

INVESTMENT PROSPECTUS 2024

# Over **£20 billion** of Investment Opportunities





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# A Region of Unrivalled Assets

The West Midlands is home to world-leading sectors and transformational infrastructure. It has vast investment potential and global ambition. With a combined value of over £20 billion, the 2024 Investment Prospectus details 32 major investment opportunities.

As a region our growth is driven by assets such as our young, skilled and diverse workforce, key sectors, internationally-renowned higher education institutions, and outstanding connectivity, which will be further enhanced by the arrival of High Speed 2 (HS2).

We are delivering the 2023 Deeper Devolution Deal with Government - using the £1.5 billion in new funding and powers to promote investment and growth, including the development of three new Growth Zones. In addition, we have secured a new Investment Zone from Government, focused on the advanced manufacturing sector, with the potential to attract £5.5 billion of new investment.

The West Midlands is leading the UK's Green Industrial Revolution and building the homes and places of the future, taking an innovative approach to placemaking. We are a trusted partner of Government, industry and local communities, commercially focused, delivering what we say, and driving transformational change across our region to benefit all citizens.



**Laura Shoaf**  
Chief Executive,  
West Midlands Combined Authority

To see the  
unrivalled assets of our region

Greenpower Park, Coventry



## CONNECTIVITY

**92%** 

of UK businesses are within four hours travel-time of the West Midlands.



**40-minute** travel time to Central London will be enabled by the future infrastructure of HS2.



**126 global** destinations

accessible from Birmingham Airport, one of the fastest growing airports in Europe.

## ECONOMY

**£118 billion** economy

the largest of any Combined Authority area.

**£31.6 billion of exports** the highest value outside of London and the South-East.

**200,000 businesses** operating in the region with a workforce of 2.9 million people.



**£17 billion manufacturing sector** home to advanced and green engineering, transport innovation and motor industries.

## PEOPLE

**4.7 million people** the largest population of any Combined Authority.

**1.5 million residents** under 25

one of Europe's youngest regions.



Home to people from **190 different countries.**



**63,500 graduates** annually from across the region's 9 universities.

## DEVELOPMENT

Over **£1 billion** of funding secured

to deliver brownfield regeneration.

Of the **6,285 homes** unlocked by WMCA investments since 2018, a total of **2,045 are affordable** – nearly **33%**, exceeding expectations.

**10,000 homes and 290 hectares** of brownfield land unlocked through devolved funding.

**Housing delivery doubled** over the last decade.

A West Midlands Investment Zone with potential to attract **£5.5bn** of new investment and create over **30,000 jobs.**

## QUALITY OF LIFE

**130 million visitors each year**

driven by our internationally renowned cultural assets.



**Over 55% of graduates** choose to stay in the region to live and work.

**WM2041**

a compelling programme to be net zero by 2041.



**15.58%**

of Birmingham's total land is classed as greenspace, one of the highest proportions of any UK city.




## Our Vision

# Building a West Midlands that is Fairer, Greener and Better Connected

We are creating a greener, more inclusive economy to benefit all residents and businesses. Public and private sector partnership working, and joint investment is fundamental to achieving this vision and the West Midlands has a vast array of attractive investment opportunities to unlock transformational growth.

We have developed this Investment Prospectus alongside our Plan for Growth, West Midlands Investment Zone and other economic strategies to drive forward our region's economy and dramatically improve productivity. Our innovative approach to economic growth is underpinned by our truly world-leading sectors such as Business, Professional and Financial Services (BPFS), Data Driven Health, Tech Creative, Low Carbon, and Advanced Manufacturing. We aim to achieve a further £3.2 billion of economic growth annually by 2030.



**4.7 million**  
the largest  
population  
of any  
Combined  
Authority.





# Delivering Net Zero

**We are actively delivering against our ambitious net zero target.**

**We are identifying the infrastructure investment we require to achieve our growth and decarbonisation objectives in the West Midlands, through local area energy planning, heat network zone development and delivering a pipeline of building retrofit, enabling us to channel investment and capture the co-benefits.** Success requires the best blend of public and private expertise, innovation and finance which we are bringing together through our Energy Capital partnership.

Through our Net Zero Neighbourhoods programme we are creating a portfolio of investable place-based projects to maximise wider benefits. Aligned to this, our Local Net Zero Accelerator will create a regional net zero fund for investors looking to achieve holistic net zero outcomes.

Our Deeper Devolution Deal provides us with the opportunity to considerably scale up our programmes, supporting the development of local markets and supply chains, alongside delivering the decarbonisation of our industries and businesses.

We have invested over £50 million in retrofit, including our Net Zero Neighbourhoods programme to decarbonise over 3,000 homes across the region.

The gross investment cost of the plan is estimated at

**£4.3  
billion**

by 2026

Increasing to a minimum of

**£15.3  
billion**

by 2041



# Enhancing Skills, Productivity and World Beating Sectors

The West Midlands benefits from a successful skills ecosystem designed to support the regional economy. At the heart of this network is the WMCA, which provides careers and skills expertise to ensure training meets the needs of both businesses and people. For companies looking to develop a workforce in the region, WMCA's regional skills offer significantly reduces the time, risks and costs involved in attracting the right local talent.

This dynamic skills system delivers world-class adult education through a partnership with local colleges, universities, and independent training providers and features an employer-facing gateway for new talent entering the workplace, whilst also supporting the lifelong development of experienced workers through the business evolution of their industries. Planned pathways can lead to a range of higher-level skills opportunities in sectors such as digital, engineering and manufacturing, professional services, the creative industries and health and social care – with many of these areas rapidly responding to the 'green' and 'digital' revolutions.

WMCA's skills offer supports the strategic economic priorities of the region through its strong focus on supporting local high-growth business clusters and the game-changing Investment Zone status which will create up to 30,000 new jobs.



More students in all core subjects than any other Combined Authority area.



Home to **186,000 students** across **9 universities**, with over **63,000 graduates per year**.



WMCA has created **Skills Bootcamps** to meet higher level skills needs for the region's high growth business clusters, including healthcare, green technology, logistics, advanced manufacturing and engineering.





# Unrivalled Transport Connectivity

The West Midlands offers an unparalleled strategic location at the heart of the country's road and rail network. 90% of the UK's population live no more than a four-hour journey time away, which will be further improved by the arrival of HS2 and the development of Midlands Rail Hub.

The Midlands Rail Hub is a £1.75 billion investment to improve journey times, capacity and frequency of services across the Midlands and beyond.

The West Midlands is served by the nation's fastest-growing airport. In 2023, over 50 different airlines operated from Birmingham Airport taking nearly 12 million passengers to 126 destinations around the world annually.

We continue to invest heavily in future infrastructure, improving connectivity and bringing new high quality integrated transport services. Transport for West Midlands (TfWM) and its partners are investing a total of £6.1 billion over the next ten years to deliver a zero-emission transport revolution across the region, expanding tram, bus, rail, cycling and walking networks to better connect people to job and leisure opportunities.

We are pioneering world-class transport services and technology in the West Midlands, and Birmingham (NEC) will be hosting the World Intelligent Transport Systems (ITS) Congress in 2027.



Electric bus, Coventry





# Building Future Homes, Places and Communities

The West Midlands is a national leader in brownfield regeneration and placemaking. With over £1 billion in devolved housing and land funds secured from Government since 2018, WMCA has enabled the delivery of quality new homes and places on historically “difficult to deliver” brownfield sites that had previously stood derelict and contaminated for decades.

Devolution in the West Midlands is enabling new quality homes, communities and places for residents to thrive, with over 10,000 homes and 290 hectares of brownfield land unlocked – this has helped double the region’s housing delivery over the past decade.

The West Midlands is also leading the way with innovative new investment models such as ‘Help to Own’ in Wolverhampton, which brings together equity investment from WMCA and the City of Wolverhampton Council to provide local residents with long-term tenure security and the opportunity to own their home after a 25-year tenancy.

Meeting the affordability needs for people of the West Midlands is a fundamental part of enabling inclusive growth and transformational placemaking.

To see what **Deeper Devolution** means for housing and regeneration in the West Midlands.



Spirit Quarters, Coventry

 **Housing delivery doubled** over the last decade, with a strong brownfield focus.



# Inclusive Communities and Growth

We are working with our partners to create vibrant, inclusive communities and ensure that all residents can benefit from growth and investment.

The West Midlands is renowned as a region that is steeped in culture - the birthplace of William Shakespeare, home of 2-Tone music and a powerhouse of innovation since the Industrial Revolution. Being the most diverse region outside of London, the West Midlands is shaped by its people, places and history which make it a resilient and innovative location to invest.

Recent events such as the 2022 Commonwealth Games hosted in Birmingham and Coventry being the UK City of Culture in 2021 have further placed the West Midlands on a global stage and showcased the heritage, cultural assets and potential of our region.



**130**million  
visitors a year to the  
**West Midlands.**

Paradise, Birmingham

The 2022 Commonwealth Games contributed £870 million to the UK economy and had over 1.5 million spectators visit the West Midlands for the largest sporting event in England since 2012.



We are also home to cultural and heritage hotspots, such as Stratford-upon-Avon, which attracts an average of 6 million visitors per year.

Coventry attracted a live and online audience of over 1 million as the UK City of Culture for 2021.





# Priorities for Investment

A diverse portfolio of major investment opportunities in the West Midlands has been identified and grouped into four broad areas:

West Midlands  
Investment Zone,  
Growth Zones  
and place-based  
strategies.

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

Projects along  
growth corridors  
and at strategic  
transport hubs  
where investment  
will be clustered in  
sustainable locations,  
such as around the  
region's two HS2  
stations.

Opportunities  
focused on key  
regional themes and  
industry clusters,  
such as natural  
environment, net  
zero, and affordable  
housing.

Martineau Galleries Birmingham



# Investment Zone and Growth Zones

The West Midlands is one of the UK's new **Investment Zones**. As the leading region for advanced manufacturing, it has the potential to attract some £5.5 billion of new investment into the regional economy, creating well over 30,000 jobs.

The Zone will cover the whole region but is driven by three specific sites:

- **Coventry-Warwickshire Gigapark** – anchored by a new gigafactory Greenpower Park and attracting new investment in electric vehicles and battery technologies.
- **Birmingham Knowledge Quarter** – which will help drive development in advanced manufacturing, health-tech, and emerging digital technologies, anchored in the area around Aston and Birmingham City universities and running northeast of the city to Aston.
- **Wolverhampton Green Innovation Corridor** – creating new green industries and skills through a partnership between City of Wolverhampton Council and the University of Wolverhampton by connecting key assets at the University's Springfield Campus with University of Wolverhampton Science Park, the city centre and potentially further north to i54 Business Park.

The Investment Zone is able to offer a mix of tax incentives on its Birmingham and Coventry-Warwick sites for up to 10 years. Development of sites will also benefit from capital investment, as part of the £160 million Government funding, as well as a proportion of retained business rates anticipated to be generated over the next 25 years. Investment in a range of skills, business support programmes and investments across the whole region will create a vibrant economy for new investment to thrive in.

The Investment Zone will focus on driving growth in advanced manufacturing, green industries, health-tech and underlying digital technologies – maximising the region's unique blend of industrial heritage, world-leading innovation, and talented workforce.

The West Midlands also became the first region in the UK to announce ground-breaking new '**Growth Zone**' powers capable of generating millions of pounds the local councils can retain for investment into comprehensive measures to level up some of their most deprived areas and drive future growth and new economic opportunities.

Three Growth Zones have been designated. One will straddle Dudley and Sandwell, maximising opportunities from the new Metro Extension; a second, in Walsall, will make the most of connections to Junction 10 of the M6; while the third will create new opportunities for the communities in East Birmingham and North Solihull. The three Zones have the potential to accommodate over 60,000 jobs and deliver 4,500 new homes.





# Growth Corridors and Hubs

## Key region growth corridors and hubs:

**A34 Corridor – A Vision for Legacy** – the A34 Corridor benefitted from major investment as a result of the 2022 Commonwealth Games. There are plans to bring forward significant new opportunities for residential, town centre, and mixed-use developments, as well as enhancements to the natural environment and transportation infrastructure.

**Birmingham City Centre, Five Ways and Hagley Road Corridor** – building on its excellent connectivity, this area of Birmingham acts as a gateway to the city centre and has the potential for a range of major mixed-use developments.

**Birmingham Smethwick and West Bromwich Corridor** – wmajor opportunities for residential development due to come forward in late 2024.

**Coventry and Warwickshire** – substantial new commercial and residential opportunities, which build in particular on the area’s existing technology-driven, innovation and Higher Education assets, as well as its excellent connectivity.

**M54 Growth Corridor** – running from the conurbation through Telford to Shrewsbury. The area has substantial potential for new industrial and advanced manufacturing development, as well as major town centre redevelopment plans in both Telford and Shrewsbury.

**The East Birmingham and North Solihull Growth Zone** – stretches from central Birmingham and Bordesley Park site for Birmingham City Football Club to Birmingham Airport, the NEC and what will be the new Arden Cross HS2 Interchange. It represents a unique opportunity for levelling up at scale, for a population of 375,000, larger than many UK cities.



The West Midlands is the leading location outside of London for job creation from inward investment.





# Urban Centres and Strategic Sites

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

**Town and City Centres** – ambitious programmes of mixed-use redevelopments and refurbishments, including residential, leisure, office, R&D, and other uses in centres such as Birmingham, Coventry, Dudley, Nuneaton, Royal Leamington Spa, Rugby, Shrewsbury, Solihull, Stratford-upon-Avon, Telford, Walsall, West Bromwich and Wolverhampton.

**Longbridge** – major residential and commercial development on the site of the former MG Rover car plant in Birmingham (which will build on the momentum created by the West Longbridge development).

**MIRA Technology Park** – a major extension to the MIRA Technology Park to accommodate large-scale advanced manufacturing and automotive-related activities.

**Rugeley Power Station** – creation of a sustainable, low carbon mixed-use neighbourhood, including 2,300 new homes, an Academy school, employment space and a new country park alongside the River Trent through the redevelopment of the former coal-fired power station site.



The population of the West Midlands is expected to **grow by 520,000** over the next **20 years**.





# Themes and Clusters



**2.9 million** working age population.

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

**Station Cluster Portfolio** – development opportunities around transportation hubs and assets such as station car parks, park and ride sites, Metro, and bus stations.

**Zero Carbon Investment Portfolio** – a range of investment opportunities addressing future mobility, smart energy systems (including retrofitting) and energy storage needs including development of street-by-street retrofit solutions under the Net Zero Neighbourhoods Demonstrator programme.

**Affordable Housing** – building on the Deeper Devolution Deal, new opportunities for affordable housing delivery which address specific needs of particular social groups, including joint approaches with housing associations and private sector registered providers.

**Infrastructure and Utilities** – including a range of opportunities in sustainable heat provision, Local Area Energy Planning and Energy Innovation Zones, and an Electric Vehicle Charging Transit Hub network.

**Natural Environment** – developing private sector finance models and a regional investment strategy to enhance the natural environment and promote greener outcomes for communities.





# Unlocking the Potential of the West Midlands

WMCA has unrivalled expertise in working with private and public sector partners to help unlock the region's extensive investment and development opportunities.

The tools at our disposal include:

- **Advice** – highly skilled and appropriately resourced teams who can advise and provide support.
- **Affordable Housing** – programme management and responsibility for the region's Affordable Housing Programme from 2026.
- **Assets** – our land, premises and infrastructure assets and those of our public sector partners, including Government.
- **Information** – a detailed region-wide database of opportunities, projects and proposals.
- **Leadership and Governance** – we have clear routes to transparent decision-making through our WMCA investment and thematic boards. The WMCA Board includes the Mayor and Council Leaders.
- **Powers** – such as land assembly and acquisition, including compulsory purchase, joint ventures, and the potential to create delivery vehicles (e.g. Development Corporations).
- **Public Funds** – de-risking projects, tackling barriers to delivery and acquiring land and buildings. This includes new funding for affordable housing, estate renewal, housing, regeneration, and through the Investment Zone.
- **Strategic Partnerships** – for example, with HM Government, the Cabinet Office, Homes England, investors and developers.
- **Specialist Expertise** – access to industry-led taskforces and sounding boards.

Walsall Town Centre Regeneration (Rendering)





Unlocking the Potential of the West Midlands

# Supporting Investors

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

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





# Investment Opportunities

Current Investment Opportunities	Coming Soon	Ones to Watch





# Birmingham Curzon

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

## OPPORTUNITY

Centred around a new High Speed 2 (HS2) terminus station a number of major investment and development opportunities exist for parties interested in exploring development partner/funder and equity investment on sites ranging up to 3.3 ha and covering a selection of commercial and residential uses.

Birmingham City Council as promoter is working with Homes England as well as private sector landowners to help bring forward investable development projects within the Curzon regeneration area.





# Birmingham Curzon

## BACKGROUND

The arrival of High Speed Rail network provides a once-in-a-century opportunity to radically enhance the city's national rail connectivity and accelerate its economic growth potential. The brand new city centre HS2 station, Birmingham Curzon, will be the catalyst for a major programme of mixed-use regeneration 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 ha that could result in a £4 billion 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 floorspace.

With preparatory work well underway the station will be operational within the period 2029-2033. A £724 million 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.

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 new growth opportunities around the Knowledge Quarter, which is home to five universities and colleges and 25,000 students.

The Creative Quarter centred on Digbeth, Birmingham's former industrial heartland, is a key part of the Curzon regeneration area and has the greatest potential of any part of the UK to accelerate its growth as a unique global centre of company start-ups, creativity, crafts and

arts, innovative hi-tech businesses, television and film industry. With the launch of the BBC's new broadcast centre at the Tea Factory, Masterchef and film studios at Warwick Bar – the next 20 years will represent a new era of development for Digbeth and Birmingham.

## PROMOTER AND PARTNERSHIPS

Birmingham City Council as promoter is working in partnership with Homes England and private sector landowners to bring forward development as well as with the West Midlands Combined Authority to provide infrastructure funding.

## LOCATION

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



## THE FACTS

### Promoter:

Birmingham City Council and multiple private landowners

### Scale:

£1 billion+ GDV

### Sector:

Office, Residential, Hotel, Leisure

### Location:

Birmingham City Centre

### Investment Type:

Development partner/funder; Equity investor

### Programme:

2019–2036

### Planning Status:

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

[birmingham.gov.uk/birminghamcurzonhs2](https://birmingham.gov.uk/birminghamcurzonhs2)



# Brandhall Village, Sandwell

Brandhall Village in Oldbury offers a unique opportunity to create a highly sustainable village comprising a new primary school and 190 new homes set within a 27 hectares eco-park.

## OPPORTUNITY

The site is located two miles south of Oldbury Town Centre and has excellent transport links located immediately adjacent to the A4123 providing links to Birmingham and Wolverhampton, Junctions 2 and 3 of the M5, and Rowley Regis railway station.

The Council are seeking to create a unique environment capitalising on the site's natural assets and limited site constraints to generate an exemplar scheme which achieves the following:

- Highly sustainable village
- Sandwell's first public park since the council's inception
- A 27ha Eco Park with public access
- Quality homes Mark (Score 3 minimum)
- PassivHaus/BREEAM Excellent primary school
- Green Flag Standard for the Park
- Building With Nature Award
- 25% affordable housing

The council will shortly procure a developer who shares the Council's aspirations and is willing to work in partnership to deliver this vision.





# Brandhall Village, Sandwell

## BACKGROUND

The site comprises the former Brandhall Golf Course which was formally closed in 2020. Subsequent extensive community consultation indicated wide support for the maximised retention of greenspace, which resulted in the Cabinet confirming its preferred option for the development. This comprised of 2.68 ha for the replacement of Causeway Green Primary School, approx. 190 new homes (25% to be affordable) on two parcels of land extending to approx. 5.1ha, and the retention of the remainder of the site for the provision of an eco-park with public accessibility. The undeveloped parts of the site have been designated as a Site of Local Importance for Nature Conservation.

Outline planning consent was granted in November 2023 (Ref DC/23/68540).

The Council will undertake the construction of the school directly, with a PassivHaus design currently being developed. It is envisaged that the school will become operational in 2026.

## DESCRIPTION

The Council is seeking to achieve an exemplar sustainable scheme which seamlessly integrates the natural and built environments. Achieving Building with Nature Design and Full Awards is a key objective.

Provision of 190 highly sustainable homes which aims to meet Quality Homes Mark 3 will be sought, with at least 25% of these being for affordable provision. Quality of design, including the use of unique house types which capitalize on the site’s exceptional characteristics will also be expected.

Coupled with this will be the creation of a publicly accessible, 27 ha eco-park, which achieves Green Flag standard. A masterplan is currently being prepared which will ensure the eco-park is integral to achieving the overall aspirations for the scheme, maximizing opportunities for

retention and enhancement of the site’s natural assets. Specifically, opportunities to use mitigation requirements from the housing scheme, such as SUDS ecological habitat mitigation and biodiversity net gain requirements will be utilized to assist eco-park delivery.

## PROMOTER AND PARTNERSHIPS

The partners will shortly be procuring a developer partner who shares the overall aspirations for the scheme and will work in partnership with the Council to achieve the overall vision.

## 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 90% of the population of England and Wales can be accessed within 2 hours either from the motorway network (M6 & M5), or by rail.

The site is located two miles south of Oldbury Town Centre and has direct access to the A4123 Wolverhampton Road, providing links to Birmingham and Wolverhampton. Junctions 2 and 3 of the M5 motorway are located within 2 miles to the north and south of the site respectively, and Rowley Regis railway station is within walking distance.

## THE FACTS

**Promoter:**  
Sandwell Metropolitan Borough Council

**Sector:**  
£40 million GDV

**Location:**  
Sandwell

**Investment Type:**  
Delivery Partner

**Programme:**  
2023-2027+

**Planning Status:**  
Outline Planning consent DC/23/68540

[sandwell.gov.uk/Regeneratingsandwell](https://sandwell.gov.uk/Regeneratingsandwell)



# 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.

The City of Wolverhampton Council have secured funding for the site clearance works to support accelerating site preparation and fast track delivery, leading to de-risked phasing of key investible opportunities from regional, national and international funding institutions.





# The Brewers Yard, Wolverhampton

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

The proposed scheme sees the regeneration of a 10 acre brownfield site. A £250 million mixed-use scheme which will see a total mixture of 1,300 city houses and apartments, and 60,000sq ft of new retail and commercial space, as part of the city's Canalside regeneration. 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.

Outline planning consent has been secured and works are progressing to facilitate the site clearance works in readiness for granting vacant possession of the site in 2026.

## PROMOTER AND PARTNERSHIPS

The promoters for The Brewers Yard are the City of Wolverhampton Council and 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 a 5-minute walk to the City Interchange and Wolverhampton Rail station providing direct access to London, Birmingham and Manchester and into the High Speed 2 (HS2) network.



## THE FACTS

**Promoter:**  
City of Wolverhampton Council

**Scale:**  
£250 million GDV

**Sector:**  
Residential led mixed-use development

**Location:**  
Wolverhampton City Centre

**Investment Type:**  
Forward funding; Development funding, PRS fund opportunity

**Programme:**  
Anticipated 2026

**Planning Status:**  
Outline application approved for a total of up to 599 residential units

[investwolverhampton.com](https://investwolverhampton.com)



# Coventry City Centre South

Coventry City Centre South is a residential led, mixed-use development in the heart of the city that will deliver more than 1,550 new homes alongside significant commercial and placemaking development.

## OPPORTUNITY

The scheme, which received outline planning permission in January 2022 and reserved matters approval for the first phase in March 2024, will be delivered in phases from 2024 onwards. The developer, Shearer Property Regen Ltd, is a JV partnership between The Hill Group and Shearer Property Group with Hill Holdings acting as the project funder to bring forward the proposals, focused on the delivery of new residential development across a mix of tenures.

There is an opportunity for Build to Rent investors and operators to get involved in one of the most important city centre regeneration schemes in the UK with over 300 new BtR homes in the first phase, including dedicated amenity provision included within the design proposals. In addition, 8,000m<sup>2</sup> of flexible commercial and leisure space will create a vibrant new quarter with an eclectic mix of the latest shops, bars and restaurants.

City Centre South marks the next stage of the ongoing regeneration of Coventry's city centre. The 6.5ha site takes in Bull Yard, Shelton Square, Market Way, City Arcade and Hertford Street.





# Coventry City Centre South

## BACKGROUND

The Hill Group is the second largest privately owned residential developer in the country and is responsible for significant residential delivery throughout the south east of England and London. Shearer Property Group has a proven track record of delivering mixed-use development including Southgate Centre Bath, Grand Arcade Cambridge, the Former Dickins & Jones Department Store in Regent Street London and Parkway, Newbury.

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

The scheme is supported by over £100 million of grant funding from Coventry City Council and the West Midlands Combined Authority. The Compulsory Purchase Order for the scheme was confirmed in April 2023.

## DESCRIPTION

The scheme benefits from a Reserved Matters Consent for the first phase of development. The first phase will deliver 991 new homes, 8,000m² of new commercial space, and 17,000m² of public open space, to create an exciting new residential, shopping, and leisure destination for the Midlands.

Designed and built to high environmental standards with contemporary architecture inspired by Coventry’s rich history, heritage assets and public art, the homes in the first phase will range in size from studios to three-bedrooms, appealing to a diverse mix of residents. The first four blocks to be delivered will be affordable with 145 of the 200 of the affordable homes being social rent for local people and 55 as shared ownership. The remaining 791 homes will be available through private market sale and rent.

This will lead to the creation of many hundreds of new permanent jobs and significant investment in this quarter of the city centre and opportunity to reinvigorate Coventry Retail Market.

The second phase will deliver over 550 new homes including private and affordable homes, commercial floorspace including provision for a new health centre.

## PROMOTER AND PARTNERSHIPS

Shearer Property Regen Ltd is leading the project and working in partnership with Coventry City Council and West Midlands Combined Authority.

## LOCATION

The 11th largest city in the UK, full of potential in a great central location, only one hour from London Euston and 10 minutes from Birmingham Airport and the proposed HS2 Interchange.

A young and vibrant city attracting new investors with continuous development and regeneration. The city has two world renowned universities, over 67,000 students and is famous for its culture and creativity.



## THE FACTS

**Promoter:**  
Shearer Property Regen Ltd

**Scale:**  
£450 million+ GDV

**Sector:**  
Residential led, mixed city centre uses

**Location:**  
Coventry City Centre

**Investment Type:**  
Range going forward

**Programme:**  
Delivery: 2024 onwards

**Planning Status:**  
Outline Planning Consent, Reserved Matters Consent (Phase One) and Compulsory Purchase Order Confirmed

[coventrycitycentresouth.co.uk](https://coventrycitycentresouth.co.uk)



# City Centre West, Wolverhampton

The development sits to the West of the city with excellent connections to local transport links to the wider region and particularly into Birmingham City Centre.

## OPPORTUNITY

It offers an opportunity for a new quarter of the City to introduce a number of uses and provide a food and beverage offer for those visiting the City for cultural and sporting events.

Sitting within walking distance to the The Halls and the Wolverhampton Football Club stadium, this area can become a vibrant, energetic part of the city.





# City Centre West, Wolverhampton

## BACKGROUND

City Centre West is a 5 hectare site linking School Street and Darlington Street in the City Centre. The Wolverhampton City Centre Local Area Action Plan (AAP), adopted in 2016, identifies the site as the largest development and regeneration opportunity in the City Centre with the potential to create a new district for the city through high-quality mixed-use development.

The Council has identified a development partner to provide the revenue, resources and expertise to unlock the potential and bring forward the regeneration of City Centre West.

## DESCRIPTION

### High Quality Mixed Use Development:

A residential led scheme that will include a mix of tenures across the development. Ground floor uses that will allow a mix of retail and food and beverage to activate spaces and bring footfall. The potential for leisure use as a later phase.

### Potential continuation of the retail market:

The scheme benefits from existing outdoor public realm that can be utilised to draw people into the area and start to create the destination. The retail offer will be distinct from the centre, offering a more diverse style of retail and amenity that will serve the new residents.

### Accessibility and legibility of the area:

The location provides for a well connected development both back into the City and into the wider area. Enhanced public realm and legible connections across the site will allow natural footfall and permeability.

### Enhanced public realm:

Creating new green spaces for residents and the public to dwell. Enhancing the existing public realm to allow for a larger public space that can be used for events throughout the year.

## PROMOTER AND PARTNERSHIPS

The City of Wolverhampton Council is working collaboratively with English Cities Fund/Morgan Sindall/Muse. The developer has been appointed through a direct award via the Pagabo Developer Led Framework.



## THE FACTS

### Promoter:

City of Wolverhampton Council  
English Cities Fund/Morgan Sindall/Muse

### Scale:

Construction value £150 million+

### Sector:

Residential, retail, leisure and commercial

### Location:

Wolverhampton

### Investment Type:

Development

### Programme:

2024 onwards

### Planning Status:

Hybrid planning application, being prepared to include a detailed application for Phase One and an Outline application for the remainder of the site

[investwolverhampton.com](https://investwolverhampton.com)



# Friargate Coventry

Friargate has become an established destination based around new commercial developments and public realm with a commitment to sustainability and leading environmental standards.

It is a world-class commercial and residential offer in an unbeatable location with a mixed-use, multi-phase masterplan requiring differing forms of investment.

## OPPORTUNITY

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

The framework is established, with new infrastructure, new public spaces and the first high-quality office, One Friargate, occupied by Coventry City Council, The Financial Ombudsman Service, Homes England and Ofqual.

The second office, Two Friargate, is open for business with Octopus Energy Group occupying from March 2024. The four star, 101-room boutique Hotel Indigo opened in January 2024 further boosting hotel quality in the city.





# Friargate Coventry

## BACKGROUND

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

Coventry is an established centre of retail, culture and business.

With a rich past and an exciting commercial future, Coventry is helping to drive the growth agenda as a place of ingenuity, cutting-edge manufacturing and commercial innovation.

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

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

## DESCRIPTION

Friargate will deliver almost 300,000m<sup>2</sup> of mixed-use development and generate thousands of 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, at least 400 new homes plus 10,219m<sup>2</sup> of leisure.

## PROMOTER AND PARTNERSHIPS

Friargate JV Project Limited is a UK registered limited company established to deliver the Friargate project. It is owned and managed 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 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 and the HS2 Interchange, the new high-speed rail terminal. There are few developments, anywhere in the country, that are as well connected as Friargate.



## THE FACTS

### Promoter:

Friargate JV Project Limited; Delivery by Friargate Coventry Developments Limited

### Scale:

£700 million+ GDV

### Sector:

Office, Residential, Mixed-use

### Location:

Coventry City Centre

### Investment Type:

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

### Programme:

Under construction in several phases over a 15-year period. Two Friargate and Hotel Indigo are under construction and due for completion in 2023 with the next phase of development being planned for 2024 onwards

### Planning Status:

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

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

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



# i54 Business Park Western Extension

A high profile site with an international reputation and home to global businesses and high value-added employers, including JLR's Electric Propulsion Manufacturing Centre alongside other global businesses.

## OPPORTUNITY

Following on from the huge success of i54 South Staffordshire, the next exciting phase provides a further extension of 60 acres to the west of the site. Interest has already been shown with now only 25 acres remaining and immediately available for advanced manufacturing, technology, training, and innovation. It is an opportunity for further high quality occupiers that will galvanise i54's reputation as a regional, national and international strategic site and centre of excellence for advanced manufacturing.





# i54 Business Park Western Extension

## BACKGROUND

i54 is a joint venture partnership between City of Wolverhampton Council, Staffordshire County Council and South Staffordshire Council.

The site has attracted significant multi-national investment resulting in advanced manufacturing creating thousands of new jobs across a high-class business park.

## DESCRIPTION

One of the UK’s most successful Enterprise Zone with over £1 billion already invested, and direct access to the UK motorway network (Junction 2 of M54 off junction 10a M6).

The remaining 25 acres provides fully serviced development platforms capable of accommodating up to 45,000m² of B1 and B2 floorspace and with a large power supply of up to 10MVA available.

i54 is home to international businesses and high value-added employers, including JLR’s Electric Propulsion Manufacturing Centre alongside other global businesses such as Moog, ERA, Atlas Copco and recently Fortune Brands.

## PROMOTER AND PARTNERSHIPS

City of Wolverhampton Council, Staffordshire County Council and South Staffordshire Council.

JLL and Bulleys are marketing the remaining 25 acres.

## LOCATION

i54 South Staffordshire is a strategic site in the centre of the UK, adjacent to the M54 motorway with its own dedicated access to Junction 2.

Excellent access is therefore afforded to the national motorway network via the M6, M6 Toll and A449.

The M6 Toll provides reliable alternative access to the east and also to rail freight terminals in the region. There are also proposals to provide a link between the M54, M6 and M6 Toll.

Birmingham Airport (25 miles) and Manchester Airport (58 miles) provide international access.

## THE FACTS

**Promoter:**  
City of Wolverhampton Council  
and Staffordshire County Council

**Sector:**  
Advanced Manufacturing

**Location:**  
Wolverhampton

**Investment Type:**  
Occupier

**Programme:**  
Remaining 25 acres now available

**Planning Status:**  
Outline Planning consent obtained 2019  
for planning permission for B1, B2 uses

[investwolverhampton.com](https://investwolverhampton.com)



# Interchange Commercial District

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

## OPPORTUNITY

The promoters welcome the interest of investors and occupiers for a range of investment and delivery structure opportunities around the Interchange Commercial District area.

Consisting of multiple strategic sites to build upon the success of the new and developing Commercial District underpinned by the new transport interchange. Key site opportunities include Interchange 8, Banana Yard, Steam Mill and Sackworks, and a high quality hotel offer as part of a potential 93,000m<sup>2</sup> of new commercial space, 87,000m<sup>2</sup> net office space and 153 bed hotel.





# Interchange Commercial District

## BACKGROUND

These opportunities within the Wolverhampton Interchange Commercial District form the next phase of a highly successful city centre mixed-use regeneration programme with unrivalled connectivity to Birmingham, Manchester and London.

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

The £150 million transformation within the Commercial District area has created an integrated commuter hub and modern railway station servicing more than 4.7 million passengers a year, incorporating improved facilities for motorists and cyclists as well as extended Metro services.

## DESCRIPTION

Wolverhampton has the potential around the transport interchange to grow its office offer by up to 87,000m<sup>2</sup> net office space over ten years. This would allow the city to capitalise on its location and connectivity as a commercial office quarter of regional significance.

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

The building design will enable future tenants to operate the space as a net-zero-carbon office facility. Precisely controlled and optimised mechanical ventilation via the floor design in winter and natural ventilation when acoustics, air quality and outdoor weather allow, together with

energy efficient features, will assist both the landlords' and tenant's energy use, to each be kept keeping it below the Green Building Council NCZ requirement of 35 kWh/m<sup>2</sup> NLA/year. The structure facade and building elements will limit the embodied carbon to less than <700 kg/m<sup>2</sup>.

Aligned to Interchange 8, the site at Broad Street offers the opportunity to further develop the Commercial District with a new hotel offer which will serve to capture latent demand in the Wolverhampton market for new, high-quality hotel accommodation.

Proposals for the northern part of this site include the delivery of a 153 bedroom hotel. Operated and managed by an international hotel brand, the hotel will satisfy the strong underlying demand from Wolverhampton's diverse cultural, tourism and business offer and events programme. The project will act as a catalyst to kick-start the redevelopment of this high-profile regeneration area.

Steam Mill and Sackworks are two key sites neighbouring the city's new railway station in the ownership of the Wolverhampton Interchange partnership. Together they bring the opportunity for over 163 apartments, plus office and leisure-led development adjacent to the city's historic canal. The positioning of the sites at the gateway to the city's wider Canalside South area offers the potential to introduce improved connectivity, linking new residential populations with the Commercial District.

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

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

## THE FACTS

### Promoter:

City of Wolverhampton Council  
Ion Developments

### Scale:

£100 million+ GDV

### Sector:

Office, retail, hotel, leisure and residential

### Location:

Wolverhampton

### Investment Type:

Opportunities for occupiers, buyer, equity investor, operators

### Programme:

2024 onwards

### Planning Status:

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

[investwolverhampton.com](https://investwolverhampton.com)



# MIRA Technology Park South Site North Warwickshire

The MIRA South Site is a unique investment opportunity comprising an additional 215,000m<sup>2</sup> linking directly into the existing MIRA Technology Park and provides for large scale advanced manufacturing and automotive-related development close to Nuneaton, in North Warwickshire.

## OPPORTUNITY

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

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





# MIRA Technology Park South Site

## North Warwickshire

### BACKGROUND

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

### DESCRIPTION

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

Whilst the Technology Park benefits from an existing planning consent for 139,716m<sup>2</sup>, on completion it will comprise 377,580m<sup>2</sup>. The South Site comprises an additional 58 ha of land linking directly into the existing MIRA Technology Park site. It provides a highly complementary opportunity for approximately 215,000m<sup>2</sup> of large-scale advanced manufacturing related to the low carbon research and development at MIRA Technology Park.

The site benefits from the recent delivery of major power and road infrastructure investment to facilitate the development of MIRA Technology Park. Planning approval has recently been secured to enable delivery of the development in early 2025.

### PROMOTER AND PARTNERSHIPS

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

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



### THE FACTS

**Promoter:**  
HORIBA MIRA and Evans Randall Investors

**Scale:**  
£300 million GDV

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

**Location:**  
North Warwickshire Borough, close to Nuneaton town centre

**Investment Type:**  
Forward funding for identified occupier(s)

**Programme:**  
2024-2026

**Planning Status:**  
The site has recently received approval for 2.3 million sq ft of use Class E/B2/ancillary B8. Construction start is programmed for early 2025

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



# Paradise Birmingham

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

## OPPORTUNITY

Brought forward by MEPC, the development arm of Federated Hermes Private Markets, the opportunity for investment is available in partnership, including co-investment/development finance to support Phases Two and Three or on a building-by-building basis.

As part of Federated Hermes Private Markets, MEPC has a long track record of working together with a wider range of stakeholders to create destinations where community can flourish with a particular strength in the creation of successful large-scale mixed-use developments.

Paradise benefits from the continuity and commitment of this partnership, forming part of MEPC's growing portfolio of inventive and sustainable places, each one crafted with the future in mind, designed with a social heart, and delivered with passion.

## BACKGROUND

Located on a 69,000m<sup>2</sup> site at the city's heart, Paradise helps link together Birmingham's civic, commercial and cultural quarters. Comprising up to ten individually designed buildings across the £1.2 billion 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, residential, retail, leisure and hotel space, all set in superbly crafted public realm, truly befitting its exemplary historical setting.





# Paradise Birmingham

**BACKGROUND (Cont.)**

Lettings are well progressed across the estate. International professional services firm PwC took occupation of all of the 13,935m<sup>2</sup> of commercial space in One Chamberlain Square and relocated its 2,000 strong Birmingham team in January 2020, with the potential to accommodate a further 300 people in its cutting edge space. Indian eatery Dishoom and Bavarian style restaurant and bar Albert’s Schloss are both well established on the ground floor.

Leading global law firm DLA Piper has relocated to Two Chamberlain Square, together with Knights, Mazars, Atkins Realis, Cubo, Knights, Dains, Cazenove Capital and MEPC itself which moved its Birmingham operations to the building. Thai eatery Rosa’s Thai Café is located on the ground floor along with competitive socialising venue, F1® Arcade, with Yorks Café opening in 2024.

The first building in Phase Two, One Centenary Way, which completed early in 2023, is a highly sustainable 26,010m<sup>2</sup> office building, with retail and leisure units on the ground and upper ground level. It is now home to the employee-owned built environment consultancy Arup which occupies three and a half floors for its new city centre campus; leading global financial institution Goldman Sachs which will accommodate more than 1,000 people as part of its growth ambitions in the West Midlands, and the 150 strong Birmingham team of international property company JLL. National law firm Mills & Reeve has become the latest occupier, taking one a half floors, and will be moving its 300-strong Birmingham office to the building later in 2024.

**DESCRIPTION**

Paradise is Birmingham’s premier new destination, creating thousands of new jobs for the city, new skills, and new opportunities, as well as a whole new part of the city centre.

The already-completed Phase One comprises One Chamberlain Square and Two Chamberlain Square, providing 15,980m<sup>2</sup> and 17,000m<sup>2</sup> of Grade A office and ground floor retail space respectively. Work on Phase One completed in Spring 2020 and incorporates the much improved and enhanced Chamberlain Square and better connected public realm, together with associated highways improvements and basement car park.

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

Three Chamberlain Square, offering 17,559m<sup>2</sup> of Grade A offices and retail together with new public realm, including Ratcliff Passage, Ratcliff Square and Western Terrace, will be followed by a new 17-storey boutique 4 star hotel with 152 bedrooms. This will complete Phase Two by 2025/26.

Phase Three has outline planning permission to deliver a further three buildings and a new large public square, completing the improvements in pedestrian connectivity and public space across the city. This will encompass 51,100m<sup>2</sup> of Grade A office and ground floor retail space, plus the 49 storey, 370 unit Octagon residential tower, which will become the city’s tallest building and a world first for Birmingham.

The entire project lies within the Birmingham City Centre Enterprise Zone and has benefited from early work on the access and transport links around Paradise which were supported by Greater Birmingham Local Enterprise Partnership (GBSLEP). As an important contributor to regional growth, Paradise is committed to creating high quality, new pedestrian streets and squares for everyone to enjoy, as well as improving wider pedestrian and public transport links across the city.

**THE FACTS**

**Promoter:**  
Paradise Circus Limited Partnership

**Scale:**  
£1–1.2 billion GDV

**Sector:**  
Mixed-use including commercial, retail, leisure and hotel

**Location:**  
Birmingham City Centre

**Investment Type:**  
Development partner or funder

**Programme:**  
Phase Two, 2019-2026. Phase Three and project completion, 2030

**Planning Status:**  
Paradise Masterplan for all phases includes outline planning consent

[paradisebirmingham.co.uk](https://paradisebirmingham.co.uk)



# Paradise Birmingham

## PROMOTER AND PARTNERSHIPS

The project promoter is a joint venture between Federated Hermes Private Markets 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 the international business of Federated Hermes, which has partnered with Canada Pension Plan Investment Board (CPPIB) on the first phase of the development and on One Centenary Way.

## LOCATION

Paradise sits at the true heart of the city, between the Council House, Town Hall and Museum & Art Gallery and the business and entertainment zones further west. Easily accessible, and with its own tram stop, the development is also just a few minutes walk from New Street station and Grand Central.

## THE FACTS

**Promoter:**  
Paradise Circus Limited Partnership

**Scale:**  
£1–1.2 billion GDV

**Sector:**  
Mixed-use including commercial, retail, leisure and hotel

**Location:**  
Birmingham City Centre

**Investment Type:**  
Development partner or funder

**Programme:**  
Phase Two, 2019-2026. Phase Three and project completion, 2030

**Planning Status:**  
Paradise Masterplan for all phases includes outline planning consent

[paradisebirmingham.co.uk](https://paradisebirmingham.co.uk)



# Creative Quarter, Royal Leamington Spa

The Old Town of Leamington Spa is being regenerated as a new Creative Quarter, reimagining the oldest part of the town to provide a focal point for the area's booming cultural sector. Schemes will offer exciting new and regenerated spaces for people to live, work, play and create, delivering the key elements of the urban lifestyle that are fundamental to the further expansion of one of the UK's leading creative clusters.

## OPPORTUNITY

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

There are opportunities for new creative workspaces and mixed-use schemes to service buoyant demand from the cultural sector, where demand currently considerably outstrips supply. The town is known as 'Silicon Spa', due to its UK leading video games development cluster, including both blue-chip companies and a large network of smaller creative businesses. However, the creative community here covers all aspects of the sector, from world class music and dance to heritage crafts, from street art to sculptors.





# Creative Quarter, Royal Leamington Spa

## BACKGROUND

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

Whilst well-known organisations such as Motionhouse, Heartbreak Productions and The Assembly music venue are already based in Old Town, the area to the south of the river has historically underperformed against the area to the north. The Creative Quarter is a key redevelopment project for the local authority: there are sites prime for regeneration given their location next to the station; pleasing architecture; a strong pool of local talent and high demand for creative workspace; and a passionate local community.

## DESCRIPTION

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

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

Phase one completed at the end of 2023 and includes the restoration, extension and change of use of three derelict buildings. The c.£5m project has delivered approximately 1,700m<sup>2</sup> of flagship creative office, media and education space. A former Grade II listed church is now home to Cogent, a leading digital marketing firm, who operate 'The Fold', a new shared workspace with cutting edge production studios designed for the creative community.

The Fold has been set up in partnership with SAE Institute, the global specialist provider of creative media education, who now occupy one of the buildings as part of their campus. The remaining building comprising c.370m<sup>2</sup> of office space has been let to a range of industries that complement the new creative hub.

The second phase is now underway and will see two dilapidated buildings, an old school and the former Stoneleigh Arms public house, transformed into mixed use, multidisciplinary creative workspace, for cultural, community and educational use. This will include the creation of new artists' studios and galleries.

Space will be available to let to individuals or businesses working in the cultural sector who can contribute to the delivery of a dynamic new destination in Leamington. This second phase will be completed by January 2025.

Warwick District Council is also working on a phased regeneration of a local heritage landmark to develop a central 'Creative Hub' on the High Street. The first phase of development at Leamington Town Hall will enhance the current offices and rehearsal spaces through improvements to accessibility and facilities. This will be accompanied by a new welcoming 'anchor' space at the main entrance.

These developments have been part funded through the UK Governments' Future High Streets Fund together with local government and private sector co-funding.

The promoters are keen to work with funders and investors on Council owned assets. They are also interested in regenerating privately owned sites in the area through acquisition or in partnership to support the Creative Quarter plans.

## THE FACTS

### Promoter:

Complex Development Projects and Warwick District Council

### Scale:

£150 million+ GDV

### Sector:

Mixed Use Leisure, Office and Residential

### Location:

Royal Leamington Spa Town Centre

### Investment Type:

Funding and Development Opportunities

### Programme:

2022–2028

### Planning Status:

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

[leamingtoncreativequarter.co.uk](http://leamingtoncreativequarter.co.uk)



# Creative Quarter, Royal Leamington Spa

## PROMOTER AND PARTNERSHIPS

CDP and Warwick District Council are working in partnership with Warwickshire County Council and Invest Coventry & Warwickshire.

## LOCATION

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



## THE FACTS

### Promoter:

Complex Development Projects and Warwick District Council

### Scale:

£150 million+ GDV

### Sector:

Mixed Use Leisure, Office and Residential

### Location:

Royal Leamington Spa Town Centre

### Investment Type:

Funding and Development Opportunities

### Programme:

2022–2028

### Planning Status:

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

[leamingtoncreativequarter.co.uk](http://leamingtoncreativequarter.co.uk)



# Birmingham Smithfield

Birmingham Smithfield will be an international mixed-use city-centre destination and an exemplar world class sustainable place.

## OPPORTUNITY

Smithfield will be a world-leading, sustainable city-centre destination offering the widest possible range of building uses and activities at the heart of this international city. It will have a thriving leisure and cultural offer anchored by a destination market to showcase the City's diversity; workplaces well positioned for innovation, technology and creative industries and a workforce of over 10,000 people; and a high-quality family residential neighbourhood. All of this will be set within a beautifully designed public realm that will create a new festival square, a residential park and treelined streets throughout.





# Birmingham Smithfield

BACKGROUND

Smithfield is a once in a generation opportunity for Birmingham to connect at the heart of the city. It comprises 17 ha of predominantly cleared city centre land. Located on the site of the birthplace of Birmingham, Smithfield will establish a unique character and sense of place that celebrates the boldness of this young and vibrant city.

The development will be a showcase for sustainability, inclusivity and social value in the heart of Birmingham – prompting a healthier and more sustainable lifestyle for everyone in it. As well as building on the character and qualities of Birmingham’s people, it will attract national and international visitors to experience the city.

DESCRIPTION

Once complete, Smithfield will offer:

**New Market:** A new home for the historic Bull Ring markets, in a world class venue designed to attract visitors and put Birmingham on the international map.

**Leisure, Culture and Retail:** A vibrant destination for all ages, with a diverse leisure offer, new culture venue of national significance and draw that will add to the exciting cultural scene of Southside, and specialist retail offer that attracts young people and families.

**Workspace:** 1.5 million+ sq ft of next generation, highly sustainable workplace. The workplaces are designed to ignite a diverse and compelling ecology of great companies and individuals to ensure that Birmingham continues to grow its industry and talent with momentum. The development will support over 10,000 jobs in operation once all phases are delivered.

**Homes:** Delivery of 3,000+ new homes, mix of for sale and for rent. A new standard of genuinely inclusive walkable neighbourhoods that will transform the way people live in city centres. The development includes 1.3 ha of lush green public spaces.

**Delivering with momentum:** We presently anticipate that the site will be delivered over four mixed-use phases. There is, however, the potential for the site to be delivered over a greater number of phases to meet investor requirements.

The hybrid planning application was submitted in December 2022 with an addendum in January 2024. Phase One includes new placemaking markets, highly sustainable Grade A workspace and residential to the north of the site. Phase One infrastructure works will be underway in 2025 with a start on site anticipated 2026 and completion in 2035.

A combination of equity and debt investment is being targeted to fund the regeneration of Smithfield.

PROMOTER AND PARTNERSHIPS

Birmingham City Council as promoter is working in partnership with Lendlease to bring forward the development.

LOCATION

Smithfield is located in the Southern Gateway adjoining the City Centre Core and Curzon Gateway (HS2 Terminal). The development is located within close proximity to some major growth areas of the city, including Digbeth, which has established itself as an area for technology and media start-ups to cluster, the vibrant community of Southside, which includes the Gay Village and China Town, and various cultural institutions such as the Hippodrome, the Bullring Shopping Centre and the Rea Valley, an emerging residential neighbourhood.

THE FACTS

**Promoter:**  
Birmingham City Council and Lendlease

**Scale:**  
£2.5 billion+ GDV

**Sector:**  
Office, Residential, Leisure

**Location:**  
Birmingham City Centre

**Investment Type:**  
Equity investor; debt financing

**Sector:**  
Mixed Use Leisure, Office and Residential

**Programme:**  
2020–2035

**Planning Status:**  
Hybrid planning application submitted

[smithfieldbirmingham.co.uk](https://smithfieldbirmingham.co.uk)



# St George's, Wolverhampton

St George's is a major strategic development site close to the centre of Wolverhampton located on the edge of the ring road at the junction of two roads A41 and A54.

## OPPORTUNITY

To create a new thriving community that acts as a catalyst to create an upward trajectory for the city of Wolverhampton. There is an aspiration to deliver over 400 homes.

The site is suitable for a range of uses. The Council would like to see an impressive high quality development and would welcome an urban perimeter block scheme that is outward looking, enhancing the frontage onto the ring road and the metro line at Bilston Street. The listed church must be retained, and a boulevard provided across the site along the route of the original Cleveland Road in order to maximise connectivity between the City Centre Shopping Core and future development opportunities to the southeast of the city centre, including the Royal Hospital site.





# St George's, Wolverhampton

## BACKGROUND

St George's has been identified in the Wolverhampton City Centre Area Action Plan as a large mixed-use regeneration opportunity in the city centre that will contribute towards the policies and key drivers in the plan.

## DESCRIPTION

The site is the former Sainsbury's supermarket along with associated parking located to the east of the city and is in the ownership of the City of Wolverhampton Council. The Grade II listed St Georges Church is located on the site and is attached to the supermarket and was previously used as the supermarket café. The church is to remain and be a focus of the development.

The tram network runs adjacent to the site with St George's tram stop located on Bilston Street to the North West of the site. The entrance to the Wulfrun shopping centre is to the west of the site which provides a link to the main shopping district.

## PROMOTER AND PARTNERSHIPS

The City of Wolverhampton Council is working with Capital&Centric. Capital&Centric have been appointed through the Pagabo Developer Framework to consider development options for the site prior to an Outline Business Case and planning application.

## LOCATION

St Georges is close to the centre of Wolverhampton and located on the edge of the ring road at the junction of two roads A41 and A54.



## THE FACTS

**Promoter:**  
City of Wolverhampton Council

**Scale:**  
£100 million+ GDV

**Sector:**  
Residential, retail, leisure, commercial and public realm

**Location:**  
Wolverhampton

**Investment Type:**  
Development, Investment, Joint Venture

**Programme:**  
2024 onwards

**Planning Status:**  
Identified in the Wolverhampton City Centre Area Action Plan as a large mixed-use regeneration opportunity in the city

[investwolverhampton.com](https://investwolverhampton.com)



# Telford Town Centre Living Cluster

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

## OPPORTUNITY

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





# Telford Town Centre Living Cluster

## BACKGROUND

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

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

Through the Government’s Towns Fund programme, Telford secured £17.025 million of investment funding to take forward the next phase in the transformation of Telford Town Centre. This mixed-use scheme will see the delivery of a range of new developments including a Digital Skills & Enterprise Hub (The Quod) and the delivery of c.190 mixed tenure apartments and town houses, alongside infrastructure and connectivity improvements and public realm works. A planning application for the scheme was approved in Summer 2023.

Works on the Digital Skills Hub commenced in August 2023 and is due for completion in August 2024, with the residential development to start on site in Summer 2024 and be completed by Spring 2026. Town houses are being brought forward by the Council’s wholly owned housing company Nuplace Ltd alongside Legal & General Affordable Homes, with grant funding being sought from WMCA to support the viability of this market making scheme, which will unlock a cluster of residential sites within Station Quarter and across the wider Town Centre, creating a unique opportunity to develop the Town Centre’s housing offer.

## DESCRIPTION

A total of 9 sites have been identified for development across the wider town centre. These are situated on land owned by Telford & Wrekin Council and owners of Telford Shopping Centre, Orion. The proposals are focused on the delivery of a mixture of town houses and apartments, building on the town centre living offer being kick started in Station Quarter. Delivery is seen as key to ensuring that Telford continues to thrive as a town centre whilst responding to a changing retail environment.

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

## PROMOTER AND PARTNERSHIPS

Station Quarter and the wider opportunities are being promoted by Telford & Wrekin Council in partnership with Orion and their asset managers Sovereign Centros, alongside Telford College, Nuplace Ltd, Legal & General Affordable Homes, Homes England and West Midlands Combined Authority.

## LOCATION

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

The Telford Town Centre Living Cluster in total covers an area of approximately 6 ha.

## THE FACTS

**Promoter:**  
Telford and Wrekin Council

**Scale:**  
£170 million GDV

**Sector:**  
Residential led

**Location:**  
Telford Town Centre, Shropshire

**Investment Type:**  
Developers, equity investors

**Programme:**  
2022 onwards

**Planning Status:**  
Allocation for residential and ancillary uses within the adopted Local Plan

[telfordtownsfund.co.uk](https://telfordtownsfund.co.uk)



# Solihull Town Centre including Mell Square

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

## OPPORTUNITY

Solihull's thriving town centre presents a range of commercial and residential development opportunities that align with significant investment in public realm and transport infrastructure. A Town Centre Masterplan has been developed by Solihull Council, providing potential investors with a blueprint for future investment and development in the town centre over the next 20 years, highlighting a comprehensive range of exciting opportunities. At the heart of this future vision are plans to deliver a wholesale transformation of Mell Square over the next ten years, enhancing the already successful town centre with a significantly improved retail offer, expanded night-time economy and new high-quality housing.

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





# Solihull Town Centre including Mell Square

## BACKGROUND

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

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

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

A range of quality housing, top rated schools and unrivalled connectivity to the wider region and beyond, mean that Solihull town centre is the perfect base to attract and retain staff.

### Westgate

Westgate, 21 Homer Road, is owned by the Council and offers 10,600m<sup>2</sup> Grade A office. Developed to pre-construction stage, the scheme will deliver prime collaborative working spaces in a key location between the High Street and the station.

Flexible floorplates and collaborative space meets clean, green and sustainable features with a focus on future-proofing. This will ensure adaptability is built into the design from the outset and the building can deliver against a range of occupier demands.

### Mell Square

In October 2023 Muse was announced as Solihull Council's preferred development partner to bring forward the ambitious regeneration of the iconic Mell Square.

Working closely with the Council and other key stakeholders, Muse will help deliver the wholesale transformation of Mell Square over the next ten years.

## DESCRIPTION

The emerging masterplan for Mell Square will deliver transformational regeneration for Solihull town centre by:

- Creating a mixed residential neighbourhood to increase housing choice.
- Building high-quality, sustainable buildings that set the standard for new developments in the town centre.
- Delivering well-designed, flexible public spaces and routes that better connect Mell Square to the wider town centre and become a hive of activity for business, meeting and spending time.
- Attracting new restaurants, bars and retailers to complement the town centre's existing offer and diversify its night-time economy.
- Providing the opportunity for the delivery of commercial businesses in the future, such as offices and a hotel.

## PROMOTER AND PARTNERSHIPS

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

The site is being promoted by Muse, working in partnership with Solihull Metropolitan Borough Council.

## LOCATION

Located immediately off Junction 5 of the M42 motorway, the town centre offers exceptional connectivity via road and rail. Solihull town centre is minutes away from Birmingham Airport, connecting to over 150 direct international destinations, and the planned High Speed (HS2) Interchange station connecting to London in 38 minutes.

## THE FACTS

### Promoter:

Solihull Metropolitan Borough Council

### Scale:

£350 million+

### Sector:

Housing, Commercial and Retail

### Location:

Solihull Town Centre

### Investment Type:

A range of delivery, occupier and investment options

### Programme:

2024 with development commencing 2025

### Planning Status:

Variable across town centre sites

[investinukcentral.com](https://investinukcentral.com)



# Solihull, Arden Cross and the NEC

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

## OPPORTUNITY

The Hub is a 1,300 ha opportunity 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 ha Arden Cross development site which will be the location of the new HS2 Interchange Station.





# Solihull, Arden Cross and the NEC

## BACKGROUND

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

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

## DESCRIPTION

### Arden Cross:

A central element of The Hub and the location of the HS2 Interchange Station, it covers 140 ha with the opportunity to deliver 558,000m<sup>2</sup> of commercial space, up to 3,000 new homes and support 27,000 jobs. Announced with a Statement of Intent between partners in early 2024, the site will include delivery of a world leading HealthTech campus, bringing together the public, private, and academic sectors to foster an Innovation District anchored by the University of Warwick.

This 25-year, £3 billion development project has the backing of local and national government with a commitment to fund local infrastructure to facilitate future development. Muse is preferred development partner with the potential for early phases of development, well ahead of HS2 operating.

### NEC Campus:

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

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

## PROMOTER AND PARTNERSHIPS

Supported by West Midlands Combined Authority, Solihull Council oversees and coordinates investment into the UK Central Hub in order to fully maximise the economic opportunities associated with the arrival of high speed rail. Significant public investment has been secured for the UK Central Hub by Solihull Council over the past few years. This is in addition to investment by partners including HS2, Birmingham Airport, NEC, Birmingham Business Park, National Highways and JLR.

The Arden Cross Masterplan is being delivered by Arden Cross Ltd, a delivery vehicle created by landowners Birmingham City Council, Coleshill Estate and Packington Estate. The landowners, and development partner Muse, are committed to a vision of building a world-class, connected destination at The Hub in the heart of the country.

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

## LOCATION

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

## THE FACTS

### Promoter:

Solihull Council signposting to Arden Cross Ltd and the NEC Group as relevant

### Scale:

£3 billion+ GDV

### Sector:

Mixed-use: infrastructure, commercial, healthcare and residential

### Location:

Solihull

### Investment Type:

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

### Programme:

Phase One (up to 2026)  
Phase Two (2026–2030)  
Phase Three (2030 onwards)

### Planning Status:

Proposed for development in Solihull Council Local Plan

[investinukcentral.com](https://investinukcentral.com)



# Transforming Nuneaton

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

## OPPORTUNITY

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

Nuneaton town centre is the largest town in Warwickshire, near Birmingham and East Midlands airports and HS2 Hub at UK Central. It is also the mainline station town for the auto technology campus MIRA Technology Park home to over 30 UK and global brands, which recently secured planning to deliver a high-quality, masterplan development incorporating 2.3 million sq ft of large-scale manufacturing and industrial facilities that are complementary to the existing R&D facilities. The town is also on the doorstep of two major research universities.





# Transforming Nuneaton

## BACKGROUND

Nuneaton is a well located West Midlands town providing a mix of retail, office and leisure, and currently limited amount of town centre residential. The centre has already seen investment on the edge of the town.

In 2024 Rhenus officially opened their flagship Rhenus UK Campus on the edge of the town centre, a 1 million sq ft including 30,000 sq ft of Grade A offices. In the town centre, recently launched Grayson Place development sees construction of a new hotel taking place, due to open August 2024, the first building within this mixed-use site being promoted by Queensbury and Nuneaton and Bedworth Borough Council. The site which has planning permission for leisure uses, residential, a new college facility and a food hall, supported by a new car park will be a boost to the leisure offer in the town centre and complement the new residential and commercial offers that are being developed.

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

## DESCRIPTION

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

Vicarage Street is a 2 ha site adjacent to the ring road and directly linked to the primary shopping area. This newly assembled site will house Warwickshire County Council's new library and business centre, a landmark 4,200m<sup>2</sup> building, forming the cornerstone of this site.

With approved investment of £19.5 million Warwickshire County Council will progress plans whilst working with a developer for the remainder of the site; demolition is due to start in 2024 with construction of the Library and Business Centre expected to start in 2025. In addition, adjacent to the site is the Bridge to Living scheme which will see the redevelopment of current retail units to create a new residential scheme. Complemented by the development of river frontage and improved connections between Town Centre and Riversley Park.

## PROMOTER AND PARTNERSHIPS

Warwickshire County Council and Nuneaton and Bedworth Borough Council are working together with West Midlands Combined Authority and other stakeholders.

## LOCATION

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



## THE FACTS

### Promoter:

Warwickshire County Council,  
Nuneaton & Bedworth Borough Council

### Scale:

£100m+ GDV

### Sector:

Residential and Retail

### Location:

Nuneaton Town Centre

### Investment Type:

Forward funding, Joint Venture Developer

### Programme:

2022–2028

### Planning Status:

Existing employment land, outline planning permission granted for new Library and Business Centre, up to 65 housing units, associated landscaping and servicing, and demolition of existing buildings

[warwickshire.gov.uk/transformingnuneaton](https://warwickshire.gov.uk/transformingnuneaton)

[graysonplace.co.uk/www.graysonplace.co.uk](https://graysonplace.co.uk/www.graysonplace.co.uk)



# Coventry City Centre Cultural Gateway

The City Centre Cultural Gateway (CCCG), is the transformation of the former IKEA building in Coventry, to become a landmark destination that will be home to nationally significant collections, bringing together multiple partners and investors across creative, cultural and technology sectors to engage local people.

## OPPORTUNITY

The CCCG provides the opportunity to invest in the development and delivery of a project that will lead the way in cultural regeneration and ultimately realise the huge potential of this truly unique facility. The site will become home to some of the UK's most significant arts, cultural and heritage items. Space is also available for investor occupiers to establish like-minded business activities as part of this exciting project.





# Coventry City Centre Cultural Gateway

## BACKGROUND

In 2020 IKEA announced the closure of its store in the centre of Coventry. The standalone building spans some 26,000m<sup>2</sup> of prime city centre space across 6 floors with significant on-site parking.

The closure coincided with detailed discussions that were ongoing between Coventry City Council and partners as to the feasibility of developing a Collections Centre of national significance at a city centre location in Coventry.

In February 2021, Coventry City Council approved the acquisition of the former IKEA building. The resulting project is now known as the “City Centre Cultural Gateway” and constitutes three phases of activity.

- **Phase One** – involves the conversion of some floors into bespoke facilities for the storage, care and management of nationally significant arts, cultural and heritage collections.
- **Phase Two** – the Cultural Hub phase is proposed by Coventry University to provide a range of cultural educational, engagement, training, and professional development opportunities.
- **Phase Three** – constitutes ‘shell and core’ works to the remaining floors that will enable future lettings to investor occupiers.

## DESCRIPTION

The City Centre Cultural Gateway is an exploration space and this new landmark destination will bring together multiple partners across transport, technology and the creative and cultural sectors.

CCCG will provide a new home for nationally recognised collections managed by Arts Council England, Arts Council Collection, CV Life and the British Council, as well as creating a cultural hub for Coventry University with a range of facilities benefiting students, visitors, and the community.

The University will occupy two floors and house a student gallery, café, library and exhibition space, dance studio, conference area, artists’ studios, post-production filming facilities and a shop to sell students’ artwork, with some of these facilities being accessible to the public.

## PROMOTER AND PARTNERSHIPS

Coventry City Council is leading the development and delivery of the CCCG supported by partners Arts Council England, Arts Council Collection, British Council and CV Life. Coventry University will also be part of the project.

## LOCATION

The City Centre Cultural Gateway is located in Coventry City Centre close to Junction 7 of Coventry’s ring road and immediately adjacent to the City Centre South scheme. The site is 10 minutes walk from Coventry Railway Station making Birmingham accessible in 20 minutes and London in less than an hour.



## THE FACTS

### Promoter:

Coventry City Council, Arts Council England, Arts Council Collection, British Council, Coventry University and CV Life

### Scale:

£150 million+ GDV

### Sector:

Transport, Technology, Creative and Cultural

### Location:

Coventry City Centre

### Investment Type:

Investor Occupiers and Financiers

### Programme:

Pre-planning, operational 2026 onwards

### Planning Status:

Base scheme planning submitted March 2023

[coventry.gov.uk/culturalgateway](https://coventry.gov.uk/culturalgateway)



# Greenpower Park

Located at the heart of the UK's manufacturing industry, the Greenpower Park is a trailblazing centre of excellence for electrification, battery technology and manufacturing. Sitting within the Coventry & Warwick Gigapark Investment Zone, with the West Midlands Gigafactory as its anchor tenant, Greenpower Park has unrivalled access to the most highly skilled workforce in the country.

## OPPORTUNITY

This ground-breaking location is the first of its kind, offering an all-in-one solution for battery research, industrialisation, manufacturing, testing, recycling and electrified logistics designed to foster the UK's growing battery ecosystem.

The Greenpower Park straddles the border of Coventry City and Warwick District and sits within the West Midlands Investment Zone, which is focused on Advanced Manufacturing, providing significant tax incentives and breaks for investors and it has outline planning permission for a Gigafactory.

Adjacent to the pioneering UK Battery Industrialisation Centre, the Greenpower Park is perfectly placed to act as a hub for the rapidly growing battery industry.





# Greenpower Park

## BACKGROUND

Electrification represents the biggest change to the automotive sector since the internal combustion engine, driven by Government policy to reach Net Zero by 2050. The creation of Greenpower Park will act as a catalyst for a fully integrated and globally competitive battery industry ecosystem, securing the UK’s high-tech electrified future.

The West Midlands is the heart of the UK automotive industry, and Greenpower Park will create a centre of excellence for battery technology and manufacturing with access to the world-class skills, talent and supply chain capabilities. The region hosts a mature automotive sector linked to a national and international supply chain, with an economic value of £3.2 billion GVA, employing over 80,000 people.

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

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

## DESCRIPTION

Greenpower Park is the only available site in the UK with planning permission for a gigafactory and sitting within an investment zone which means significant tax incentives and breaks for investors for up to 10 years.

As such, it is the best site in the UK for battery development, manufacturing and recycling offering the following benefits:

- Stamp Duty Land Tax Relief
- 100% Business Rate Relief on newly occupied premises
- 100% first year Capital Allowances for expenditure on new plant and machinery

- Zero rate employer national insurance contributions for 36 months for each new job created
- Central location offers advantages for the UK supply chain
- Unrivalled access to the most highly skilled workforce in the UK for a gigafactory
- The skills capital of the UK – nine universities, 220,000 students
- Adjacent to the world-renowned UK Battery Industrialisation Centre
- Powered by 100% renewable energy

Greenpower Park has the potential to deliver up to £2.5 billion inward investment and £450 million direct gross value added per year. It offers a benefit cost ratio in excess of 10 over just five years. It will create thousands of new direct jobs and many more in the supply chain.

## PROMOTER AND PARTNERSHIPS

Greenpower Park is part of a public-private joint venture partnership between Coventry City Council and Coventry Airport Ltd.

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

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

## LOCATION

Greenpower Park is the ideal location to serve the British automotive industry and is closer to almost every more vehicle manufacturing plants in the UK than any other Gigafactory proposed or in build.

## THE FACTS

**Promoter:**  
Coventry City Council and Coventry Airport Limited

**Scale:**  
£2.5 billion+ GDV

**Sector:**  
Industrial

**Location:**  
Coventry City/Warwick District

**Investment Type:**  
Partnership, direct development or co-investment

**Programme:**  
Pre-planning, operational 2025

**Planning Status:**  
Resolution to grant outline planning consent

[greenpowerpark.co.uk](https://greenpowerpark.co.uk)



# Grove Lane, Smethwick

Grove Lane 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 28 ha, able to accommodate approximately 800 new homes and associated infrastructure. It offers an opportunity for brownfield regeneration in the UK and is ideally located between the centres of Birmingham and West Bromwich.





# Grove Lane, Smethwick

## BACKGROUND

Grove Lane is a prime development area. The location is in proximity to extensive retail and leisure facilities in Birmingham City Centre and affords direct access onto the region’s highway network, with easy access to the national motorway and rail networks, including the planned High Speed Rail (HS2) station at Birmingham Curzon.

## DESCRIPTION

Grove Lane, Smethwick is identified as a strategic development area to accommodate large areas of growth, located close to the boundary with Birmingham.

The area will deliver more than 800 new homes over a phased period, with associated infrastructure to support the new community, helping to relieve the high demand for housing land in this sought-after and highly accessible area. It will also assist in regenerating extensive areas of land surrounding the new Midland Metropolitan University Hospital which is scheduled to open in 2024. The MMUH is expected to attract substantial investment and will form a magnet for a range of health sector related jobs, along with a cluster of associated research and learning capabilities.

The transformation of this former industrial area has already begun, with a first phase of housing development already completed, and further developer interest confirmed in high-density, mixed-use developments immediately alongside the new hospital.

Although the majority of the land is privately-owned, recent substantive developer interest has underlined the attractiveness and potential for investment, regeneration and land value uplift that exists across this area. Sandwell Council has an enviable track record in delivering complex sites in multiple ownerships, in order to drive forward its aims for comprehensive regeneration. The Council underlines this determination with a willingness to use its powers of Compulsory Purchase, should these prove necessary.

The Grove Lane area also forms a key part of the Smethwick Towns Fund Investment Plan, which was awarded £23.5 million in March 2021.

Full Business Cases submitted to and approved by the Government in 2022 have secured funding to acquire and remediate land, and a bid for a further £18 million of Levelling Up Fund Round 3 has also been submitted to progress to the next phase of regeneration.

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

Grove Lane forms a gateway into Sandwell, part of the Black Country. A range of sustainable and active transport modes are available including bus, rail and Metro, as well as the upgraded Birmingham Mainline towpath which adjoin the development area and enables cyclists to reach the city in under 20 minutes. There is easy access to the motorway network and proximity to major retail and employment opportunities makes this area an attractive and sustainable location for investment.



## THE FACTS

**Promoter:**  
Sandwell Metropolitan Borough Council

**Scale:**  
£100 million GDV

**Sector:**  
Mixed-use Residential

**Location:**  
Smethwick, Sandwell

**Investment Type:**  
A range of delivery and investment options

**Programme:**  
2022 - 2030

**Planning Status:**  
The sites are allocated in the adopted Local Plan

[sandwell.gov.uk/regeneratingsandwell](https://sandwell.gov.uk/regeneratingsandwell)



# M6 Junction 10 Cluster Walsall

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

## OPPORTUNITY

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

With 64 ha of highly accessible and developable employment land this cluster of opportunity meets increasing market demand and supports the provision of much needed strategic employment land in the region.





# M6 Junction 10 Cluster Walsall

## 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 seen substantial improvements through a £26 million investment scheme, together with completion of the £78 million improvements to Junction 10 of the M6. The area will also benefit from a new rail station that will provide connections to Walsall, Wolverhampton and Birmingham opening in early 2026.

## 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 and the Walsall Growth 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 are working as developer partner for one of the largest employment opportunity sites in the West Midlands region, known as SPARK, and jointly owned by the UK Government and Walsall Council. SPARK is connected to and highly visible from the main motorway network, and a significant multimillion pound public investment is funding comprehensive enabling works that are nearing completion to prepare the site for the delivery of major employment space from late 2024 onwards.

The 8 ha former Gasholders site has been acquired by Walsall Council from National Grid to enable the creation of new floorspace. The Council is now finalising a delivery strategy for future development.

Public sector partners are also working closely with other private landowners within the cluster to support further development opportunities. The Council is also supporting new, growing and relocating businesses and end occupiers to locate into the cluster.

## PROMOTER AND PARTNERSHIPS

Walsall Council is working closely with private landowners and fully supported by key partner West Midlands Combined Authority.

## LOCATION

Located at the heart of the UK motorway network at J10 of the M6 the cluster is a highly attractive location for investment. In addition, the M54 which connects to the M6 at J10a provides direct connection to the i54 Business Park at J2 which is home to Jaguar Land Rover’s Engine Manufacturing Centre, Moog Aerospace and other global business. There is also easy access via the M6, M5 and M42 to Birmingham Airport as well as direct motorway routes to Manchester and Heathrow Airport. A new rail station within the heart of the cluster area will also open in 2026 with connections to Birmingham and Wolverhampton.



## THE FACTS

**Promoter:**  
Walsall Council

**Scale:**  
£300 million + GDV

**Sector:**  
Advanced Manufacturing, Construction Technologies, Transport Technologies, Logistics

**Location:**  
M6 Junction 10, Walsall

**Investment Type:**  
Forward funding, developers, and occupiers

**Programme:**  
2024-2030

**Planning Status:**  
Allocated employment land in the Council’s Site Allocation Document adopted in January 2019

[invest.walsall.gov.uk](https://invest.walsall.gov.uk)



# Martineau Galleries Birmingham

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

## OPPORTUNITY

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

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





# Martineau Galleries Birmingham

## BACKGROUND

Located on a 30,000m<sup>2</sup> site in Birmingham city centre, Martineau Galleries is a development of strategic importance for the city and the whole region. Sitting at the heart of the growing transformation of the city centre landscape, the site is part of the wider Birmingham Curzon HS2 Masterplan for growth.

The proposed mixed-use development presents an outstanding opportunity to transform the area with up to 255,000m<sup>2</sup> of approved development.

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

## DESCRIPTION

The proposals will regenerate The Square Shopping Centre and Dale End (High Street) car park and include up to 1,300 new homes, up to 130,000m<sup>2</sup> of workspace, restaurants, cafes, shops, and a new 200 bed city centre hotel.

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

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

## PROMOTER AND PARTNERSHIPS

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

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

## LOCATION

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



## THE FACTS

**Promoter:**  
Martineau Galleries Limited Partnership

**Scale:**  
£1 billion GDV

**Sector:**  
Mixed-use including commercial, residential, food, beverage, retail and hotel

**Location:**  
Birmingham City Centre

**Investment Type:**  
Funding partner for phased development

**Programme:**  
Phased delivery commencing 2024 through to 2034

**Planning Status:**  
Outline planning consent granted for the entire scheme

[martineaugalleries.co.uk](https://martineaugalleries.co.uk)



# University of Warwick Innovation Campus, Stratford-upon-Avon

The University of Warwick is expanding its campus in Wellesbourne to bring forward 47 hectares of development land for innovative businesses to co-locate their R&D operations alongside leading academic research in a vibrant and collaborative environment.

## OPPORTUNITY

The University is implementing a long-term vision to expand innovation activity at its campus on the outskirts of Stratford-upon-Avon. The 47.3 ha (116.9 acres) of land provide scope for both refurbishment of existing buildings as well as significant opportunities for design-and-build. A draft framework masterplan has been adopted with an emphasis on preserving the important environmental characteristics of the campus and its surrounding countryside, whilst providing a highly desirable location for businesses to establish their R&D facilities. Once outline planning permission has been obtained, the delivery strategy will offer a range of options for investors. The University welcomes approaches from potential development partners.





# University of Warwick Innovation Campus, Stratford-upon-Avon

## BACKGROUND

The campus at Wellesbourne has a long and esteemed history in bringing together research and industry within an attractive rural location. The campus has been a national research facility for over 70 years, originally established by the Ministry of Agriculture, Fisheries and Food (latterly the Department of Environment, Food and Rural Affairs). Academic groups from the University's School of Life Sciences applied crop research and WMG's future mobility research are based at the campus, and it is also home to global companies Corteva Agriscience, Lotus Cars and Rimac Automobili, together with a number of SMEs in related technology sectors.

The University of Warwick's vision for the campus is to provide the opportunity for knowledge-led businesses and associated organisations to share an environment that facilitates innovation and co-creation between academic and industry excellence. The Innovation Campus is some 10 miles south of the University's main campus in Coventry and is an important part of the University's strategy – 'Excellence with Purpose' – to translate the results of its research to help drive economic growth and social benefit.

## DESCRIPTION

The framework masterplan for the campus outlines a vision for a low-density, landscaped working environment with high-quality, hybrid buildings providing flexible office and workshop space to suit start-up micro-businesses, SMEs and large companies. The planned development comprises character zones, allowing for innovation premises, collaboration hubs, meeting rooms and social spaces. The provision of on-site facilities – such as a café, pre-school nursery, and wellbeing facilities – is an important part of ensuring both an attractive workplace and access to the campus for local communities. The rural heritage of the site will be preserved through extensive green spaces, nature reserves, and sympathetic architecture.

The sensitive development protects the long-term future of the site as a campus environment, whilst providing much-needed employment land

for businesses wishing to locate to the district. The adopted framework masterplan is available on the Stratford-on-Avon District Council website, and an application for Outline Planning Permission will be submitted in the summer of 2024.

## PROMOTER AND PARTNERSHIPS

The University of Warwick is currently working with local partners to develop and promote the campus. These include Stratford-on-Avon District Council, Warwick District Council, Warwickshire County Council, and the West Midlands Combined Authority. Expressions of interest from potential development partners with a track record in developing thriving innovation environments are welcomed.

## LOCATION

The campus is located five miles east of the world-renowned town of Stratford-upon-Avon in the heart of Warwickshire. The M40 Junction 15 and Warwick Parkway rail station are approximately three miles north, providing excellent road and rail links, including fast trains to London. Birmingham International Airport can be reached in 30 minutes by car.

The campus sits in open countryside and provides a tranquil landscaped environment, with footpaths and a bridleway connecting to the nearby National Trust's Charlecote Park and the River Dene. The neighbouring village of Wellesbourne, with a good range of local amenities, is also within walking distance.



## THE FACTS

### Promoter:

University of Warwick and partners

### Scale:

£250 million+ GDV

### Sector:

Office, workshops, conference centre, leisure facilities, café, pre-school creche and ancillary accommodation

### Location:

Wellesbourne, South Warwickshire

### Investment Type:

A range of small- and large-scale investment and delivery options

### Programme:

2024-2034

### Planning Status:

Supplementary Planning Document for Draft Framework Masterplan adopted July 2023. Outline Planning Permission in progress

[stratford.gov.uk/ Wellesbourne Innovation Campus](https://stratford.gov.uk/Wellesbourne-Innovation-Campus)

[warwick.ac.uk/about/strategy/innovation](https://warwick.ac.uk/about/strategy/innovation)



# Dudley Town Centre

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

## OPPORTUNITY

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

This comprehensive investment programme includes the following projects:

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





# Dudley Town Centre

## BACKGROUND

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

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

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

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

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

## DESCRIPTION

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

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

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

Dudley has also recently been awarded £20 million funding from the Governments Long - Term Plan for Towns Programme to support Town Centre regeneration activity over the next 10 years.

## PROMOTER AND PARTNERSHIPS

Dudley Council is developing this programme with support from the West Midlands Combined Authority and partners including, Midland Metro, Transport for West Midlands, Heritage Lottery Fund, Department for Levelling Up Housing and Communities, Dudley Zoo and Castle, Black Country Living Museum, Dudley College of Technology and the University of Worcester.

## LOCATION

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

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

## THE FACTS

- Promoter:**  
Dudley Council
- Scale:**  
£110 million+ GDV
- Sector:**  
Mixed-Use. Housing. employment, retail and leisure
- Location:**  
Dudley Town Centre, various sites
- Investment Type:**  
Development partner
- Programme:**  
2024-2030
- Planning Status:**  
Variable planning status

[dudley.gov.uk](https://dudley.gov.uk)



# Green Innovation Corridor

## OPPORTUNITY

The Council and University of Wolverhampton are seeking a private sector developer to join the existing partnership to further develop the vision for the GIC, refurbish existing R&D space, and develop new commercial, innovation and mixed-use accommodation over the next 10 years. The scheme presents a longer-term strategic opportunity to ensure new and existing companies, new start-ups and inward investors can locate in and grow within the innovation corridor.

The initial development will focus on edge of city centre sites and the private development partner will work to develop a longer-term, placed-based strategy for a sustainable proposition that also includes new housing and improved pedestrian links to Wolverhampton train station and city centre. This therefore presents a tangible opportunity to transform a key strategic site into a vibrant new innovation district.

The Council has secured Investment Zone status (including £7 million funding) and Levelling Up Fund support (£19 million) to de-risk initial phases, which will broadly comprise:

- The acquisition and refurbishment of the existing 7,400m<sup>2</sup> of science park space. The specific creation of 'soft landing' accommodation to accommodate start-up companies operating in green electric materials and manufacturing (GEMM)
- Development of an additional new 12,000m<sup>2</sup> of commercial space at the Science Park
- Development of a further 20,000m<sup>2</sup> of commercial space at Springfield Campus.





# Green Innovation Corridor

## BACKGROUND

Wolverhampton’s Green Innovation Corridor is a partnership between City of Wolverhampton Council and the University of Wolverhampton. It is a long-term strategic project which combines a strong talent pool with the University’s research and innovation relating to metals, additive materials, advanced manufacturing, green computing and construction. The GIC represents a paradigm shift towards sustainable manufacturing, propelled by cutting-edge technologies, strong supply chain and a highly skilled, diverse talent pool. The GIC will contribute to the UK’s ambition to achieve net zero by 2050 by helping to develop and implement new technologies for the efficient use of rare minerals and materials as well as improving the UK’s economic and strategic resilience to supply chain disruption in minerals and metals.

The project has already attracted significant interest from the public and private sector. The Green Innovation Corridor is one of three sites in the West Midlands Investment Zone, reflecting the UK Government’s recognition of the GIC’s potential to drive innovation-led growth in the region.

The Corridor builds on the city’s key assets in skills, research and high-end additive manufacturing to level up the economy, support business growth and create quality jobs for local residents. It will also stimulate wider regeneration by acting as a catalyst for additional private sector investment in the Science Park and unlocking brownfield sites for mixed-use development.

The Northern end of the corridor is one of the main gateways into the city and one of the region’s premier locations for employment and commercial development. There are significant opportunities in this area to enhance the R&D and innovation offer at University of Wolverhampton Science Park and create a green innovation district linked to the University’s strengths in additive materials manufacturing, metals and green technologies. These specialisms are already being applied across multiple sectors within Wolverhampton’s supply chain, including aerospace, automotive, construction and digital.

## DESCRIPTION

Wolverhampton’s Green Innovation Corridor (GIC) will play a key role in the UK’s path to net zero and future economic security by enabling the more efficient use and recycling of rare minerals and metals crucial to 21<sup>st</sup> century manufacturing. It will provide transformational learning, upskilling and retraining opportunities for the people of Wolverhampton, creating pathways to high-value jobs and strengthening our talent pool. It will build on the University of Wolverhampton’s outstanding track record in social mobility and unlocking opportunities for our most disadvantaged communities.

The GIC is poised to revolutionise sustainable manufacturing through cutting-edge technologies in additive manufacturing, metallurgy, and materials science. Termed “From Heavy Metal to Green Metal,” this initiative leverages Wolverhampton’s and the West Midlands’ status as leaders in advanced manufacturing, particularly in automotive, aerospace, and as well as Green Computing research in the University. GIC also is home to the National Brownfield Institute which is a centre of excellence for land reclamation.

## PROMOTER AND PARTNERSHIPS

University of Wolverhampton (UoW) and City of Wolverhampton Council.

## LOCATION

The Green Innovation Corridor initially links Wolverhampton’s key assets at the Springfield Campus with those at the University of Wolverhampton Science Park and introduces new development opportunities, incubation space, and improvements to the city’s green and blue networks.

## THE FACTS

**Promoter:**  
University of Wolverhampton (UoW) and City of Wolverhampton Council

**Scale:**  
£110 million

**Location:**  
The Green Innovation Corridor initially links Wolverhampton’s key assets at the Springfield Campus with those at the University of Wolverhampton Science Park and introduces new development opportunities, incubation space, and improvements to the city’s green and blue networks

[dudley.gov.uk](https://dudley.gov.uk)



# Former Ironbridge Power Station (now Benthall Grange)

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

## OPPORTUNITY

The former Ironbridge Power Station site has been masterplanned for a new development incorporating a range of housing including a retirement village, employment and leisure uses and associated community facilities. Outline planning permission was obtained in September 2022.

Consultants were jointly appointed by the two local authorities and Harworth to assess the viability of re-opening the railway line principally for passengers. Such re-opening has the potential to significantly improve public transport connections for local residents and tourists into this part of the West Midlands region.





# Former Ironbridge Power Station (now Benthall Grange)

## BACKGROUND

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

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

Since buying the site, Harworth Group plc has both masterplanned development, obtained outline planning and completed demolition in early 2022. Extensive site reclamation works have commenced and will be on-going.

## DESCRIPTION

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

Harworth Group plc had outline planning approval granted in September 2022, from both Shropshire Council and Telford & Wrekin Council which is subject to agreements. The Group also obtained planning consent in September 2022 to extract up to 1.9 million tonnes of sand and gravel to Shropshire Council.

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

This site's planning permission includes for c.16,000m<sup>2</sup> of commercial space alongside 2,200m<sup>2</sup> of retail provision.

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

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

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

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



## THE FACTS

### Promoter:

Harworth Group plc from Shropshire Council

### Scale:

£250 million+ GDV

### Sector:

Housing, employment, leisure and community uses

### Location:

Ironbridge, Shropshire

### Investment Type:

A range of future delivery and investment options

### Programme:

2022–2036

### Planning Status:

Outline planning approval granted in September 2021

[ironbridgeregeneration.co.uk](https://ironbridgeregeneration.co.uk)

[investinshropshire.co.uk/locations/former-ironbridge-power-station/](https://investinshropshire.co.uk/locations/former-ironbridge-power-station/)



# Rugby Town Centre

A mixed-use redevelopment within one of the fastest growing local authority areas in the UK and located in the heart of the midlands 'Golden Triangle'. A re-imagining of the town centre to ensure it remains at the heart of the borough.

## OPPORTUNITY

Rugby Borough 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 that the Council has created in relation to the strategy and its associated projects.





# Rugby Town Centre

## BACKGROUND

The Council wish to ensure that the Town Centre remains at the heart of the borough at a time when the functionality of a town centre is shifting from predominately retail uses to a wider range of mixed uses.

Rugby is the fastest growing local authority area in the West Midlands and is well known as the birthplace of Rugby football. Rugby town centre is located approximately a 10 minute drive to M6 Junction 1, A5 and M45 which links directly to the M1. The town centre also benefits from frequent bus and rail services to nearby centres. Rugby station is on the west coast mainline linking directly to London in 53 minutes and Birmingham New Street mainline rail station in 33 minutes.

A new Rugby Parkway station is proposed at Houlton on the Northampton line and will link Rugby town to this new 6,200 home development.

## DESCRIPTION

The Town Centre Regeneration Strategy (“the Strategy”) was published in December 2022 and provides a vision for the physical change in the town centre over the next 15+ years. It has been developed as a series of interconnecting layers that combine to establish an overarching framework. Rugby is a place to do business and thrive, but it is also a place to live and socialise. The strategy ensures that the town centre can be transformed to achieve this.

The Strategy contains 27 development projects in total, of which 6 are classed as catalytic projects. The catalytic projects would have a significant wider impact on the town centre stimulating further regeneration and change. There are also public realm and movement interventions within the Strategy which will improve connectivity around the town centre for all users including linkages to the train station. The Strategy aims to re-purpose existing retail space, create a vibrant heart to the town, and attract new residential uses above ground level to ensure resilience.

The Strategy provides the planning framework for the town centre; the basis for future planning and investment decisions and will inform the planning framework for the town centre within the Local Plan Review.

The Council has derived 19 workstreams from the Strategy and produce a yearly action plan to drive the regeneration within the Town Centre. Funding has been successfully secured until 2025 through the UK Shared Prosperity Fund. A percentage of this funding will be used within the town centre on projects which will drive footfall and improve the town centre as a place e.g. public realm enhancements, meanwhile uses, potential shop front improvements scheme, business improvement grants, etc. Plans are currently being drawn up in relation to the spend of this funding for the final year.

## PROMOTER AND PARTNERSHIPS

The town centre development programme is being led by Rugby Borough Council working closely with existing occupiers and private landowners, and fully supported by key partners. The Council have set aside £5 million of investment and is looking for further partnerships and investment to be able to realise the town’s potential.

## LOCATION

Rugby town centre is ideally located to the east of the West Midlands region, at the heart of the UK’s motorway network and at the heart of the country. Convenient and fast rail links are in place to both London and Birmingham. The town is in a prime location and the interventions set out within The Strategy will support future investment.

## THE FACTS

**Promoter/Partners:**  
Rugby Borough Council

**Scale:**  
£300 million+ GDV

**Sector:**  
Mixed-use Retail, Leisure, Office and Residential

**Location Rugby:**  
Rugby Town Centre

**Investment Type:**  
Development partners, forward funding and occupiers

**Programme:**  
2022–2035

**Planning Status:**  
Rugby Town Centre Regeneration Strategy adopted December 2022

[rugby.gov.uk/town-centre-regeneration](https://rugby.gov.uk/town-centre-regeneration)



# Shrewsbury Smithfield Riverside

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

## OPPORTUNITY

The former Riverside & Pride Hill Shopping Centres, associated multi-storey car park, bus station and surrounding area provides a 4 ha regeneration opportunity with an enviable waterfront setting.

A recent government-funded Levelling Up investment will expediate advanced demolition and site remediation resulting in the first commercial development plots being available from October 2025.

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





# Shrewsbury Smithfield Riverside

## BACKGROUND

Shrewsbury has recently been named as one of the coolest postcodes to move to in 2024 by the Sunday Times and is home to ‘Britain’s Favourite Market’ 2023. The site’s proximity to Theatre Severn, quality green open space and historic quarter complemented by river frontage enables a diverse mix of cultural and leisure activities. Shrewsbury has a strong independent base for retail and commercial, with footfall and occupancy rates both exceeding national averages. The development programme provides a significant opportunity to bring forward the aspirations of the Big Town Plan, specifically to create a vibrant and vital new mixed-use quarter alongside the town’s first Grade A office space, built to Zero Carbon targets 2030.

The entire development site consists of two former Shopping Centres in Shrewsbury town centre, which until 2018 were in private sector ownership. The refurbished Darwin Centre will continue to provide quality retail accommodation (currently with >95% occupancy), with the Riverside and Pride Hill centres regarded as development sites within the Riverside Strategic Development Framework alongside the existing multi-storey car park and bus station.

## DESCRIPTION

This is part of a town wide approach to growth across six character areas in the town centre identified by the Big Town Plan vision. With the potential of 34,530m<sup>2</sup> of flexible development capable of delivering up to 287 residential units.

The newly refreshed masterplan outlines a vision for a new neighbourhood created through a mixed-use development with the ability to deliver a flexible quantum of office, leisure and retail with high quality architecture and public realm that includes a new Linear Park for the town and all in a vibrant river side setting.

It will transform the lower town into a unique 21st century quayside with modern homes, quality office space, state-of-the-art leisure and bespoke retail creating a dynamic, modern and sustainable destination.

This comprehensive development is being informed by recently appointed Development Managers, Rivington Hark, and masterplan architects, FaulknerBrowns Architects, the Masterplan Vision, Design Coding and the Smithfield Riverside Strategic Development Framework. Phase One, supported by Levelling Up funding brings forward a development prospectus for the delivery of a commercial office for the Council and partners, a new linear park and the leisure-led redevelopment of the former Pride Hill shopping centre site.

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

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

Shrewsbury Smithfield Riverside is located in Shrewsbury, the county town of Shropshire. Recently Shropshire was named on ABTAs 10 global holiday destinations list. It has direct train links to Birmingham, Manchester & Cardiff, and is in close proximity to the M54 motorway and wider West Midlands regional network. Locally, the site enjoys views over the River Severn and benefits from its proximity to the town’s centrally located rail station, as well as its bus station. Located within the characterful meander of the River Severn, the site is easily accessible by pedestrians and cyclists.

## THE FACTS

### Promoter:

Shropshire Council working with Rivington Hark

**Scale:** £350 million+ GDV

### Sector:

Housing, office, hospitality, retail, food and beverage and leisure

**Location:** Shrewsbury, Shropshire

### Investment Type:

A range of future delivery and investment options

**Programme:** 2023–2033

### Planning Status:

Riverside shopping centre demolition and creation of Roushill Park (23/05402/FUL) granted in March 2024

Submission of outline planning application for development sites in Spring/Summer 2024

Submission of full planning permission for Pride Hill Leisure development due in Summer 2024

[smithfieldriverside.com](https://smithfieldriverside.com)



# Snowhill Birmingham

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

## OPPORTUNITY

The Snowhill district in Birmingham's City Centre contains substantial investment opportunities. The transformation of the station alongside other nearby sites has the potential to deliver new office and residential development at scale whilst also improving connectivity to the historic Jewellery Quarter.





# Snowhill Birmingham

## BACKGROUND

The Snowhill District is a major centre for business in the city and is home to over 500 companies within 465,000m<sup>2</sup> of office space. Significant floorspace alongside the station has been occupied at Snowhill 1, 2 & 3 by KPMG, BT and Barclays as national and regional centres.

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

## DESCRIPTION

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

The expansion and remodelling of Snowhill station will create the potential to remove the multistorey car park providing a rare opportunity for development directly over and incorporating a mainline railway station.

Transformation of the station will create the potential to deliver new pedestrian connections across the site significantly improving links into the Jewellery Quarter and amplifying the site's position at the heart of this vibrant central location.

The scheme will play a significant role in contributing to the delivery of the growth agenda for the City by both improving the railway station and connectivity and creating over 93,000m<sup>2</sup> of new primarily Grade-A office-led development.

## PROMOTER AND PARTNERSHIPS

Birmingham City Council, Network Rail and Department for Transport represent lead partners and have a significant land interest in the scheme.

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

## LOCATION

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

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



## THE FACTS

### Promoter:

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

### Scale:

£1 billion+ GDV

### Sector:

Employment-led mixed-use scheme

### Location:

Birmingham City Centre

### Investment Type:

Development partner or funder

### Programme:

The scheme is at an early stage of development and programme milestones are to be determined

### Planning Status:

Outline planning approval in place

[birmingham.gov.uk](https://www.birmingham.gov.uk)



# 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 ability exists to work in partnership with the Council and other agencies 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, as well as substantial grant funding allocated from UK government to support the town centre.





# Walsall Town Centre

## BACKGROUND

Walsall Town Centre is located in close proximity to M6 Junction 10 which has been subject to a £78 million improvement scheme. The town centre also benefits from frequent bus and rail services to nearby centres and Birmingham New Street mainline rail station. Over £425 million of investment has been delivered in the town centre over the last 15 years across a range of uses including retail, leisure, office, health, education and hotel. Significant further investment is planned and the Council has ambitious regeneration schemes in and around Saddlers Centre shopping centre, with its direct access to Walsall Railway Station.

There have been significant improvements to rail services on the Chase line into Walsall and the introduction of direct rail services from Walsall to Birmingham International mainline rail station. Links will be further enhanced through the introduction of passenger services to Wolverhampton, which will also include opening two new stations on the line at Darlaston and Willenhall in 2025. HS2 connectivity will also help to realise growth.

## DESCRIPTION

The Walsall Town Centre Masterplan provides a visionary and deliverable framework for physical change in Walsall town centre over the next 15-20 years, underpinned by the Town Centre Area Action Plan and providing a basis for future planning and investment propositions.

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

The Connected Gateway project with matched funding from Walsall Council and Future High Streets Fund will deliver two key masterplan interventions; Transforming the Rail Station and Connected Hubs.

These interventions will improve connectivity between the centrally located transport hubs, modernise and re-purpose existing retail space, create a vibrant public space in the heart of the town centre, and attract new leisure and residential uses. The project is currently advancing through RIBA stages with construction works forecast to commence in Autumn 2024.

Furthermore, £21.4 million has been secured through the Towns Fund programme to help deliver a variety of projects that are now in development. These include significant public realm investment through the Active Public Spaces project in Gallery Square, a Creative Enterprise Incubation Centre at the Grade II listed Guildhall building and the proposed Adult Learning Campus in the Saddlers Centre.

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

## 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 West Midlands Combined Authority and Homes England. It also forms part of the Walsall to Wolverhampton Growth Corridor.

## LOCATION

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

## THE FACTS

**Promoter:**  
Walsall Council

**Scale:**  
£300 million+ GDV

**Sector:**  
Mixed-use Retail, Leisure, Office and Residential

**Location:**  
Walsall Town Centre

**Investment Type:**  
Development partners, forward funding and occupiers

**Programme:**  
2024-2030

**Planning Status:**  
Walsall Town Centre Area Action Plan adopted January 2019

[invest.walsall.gov.uk/](https://invest.walsall.gov.uk/)



# West Bromwich Town Centre

A collection of Town Centre mixed-use regeneration opportunities shaping a new vision for West Bromwich across 22 hectares. The West Bromwich Masterplan underpins the future growth of a new set of values for the town, uplifting the brand and providing an integrated comprehensive town centre.

## OPPORTUNITY

The promoters, Sandwell Council are open to all aspects of delivery and investment options with the opportunity to shape the future development of sites across the Town Centre and delivery of the West Bromwich Masterplan Vision.

The regeneration opportunities cover a number of sites that form a development area cluster within over 22 ha 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 1,300 new homes, leisure, and key ancillary commercial and retail floorspace.





# West Bromwich Town Centre

## BACKGROUND

West Bromwich has undergone significant regeneration in the last 15 years fulfilling its status as one of four strategic centres in the Black Country.

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

## DESCRIPTION

The West Bromwich Town Centre Masterplan was approved by Cabinet in February 2022 providing a visionary and deliverable framework for physical change in West Bromwich town centre over the next 15-20 years.

The Masterplan vision for West Bromwich Town Centre is the creation of a metro gateway, new town square and a cluster of mixed-use developments within the Town Centre Core to address the change and decline of the retail sector. Complementing this will be the creation of green links, squares, parks and sustainable travel networks. The successful £25 million Town Deal funding will facilitate this transformation.

This vision will strengthen the connections across West Bromwich's assets and infrastructure base through strategic private sector investment.

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

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

Through land assembly across these distinctive zones working with willing vendors, and supported by the public sector significant development opportunity exists. Sandwell Council is working to support the delivery of more than 1300 new town centre homes in West Bromwich and a complimentary leisure, retail and commercial offer, which will bring new users and sustain the long-term viability of the town centre.

The aspiration is for more high-quality town centre living accommodation, that will not only retain but continue to attract a skilled workforce, that will sustain and support the growth of traditional town centre uses, supporting retail and business. Initial works to bring these opportunities to the market are currently underway, comprising land assembly, site clearance and remediation.

## PROMOTER AND PARTNERSHIPS

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

## THE FACTS

### Promoter:

Sandwell Metropolitan Borough Council

### Scale:

£507 million+ c. GDV

### Sector:

Mixed-use Residential led

### Location:

West Bromwich, Sandwell

### Investment Type:

A range of delivery and investment options

### Programme:

2023-2027+

### Planning Status:

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

[regeneratingsandwell.co.uk](https://regeneratingsandwell.co.uk)



# West Bromwich Town Centre

## 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/Wolverhampton via West Bromwich Central Metro Stop to/from Birmingham/Wolverhampton city centre in 15 minutes, with a service frequency of six minutes. Junction 1 of the M5 motorway is 1.6 km away and the main West Bromwich bus station is adjacent to the sites.

Sandwell & Dudley train station is 1.5 km to the south, and it offers frequent and direct West Coast Mainline services to Birmingham, the NEC, London, Manchester and Scotland. These excellent transport links, with proximity to the heart of the retail centre and employment opportunities, make this area a sustainable location for investment in new housing and business.

## THE FACTS

### Promoter:

Sandwell Metropolitan Borough Council

### Scale:

£507 million+ c. GDV

### Sector:

Mixed-use Residential led

### Location:

West Bromwich, Sandwell

### Investment Type:

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

