



# THE UK'S GROWTH CAPITAL

2020 INVESTMENT PROSPECTUS

# This is the **West Midlands,** the UK's Growth Capital.

The place to create, innovate and build the future.  
An entrepreneurial hub, with a pioneering spirit. A region where  
long-term, inclusive growth is driven by strategic leadership,  
responsible investment, world-class businesses and passionate  
entrepreneurs. Invest with us.



**West Midlands**  
Combined Authority



# Welcome to the **WEST MIDLANDS** WHERE PIONEERS MAKE THEIR MARK

Investors, more than ever, are looking for certainty and leadership. You need the reassurance that whatever volatility affects the global economy, your capital investments will make appropriate long-term gains.

The West Midlands offers this reassurance. For centuries our region has been at the strategic heart of the United Kingdom, as an entrepreneurial hub for transport, logistics, manufacturing, trade and innovation. Today, the UK's second largest city region, home to 4.7 million people, hosts a new generation of highly skilled people that continue to shape our future.

We minted the first modern coin – and are now home to a major FinTech hub. We invented the modern postal system and are now the UK's first testbed for 5G, ushering in a new age of superfast connectivity. We created the first pneumatic tyres and are now specialists in future transport systems, including autonomous vehicles. We are home to the birthplace of Shakespeare and now have a thriving creative and media sector, as well as one of Europe's fastest growing technology clusters, including a globally significant gaming industry.

A natural home for pioneers, we have a diverse, resilient economy, one of the youngest and fastest growing populations in Europe, great quality of life, unrivalled connectivity, brilliant centres of learning, and world-class businesses, large and small.

All this provides a once-in-a-generation opportunity. We are seizing it, and you can too.

As Mayor of the West Midlands, I'm excited to be working closely with a team of local leaders who are animated by the same purpose: driving inclusive growth across our region. With a background in business, at the helm of a leading UK retailer, I understand the importance of collaboration here in the West Midlands, which is the spirit that drives us.

By bringing the West Midlands under a single entity charged with powering inclusive growth, the investor-friendly West Midlands Combined Authority provides our region with the strategic leadership and local knowledge needed to succeed. Supported by the UK Government's ambitious Industrial Strategy, we are building tomorrow's homes, creating vibrant and thriving mixed-use places, investing in world-class infrastructure, and transforming the West Midlands into the UK's growth capital.

In this £10bn investment prospectus you can learn more about the strength of our offer and the boldness of our vision. We are the most promising place to invest in the UK – and, like all good businesses, we have a plan and are delivering it.



**Andy Street**  
Mayor of the West Midlands



# Be part of our story.



Birmingham's New Street Station and Grand Central shopping centre has undergone a £750m revamp and is now a world-class transport and retail hub, attracting £175m in investment from Canada's largest pension fund.



# THE TIME TO INVEST IS NOW.

There has never been a more exciting time for the West Midlands. With strong strategic leadership in place through the West Midlands Combined Authority and a thriving and resilient economy the region is primed for unprecedented growth. This £10bn investment prospectus provides a significant opportunity to make your mark in our region. We can provide investors with a simple entry point into our region, connecting you with the people that matter and guiding you every step of the way.

With the region's population forecast to grow by half a million over the next 20 years – equivalent to a city the size of Bristol or Liverpool – and wage levels expected to rise faster than anywhere else in the UK, demand will continue to grow for new, quality homes, services and jobs.

Our diverse economy is another key strength with expanding finance, digital, life sciences, and advanced materials industries further fuelling the dynamism of the region's globally leading transport, logistics and advanced manufacturing sectors.

The West Midlands Combined Authority fully supports the vision for an even more prosperous city region, with a Strategic Economic Plan and Local Industrial Strategy backed by an £8bn 30-year investment programme and a significant annual investment in providing job-specific training. It is no surprise therefore that investors are increasingly keen to make their mark in the West Midlands. Canadian pension fund CPPIB demonstrated this confidence by investing over £200m into major commercial developments in central Birmingham.

Two of the largest UK regional investments in recent years were made in the West Midlands. Totalling over £330m, these student housing and logistics deals have earned yields over 5% for their Singaporean and South Korean investors.

The West Midlands has all the elements in place to provide investor certainty and strong long-term growth. The region is open for business and the time to invest is now.

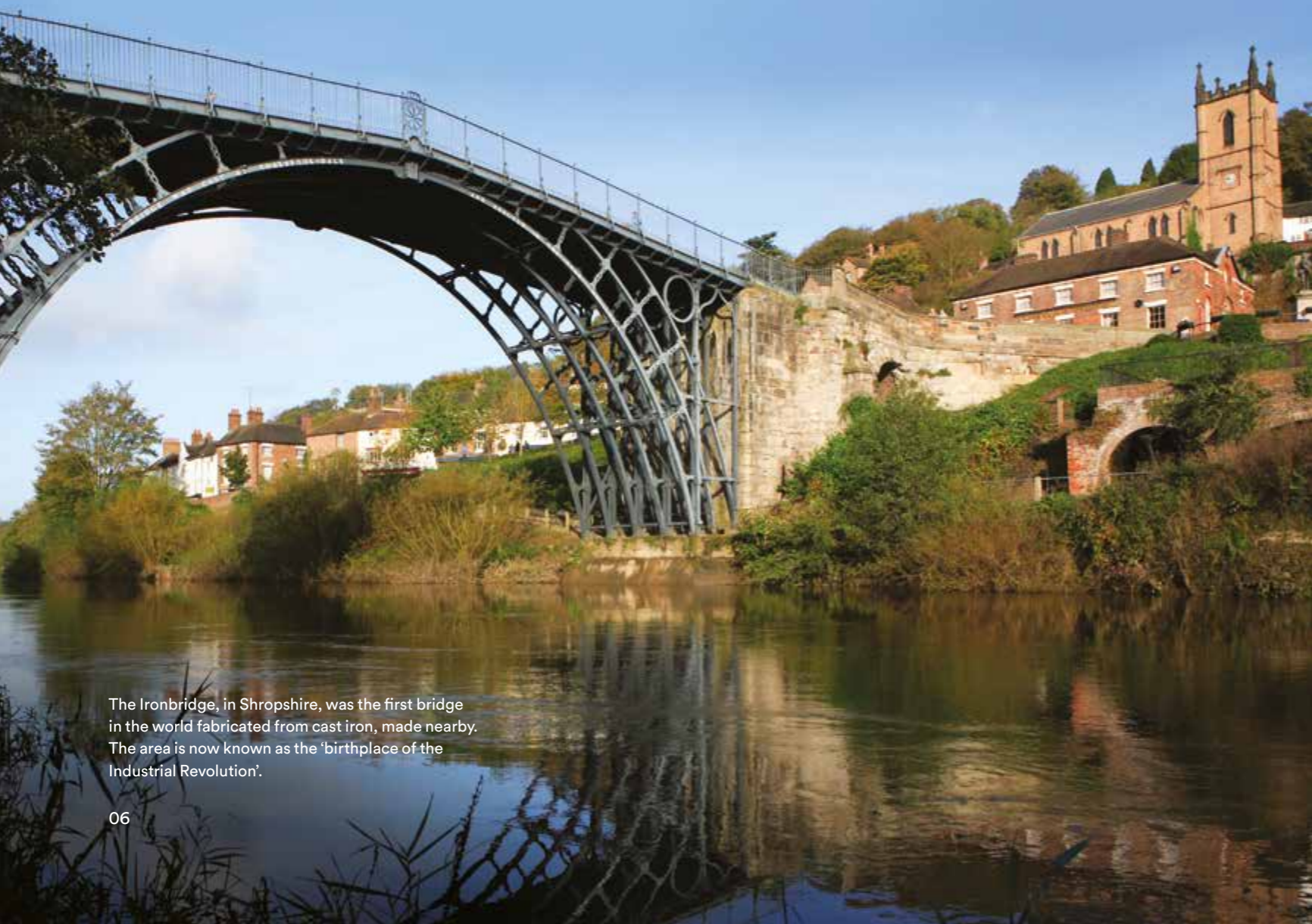
## DID YOU KNOW?

- The region boasts a trade surplus with the United States of £4.5bn
- Birmingham has been named as the UK's most investable city by Europe's top real estate investors
- Coventry's rate of jobs creation from FDI is six times higher than other UK regional cities and double that of London
- £5.1bn is being invested in High Speed 2 rail and local public transport
- The National Exhibition Centre near Birmingham Airport is the UK's top exhibition venue
- Wolverhampton's £250m Integrated Transport Interchange will provide a state-of-the-art connectivity hub for the region



# YESTERDAY...

The birthplace of Shakespeare... and the first Industrial Revolution



The Ironbridge, in Shropshire, was the first bridge in the world fabricated from cast iron, made nearby. The area is now known as the 'birthplace of the Industrial Revolution'.

# TODAY...

Home to creators, makers and doers...  
and pioneering the Fourth Industrial Revolution

- Accommodating one of Europe's youngest populations with almost a third of residents under 25 years old
- 16,938 additional new homes built in 2019, up 15% on the previous year
- 145,000m<sup>2</sup> of prime office space under development
- The fastest-growing UK region for goods exports with 27% growth between 2015 and 2017
- The £107.5bn West Midlands economy has grown by 16.5% in the last six years
- Cluster of 12,400 technology and digital companies
- Home to global brands including Jaguar Land Rover, JCB, Cadbury and AGA
- Global centre for innovation in future transport systems and supply chain firms
- Birmingham is the UK's most investable city, as voted by 500 of Europe's top real estate investment experts



The West Midlands is home to a fast-growing data-driven health and life sciences sector.



# BE PART OF OUR TOMORROW

- 2019 ● One of the fastest growing economies of any UK region
- 2021 ● Hosting the UK's City of Culture
- 2022 ● Delivering the 2022 Commonwealth Games
- 2026 ● High Speed 2 rail links to London in 38 minutes
- 2030 ● 500,000 new residents  
● 215,000 more homes  
● 500,000 more jobs
- 2033 ● High Speed 2 rail links to Manchester and Leeds keeping the region at the heart of the UK's five largest urban areas

High Speed 2, one of the biggest infrastructure projects ever undertaken in the UK, will connect the West Midlands to London, as well as the North of England and Scotland.



**The West Midlands is thriving. Located at the heart of the UK, we have a youthful and diverse population that is open and friendly. Close to London, but without the stress, hassle and expense of the capital, we are a region of opportunity that is growing fast, attracting global investment, new businesses and residents, and holding onto the talent nurtured here. Our people are creative, innovative, passionate, and connected – and we get things done. Come and invest with us.**



## LIVE

Bustling urban centres, quiet green suburbs or wide open spaces, the West Midlands offers a vast range of lifestyle choices alongside easily accessible attractions and expanding cultural offerings.

Recent years have seen a renaissance across the West Midlands' diverse urban centres. Coventry is set to become the UK's 2021 City of Culture, and Birmingham will host the 2022 Commonwealth Games, and the region boasts football clubs in the English Premier League and Championship – all of which truly puts the region in the global spotlight.

With many of the UK's best schools, high levels of personal safety, affordable housing, a wealth of green space, and a vibrant and diverse population, the West Midlands is fast becoming the UK destination of choice for businesses, giving their employees a great place to live, learn, work and play.

### DID YOU KNOW?

- Most popular UK destination for relocating Londoners
- 1.3 million residents under 25
- Average home 60% cheaper than London
- Birmingham has one of the highest proportions of green space of any UK city
- Coventry has one of the fastest population growth rates in the UK

The annual Godiva Festival held over three days in Coventry is the largest free family music festival in the UK. Coventry will become the UK's City of Culture in 2021.



# LEARN

The West Midlands has always been known for creativity, innovation, design and making. We are home to the birthplace of Shakespeare and the Lunar Society, whose members helped shape the Industrial Revolution. Today world-leading educational centres and a young and entrepreneurial population puts the West Midlands at the cutting edge of creativity and innovation. A high number of pioneering startups reinforces a growing reputation as the UK's growth capital.

With nine universities and top research institutions, Birmingham, Coventry and Wolverhampton are brimming with bright graduates, with many staying to start businesses and build homes.

Our diverse population provides powerful connections to expand professional networks globally, while increasing the region's cultural, creative and culinary variety.

A multi-million-pound UK government-backed skills deal will provide further digital and technical skills to ensure employers can access the talent required to build the future. We are also working with leading employers to respond to labour shortages, create talent pipelines ahead of large projects and provide in-work retraining to make jobs more sustainable.

## DID YOU KNOW?

The West Midlands has...

- Nine universities, including two in the World's Top 100
- 56,000 graduates a year
- Europe's largest specialist construction and built environment campus
- World-class business schools producing more business students than any location outside London

Based in Wolverhampton, luggage label Goodstart Jones is being supported by eBay in the UK-first Retail Revival innovation, aimed at combining expertise in new online shopping habits with a tangible shopfront experience.

# CONNECT

Connectivity is king in the global economy. With its strategic location at the heart of the UK, the West Midlands is the best connected city region in the country – by air, road and rail. Served by Birmingham Airport, one of the UK's fastest-growing airports, local labour mobility is being enhanced by a £5.1bn investment to expand rail, tram and bus rapid transit systems. High Speed 2 will provide even quicker rail connections to London, Heathrow Airport and continental Europe, as well as to regional hubs in the North of England and Scotland.

Expanding infrastructure networks, established global partnerships and tightly connected clusters of high value businesses saw the West Midlands welcome the UK's highest proportion of business visitors in 2016. Connections to the global economy are being further enhanced by superfast broadband and 5G that will keep our innovative businesses at the vanguard of the Digital Age.

## DID YOU KNOW?

- 90% of the UK population within a four-hour drive
- The largest bus network outside London
- The UK's first 5G testing hub represents a £50m investment into future mobility and connectivity
- High Speed 2 to connect to London in 38 minutes by 2026 and provide quicker links to Manchester (41 minutes) and Leeds (57 minutes) by 2033
- Rolling out 100% superfast broadband coverage
- Constructing Europe's longest Bus Rapid Transit network with 125km of dedicated and enforced bus lanes
- The West Midlands has the UK's largest smartcard transport scheme outside London

The WMCA region attracted over 131 million visitors in 2018, an increase of 2.6% (+3.4m visitors) over the past year. Birmingham Airport is undergoing a terminal transformation programme as part of its long term £500m master plan vision.



# FROM WORKSHOP OF THE WORLD...

Historically known as the 'workshop of the world', today the West Midlands' diverse range of thriving sectors and entrepreneurial spirit continue to drive global innovation and change. Home to both established global brands and a new generation of businesses already shaping the future, the region is a natural home for designers, creators, makers, innovators, and pioneers who want to make their mark.

A unique mix of talented people, world-class research, business and government investment has seen the West Midlands transition from industrial heartland to high-tech hub, now home to Europe's fastest growing technology cluster. With more patents for low carbon transport than anywhere else in Europe, the region is a global centre for future transport systems and supply chain firms.

Our unusually high concentration of games development companies, with around 130 in a cluster known as Silicon Spa, are pioneering the Digital Age of augmented and virtual reality, while the development of advanced materials, bio-energy, FinTech, future power systems and autonomous vehicles will continue to shape the future.

Enterprise Zones based in Birmingham and Black Country provide unique benefits and incentives to businesses and further cluster the area's expertise in engineering, business and financial services, pharmaceuticals and healthcare, and automotive.

Some of the world's best educational facilities and our commitment to becoming the UK's leading region for job-related skills development ensures we'll remain at the forefront of global innovation.

## DID YOU KNOW?

- Connected and autonomous vehicles are potentially worth £50-100bn to the UK economy
- The West Midlands produces one third of the nearly two million vehicles manufactured annually in the UK
- Birmingham has the highest number of start-ups of any regional city
- Coventry's ratio of published patent applications is the UK's second highest

The West Midlands is home to a high concentration of gaming companies in a fast-growing tech cluster known as Silicon Spa.

# ...TO INNOVATION ENGINE



# WORLD-CLASS OPPORTUNITIES

Supported by our landmark Local Industrial Strategy, the West Midlands has a diverse, resilient and thriving economy, and four major new market opportunities.



## Data-driven health and life sciences

By leveraging value from investments in our world-leading research and clinical bases, the West Midlands has already established itself as a leading centre for the evaluation and real-world application of health interventions.

### Opportunities:

- Enable the region to access state-of-the-art healthcare services
- Create a system that enables the rapid adoption of digital technologies
- Developing the West Midlands' Health Technologies Cluster
- Developing a workforce equipped with the digital and entrepreneurial skills
- Making the West Midlands the best place to train, work, live and grow a health technology business

## Modern Services

The West Midlands is driving innovation and demand through its globally relevant cluster of business and professional services, offering 'full service' provision at scale unprecedented in any other UK city region.

### Opportunities:

- Largest and fastest growing sector in region, with highly paid, high-skilled roles
- Driving business performance across all sectors
- Application of disruptive technologies and 5G to innovate next-generation services
- Compelling quality of life proposition attracting and retaining top talent
- Internationally recognised research centres for excellence for advanced services and responsible business

## Creative content, techniques and technologies

The West Midlands is growing its core creative industries and creative design skills and techniques as part of the transformation of products, processes and services.

### Opportunities:

- A core sector generating over £4bn of GVA through 10,000 firms and 10 per cent of the UK games industry based in Silicon Spa
- An advanced manufacturing sector comprising over 134,000 employees across over 5,700 companies in a prime position to drive innovation and adoption of new opportunities for the sector
- The creation of Create Central, an industry-led body turbo-charging games, TV and film industries in the West Midlands
- Significant opportunities associated with Coventry's UK City of Culture in 2021 and the 2022 Commonwealth Games

## Future of Mobility

The West Midlands is the centre of transport innovation in the UK, leading the smart, low carbon movement of people and goods and connecting communities to new opportunities.

### Opportunities:

- Future Mobility Zone - the first to be established in the UK on a network of over 50 miles of roads, and to develop the next generation Electric and Ultra-Low Emission Vehicles (ULEVs) and Connected Autonomous Vehicles (CAVs)
- 5G West Midlands Testbed for Mobility
- Connected and Automated Vehicles (CAVs) – self-driving vehicle trials for the public beginning in the UK in 2021 and the West Midlands will deploy the first fully operational CAVs in advance of the 2022 Commonwealth Games
- UK Battery Industrialisation Centre (UKBIC) – a national facility and research technology organisation
- National Automotive Innovation Centre – creating and developing novel technologies to reduce dependency on fossil fuels and to reduce CO2 emissions





# BOLD LEADERSHIP STRONG PARTNERSHIPS

**The West Midlands Combined Authority (WMCA) guarantees strong strategic leadership for the region and a single entry point for investors, providing key insight, knowledge and connections. Led by Mayor Andy Street, who ran John Lewis, one of the UK's most successful retail businesses for nearly a decade, the WMCA team work with local leaders to champion the region and boost investment, economic growth, transport, housing and jobs.**

Capitalising on a once-in-a-generation opportunity to power inclusive growth, the WMCA, with its first elected mayor, was established in 2017 to provide strategic leadership across the region.

The WMCA works hand in glove with local leaders and partners, including the neighbouring East Midlands and larger Midlands Engine, to attract investment and drive inclusive growth.

As the fastest growing economy of any city region in the UK, with wage levels rising quicker than the rest of the country, the West Midlands offers stellar investment opportunities.

Benefiting from a strategic approach to regeneration, transport and growth and strong local networks, the WMCA has partnered in major redevelopment projects, including the extensive redevelopment around Birmingham's central rail stations and Europe's largest automotive R&D cluster.

Three Local Enterprise Partnerships exist across the region, promoting collaboration on economic and employment growth between local businesses and local government.

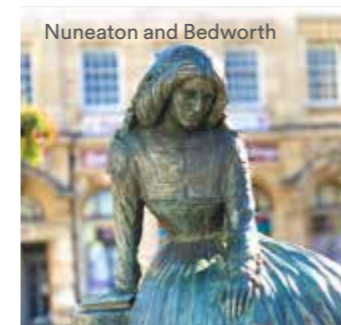
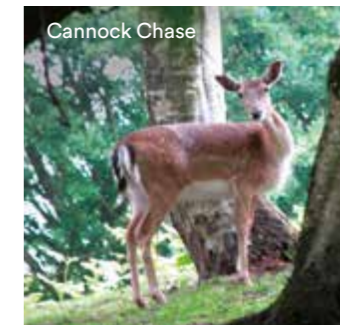
The UK Government also fully supports the four pillars of our Local Industrial Strategy: smart mobility; data-driven health and life sciences; modern services; and creative content, techniques and technologies.

The West Midlands is open to investment and business and we are working with our partners including the West Midlands Growth Company to attract jobs, investment, visitors and businesses to the area.

The region has a relentless focus on delivery, with housing completions increasing at four times the national average in recent years. We are now delivering on ambitious plans to transform the region's diverse urban centres, unlock brownfield land, and expand public transport.

With Coventry becoming the UK City of Culture in 2021 and Birmingham hosting the 2022 Commonwealth Games, the region's local and global reputation as a dynamic, cosmopolitan, open and business-friendly destination will continue to expand.

The West Midlands Combined Authority brings together 17 local authority partners, all animated by same goal: driving inclusive growth across the region.





# WE DELIVER

The West Midlands is a place to innovate – we embrace creators and makers and those with a pioneering spirit. But we are also a region of doers. Since the West Midlands Combined Authority was created just three years ago, we have a strong track record of success. Investors can be assured that in the West Midlands they will find dynamic and business-friendly partners all animated by the same goal: driving inclusive growth across the region. We can help connect and guide you every step of the way. Together we can make it happen.

Walsall born swimmer Ellie Simmonds, who won five Paralympic gold medals, is now playing a leading role in organising the 2022 Commonwealth Games in Birmingham.

## THE WEST MIDLANDS: A TRACK RECORD OF SUCCESS

- ✓ Won the bid to host the UK **City of Culture in 2021**
- ✓ And the **Commonwealth Games in 2022 – plans include a £60m state-of-the-art Sandwell Aquatics Centre**
- ✓ Secured a ground-breaking Devolution Deal in 2016, with a further **£2bn devolved** since then
- ✓ The **£107.5bn** West Midlands economy has grown by **16.5%** in the last six years
- ✓ **145,000m<sup>2</sup> of prime office space** under development
- ✓ Home to the **UK's most investable city** – as voted by 500 of Europe's top real estate investment experts
- ✓ **Europe's largest bank**, HSBC, relocated its UK headquarters to the West Midlands with 2,500 employees
- ✓ **More jobs from foreign direct investment** than any region outside London
- ✓ **18,590 business registered** in Birmingham in 2018, the **highest outside London**
- ✓ £50m investment to develop the **UK's first 5G testing hub**
- ✓ Delivering the **first integrated public transport network** outside London
- ✓ **£175m annually** to provide the skills employers need to build the future
- ✓ Additional new homes up from **6,839 (2011/12)** to **16,938 (2018/19)**



# INVEST IN OUR FUTURE

**This £10bn investment prospectus** provides significant opportunity to make your mark in the UK's growth capital.

- Building tomorrow's homes to accommodate the region's growth, we will become a world leader in advanced methods of construction, placemaking, brownfield regeneration, urban renewal and housing delivery
- Working with visionary investors, developers, and architects we are creating great places that are transforming our urban centres, leaving a legacy for generations to come
- With unprecedented backing from the UK Government we are delivering major strategic infrastructure upgrades, including some of the largest projects in the country's history
- With new expertise and investment we have unlocked a diverse range of challenging brownfield regeneration sites including the largest brownfield housing site in the region (Friars Park)
- Working along new and existing transport corridors we will showcase portfolio corridor investment opportunities making corridor thinking, planning and implementation the norm

The £700m Paradise Birmingham development, delivered by Argent and Hermes and masterplanned by Glenn Howells Architects, is one of the largest and most important commercial developments outside London.



# INVEST IN TOMORROW'S HOMES

Harnessing the West Midlands' entrepreneurial spirit, we believe in challenging the status quo and embracing new and innovative thinking. That also applies to housing, where we have a relentless focus on creating thoughtfully designed places, maximising our connectivity and delivering inclusive communities that bring together the very best practice in housing delivery, innovation in construction, regeneration, placemaking and urban transformation

Housing completions have been increasing at four times the UK's average in recent years. In the last year alone overall housing supply increased by 15% in just 1 year. As a strategic hub for advanced manufacturing and logistics, the region will become a global leader in modern methods of construction, delivering high quality factory-made, digitally-enabled homes at scale and speed. With strong local and national government support and the largest developable brownfield land supply in the UK, the West Midlands is aiming to double housing delivery within a decade and triple the supply of affordable housing by 2031, with advanced methods of construction becoming the norm. A wave of brownfield sites which have been stalled and derelict because they were too difficult to develop have been unlocked by the WMCA working with its public and private sector partners – creating new homes, jobs and infrastructure for local communities and de-risking private sector investment by positive public intervention.

Delivering more homes, diversifying an undersupplied rental stock and maintaining housing affordability is central to ensuring the West Midlands remains a destination of choice. Supported by a strategic approach to skills development, transport investment and urban transformation the West Midlands will remain the most investor-friendly region for residential investment in the UK. We can offer land for direct purchase, and the opportunity for joint venture and public-private partnerships. We can also make introductions to fast track the delivery of affordable housing and provide compelling propositions. Join us in powering inclusive growth as we ensure scale, pace and quality of development is achieved.

## BY 2031 THE WEST MIDLANDS WILL:

- Increase affordable housing supply to 6,000 new completions annually
- Deploy the most advanced methods of manufacturing in construction in new homes in line with the region's advanced methods of construction strategy
- Secure high-quality design through a new regional design charter
- Deliver 16,500 new homes every year
- Deliver zero carbon buildings in line with the region's 2041 Climate Change Action Plan.

This LoCal Homes factory in Walsall, using the latest in modern methods of construction, has capacity to produce 1,000 high quality, energy efficient houses every year. Each home can be built in as little as one day.

## DID YOU KNOW?

- The West Midlands has the UK's second highest housing target – an average of 16,500 dwellings a year between now and 2031, and already ahead of trajectory
- The region delivered an overall supply of 16,938 new homes in 2018 – that is more than double the figure just 7 years ago
- The average home in Birmingham costs 7.3 times annual earnings versus 10.2 UK-wide and 17.8 in London
- The region has created a public land disposals database to simplify planning and acquisition
- The West Midlands' residential property prices for 2017/18 grew 5.8% – one of the UK's fastest
- Hong Kong investors put £300m into 1,000 new homes in Birmingham's city centre
- Poor housing stock means one in 10 families struggle to heat their homes, representing a significant opportunity for new retrofitting technologies, aimed at tackling fuel poverty and improving sustainability and wellbeing





Designed by architect Allies & Morrison and developed by Cannon Kirk, Friargate is a 300,000m<sup>2</sup> new mixed-use destination, opening up a new green link into the town from Coventry's soon-to-be upgraded rail station.

# INVEST IN GREAT PLACES

The West Midlands is undergoing a cultural and urban transformation. Robust partnerships between commercial developers and public authorities are rapidly transforming the accessibility and experience of the region's urban centres, opening up new opportunities for workplaces, retail, food and beverage, leisure and housing.

Large-scale regeneration in Birmingham, Coventry and Wolverhampton is only the start of this story. In smaller urban centres across the region the WMCA's urban town centre improvement programme is further reviving their commercial appeal and redesigning the public realm.

Beyond our urban centres, strategic growth corridors where development can be prioritised, aligned and accelerated have been identified. New corridor investment plans are being created for example along the Walsall to Wolverhampton and Sandwell to Dudley corridors to show investors and developers the compelling vision, real estate evidence and different ingredients and projects which make them great places to invest and build.

## URBAN TRANSFORMATION

- Birmingham: £1bn+ Curzon Street High Speed 2 rail station; Argent and Hermes' £1bn, 7-hectare Paradise project and LendLease's £1.5bn 17-hectare Smithfield site
- The Black Country: £6bn of investment opportunities in high density sites for residential, office, retail and technology enhances the region's reputation as the UK's largest high-value manufacturing cluster
- Wolverhampton: £3.7bn in urban regeneration investment, with the former Springfield Brewery becoming Europe's largest specialist construction and built environment campus
- Coventry: £700m Friargate development adding prime office space, hotels, homes, shops, restaurants and public space to the town centre

Our aspiration is to catalyse and deliver genuinely high-quality development that supports strong and socially inclusive communities. We will ensure that residents, businesses and visitors will enjoy the shared benefits, firmly establishing the region as the UK's destination of choice to live, learn, work and play.

## INCLUSIVE GROWTH CORRIDORS

- Wolverhampton — Walsall: major regeneration and development opportunity, with circa £100m transport upgrades planned to support the construction of over 4,500 new homes, as well as major redevelopment in Walsall and Wolverhampton urban centres
- Sandwell — Dudley Metro Extension: the 11km Metro extension between Wednesbury and Brierley Hill links the Black Country with HS2 and supports the regeneration of Brierley Hill and Dudley town centres – 17 new Metro stations will support investment and regeneration opportunities throughout the corridor.
- Perry Barr: the £280m Athletes Village for the 2022 Commonwealth Games provides the catalyst for regeneration of the wider area with an improved new rail station, major public transport investment, and delivering new homes and jobs post-Games
- Greater Icknield — Smethwick: major investment in land remediation and transportation improvements provide a catalyst for a new mixed-use urban quarter just 10 minutes from Birmingham city centre



# INVEST IN WORLD-CLASS INFRASTRUCTURE

The West Midlands lies at the strategic heart of the UK, as an entrepreneurial hub for transport, logistics, manufacturing, trade, health and innovation. To enhance its global position and to secure sustainable growth, the region is now undertaking major infrastructure improvements, including some of the biggest investments in UK history and the UK's first 5G testbed.

This unprecedented programme includes major rail projects such as High Speed 2, local transport improvements, including the first integrated public transport network outside London, ensuring places, homes and businesses remain highly connected, driving inclusive growth while lowering emissions.

A £5.1bn investment is underway to expand rail and tram networks, including new stations in congested areas and bus rapid transit lines to connect to key development sites. The West Midlands will also boast two High Speed 2 rail stations, with £1.1bn being invested in strategic station upgrades to improve capacity across the region. The UK government is investing £2.9bn in 234km of smart highways radiating from Birmingham and 11 major road schemes supporting housing and growth across the region.

To remain at the cutting edge of the digital revolution, the region is rolling out 100% superfast broadband coverage. We are also hosting the UK's first and largest public test environment for 5G as well as trialling connected and autonomous vehicles, both important pillars of the UK's industrial strategy.

An annual energy bill of £10bn and significant development and investment plans provide a platform for local clean energy innovators to grow into major export businesses. The region is also committed to playing a major part in delivering carbon neutral growth and hosts many of the UK's leading energy research institutions.

Opportunities for infrastructure innovators and investors to make their mark are significant – supported by a clear strategy for inclusive growth and strong leadership.

## DID YOU KNOW?

- The West Midlands has an annual energy bill at £10bn, second only to London
- The clean energy sector generates £134,638 GVA per employee, more than double the UK average
- The West Midlands manages the largest public bus network outside London, with a clear commitment to a clean fleet by 2020
- High Speed 2 will increase access to and around one of the UK's fastest growing airports
- 90% of UK businesses are located within a four-hour drive from the West Midlands

## THE WEST MIDLANDS IS COMMITTED TO:

- Investing up to £5bn in transport upgrades, to deliver an integrated world-class transport network and fully connect local transport networks and communities into our HS2 stations
- Extending the West Midlands Metro system, by 30km by 2026, including the delivery of light rail extensions to Dudley-Brierley Hill and through East Birmingham to North Solihull and the High Speed 2 Interchange Station
- Delivering £50m in investment to create the UK's first multi-city 5G testbed across Birmingham, Wolverhampton and Coventry
- Delivering the UK's first Future Mobility Zone and the UK's largest connected and autonomous vehicles testbed
- Delivering the biggest station and infrastructure investment programme for a generation – building seven new suburban rail stations, reopening 31km of track new passengers and providing 20,000 new seats
- Investing up £100m, in time for Birmingham 2022, to deliver the longest bus rapid transit system in Europe
- Delivering a network of new cross city bus routes and supporting town centres in order to promote inclusive growth

The West Midlands is hosting the UK's first testbed for 5G technology and autonomous vehicles, putting the region at the leading edge of the fourth Industrial Revolution.



# INVEST IN THE WEST MIDLANDS...

**A region that supports inclusive growth – doing things differently, and doing them better.**

The West Midlands Combined Authority brings local authorities together under a single strategic entity committed to driving inclusive growth across the region. We have an ambitious growth strategy that is already delivering; creating good jobs, real skills progression and a pipeline of developments that will benefit all of our communities.

Investing in the West Midlands means investing in our communities: they are vibrant, diverse and welcoming. They are your future talent and your future market. That is why we want inclusive growth to ensure that all our communities have a chance to contribute and benefit.

This means going beyond the usual ways of working – and doing more to make sure that inclusive growth is at the heart of our plans for the region. We are the most promising place to invest in the UK – we have a clear vision and a strategy for delivering it and can provide you with the reassurance that your capital investments will make appropriate long-term gains. Together we are committed to doing things differently, and doing them better. Join us.

## CONNECTING COMMUNITIES

Our plans actively support housing and infrastructure development in places, and for people, that need it the most. This means new transport connectivity that connects outlying communities with centres of job growth and economic prosperity. It means working with our public service partners to make sure the social infrastructure in our places is modern, connected and helps support resilient communities that can play their part.

## FORWARD-THINKING PARTNERS

Inclusive growth means ensuring all of our communities benefit from the value growth and development creates. We cannot accept economic growth that leaves our communities behind, so we will work tirelessly to recognise partners who want to invest in our places for the right reasons, to leave a real legacy for our citizens and communities. This is forward-thinking, responsible investment with a shared reward.

## GREAT HOMES AND PLACES

We are committed to not just building houses, but building homes, communities and vibrant places where people can live and work together with pride. So we will promote wellbeing by design, quality across the board, and we will measure success on how inclusive our development has been – on the ROI to society, as well as the economy. The WMCA operates a single funding portal (the single commissioning framework) for all devolved housing and land funds – a convenient means to access the investment developers and investors need to unlock their housing and regeneration sites with clear rules of the game on eligibility and decision-making timeframes. The framework puts inclusive growth and placemaking front and centre of every investment decision.

## BUILDING SOCIAL VALUE

We are resolutely focused on growing the social economy in the region – through our commitment to social value procurement and supply chain development that proactively includes local businesses that develop skills, wealth and expertise within our communities. We want partnerships that can grow this ethos and help leave a lasting legacy of social value in the West Midlands.

The Gravelly Hill Interchange, opened in 1972 in the West Midlands, is the world's first 'spaghetti junction'.

# AND IN OUR FUTURE

**We are the most promising place to invest in the UK – offering unprecedented growth opportunity; strong strategic leadership and a thriving and diverse economy.**

A region that gave birth to the Industrial Revolution is now pioneering the new industries and technologies that will shape our future. We are young, entrepreneurial and creative – and are fast becoming the UK destination of choice.

We are on an exciting journey. Join us on it. We can help you every step of the way.



Central Birmingham is being transformed by the £700m Paradise project, as well as the recent opening of HSBC's UK head office.



# THE UK'S BEST CONNECTED REGION



High Speed 2 will reduce travel time into London to 38 minutes by 2026, with journey times to Heathrow Airport cut to just one hour, quicker than from many parts of London

Phase 2 of High Speed 2 will halve travel times to Manchester and Leeds by 2033

Birmingham New Street is the UK's busiest passenger station outside London

Around £1.1bn investment in strategic stations, including £700m in Birmingham New Street; £200m in Birmingham International; £82m in Coventry and £132m in Wolverhampton Station



90% of the UK population within a four-hour drive  
Forms the backbone of the UK's 'golden triangle' with more warehouse space for logistics than London, Scotland and Wales combined

Within four hours by road of nine of the UK's 13 major ports, including Dover, Europe's busiest passenger port and Felixstowe, the UK's biggest and busiest container port

234km of Smart Motorway being delivered to improve links from the West Midlands to London and Manchester



Birmingham Airport has embarked on a major three year £65m terminal transformation project to enlarge the departure lounge and passenger security search area, as well as introducing further self-service bag drop kiosks and additional baggage carousels

This work is the first phase of a 15 year vision which will accommodate the forecasted growth in passenger numbers from the current 12.7m today to 18m by the year 2033

Birmingham Airport serves more than 400 direct or one stop destinations globally with 50 airlines and is the UK's fifth largest airport with the highest percentage of business travellers after London Heathrow.

West Midlands is one of the UK's fastest growing regions for international visitors – attracting a record 1.9 million overseas visitors in 2017



Over £5bn is being invested in transport upgrades, delivering an integrated world-class network

Metro and rail public transport usage continue to increase across the West Midlands, peaking at almost 40% of all trips into Birmingham during the morning rush-hour

The £1.3bn West Midland Metro expansion will triple the network size, add 50 additional trams by 2026, increasing passenger numbers from 7.2 million to 30 million and interchanging with both High Speed 2 stations

Investing up to £100m, in time for Birmingham 2022, to deliver our flagship bus rapid transit system in Europe.

Bus is the backbone of the West Midlands transport network carrying 80% of all public transport trips. The region has the largest bus network in the UK (outside of London), with over 2000 buses and 260 million journeys per annum, across 300 bus routes





# INVEST IN US

The West Midlands Mayor and Combined Authority provide strategic leadership for the region and offer a soft landing for investors looking to make their mark. Strong relationships with local partners and businesses gives us the contacts, knowledge and expertise to simplify your entry into our region.



**Clive Heaphy**  
CEO Birmingham City Council



**Martin Reeves**  
CEO Coventry City Council



**Kevin O'Keefe,**  
CEO Dudley Council



**David Stevens,**  
CEO Sandwell Council



**Deborah Cadman**  
CEO West Midlands  
Combined Authority



**Neil Rami**  
CEO West Midlands  
Growth Company



**Nick Page**  
CEO Solihull Council



**Dr Helen Paterson**  
CEO Walsall Council



**Tim Johnson**  
CEO City of Wolverhampton Council

Discover how this amazing city region is once again the place to be.

**Come and talk to us.**

**[investinus@wmca.org.uk](mailto:investinus@wmca.org.uk)**

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**West Midlands**  
Combined Authority