Foreword

I am delighted to present this Investment Prospectus for the West Midlands Combined Authority.

Our region has always been a key economic driver for both the UK and Europe. However becoming a Combined Authority has instilled confidence and encouraged us to be even more ambitious for the region. We have already negotiated an unprecedented Devolution Agreement with government, which will result in around £8bn of investment into the region over the next 30 years, delivering the means to finance our ambitions.

With the seven West Midlands’ Metropolitan Councils along with non-constituent authorities from across the 3 Local Enterprise Partnerships of Greater Birmingham and Solihull, Coventry and Black Country coming together we are able to make a greater impact and create further opportunities for international investment. A selection of these are detailed in this Prospectus, but with the advance of our Combined Authority and delivery of what is a bold and ambitious Strategic Economic Plan there will be many more investment opportunities on the horizon.

This Prospectus showcases over £8bn worth of projects that are available for investment - I look forward to welcoming the new businesses and jobs that these opportunities will attract to our region.

Councillor Bob Sleigh
Chair of the West Midlands Combined Authority
1 Introduction

As a concentration for global investment, the UK is a major presence on international markets, with investment driving forward the growth of the economy. With the role of London clearly acknowledged, there is a place for investors to find many other attractive investments outside of the South East, reflecting the strong business base and the role the rest of the UK does to maintain and improve the country’s global competitiveness.

At the heart of the UK, the West Midlands has a long and proud history of industry, innovation and diversity in its cities, towns and villages. The region includes nationally significant assets, such as Shakespeare’s birthplace, which support a high quality of life. The area’s vibrant cities and towns create a patchwork of urban environments with unique characteristics, complemented by villages and countryside that are easily accessed and enjoyed by millions.

Our economic strengths include advanced manufacturing and engineering, as well as a number of growing dynamic sectors. Our population of over 4 million contains a highly skilled pool of talent, reflecting the hundreds of globally competitive businesses, from Carillion to Moog and from Jaguar Land Rover to Cadbury who make this area their home. Along with being the only part of the UK to operate a trade surplus with China, these conditions offer the West Midlands a fantastic foundation for growth.

With the Government’s backing to the Midlands Engine for Growth and commitment to the West Midlands Devolution deal, we are now empowered to deliver real sustained growth in the region. This is why we are working in partnership across the region and have put in place a clear economic plan to make the West Midlands the best place in the UK to do business by ensuring resources are focused in the right places at the right times to deliver fast, flexible and dynamic change. The UK Government sees the potential of the region, and have placed it at the centre of the proposed national High Speed Rail Network.

The West Midlands has unparalleled growth potential, which has been reflected in recent year on year rises in foreign direct investment into the region. This prospectus has been prepared to support us to keep pace with the speed of development in the area to achieve our growth plans. Each part of the West Midlands is bringing forward a range of opportunities for investment, with a selection of these included in this prospectus. We will continue to create the conditions for growth, and bring forward further investment opportunities.

Martin Reeves
Chief Executive of the West Midlands Combined Authority
Economic information

The West Midlands has a number of strengths and assets that make it one of the most exciting regions to invest in Europe.

A Strong and Diverse Economy
The West Midlands’ economy, already home to hundreds of globally competitive businesses which provides a strong foundation for growth and in recent years its economy has grown faster than the national rate. The core of its economic strength is in advanced manufacturing and engineering but a number of growing dynamic sectors, including creative, digital and life sciences, are playing an increasingly significant role in the area’s successes.

The region is rapidly becoming a top global investment destination, as represented with a surge in the number of speculative developments. The recent decision by M&G Real Estate, one of the UK’s largest property investors, to fund the construction of Ballymore’s Three Snowhill, a 42,000sqm office development in Birmingham city centre represented the largest ever speculative city centre office scheme to be built outside London.

Introduction of High Speed Rail
The arrival of HS2 represents a once-in-a-generation opportunity to drive economic growth and prosperity across the region and create a legacy in terms of regeneration, jobs, skills, and connectivity. HS2 will bring nearly one half of the country’s population within an hour’s travel time of Birmingham Airport. For Londoners the Airport’s HS2 station can be viewed as being on Zone 4 of the London underground. HS2’s national construction headquarters are already based in Birmingham, which will also host the National College for High Speed Rail.

Equally significant, the interchange station and Hub at UK Central in Solihull will provide an international gateway with seamless integration between HS2, Birmingham Airport, the NEC and rail and metro services within a carefully designed and environmentally responsive development.

Unrivalled Connectivity
High quality connectivity, by rail, road and air, is a significant competitive advantage for the region. At the heart of the country’s motorway network of the M1, M5, M6 and M42 and with the busiest railway station outside London over half of the UK population is within two hours reach whilst 90% are within a four hour commute.

With the further development of Birmingham Airport the region is now better connected than ever to the global economy with direct flights to 140 destinations including West Coast USA, China and South Africa.

A Vibrant Business Base
Start-up Britain recently reported that 18,337 new businesses were registered in Birmingham in 2014, the highest in any UK city outside London, much of which is because of growing strengths in digital, life science and creative and cultural sectors. Aston is one of only three business schools nationally to hold Small Business Charter Gold status, and has experience of working with hundreds of SMEs to support their business growth on high profile programmes such as Goldman Sachs 10,000 Small Businesses. In Coventry, businesses are leaders in intelligent mobility and Leamington Spa has an internationally significant cluster of digital gaming businesses.

Foreign Investment
The area is a national leader in attracting foreign direct investment (FDI) and continues to see a rise in investment levels. In 2015, there were over 90 FDI projects, up 46% on the year before and above the UK average (UK Attractiveness Survey, 2016). The investments included businesses that are already in the region as well as new ones, with over 7,000 jobs created.

Coventry and Warwickshire has double the employment share in foreign owned firms than the UK average. In 2014/15 the Greater Birmingham and Solihull LEP had the highest number of FDI successes and the highest number of new jobs arising from FDI of all LEPs. In 2015 Birmingham was named as the most investable city in the UK by PwC and the Urban Land Institute and sixth most investable in Europe, ahead of London, Paris and Barcelona. It also became the only city in Europe to be named a ‘Location for the Future’ by Site Selection.
Commercial led

- HS2 Curzon, Birmingham.
- MIRA Technology Park, Warwickshire.
- Branston Locks, Burton-upon-Trent.
- M6 Junction 10 Location, Walsall.
- UK Central - HS2 Interchange and Hub.
- i54 Western Extension, Wolverhampton.
- Wolverhampton City Centre.
- Birmingham Smithfield.
- Birmingham Life Sciences Campus.
- Walsall Strategic Centre.
- Aston Manufacturing Hub, Birmingham.
- Perry Barr, Birmingham.
- South Kidderminster Enterprise Park.
- Black Patch Intervention Area, Sandwell.
- Redditch Eastern Gateway.
- Friargate, Coventry.
- Stoneleigh Park (Kenilworth) and the National Low Carbon Centre (NLCC).
- Transforming Nuneaton.
- Brierley Hill Town Centre.
- Creative Quarter, Royal Leamington Spa.
- Coventry City Centre South.
- Whitley South, Coventry.
- Lyons Park, Coventry.
- Loades Ecopark Exhall, Coventry.
- Ansty Park, Coventry.
- Bromsgrove Enterprise Park.
- Kidderminster Eastern Gateway.
- Redditch Town Centre.
- East Birmingham.

Residential led

- Radio Station Site, Rugby.
- Gaydon/Lighthorne Heath.
- Greater Icknield, Birmingham.
- Canal Quarter, Stratford-upon-Avon.
- Metro Investment Corridor, Dudley.
- Willenhall and Bilston Town Developments.
- Friar Park, Sandwell.
- West Bromwich Town Centre.
- Jewellery Line, Dudley/Sandwell.
- 49-51 Holloway Head, Birmingham.
- Churchfields, Kidderminster.
- Pensnett Location, Dudley.
- Grove Lane Intervention Centre, Sandwell.
Overview

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 - is planned together with a National College for High Speed Rail. The city is already home to the national High Speed Rail Construction Headquarters.

The Birmingham Curzon masterplan sets out the City Council’s aims for the station and demonstrates the regeneration potential of the area that could result in a £1.4bn economic uplift.

A £700m investment programme has been identified for Curzon to maximise the economic benefits and impact that HS2 will have in the area. This programme will integrate the station into the city centre, lead to the expansion of the Midland Metro network (the Government has already committed £37m to this project) and provide the necessary infrastructure to unlock key sites bringing growth and development forward. This will create the conditions to attract investment, businesses and residents to the area.

The station will be operational by 2026, and there are already opportunities to bring forward development. The masterplan sets out how HS2 will maximise the regeneration and development potential of the city centre, in particular Eastside, Digbeth and the eastern side of the City Core. The masterplan area covers 141ha and comprises over 30 strategic development opportunities within the extended City Centre Enterprise Zone. These sites can provide around 4,000 new homes and 600,000sqm of commercial, leisure and retail floorspace.

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Overview

Located at the geographical and automotive heart of the UK, MIRA Technology Park is Europe’s leading centre for transport research and development.

Set in 336ha, the Park provides access to world class engineers and independent resources, including a 100km proving ground, more than 37 major test laboratories, and over 600 consultants.

MIRA Technology Park offers a campus style environment, which is designed to serve our residents’ every need.

We offer flexible property solutions, from start-up offices and workshops to bespoke buildings designed and built to your precise R&D requirements.

Resident companies have direct access to MIRA Technology Park’s wide range of facilities, expertise and engineering capabilities, which together enable convenient, fast-track automotive development.

Our customer support teams can help to ensure a soft landing for businesses locating in the UK for the first time by providing support with UK visas, work permits, shipping and customs clearance, and travel and accommodation.

Whilst surrounded by beautiful countryside, MIRA Technology Park offers excellent accessibility with convenient road, rail and air connectivity, and our MIbus service connecting local towns. We also provide sustainable on-site transport.

MIRA Technology Park is a world class centre of excellence.

Contact

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Overview

Branston Locks is a proposed Sustainable Urban Extension to the growth point of Burton-upon-Trent in East Staffordshire. It is over 161ha in size, benefits from excellent links to the national motorway network and sits on the primary corridor between the West Midlands and East Midlands conurbations. A range of investment opportunities are available in commercial property development and housing development.

Recent significant developments in the surrounding area have proved extremely popular, as businesses look to capitalise on the key location benefits, skilled and adaptable workforce and the growing opportunities of the local supply chain across advanced manufacturing, distribution, automotive, service, technology and retail sectors.

Following the granting of outline planning consent, the site is now in a position where investment and development can genuinely come forward at some pace to deliver:
- Up to 2,500 homes.
- 90,000sqm of employment land suitable for B1, B2 and B8 development creating over 3,800 jobs.
- 4,000sqm of retail and leisure development.
- Significant provision for the elderly.
- An 80 bed hotel.
- A brand new three-form entry primary school.

In addition a new sports hub and secondary school are being delivered on neighbouring sites. Works are scheduled to start on site in Summer 2016 with the construction of a new bridge over the Trent & Mersey Canal, installation of new mains services and the access road into the main employment site. Construction of the first houses will begin in early 2017.

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Overview

The corridor linking Walsall Town Centre with the M6 offers the opportunity to deliver a mix of renewal and redevelopment to evolve new attractive residential communities and first class employment land for high-quality manufacturing and logistics businesses serving the regional economy. The area’s typical Black Country mix of homes and industry extends alongside the railway and canals to the north.

Within the corridor, the Town Centre, Wyrley & Essington and Walsall canals, the A34 and Pleck Road, and the Walsall to Cannock railway connections offer the major areas for residential growth.

The major employment opportunities in this area form part of the Black Country Enterprise Zone. The redevelopment of the Enterprise Zone site adjacent to M6 junction 10 will start the transformation of this former heartland of Black Country engineering and traditional lock manufacturing industries, to create new high quality employment areas, with potential for freight sidings. The area has high quality road connections for freight with access to the national motorway network - through the Darlaston Access Project and Junction 10 improvements.

The area has an ongoing infrastructure investment programme, with the £26m Darlaston Access Project already completed, improving local highways access and flows throughout the Enterprise Zone area and to M6 Junction 9 and 10. Manor Hospital has also undergone comprehensive improvement with new state-of-the-art facilities increasing the services provided. Further improvements are planned, with the £65m M6 junction 10 improvement scheme to improve transport flows to complete in 2020.

Contact
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Overview
The UK Central Hub is a unique concentration of global businesses and strategic economic assets - proposed High Speed Rail Interchange Station, Arden Cross, Birmingham Airport, National Exhibition Centre (NEC), Birmingham Business Park and Jaguar Land Rover. The area attracts significant international investment, including Genting UK’s £150m Resorts World Birmingham, as well as UK Government support, with a £300m allocation for improving Junction 6 M42.

The Interchange will be at the heart of Arden Cross - a new mixed-use, 140ha global business hub. A hub for multiple forms of travel, the Interchange will be connected to the NEC and Birmingham Airport via an Automated People Mover stopping at the Birmingham International Integrated Transport Hub, connecting visitors to mainline services, Metro or Bus Rapid Transit. Investment in infrastructure will realise the immense development opportunity around the Interchange with initial estimates of over 245,000sqm commercial premises, creation of some 20,000 jobs and over 2,000 new homes.

Over 1,300ha in the wider Hub, provides a cluster of complementary activities. Current opportunities include 40ha at Birmingham Airport and 6ha for design and build on Birmingham Business Park. Forthcoming masterplans from NEC and Birmingham Airport will provide additional opportunities offering an unparalleled location and compelling business destination.

The West Midlands Devolution Agreement has secured £348m investment for the Interchange and ‘People Mover’, in addition to identified sources of £288m for wider UK Central Infrastructure. This brings over £900m direct investment to the area over a 30 year period, demonstrating the commitment to realising its potential for growth.

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Overview
The area around i54, one of the largest strategic employment sites in the UK, is rapidly becoming one of the premier high quality employment locations in the West Midlands and a key gateway to Wolverhampton and the north of the Black Country. Having attracted high quality blue chip companies in Jaguar Land Rover and Moog Aerospace, the site is living evidence of the huge economic potential of this area to attract investment.

The Western Extension to i54 offers the opportunity for the region to offer opportunities to further develop the region’s engineering base, with advanced manufacturing, transport technologies, environmental technologies, building technologies, and business services identified as five transformational sectors for the site.

The area will benefit from recruitment processes. For example, there is a system for JLR to recruit local residents including apprenticeships and pre-recruitment courses, and there is an education partnership centre operational on i54.

As a key area in the Strategic Economic Plan, this 40ha site offers the potential to attract additional world class businesses. There is strong demand to continue this momentum by creating the right conditions for growth for further development.

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Overview

The City of Wolverhampton has one of the fastest growing economies in the UK and is already realising its ambitious plans for growth and investment. £1.7bn of development has been recently completed or is on site and there is a further £2bn of pipeline opportunities.

The City Centre is the highest priority for transformation and new investor and developer partners are sought who share the City Council’s vision, passion for high quality urban design, creativity and innovation. The Centre has the potential for continued growth and expansion to provide a high quality shopping, cultural and leisure environment, to significantly develop the office and service sector; and to increase the resident population. The major regeneration opportunities are:

Westside, as the western gateway to the city’s retail core, offers the opportunity to deliver high quality mixed use retail, leisure (including hotel and cinema), office and residential scheme. The majority of sites are owned by the City of Wolverhampton Council.

In Southside, sites offer the potential to provide a mixed use retail and leisure scheme, plus office centre living. The adjacent retail core is already seeing a £35m refurbishment scheme. The site is owned by the City of Wolverhampton Council.

At the Interchange project, the city is beginning to implement the next phases, which include a new railway station building and proposals for two new offices to complement the successful implementation of the first blocks.

The Canalside Quarter is a major opportunity of 47ha, to deliver mixed use retail, leisure and residential opportunity. This will be underpinned by a new educational estate, now being built, with major investment by the University of Wolverhampton. The majority of the site is owned by the City of Wolverhampton Council.

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Overview

Birmingham Smithfield is one of the largest and most attractive City Centre regeneration opportunities in the UK. Covering 14ha of land, the site has all the ingredients to become a hugely successful and vibrant place. It aims to capitalise on the rich history of the area, proximity to the major retail offer, the creative quarter and knowledge hub and the future city centre terminus for High Speed 2.

The future vision for Birmingham Smithfield includes new vibrant retail markets, exciting family leisure, cultural buildings, a residential neighbourhood, public squares and transport facilities. The site has capacity to deliver 300,000sqm of new floorspace and 2,000 new homes, with an investment value of over £500m.

As the major landowner, the City Council has prepared a detailed Masterplan to create a legacy for the city - a place for people that stands the test of time as an international exemplar of sustainable development.

The site is within the Enterprise Zone, with funding secured to support the site’s development. The relocation of the wholesale markets from the area to new facilities within the city in 2017, marks the beginning of a new era and the opportunity to realise the transformational potential.

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Overview

Wolverhampton City Centre

Wolverhampton

Overview

Birmingham Smithfield

Birmingham

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Overview

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Overview

Wolverhampton

Wolverhampton City Centre

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Overview
Birmingham is a powerhouse for the Life Sciences sector. Within a central cluster it combines extensive research and development facilities, strong collaboration between academia and industry, a knowledgeable and well connected community and access to one of Europe’s largest, most diverse populations.

The City is looking to bring forward a portfolio of private and public sector sites in the South of Birmingham for the Life Sciences sector. This includes a state-of-the-art Life Science Campus in Selly Oak with the potential to deliver up to 50,000sqm of new floorspace across a number of 3-4 storey buildings. The campus will specialise in research and development, clinical trials, pharmaceutical manufacturing and regional headquarters, providing opportunities for export rich growth and employment.

The campus has the potential to provide a world-class environment for businesses to start up and grow, as well as those, which are expanding or wishing to relocate. The area is home to life science specialisms of clinical and academic excellence including Queen Elizabeth Hospital. It is also home to the University of Birmingham, which has one of the UK’s largest medical schools and boasts eight Nobel prizes winners, the majority in the medical and life science sectors.

The Campus will be located adjacent to these facilities where its activity can easily interact with clinical academics in the university and clinicians within the health service.

A Masterplan is being prepared for Selly Oak to guide regeneration and support the development of the Life Sciences sector. The City is working with partners, to bring forward sites for the medical/life sciences sector in particular.

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Walsall Strategic Centre
Overview
By 2026 Walsall strategic centre will have been regenerated, and will provide its catchment area with an attractive choice of shopping, leisure, entertainment and cultural facilities, as well as supporting a thriving office market. Walsall will also support modern town centre living. The centre will bring all of these activities together in a vibrant, safe, attractive and accessible environment that combines local heritage with modern design.

With potential to deliver nearly 100,000sqm of commercial floorspace and major residential growth, the main opportunities include:

- Potential for major office development at the Gigaport in a prime ring road location.
- Opportunities for leisure and residential development at Walsall Waterfront, building on the delivery of the new cinema and restaurants and over 300 residential units.
- Large-scale, high quality development opportunities within and on the edge of the ring road available to attract additional investment.
- Enhanced accessibility and redevelopment at the key transport hubs including Walsall train station and Bradford Place Interchange.
- Improved public realm and pedestrian links between the main public transport facilities.

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Aston Manufacturing Hub

**Overview**
The 20ha Regional Investment Site at Aston is bringing forward an Advanced Manufacturing Hub (AMH), offering the potential for state of the art accommodation, supply chain opportunities and access to a skilled workforce. The site is located directly adjacent to the M6, with opportunities for the growing automotive supply chain as well as other advanced manufacturing activity, with the potential to create 3,000 jobs.

The AMH is being brought forward jointly by the City Council and Homes and Communities Agency (HCA), and is phased over the next 10-15 years. The first phase of the Hub is being successfully delivered, securing international investment from Guhring and HydraForce as major occupiers. 7ha is occupied, on site, or due to start imminently.

The strategy for the regeneration of the area is set out in the Aston Newtown and Lozells Area Action Plan, and the Aston Manufacturing Hub Framework. The site also benefits from a Local Development Order, which encourages development by streamlining the planning process for advanced manufacturing occupiers.

The AMH is well placed to accommodate growth in this sector, given its size and accessibility at the heart of the motorway network. The site has good access to the A38(M), Junction 6 of the M6, and provides easy access to the largest range of automotive supply chain opportunities in the UK.

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Perry Barr

**Overview**
Perry Barr District Centre is identified as a major ‘growth point’ with a number of key development opportunities totalling over 30ha. There is potential to deliver a significant amount of growth to create a distinctive centre, including commercial, leisure, and residential, which will diversify the existing offer. Its location next to the City’s Food Hub, including the relocated Wholesale Markets, offers further potential. Developments will be accompanied by connectivity and public realm improvements, creating a thriving place where people live, work and visit.

The former BCU teaching campus (7.5ha) is one of the largest opportunities in the area, and is currently being vacated through a phased withdrawal.

The site will be available within the next few years. Other key investment opportunities include the potential redevelopment and/or intensification of One Stop Shopping Centre (9ha) as well as development opportunities at Perry Barr Greyhound Stadium (2ha) and Gailey Park (1ha).

In support of the Aston, Newtown and Lozells Area Action Plan, a Development Framework for Perry Barr is under preparation to stimulate investment, provide clear guidance on the development opportunities, and identify the infrastructure projects necessary to support growth, including a new bus interchange, highway improvements and public realm works. The centre has been allocated £3.5m from the Local Growth Fund to support the growth of the area.

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QUICK FACTS

**Location:** Aston, Birmingham.
**Size:** 20ha.
**Outputs:** 50,000sqm commercial space.
**Investment value:** £125m.
**Status:** Local development order in place.
**Delivery:** Phased over the next 10-15 years.


QUICK FACTS

**Location:** Perry Barr, Birmingham.
**Size:** 30ha.
**Outputs:** 20,000sqm retail floorspace, 10,000sqm office floorspace, 750 homes.
**Investment value:** £100m+.
**Status:** Area Action Plan in place.
**Delivery:** Deliverable within the next 10 years.
South Kidderminster Enterprise Park

Overview
South Kidderminster Enterprise Park (SKEP) is one of Worcestershire’s ‘Game Changer’ proposals, offering the potential for new commercial development opportunities across a number of identified sites.

Located in Kidderminster, North Worcestershire, the area benefits from an existing skilled labour force as well as being in close proximity to the Birmingham and Black Country conurbation.

Significant public sector investment is currently funding construction of the new Hoobrook Link Road that will connect this area more directly to the strategic highway network. The new road will act as an enabler for the area and subsequent creation of a dynamic business environment capable of attracting investment from current and new innovative commercial occupiers.

The largest site in this area is the former British Sugar Site, now known as Silverwoods. In addition, a number of other available development sites within the identified area and offer opportunities for commercial growth. A Local Development Order for commercial development is also in place within the area. This means businesses can develop without the need for planning consent. To date, this has resulted in circa £20m of investment into the area.

A large proportion of the SKEP is also an Assisted Area, which brings added benefits and funding opportunities.

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Black Patch Intervention Area

Overview
The Black Patch area is of significant historic importance incorporating the Soho foundry which was the epicentre of the industrial revolution through the manufacture of the steam engine. It is located within the wider North Smethwick Intervention Area and benefits from close proximity to Birmingham City Centre and the main arterial routes of the M5 and M6 motorways.

This site offers the opportunity for the creation of new industrial floorspace focusing on green technologies and associated manufacturing industries.

Sites for redevelopment include Anne Road, Murdock Road (existing enclave of residential properties in the centre of heavy industrial area), Avery Weigh Tronix site including the Soho Foundry building, vacant site off Kitchener Street, part of Black Patch Park and the underutilised Black Patch Allotments.

Negotiations are already underway to secure a new energy from waste facility for the land on Kitchener Street and Black Patch Park, which will provide a catalyst for the area with circa £5m private sector investment already earmarked for the area.

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Redditch Eastern Gateway
North Worcestershire

Overview
Redditch Eastern Gateway is an identified employment site situated on the outskirts of Redditch. The site is owned by two landowners who have procured a developer (Stoford) to deliver the site. The site has been identified as an economic ‘gamechanger’ by Worcestershire LEP and is fully supported by the public and private sector.

The Gateway’s strategic location takes full advantage of the M40/ M42 motorways, and is a just a 20 minute drive time to Birmingham International Airport and railway station.

With the potential for circa 100,000sqm of high-profile employment development, the Gateway provides an opportunity to deliver circa 2000 jobs and an additional £90m GVA.

Funding from Worcestershire LEP’s Growing Places Fund (GPF) has been secured to support the enabling highway works which will provide access to enable the development of the full site.

It is anticipated a planning application will be submitted for the scheme in 2016, with construction of a new road link to open up the site opportunities to be complete in 2017, ready to welcome the first occupiers/investors.

A range of investment opportunities are available and development finance and/or long term investment capital is sought for the scheme.

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Friargate
Coventry

Overview
Friargate is a flagship development scheme, on a scale not usually seen in UK provincial cities. It will bring considerable physical, economic and social benefits to the area and will be a catalyst for future development.

The modern office buildings will feature a range of restaurants and shops at ground level and will be set in high quality landscaped public spaces with new pedestrian routes, a public transport hub, contemporary homes and a vibrant street scene.

Co-investor/development finance opportunities are available for the wider development package or on a building by building basis.

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Stoneleigh Park (Kenilworth) and the National Low Carbon Centre (NLCC)
Warwickshire

Overview
Stoneleigh Park is becoming a science and innovation park of national status with sector focus upon emerging low carbon technologies, sustainable infrastructure and precision agriculture.

A masterplan has been approved by Warwick District Council for the revitalisation of Stoneleigh Park. Current on-site provision is 93,000sqm of buildings, occupied by over 80 businesses employing 1,250 people. The site is a major events venue - the National Agricultural and Exhibition Centre (NAEC) - hosting a wide range of national and international exhibitions, conferences and shows.

The National Low Carbon Centre will establish Stoneleigh Park as the ‘venue of choice’ for those doing business and/or engaged in R&D and knowledge transfer within the UK low carbon sector. Comprising a Low Carbon Enterprise Centre, a university-led Research and Innovation Centre, a Skills and Training Hub and a demonstration events venue, the 5,000sqm new development will provide business workspace, a business incubator, research laboratories, training and demonstration facilities.

The NLCC Consortium currently consists of LaSalle Investment Management (Mars Pension Trustees Ltd), Coventry, Aston and Birmingham City Universities, low carbon consultants Greenwatt Technology and a growing number of corporate and SME partners.

The NLCC Campus will provide the stimulus to the whole Stoneleigh Science Park to become the centre of excellence for UK and European low carbon technologies. Centrally-located near Coventry, the NLCC will provide the ideal Midlands venue for economic growth (new businesses and jobs), development and deployment of emerging low carbon technologies and provision of specialist demonstration and knowledge transfer activity.

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Quick Facts
Location: Stoneleigh Park near Kenilworth.
Size: 100ha.
Outputs: 6,000sqm employment floorspace.
Investment value: £50m+.
Status: Planning approval in place.
Delivery: Within the next 10 years.

Transforming Nuneaton
Warwickshire

Overview
Nuneaton and Bedworth Borough occupies a strategic location at the centre of England, lying between Coventry to the south, Birmingham to the west and the A5 and HORIBA-MIRA Technology Park to the north.

Nuneaton is poised to see significant investment into the town centre, based on new commercial, leisure, retail, education and housing led investment. With its well-connected station, providing direct links to London, Cambridge, Coventry (and links to Birmingham International Airport and HS2) and Birmingham, the regeneration will help create a much improved gateway to MIRA the 2m sqft Transport Engineering Campus located on the A5, a short distance from Nuneaton and its mainline station.

Improvements will include enhancements to the visitor economy and night-time economy, in time for the George Elliot Centenary in 2019 and potentially neighbouring Coventry City’s City of Culture in 2021. The town will benefit from planned investment in rail infrastructure improvements, with new stations between Coventry and Nuneaton and Bedworth, and links south to Kenilworth and Leamington Spa.

The significant investment in infrastructure and surrounding economic growth will create a number of opportunities for new housing, which will be delivered in the coming years.

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Quick Facts
Location: Nuneaton Town Centre.
Size: 5.6ha.
Outputs: 1,200 jobs created, 103 housing units.
Investment value: £50m.
Status: Masterplanning under way to develop vision for the sites and the town.
Delivery: Delivery within the next 10 years.
Brierley Hill Town Centre
Dudley

Overview
By 2026, Brierley Hill will be a vibrant, inclusive and accessible strategic town centre embracing sustainable urban living, providing superb shops and office, leisure and cultural facilities. As the location of the Merry Hill Shopping Centre, Waterfront offices, as well as a traditional High Street, investment, infrastructure and development will create a new urban townscap.

As a sub-regional shopping and employment centre, the growth of Brierley Hill will contribute to the wider regeneration of the area, and has the potential to deliver 3,000 homes and over 300,000sqm of commercial opportunities through:

- Creating a fully integrated and accessible Centre by connecting Merry Hill, Brierley Hill High Street and the Waterfront triangle.
- Enhancing sustainable transport options to improve access for everyone. Provision of bus services can be enhanced and Rapid Transit delivered into the Centre to reduce car dependency. Delivery
- Delivering retail and office growth in suitable locations to support regeneration and create job opportunities.
- Providing new homes that are high in quality, in a range of types and tenures and integrated with employment, leisure and open spaces to create a pleasant and safe environment.
- Supporting growth with a range of leisure and community facilities, including new uses at the Waterfront Offices Park designed to respect the past and reach into the future, with high quality, distinctive and truly diverse design solutions that focus upon ‘people’ and ‘place’.
- Enhancements to the overall environment in Brierley Hill to provide open spaces and enhance pedestrian and cycling movement.

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Creative Quarter
Royal Leamington Spa

Overview
Royal Leamington Spa is a beautiful and successful regency spa town in Warwickshire. It offers a good mix of independent and national retailers and a strong night-time economy. It has a significant cluster of creative businesses, and is the centre of the digital games cluster known as ‘Silicon Spa’. It is located close to junction 12 of the M40, and is linked to London in 1 hour by the Chiltern Line between Birmingham and London Marylebone.

The Creative Quarter scheme seeks to build on the success of this cluster to unlock and create additional office and creative space, new housing to support town centre residential and student accommodation, and improvements to the spatial interface between the station and the town centre.

The site development area includes a number of properties in public ownership in an area which joins the mainline station to the main shopping and restaurant/bar area. Working with private sector partner(s), the local authority seeks to realise the ongoing phased regeneration of this part of the town centre as a new Creative Quarter destination over the next five to ten years.

Contact
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QUICK FACTS
Location: Brierley Hill, Dudley.
Size: 8ha of remidiated land available.
Outputs: 3,000 homes, 220,000sqm office floorspace, 95,000sqm of retail floorspace.
Investment value: Total project investment £48m, with £18m investment funding sought.
Status: Area Action Plan in place.
Delivery: Phased delivery to 2026.

QUICK FACTS
Location: Royal Leamington Spa, Warwickshire.
Size: 5.38ha.
Outputs: 20+ homes and 7,500sqm commercial space.
Investment value: £30m.
Status: Planning to be confirmed, seeking strategic partner(s).
Delivery: 5-10 years.
Overview
City Centre South marks the next stage of the on-going regeneration of Coventry’s city centre and presents an outstanding investment opportunity to provide a mixed use regeneration scheme in a strategically important location, close to the railway station and Friargate development.

Delivering a major retail and leisure led regeneration scheme, the £200m City Centre South project will transform the city centre, significantly improving the quality of Coventry’s retail provision and leisure offer. This new and improved environment will increase footfall to the city centre and significantly broaden the catchment shopper population. Following the development of City Centre South, Coventry is expected to elevate its position to become the second largest retail destination in the West Midlands.

As well as serving as a vibrant and enticing quarter in its own right, the City Centre South scheme will act as an interface between a number of other key city centre schemes, including Friargate, the Destination and Leisure Facility and Cathedral Lanes, which together will regenerate the whole city centre and deliver a step change in people’s perceptions of the city.

The scheme has outline planning consent to deliver a new anchor store, shops, cinema, restaurants, hotel, car park parking and public realm.

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Overview
Jaguar Land Rover is working with Coventry City Council on plans to expand its existing facilities at Whitley. The objective is to create a high quality technology campus across 20ha, including sites for Jaguar Land Rover’s core suppliers to meet the needs of the business and supply chain.

The development will bring about significant social and economic benefits to the immediate area and the wider sub-region. These include:

- Retaining and attracting important high growth further advanced manufacturing businesses.
- Potential for up to 4,000 jobs to be created, plus an additional 2,000 temporary construction jobs.
- Direct investment into improved highway infrastructure of over £150m improving capacity on the A45/A46.

A range of investment opportunities exist to support the creation of the new research and development led automotive supplier park. The opportunity will involve working with Coventry City Council, the site developer and a world class automotive company to provide funding for delivering the development.

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**Lyons Park**

**Location**
The former home to Jaguar cars is being transformed by this significant regeneration initiative. Goodman has built speculatively five B2/B8 units while the Homes and Communities Agency has adjoining land which is capable of creating additional units.

Lyons Park is located on the western outskirts of Coventry, moments from the A45 trunk road linking Coventry and Birmingham. At the heart of the country, Lyons Park also enjoys easy access to the UK motorway network. The M42, M6 and M1 motorways form a ‘golden distribution triangle’ placing 89% of England and Wales within four hours’ HGV drive. Lyons Park also benefits from excellent access to the M60, M40 and M5 motorways.

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Over 80,000sqm of land is available for development at Lyons Park for Industrial manufacturing and warehousing.

**Overview**

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Over 80,000sqm of land is available for development at Lyons Park for Industrial manufacturing and warehousing.

**Loades Ecopark Exhall**

**Location**

Exhall, Warwickshire, between Coventry and Nuneaton.

**Size**

4.5ha.

**Outputs**

10,000sqm commercial floorspace.

**Investment value**

£5m+.

**Status**

Outline planning consent granted with land ready for development.

**Delivery**

5 years.

**Overview**

Loades Ecoparc is an exciting, modern development in the heart of the Coventry and Warwickshire automotive cluster. Phase 1 is complete and incorporates the latest building technology, incorporating PV (solar) panels, barrel roofs, Chameleon Rainscreen panels and 24 hour security and electric charge points for vehicles in a secure, pleasantly landscaped environment.

Loades Ecoparc sits between Junction 13 of the M6 and Bayton Road Industrial Estate which hosts a number of tier 1 and tier 2 suppliers to the automotive and aerospace sectors. It is ideally located for access to Jaguar Land Rover’s HQ and R&D Centre at Whitley to the south and HORIBA-MIRA Technology Park, Europe’s leading transport focused engineering campus, to the north, and is in close proximity to other Original Equipment Manufacturers (OEM’s) including Terex and Geely/London Taxi.

The vision is to create a high quality, environmentally advanced, technology based business park. In excess of 4.5ha is available for development, with a variety of size options. Outline planning is in place for B1, B2 and B8 uses. Current planning allows for buildings up to 3,200sqm, although larger buildings could be accommodated.

**Contact**

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Overview
Ansty Park is the new home for technology and innovation in the heart of the UK's key transport hub, with six motorway junctions within a 20 mile radius and direct access to Junction 2 of the M6 approximately four miles north of Coventry. The opportunity is based on a remaining, undeveloped 5ha site.

The available site provides the opportunity to accommodate bespoke buildings designed to meet an occupiers specific requirements. Options range from large scale bespoke offices and technical space to smaller scale laboratories. There are flexible lease options available or direct land acquisition opportunities.

Ansty Park has been designed to ensure that the creation and sharing of knowledge is at the heart of the park’s future development. It is where industry will develop the technologies and products for tomorrow.

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Significant development has already been undertaken on the Park, with occupiers including MTC (Manufacturing Technology Centre with 269,000sqft in total), HTRC (High Temperature Research Centre with 62,432sqft) and Sainsbury’s (IT and Product Development Centre with 136,000sqft). Construction is also taking place to provide new R&D and manufacturing facilities for Geely/London Taxi Company (350,000sqft) and the European HQ for automation specialists FANUC (129,000sqft).

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Overview
Bromsgrove Enterprise Park is located on Aston Road in Bromsgrove and is an important strategic employment site. The Enterprise Park has been developed in phases with the first phase being centred on Basepoint, which provides high quality, flexible business space on easy in, easy out terms.

The site is arranged in plots around a spine road which splits off the entrance roundabout. All other infrastructure has been installed, including landscaping and utilities.

The site is designated as employment land and comprises a number of existing available units along with vacant serviced parcels of land that provide opportunities for design and build.

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Overview
Kidderminster Eastern Gateway is a collection of interrelated sites that represent a series of significant development and investment opportunities to the eastern side of Kidderminster town centre.

The site extends to approximately 6.5ha and comprises a cluster of public sector land ownerships. The sites that comprise this regeneration area are largely coming to end of their active use and therefore present a real and immediate development opportunity.

The public sector partners are currently working together to bring forward this development opportunity and a Development Framework for the entire site is currently being produced.

The initial proposals for this site envisage a mixed use development comprising leisure, retail, residential and some small commercial elements.

The first phase of the site is likely to be available for development in Summer 2016.

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QUICK FACTS
Location: Kidderminster.
Size: 6.5ha.
Outputs: Retail, leisure, residential opportunities.
Investment value: To be determined.
Status: Development framework in preparation.
Delivery: Available for immediate delivery as part of a phased development.

Overview
As a former new town, Redditch benefits from excellent transport infrastructure which links residential, commercial and business districts to strategic transport networks. The town centre is the hub of these connections and opportunities for further development within the town are available.

Birmingham International Airport is less than 45 minutes away and rail services depart from Redditch Town Centre every 20 minutes to Birmingham New Street, with onward national and international connections. Redditch Town Centre is located 14.5 miles south of the Birmingham conurbation and benefits from direct access to the strategic road network that this association brings.

A number of development sites are identified within the Local Plan and these offer a range of investment opportunities within a central location for residential, retail and commercial ventures.

A public sector asset review is also currently underway and given the relatively larger public sector asset within the town, it is anticipated that this will provide further opportunities for investment, which will be unlocked in future years.

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QUICK FACTS
Location: Redditch.
Size: 5ha.
Outputs: Retail, leisure, residential led development.
Investment value: To be determined.
Status: Allocated in local plan for employment use.
Delivery: Available for delivery in 5 years.
Overview
The arrival of High Speed rail offers the opportunity to bring forward a range of development sites in East Birmingham. Located between the major economic growth drivers in the City Centre and at UK Central, East Birmingham offers a number of unique opportunities to capitalise on this potential. Investment will help to maximise development in the area to ensure that the local area is able to reap the benefits of growth.

Jarvis Way offers the opportunity to extend the Gravelly Industrial Estate. The 3.5ha site has capacity for approximately 8,000 sq.m and is currently vacant and ready for immediate development.

Within an established industrial area, the 8.5ha opportunity at Yardley Brook Industrial Estate has the potential to accommodate major employment floorspace. The site is currently vacant, and, as the major owner, the City Council are working with adjoining landowners and developers to bring the site forward.

The former Smith and Nephew site is a large residential development opportunity. Located near to the Alum Rock Road local centre, the site has a potential capacity of 120 dwellings, including a range of housing types to meet the needs of the local community. The site is cleared and has been subject to remediation.

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West Midlands Combined Authority
Investment Prospectus

Overview
Rugby is growing and the Radio Station site will play an integral part in a sustainable and successful future for the town.

Outline planning permission was granted in May 2014 and since then Urban & Civic has been working with Rugby Borough Council, Warwickshire County Council, the Homes and Communities Agency and Natural England to progress the site and enable works to start on site.

The Rugby Radio Station Site is a large scale development opportunity for a residential led mixed use scheme. This major development will include over 6,000 new homes, new schools, roads, community and medical facilities and green spaces, together with 31 ha of employment land.

The plans are for a phased development over 20 years, ensuring that Rugby grows in a deliberately planned and provided for way.

A major contributor to the area’s high demand for new housing, RadioStation Rugby is on the government’s list of national priority sites and a £35.5m loan from the HCA is enabling an accelerated delivery of the scheme’s 6,000+ homes by funding a new link road connecting the site to Rugby town centre.

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**Overview**

The proposed new settlement at Gaydon Lighthorne Heath is a large scale development opportunity for a residential led mixed use scheme.

It has the capacity to deliver up to 3,000 homes, shops, a primary school, healthcare provision, services and facilities, as well as investment into transport improvements. Designed as a Garden Suburb, it will deliver leisure, sports and recreation facilities including orchards, allotments, community woodland and a managed ecological reserve. These green spaces will provide walking and cycling links within the development and into the surrounding countryside.

**Gaydon/Lighthorne Heath**
**Stratford-upon-Avon**

**QUICK FACTS**
- **Location:** Gaydon near Stratford-upon-Avon (adjacent to Lighthorne Heath and Gaydon).
- **Size:** 290ha.
- **Outputs:** 3000 homes and 105ha employment land.
- **Investment value:** £500m+.
- **Status:** Core Strategy allocations.
- **Delivery:** 15+ years.

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**Greater Icknield**
**Birmingham**

**Overview**

Greater Icknield offers the opportunity to deliver an exemplar sustainable neighbourhood and a destination of choice for families wishing to live in Birmingham and close to the City Centre. The area consists of over 60ha of development opportunities which offer the potential to accommodate around 3,000 new homes as part of a new neighbourhood alongside attractive canal and waterside frontages.

The major development opportunity in the area is Icknield Port Loop. The site is being brought forward by a LLP between Birmingham City Council, the Canal & River Trust, Urban Splash and Places for People. Outline planning permission is in place for 1,150 new homes, circa 7,000sqm of commercial floorspace, a new hotel and a sports facility with proposals for a 25m competition swimming pool.

The LLP are intending to build out approximately 50% of the site, with the rest of the site sold on as serviced development plots to third party developers. Other major sites include the Soho Loop which benefits from outline consent for 500 private rented sector apartments, circa 1800sqm of commercial floorspace and a 7400sqm data centre. A large part of the City Hospital site will also become available for a large residential development in 2019 following the opening of the Midland Metropolitan Hospital in Smethwick.

Greater Icknield is a key growth area for the City to maximise the opportunity presented by the scale of development sites and its location immediately adjacent to the City Centre. A master plan is in place to help guide development.

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**Canal Quarter**

**Stratford-upon-Avon**

**Overview**
The Stratford-upon-Avon Canal Quarter Scheme is an ambitious regeneration plan to create new housing and commercial premises and to capitalise on the canal waterway that passes through the town.

The site offers a distinctive development opportunity, drawing from its prime canal side features providing the backdrop for high quality residential development. The scheme has capacity to deliver around 1000 homes alongside 9,000sqm of employment floorspace.

The scheme also provides an opportunity to improve and enhance the public realm in an important central location, maximising its prime canal side features. Regeneration would also improve the quality of life of nearby residents and those along the Birmingham Road by significantly reducing the amount of (heavy) goods vehicles travelling to and from the site. Meanwhile the scheme allows for a significant amount of replacement and new commercial space in and close to the quarter area.

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**Metro Investment Corridor**

**Dudley**

**Overview**
The Metro Extension corridor, connecting Brierley Hill to the rest of the Black Country and Birmingham, opens up the area’s development potential to act as a model for urban renaissance.

There will be a focus on the rejuvenated ‘market’ town of Dudley, a tourism destination of regional and national repute, including the Black Country Museum and Dudley Zoo. New communities and innovative high quality industry will be well connected by public transport and will benefit from retail, office and leisure growth at Brierley Hill.

The corridor will have an excellent green infrastructure through enhanced green spaces and parks with improved links into areas such as Saltwells Nature Reserve and Fens Pool Special Area of Conservation.

With 14ha of sites coming forward in the short term, there are opportunities to:

- Enhance the employment base to provide good quality sites and premises for high technology and modern manufacturing businesses.
- There is the potential for rail freight access at Bilport Lane, Hill Top.
- Bring forward housing on brownfield land, particularly where they are close to proposed Metro stops.
- Residential and leisure led regeneration in and around Dudley Town Centre.
- Bringing the disused Walsall to Stourbridge rail line, running through the SRA back into use for both freight and Rapid Transit.
- Opportunities to introduce high quality market and affordable housing through the restructuring of land use at Dudley Port.

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**QUICK FACTS**

**Location:** Stratford-upon-Avon.

**Size:** 20ha.

**Outputs:** 1,000 homes and 9,000sqm B1 floorspace.

**Investment value:** £150m+.

**Status:** Core Strategy allocation.

**Delivery:** 15+ years.

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**QUICK FACTS**

**Location:** Brierley Hill to Wednesbury in Dudley and Sandwell.

**Size:** 100ha+ of land.

**Outputs:** 6,000 homes, 20,000sqm+ of commercial floorspace.

**Investment value:** Total project investment £89m.

**Status:** Strategic planning policies in place.

**Delivery:** Phased delivery to 2020/21.
Willenhall and Bilston Town Developments

Overview
Covering the traditional heart of the Black Country, the industrial landscape and historic centres off the opportunity to deliver major growth, with 93ha of employment land available, and sites to deliver over 2,000 homes.

In Bilston, by 2026 one third of the large swathe of industrial land to the south of Wolverhampton City Centre will have been transformed into new residential communities. This includes the creation of Bilston Urban Village, where major investment is already taking place with a new Leisure Centre delivered and on site preparation underway. The area will be served by high quality networks of green infrastructure and residential services, focused on the Metro route, canal corridor and Bilston Town Centre. Retained employment land will serve local employment needs and provide high quality job opportunities. The integration of development into the area will have reinforced the new image and spread benefits.

Located in the centre of the Black Country, employment areas in Loxdale and Moxley have potential to fulfil their potential through major industrial and logistics development. Through environmental and local access improvements to the strategic road network, a new image will be created attracting new investment and jobs. This will be supported by housing development renewal in nearby areas and opportunities for retail and leisure investment in Moxley.

Outside these centres, there are opportunities for significant employment development. Knowledge-led manufacturing and logistics businesses will serve the regional economy, building-on and extending the areas high quality road connections for freight to the national motorway network.

Located in Wednesfield, Willenhall, Bilston, Moxley and Heath Town, in Wolverhampton and Walsall.

Size: 30ha of remidiated land.
Outputs: 50,000sqm of commercial floorspace, 1,300 homes.
Investment value: Total project investment £207m.
Status: Strategic planning policies in place.
Delivery: Phased delivery to 2020/21.

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Friar Park

Overview
The Friar Park Scheme represents a strategic opportunity to deliver 700 homes on brownfield land. The scheme will also deliver a high quality public realm and residential environment within the Bescot and Friar Park Priority Intervention Area.

The site is contained within the boundary of the proposed Sandwell Housing Zone supported by the Homes and Communities Agency. A decision is expected in 2016.

A masterplan is currently being prepared to develop a shared framework to underpin delivery across the 39ha development of the site.

Located in the Friar Park, Wednesbury.

Size: 39ha.
Outputs: 700 housing units.
Investment value: Total project cost circa £93m.
Status: Strategic policies in place and site allocated for development.
Delivery: Delivery on site in 5 years.

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Overview
The opening of the New Square development has played a critical role in securing the continued role of West Bromwich town centre as a focus for retail provision within the local area. Further proposed interventions will build upon this to enable the town centre to fulfil its potential as a key centre within the West Midlands.

It will deliver high profile new attractions, significantly enhancing the leisure offer, developing and sustaining the evening economy and attracting new visitors to the town. In addition, it will extend the residential offer, bringing forward a range of housing options contributing to supporting services and ensuring the vitality of the town centre.

Interventions will stimulate significant private sector investment to enable the comprehensive regeneration of the town centre, and the effective integration of these areas with the New Square scheme.

Major opportunities include:
• Bull Street, with delivery of a leisure attraction, supported by ancillary commercial and residential accommodation.
• The Fairley Centre - the regeneration of the eastern end of the town centre, potentially providing leisure and niche facilities, in addition to new housing.
• Metro Plaza/Southern Gateway - a business incubator and new homes, linked to the delivery of a Metro turn-back facility that will enhance the frequency of services to Birmingham and the Black Country.
• St Michael’s Square - the creation of a new focus for the town centre, providing an interface between New Square and the traditional High Street providing new town centre housing.
• Eastern Gateway - extending the successful Eastern Gateway scheme to deliver a mix of new homes.

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Overview
This area to the south of the Black Country is served by existing passenger rail services from Stourbridge to Birmingham, known as the Jewellery Line. There are investment opportunities which will support the renewal and redevelopment of the area to create new residential environments and green spaces.

The Jewellery Line offers the opportunity to deliver high quality sustainable residential communities. With the canal network, parks, and good transport links to employment areas and centres, it will have a high quality natural and built environment with areas of local employment retained along its length. With Blackheath, Cradley Heath and Lye centres along the route, it can become a thriving and sustainable urban village.

With over 35ha of land available with the potential for over 4,000 homes, there are opportunities for:
• Redevelopment of older industrial and manufacturing areas for housing and other uses. There is the potential for industrial heritage assets to be preserved and incorporated into new development, enhancing local distinctiveness.
• Higher density residential development around railway stations and centres using the Black Country Garden City principles.
• The transformation of Woods Lane in Cradley Heath into a new housing area.
• Improved retail offer at Blackheath and Cradley Heath making the town centres more pleasant and improving visitor numbers.
• Rail capacity improvements and increases in capacity at park and ride car parks.
• Access improvements to enable residential development in Cradley Heath.

Contact
Philippa Smith
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Overview
Occupying a prominent position located off one of the main arterial routes into the City Centre, the site on Holloway Head offers the opportunity to develop up to 300 apartments. The apartments will form part of a high-quality scheme as part of a mixed use development in a landmark building, fulfilling the aspirations of the Big City Plan. Parts of the site are ready for development now, with the rest of the site likely to come forward over 5-10 years.

The site benefits from an expired outline planning permission for 300 dwellings as part of a mixed use scheme including approximately 18,000sqm of office and leisure uses. The site is easily accessible, located only a short walk from Birmingham City Centre and New Street Station. The site benefits from its close proximity to the City Centre shops, restaurants and facilities at the Mailbox and Grand Central.

Contact
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WEST MIDLANDS COMBINED AUTHORITY INVESTMENT PROSPECTUS

49-51 Holloway Head
Birmingham

Overview
Churchfields is a strategically important residential development, located to the north of Kidderminster Town Centre. This identified regeneration area benefits from being allocated in the adopted Development Plan (Kidderminster Central AAP) as well as being subject to a separate Supplementary Planning Document - Churchfields Masterplan.

Whilst parcels of the Masterplan have been developed successfully, the major barrier to delivering the remaining parcels of land is the requirements for a strategic highway solution to be implemented.

Once the transport solution is provided, this will open up circa 8.5ha of land for primarily residential development.

Contact
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Telephone: (01562) 732192

WEST MIDLANDS COMBINED AUTHORITY INVESTMENT PROSPECTUS

Churchfields Kidderminster
North Worcestershire

Overview
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Overview

As one of Europe’s largest secure industrial estates at its heart - the Pensnett Trading Estate, the area will be the focus for high quality employment. As home to an increasing number of leading-edge technological companies, the area also benefits from improved, well connected road and public transport systems.

With opportunities for high quality residential areas, for which the area of Kingswinford is known, Pensnett will be a symbol of what the future Black Country has to offer - combining high quality homes and business environments for knowledge workers and knowledge-led manufacturing. The quality of the environment and services will support the areas growth, including access to Brierley Hill, other centres, Himley Park and Baggeridge Country Park.

Opportunities to deliver over 600 homes and 5ha of employment land will be delivered through:

- Enhancing the employment base by retaining and improving the quality of existing industrial building for high technology and modern manufacturing uses.
- Redeveloping a small number of brownfield sites, such as Tansey Green Road and Oak Lane, for other uses including high quality housing.
- Improved road connections between the Pensnett Trading Estate and the strategic highway network to maintain the areas a high quality employment area status.
- Improving the bus connections between Pensnett Trading estate and the surrounding centres and residential areas.
- Continue to work with brick clay quarry owners at Ketley Quarry, and Oak Lane to develop long term plans for extraction and subsequent reclamation.

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QUICK FACTS
Location: Kingswinford, Dudley.
Size: 5ha of remediated land.
Outputs: 24,000sqm of commercial floorspace, 600 homes.
Investment value: Total project investment £23m.
Status: Strategic planning policies in place to support the growth of the area.
Delivery: Phased delivery of all outputs through to 2020/21.

Overview

The opportunity exists to develop a new residential community within the extreme east of the borough in the vicinity of the new £350m Midland Metropolitan Hospital. This is currently on site and is the most expensive development ever built within Sandwell. The location has been chosen because of its close proximity to Birmingham City Council’s Icknield Port Loop initiative, where the selected developer Urban Splash development is anticipated to commence development on site in autumn 2016.

An application has been made to the Homes and Communities Agency for Home Zone status and initial soundings have been favourable. An announcement is anticipated during Summer 2016.

The area is well located and is afforded good public transport access to both central Birmingham and the Black Country which is essential to allow people to get to work.

In addition to being a primarily residential led development there is an opportunity for some commercial development to support the supply chain opportunities resulting from the new hospital development the result being the creation of a vibrant and cohesive community to support a live, work and play culture.

Contact
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QUICK FACTS
Location: Grove Lane, Smethwick.
Size: 15ha.
Outputs: 450 housing units, 600sqm new employment floorspace.
Investment value: Total projects costs of circa £27m.
Status: Area Action Plan in place.
Delivery: Delivery on site in within the next 10 years.
Our region has always been a key economic driver for both the UK and Europe.
Contact

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