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# 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 identify 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 3–5 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

### Website:

[www.birmingham.gov.uk/birminghamcurzonhs2](http://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 600,000m<sup>2</sup> of commercial, leisure and market floorspace.

With preparatory work underway the station will be operational by 2026. 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 Science Park and Knowledge Hub, which is home to five universities and colleges and 25,000 students.

The Creative Quarter centred on Digbeth, is another key part of the Curzon regeneration area and is 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 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.



# Friargate Coventry

Friargate is an Office led mixed-use and multi-phase development providing many options for investment.

## OPPORTUNITY

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

Friargate has already delivered a framework of new infrastructure, new public spaces and the first high quality office building, One Friargate, occupied by Coventry City Council and The Financial Ombudsman Service.



## THE FACTS

**Promoter:**

Friargate JV Project Limited

**Scale:**

£700m+ GDV

**Sector:**

Office led mixed-use

**Location:**

Coventry City Centre

**Investment Type:**

Range including partnership, direct development or co-investment

**Programme:**

Under construction, phased over a 15-year period

**Planning Status:**

Friargate Masterplan approved, first building built, second building with detailed approval

**Website:**

[www.friargatecoventry.co.uk](http://www.friargatecoventry.co.uk)



## BACKGROUND

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 office space, hotels, homes, shops, restaurants and public space – all next to Coventry railway station and a five minute walk from the city centre.

Selected as UK City of Culture in 2021 and taking part in the 2022 Commonwealth Games, Coventry is a city very much on the rise.

One Friargate completed in September 2017 and fully occupied with 2,323m<sup>2</sup> of the 11,613m<sup>2</sup> floorspace let to The Financial Ombudsman Service, an inward investor with a view to possible expansion as further buildings are brought forward.

The building 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.

Friargate also won the 2017 West Midlands Regeneration Project of the Year, West Midlands Property Awards.



## DESCRIPTION

The whole development will provide 297,290m<sup>2</sup> and generate 15,000 new jobs. In total, Friargate will deliver 25 sustainable new buildings including 213,677m<sup>2</sup> of Grade A offices, two hotels, 19,974m<sup>2</sup> of retail, up to 400 new homes plus 10,219m<sup>2</sup> of leisure space.

Planning Consent for a second office building, Two Friargate, has been granted, extending to 12,635m<sup>2</sup> net. Detailed construction design will deliver a contemporary Grade A office building, perfect for modern business, for occupation by 2021.

## PROMOTER AND PARTNERSHIPS

Friargate JV Project Limited is a UK registered limited partnership was 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 Economic Partnership, and West Midlands Combined Authority.

## LOCATION

Friargate benefits from direct access to London in under an hour and is only a 10-minute train journey from Birmingham Airport – with connections to Dubai and the USA. There are few developments, anywhere in the country, that are as well connected as Friargate.



# i54 South Staffordshire - Western Extension

**i54 South Staffordshire - Western Extension is an Advanced Manufacturing development adjacent to Junction 2 of the M54 Motorway.**

## OPPORTUNITY

The Western Extension at the i54 South Staffordshire development is seeking a development partner and investors for forward funding of new development with an identified occupier.

The opportunity to shape a highly significant public and private sector led employment project which will deliver up to 40 hectares for development and help continue the expansion of the growing cluster of advanced manufacturing businesses around i54/Junction 2 of the M54 motorway.

The project will help address the regional shortfall in strategic employment land targeted specifically at high value manufacturing.



## THE FACTS

### Promoter:

City of Wolverhampton Council, Staffordshire County Council, South Staffordshire Council and Severn Trent's property vehicle Midlands Land Portfolio Ltd

### Scale:

£200m+ GDV

### Sector:

Advanced Manufacturing – Aerospace, Automotive, Technical, Research & Development

### Location:

i54 South Staffordshire (Junction 2 of M54)

### Investment Type:

Developer partner; forward funding with an identified occupier

### Programme:

2019 – 2025

### Planning Status:

Outline planning consent for 24 hectares and access road granted

### Website:

[www.i54online.com](http://www.i54online.com)



## BACKGROUND

The i54 South Staffordshire Business Park is home to Jaguar Land Rover's Engine Manufacturing Centre, Moog Aerospace and other global businesses. With its own direct access to J2 of the M54 motorway the scheme is highly accessible to the national road and rail network.

Local Authority partners, City of Wolverhampton Council, Staffordshire County Council and South Staffordshire Council, who delivered the successful i54 South Staffordshire business park, are progressing plans to extend the existing park with this new development opportunity.

## DESCRIPTION

Within the 40 hectares site 24 hectares are owned by City of Wolverhampton Council and 16 hectares owned by Severn Trent's property vehicle, Midlands Land Portfolio Ltd. All parties are collaborating to realise the full potential of the site with 24 hectares providing up to 100,000m<sup>2</sup> of floor space and the remaining 16 hectares a further 60,000m<sup>2</sup>.

Working with Black Country and Stoke and Staffordshire Local Economic Partnerships the partners have secured outline planning consent for the 24 hectares and associated access road.

Construction of the access road will be completed early 2020 with services, infrastructure and platform preparation works following in early 2020, completed late 2020.

The site's location with excellent regional and national accessibility makes i54 a highly desirable investment opportunity. Further Investment in land and Infrastructure is planned for the wider M54 Junction 2 area including the proposed West Midlands Rail Interchange at Four Ashes approximately four kilometres north of the i54 development.



## PROMOTER AND PARTNERSHIPS

The City and County Councils will be working as a Joint Venture and are fully supported by the Black Country and Stoke and Staffordshire Local Economic Partnerships and West Midlands Combined Authority.

## LOCATION

i54 South Staffordshire is an internationally significant advanced engineering business park occupying a prime location in the centre of the UK, within the Black Country Enterprise Zone. Its position adjacent to the M54 motorway, and its own dedicated access to Junction 2, make it one of the best-connected and most central hubs for advanced manufacturing in the UK.

It is already home to a number of leading manufacturers and has been the focus of huge investment from Jaguar Land Rover as it consolidates its plans for growth in the West Midlands, building on the existing expertise in the UK's traditional manufacturing heartland.





# Interchange Commercial District and Canalside Living Quarter

A mixed-use city centre development with Offices adjacent to City Interchange and Canalside living within five minutes walk.

## OPPORTUNITY

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

Plots within the Canalside and City Interchange area offer investment suitable for residential, leisure and commercial developments. Potential exists for up to 92,903m<sup>2</sup> of commercial and leisure floorspace aligned to the excellent location of the City Interchange as well as 600 new homes as part of the first phases of the Canalside Quarter.



## THE FACTS

**Promoter:**

City of Wolverhampton Council, Canal & River Trust

**Scale:**

£250m+ GDV

**Sector:**

Mixed-use

**Location:**

Wolverhampton

**Investment Type:**

Developer partner / funding, equity

**Programme:**

The City Centre regeneration programmes identifies a range of sites for delivery across 0-3, 3-6 and 6-10 year programmes with associated infrastructure

**Planning Status:**

Planning certainty provided by recently adopted Area Action Plan and Masterplan signalling use-type but remaining flexible on detailed design

**Website:**

[www.investwolverhampton.com](http://www.investwolverhampton.com)



## BACKGROUND

The Wolverhampton Canalside and City Interchange project is the next phase of a highly successful city centre mixed use regeneration programme, providing direct access into the High Speed 2 (HS2) network.

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 to redevelop the station began in December 2017 and works for the tram extension are underway.

Less than five minutes' walk from the City Interchange, Canalside Quarter will represent an extension to the city centre, by offering residential, leisure and commercial opportunities within a historic setting. The historic infrastructure of the canal, railway viaduct and associated heritage Victorian buildings provide a rich multi-layered canvas within the site.

## DESCRIPTION

Wolverhampton has the potential around the transport interchange to grow its office offer by up to 93,000m<sup>2</sup> over ten years. This would allow the City to capitalise upon its location and connectivity as a Commercial Gateway of regional significance. The centrepiece being i9 – a distinctive new landmark office building within two minutes' walk of the railway station and five minutes from the city's retail centre.

The construction of the new station building is due to be completed in 2020. Alongside this a new multi-storey car park completed in 2017 which serves Interchange with much improved access arrangements enabling the metro line extension to come forward. The construction of the next phase of the Interchange masterplan, i9, is to start in Spring 2019 delivering 6,503m<sup>2</sup> of Grade A office space.



## PROMOTER AND PARTNERSHIPS

The Canalside and Interchange programme is promoted by City of Wolverhampton Council in partnership with Canal and River Trust, Ion Development, West Midlands Combined Authority, Homes England, Network Rail, West Midlands Rail, Virgin Trains and Midland Metro Alliance. It forms part of the West Midlands Combined Authority's new Walsall to Wolverhampton Inclusive Growth Corridor programme.

## LOCATION

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



# MIRA Technology Park Southern Manufacturing Sector

This southern extension to HORIBA MIRA's Technology Park provides for a further automotive-related development in Nuneaton, Warwickshire.

## OPPORTUNITY

A £150m funding opportunity for occupier-led investment in the industrial sector with potential also for a multi-phased development approach.

The Southern Manufacturing Sector provides a rare opportunity for a strategic automotive-related manufacturing facility with associated links to the extensive R+D facilities at MIRA.



## THE FACTS

**Promoter:**

HORIBA MIRA Ltd

**Scale:**

£200m GDV

**Sector:**

Industrial with focus on automotive manufacturing and R+D

**Location:**

Nuneaton, Warwickshire

**Investment Type:**

Forward funding for identified occupier(s)

**Programme:**

2019 – 2021

**Planning Status:**

The site is identified in the draft local plan for employment use (B1/B2) associated with MIRA and the automotive industry

**Website:**

<https://www.miratechnologypark.com/>



## BACKGROUND

MIRA Technology Park is one of the UK's leading Enterprise Zones, and with over 40 major international automotive engineering companies such as Bosch, Toyota and Bharat Forge as occupiers, it comprises Europe's largest and fastest growing automotive R&D cluster.

The Technology Park lies at the centre of the UK's automotive heartland, within an economic growth corridor accessed from the newly upgraded A5 between Atherstone and Hinckley in Warwickshire.

## DESCRIPTION

The Technology Park contains 40 major test facilities and over 106 kilometres of test tracks making it a 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 transport technologies to capitalise on this centre of technological development in the transport industry.

Whilst the Technology Park benefits from an existing planning consent for 185,806m<sup>2</sup>, on completion it will comprise 325,160m<sup>2</sup>. The Southern Manufacturing Sector comprises an additional 36 hectares linking directly into the existing MIRA Technology Park site. It provides a highly complementary opportunity for approximately 139,355m<sup>2</sup> of automotive related advanced manufacturing facilities, and benefits from the recent delivery of major power and road infrastructure investment to facilitate development.

The site benefits from the off-site infrastructure already delivered for MIRA Technology Park. Whilst progressing through planning an early application would enable delivery of the development by mid/late 2020.



## PROMOTER AND PARTNERSHIPS

The Technology Park development is being promoted and delivered by HORIBA MIRA who are both owners and operate their facilities from the Park. HORIBA MIRA works closely with key stakeholders in the Enterprise Zone and Southern Manufacturing Sector 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 automotive sector. 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 automotive brands.



# Paradise Birmingham

Paradise is a high quality mixed-use development that introduces new public realm to 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 2 and 3 or on a building-by-building basis.

Argent and Hermes enjoy a strong track record for delivery with a particular strength in the creation of successful city-centre, mixed-use developments. Paradise will benefit from the continuity and commitment of this working partnership that has already delivered 408,770m<sup>2</sup> of development through some of the most significant and challenging regeneration projects in the UK including Brindleyplace in Birmingham, Piccadilly in Manchester and King's Cross in London.



## THE FACTS

**Promoter:**

PCLP

**Scale:**

£700m GDV

**Sector:**

Mixed-use including commercial, retail, leisure and hotel

**Location:**

Birmingham City Centre

**Investment Type:**

Development partner or funder

**Programme:**

Phase 2, 2019 – 2022. Phase 3 and project completion, 2026

**Planning Status:**

Paradise masterplan for all phases has outline planning consent

**Website:**

[www.paradisebirmingham.co.uk](http://www.paradisebirmingham.co.uk)



## BACKGROUND

Located on a 69,000m<sup>2</sup> site at the city's heart, Paradise links Birmingham's civic 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 185,000m<sup>2</sup> of high quality commercial, retail, leisure and hotel space, all set in superbly crafted public realm, truly befitting its exemplary historical setting.

International professional services firm PwC has taken all the 13,935sqm of commercial space in One Chamberlain Square and will be relocating its 1,400 strong Birmingham team there later in 2019. It will also have the potential to accommodate a further 1,000 people in its new cutting-edge space.

## DESCRIPTION

Due for completion in 2019, construction of the first phase is well underway and includes One Chamberlain Square and Two Chamberlain Square that comprise 15,980m<sup>2</sup> and 17,000m<sup>2</sup> of Grade A office and ground floor retail space respectively. Works to complete in 2019 also incorporate the much improved and enhanced Chamberlain Square and connected public realm, together with associated highways alterations and a basement car park that initially provides about 500 car park spaces. This will link with the completion of other significant neighbouring projects such as the West Midlands Metro extension to Broad Street, the £13m refurbishment of Centenary Square and HSBC's relocation of its business and personal banking headquarters from London to nearby Broad Street.



Paradise Phase 2 includes One Centenary Way, a 26,010m<sup>2</sup> office building, with space for shops and restaurants at the ground and upper ground level; a new 4 star hotel with approximately 250 bedrooms; and Three Chamberlain Square, offering 13,006m<sup>2</sup> of Grade A Offices/Retail. It also includes new public realm, including a new square.

Phase 3 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 64,855m<sup>2</sup> of Grade A office and ground floor retail space. The project is within the Birmingham City Centre Enterprise Zone (EZ) and has delivered infrastructure works with EZ funding.

## 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.

## 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.



# Redditch Gateway

Redditch Gateway is a multi-phased Commercial development strategically located adjacent to the M40/M42 corridor.

## OPPORTUNITY

The promoters Stoford Developments are seeking investors with development finance and forward funding based on identified occupiers, to deliver one of Worcestershire's priority and much sought after development sites. Redditch Gateway offers opportunities on a multi-mixed commercial development.



## THE FACTS

**Promoter:**  
Stoford Developments

**Scale:**  
£100m+ GDV

**Sector:**  
Commercial

**Location:**  
Redditch, Worcestershire

**Investment Type:**  
Development finance  
and forward equity funding

**Programme:**  
2019 - 2023 (8 phases)

**Planning Status:**  
Outline planning permission  
granted June 2018

**Website:**  
[www.stoford.com/site/redditchgateway](http://www.stoford.com/site/redditchgateway)



## BACKGROUND

Redditch is located adjacent to the M40/M42 corridor, which represents an important sub-regional focus for economic growth. The M42 is seen as an economic gateway and has been identified as a priority by the Greater Birmingham and Solihull Local Economic Partnership, and its potential significance for North Worcestershire is recognised at a strategic level.

The corridor offers immediate access to both existing and planned infrastructure including Birmingham Airport, the National Exhibition Centre and the UK High Speed Rail network (HS2) and accommodates a number of key businesses with strengths in advanced manufacturing and business services.

The Redditch Gateway development is an exciting opportunity to build on the town's wealth of engineering and manufacturing expertise. The new development aims to promote and enhance supply chain links and to further develop the skills of the local labour market.

## DESCRIPTION

The Redditch Gateway development is set to deliver up to 2,300 jobs to the area as well as an increase in economic growth, through the development of high-quality headquarter-style manufacturing and distribution facilities.

Redditch Gateway extends to circa 32 hectares and is strategically located on the eastern fringes of Redditch four kilometres from the town centre. The development site is accessed via the A4023 with good links to the A435 and the Midlands motorway network at J3 of the M42, four kilometres north. The site is therefore in easy reach of Birmingham Airport and links to London via the M40 motorway.



Strong growth in the area alongside supply constraints mean this is an excellent opportunity to invest in a major commercial development at the heart of the country that seeks to strengthen the UK's industrial and distribution sector.

The project has also secured public sector funding from Worcestershire Local Enterprise Partnership and Homes England.

## PROMOTER AND PARTNERSHIPS

Worcestershire County Council, Redditch Borough and Bromsgrove District Councils are working in partnership to bring the site forward which includes the developer Stoford, Warwickshire County Council, Stratford-upon-Avon Borough Council and key economic partners including Worcestershire, Greater Birmingham and Solihull, and Coventry and Warwickshire Local Economic Partnerships.

## LOCATION

Situated in one of the most accessible locations in the heart of the UK. Outstanding location providing fast access to all parts of the country.





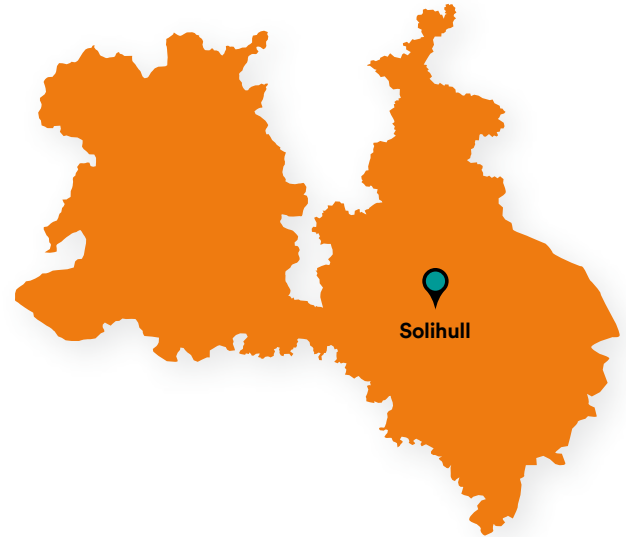
# Solihull Town Centre

Solihull Town Centre offers a range of mixed-use development opportunities, including a new landmark site: Homer Road Gateway.

## OPPORTUNITY

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

Through a phased development approach, aligned with significant investment in public realm and transport infrastructure, initial opportunities are available from 2019. Further opportunities for development partnerships include a range of prime residential and mixed-use opportunities in the heart of the retail core.



## THE FACTS

### Promoter:

Solihull Metropolitan Borough Council

### Scale:

£100m+ GDV

### Sector:

Housing, Commercial and Retail

### Location:

Solihull

### Investment Type:

A range of equity investment and development partner opportunities will be available

### Programme:

Homer Road Gateway scheme market engagement 2019. Further phased development from 2020

### Planning Status:

All key sites proposed within Solihull Draft Local Plan. Individual planning approvals are being targeted for the Summer 2019

### Website:

[www.investinukcentral.com](http://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.

A 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.

The Council has substantial land holdings within the Town Centre, driving forward change and development of opportunity sites through direct leadership and strategic partnerships. Plans include higher density residential development and accelerated supply of Grade A office space, supporting the evolution of the retail, dining and leisure offer, creating a unique destination to live and work in.

Investment in accessibility across the centre and public realm is already underway, creating connected quarters through improved junctions and corridors, supporting planned landmark developments at key gateways to the town.

Designs are being developed for a new Integrated Transport Hub at Solihull train station. This will deliver an exceptional passenger experience at a landmark new building with associated facilities and development, catering for significant growth of passenger numbers forecasted.

Work has already started to develop Phase 1 of a pioneering Low Carbon Energy Network across the town centre, supporting Solihull's transition to a low carbon economy and reducing long-term operational costs for new and existing commercial and public sector development.



## DESCRIPTION

Part of the wider UK Central Solihull growth and development plans, there is potential for up to 11,700m<sup>2</sup> of new commercial and leisure development, 74,620m<sup>2</sup> of new office development and up to 1,400 new homes – creating a compelling destination to live, work and visit.

The first scheme to come to market is a new landmark office – Homer Road Gateway – at a key location, near to Solihull Train Station, The Gateway site has been assembled to deliver a mixed use 'Landmark Development' scheme comprising of retail, food and leisure uses, with in excess of 10,000m<sup>2</sup> of Grade A, BREEAM Excellent office space.

## PROMOTER AND PARTNERSHIPS

The Homer Road Gateway scheme is under single ownership of Solihull Metropolitan Borough Council.

The Solihull Town Centre Masterplan is promoted by Solihull Metropolitan Borough Council, in partnership with developers and landowners and supported by the West Midlands Combined Authority.

## LOCATION

Located immediately off Junction 5 of the M42, 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 2 rail station connecting to London in 38 minutes.



# Telford Investment Cluster

This cluster offers sites for new Industrial or Advanced Manufacturing development strategically located close to the M54 corridor.

## OPPORTUNITY

Telford Investment Cluster is an immediate investment opportunity for developers, equity investors and forward funding for identified occupiers.

The cluster of sites is an industrial sector opportunity on 50 hectares of prime development land, and part of the region's Advanced Manufacturing and Innovation Corridor. The sites available for purchase provide the ability to deliver a mixture of industrial units to meet demand from national and international firms in a highly skilled employment location.



## THE FACTS

**Promoter:**

Telford Council

**Scale:**

£105m GDV

**Sector:**

Industrial and Advanced Manufacturing

**Location:**

Telford, Shropshire

**Investment Type:**

Developers, equity investors and forward funding for identified occupiers

**Programme:**

2019 onwards

**Planning Status:**

Allocation in the recently adopted local plan

**Website:**

[www.enterprise-telford.co.uk](http://www.enterprise-telford.co.uk)



## BACKGROUND

Telford located west of Birmingham on the M54 was created as a New Town in 1968 and retains a legacy of publicly owned land for commercial development, predominantly in the ownership of the Government through Homes England.

Already boasting a central location, access to a skilled workforce and affordably priced land, the town is transforming the land offer into immediately deliverable opportunities free from constraints. The Telford Land Deal conceived in April 2016 differentiates Telford from its rivals.

Since its launch, the Telford Land Deal has attracted £236m of investment to the area and promoted the sale of £25m worth of land. It has created over 1,000 new jobs as well as stimulating the construction of over 86,000m<sup>2</sup> of commercial floor space. Investors include Magna International, a supplier to nearby Jaguar Land Rover and German plastics and polymer specialist Craemer Group.

## DESCRIPTION

Whilst significant investment has already been secured in the area there remains a strong continuing demand for industrial floor space.

The delivery of the sites is underpinned by a multi-skilled consultancy service BIT-Group, wholly owned by Telford Council, who provide a full turnkey solution, and with no barriers preventing development in Telford. Therefore as a developer/investor there is the ability to deliver a range of industrial units to meet demand and spread risk in already established employment locations along the northern edge of Telford.

Each development within the cluster can be delivered in phases and therefore the opportunity exists for positive return for longer term investment over the phased construction period.



All the sites that form the investment opportunity benefit from allocation in the recently adopted local plan. In addition a large proportion of sites are also subject to outline planning consent granted in December 2018.

The Telford Investment Cluster is particularly attractive at a time, and in support, of the drive for growth through the UK Government's Industrial Strategy.

## PROMOTER AND PARTNERSHIPS

The project is being promoted by Telford and Wrekin Council in partnership with 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.



# Birmingham International Station Integrated Transport Exchange

Creating a fully-integrated transport exchange at Birmingham International – bringing together future high speed rail, existing rail, air, trams, buses, private vehicles and bicycles by 2025.

## OPPORTUNITY

This is an opportunity for an infrastructure investment specialist to become involved with a transport redevelopment project which offers a long-term return on investment.

The plan is to redevelop Birmingham International Station and create a world-leading, multi-modal transport exchange providing new connections to surrounding assets including Birmingham Airport, the National Exhibition Centre and the new High Speed 2 Interchange Station. A construction partner will also be sought for the five-year redevelopment, capital commitment requirement: circa £200m.



## THE FACTS

### Promoter:

Urban Growth Company (on behalf of Solihull MBC)

### Scale:

£300m

### Sector:

Infrastructure and Commercial

### Location:

Solihull

### Investment Type:

Infrastructure and Construction

### Programme:

2019 – 2025

### Planning Status:

Schemes subject to planning consent expected during 2019

### Website:

[www.ugcsolihull.uk](http://www.ugcsolihull.uk)



## BACKGROUND

The HS2 Interchange Station will be the first stop outside London on the UK's flagship £50bn High Speed 2 rail scheme. This project will link planned and existing local and regional transport to HS2 and has the potential to facilitate significant, wider mixed-use commercial development in and around the current Birmingham International Station.

The Hub is an international gateway at the heart of the UK, bringing together air, road and the rail network. As well as being home to Birmingham Airport and providing direct access to the UK's motorway network, The Hub will also bring together future high speed rail alongside the current West Coast Main Line through the HS2 Interchange Station. Forecasts suggest the number of passengers using the HS2 Interchange Station is set to triple, with over 15 million customers per year using it by 2036.

The Urban Growth Company (UGC) – a special-purpose delivery vehicle set up to coordinate and deliver infrastructure and development across The Hub more widely – is leading the plan at the HS2 Interchange Station site.

## DESCRIPTION

The plan to create a fully-integrated transport exchange at Birmingham International Station – bringing together future high speed rail, existing rail, air, trams, buses, private vehicles and bicycles by 2025 – is one of a number of initiatives and projects being led by the UGC at The Hub. The UGC's Hub Growth & Infrastructure Plan predicts that there is potential to support up to 77,500 new jobs, create 775,000m<sup>2</sup> of commercial space, up to 5,000 homes and £4.1bn GVA per year.



Since the publication of the Hub Growth & Infrastructure Plan in early 2017, the UGC has published a number of supporting documents which lay the foundations for attracting investment including a Hub Framework Plan which details the primary and secondary infrastructure requirements and timings to deliver sustained and coordinated growth across The Hub.

The UGC is working with HS2 Limited to deliver the infrastructure needed to develop a new, fully-connected, urban quarter with the HS2 Interchange Station at its heart.

## PROMOTER AND PARTNERSHIPS

The UGC is a local delivery vehicle formed by Solihull Metropolitan Borough Council and supported by the West Midlands Combined Authority and Greater Birmingham & Solihull Local Economic Partnership. The UGC will oversee the investment into UK Central Hub area and will realise the economic impact of the High Speed 2 Interchange site located at Arden Cross triangle site, the first planned HS2 site north of London.

## LOCATION

The Hub is at the heart of the UK's transportation network, offering development opportunities that have direct access to national rail facilities, future high speed rail, Birmingham Airport, the National Exhibition Centre and superb regional connectivity, in a single location.



# City Centre South Coventry

**City Centre South Coventry is an urban mixed-use development with significant residential, retail and leisure components.**

## OPPORTUNITY

The promoter, Shearer Property Group, welcomes the interest of development funding partners to discuss a range of investment opportunities associated with the City Centre South development.

City Centre South marks the next stage of the ongoing regeneration of Coventry's city centre. The site is located in the southern part of the city centre and comprises 69,000m<sup>2</sup> including Bull Yard, Shelton Square, Market Way, City Arcade and Hertford Street.



## THE FACTS

**Promoter:**

Shearer Property Group

**Scale:**

£350m+ GDV

**Sector:**

Mixed urban uses with significant residential, retail and leisure components

**Location:**

Coventry City Centre

**Investment Type:**

Range including partnership, direct development or co-investment

**Programme:**

2019 – 2024

**Planning Status:**

Progressing towards an outline planning application

**Website:**

[www.spglondon.com](http://www.spglondon.com)



## BACKGROUND

Shearer Property Group is appointed as the Developer to deliver the City Centre South scheme, previous schemes including Southgate Centre Bath, Grand Arcade Cambridge, Regent Street London and Parkway Newbury.

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

The City Council has secured a £98.8m grant from the West Midlands Combined Authority towards the cost of the scheme.

## DESCRIPTION

Shearer Property Group's development proposal for Coventry will provide a host of uses, including private and rented residential, student accommodation, flagship stores, new retail units, a multi-storey car park, a cinema and other leisure uses, restaurants, a hotel and other city centre uses. It will offer a vibrant, modern live, work and play experience. The commercial element extends to 37,000m<sup>2</sup> and the residential 56,000m<sup>2</sup>.

The scheme is set to deliver a number of benefits, including the creation of around 1,500 permanent jobs and over 2,000 construction jobs, increased footfall to the city centre, a significantly broadened catchment visitor population and generation of an extra £20m a year of income to the city.



As well as creating an exciting quarter in its own right, City Centre South will act as an interface between a number of other key city centre schemes, which together will regenerate the whole city centre and deliver a step change in people's perceptions of the city.

## PROMOTER AND PARTNERSHIPS

City Centre South has specifically involved Shearer Property Group working in partnership with Coventry City Council, West Midlands Combined Authority and Coventry & Warwickshire Local Enterprise Partnership.

## LOCATION

A city full of potential in a great location at the heart of the UK, just 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 European City of Sport 2019, UK City of Culture 2021 and Commonwealth Games 2022 Partner City.





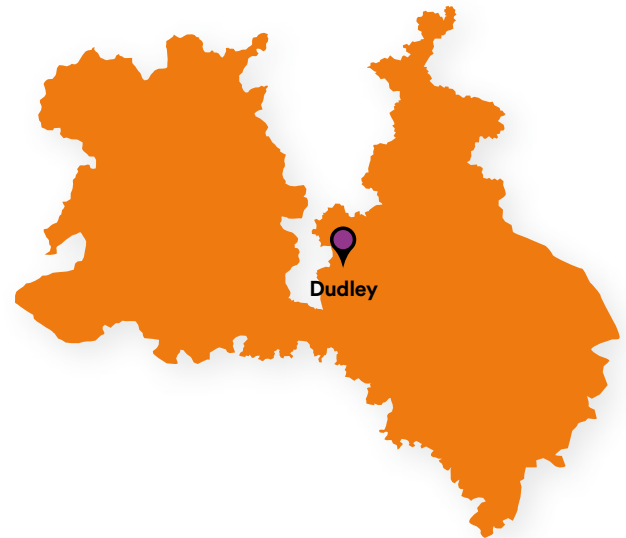
# DY5 Dudley's Business and Innovation Enterprise Zone

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

## OPPORTUNITY

Dudley Council is seeking to secure a development partner and equity investor for forward funding new industrial, office, retail, residential and mixed-use development. 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:**

£800m GDV

**Sector:**

Mixed use Industrial, Residential and Office

**Location:**

Dudley

**Investment Type:**

Development partner; equity investor

**Programme:**

2019 – 2025

**Planning Status:**

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

**Website:**

[www.dudleybusinessfirst.org.uk](http://www.dudleybusinessfirst.org.uk)



## BACKGROUND

DY5 covers 70 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 £343m Wednesbury to Brierley Hill Metro Extension will provide a direct link to Birmingham and the wider West Midlands by 2023. DY5 is also adjacent to the popular INTU Merry Hill Shopping Centre, which attracts over 20 million visitors per year and has a £200m investment programme planned for the coming years. The enterprise zone is also home to a new Music Institute, 'Resonance', which will open by 2021, providing degree qualifications in a range of specialisms linked to the music industry, including sound production, lighting and staging.

## DESCRIPTION

DY5, created in 2017, includes exciting new investment opportunities for residential, office and mixed-use development. It can offer business rate relief for commercial occupiers, 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 and residential development.

**Harts Hill** – 14.5 hectares with potential for a high value advanced technology development

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

**Blackbrook Valley** – 6 hectares with potential for industrial development.

**Pensnett** – 17.5 hectares of recently delivered 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, 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 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
- Dudley Transport Interchange
- Housing and employment sites
- Dudley Gateway infrastructure package



## THE FACTS

**Promoter:**

Dudley Council

**Scale:**

£110m GDV

**Sector:**

Mixed-Use. Housing, employment and leisure

**Location:**

Dudley Town Centre

**Investment Type:**

Developer partner, forward funding for identified occupier

**Programme:**

2019 – 2025

**Planning Status:**

Design phase with a masterplan in accordance with Local Plan policies

**Website:**

[www.dudley.gov.uk](http://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. They 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.

A new Institute of Technology, offering qualifications in modern manufacturing technologies, will bring a further 500 students into the town centre and the £21m 'Forging Ahead' initiative will see the Black Country Living Museum expand further working with Dudley Zoological Gardens, home to the Medieval Dudley Castle and Dudley Canal and Tunnel Trust. There is a major opportunity to significantly develop the visitor offer in the town centre.

## DESCRIPTION

The project comprises a number of significant (vacant) sites in a town centre location. The development of a new Midland Metro line through Dudley Town Centre, complemented by a new transport interchange by 2022 will ensure that the town centre is well connected to the remainder of Dudley 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 planned £82m Portersfield retail, residential and leisure development 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' innovation centre, backed by Warwick Manufacturing Group will begin construction in 2019, providing a test track and innovation centre for an exciting light rail solution. It also includes incubator space for startups focussing on the new technologies that Very Light Rail will bring.

The recent announcement of funding from the West Midlands Combined Authority for the St Thomas Quarter (Dudley Town Centre) will provide further investment opportunities for town centre led residential schemes to compliment the planned investment elsewhere in the town.

## PROMOTER AND PARTNERSHIPS

Dudley Council is developing this programme with support from the Black Country Local Economics Partnership. Partners including Avenbury Developments, Midland Metro, Transport for West Midlands, Heritage Lottery Fund, European Regional Development Fund, Dudley Zoological Gardens, Black Country Living Museum and the University Technical College.

## 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, just 13 kilometres from Birmingham City Centre and within easy reach of Birmingham Airport.



# 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.

## OPPORTUNITY

Friar Park is a residential development opportunity for 750 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 undertake remediation. Once de-risked, they will seek a partner to deliver the scheme.



## THE FACTS

### Promoter:

Sandwell Metropolitan Borough Council  
& West Midlands Combined Authority

### Scale:

£150m GDV

### Sector:

Residential led development

### Location:

Sandwell

### Investment Type:

Delivery partner

### Programme:

2019 – 2025

### Planning Status:

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

### Website

[www.sandwell.gov.uk/FriarPark](http://www.sandwell.gov.uk/FriarPark)



## BACKGROUND

Friar Park is in the ownership of Sandwell Council and Midlands Land Portfolio Limited – Severn Trent’s property development division. Due to prohibitive remediation costs and disparate ownerships, this brownfield site has remained stalled for over 30 years.

West Midlands Combined Authority are negotiating with Midland Land Portfolio to acquire their land interest. Sandwell Council and WMCA are negotiating a joint venture to enable delivery of a comprehensive scheme, whilst accelerating the delivery of homes on this strategic site.

## 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 1,450 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 26 hectares with 14 hectares owned by Sandwell Council and the remainder by Midland Land Portfolio Ltd. Funding to undertake the first phase of remediation is currently being sought.

### Anticipated Milestones

Planning application	2019
First phase of remediation	2020
Construction	2021

## PROMOTER AND PARTNERSHIPS

Sandwell Council are promoting the site together with West Midlands Combined Authority and the Black County 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.



# 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 137 hectares, able to accommodate approximately 5,000 new homes. 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

### Project 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:

2019-2027

### Planning Status:

The sites are allocated in the  
adopted Local Plans

### Website:

[www.birmingham.gov.uk/planning](http://www.birmingham.gov.uk/planning)

[www.sandwell.gov.uk/  
GreaterIcknieldAndSmethwick](http://www.sandwell.gov.uk/ GreaterIcknieldAndSmethwick)



## BACKGROUND

The areas of Greater Icknield and Smethwick are prime development areas. The location is in close 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 up to 860 new homes over a phased period, with associated infrastructure to support the new community, helping to relieve the high demand for housing in this sought-after area. It will also assist in regenerating extensive areas of land surrounding the new Metropolitan Hospital comprising £353m of new investment. The first phase is under construction for 143 new modular style homes with further phases to come forward for development. The Grove Lane area has received Housing Status from Central Government and granted £224,000 of 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.



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, the most recent of which has been the acquisition of the majority of the Birmingham City Hospital site by Homes England. This facility is being masterplanned by Homes England and will subsequently be marketed to investor developers for 800 new quality homes. In 2018, the first phase of 207 new homes and open space on Icknield Port Loop also commenced. Major infrastructure improvements are planned along Dudley Road, as the main connection to the city centre, and a new secondary school is also planned for the area.

## 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, the 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 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 the area an attractive and sustainable location for investment.





# M6 Junction 10 Cluster

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 and forward funding on a number of significant sites to bring forward exciting new industrial development.

With 58 hectares of highly accessible and developable employment land this cluster of opportunity meets increasing market demand and addresses the identified regional shortfall in strategic employment land.



## THE FACTS

### Project 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 identified occupiers

### Programme:

2019 – 2025

### Planning Status:

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

### Website:

[https://go.walsall.gov.uk/regeneration\\_intro](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 Junction 10 of the M6 is due to benefit from a £65m enhancement expected to commence in August 2019 and completed in late 2021.

## 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 hectares 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 multi-million pound public investment has been agreed to undertake enabling works and prepare the site for the delivery of major employment space.



An 8 hectare former Gasholders site within the cluster has been acquired from the National Grid to facilitate future development, and Walsall Council are working closely with 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 is fully supported by the Black Country Local Enterprise Partnership and West Midlands Combined Authority who have funding available to help support delivery.

## LOCATION

Located at the heart of the UK motorway network the Cluster is an attractive location for investment. In particular the M54 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.



# Perry Barr Regeneration and Commonwealth Games 2022

**Perry Barr is home to the Commonwealth Games 2022 incorporating the Athletes' Village and opportunity for 5,000 new homes.**

## OPPORTUNITY

With more than 60 hectares of brownfield land at Perry Barr there is opportunity for investment as part of the future legacy of the Games and the regeneration of Perry Barr.

The development of the Athletes' Village and significant investment in sustainable transport and placemaking will act as a catalyst for significant housing growth in Perry Barr, as the first phase of a wider programme to deliver more than 5,000 new homes in the area.



## THE FACTS

**Project Promoter:**  
Birmingham City Council

**Scale:**  
£180m GDV c. (Phase 1)

**Sector:**  
Residential

**Location:**  
Perry Barr, Birmingham

**Investment Type:**  
Development partner/funder; Equity investor

**Programme:**  
2019 – 2031

**Planning Status:**  
Full planning approval in place for the development of Phase 1, the Athletes' Village residential development. The wider regeneration of Perry Barr is identified in the Birmingham Development Plan (the City's Local Plan).

**Website:**  
[www.birmingham.gov.uk/perrybarrregen](http://www.birmingham.gov.uk/perrybarrregen)



## 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 and investment will provide much needed housing, a high quality public realm, and significantly improved transport infrastructure.

This will include a redeveloped rail station and multimodal transport interchange, a 'sprint' bus rapid transit route linking Birmingham to Walsall along the A34, and a segregated 2-way cycle route, complemented by highway improvements to create an attractive pedestrian environment.

Developing a sense of place will also be key, creating a truly attractive lifestyle offer and distinctive location for visitors to the area through the mix of activities – including a new school and enhanced access to leisure facilities, high quality spaces and distinctive buildings.

Identified as a new Inclusive Growth Corridor for the region investment in infrastructure, sustainable transport and placemaking will be the platform for creating value uplift and sustaining growth in the Perry Barr area.

## DESCRIPTION

The development of Phase 1, the residential element of the Athletes' Village, will comprise new permanent accommodation on the former Birmingham City University teaching campus near Perry Barr Greyhound Stadium and the One Stop Shopping Centre, off the A453 Aldridge Road.



During the Games this will provide accommodation for c. 6,500 athletes and officials; after the Games the residential accommodation will be retrofitted to provide more than 1,000 new homes – one and two-bed apartments and three and four-bed town houses which will be brought forward for sale and rent. The scheme will include community facilities and significant green public space.

The Games-time Village will also include a range of temporary ancillary facilities such as a dining hall, a transport mall, medical facilities and a number of other essential services for athletes and team officials to use, accommodated on land to the east of Wellhead Lane. The site of these temporary facilities will provide for the second phase of housing growth, providing up to 500 new homes, new public space, and access to local leisure facilities.

Land assembly to complement the highway improvements at Birchfield Island will enable the creation of a new 'Birchfield Gateway' with significant landmark buildings bringing a new vibrancy to the centre and accommodating some 400 residential units.

Within the Perry Barr area, there are a range of further opportunities for residential development. Around 50 sites have been identified, with capacities ranging up to 300 units.

The Council is developing a disposal strategy that will set out how the sites in its ownership will be marketed for 2023 onwards. It is also developing a strategy to promote 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 also received strong support from the West Midlands Combined Authority and the UK Government.

## LOCATION

Perry Barr centre is just 1.6 kilometres from Alexander Stadium, which will play a pivotal role during the Games as the venue for the Opening and Closing ceremonies and Athletics competition.



# The Brewers Yard Wolverhampton

The Brewers Yard is a key city centre mixed-use regeneration site adjacent to Wolverhampton Railway Station and Wolverhampton University, 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 and Council  
Court Collaboration

**Scale:**

£ 250m GDV

**Sector:**

Residential led mixed-use development

**Location:**

Wolverhampton City Centre

**Investment Type:**

Forward funding, Development funding

**Programme:**

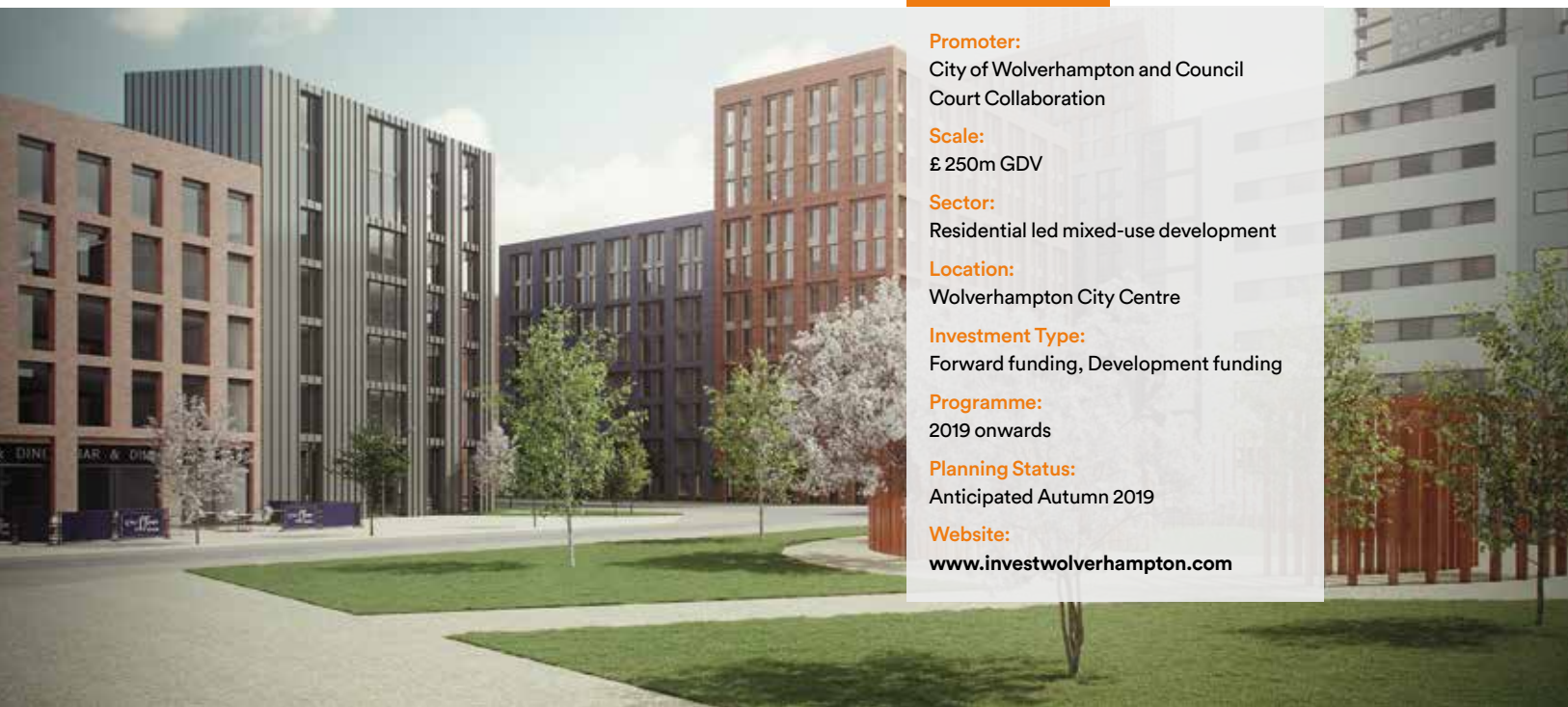
2019 onwards

**Planning Status:**

Anticipated Autumn 2019

**Website:**

[www.investwolverhampton.com](http://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 Wolverhampton University's 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 Wolverhampton University.

## DESCRIPTION

The proposed scheme sees the regeneration of a 10-acre brownfield site to provide a mixed use development of 1,300 residential units, both a mixture of townhouses and apartments, and 5,575m<sup>2</sup> of new retail and commercial space. The scheme aims to deliver high quality, affordable living 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 2019 with an anticipated construction start in mid-2020.

The ultimate objective will be to progress a transformational mixed-use regeneration scheme via a delivery partnership that will deliver over 1,300 homes with complimentary mixed-use/commercial uses.

## PROMOTER AND PARTNERSHIPS

The promoters for Brewers Yard are the City of Wolverhampton Council and Court Collaboration, in tri-partite Joint Venture with West Midlands Combined Authority.

## LOCATION

The Brewers Yard site lies close to the city centre and adjacent to the University of Wolverhampton and Springfield Campus. It is within five minutes 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 development funding to secure the delivery of a number of attractive investment opportunities to support the Borough and County Council's ambitions for the town centre.

Nuneaton town centre is the largest town in Warwickshire, in close proximity to 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 auto technology campus MIRA Technology Park and is on the doorstep of two major local universities.



## THE FACTS

### Promoter:

Warwickshire County Council, Nuneaton & Bedworth Borough Council

### Scale:

£50m+ GDV

### Sector:

Leisure, Office, Residential and Retail

### Location:

Nuneaton Town Centre

### Investment Type:

Forward funding, Joint Venture Developer

### Programme:

2019 – 2028

### Planning Status:

Existing employment land, detailed planning required

### Website:

[www.warwickshire.gov.uk/transformingnuneaton](http://www.warwickshire.gov.uk/transformingnuneaton)



## BACKGROUND

Well located West Midlands town providing a mix of retail, office and leisure, with a limited amount of town centre residential.

The centre has already seen investment on the edge of the town, creating 4500m<sup>2</sup> of additional office space for the Holland & Barrett headquarters. Last year a new 1600m<sup>2</sup> gym from a major chain was opened in the centre and work began on creating additional residential space adjacent to the first planned phase of the Transforming Nuneaton programme.

Improved infrastructure has also been added with improved road and new rail links delivered by the County Council and the Coventry & Warwickshire Local Enterprise Partnership, with further planned infrastructure to come.

## DESCRIPTION

The programme comprises the development of a number of key sites within Nuneaton town centre. The local councils have secured £7.5m from the government's Local Growth Fund delivered via Coventry & Warwickshire Local Enterprise Partnership to carry out land assembly. Two primary development opportunities have so far emerged.

Vicarage Street is a 2 hectare site adjacent to the ring road and directly linked to the primary shopping area. With 1.3 hectare in public ownership and remainder being assembled there are proposals being developed for investment in a new public sector building on the site. Planning advice has been sought for prospective developers and initial site investigations and topographical surveys are complete with no areas of concern. This site presents a significant opportunity to introduce a mixed-use residential development into the heart of the town.



In addition, adjacent to the shopping area, Abbey Street is a 2.3 hectare site in full public ownership, with advanced plans for a leisure led development. Key investigative work has already been completed alongside land assembly, with outline design currently being developed.

A prospectus showing 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 the 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 Birmingham International Airport and East Midlands Airport and the new High Speed 2 Hub at UK Central, MIRA Technology Park and two major local universities.





# UK Central Hub and HS2 Interchange

The Hub sits at the heart of the UK's transportation network and is unique in offering development opportunities, with unrivalled connectivity creating Europe's best connected location for business, leisure and living.

## OPPORTUNITY

The UK Central Hub in Solihull offers opportunities for long-term equity investors, large scale development funders and operational partners interested in infrastructure, energy, transport and large-scale, mixed-use development.

With the High Speed 2 Interchange Station at its heart, a new 140-hectare development site at Arden Cross will form a new, sustainable, urban quarter, significantly contributing to growth and delivering thousands of new homes and jobs, as well as new commercial and leisure facilities and unrivalled connectivity.

Within The Hub, a new master plan for the National Exhibition Centre, 'nec-city', identifies 75 hectares of land for redevelopment, phased over a number of years, supporting new residential, office and entertainment development.

Immediate occupier and design and build opportunities are available at Birmingham Business Park, with planning consent for a total of over 223,000m<sup>2</sup> of mixed use development space.



## THE FACTS

### Promoter:

UK Central Solihull Urban Growth Company

### Scale:

£2bn+ GDV

### Sector:

Mixed-use: Infrastructure, Commercial and Residential

### Location:

Solihull

### Investment Type:

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

### Programme:

Phase 1 (up to 2022), Phase 2 (2023 – 2027)  
Phase 3 (2028 – 2032)

### Planning Status:

Proposed within Solihull Council Draft Local Plan

### Website:

[www.ugcsolihull.uk](http://www.ugcsolihull.uk)



## BACKGROUND

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 HS2 Interchange Station from 2026.

On behalf of Solihull Council, the Urban Growth Company's (UGC) task is to maximise the opportunities associated with the arrival of HS2 at The Hub in 2026. Its role is to align the growth plans of all stakeholders and create a unified framework for development, as well as lead and deliver £1.6bn of infrastructure investment at The Hub.

The UGC's Growth & Infrastructure Plan predicts that The Hub has the potential to support up to 77,500 new jobs and create up to 775,000m<sup>2</sup> of commercial space, up to 5,000 homes and £4.1bn GVA per year.

## DESCRIPTION

The UGC is delivering four key projects at The Hub to ensure it becomes Europe's best-connected destination for business, leisure and living:

- The UGC has agreed a schedule of changes with HS2 Ltd to deliver additional and improved infrastructure, facilitating the creation of a new, sustainable, urban quarter at Arden Cross, with the HS2 Interchange Station at its heart;
- Redeveloping Birmingham International Station on the West Coast Main Line by 2025 to create a fully-integrated transport exchange with seamless connections between the HS2 Interchange Station, Birmingham Airport and the NEC;



- Ensuring the future-proof supply of all utilities – particularly electricity – to support the anticipated growth of stakeholders including Jaguar Land Rover and Birmingham Airport; and
- Scoping and delivering a cross-boundary, responsive, common parking system, managed dynamically, utilising the existing car parks and freeing up potential development land.

## PROMOTER AND PARTNERSHIPS

The project promoter is the UGC, on behalf of Solihull Council, working in partnership with the West Midlands Combined Authority.

## LOCATION

The Hub is at the heart of the UK's transportation network, offering development opportunities that have direct access to national rail facilities, future high speed rail, Birmingham Airport, the National Exhibition Centre and superb regional connectivity, in a single location.



# Former Ironbridge Power Station

The promoters will be seeking phased investment for this Residential-led mixed-use development in the heart of Shropshire.

## OPPORTUNITY

The former Ironbridge Power Station site is an opportunity for a new garden settlement development incorporating a range of housing, employment and leisure uses and associated community facilities.

This is an opportunity to place shape an entire community, to create an innovative new town set within a desirable location in the centre of England. Given its previous use potential exists for renewal energy generation supported by an established Environmental Technologies sector.



## THE FACTS

**Promoter:**

Shropshire Council

**Scale:**

£100m+ GDV

**Sector:**

Housing, employment, leisure and community uses

**Location:**

Ironbridge, Shropshire

**Investment Type:**

Developer Funding

**Programme:**

2019 – 2036

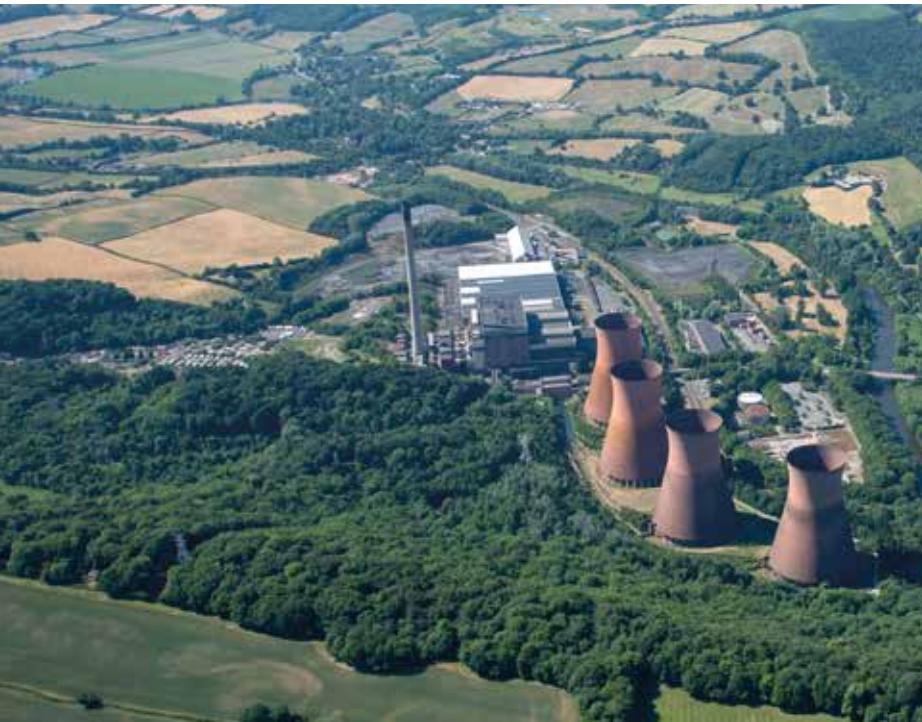
**Planning Status:**

Planning and development brief completed for the site

**Websites:**

[www.ironbridgeregeneration.co.uk](http://www.ironbridgeregeneration.co.uk)

[www.investinshropshire.co.uk/current-property-availability/current-developments/former-ironbridge-power-station/?section=expand](http://www.investinshropshire.co.uk/current-property-availability/current-developments/former-ironbridge-power-station/?section=expand)



## BACKGROUND

The power station ceased to generate power in 2015 and has undertaken 18 months of decommissioning works, with demolition works to follow. The site will be available in three to four years with significant investment required over the life of the project which could be 10-15 years.

This brownfield site has the potential to deliver up to 1,000 dwellings, 20 hectares of employment land and create 4,520 jobs.

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.

Environmental Technology and energy management is a key sector in Shropshire and the existing high voltage electric grid connection has potential for those industrial users which have significant energy requirements and could be clustered on the site.

## DESCRIPTION

The former Ironbridge Power Station forms the largest single redevelopment site in Shropshire. The site forms a comprehensive mixed-use opportunity of 142 hectares located on the border of neighbouring Telford at the heart of Shropshire in a rural environment with good road and rail connectivity to the Black Country and wider West Midlands.



The Harworth Group PLC purchased the entire site during 2018 with a view to creating a masterplan which will identify areas of investment and developer opportunity for a mixture of uses. A Planning and Development Brief is available (undertaken by previous owners Uniper) and detailed planning permission for the demolition of zones to enable land to come forward for housing and employment has been secured.

Given the size of the site it is envisaged a phased approach to development will be achieved. The sites proximity to the Ironbridge's historic core also complements tourism and leisure uses with ancillary retail.

## 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 and wider West Midlands region.



# Springfield Campus

Phase 2 of Springfield Campus provides a unique opportunity for sector industry partners to co-locate on, what will become, Europe's largest specialist construction and built environment campus.

## OPPORTUNITY

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

Phase 1, which covers nearly half of the site, is nearing completion and the promoter is looking to consider a range of delivery, investment and partnership arrangements with a scale of investment options for the remaining 24,000m<sup>2</sup> to complete Phase 2.



## THE FACTS

**Promoter:**

University of Wolverhampton

**Scale:**

£125m+ GDV

**Sector:**

Education/Construction/Training

**Location:**

Wolverhampton City Centre

**Investment Type:**

Investor, co-development, development funding

**Programme:**

2019 onwards

**Planning Status:**

Phase 2: As part of the local area plan

**Website:**

[www.wlv.ac.uk/Springfield](http://www.wlv.ac.uk/Springfield)



## BACKGROUND

The site of the former Springfield brewery is being transformed 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 £100+ million 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.

## DESCRIPTION

The new development 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 super campus is to create a hub where the education elements in Phase 1 sit alongside sector leading innovation, research and training generated from private sector occupiers in Phase 2.

Within Phase 1 the successful opening of the West Midlands Construction University Technical College in November 2016, closely followed by the Elite Centre for Manufacturing Skills hub demonstrates a considerable public sector commitment to the Campus.



Moving Wolverhampton University's School of Architecture and Built Environment onto the Campus in 2019/20 delivers the glue which will hold the public sector offer together, and thereby unlocking private sector industry partners, professional bodies, and supply chain members help create the vision for the Campus, by co-location or co-delivery of a demand for education, research and innovation.

Phase 2 is site ready for investment with services and infrastructure in place and a number of 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 the West Midlands Combined Authority. The University has an established Springfield Board which oversees the development, and reports into the University's Board of Governors.

## LOCATION

The University of Wolverhampton and Springfield Campus is in close proximity to the proposed Canalside Living Quarter, and within five minutes walk to the City Interchange and Wolverhampton Rail station providing direct access into the High Speed 2 (HS2) network. It forms part of the West Midlands Combined Authority's new Walsall to Wolverhampton Inclusive Growth Corridor programme.



# 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:**

2019 – 2025

**Planning Status:**

Walsall Town Centre Area Action Plan  
adopted January 2019

**Website:**

[https://go.walsall.gov.uk/regeneration\\_intro](https://go.walsall.gov.uk/regeneration_intro)



**BACKGROUND**

Since 2007 over £429m of investment has been delivered in the town centre resulting in the development of circa 85,000m<sup>2</sup> of floorspace (retail, leisure, office, health and education uses), and a 100-bed hotel. Construction of a 60-bed hotel mixed-use development is currently underway and consent is in place for a 2,750m<sup>2</sup> office block.

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. The town centre also benefits from frequent bus and rail services to nearby centres and Birmingham New Street. There are future plans to increase passenger services to enhance links to the North West, London and Wolverhampton and to realise the potential growth with High Speed 2 connectivity.

**DESCRIPTION**

The new masterplan comprises a number of key sites within the Town Centre which provide the focus for future investment:

**Walsall Gigaport** – commercial led development including the new Walsall College and College Business and Sports Hub, Walsall Housing Group offices, and Jhoots Pharmacy headquarters.

**Walsall Waterfront** – leisure and residential development including hotel, multi-screen cinema and restaurants.

**St Matthew’s Quarter** – retail-led development with new Primark and Co-op stores as well as 5,100m<sup>2</sup> of new retail space.



**Park Street/Station Street** – developments around transport improvements focussed on Walsall Railway Station and interconnectivity between transport hubs to create a gateway into the town centre, including residential, leisure and new public realm.

There are other development opportunities in the town centre, including commercial sites with a ring road frontage for approximately 73,000m<sup>2</sup> of office floorspace by 2026, and sites for residential development close to Walsall Railway Station which offer conveniently located town centre living.

Proposals are being informed by the Town Centre Area Action Plan that was adopted in January 2019 which provides the planning framework for the town centre and will be the basis for future planning and investment decisions. In addition, a new town centre masterplan, will provide a vision for the town centre over the next 15-20 years.

**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 forms part of the West Midlands Combined Authority’s new Walsall to Wolverhampton Inclusive Growth Corridor programme.

**LOCATION**

Walsall Town Centre is ideally located within the West Midlands region and is 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. Future plans to increase passenger services to and from the station will further enhance Walsall as location to invest in and the town centre masterplan will provide a focus for this future investment.





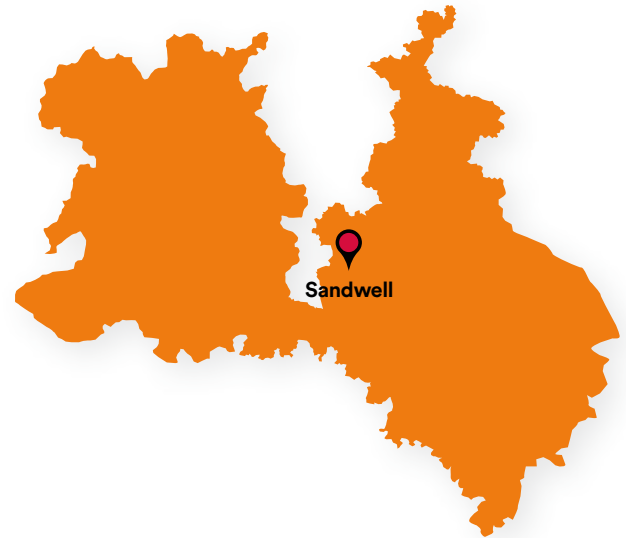
# West Bromwich Eastern Quarter

**A mixed-use Residential led opportunity to shape a long-term sustainable development in the Eastern Quarter of the town centre.**

## 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 number of sites that form a development area cluster of 22 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:

£100m+ c. GDV

### Sector:

Mixed-use Residential led

### Location:

West Bromwich, Sandwell

### Investment Type:

A range of delivery and investment options

### Programme:

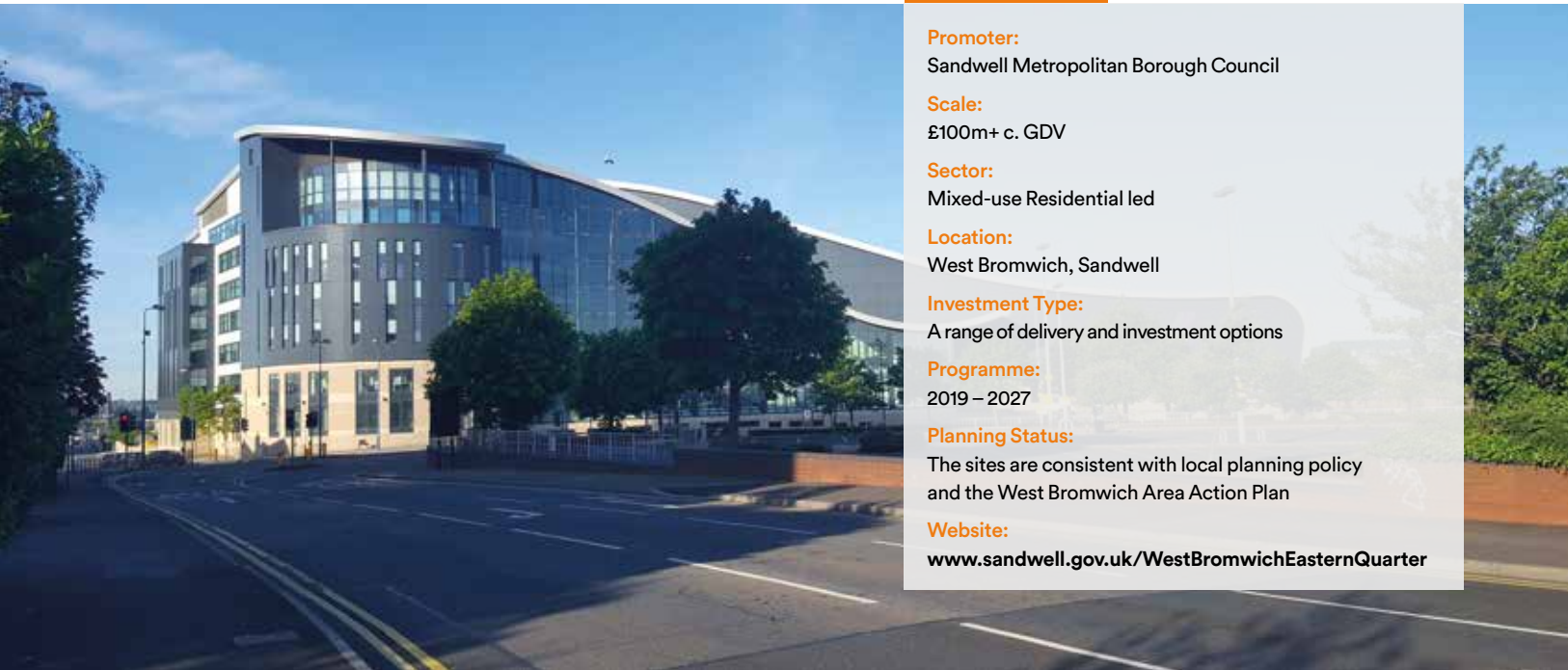
2019 – 2027

### Planning Status:

The sites are consistent with local planning policy and the West Bromwich Area Action Plan

### Website:

[www.sandwell.gov.uk/WestBromwichEasternQuarter](http://www.sandwell.gov.uk/WestBromwichEasternQuarter)



## BACKGROUND

West Bromwich has undergone significant regeneration in the last 15 years that has seen the town fulfil its performance and 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. The public realm and key transport nodes have also undergone a significant upgrade.

## DESCRIPTION

The eastern side of the town centre represents an enormous opportunity for regeneration, capitalising on its accessibility to Birmingham City Centre, public transport nodes, the town's retail centre and new homes. The scale of this opportunity is the total transformation and long-term sustainable development of the Eastern Quarter of the Town Centre.

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 are particularly attractive features of this location.



Through land assembly with willing vendors, 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 supporting 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 the existing 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 'East' project is being promoted by Sandwell Council working in partnership with a range of private sector developers and the 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 delivering passengers to/from Birmingham city centre in 15 minutes, with a service frequency of six minutes. Junction 1 of the M5 is 1.6 kilometres away and the main West Bromwich bus station is adjacent to the sites. These excellent transport links, proximity in the heart of the retail centre and employment opportunities make this area a sustainable location for investment in new housing and business to meet the town and region's needs.

