



Over  
**£20 billion**  
of Investment  
Opportunities





West Midlands  
Combined Authority



At the  
Heart of  
Devolution

BUILDING  
ON  
SUCCESS



Growing our economy to benefit  
all residents and putting the region  
on the global stage.

# A Region of Unrivalled Assets

Home to world-leading sectors and transformational infrastructure, the West Midlands possesses significant assets which make it an unrivalled location for new sustainable investment.

The West Midlands is at the heart of devolution and investment in the UK. Our recently negotiated landmark Deeper Devolution Deal has secured a huge transfer of power and responsibilities in the areas of housing, regeneration, economic development, transport and skills, bringing £1.5 billion of new funding from UK Government to the region. This is in addition to the £6 billion secured through previous deals and funding agreements since 2017.

The region has vast investment potential and global ambition. This is evidenced by our work with Strategic Partners, such as Legal & General, who are committed to investing £4 billion in regeneration, housing, and levelling up across the West Midlands over the next seven years.

With a combined investment value of over £20 billion, this Investment Prospectus sets out the profile and prestige of opportunities, which have grown following recent events such as hosting the hugely successful 2022 Commonwealth Games. The West Midlands is driven by assets such as our young, skilled and diverse workforce, key growth sectors, Internationally-renowned higher education institutions, and outstanding connectivity which will be underlined by the arrival of High Speed 2 (HS2).

As a region we are leading the UK's Green Industrial Revolution and building the homes and places of the future, taking an innovative approach to placemaking through schemes such as our new Levelling Up Zones (LUZs). We are a trusted partner of Government, industry and local communities, bringing a business mind-set, delivering what we say and driving transformational change across the West Midlands.



**Largest number  
of businesses  
of any Combined  
Authority area**



*Andy Street*

Andy Street –  
Mayor of the West Midlands



## Connectivity

- 90% of the UK population and 92% of UK businesses are within four hours travel-time of the West Midlands
- HS2 will result in less than 40-minute travel time to Central London
- One of the fastest growing airports in Europe with extensive global linkages.

## Economy

- Largest economy of any Combined Authority area at £118 billion
- Home to world-leading businesses in key sectors such as low carbon energy, automotive, health technologies, business and financial services, and the creative industries
- Centres of research and innovation, such as the UK Battery Industrialisation Centre and National Brownfield Institute, along with the Manufacturing Technology Centre and WMG – two national centres of the High Value Manufacturing Catapult.

## People

- The largest population of any Combined Authority - 4.7 million
- Young (a quarter under 20), dynamic, diverse and fast-growing (over 500,000 in 20 years)
- Home to nine Universities, including two in the World's Top 100, creating 63,500 graduates annually.

## Development

- Housing delivery doubled over the last decade
- Hundreds of hectares of land ready for development along transport corridors
- Strong engagement with industry and investors including through Taskforces and Strategic Partnerships.

## Environment and Quality of Life

- Energy, Environment and Zero Carbon – a compelling programme to hit net zero by 2041 including Net Zero Neighbourhoods and zero carbon homes
- Biodiversity – Birmingham has one of the highest proportions of green space of any UK city and the region's natural environment is a major asset
- Internationally-renowned cultural assets, such as the Royal Shakespeare Company, the National Exhibition Centre (NEC), leading sports clubs and facilities, major heritage assets, arts venues, and events.



Paradise, Birmingham

# Our Vision

## A fairer, greener and better connected West Midlands

A pioneer creating a greener, inclusive economy that all residents and businesses can benefit from. Private sector investment and support is critical to achieving this vision, alongside exemplary public and private sector partnership working.

We have developed a Plan for Growth and this Investment Prospectus to drive forward our region's economy and dramatically improve productivity. Our Plan for Growth is underpinned in particular by innovation and the further development of truly world-class key growth sectors such as Business, Professional and Financial Services (BPFS), Data Driven Health, Tech Creative, Low Carbon, and Advanced Manufacturing. We aim to achieve additional economic growth of £3.2 billion per year by 2030.



New Resources and Powers

Delivering Net Zero

Skills, Productivity and Growth Sectors

**WEST MIDLANDS**

Building Future Homes, Workplaces and Communities

Inclusive Communities and Growth



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



# Our new Deeper Devolution Deal

Our recent Devolution Deal with Government means we have new funding and powers to promote investment and growth, creating a favourable enabling environment. For example, we will be directly overseeing affordable housing investment across the region, establishing levelling up growth zones, and having a major say over the disposal of Government land – the first region to have this level of power and responsibility.

## West Midlands 2023 Devolution Deal – new local powers include:

- **New Single Regeneration Fund** – £100 million up to 2026.
- **Affordable Housing** – up to £400 million Affordable Housing Programme and greater influence over affordable housing delivery and strategy – the first time this has happened outside Greater London.
- **Government Land** – involvement in decisions on major UK government land disposals and reconfiguration to drive regeneration and unlock private investment.
- **Levelling Up Zones** – attracting 25 year Business Rates retention (with no reset) to drive local investment with the ‘six growth zones’ being considered for inclusion.
- **Housing Retrofit** – from 2025, Government will pilot with the devolution of housing retrofit funding with the West Midlands.

Additionally, and separate to the Deal, the region has been invited to submit a proposal for an **Investment Zone** in order to maximise innovation and growth.



# Delivering Net Zero

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

This includes domestic and commercial retrofit programmes, Net Zero Neighbourhoods, Local Area Energy Planning and smarter energy infrastructure across the region, 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.

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



We are seeking like-minded investor partners to work with us on short, medium and long-term opportunities across our portfolio.

We have invested nearly £50 million in retrofit, including our Net Zero Neighbourhood 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





UK Battery Industrialisation Centre, Coventry

# Enhancing Skills, Productivity and World Beating Sectors

Our region continues to attract high levels of international investment. Powered by cluster specialisms in advanced manufacturing, our economy is now increasingly augmented by businesses across an expanding range of growth sectors. These continue to introduce new technologies and markets to the region, including creative content production, gaming and medical technologies. With £80 million of flexible funding and a dedicated Business Growth West Midlands team, we are set to deliver schemes including a new Investment Zone dedicated to a priority sector.

The region is home to a young, diverse, and entrepreneurial population. This resource is augmented by over 63,000 graduates a year with 55% continuing to work in the West Midlands. The West Midlands also has a long history of diversity, creating a vibrant cultural mix with strong international connections and trade. This combination of youth and diversity creates an entrepreneurial culture which is reflected in the region's high business start-up rate.

**1.5 million**  
**residents**  
under the age of  
**25**



University of Wolverhampton



**186,000**  
students studying at  
**9 universities**, producing over  
**63,000**  
graduates per year

# Unrivalled Transport and Connectivity

An unparalleled strategic location at the heart of the country's road and rail network.

The region's excellent connectivity will be further improved with two HS2 rail stations enabling journey times to central London of less than 40 minutes.

The West Midlands is also served by the nation's fastest-growing airport. Before 2020, 50 different airlines operated from Birmingham Airport taking 13 million passengers to 143 destinations around the world annually.

We continue to invest heavily in future infrastructure, improving connectivity and bringing new high quality integrated transport services. This includes the over £1 billion City Region Sustainable Transport Settlement Programme and zero-emission transport infrastructure, delivering seven new rail stations, new tram lines, Sprint-Bus Rapid Transit routes, a world leading Future Transport Zone (FTZ), and the UK's first all-electric bus city in Coventry. Our Regional Transport Coordination Centre use world-class technology, bringing an efficient and quality service to residents of the West Midlands.



Very Light Rail National Innovation Centre, Dudley



HS2 will put the  
**West Midlands**  
less than  
**40 minutes**  
from Central London



Zero Emission Bus, Coventry



West Midlands Metro, Wolverhampton Interchange



# Building Future Homes, Workplaces and Communities

A true pioneer of brownfield regeneration in the UK – the West Midlands has gained wide national recognition for its track record in securing public and private investment and enabling the delivery of new homes, commercial floorspace, and jobs on historically “difficult to deliver” sites which have often stood derelict and contaminated for decades.

With overall housing supply doubling within a decade, the region has provided the UK Government and the private sector with confidence for further investment. We have secured over £700 million in devolved housing and employment land funds from Government since 2018, alongside our own residential and commercial development loan funds.

Our funding portfolio is unique, combining all funds secured from Government into a single portal with clear requirements and a transparent, trusted process for investors and developers.



Lockside, Walsall



Icknield Port Loop, Birmingham



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

Spirit Quarters, Coventry



# Inclusive Communities and Growth

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

The West Midlands is on the global and national stage, having invested in major cultural and sporting events. We are also home to cultural and heritage hotspots, including Stratford-upon-Avon which has an average of 6 million visitors per year.

Coventry City of Culture 2021 attracted a live and online audience of over 1 million and has improved cultural assets, sustainability, tourism, and heritage for the city. The event showcased inclusion and diversity through programmes and events encouraging activism, civic participation, and digital innovation.



Sandwell Aquatics Centre



Stratford-upon-Avon



**130 million**

visitors a year to the  
**West Midlands**



Coventry City of Culture



# Birmingham 2022 Commonwealth Games

The West Midlands successfully hosted the 22<sup>nd</sup> Commonwealth Games, the largest multi-sport event to be held in England in 10 years.

It featured thousands of world-class athletes and over 1.5 million spectators from all over the world. These incredible Games captured the imagination of Birmingham, the West Midlands and audiences across the globe. It was an amazing demonstration of our region's ability to deliver something phenomenal at pace.



**Birmingham 2022**

contributed at least

**£870 million**

to the UK economy



Commonwealth Games medal ceremony



© Getty Images for Commonwealth Games

Alexander Stadium, Perry Barr

# Priorities for Investment

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

Bespoke and innovative **Levelling Up Zones**, integrating programmes of public and private investment along key transport corridors.

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.



# Help to Own

The region's affordable housing theme has seen the creation and launch of a new affordable housing product called **Help to Own (HTO)**.

HTO is a housing product that provides local residents unable to raise the deposit for a mortgage with long-term tenure security and the benefits of home ownership with reduced risk.

The Marches development in Wolverhampton has 100 Help to Own properties, bringing together equity investment from WMCA and the City of Wolverhampton Council. The customer pays a market rent for 25 years and, through a loyalty account, can purchase it for £1 after this period.



The Marches, Wolverhampton

# Levelling Up Zones



Over **1 million** people with a degree, more than any other Combined Authority

WMCA, working with its local authority and business partners, created the concept and set the detail of a policy for Levelling Up Zones. Through the Devolution Deal it then secured HMG Agreement to establish six Zones at the heart of the region's economic growth and levelling up programmes.

- (i) **East Birmingham and North Solihull (EBNS) LUZ** that connects the HS2 station at Curzon Street in Birmingham City Centre with the HS2 Interchange station at Arden Cross, the NEC and Birmingham Airport.
- (ii) **Wolverhampton Growth Corridor LUZ** will drive the Green Industrial Revolution, building upon Wolverhampton's sustainable construction, green credentials, and circular economy. It will connect key assets at the University of Wolverhampton's Springfield Campus with Wolverhampton Science Park and the City Centre.
- (iii) **Walsall Growth Corridor LUZ** is located along the A454 from Walsall Town Centre to Willenhall. Substantial transport interventions are already well underway with the LUZ area having huge brownfield development opportunities.
- (iv) **Dudley Growth Corridor LUZ** is located along the line of the Dudley Metro Extension from Dudley to Brierley Hill, which will open up significant areas of brownfield land.
- (v) **Sandwell: Wednesbury to Tipton LUZ** will also be served by the new Metro Extension and will unlock and repurpose existing underutilised brownfield sites.
- (vi) **Coventry and Warwickshire LUZ** is an area around Coventry Airport that is uniquely located to drive the transformation of the automotive sector and create a new gigafactory to support electric vehicle manufacture in the UK.



Springfield Campus,  
University of Wolverhampton



HS2 Interchange, Solihull



M6 Junction 10, Walsall



NEC Masterplan, Solihull



# Growth Corridors and Hubs

## Key regional growth corridors and hubs:

- **A34 Corridor – A Vision for Legacy** – the A34 Corridor has benefitted from major investment for the 2022 Commonwealth Games and there are plans to bring forward major 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** – which has existing permissions and further potential for a range of major mixed developments building on the area's excellent connectivity.
- **Birmingham Smethwick and West Bromwich Corridor** – major opportunities for residential development, as well as town centre regeneration.
- **Coventry and Warwickshire** – building in particular on the area's existing technology-driven, innovation and Higher Education assets, as well as its excellent connectivity, to provide new commercial and residential developments.
- **M54 Growth Corridor** – running from the conurbation through Telford to Shrewsbury and with substantial potential for new industrial or advanced manufacturing development, as well as major town centre redevelopment plans in both Shrewsbury and Telford.

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** – such as Birmingham, Coventry, Dudley, Nuneaton, Royal Leamington Spa, Rugby, Shrewsbury, Solihull, Stratford-upon-Avon, Telford, Walsall, West Bromwich and Wolverhampton – with ambitious programmes of mixed-use redevelopments and refurbishments, including residential, leisure, office, R&D, and other uses.
- **Longbridge** – major residential and commercial development on the site of the former MG Rover car plant in Birmingham (building on the momentum created by the West Longbridge development).
- **MIRA Technology Park** – a major southern extension to the MIRA Technology Park to accommodate large-scale advanced manufacturing and automotive-related activities.
- **Rugeley Power Station** – redevelopment of the former coal-fired power station into 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.



**The West Midlands** is the most ethnically diverse region outside of London



Longbridge Business Park, Birmingham

St Modwen Developments



Friargate, Coventry



Grayson Place, Nuneaton



Town Centre, Dudley



# Themes and Clusters

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 to enhance the natural environment.



**2.9 million**  
working age  
population

# 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:

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



Solihull Town Centre, including Eastgate



**“West Midlands Combined Authority is one of the fastest growing in the country and there has never been a better time to invest in our region.”**

SEGRO Park, Coventry



2023

The development of a 450-acre site for up to 3.7 million sq. ft of future ready manufacturing and warehouse space is well underway. This has seen the remediation of former sewage lagoons and contaminated unlicensed landfill.

The SEGRO Park scheme in Coventry has the first building visible, currently reserved by an international courier company. This is the first of four buildings due to be completed in 2023.

The vast scale of site plans will see home to new and growing businesses for the region, utilising the excellent connectivity in and surrounding Coventry and the wider West Midlands.

With £450 million of overall investment expected, it is projected that the scheme will create more than 4,000 direct jobs upon completion in 2025.




2025

# 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.

[invest@wmca.org.uk](mailto:invest@wmca.org.uk)  
[www.wmgrowth.com](http://www.wmgrowth.com)

Shrewsbury Riverside, Shropshire

## **CURRENT INVESTMENT OPPORTUNITIES**

- 01 Birmingham Curzon
- 02 Creative Quarter Royal Leamington Spa
- 03 Solihull Town Centre including Eastgate
- 04 Friar Park Sandwell
- 05 Friargate Coventry
- 06 i54 Business Park Western Extension Wolverhampton
- 07 Interchange Commercial District Wolverhampton
- 08 MIRA Technology Park South Site Nuneaton
- 09 Paradise Birmingham
- 10 Perry Barr Regeneration Birmingham
- 11 Telford Town Centre Living Cluster
- 12 The UK Central Hub Solihull, including Arden Cross and the NEC

## **COMING SOON**

- 01 Coventry City Centre Cultural Gateway
- 02 Coventry City Centre South
- 03 Dudley Town Centre
- 04 DY5, Dudley Borough's Enterprise Zone
- 05 Greater Icknield and Smethwick
- 06 Green Innovation Corridor Wolverhampton
- 07 M6 Junction 10 Cluster Walsall
- 08 Martineau Galleries Birmingham
- 09 Transforming Nuneaton
- 10 University of Warwick Innovation Campus, Stratford-upon-Avon
- 11 West Midlands Gigafactory Coventry

## **ONES TO WATCH**

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





# Birmingham Curzon



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

## OPPORTUNITY

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

Birmingham City Council as promoter is working with Homes England as well as private sector landowners to help bring forward investable development projects within the Curzon regeneration area. There is a strategic opportunity to help shape projects at an early stage, as these are expected to come forward over the next 2–5 years.

## THE FACTS

**Promoter:**

Birmingham City Council and multiple private landowners

**Scale:**

£1bn+ GDV

**Sector:**

Office, Residential, Hotel, Leisure

**Location:**

Birmingham City Centre

**Investment Type:**

Development partner/funder; Equity investor

**Programme:**

2019–2036

**Planning Status:**

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

**Website:**

[www.birmingham.gov.uk/birminghamcurzonhs2](http://www.birmingham.gov.uk/birminghamcurzonhs2)



# Birmingham Curzon

## BACKGROUND

Birmingham will be at the heart of the UK High Speed Rail network providing a once-in-a-century opportunity to radically enhance the city's national rail connectivity and accelerate its economic growth potential. A brand new city centre HS2 station, Birmingham Curzon, will be the catalyst for a major 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 hectares that could result in a £4bn economic uplift.

## DESCRIPTION

The 141 hectare regeneration area comprises over 30 strategic development opportunities and is within the extended City Centre Enterprise Zone. These sites can provide around 4,000 new homes and 600,000m<sup>2</sup> of commercial floorspace.

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

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 public and private sector landowners to bring forward development as well as 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.



# Creative Quarter Royal Leamington Spa



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

## OPPORTUNITY

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

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

## THE FACTS

**Promoter:**

Complex Development Projects and Warwick District Council

**Scale:**

£150m+ GDV

**Location:**

Royal Leamington Spa Town Centre

**Investment Type:**

Funding and Development Opportunities

**Sector:**

Mixed Use Leisure, Office and Residential

**Programme:**

2022–2028

**Planning Status:**

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

**Website:**

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

# Creative Quarter Royal Leamington Spa

## BACKGROUND

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

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

## DESCRIPTION

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

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

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

Phase one is currently under construction which includes the restoration, extension and change of use of three derelict buildings, including a Grade II listed former church. The c.£5m project will deliver approximately 1,672m<sup>2</sup> of flagship creative office space. Two of the buildings have been pre-let to a leading digital marketing firm, Cogent, and internationally renowned creative media training organisation, SAE Institute. The remaining building comprising c. 372m<sup>2</sup> of creative office space is available to let.

This first phase will be completed in August 2023.

This development has been part funded through the Future High Streets fund programme. The £10m received will also be going towards a phased regeneration of the Town Hall which is being managed by the Council,

as well as the next phase of the Creative Quarter partnership which will be converting and extending two derelict buildings and a car park in the Old Town into a vibrant new arts hub and creative media destination.

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

## PROMOTER AND PARTNERSHIPS

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

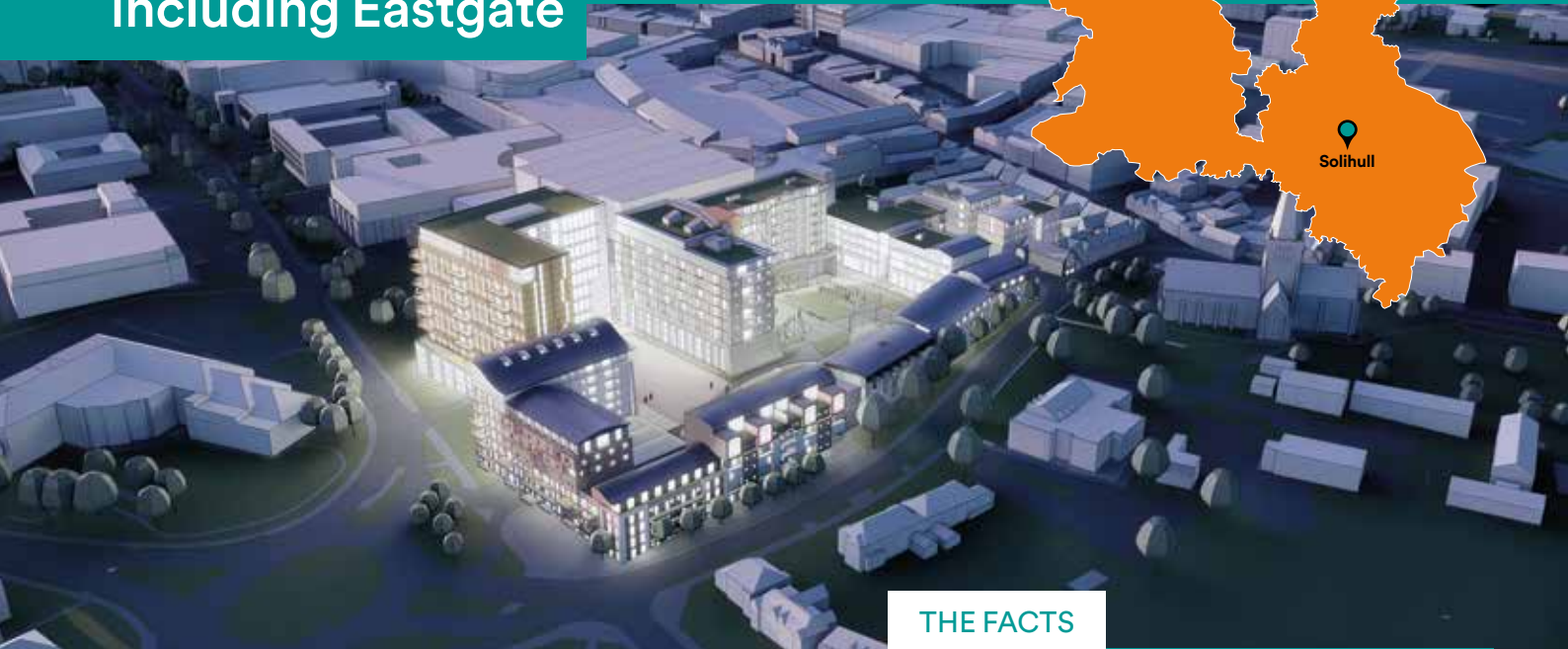
## LOCATION

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, and located only one hour from London by train, with direct rail links to major cities like Birmingham and Manchester. It is located in a high growth area of the West Midlands, close to HQ centres for National Grid, Aston Martin Lagonda, Dennis Eagle, Jaguar Land Rover, Codemasters and Microsoft Xbox studio Playground Games.





# Solihull Town Centre including Eastgate



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

## OPPORTUNITY

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

The Eastgate site is a prime location within the Business and Commercial quarter of the Town Centre. It is proposed that the Council will seek to procure and deliver a civic hub on the site, incorporating art and cultural functions as well as repurposing existing office space for the Council and its service delivery partners. There will also be the opportunity to bring in partners to deliver ancillary mixed-use development on the remainder of the site, at the heart of Solihull Town Centre.

## THE FACTS

**Promoter:**

Solihull Metropolitan Borough Council

**Scale:**

£350m GDV

**Sector:**

Housing, Commercial and Retail

**Location:**

Solihull Town Centre

**Investment Type:**

Delivery Partner

**Programme:**

Programme to procure delivery partner for the first phase of works to begin Summer 2024

**Planning Status:**

Westgate site has full planning consent

**Website:**

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

# Solihull Town Centre including Eastgate

## BACKGROUND

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

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

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

One opportunity, currently developed to pre-construction stage, led by the Council, is the 10,600m<sup>2</sup>, Grade A office development Westgate: 21 Homer Road – delivering prime collaborative working spaces in a key location between the High Street and Solihull rail station.

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

## DESCRIPTION

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

- The provision of attractive and high-quality public spaces with the potential for an enhanced cultural and arts offer, including a significant new public space for the town centre and linkages to create a lively hub and meeting place for residents, workers, shoppers and customers.
- To improve town centre permeability and pedestrian flows through the provision of high-quality linkages, spaces, paths and other transport movements.
- Repurposing of existing Council accommodation, to offer public facing co-located services within a more efficient space which is flexible and capable of adapting to future change.
- The potential delivery of other ancillary uses such as retail, housing, leisure and food & beverage to create a distinctive, vibrant new quarter within the town - enhancing activity throughout the day and into the evening, in a scheme that is connected to, and supports the vitality of the wider town centre.

## PROMOTER AND PARTNERSHIPS

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

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

## LOCATION

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



# Friar Park Sandwell



## THE FACTS

The Friar Park Urban Village comprises one of the largest brownfield residential development sites in the region, and offers a 27 hectare residential development opportunity in Wednesbury close to the heart of the motorway network.

### OPPORTUNITY

Located approximately 2 miles from Wednesbury Town Centre and 100 metres from Tame Bridge Parkway Station, the development will seek to overcome the challenges arising from the historic legacy of industrial use whilst realising a number of opportunities. The long-awaited transformation of one of the largest brownfield sites in the region is anticipated to become a major flagship for the regeneration of brownfield land throughout the industry.

**Promoter:**

Sandwell Metropolitan Borough Council & West Midlands Combined Authority

**Sector:**

£140m GDV

**Location:**

Sandwell

**Investment Type:**

Delivery Partner

**Programme:**

2022-2030

**Planning Status:**

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

**Website:**

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



# Friar Park Sandwell

## BACKGROUND

Following the acquisition of the site by the West Midlands Combined Authority, a joint venture partnership was established with Sandwell Council to secure the comprehensive Masterplanning and delivery of the site.

The completed masterplan has jointly been developed by the partners which will be utilised to inform and assist development proposals, progress planning applications and the remediation strategy.

## DESCRIPTION

The site is in an area of the West Midlands region with strong housing demand. Sandwell Council's housing need has been calculated as 1,488 homes per annum for the period 2014-2036.

The masterplan, which covers a site area of 27 hectares, seeks to overcome the challenges of former land uses, the proximity to Bescot Sidings and the M6, poor connectivity and anti-social behaviour. Using Garden City principles, the masterplan promotes a well connected, integrated development which strengthens the existing community through the provision of 630 new homes of which 25% would be affordable, and 10 hectares of publicly accessible open space, with a cycle and footpath network providing opportunities for travel and recreation.

## PROMOTER AND PARTNERSHIPS

The partners will shortly be seeking a development partner who shares the vision of aspirational regeneration of this strategically important site through providing a highly sustainable neighbourhood comprising high quality – energy efficient homes, new public open spaces enhancing site bio-diversity, and opportunities to promote active travel as well as capitalising on the local public transport network.

## 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 the national rail network.

The site is located approx. 3.2km (2 miles) from Wednesbury Town Centre. Birmingham New St Station can be accessed in 15 minutes utilising the local train network from Tame Bridge Parkway Station located 100 metres from the site.



# 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 fast-growing international IT business, Kagool.

The second office, Two Friargate, is due for completion in late Spring 2023, and a 100-room boutique Hotel Indigo will open Christmas 2023.

## THE FACTS

**Promoter:**

Friargate JV Project Limited; Delivery by Friargate Coventry Developments Limited

**Scale:**

£700m+ GDV

**Sector:**

Office, Residential, Mixed-use

**Location:**

Coventry City Centre

**Investment Type:**

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

**Programme:**

Under construction in several phases over a 15-year period. Two Friargate 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

**Website:**

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

# 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. Ranked by PwC as the eighth 'best city in the UK to live, work and do business'; a recent study by the Guardian identified Coventry as '...one of the five stand-out UK cities for jobs and business.'

With a rich past and an exciting commercial future, Coventry is helping to drive the 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.





# i54 Business Park Western Extension



## 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

**Website:**

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

A high profile site with an international reputation and home to global businesses and high value-added employers, including Jaguar Land Rover's Engine 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, formally established in 2012.

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



## DESCRIPTION

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 45,000m<sup>2</sup> 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 Jaguar Land Rover's Engine Manufacturing Centre alongside other global businesses such as Moog, ERA and Atlas Copco.

## 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.



# Interchange Commercial District

INTERCHANGE 8



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

## THE FACTS

**Promoter:**

City of Wolverhampton Council  
Ion Developments

**Scale:**

£100m+ GDV

**Sector:**

Office, retail, hotel, leisure and residential

**Location:**

Wolverhampton

**Investment Type:**

Opportunities for occupiers, buyer, equity investor, operators

**Programme:**

2023 onwards

**Planning Status:**

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

**Website:**

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



# 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 fully let prior to completion in 2021 and is home to the Department for Levelling Up, Housing and Communities' second UK headquarters.

The £150m 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.



STEAM MILL AND SACKWORKS



# MIRA Technology Park South Site Nuneaton



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 in Nuneaton, Warwickshire.

## OPPORTUNITY

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

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

## THE FACTS

**Promoter:**

HORIBA MIRA and Evans Randall Investors

**Scale:**

£300m GDV

**Sector:**

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

**Location:**

Nuneaton, Warwickshire

**Investment Type:**

Forward funding for identified occupier(s)

**Programme:**

2023 - 2025

**Planning Status:**

The site is allocated in the North Warwickshire local plan for employment use (Class E/B2/ancillary B8) with a planning application programmed to secure an outline consent in Summer 2023

**Website:**

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

# MIRA Technology Park South Site Nuneaton

## 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 hectares 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. Whilst progressing through planning an early application would 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, West Midlands Combined Authority, Hinckley and Bosworth Borough Council and North Warwickshire Council.

## LOCATION

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





# Paradise Birmingham



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

## OPPORTUNITY

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

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

## THE FACTS

**Promoter:**

Paradise Circus Limited Partnership

**Scale:**

£1-1.2bn GDV

**Sector:**

Mixed-use including commercial, retail, leisure and hotel

**Location:**

Birmingham City Centre

**Investment Type:**

Development partner or funder

**Programme:**

Phase Two, 2019-2025

Phase Three and project completion, 2028

**Planning Status:**

Paradise masterplan for all phases includes outline planning consent

**Website:**

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

# Paradise Birmingham

## BACKGROUND

Located on a 69,000m<sup>2</sup> site at the city's heart, Paradise links Birmingham's civic, commercial and cultural quarters. Comprising ten individually designed buildings across the £1bn development, it is one of the largest and most strategically important city centre schemes outside of London.

Paradise comprises almost 185,000m<sup>2</sup> of high quality commercial, retail, leisure and hotel space, all set in superbly crafted public realm, truly befitting its exemplary historical setting.

Phase One lettings are well progressed. International professional services firm PwC took occupation of all 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 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, Cazenove Capital and MEPC who have moved their Birmingham operations to the building, together with flexible workspace provider Cubo opening its first operation in the city. Thai eatery Rosa's Thai Café and award winning wine bar and restaurant Vinoteca are located on the ground floor with Birmingham coffee roasters and eatery, Yorks Cafe and competitive socialising venue, F1® Arcade both due to open in 2023.

## DESCRIPTION

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.

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

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



Paradise Phase Two includes One Centenary Way, a 26,010m<sup>2</sup> office building, with space for shops and restaurants at the ground and upper ground level, which completed in early 2023. It will be home to the employee-owned built environment consultancy Arup which will occupy three floors for its new city centre campus; 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.

A new boutique style hotel with 152 bedrooms and Three Chamberlain Square, offering 17,559m<sup>2</sup> of Grade A offices and retail together with new public realm, including Ratcliff Square, will complete Phase Two by 2025.

Phase Three has outline planning permission to deliver a further five buildings and a new large public square, completing the improvements in pedestrian connectivity and public space across the city. This will encompass 64,855m<sup>2</sup> of Grade A office and ground floor retail space and the 49 storey, 370 unit Octagon residential tower, which will become the city's tallest building and a world first for Birmingham.

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

## PROMOTER AND PARTNERSHIPS

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

PCLP is delivering the enabling works including the creation of serviced development platforms for the Building Developers. The private sector funding for the specific buildings is being managed by 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.





# Perry Barr Regeneration Birmingham



Perry Barr was at the heart of the Birmingham 2022 Commonwealth Games, with the redeveloped Alexander Stadium hosting the athletics as well as the memorable opening and closing ceremonies.

More than £700m of public sector investment has been a catalyst for growth in the area, with the Perry Barr 2040: A Vision for Legacy masterplan setting out strident plans for new homes, attractive green spaces, and the creation of a diverse, high quality town centre at the heart of Birmingham's best-connected suburb.

## OPPORTUNITY

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

## THE FACTS

**Promoter:**

Birmingham City Council

**Scale:**

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

**Sector:**

Residential led regeneration, with opportunities for supporting commercial uses

**Location:**

Perry Barr, Birmingham

**Investment Type:**

Development partner/funder; Equity investor

**Programme:**

2018 – 2040

**Planning Status:**

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

**Website:**

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



# Perry Barr Regeneration Birmingham

## BACKGROUND

Identified as a key area of growth in the Birmingham Development Plan the city is capitalising on the opportunity of hosting the 2022 Commonwealth Games to transform Perry Barr. This transformation is a key legacy outcome for Birmingham.

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

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

## DESCRIPTION

Construction of the first phase of the Perry Barr Residential Scheme is under way and the first new homes will soon be ready for occupation. 968 1- and 2-bedroom apartments are being delivered for sale and rent across a broad variety of tenures including “later living”. Of the new homes under construction, 312 will be Affordable, and up to 49 are being made available for purchase at 70% of market value through the Government’s First Homes pilot.

Additional development plots within Phase 1 have consent for a range of apartments and family homes, which will come forward on a phased basis. Phase 2 has outline consent for up to 500 homes, mainly family housing-led and will come forward as a series of plots with opportunities for innovation in unit type and delivery mechanisms.

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

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



## PROMOTER AND PARTNERSHIPS

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

## LOCATION

Perry Barr centre is 3 miles north of Birmingham City Centre – a 15 minute journey by train or Sprint bus. Local cycle and walking links are among the best in the city and are set to be further improved.



# Telford Town Centre Living Cluster



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

## OPPORTUNITY

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

## THE FACTS

**Promoter:**

Telford and Wrekin Council

**Scale:**

£170m GDV

**Sector:**

Residential led

**Location:**

Telford Town Centre, Shropshire

**Investment Type:**

Developers, equity investors

**Programme:**

2022 onwards

**Planning Status:**

Allocation for residential and ancillary uses within the adopted Local Plan

**Website:**

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

# 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 has recently secured £17.025m of investment funding to take forward the next phase in the transformation of Telford Town Centre. This mixed use scheme will see the delivery of a range of new developments including a Digital Skills & Enterprise Hub and the delivery of circa 190 mixed tenure apartments and town houses, alongside infrastructure and connectivity improvements and public realm works. A planning application for the scheme was submitted in Autumn 2022 with a planning decision expected in June 2023. Works on the Digital Skills Hub are due to commence immediately following planning, with the residential development to start on site in Autumn 2023 and be completed by Autumn 2025. 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 focussed on high density but sustainable design to create a mixed tenure housing product which will be attractive o 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 The Marches Local Enterprise Partnership.

## LOCATION

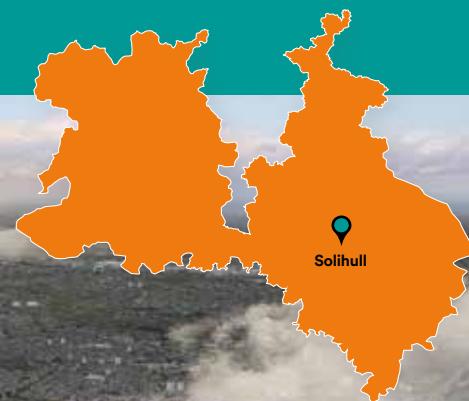
Telford is the fastest growing town in the West Midlands with over 600,000 people living within a 30-minute peak time recruitment catchment area. As a new town Telford benefits from a modern road network ensuring excellent connectivity for businesses with direct links to the highway network, four airports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

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





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



## THE FACTS

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

### OPPORTUNITY

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

#### Promoter:

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

#### Scale:

£3bn+ GDV

#### Sector:

Mixed-use: infrastructure, commercial, healthcare and residential

#### Location:

Solihull

#### Investment Type:

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

#### Programme:

Phase One (up to 2026)

Phase Two (2026–2030)

Phase Three (2030 onwards)

#### Planning Status:

Proposed for development in Solihull Council Local Plan

#### Website:

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

# The UK Central Hub Solihull including 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 key element of The Hub and the location of the HS2 Interchange Station, it covers 140 hectares of land with the opportunity to deliver 558,000m<sup>2</sup> of commercial space, up to 3,000 new homes and support 27,000 jobs. The realisation of 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 Places Ltd are preferred development partner with potential for early phases of development from 2025, well ahead of HS2 delivery into service.

**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 new and highly sustainable community of over 11,000 people living in a mature and green landscape. A new Grand Plaza and Urban Boulevard will act as catalysts for further commercial, leisure, retail and tourism development, alongside new public realm. The process to secure a development partner will commence within 12 months following a period of consultation and incorporation of responses to the masterplan.

Across The Hub, the Urban Growth Company (UGC) 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 local and strategic highways network; and a car parking strategy to make the best use of existing and planned parking spaces.

The UGC also has a medium-term objective to transform Birmingham International Station on the West Coast Mainline, creating a world-leading, multi-modal transport exchange, seamlessly connecting the HS2 Interchange Station, the NEC, Birmingham International Station and Birmingham Airport as well as passengers travelling from outside The Hub. More immediately, the UGC is exploring commercial development and public realm opportunities on 28,000m<sup>2</sup> of land adjacent to the station, in anticipation of its future transformation.

## PROMOTER AND PARTNERSHIPS

The UGC is a local, special-purpose delivery vehicle established and wholly owned by Solihull Council and supported by West Midlands Combined Authority. The UGC oversees and coordinates investment into the UK Central Hub in order to fully maximise the economic opportunities associated with the arrival of high speed rail. Approximately £65m of public investment has been secured in UK Central Hub by UGC and Solihull Council over the past four years, out of a planned programme of almost £400m. This is in addition to investment by partners including HS2, Birmingham Airport, NEC, Birmingham Business Park, National Highways and Jaguar Land Rover.

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

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

## LOCATION

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



# Coventry City Centre 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.

## THE FACTS

**Promoter:**

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

**Scale:**

£150m+ 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

**Website:**

<https://www.coventry.gov.uk/culturalgateway>



# 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 1 – involves the conversion of some floors into bespoke facilities for the storage, care and management of nationally significant arts, cultural and heritage collections.
- Phase 2 – the Cultural Hub phase is proposed by Coventry University, to provide a range of cultural educational, engagement, training, and professional development opportunities.
- Phase 3 – 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, Coventry University and CV Life.

## 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.



# Coventry City Centre South



## THE FACTS

**Promoter:**

Shearer Property Regen Ltd

**Scale:**

£450m+ 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, Listed Building Consents, S73 Minor Material Amendment Consent and Compulsory Purchase Order Confirmed

**Website:**

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

Coventry City Centre South is a residential led, mixed-use development in the heart of the city that will deliver up to 1,500 new homes alongside significant commercial and placemaking development.

## OPPORTUNITY

The scheme, which has outline planning consent, 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 scheme funder to bring forward the scheme, focused on the delivery of new residential development across a mix of tenures.

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

# Coventry City Centre South

## BACKGROUND

Hill 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.

Coventry City Council has secured a £98.8m grant from West Midlands Combined Authority to support the scheme and is also providing an additional £32.75m of grant funding itself. The Compulsory Purchase Order for the scheme was confirmed in April 2023.



## DESCRIPTION

The outline planning consent, alongside a S73 Minor Material Amendment Consent in January 2023, sets out minimum and maximum development parameters for residential, commercial and other uses, provides the platform for the delivery of transformational benefits, including the delivery of a range of homes and a new vibrant shopping and leisure experience within a significantly enhanced public realm environment. This will lead to the creation of many hundreds of new permanent jobs.

## PROMOTER AND PARTNERSHIPS

Shearer Property 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.





# Dudley Town Centre



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

## OPPORTUNITY

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

This comprehensive investment programme includes the following projects:

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

## THE FACTS

**Promoter:**

Dudley Council

**Scale:**

£110m+ GDV

**Sector:**

Mixed-Use. Housing, employment, retail and leisure

**Location:**

Dudley Town Centre, various sites

**Investment Type:**

Development partner

**Programme:**

2022-2027

**Planning Status:**

Variable planning status

**Website:**

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

# Dudley Town Centre

## BACKGROUND

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

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

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

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

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



## DESCRIPTION

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

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

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

Dudley borough is undergoing an exciting transformation with over £1bn of investment on site or planned for development in the coming years. It is the historic capital of the Black Country, a region located in the heart of the West Midlands and the centre of the UK. It is close to the M5 and M6 Motorways, just 13 kilometres from Birmingham City Centre and within easy reach of Birmingham Airport.



# DY5, Dudley Borough's Enterprise Zone



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

## OPPORTUNITY

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

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

## THE FACTS

**Promoter:**

Dudley Council

**Scale:**

£100m+ GDV

**Sector:**

Mixed use Industrial, Residential and Office

**Location:**

Dudley

**Investment Type:**

Development partner, Equity investor

**Programme:**

2022 - 2027

**Planning Status:**

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

**Website:**

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



# DY5, Dudley Borough's Enterprise Zone

## BACKGROUND

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

The enterprise zone is set to benefit from major infrastructure investment, improving connectivity and adding to the attractiveness of the area. The Wednesbury to Brierley Hill Metro Extension will provide a direct link to Birmingham and the wider West Midlands by 2024 as part of the phase 1 development.

The enterprise zone is also home to a new Music Institute, 'Resonance', which opened in 2021, providing degree qualifications in a range of specialisms linked to the music industry, including sound production, lighting and staging. In addition, the Merry Hill Shopping Centre which straddles the DY5 Enterprise Zone at the Waterfront, Brierley Hill is seeing some £50 million investment in the upgrading and expansion of the experiential retail and leisure offer.



## DESCRIPTION

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

Investment options in the six areas include:

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

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

**Harts Hill:** 2 hectares with potential for industrial development.

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

**Blackbrook Valley:** 1.5 hectares with potential for industrial development.

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

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

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



# Greater Icknield and Smethwick



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

## OPPORTUNITY

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

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

## THE FACTS

### Promoter:

Sandwell Metropolitan Borough Council and Birmingham City Council

### Scale:

£850m GDV

### Sector:

Mixed-use Residential

### Location:

Smethwick, Sandwell and Birmingham

### Investment Type:

A range of delivery and investment options

### Programme:

2022 - 2030

### Planning Status:

The sites are allocated in the adopted Local Plans

### Website:

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

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

<https://www.wmca.org.uk/media/1695/icknield-prospectus-1016.pdf>

# Greater Icknield and Smethwick

## BACKGROUND

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

## DESCRIPTION

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

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

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

In the adjacent area falling within Birmingham City Council boundary, public sector partners have been active with land assembly to bring forward 3,000 homes. This includes the acquisition of the majority of the Birmingham City Hospital site by Homes England. Homes England have submitted an outline application for up to 750 homes, and the site is being marketed to investor developers.

The first phase of new homes and open space at Port Loop has now been completed; subsequent phases have outline consent. The 750-home development at Soho Loop is nearing completion. Major infrastructure improvements along Dudley Road are now funded following a recent successful Levelling Up Fund bid and will provide an improved connection to the City Centre. A new secondary school is also planned for the area.

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

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

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





# Green Innovation Corridor

PHASE 1: GREEN INNOVATION CORRIDOR



Wolverhampton's Green Innovation Corridor (GIC) will connect key assets at the University of Wolverhampton's Springfield Campus with University of Wolverhampton Science Park, the city centre and potentially further north to i54 Business Park.

It will introduce new development opportunities, and incubation space stimulating further regeneration and improvements to the city's green and blue networks.

## OPPORTUNITY

The Green Innovation Corridor will support the growth of new green industries, turbocharging economic prosperity and closing the productivity gap. It will address the need for nurturing and mentoring new entrepreneurs, supporting new business start-ups, scaling up, and developing new products and services - aligning to Wolverhampton's existing strengths in high value manufacturing, green technologies, digital innovation and brownfield land regeneration. Development activity on a phased basis will focus on vacant and underutilised land at the University of Wolverhampton Springfield Campus and University of Wolverhampton Science Park and surrounding areas.

## THE FACTS

### Promoter:

City of Wolverhampton Council  
University of Wolverhampton

### Scale:

£225m GDV

### Sector:

Research, Education and Skills  
Digital Tech, Advanced Manufacturing,  
Green Industries / Innovation, Aerospace & Employment

### Location:

Wolverhampton

### Investment Type:

Investor / Development Partner / Funder / Equity Investor for  
Development Sites / End Occupiers - research / Digital Technology  
Green Innovation and Advanced Engineering and Manufacturing  
Businesses

### Programme:

2023 onwards

### Planning Status:

Corridor spans two adopted Area Action Plans

### Website:

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

# Green Innovation Corridor

## BACKGROUND

The initial phase at University of Wolverhampton's Springfield Campus will regenerate a University of Wolverhampton-owned and operated 1.21 hectare brownfield site, creating a total of 4,955m<sup>2</sup> of new innovation commercial / incubator workspace and 330 high quality jobs for local people. Talent will be retained by delivering opportunities for students from the co-located Thomas Telford University Technical College, School of Architecture and Built Environment, and the City of Wolverhampton College's Construction Innovation Centre. This project will also provide 4,410m<sup>2</sup> public realm and 200m green blue infrastructure, leveraging significant private sector investment.

Acting as a catalyst for future phases, the Green Innovation Corridor will overall deliver 22,762m<sup>2</sup> of new commercial and incubator space, create 1,220 jobs, and regenerate 2.32 hectares for mixed use development on 3.96 hectares of brownfield land.

The vision for the Green Innovation Corridor will drive the Green Industrial Revolution, building on Wolverhampton's sustainable construction, green and circular economy credentials. The Corridor builds on the city's key assets in skills, research and high-end manufacturing to level up the city's 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 opportunities in this area to enhance the research and development offer at University of Wolverhampton Science Park and create a green innovation district linked to the National Brownfield Institute in the city centre.

## DESCRIPTION

The Green Innovation Corridor will build on regeneration undertaken at the Springfield Campus. Phase One of the Springfield Campus development focused on learning, skills development and education and includes the state-of-the-art School of Architecture and the Built Environment. Phase Two concentrated on the establishment of a new £17.5 million National Brownfield Institute, a world-class research centre providing expertise to develop modern methods of building through innovation and partnership with the construction industry, focusing on techniques to remediate and regenerate brownfield land. The GIC first phase proposes a further 11,148m<sup>2</sup> of commercial innovation floorspace over three discrete units designed to highly sustainable credentials. This space will create opportunities for business growth and start-ups around the epicentre of the National Centre for Sustainable Construction.

A further GIC phase will see development activity at the University of Wolverhampton Science Park, which is home to over 100 businesses in a diverse range of sectors. Existing occupiers include those in aerospace, agricultural technology, automotive, construction, information technology, life sciences, professional and business services, with an ever increasing and fast-growing demand for provision and development of additional commercial and occupier space. A Centre of Excellence for Advanced Manufacturing & Digital Innovation is proposed, comprising of incubator space and start-up units as a hub of digital economy and aerospace. It builds on the University of Wolverhampton's ambitions to develop a Centre of Excellence for Digital Innovation in Smart Cities.

The development will complement innovation activities at Springfield Campus, accommodating demand for workshops, laboratories, offices and new commercial space. The proposals will stimulate wider regeneration along the Corridor acting as a catalyst for additional private sector investment, unlocking brownfield sites for sustainable and mixed-use development and improving the canal and overall connectivity.

## 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.



# M6 Junction 10 Cluster Walsall



## THE FACTS

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

**Promoter:**

Walsall Council

**Scale:**

£300m+ GDV

**Sector:**

Advanced Manufacturing, Construction Technologies, Transport Technologies, Logistics

**Location:**

M6 Junction 10, Walsall

**Investment Type:**

Forward funding developers, and occupiers

**Programme:**

2023-2028

**Planning Status:**

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

**Website:**

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



# 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 with £26m of investment and on-site work nearing completion on the £78m 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 2024.

## DESCRIPTION

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

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

Walsall Council has already taken a lead role in supporting delivery of two of the key sites within the cluster to act as a catalyst for future investment. Henry Boot Developments are working as developer partner for one of the largest employment opportunity sites in the West Midlands region and jointly owned by the UK Government and Walsall Council. Recently rebranded as SPARK the site 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 currently underway to prepare the site for the delivery of major employment space from 2024 onwards.

The 8 hectare 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.

## 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 Black Country Enterprise Zone area will also open in 2024 with connections to Birmingham and Wolverhampton.



# Martineau Galleries Birmingham



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

## OPPORTUNITY

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

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

## THE FACTS

**Promoter / Partners:**

Martineau Galleries Limited Partnership

**Scale:**

£1bn GDV

**Sector:**

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

**Location:**

Birmingham City Centre

**Investment Type:**

Funding partner for phased development

**Programme:**

Phased delivery commencing 2024 through to 2034

**Planning Status:**

Outline planning consent granted for the entire scheme

**Website:**

[www.martineaugalleries.co.uk](http://www.martineaugalleries.co.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.





# Transforming Nuneaton



## THE FACTS

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

### OPPORTUNITY

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

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

#### 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 submitted, determination due Spring 2023

#### Website:

<http://www.graysonplace.co.uk/www.graysonplace.co.uk>

# 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 2019 CoFresh invested over £10m in a new 130,000m<sup>2</sup> manufacturing and distribution centre, and Goodman recently completed a new 230,000m<sup>2</sup> unit. In the town centre, recently launched Grayson Place development sees construction of a new hotel taking place, the first building within this mixed-use site being promoted by Queensbury and Nuneaton and Bedworth Borough Council. The site which has outline planning permission for leisure uses, residential and a food hall, supported by a new multi-story car park will be a boost to the leisure offer in the town centre and complement the new residential and commercial offers that are being developed.

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

## DESCRIPTION

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

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

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

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

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

## PROMOTER AND PARTNERSHIPS

Warwickshire County Council and Nuneaton and Bedworth Borough Council are working together with 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 75mins and to Birmingham in 30mins.





# 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 hectares (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 prepared 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 the masterplan is finalised, the delivery strategy will offer a range of options for investors and development partners.

## THE FACTS

**Promoter:**

University of Warwick and partners

**Scale:**

£250m+ 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 published January 2023

**Website:**

<https://www.stratford.gov.uk/planning-building/wellesbourne-innovation-campus-spd.cfm>

<https://warwick.ac.uk/about/strategy/innovation/>



# 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 draft 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 sports 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 draft framework masterplan is already available on the Stratford-upon-Avon District Council website, and the development and investment options will be finalised by early 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.

## 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.



# West Midlands Gigafactory



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

## OPPORTUNITY

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

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

It will be one of the largest new industrial facilities of any kind in the UK.

The project will inject a £2.5bn investment into the region and create up to 6,000 new highly skilled jobs directly and many more in the supply chain.

## THE FACTS

### Promoter:

Coventry City Council and Coventry Airport Limited

### Scale:

£2.5bn+ GDV

### Sector:

Industrial

### Location:

Coventry South

### Investment Type:

Range including partnership, direct development or co-investment

### Programme:

Pre-planning, operational 2025

### Planning Status:

Resolution to grant outline planning consent: Jan 2022

### Website:

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

# West Midlands Gigafactory

## BACKGROUND

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

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

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

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

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



## DESCRIPTION

The West Midlands Gigafactory will become one of the UK's largest single industrial buildings, covering the same area as 74 football pitches. It will be powered by 100% sustainable energy and at full capacity will produce up to 60GWh – enough to power 600,000 electric vehicles per year. The West Midlands Gigafactory will attract a £2.5bn investment, create up to 6,000 direct jobs and tens of thousands more in the supply chain.

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

## PROMOTER AND PARTNERSHIPS

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

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

## LOCATION

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





# Former Ironbridge Power Station



## THE FACTS

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.

#### Promoter / Partners:

Harworth Group plc from Shropshire Council

#### Scale:

£250m+ GDV

#### Sector:

Housing, employment, leisure and community uses

#### Location:

Ironbridge, Shropshire

#### Investment Type:

A range of future delivery and investment options

#### Programme:

2022–2036

#### Planning Status:

Outline planning approval granted in September 2021

#### Website:

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

<https://www.investinshropshire.co.uk/locations/former-ironbridge-power-station/>

# Former Ironbridge Power Station

## BACKGROUND

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

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

Since buying the site, Harworth Group plc has both masterplanned development, 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 hectare site located on the border of neighbouring Telford at the heart of Shropshire is in a rural environment with good road and rail connectivity to the Black Country and the wider West Midlands region.

Harworth Group plc had outline planning approval granted in September 2021, 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 circa 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 is being 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

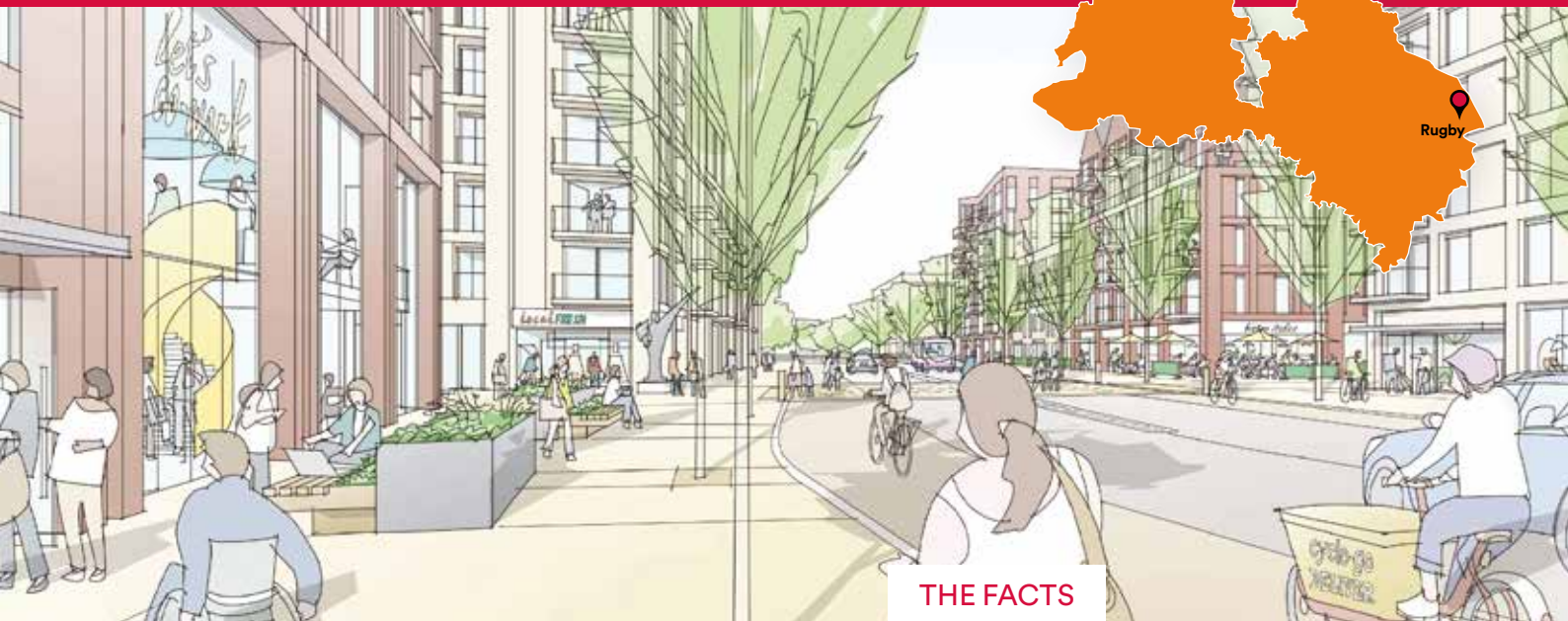
The Former Ironbridge Station is being promoted by Shropshire Council, working in partnership with site owner and developer the Harworth Group plc.

## 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.



# Rugby Town Centre



## THE FACTS

**Promoter / Partners:**  
Rugby Borough Council

**Scale:**  
£300m+ GDV

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

**Location:**  
Rugby Town Centre

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

**Programme:**  
2022–2035

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

**Website:**  
[www.rugby.gov.uk/regeneration](http://www.rugby.gov.uk/regeneration)

A mixed-use redevelopment within one of the fastest growing authorities 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 authority in the West Midlands and is well known as the birthplace of Rugby football which celebrates its 200th Anniversary this year. 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 on the Northampton line and will link Houlton to Rugby.

## 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, is the basis for future planning and investment decisions and will inform the planning framework for the town centre within the Local Plan Review.

Funding has been successfully secured between 2021 and 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, etc. Plans are currently being drawn up in relation to the spend of this funding.

The Council has also created a £5million town centre strategy reserve. This will be used to drive development in the town centre. Investment is already being committed to the town centre and developers are recognising the high development potential of the town in light of the publication of the Strategy. Planning permission has been granted for the partial redevelopment of the Rugby Central shopping centre (reference RC20 within the Strategy) to provide a mixed used residential and commercial scheme with a high-quality design which will become a focal building within the entrance to Rugby town centre.

## 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 £5million 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.



# Shrewsbury Riverside



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

## OPPORTUNITY

The former Riverside & Pride Hill Shopping Centres, associated multi-storey car park, bus station and surrounding area provides a 4 hectare regeneration opportunity 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 April 2025.

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

## THE FACTS

**Promoter:**

Shropshire Council

**Scale:**

£350m+ GDV

**Sector:**

Housing, office, hospitality, food and beverage and leisure

**Location:**

Shrewsbury, Shropshire

**Investment Type:**

A range of future delivery and investment options

**Programme:**

2023–2033

**Planning Status:**

Outline planning applications for development sites and demolition due March 2024

**Website:**

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

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

# Shrewsbury Riverside

## BACKGROUND

Shrewsbury has recently been tipped as London's understudy by The 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 residential-led mixed-use quarter alongside the town's first grade A office space, built to Zero Carbon targets 2030.

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

## DESCRIPTION

This is part of a town wide approach to growth across six character areas in the town centre identified by the Big Town Plan vision. With the potential of 41,000m<sup>2</sup> of flexible development complemented by up to 260 residential units and 450 car parking spaces.

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

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, 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, and the leisure-led redevelopment of the former Pride Hill shopping centre site and the adjacent, recently acquired Raven Meadows surface car park.

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

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

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





# Snowhill Birmingham



## THE FACTS

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

### OPPORTUNITY

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

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

#### Promoter:

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

#### Scale:

£1bn+ GDV

#### Sector:

Employment-led mixed-use scheme

#### Location:

Birmingham City Centre

#### Investment Type:

Development partner or funder

#### Programme:

High-level indicative milestones:

- Full Business Case development completion 2023- 2024
- Land Assembly Programme 2022 - 2028
- Phased Implementation to commence (subject to procurement) 2027

#### Planning Status:

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

#### Website:

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

# 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 HS2, KPMG and Barclays as national and regional centres. The decision by BT to take 26,300m<sup>2</sup> to employ up to 4,000 people was the latest in a long line of big wins for Snowhill.

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

## DESCRIPTION

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

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

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

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

## PROMOTER AND PARTNERSHIPS

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

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

## LOCATION

Excellent public transport exists with 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 will be complemented by investment in fully segregated cycle lanes and an extension to the Metro network.



# Walsall Town Centre



## THE FACTS

**Promoter:**

Walsall Council

**Scale:**

£300m+ GDV

**Sector:**

Mixed-use Retail, Leisure, Office and Residential

**Location:**

Walsall Town Centre

**Investment Type:**

Development partners, forward funding and occupiers

**Programme:**

2023-2028

**Planning Status:**

Walsall Town Centre Area Action Plan adopted January 2019

**Website:**

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

**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 proposition to work in partnership with the Council and other agencies is being developed to secure the delivery of a number of attractive investment opportunities in support of the Council's long-term vision for the town centre. This will build on the significant investment in the Waterfront scheme and world-class New Art Gallery, 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 for which a £78m improvement scheme is nearing completion. The town centre also benefits from frequent bus and rail services to nearby centres and Birmingham New Street mainline rail station. Over £425m 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.

In 2019 there were significant improvements to rail services on the Chase line into Walsall and the introduction of direct rail services from Walsall to Birmingham International mainline rail station. 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 2024. 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 stage 3 with construction works forecast to commence mid 2024.

Furthermore, £21.4m has been secured through the Towns Fund programme to help deliver a variety of projects that are now in development, with urban regeneration, green transport and economic growth outcomes.

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

## 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 Inclusive Growth Corridor.

## LOCATION

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



# West Bromwich Town Centre



A collection of Town Centre mixed-use regeneration opportunities shaping a new vision for West Bromwich across 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 hectares in West Bromwich, Sandwell's strategic centre. This is an opportunity to be a major development partner in the regeneration of the eastern part of the town centre delivering over 1,400 new homes, leisure, and key ancillary commercial and retail floorspace.

## THE FACTS

**Promoter:**

Sandwell Metropolitan Borough Council

**Scale:**

£507m+ 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

**Website:**

<https://regeneratingsandwell.co.uk/>

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

## DESCRIPTION

The West Bromwich Town Centre Masterplan was 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 £25m 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 in the inner town centre at a scale not often seen in such a central location. The opportunity sites cluster around key transportation links to Birmingham within 15 minutes via a frequent Metro service and the proximity of J1 of the M5 Motorway are particularly attractive features of this location. Sites include Cultural Quarter, George Street and Queens Square Living, The Lyng, Urban Pocket Park and West Bromwich Central.

Through land assembly across these distinctive zones working with willing vendors, and supported by the public sector significant development opportunity exists. Sandwell Council is working to support the delivery of more than 1400 new town centre homes in West Bromwich and a complimentary leisure, retail and commercial offer, which will bring new users and sustain the long-term viability of the town centre.

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

## PROMOTER AND PARTNERSHIPS

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

## LOCATION

The location is a prime town centre contiguous cluster of development sites, much of which being within Sandwell Council's ownership. There are excellent links to Birmingham/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 kilometres away and the main West Bromwich bus station is adjacent to the sites. Sandwell & Dudley train station is 1.5 kilometre 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.







**West Midlands**  
Combined Authority

