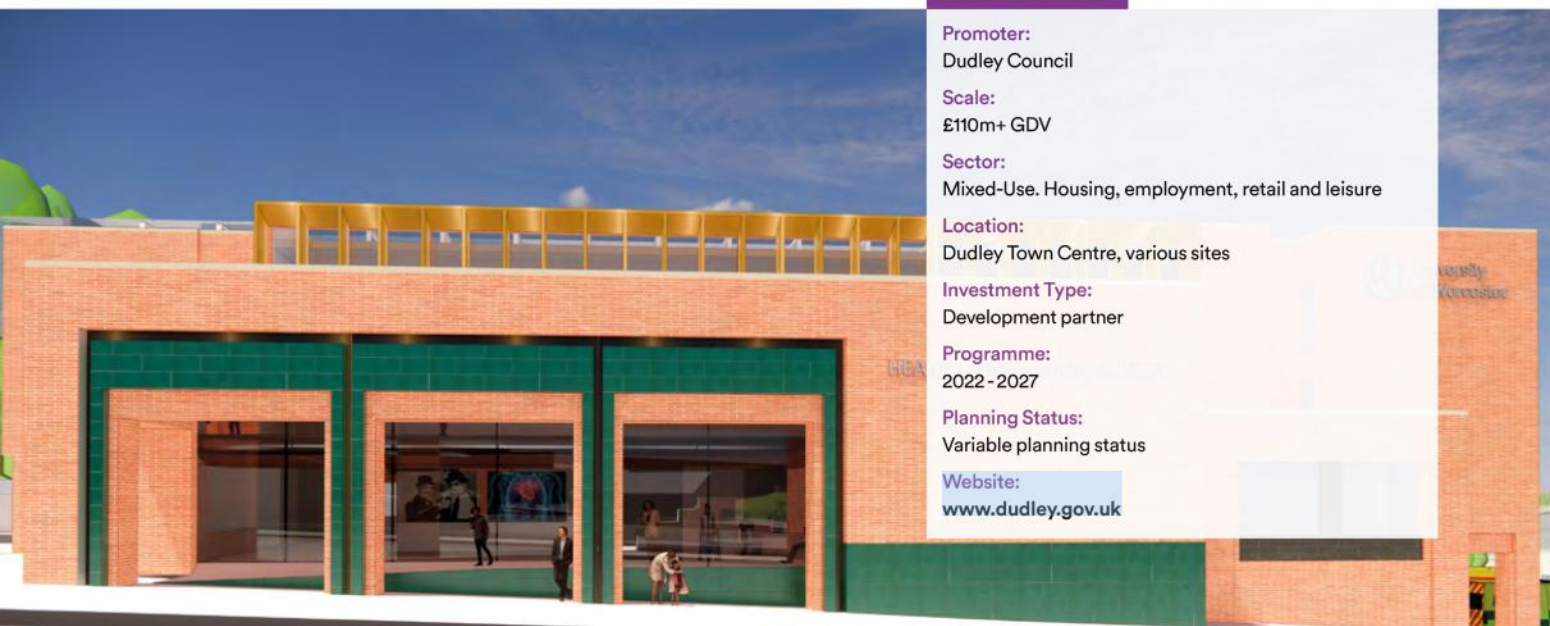
2022 - 2027

Planning Status:

Variable planning status

Website:

www.dudley.gov.uk



BACKGROUND

The aim is to improve economic performance of the town centre and capitalise on the £1bn of investment planned or on site in the borough over the coming years.

The investment programme takes a multi-dimensional approach and includes developing the visitor economy, promoting new retail, leisure, commercial and housing uses within the town centre, and improving connectivity in the town, with direct connections to national and international rail and airport hubs.

Improvements to the urban environment include the improvement of heritage assets and underutilised opportunity sites and buildings. These will create improved conditions to enable the private sector to invest into the town, bringing vacant premises back into use and improve accessibility to generate increased levels of visitor attraction.

The recently completed Institute of Technology, offers qualifications in modern manufacturing technologies and health sciences and will bring a further 500 students into the town centre. Dudley Council are building a new health science building next to this new college which will be run by University of Worcester, bringing in even more students to the town.

The £24m 'Forging Ahead' initiative will see the Black Country Living Museum expand and Dudley Castle and Zoo are working on Phase 2 of the Castle Hill vision. This work and the improved Dudley Canal and Tunnel Trust will significantly develop the visitor offer to the town centre.

DESCRIPTION

The project comprises a number of significant sites in a town centre location. The development of a new Midland Metro line through Dudley Town Centre which will be open to passengers in 2024 and complemented by a new transport interchange, will ensure that the town centre is well connected to the remainder of Dudley borough and the wider region.



Development of these sites will help Dudley in delivering a step change in terms of economic development and regeneration.

The sites available for development will not only complement the Portersfield development which includes retail and residential developments but will be part of a package of over £500m of investment planned for the town centre in the next five years. In addition to transport improvements, a new 'Very Light Rail' National Innovation Centre, backed by Warwick Manufacturing Group will open in 2022, providing a test track and innovation centre for an exciting light rail solution. It also includes incubator space for start-ups focussing on the new technologies that Very Light Rail will bring.

PROMOTER AND PARTNERSHIPS

Dudley Council is developing this programme with support from the Black Country Local Enterprise Partnership. Partners including, Midland Metro, Transport for West Midlands, Heritage Lottery Fund, European Regional Development Fund, Central Government, Dudley Zoo and Castle, Black Country Living Museum, Dudley College of Technology and the University of Worcester.

LOCATION

Dudley is undergoing an exciting transformation with over £1bn of investment on site or planned for development in the coming years.

It is the historic capital of the Black Country, a region located in the heart of the West Midlands and the centre of the UK. It is close to the M5 and M6 Motorways, just 13 kilometres from Birmingham City Centre and within easy reach of Birmingham Airport.



Greater Icknield and Smethwick

Greater Icknield and Smethwick is a significant residential led mixed-use development at the heart of the West Midlands region.

OPPORTUNITY

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts of the future development of sites.

The project covers a development area of 264 hectares, able to accommodate approximately 4,000 new homes and associated infrastructure. It offers one of the largest opportunities for brownfield regeneration in the UK and is ideally located between the centres of Birmingham and West Bromwich.



THE FACTS

Promoter:

Sandwell Metropolitan Borough Council and Birmingham City Council

Scale:

£850m GDV

Sector:

Mixed-use Residential

Location:

Smethwick, Sandwell and Birmingham

Investment Type:

A range of delivery and investment options

Programme:

2022 - 2030

Planning Status:

The sites are allocated in the adopted Local Plans

Website:

www.birmingham.gov.uk/planning

www.sandwell.gov.uk/

[GreaterIcknieldAndSmethwick](http://GreaterIcknieldAndSmethwick.com)

smethwicktobirminghamcorridor.com



BACKGROUND

The areas of Greater Icknield and Smethwick are prime development areas. The location is in proximity to extensive retail and leisure facilities in Birmingham City Centre and affords direct access onto the region's highway network, with easy access to the national motorway and rail networks, including the planned High Speed Rail (HS2) station at Birmingham Curzon.

DESCRIPTION

Greater Icknield and Smethwick are identified as strategic development areas to accommodate large areas of growth.

In Sandwell, housing delivery will be concentrated on the Grove Lane area of Smethwick, located close to the boundary with Birmingham. The area will deliver more than 800 new homes over a phased period, with associated infrastructure to support the new community, helping to relieve the high demand for housing land in this sought-after area. It will also assist in regenerating extensive areas of land surrounding the new Midland Metropolitan University Hospital which is already attracting substantial investment. The first phase has already completed with 143 new modular style homes at Cranford Grange. Further phases will come forward for development in the coming years. The Grove Lane area received Housing Zone status from Central Government and granted £224,000 of capacity funding in March 2017 to assist in bringing the development forward.

The majority of land is privately owned with recent significant developer interest signifying the attractiveness and potential for investment in this area. The area is also included within the Smethwick Town Fund Investment Plan which was awarded £23.5million in March 2021. Full Business Cases submitted to Government in early 2022 will secure funding to acquire and remediate land to progress to the next phase of regeneration.



In the adjacent area falling within Birmingham City Council boundary, public sector partners have been active with land assembly to bring forward 3,000 homes. This includes the acquisition of the majority of the Birmingham City Hospital site by Homes England. This site is being masterplanned by Homes England and will subsequently be marketed to investor developers for up to 1,000 new quality homes.

The first phase of 207 new homes and open space on Icknield Port Loop has now been completed and phase two is on site. Also on site is the 750-home development at Soho Loop. Major infrastructure improvements along Dudley Road are now funded following a recent successful Levelling Up Fund bid and will provide an improved connection to the city centre. A new secondary school is also planned for the area.

WMCA has also made acquisitions in the area and provided support by investment into developments such as Icknield Port Loop.

PROMOTER AND PARTNERSHIPS

The project is being promoted by Sandwell Metropolitan Borough Council and Birmingham City Council, working in partnership with a range of private sector developers, West Midlands Combined Authority, and Homes England given the area's status as a Housing Zone.

LOCATION

Greater Icknield and Smethwick borders Birmingham City Centre and is the gateway to Sandwell, part of the Black Country. A range of transport modes are available including bus, rail and Metro, and easy access to the Motorway network and proximity to major retail and employment opportunities makes this area an attractive and sustainable location for investment.



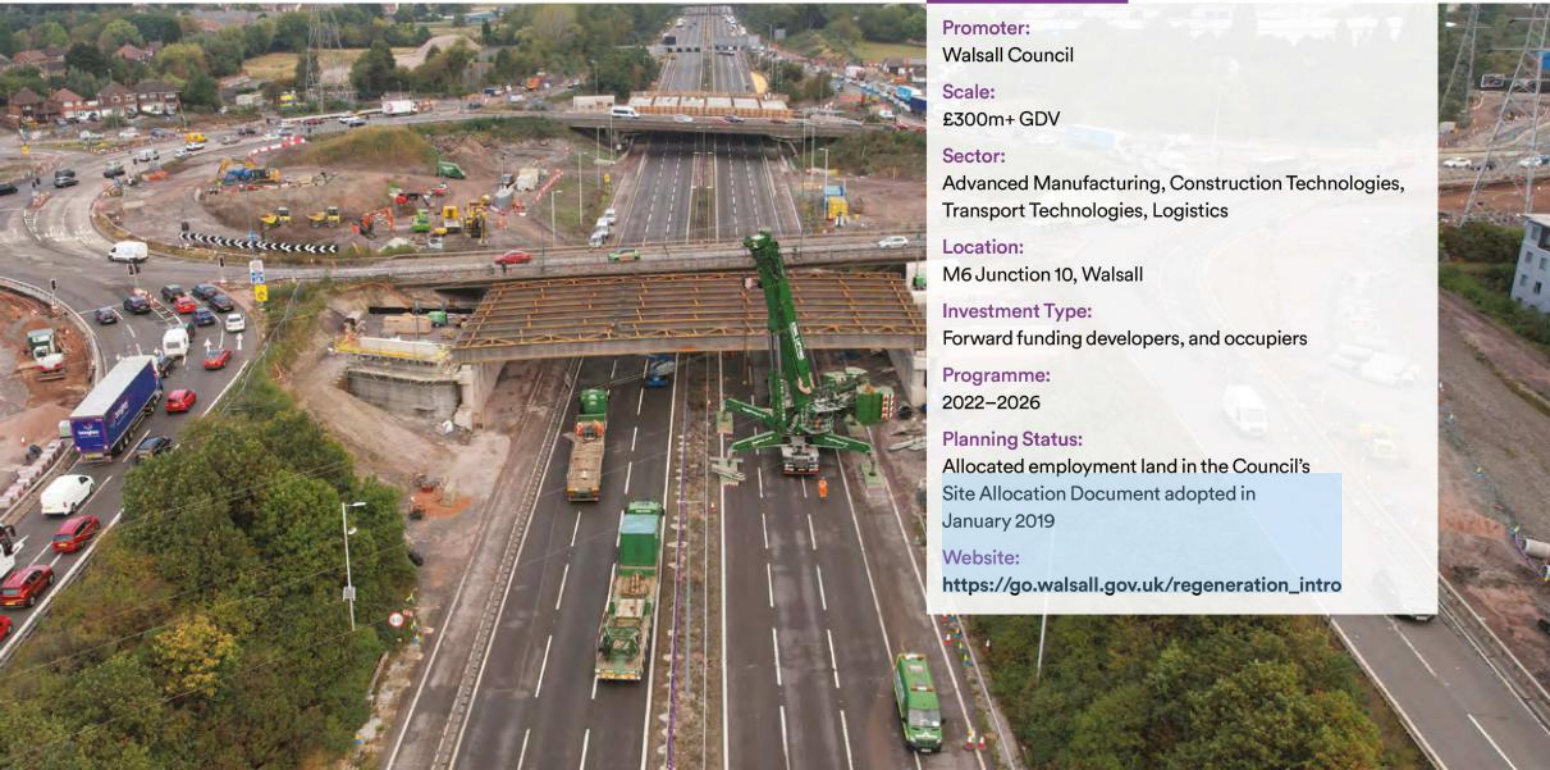
M6 Junction 10 Cluster Walsall

This strategic cluster of sites around M6 Junction 10 offers new industrial developments in the UK's manufacturing heartland.

OPPORTUNITY

As promoter Walsall Council is seeking development partners, occupiers and forward funding on a number of significant sites to bring forward exciting new industrial development.

With 52 hectares of highly accessible and developable employment land this cluster of opportunity meets increasing market demand and supports the provision of much needed strategic employment land in the region.



THE FACTS

Promoter:

Walsall Council

Scale:

£300m+ GDV

Sector:

Advanced Manufacturing, Construction Technologies, Transport Technologies, Logistics

Location:

M6 Junction 10, Walsall

Investment Type:

Forward funding developers, and occupiers

Programme:

2022–2026

Planning Status:

Allocated employment land in the Council's Site Allocation Document adopted in January 2019

Website:

https://go.walsall.gov.uk/regeneration_intro

BACKGROUND

The area around M6 Junction 10 is a highly attractive setting for manufacturing and logistics businesses given its place at the heart of the UK's Motorway network, providing direct access for both customers and suppliers. Walsall Council is working to directly support the delivery of a number of vacant employment sites in this highly sought after area.

The local road network has recently seen substantial improvements with £26m of investment and on-site work is well-advanced on the £78m improvements to Junction 10 of the M6 which is due to complete in 2022. The area will also benefit from a new rail station that will provide connections to Walsall, Wolverhampton and Birmingham opening in 2023.

DESCRIPTION

The project comprises the development of a number of significant vacant employment sites within a 1.75 kilometres radius of M6 Junction 10, some of which are defined within the Black Country Enterprise Zone.

Development partners can invest in delivery of the sites in different ways from land acquisition through to development finance.

Walsall Council has already taken a lead role in supporting delivery of two of the key sites within the cluster to act as a catalyst for future investment. Henry Boot Developments have been selected as developer partner for the 18 hectare Phoenix 10 site, one of the largest employment opportunity sites in the West Midlands region and jointly owned by the UK Government and Walsall Council. The site is connected to and highly visible from the main Motorway network, and a significant multimillion pound public investment has been agreed to undertake enabling works and prepare the site for the delivery of major employment space.



The 8 hectare former Gasholders site within the cluster has been acquired by Walsall Council from National Grid to facilitate future development, and public sector partners are working closely with other private landowners within the cluster to support further development opportunities

Development is being informed by masterplanning within the Black Country Enterprise Zone.

PROMOTER AND PARTNERSHIPS

Walsall Council is working closely with private landowners and fully supported by key partners the Black Country Local Enterprise Partnership and West Midlands Combined Authority.

LOCATION

Located at the heart of the UK Motorway network at J10 of the M6 the cluster is a highly attractive location for investment. In addition, the M54 which connects to the M6 at J10a provides direct connection to the i54 Business Park at J2 which is home to Jaguar Land Rover's Engine Manufacturing Centre, Moog Aerospace and other global business. There is also easy access via the M6, M5 and M42 to Birmingham Airport as well as direct Motorway routes to Manchester and Heathrow Airport. A new rail station within the heart of the Black Country Enterprise Zone area will also open in 2023 with connections to Birmingham.



Martineau Galleries Birmingham

Martineau Galleries is a high quality mixed-use development that creates an entirely new destination in Birmingham City Centre.

OPPORTUNITY

The opportunity for investment is available in partnership with Hammerson PLC on the first and following phases.

Hammerson as an owner/manager and developer of prime real estate across Europe is also a committed Investor/developer in Birmingham with its long term ownership of Bullring and Grand Central in the heart of the City. Hammerson has a strong and significant track record of successful placemaking and city centre regeneration across the UK.



THE FACTS

Promoter:

Martineau Galleries Limited Partnership

Scale:

£1bn GDV

Sector:

Mixed use including commercial, residential, food, beverage, retail and hotel

Location:

Birmingham City Centre

Investment Type:

Funding partner for phased development

Programme:

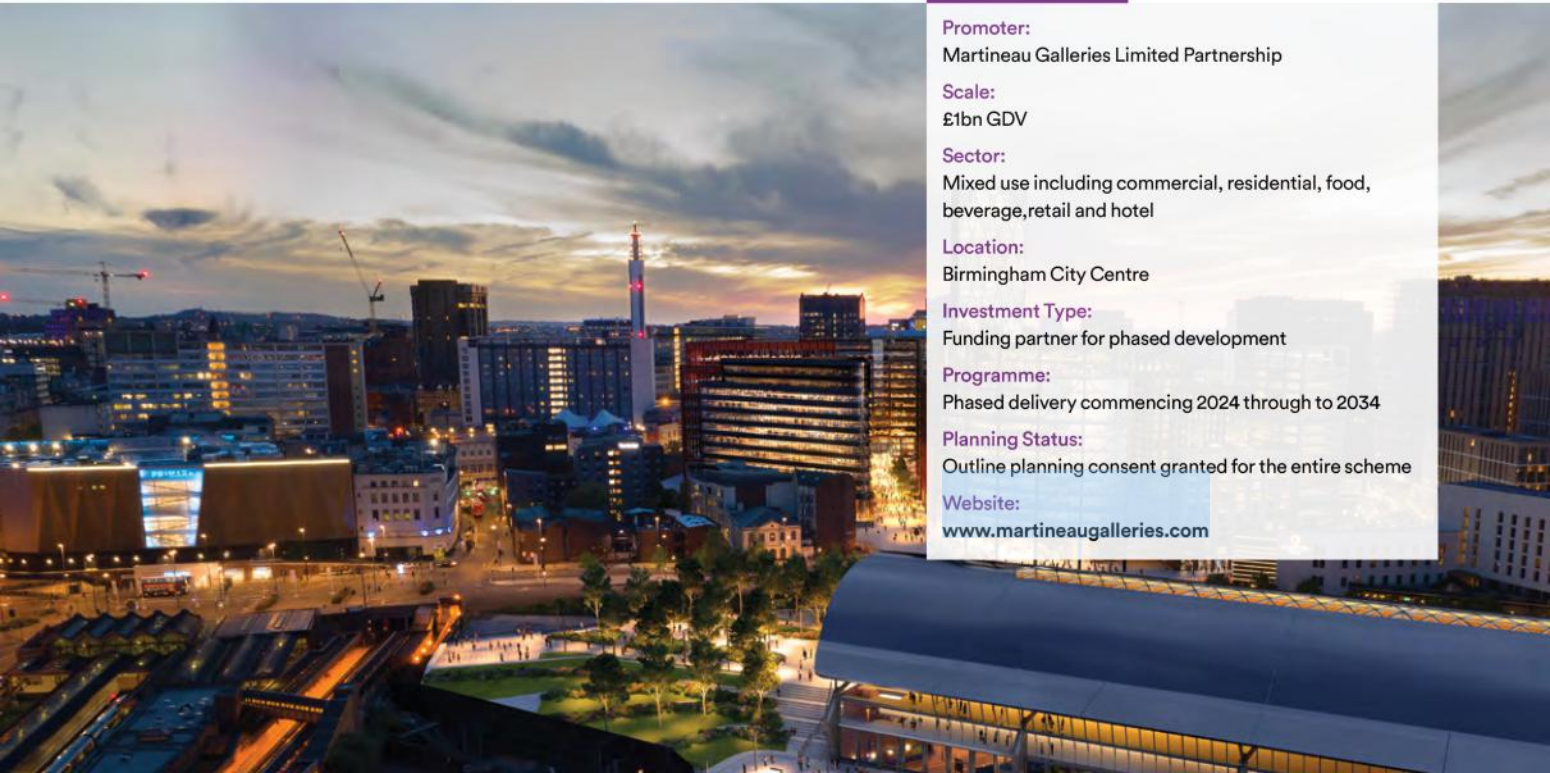
Phased delivery commencing 2024 through to 2034

Planning Status:

Outline planning consent granted for the entire scheme

Website:

www.martineaugalleries.com



BACKGROUND

Located on a 30,000m² site in Birmingham city centre, Martineau Galleries is a development of strategic importance for the city and the whole region. Sitting at the heart of the growing transformation of the city centre landscape, the site is part of the wider Birmingham Curzon HS2 masterplan for growth.

The proposed mixed use development presents an outstanding opportunity to transform the area with up to 255,000m² of approved development.

The redeveloped site will incorporate the new Albert Street tram stop as part of the ongoing Eastside tram extension and will also provide significant areas of new high-quality public realm.

DESCRIPTION

The proposals will regenerate The Square Shopping Centre and Dale End (High Street) car park and include up to 1,300 new homes, up to 130,000m² of workspace, restaurants, cafes, shops, and a new 200 bed city centre hotel.

The development incorporates significant new public spaces, two public squares, streets and a boulevard forming a signature gateway to Birmingham from the forthcoming adjacent high speed Curzon rail terminus as well as the planned expansion of Moor Street station with frequent services to London Marylebone.

The scheme when completed will create a vibrant new neighbourhood in the centre of Birmingham, transforming the area and bringing high quality public space for both residents and visitors to enjoy.

PROMOTER AND PARTNERSHIPS

The project promoter is Hammerson PLC through the Martineau Galleries Limited Partnership. In 2017 Hammerson were the first property company globally to launch a set of comprehensive targets to be Net Positive for carbon, water, resource use and socio-economic impacts by 2030.

Hammerson has a strong forward thinking approach to sustainability aligning with the rising ESG expectations and requirements of the investor community.

LOCATION

The Martineau Galleries site currently includes The Square Shopping Centre, King's Parade and Dale End (High Street) car park. The site forms a significant part of Birmingham city centre, with strategic links to the wider area. The development will create a permeable neighbourhood that extends the High Street and embraces key future connections including high speed rail, train, tram, bus networks and the tram extension creating a natural flow through the city.



Perry Barr Regeneration Birmingham

Perry Barr will be at the heart of the Birmingham 2022 Commonwealth Games, with the redeveloped Alexander Stadium hosting Opening and Closing Ceremonies and the Athletics Competition. More than £700m public sector investment into the area ahead of the Games is a catalyst for further growth with the Perry Barr 2040: A Vision for Legacy masterplan setting out plans for new homes, attractive and accessible green spaces, and the creation of a diverse, high quality town centre at the heart of Birmingham's best connected suburb.

OPPORTUNITY

Within and adjacent to the masterplan area there is some 60 hectares of brownfield land which will provide for more than 5,000 new homes and associated and supporting uses over the next two decades.



THE FACTS

Promoter:

Birmingham City Council

Scale:

c. £180m GDV (Phase One of the BCC Residential Scheme)

Sector:

Residential led regeneration, with opportunities for supporting commercial uses

Location:

Perry Barr, Birmingham

Investment Type:

Development partner/funder; Equity investor

Programme:

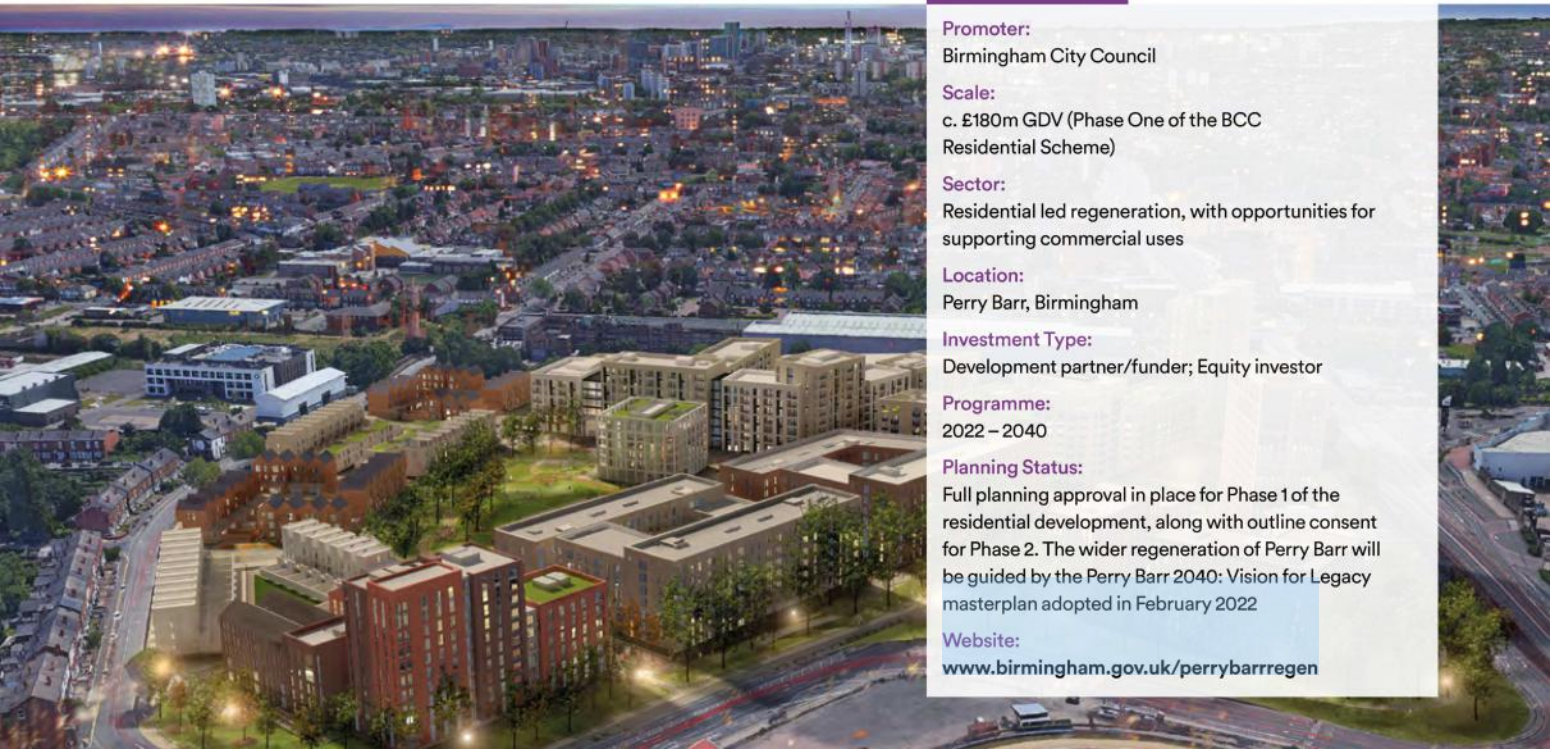
2022 – 2040

Planning Status:

Full planning approval in place for Phase 1 of the residential development, along with outline consent for Phase 2. The wider regeneration of Perry Barr will be guided by the Perry Barr 2040: Vision for Legacy masterplan adopted in February 2022

Website:

www.birmingham.gov.uk/perrybarregen



BACKGROUND

Identified as a key area of growth in the Birmingham Development Plan the city is capitalising on the opportunity presented by hosting the 2022 Commonwealth Games to transform Perry Barr, accelerating the delivery of an ambitious vision for the area. This transformation is a key legacy outcome for Birmingham.

Following on from the existing £700m infrastructure investment the Perry Barr 2040: A Vision for Legacy Masterplan identifies a clear vision and principles for the future and sets out a series of development and placemaking projects which will support additional housing growth including:

- Delivering or creating the conditions for the delivery of some 5,000 new homes
- Connecting and maximising the value of green spaces, allotments, and the natural environment
- Supporting sustainable employment activity
- Reducing carbon emissions

DESCRIPTION

Phase 1 of the Perry Barr residential scheme is currently on site with four plots comprising 968 homes being developed, including a 'later living' scheme, and a mix of one and two-bed apartments across a mix of tenures. A disposals strategy has been agreed and the first units will be available for occupation from January 2023. Of the homes currently under construction, 411 will be Affordable, including 99 being made available for purchase at 70% of market value through the Government's First Homes Pilot.



Further plots on Phase 1 have consent for a range of apartments and family homes. It is expected that these will come forward on a phased basis from 2023 onward. Phase 2 has outline consent for up to 500 homes. This Phase will be family housing-led and will come forward as a series of plots with opportunities for innovation in unit type and delivery mechanism. As part of Phase 2, the Bus Garage will be retained as a mixed use cultural and community space providing opportunities for local entrepreneurs and organisations to grow, and creating an anchor destination in Perry Barr.

The sites at Birchfield Gateway have the potential to deliver some 400 new homes as well as a range of commercial, community or mixed use facilities at ground floor, re-activating this part of the town centre. This will create a distinctive new gateway to the area at a key junction.

Within the heart of Perry Barr there are opportunities for a range of commercial developments which will enhance the offer for residents and visitors, provide a more diverse town centre, and improve links across the area. More widely there are a range of further opportunities for residential development. Around 50 sites have been identified, with capacities ranging up to 300 units. As part of the Masterplan the Council and its partners are developing a strategy to unlock the development of sites outside its ownership.

PROMOTER AND PARTNERSHIPS

Birmingham City Council is assembling key sites for delivery and will work with other landowners to unlock opportunities. The plans for the area have strong support from West Midlands Combined Authority, Homes England, Sport England, and the UK Government, and have attracted partner funding.

LOCATION

Perry Barr centre is 3 miles north of Birmingham City Centre – a 15 minute journey by train or sprint bus. The Alexander Stadium, which will play a pivotal role during the Commonwealth Games, is 1.5 kilometres to the north. Local cycle and walking links are among the best in the city and are set to be further improved. The area also benefits from world class sports facilities, high quality green spaces, unique allotment sites, local shops and services, and access to jobs.



Springfield Campus Wolverhampton

Springfield Campus in the City of Wolverhampton is a strategic investment opportunity of a nationally significant development at the heart of the West Midlands.

OPPORTUNITY

This opportunity relates to the next strategic phase of development, integrating the promotion of industrial engagement and co-location. Industry will not only have the opportunity of a city-centre presence but access to a significant skills base and talent pool, world class research and innovation facilities and expertise and a business support framework to help test and support innovation and associated practices.



THE FACTS

Promoter:

University of Wolverhampton

Scale:

£125m+ GDV

Sector:

Research/Education/Upskilling/Reskilling/Industrial Engagement

Location:

Wolverhampton City Centre

Investment Type:

Investor, co-development, development funding

Programme:

2022 onwards

Planning Status:

As part of the local area plan

Website:

<https://www.wlv.ac.uk/university-life/our-campus/springfield-campus/>



BACKGROUND

The site of the former Springfield brewery is transforming into Europe's largest specialist construction and built environment campus, bringing together businesses and the education sector to maximise the impact on the economy. The development is acting as the catalyst for economic and social regeneration, tailored to creating jobs, facilitating innovation and delivering the technical and professional experts required by this country.

Phase One of the development focused on learning, skills development and education and saw the establishment of a number of strategic schemes including the Thomas Telford University Technical College, the Elite Centre for Manufacturing Skills and most recently the University of Wolverhampton state-of-the-art School of Architecture & Built Environment. The latter is a 7,900m² teaching and learning facility for over 1,200 students and designed to cater for all professional & industry training.

Phase Two of the development concentrated on developing research and policy expertise through the establishment of the National Brownfield Institute. This £15m development focuses on the practical application of future brownfield regeneration through the work of research teams, leading policy development and commercial services.

DESCRIPTION

The development of Springfield Campus will act as a smart specialisation hub in the region, and over a 30-year project lifecycle bring an estimated GVA benefit to the Black Country of over £300m.

The vision of the campus is to create the infrastructure where learning, teaching and research combines and works collaboratively with industry partners, professional bodies, and supply chain members to help regenerate the economy.



The next phase in the development is now ready for investment on a site where all services and infrastructure are in place and strategic plots available.

PROMOTER AND PARTNERSHIPS

The University of Wolverhampton as promoter of the development is working in partnership with the City of Wolverhampton Council, the Black Country Local Enterprise Partnership and West Midlands Combined Authority.

LOCATION

The University of Wolverhampton and Springfield Campus is in close proximity to the proposed Canalside Living Quarter, and within a five-minute walk to the City Interchange and Wolverhampton mainline rail station providing direct access into the High Speed 2 (HS2) network. It forms part of the Walsall to Wolverhampton Inclusive Growth Corridor.



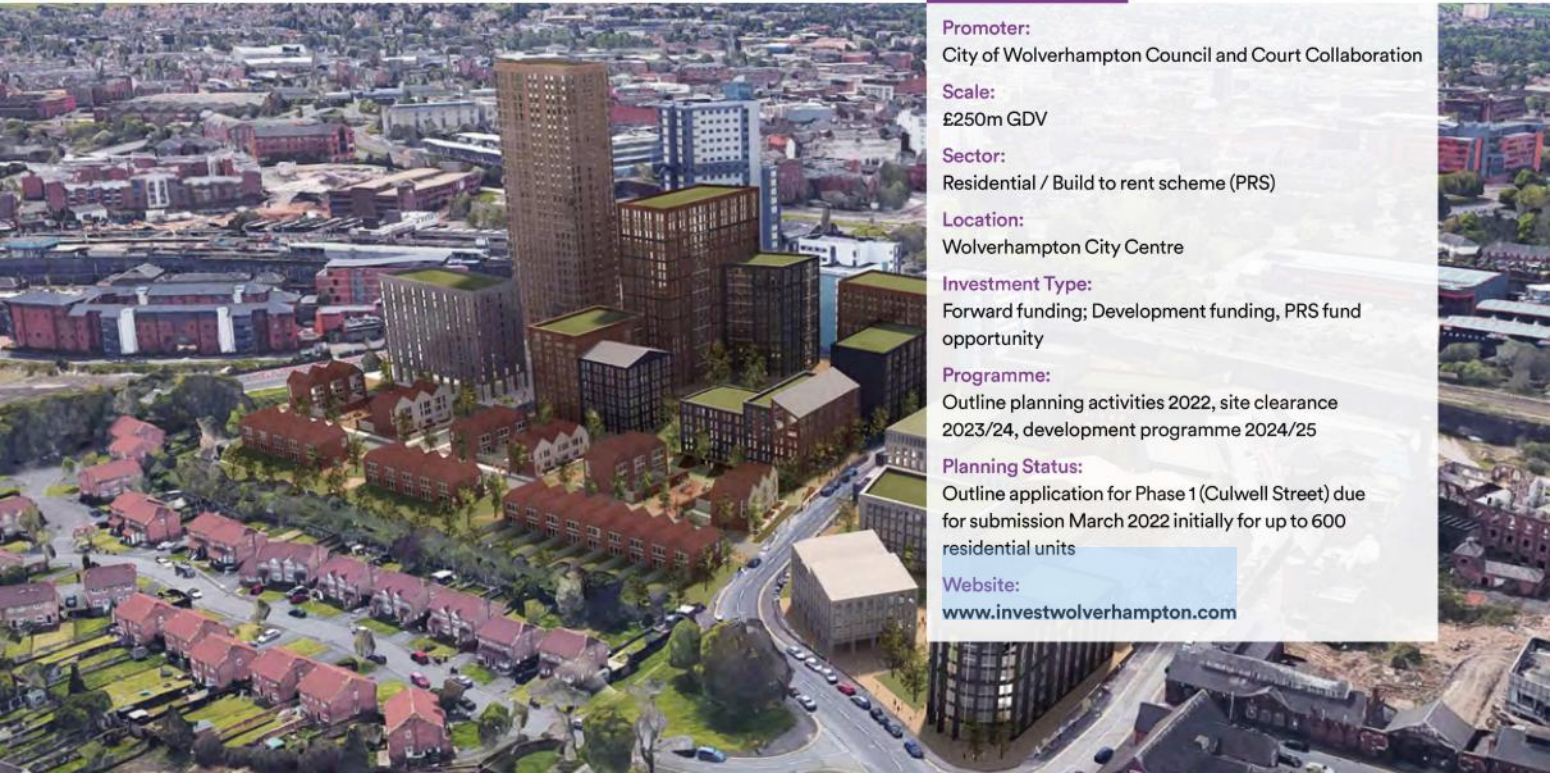
The Brewers Yard Wolverhampton

The Brewers Yard is a key city centre mixed-use regeneration site adjacent to Wolverhampton Railway Station and University of Wolverhampton, at the heart of the City of Wolverhampton.

OPPORTUNITY

The public and private strategic delivery partnership will look to secure investors and occupiers to help deliver this ambitious residential-led mixed-use regeneration project.

Through partnership working the opportunity exists to accelerate site preparation and fast track delivery, leading to de-risked phasing of key investible opportunities from regional, national and international funding institutions.



THE FACTS

Promoter:

City of Wolverhampton Council and Court Collaboration

Scale:

£250m GDV

Sector:

Residential / Build to rent scheme (PRS)

Location:

Wolverhampton City Centre

Investment Type:

Forward funding; Development funding, PRS fund opportunity

Programme:

Outline planning activities 2022, site clearance 2023/24, development programme 2024/25

Planning Status:

Outline application for Phase 1 (Culwell Street) due for submission March 2022 initially for up to 600 residential units

Website:

www.investwolverhampton.com

BACKGROUND

The Brewers Yard is located to the North East of the city centre and plays a major part in the regeneration of that area of the city alongside University of Wolverhampton Springfield Campus.

Located just a few hundred metres from the train station which provides quick, direct access to Birmingham, London and Manchester, the site also offers great accessibility to the city centre and University Campuses.

The objective is to deliver transformational place making, quality public open space and innovative construction techniques in a key city centre location. The project will support and address growing city centre housing market demand for a quality product with mixed tenure options, and build upon existing and emerging regional and national transport infrastructure links adjacent to Wolverhampton Railway Station and University of Wolverhampton.

DESCRIPTION

The public and private strategic delivery partnership will look to secure investors and occupiers to help deliver this ambitious residential-led mixed-use regeneration project.

The proposed scheme sees the regeneration of a 10acre brownfield site. A circa £250m mixed use scheme which will see a total mixture of up to 1,200 city houses and apartments, and anticipated 2,575m² of new retail and commercial space, as part of the city's Canalside regeneration. The scheme aims to deliver high quality, affordable living offering a new product to the city and tenure mix in some of Wolverhampton's tallest towers alongside high quality, well thought out public realm.



The scheme is set to deliver a number of benefits to the local area, not least the new residential accommodation, but through hundreds of permanent new jobs, over 1,000 construction jobs plus built environment apprenticeships and training opportunities being offered to students of the university.

Planning consent is being sought for the development during the course of 2022, with an anticipated construction start later in the year.

PROMOTER AND PARTNERSHIPS

The promoters for The Brewers Yard are the City of Wolverhampton Council and Court Collaboration, with initial site clearance and remediation funding provided by West Midlands Combined Authority and supported through the Wolverhampton Towns Deal.

LOCATION

The Brewers Yard site lies close to the city centre and adjacent to the University of Wolverhampton and Springfield Campus. It is within a 5-minute walk to the City Interchange and Wolverhampton Rail station providing direct access to London, Birmingham and Manchester and into the High Speed 2 (HS2) network.



Transforming Nuneaton

Aimed at creating a thriving, vibrant town with an ambitious and aspirational programme of mixed-use development including residential, leisure and offices.

OPPORTUNITY

The promoters are seeking a developer for a prime development site in the heart of Nuneaton town centre. Anchored by Warwickshire County Council's new library and business centre, this 2 hectare site provides the perfect opportunity for a private developer to bring in new mixed uses to the town, building on the new McCarthy and Stone development opposite and linking to the wider ambitions for the town.

Nuneaton town centre is the largest town in Warwickshire, near Birmingham and East Midlands airports and High Speed 2 Hub at UK Central, the first stopping point on HS2 from London. It is also the mainline station town for the 200,000m² auto technology campus MIRA Technology Park and is on the doorstep of two major research universities.



THE FACTS

Promoter:
Warwickshire County Council, Nuneaton & Bedworth Borough Council

Scale:
£100m+ GDV

Sector:
Residential and Retail

Location:
Nuneaton Town Centre

Investment Type:
Forward funding, Joint Venture Developer

Programme:
2022–2028

Planning Status:
Existing employment land, detailed planning required

Website:
www.warwickshire.gov.uk/transformingnuneaton



BACKGROUND

Nuneaton is a well located West Midlands town providing a mix of retail, office and leisure, and currently limited amount of town centre residential. The centre has already seen investment on the edge of the town. In 2019 CoFresh invested over £10m in a new 130,000m² manufacturing and distribution centre, and Goodman recently completed a new 230,000m² unit. In the town centre, the Abbey Street Development will see construction of a new hotel, the first building within this mixed-use site being promoted by Queensbury and Nuneaton and Bedworth Borough Council. The site which has outline planning permission for leisure uses, residential and a food hall, supported by a new multi-story car park will be a boost to the leisure offer in the town centre and complement the new residential and commercial offers that are being developed.

Investment from the Towns Fund and Future High Street Fund also see major works to improve the highway network, public realm/parks, and educational facilities taking place, building on already improved infrastructure which has also delivered improvements to the road and new rail links delivered by the County Council and the Coventry & Warwickshire Local Enterprise Partnership, including direct rail services to Leamington Spa via Coventry.

DESCRIPTION

Transforming Nuneaton comprises the development of several key sites in Nuneaton town centre alongside supporting infrastructure improvement schemes. The local councils have secured significant funding to date to advance the ambitions including government's Local Growth Fund (£7.5m), Warwickshire County Council (£41.1m), Nuneaton and Bedworth Borough Council (£59.3m), West Midlands Combined Authority (£1.5m), the Future High Street Fund (£13.3m) and the Towns Fund (£24.2m).



Vicarage Street is a 2 hectare site adjacent to the ring road and directly linked to the primary shopping area. This newly assembled site will house Warwickshire County Council's new library and business centre, a landmark 4,200m² building, forming the cornerstone of this site. With recently approved investment of £19.5m Warwickshire County Council will progress plans whilst working with a developer for the remainder of the site. Following extensive market assessment and testing, site investigations and topographical surveys a residential scheme will be developed.

This site presents a significant opportunity to introduce a residential development into the heart of the town, with excellent transport links as it is sited only 5 minutes from the rail mainline station.

In addition, adjacent to the site is the Bridge to Living scheme which will see the redevelopment of current retail units to create a mixed use scheme comprising live/work units, retail/workspace, and apartments. Complemented by the development of river frontage and improved connections between Town Centre and Riversley Park.

A prospectus including plans to regenerate Nuneaton town centre and the surrounding area are available, including a detailed capacity study for the town, developed with advice from the planning authority.

PROMOTER AND PARTNERSHIPS

Warwickshire County Council and Nuneaton and Bedworth Borough Council are working together with the Coventry & Warwickshire Local Enterprise Partnership and West Midlands Combined Authority.

LOCATION

Nuneaton, Warwickshire's largest town, lies in an area of high growth in the West Midlands, particularly in the auto, aero and logistics sectors, and is a rail mainline town with excellent road links. Only a short drive from both Birmingham International and East Midlands Airports and the new High Speed 2 Hub at UK Central, MIRA Technology Park and two major local universities. It has direct rail connections with journey times to London of 75mins and to Birmingham in 30mins.



West Midlands Gigafactory

West Midlands Gigafactory's mission is to create the UK's largest battery manufacturing facility in the heart of the UK automotive industry.

OPPORTUNITY

The West Midlands Gigafactory in Coventry, is a strategically crucial investment for the region and the UK. It will play a major role in securing the future of the automotive industry.

The goal is to help drive the world's transition to sustainable energy through electric vehicles. At full capacity, the Gigafactory will be able to produce up to 60GWh - enough to power 600,000 electric vehicles per year - and will be ready for production in 2025.

It will be one of the largest new industrial facilities of any kind in the UK. The project will inject a £2.5bn investment into the region and create up to 6,000 new highly skilled jobs directly and many more in the supply chain.



THE FACTS

Promoter:

Coventry City Council & Coventry Airport Limited

Scale:

£2.5bn+ GDV

Sector:

Industrial

Location:

Coventry South

Investment Type:

Range including partnership, direct development or co-investment

Programme:

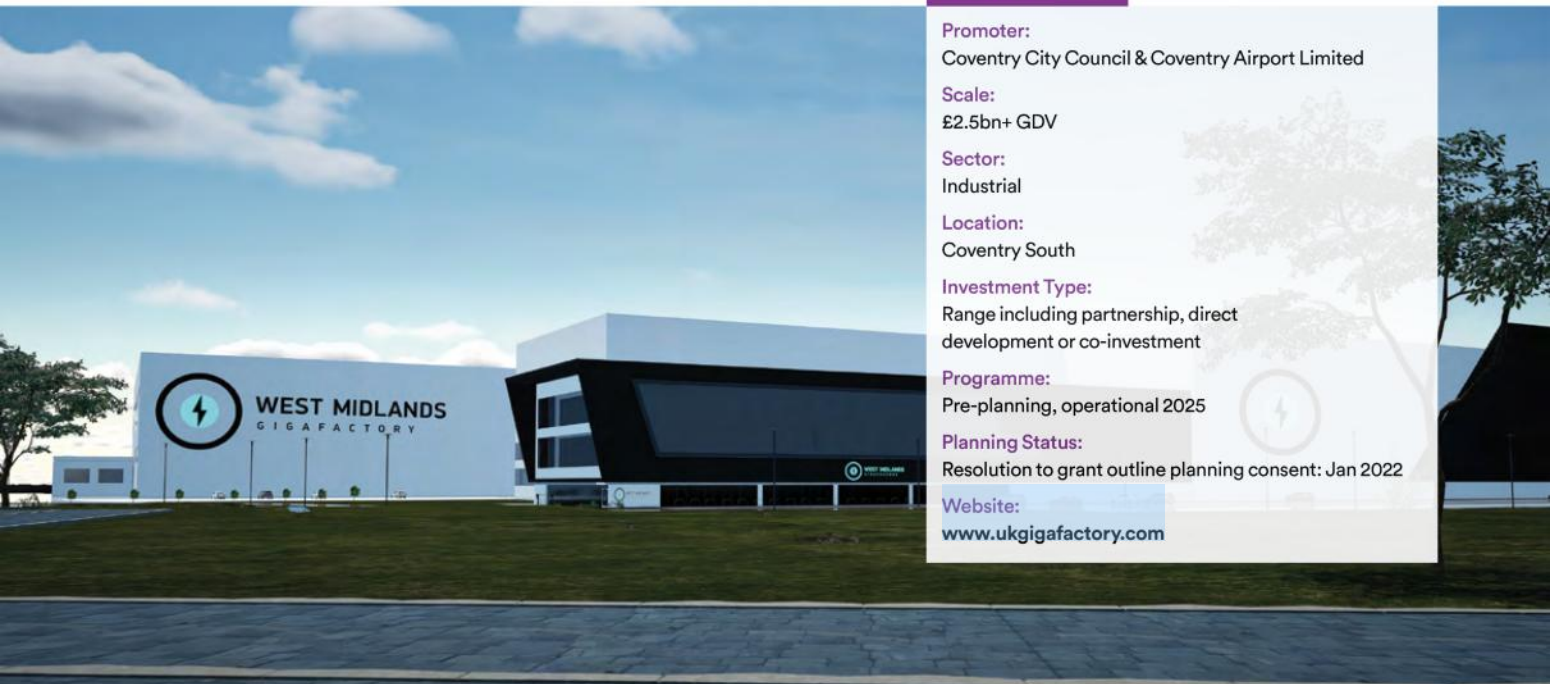
Pre-planning, operational 2025

Planning Status:

Resolution to grant outline planning consent: Jan 2022

Website:

www.ukgigafactory.com



BACKGROUND

Electrification represents the biggest change to the automotive sector since the internal combustion engine, driven by Government policy to phase out new petrol and diesel cars by 2030 and reach Net Zero by 2050. As we rapidly move towards zero-emission electric vehicles, without a battery manufacturing facility there is no car industry.

The West Midlands is the heart of the UK automotive industry, and the West Midlands Gigafactory will create the heart of the British battery industry with access to the world-class skills, talent and supply chain capabilities.

The region hosts a mature automotive sector linked to a national and international supply chain, with an economic value of £3.2bn GVA, employing around 46,500 people.

Meanwhile, Coventry & Warwickshire has emerged as a centre of excellence in battery technology, research, and development. The region is home to the UK Battery Industrialisation Centre (UKBIC), the Advanced Propulsion Centre (APC), and WMG at the University of Warwick.

The promoters are now mobilising a successful local partnership, created around the delivery of UKBIC, a one-of-a-kind facility designed to scale up UK battery manufacturing, adjacent to Coventry Airport. This will not only deliver a West Midlands Gigafactory but ensure it can immediately plug in to an advanced automotive eco-system.

DESCRIPTION

The West Midlands Gigafactory will become one of the UK's largest single industrial buildings, covering the same area as 74 full-size football pitches, and will be ready for production by 2025.



It will be powered by 100% sustainable energy and at full capacity will produce up to 60GWh – enough to power 600,000 electric vehicles per year. The West Midlands Gigafactory will attract a £2.5bn investment, create up to 6,000 direct jobs and tens of thousands more in the supply chain.

The Gigafactory proposal is part of Coventry and Warwickshire's ambitious 10-year vision and investment plan. This facility is at the heart of an area that has been developed to create the right environment for the next generation of automotive investment, including opportunities for supplier co-location, the UK Battery Industrialisation Centre, R&D technology parks, new office developments as well as retail and leisure opportunities.

PROMOTER AND PARTNERSHIPS

The West Midlands Gigafactory is a public-private joint venture partnership between Coventry City Council and Coventry Airport Ltd as the freeholder and long leaseholder of Coventry Airport.

The opportunity is backed by an alliance of West Midlands industrial groups, local government, and academic institutions. This alliance includes West Midlands Combined Authority, Warwick District Council, Warwickshire County Council, Rugby Borough Council, WMG at University of Warwick, Coventry University, and the Manufacturing Technology Centre.

LOCATION

The proposed West Midlands Gigafactory is the ideal location to serve the British car industry and is closer to almost every car manufacturing plant in the UK than any other Gigafactory proposed or in build.



Former Ironbridge Power Station

Harworth Group's highest profile acquisition of 2018; the 142 hectare former Ironbridge Power Station is planned for regeneration into a mixed-use scheme, creating a new community at the heart of the region's industrial heritage.

OPPORTUNITY

The former Ironbridge Power Station site has been masterplanned for a new development incorporating a range of housing including a retirement village, employment and leisure uses and associated community facilities.

At the centre of the site will be the re-use of the site's former rail connection, which will not only improve the sustainability credentials of the new development but has the potential to significantly improve public transport connections for local residents and tourists into this part of the West Midlands region.



THE FACTS

Promoter:

Harworth Group plc from Shropshire Council

Scale:

£250m + GDV

Sector:

Housing, employment, leisure and community uses

Location:

Ironbridge, Shropshire

Investment Type:

A range of future delivery and investment options

Programme:

2022–2036

Planning Status:

Full planning approval granted in September 2021

Website:

www.ironbridgeregeneration.co.uk

<http://www.investinshropshire.co.uk/current-property-availability/current-developments/former-ironbridge-power-station/>



BACKGROUND

The power station ceased to generate power in 2015 and was sold by previous owner, Uniper, to the Harworth Group plc following the completion of decommissioning works in June 2018.

It is located on the southern bank of the River Severn approximately one kilometre from Ironbridge village. The boundaries of the eastern part of the site lie immediately adjoining, but excluded from, the Ironbridge Gorge World Heritage Site which is a key visitor attraction.

Since buying the site, Harworth Group plc has both masterplanned development and is nearing completion of the 27-month demolition programme for the site, which included the demolition of its four iconic cooling towers in December 2019.

DESCRIPTION

The former Ironbridge Power Station forms the largest single redevelopment site in Shropshire. Its 142 hectare site located on the border of neighbouring Telford at the heart of Shropshire is in a rural environment with good road and rail connectivity to the Black Country and the wider West Midlands region.

Harworth Group plc had full planning approval granted in September 2021, from both Shropshire Council and Telford & Wrekin, subject to further legal agreements to be finalised by January 2022 for the 142 hectare site's long term redevelopment. The Group have also submitted a separate application to extract up to 1.9 million tonnes of sand and gravel to Shropshire Council.



The outline application includes plans for 1,000 homes, a retirement village, a new local centre to contain a mix of leisure, commercial, retail and health uses, a primary school, nature corridors, public open space and the re-use of the site's pump house to support either retail, community or river-based uses.

This site's masterplan indicates a minimum of 16,000m² of commercial space alongside 2,200m² of retail provision.

The application is supported by a number of key documents which explain how the plan has been arrived at, including a detailed Design & Access Statement, a full Transport Assessment and a series of environmental plans including flood risk and ecological assessments.

The application follows eighteen months of detailed consideration, including two public consultations held on-site in 2018 and 2019 which attracted nearly 1,000 people in total, establishing a detailed understanding of the site's assets and constraints and considering the site's role in supporting Ironbridge's leisure & tourism offer.

PROMOTER AND PARTNERSHIPS

The Former Ironbridge Station is being promoted by Shropshire Council, working in partnership with site owner and developer the Harworth Group plc.

LOCATION

The Ironbridge Power Station site is located in the historic setting of Ironbridge on the Telford and wider Shropshire border in close proximity to the M54 Motorway and wider West Midlands region.



Shrewsbury Riverside

Shropshire Council as site owners will be bringing forward a high-quality, design-led river-edge development site, in the very heart of Shrewsbury town centre, Shropshire's county town in the loop of the River Severn.

OPPORTUNITY

The former Riverside & Pride Hill Shopping Centres, associated multi-storey car park, bus station and surrounding area provides a 4 hectare regeneration opportunity for a residential-led mixed use development, with an enviable waterfront setting.

Alongside an economic impact assessment, the programme also includes advanced demolition and site remediation for the majority of the Riverside, bringing forward later phases of residential-led mixed use development.

A detailed procurement and delivery strategy will identify mechanisms to bring the programme forward at pace, including options for partnerships and joint ventures.



THE FACTS

Promoter:

Shropshire Council

Scale:

£350m+ GDV

Sector:

Housing, office, hospitality, food and beverage and leisure

Location:

Shrewsbury, Shropshire

Investment Type:

A range of future delivery and investment options

Programme:

2023–2033

Planning Status:

Outline planning applications for development sites and demolition due March 2023

Website:

<https://shrewsburybigtownplan.org/projects/smithfield-riverside-sdf/>

<https://shrewsburybigtownplan.org/projects/shrewsbury-masterplan-vision/>



BACKGROUND

The site's proximity to Theatre Severn, quality green open space and historic quarter complemented by river frontage enables a diverse mix of cultural and leisure activities. Shrewsbury has a strong independent base for retail and commercial, with footfall and occupancy rates both exceeding national averages. The development programme provides a significant opportunity to bring forward the aspirations of the Big Town Plan. Specifically to create a vibrant and vital new residential-led mixed-use quarter alongside the town's first grade A office space, built to Zero Carbon targets 2030.

The entire development site consists of two former Shopping Centres in Shrewsbury town centre, which until 2018 were in private sector ownership. The refurbished Darwin Centre will continue to provide quality retail accommodation (currently with >90% occupancy), with the Riverside and Pride Hill centres regarded as development sites within the Riverside Strategic Development Framework alongside the existing multi-storey car park and bus station.

DESCRIPTION

This is part of a town wide approach to growth across six character areas in the town centre identified by the Big Town Plan vision. With the potential of 41,000m² of flexible development complemented by up to 260 residential units and 450 car parking spaces.

The proposed masterplan outlines a vision for a new neighbourhood delivered through a residential-led development, with high quality public realm and architecture in a vibrant river side setting.



Bringing life to the river and the town centre by providing a mix of new homes combined with leisure, office, culture and retail enhancing Shrewsbury's long established offer.

This comprehensive development is being informed by the Masterplan Vision and the Smithfield Riverside Strategic Development Framework. Phase One brings forward a development prospectus for the delivery of a commercial office for the Council and partners, and the leisure-led redevelopment of the former Pride Hill shopping centre site and the adjacent, recently acquired Raven Meadows surface car park.

Shrewsbury Riverside will be a vibrant mixed-use destination offering a liveable and distinctive quarter for life to flourish in the town. It will significantly enhance the town, creating a unique destination in an historic setting, built to a high standard and a centre piece of Shrewsbury's economic and residential growth. Pedestrian-led, highly liveable with the river front being the focus of activity.

Detailed proposals, supported by market and development appraisals, will be finalised by March 2022.

PROMOTER AND PARTNERSHIPS

Shrewsbury Riverside is being promoted by Shropshire Council, working in partnership with the Shrewsbury Big Town Plan Partnership and supported by West Midlands Combined Authority.

LOCATION

Shrewsbury Riverside is located in Shrewsbury, the county town of Shropshire. It has direct train links to Birmingham, Manchester & Cardiff, and is in close proximity to the M54 Motorway and wider West Midlands regional network. Locally, the site enjoys views over the River Severn and benefits from its proximity to the town's centrally located rail station, as well as its bus station. Located within the characterful meander of the River Severn, the site is easily accessible by pedestrians and cyclists.



Snowhill Birmingham

Snowhill is set to deliver significant modern commercial office space within the heart of Birmingham's City Centre. This is an opportunity for an investment and/or development partner to secure a longstanding relationship with a major employment-led and mixed-use scheme.

OPPORTUNITY

The Snow Hill district in Birmingham's City Centre contains substantial investment opportunities. The redevelopment of the station and other nearby sites open opportunities for office and residential led developments in one of Birmingham's major corporate centres.

The Snow Hill growth strategy will create a development proposition focussed on the successful transformation of Snow Hill train station and its immediate environs. Including redevelopment of the current railway station the approach will also create new office space and improve connectivity to the Jewellery Quarter.



THE FACTS

Promoter:

Birmingham City Council in partnership with the WMCA, Network Rail and Department for Transport

Scale:

£800m+ GDV

Sector:

Employment-led mixed-use scheme

Location:

Birmingham City Centre

Investment Type:

Development partner or funder

Programme:

High-level indicative milestones:

- Full Business Case development completion 2022 - 2023
- Land Assembly Programme 2024 - 2028
- Phased Implementation to commence (subject to procurement) 2026

Planning Status:

A high-level masterplan, the Snowhill Growth Strategy, oversees the delivery of the scheme

Website:

www.birmingham.gov.uk

BACKGROUND

The Snowhill District is a major centre for business in the city and is home to over 500 companies within 465,000m² of office space. Significant floorspace alongside the station has been occupied by HS2, KPMG and Barclays as national and regional centres. The decision by BT to take 26,300m² to employ up to 4,000 people was the latest in a long line of big wins for Snowhill.

Snowhill station is a mainstay of the district and plans to expand the station will facilitate major development opportunities as well as improving throughflow and the attractiveness of the area.

DESCRIPTION

The project is centred on the major redevelopment and transformation of Snowhill station and its immediate environs.

Plans to expand and remodel Snowhill station will allow for the removal of the multistorey car park that currently sits above providing a rare opportunity for development directly over and incorporating a mainline railway station.

The station's redevelopment will include new pedestrian connections across the site transforming the links into the Jewellery Quarter and amplifying the site's position at the heart of this vibrant central location. The site would be appropriate for an office-led scheme, with potential residential elements.

The scheme will play a significant role in contributing to the delivery of the growth agenda for the City by both improving the railway station and connectivity and potentially creating over 93,000m² of new primarily Grade-A office-led development.



PROMOTER AND PARTNERSHIPS

Proposals to date have been developed by Birmingham City Council and Network Rail on the basis of their landholdings. A number of development options have been considered by all parties and work is currently underway on a potential delivery structure, subject to procurement regulations.

To support inward and public investment into the Snowhill scheme the project promotes working closely with the West Midlands Growth Company and West Midlands Combined Authority.

LOCATION

Excellent public transport exists with Snow Hill Station at the heart of the district providing hourly trains to London as well as regional connections. New Street and the new HS2 Curzon Street Station are also within 10 minutes' walk or a short trip on the Metro tram link.

The introduction of the City Centre Clean Air Zone has also reinforced the Council's commitment to be a zero-emissions city, which will be complemented by investment in fully segregated cycle lanes and an extension to the Metro network.



Walsall Town Centre

A town centre mixed-use development with excellent access to the heart of the UK's motorway network.

OPPORTUNITY

The promoter Walsall Council is seeking a range of investment opportunities including development partners, forward funding and occupiers in new office, retail, leisure, residential and mixed-use town centre developments.

The prospect to work in partnership with the Council and other agencies is being developed to secure the delivery of a number of attractive investment opportunities in support of the Council's long-term vision for the town centre. This will build on the significant investment in the Waterfront scheme and world-class New Art Gallery.



THE FACTS

Promoter:

Walsall Council

Scale:

£300m+ GDV

Sector:

Mixed-use Retail, Leisure, Office and Residential

Location:

Walsall Town Centre

Investment Type:

Development partners, forward funding and occupiers

Programme:

2022–2026

Planning Status:

Walsall Town Centre Area Action Plan adopted January 2019

Website:

https://go.walsall.gov.uk/regeneration_intro

BACKGROUND

Since 2007 over £425m of investment has been delivered in the town centre resulting in the development of circa 85,000m² of floorspace (retail, leisure, office, health and education uses), as well as both a 100-bed and 60-bed hotel. The Council has acquired the Saddlers Centre shopping centre, with its direct access to Walsall Railway Station.

Walsall Town Centre is located in close proximity to M6 Junction 10 which is currently subject to a £78m improvement scheme. The town centre also benefits from frequent bus and rail services to nearby centres and Birmingham New Street mainline rail station. In 2019 there were significant improvements to rail services on the Chase line into Walsall and the introduction of direct rail services from Walsall to Birmingham International mainline rail station. There are plans to enhance links further through the introduction of passenger services to Wolverhampton, which will also include opening two new stations on the line at Darlaston and Willenhall. HS2 connectivity will also help to realise growth.

DESCRIPTION

The Walsall Town Centre Masterplan was published in July 2019 providing a visionary and deliverable framework for physical change in Walsall town centre over the next 15-20 years.

The Masterplan's 'catalytic interventions' will tackle the current challenges, enhance Walsall's significant opportunities and improve the environment within the town centre to create a strong identity and a Walsall experience which will attract private sector investment.

The Council was successful in securing an £11.4m grant through the Future High Street Fund (FHSF) programme in 2021 to deliver 2 key masterplan interventions; Transforming the Rail Station and Connected Hubs.



These interventions will improve connectivity between the centrally located transport hubs, modernise and re-purpose existing retail space, create a vibrant public space in the heart of the town centre, and attract new leisure and residential uses.

Furthermore, the Council was successful in receiving £21.4m through the Towns Fund programme to help deliver a variety of projects, with urban regeneration, green transport and economic growth outcomes.

There are other development opportunities in the town centre coming forward including sites for residential development close to Walsall Railway Station which would offer conveniently located town centre living.

Proposals are being informed by the visionary Walsall Town Centre Masterplan which is underpinned by the Town Centre Area Action Plan (January 2019) which provides the planning framework for the town centre and, together with the Masterplan, the basis for future planning and investment decisions.

PROMOTER AND PARTNERSHIPS

The town centre development programme is being led by Walsall Council working closely with existing occupiers and private landowners, and fully supported by key partners the Black Country Local Enterprise Partnership, West Midlands Combined Authority and Homes England. It also forms part of the Walsall to Wolverhampton Inclusive Growth Corridor.

LOCATION

Walsall town centre is ideally located within the West Midlands region, at the heart of the UK's Motorway network. The central location of Walsall Railway Station gives convenient links to Birmingham City Centre and further afield. The increase in passenger services to and from the station will further enhance Walsall as a location to invest in and the interventions set out in the town centre masterplan will support future investment.



West Bromwich Town Centre

A collection of Town Centre mixed-use regeneration opportunities shaping a new vision for West Bromwich across 126 hectares. The West Bromwich Masterplan underpins the future growth of a new set of values for the town, uplifting the brand and providing an integrated comprehensive town centre.

OPPORTUNITY

The promoters, Sandwell Council are open to all aspects of delivery and investment options with the opportunity to shape the future development of sites across the Town Centre and delivery of the West Bromwich Masterplan Vision. The regeneration opportunities cover a number of sites that form a development area cluster within over 100 hectares in West Bromwich, Sandwell's strategic centre. This is an opportunity to be a major development partner in the regeneration of the eastern part of the town centre delivering over 1,600 new homes, leisure, and key ancillary commercial and retail floorspace.



THE FACTS

Promoter:
Sandwell Metropolitan Borough Council

Scale:
£450m+ c. GDV

Sector:
Mixed-use Residential led

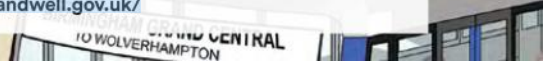
Location:
West Bromwich, Sandwell

Investment Type:
A range of delivery and investment options

Programme:
2022–2035

Planning Status:
The sites are consistent with local planning policy and the West Bromwich Area Action Plan. An Interim Planning Statement (IPS) and the associated Masterplan provides a framework to guide the further regeneration of West Bromwich, the borough's Strategic Centre

Website:
www.sandwell.gov.uk/



BACKGROUND

West Bromwich has undergone significant regeneration in the last 15 years fulfilling its status as one of four strategic centres in the Black Country. The addition of the New Square development has supplied a significant level of high quality retail and leisure, setting the pace and scale for change in the town. The relocation and amalgamation of four Sandwell College campuses has resulted in a large student population, and award winning new housing developments. West Bromwich sits in the centre of the Black Country and is strategically located to capture the major economic growth drivers for these areas. Job growth is strong in education and health, and further opportunities in emerging sectors including leisure, arts, creative, digital, tech, and professional service sectors are developing.

DESCRIPTION

The West Bromwich Town Centre Masterplan was published in December 2021 providing a visionary and deliverable framework for physical change in West Bromwich town centre over the next 15-20 years.

The Masterplan vision for West Bromwich Town Centre is the creation of a metro gateway, new town square and a cluster of mixed use developments within the Town Centre Core. Complementing this will be the creation of green links, squares, parks and sustainable travel networks. This vision will strengthen the connections across West Bromwich's assets and infrastructure base through strategic private sector investment.

The regeneration opportunities represent an enormous opportunity for regeneration, capitalising on its accessibility to Birmingham City Centre, public transport nodes, the town's retail centre and new homes.



It offers a prime opportunity to redevelop in the inner town centre at a scale not often seen in such a central location. The opportunity sites cluster around key transportation links to Birmingham within 15 minutes via a frequent Metro service and the proximity of J1 of the M5 Motorway are particularly attractive features of this location. Sites include Cultural Quarter, George Street and Queens Square Living, The Lyng, Urban Pocket Park and West Bromwich Central.

Through land assembly across these distinctive zones working with willing vendors, and supported by the public sector significant development opportunity exists. Sandwell Council is working to support the delivery of more than 1,600 new town centre homes in West Bromwich and a complimentary leisure, retail and commercial offer, which will bring new users and sustain the long-term viability of the town centre. The aspiration is for more high-quality town centre living accommodation, that will not only retain but continue to attract a skilled workforce, that will sustain and support the growth of traditional town centre uses, supporting retail and business. Initial works to bring these opportunities to the market are currently underway, comprising land assembly, site clearance and remediation.

PROMOTER AND PARTNERSHIPS

The West Bromwich Town Centre Vision projects are being promoted by Sandwell Council working in partnership with a range of private sector developers and West Midlands Combined Authority.

LOCATION

The location is a prime town centre contiguous cluster of development sites, much of which being within Sandwell Council's ownership. There are excellent links to Birmingham via West Bromwich Central Metro Stop to/from Birmingham city centre in 15 minutes, with a service frequency of six minutes. Junction 1 of the M5 Motorway is 1.6 kilometres away and the main West Bromwich bus station is adjacent to the sites. These excellent transport links, with proximity to the heart of the retail centre and employment opportunities, make this area a sustainable location for investment in new housing and business.





West Midlands
Combined Authority