



**INVEST**  
City of Wolverhampton

# WOLVERHAMPTON INVESTMENT PROSPECTUS



# WHY WOLVERHAMPTON?

**Wolverhampton has been steadily strengthening its reputation as a city with significant development and investment, delivering new opportunities, homes, and enhanced connections.**

**The city has a distinctive identity**, with a dynamic, welcoming atmosphere and can-do attitude. Wolverhampton use this as a strength to complement the new 3 Cities initiative with Birmingham and Coventry, and leverage each city's uniqueness and collective scale to attract investment together.

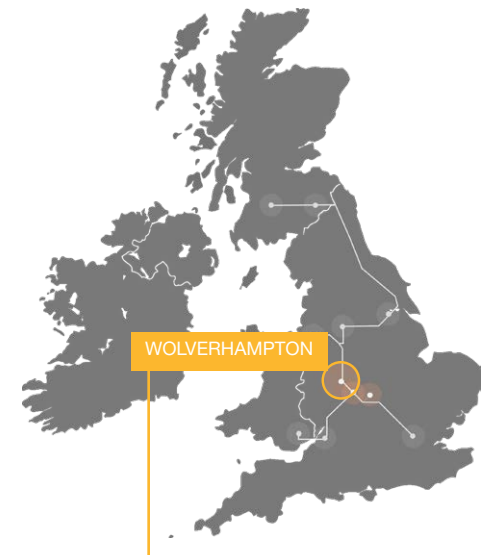
**Wolverhampton is a city on the rise.** The last 10 years has seen major successes, including investment by Jaguar Land Rover at the £1 billion i54 business park, £250 million investment in the University, establishment of DLUHC headquarters at the award winning i9 building in the heart of the commercial district, and the delivery of the railway station at the £150 million transport interchange.

**Wolverhampton has an excellent track record in making compelling cases for Government funding.**

Over the last two years, the city has been successful in securing £25m through the Towns Fund, £20m through the Levelling Up Fund to support the delivery of the City Learning Quarter, and £15m through the Future High Streets Fund.

**The city already has strong relationships with key partners**, including the West Midlands Combined Authority (WMCA), Department for Levelling Up, Housing and Communities (DLUHC) and Homes England. Working with Government will help the city to accelerate and expand the opportunities to increase prosperity, improve social mobility and bolster pride of place.

The Wolverhampton Prospectus sets out the case for investment in the city, and the opportunities that can deliver transformational change. The Prospectus will be regularly updated to reflect latest economic information and investment decisions to ensure that the city's proposition remains active and strong.



The most entrepreneurial city in the UK's top 10 most Entrepreneurial Towns and Cities report. (*Superscript, Nov 2022.*)

Wolverhampton's GVA has grown year on year since 2015 and peaked in 2019 at 5.3 billion. The 2020 GVA stood at 5.1 billion reflecting the impacts of Covid-19.

Private & public sector investment in regeneration across the city

+ 30,000

Between 2020-2039 Wolverhampton will have grown by more than 30,000 people



Click here to go to the Index or scroll through to the opportunities

# OUR STRENGTHS



## NATIONAL CENTRE FOR SUSTAINABLE CONSTRUCTION

A city with ambitions

to lead the nation in sustainable construction driving green growth. We're **HOME TO THE £17.5M NATIONAL BROWNFIELD INSTITUTE** and a rich innovation ecosystem with **higher GVA (6.5%)** in the building technologies economy than the national average.

## £1.5 BILLION BOOSTING HOUSING AND JOBS

We're **one of the first of 20 cities** to benefit from a share of £1.5 billion Government Levelling Up funding for new infrastructure to be developed on brownfield land, boosting housing, leisure and business.

## HIGHER GVA AND JOBS

in advanced manufacturing sector

than the national average (15.9% and 12.8%). We've notable strengths in aerospace and its supply chains, food and beverage, metals and materials and construction industry products.

## FUTUREPROOFED DIGITAL INFRASTRUCTURE

Our **£50M INVESTMENT** in gigabit broadband and a proactive approach to supporting the rollout of full fibre broadband and 5G across the city has accelerated the deployment of 5G by at least 6 months with over 50 businesses benefiting.



## 93% OF THE CITY IS GIGABIT CAPABLE

compared to the national average 66% and full fibre coverage will soon surpass the national average.

## Wolverhampton is rich with high quality parks and green outdoor spaces

that hosts a lot of exciting events around the year. This includes West Park which is considered to be one of the best, unspoilt examples of a Victorian park left in England.



## NEW COMMERCIAL DISTRICT BRINGING MORE JOBS



The city's commercial district adjacent to the city's transport Interchange hub is delivering major new high quality and price competitive office space. The award-winning i9 is the new location for the Department for Levelling Up, Housing and Communities - the first Government department to relocate outside of London. (RICS UK Award for best commercial development in the West Midlands).

## A CITY RICH WITH EVENTS AND CULTURE

We're building on our reputation as an events city with an ambitious 5-year events programme bringing world class acts and top sporting events. A multi-million-pound investment in the city's iconic major events venue the Civic Halls will see the venue re-open as The Halls in 2023 with global venue operators AEG Presents. We're home to award-winning, high-quality parks and green outdoor spaces and the largest collection of Pop Art outside of London at Wolverhampton Art Gallery.



## i54 STRATEGIC EMPLOYMENT SITE

**OVER 2,700 JOBS**



We're home to one of the most successful Enterprise Zones in the UK with over 2,700 jobs and £1 BILLION INVESTED. The extension of the business park by 60 acres will create more than 1,000 new jobs.

## NEW CITY LEARNING QUARTER CREATING OPPORTUNITIES

Connecting local people to skills, jobs and opportunities, this new facility – a collaboration between the College, City Council and stakeholders - will provide academic and vocational skills provision in the heart of the city with excellent public transport to students, supporting sustainable travel.

**6.9 MW of sustainable solar energy** from the development of Bowman's Harbour Solar Farm, **ONE OF THE UK'S LARGEST CITY SOLAR FARMS.**



# WOLVERHAMPTON - A TRAILBLAZER FOR LEVELLING UP

Since being named as one of the pathfinder locations for Levelling Up, the Council has worked in partnership with the Department for Levelling Up, Housing and Communities (DLUHC) and Homes England to identify key schemes for joint working and unlocking via a range of interventions.

By delivering good homes in well-connected neighbourhoods, **Wolverhampton aims at improving the health and wellbeing of residents, as well as becoming a leader in creating low and net zero carbon communities.** Projects such as **Brewers Yard** and **Canalside South** will provide the opportunity to deliver sustainable homes at scale, making a tangible impact on improving residents' lives.

**Boosting local employment and skills is at the heart of the city's levelling up agenda.** Projects such as the **City Learning Quarter** will play a crucial role in getting more people into good jobs and training, ultimately increasing productivity, wage levels and youth employment. Thanks to the growth of centres of excellence such as the **National Brownfield Institute** the city will continue to close the gap on skills, support business growth and drive innovation across all sectors.

The Levelling Up agenda aligns with Wolverhampton's **Our City: Our Plan**. This plan sets out an ambition that 'Wulfrunians will live longer, healthier lives', with delivery supported by six overarching priorities.

**Transformational place-based investments will help Wolverhampton level up its economy, allow the city to be ahead of the curve in the transition to net zero, and ultimately improve quality of life for all.**



## BROWNFIELD FUND

Wolverhampton will be one of the first places across England to receive levelling up support as part of the £1.5 billion Brownfield Fund



Brewers Yard to deliver 1,200 houses and provide more than 1,000 construction jobs as well as apprenticeship and training opportunities for students from the University of Wolverhampton.



# ECONOMIC PROPOSITION

Wolverhampton's

**GVA HAS GROWN YEAR ON YEAR**



since 2015 and **peaked in 2019 at 5.3 billion**. The 2020 GVA stood at 5.1 billion reflecting the impacts of Covid-19.

## THE CITY IS HOME TO SEVERAL INTERNATIONAL BUSINESSES

with links to North America, South Asia, North Asia and Europe.

This includes **Jaguar Land Rover's** Engine Manufacturing Centre alongside other global businesses including **Moog, ERA** and **Atlas Copco** with new investments from Printful, Super Smart Service and Getir.



The city has a **relatively younger population** with the median age of 37 compared to the national average of 40.4 years.

Over the last two years, the city has been successful in securing:

**£25 MILLION** Towns Fund  
**£20 MILLION** Levelling Up Fund  
**£15 MILLION** Future High Streets Fund

**OVER 90 LANGUAGES ARE SPOKEN** and one third of the population is from Black and Minority Ethnic communities.



## KEY ECONOMIC SECTOR STRENGTHS

for the city lies in **automotive** and **aerospace industries**, as well as high value **manufacturing** and **construction**.



The University of Wolverhampton has a **consistently high graduate employability rate** with over 90% of the University's cohort in employment, education, or running their own business.



## NATIONAL EVENTS

are regularly held in the city, including Premier League football, horse racing, greyhound racing, speedway, productions at the Grand Theatre, the Grand Slam of Darts, World Snooker and British Kabaddi League. The city also hosted the cycling time trial event for the **Birmingham 2022 Commonwealth Games**.

The first English city to host **BRITISH ART SHOW 9**, which attracted 22,000 visitors during its 9-week run in 2022. The city's five-year events strategy further aims to boost investment in the city and increasing local jobs, skills and volunteering opportunities.



Between 2020-2039 Wolverhampton will have grown by more than

**25,000 PEOPLE**

**88% OF SCHOOLS**

in Wolverhampton with a current Ofsted judgement were **rated Good or Outstanding** by inspectors, putting the city above both the regional and the national average.

Wolverhampton is also ranked as the **2ND** cheapest place to live near an

**'OUTSTANDING' SCHOOL**



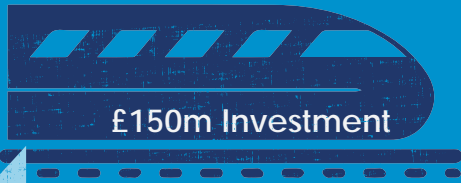
**3 MILLION PEOPLE**

live within 20 miles of the city centre and 1.73 million within 30 minutes.

# Diversity of Place



Wolverhampton offers investment opportunities across three key spatial areas, each with its own distinctive features and connected by a network of green spaces and canals.



£150m investment in major rail, metro and bus infrastructure



# Diversity of Place

**The city centre is a civic, commercial, and cultural hub.** Successful developments include the delivery of new Grade A office accommodation in the flagship i9 and i10 buildings, as well as the enhancement of the Mander Shopping Centre. The city will see over 12,000 new homes by 2039, creating modern city living in the city centre and homes in the communities.

**Wolverhampton has an established science and technology ecosystem, located in the northern innovation cluster.** This comprises the area that stretches from the city centre to the edge of the city, and is home to the £1 billion i54 business park and Wolverhampton Science Park.

**Wolverhampton's canalside is experiencing major transformation in Wednesfield and Bilston.** This renaissance offers sustainable waterside development for a mix of investments next to established communities. Enhancements to the town centres will create new local destinations.



**323,000** people live in the city's travel to work area

**Wolverhampton is strategically placed with connections to the national motorway and rail networks as well as to Birmingham Airport.** The diverse spatial areas within the city are brought together by its compact nature and its transport network integrating rail, metro, bus and road connectivity. Improvements are underway for all modes and most of the city's major attractions and assets, such as The Halls Wolverhampton and the Molineux are easily accessed from the transport interchange. With the roll out of 5G connectivity, Wolverhampton has some of the most advanced digital infrastructure in the country.



**3 million** people live within 20 miles of the city centre



# Flair for Innovation

Wolverhampton has a history of making, and is growing in the future of industrial, technological and green innovation.

“Thanks to its history of making and recent/continued investment, Wolverhampton is not only a fertile ground for homegrown business but also an attractive location for global companies.”



**Higher GVA (15.9%) and jobs (12.8%)** in advanced manufacturing sector in the city than the national average.

## GLOBAL COMPANIES WITH A PRESENCE IN WOLVERHAMPTON

### United States Aerospace

Company: Collins Aerospace (UTC)  
Employees: 1350  
Turnover: £500m

Company: Collins Aerospace (HSM)  
Employees: 305  
Turnover: £49m  
Located: Charlotte, USA

Company: Moog  
Employees: 438  
Turnover: £125m  
Located: New York, USA

### France Rail Servicing

Company: Alstom Transport  
Employees: 180  
Turnover: £389m

### India Automotive

Company: Jaguar Land Rover  
Employees: 1200  
Turnover: £17,700m

Steel Process  
Company: Liberty Group  
Turnover: £41m

### Sweden Locks Manufacturer

Company: Gunnebo UK Ltd  
Employees: 177  
Turnover: £39m

### Italy Nuclear Engineering

Company: Ansaldo Nuclear Engineering Services  
Employees: 178  
Turnover: £36m

### China Sports

Company: Wolverhampton Wanderers FC  
Employees: 248  
Turnover: £26m

## AN INTERNATIONAL UNIVERSITY



### Transnational Education (TNE) Partners

The University works with an extensive network of TNE partners around the world which gives students the opportunity to study in their home country for a University of Wolverhampton degree.



### Centre for International Development & Training (CIDT) Partners

The University is also engaged in a wide range of projects with international partners through our CIDT. In the last five decades, the University has delivered capacity strengthening in over 140 countries, through programmes, projects and consultancies to enhance capacity across a range of sectors.





# Flair for Innovation

**Wolverhampton specialises in the automotive and aerospace industries.** The nationally recognised i54 strategic employment site is one of the UK's most successful Enterprise Zones. It is home to Jaguar Land Rover's Engine Manufacturing Centre alongside other global businesses including Moog, ERA and Atlas Copco. This investment has resulted in 2,700 jobs, with more on the way.

**Wolverhampton is a centre for excellence in brownfield land remediation, and aims to become a frontrunner in the delivery of sustainable construction.**

The city hosts a rich innovation ecosystem, with the University of Wolverhampton's National Brownfield Institute at its centre, supporting a network of players in the industry. There are several Modern Methods of Construction and Advanced Manufacturing in Construction companies looking to relocate to Wolverhampton.

**The City of Wolverhampton has a vision to develop a Green Innovation Corridor that will drive the Green Industrial Revolution,** building upon Wolverhampton's sustainable construction, green credentials and circular economy to transform the local economy creating quality jobs for local people.

**Wolverhampton is not afraid to embrace transformational changes.**

The Council has committed to becoming net zero carbon by 2028, with a wider action plan to be put in place for the city to achieve this by 2041. The city will also be part of the WMCA's Net Zero programme as well as the Black Country's Ultra-Low Emission Vehicle Strategy. Wolverhampton was the first English city to sign the European Circular Cities Declaration – a major environmental agreement designed to accelerate the adoption of circular economy.



The University of Wolverhampton has a consistently **high graduate employability rate** with over 90% of the University's cohort in employment, education, or running their own business. There is a £250 million investment plan for the university

The city is home to one of the biggest aerospace clusters in UK with over 2,500 employees working in a half mile radius

All four Mobile Network Operators rolling out 5G in the city with our proactive approach accelerating deployment of 5G by at least 6 months.



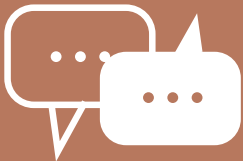
# Thriving Culture



The city of Wolverhampton celebrates its cultural diversity and is a key destination for arts, entertainment and sports, attracting thousands of visitors every month.



**Largest collection** of Pop Art outside of London at the Wolverhampton Art Gallery



Over 90 languages are spoken and one third of the population is from Black and Minority Ethnic communities

The first English city to host British Art Show 9, which attracted 22,000 visitors during its 9-week run in 2022



# Thriving Culture



National events are regularly held in the city, including Premier League football, horse racing, greyhound racing, speedway, the Grand Slam of Darts, World Snooker and British Kabaddi League. It will also host temporary events for the Birmingham 2022 Commonwealth Games.

## Wolverhampton is proud of its history and celebrates its diversity.

The city's manufacturing, innovation and industrial heritage and buildings are well-known, and Wolverhampton's population is made up of a rich mix of traditions with a strong representation of Indians, particularly Sikhs.

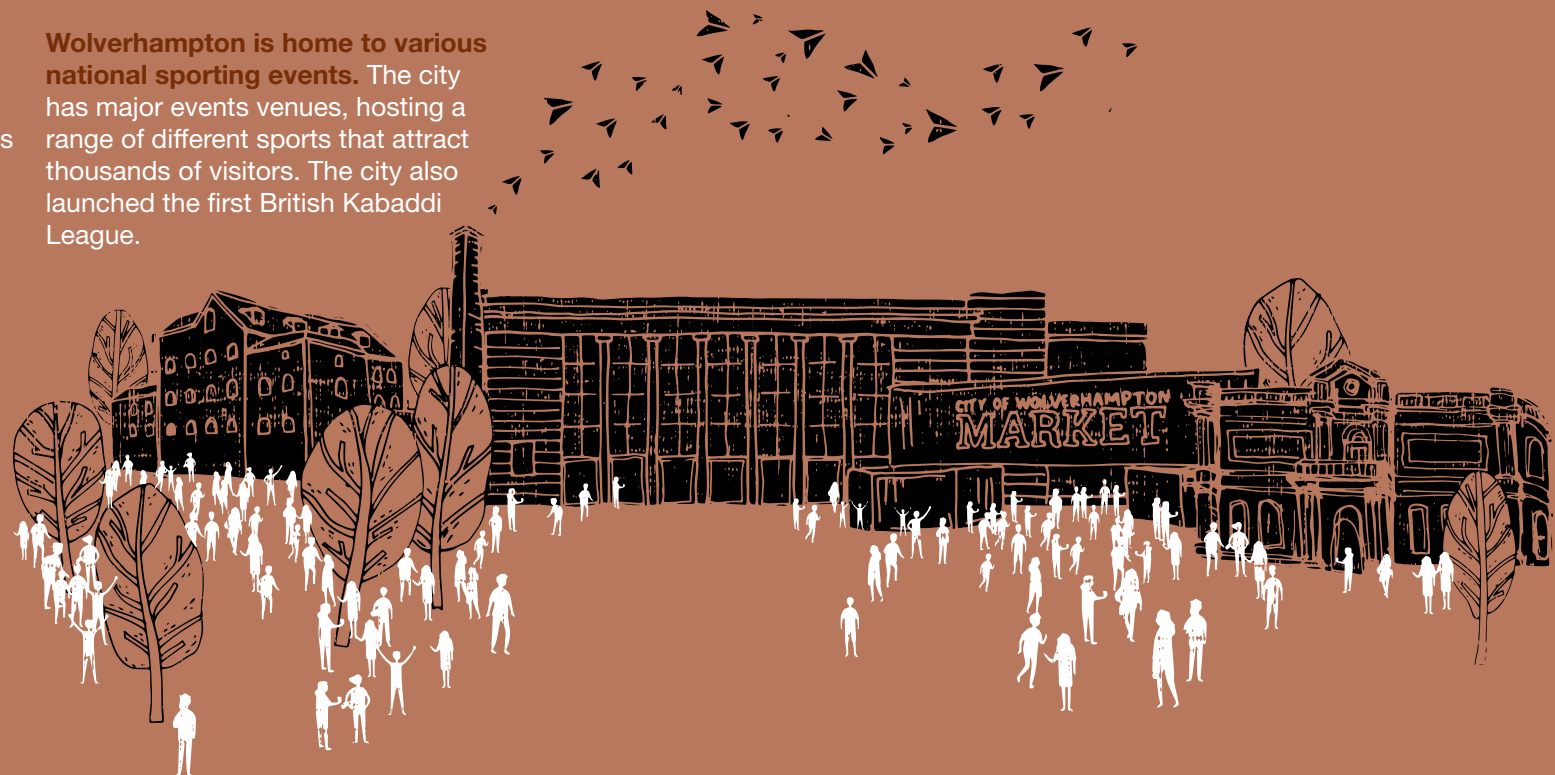
**Wolverhampton is a thriving destination for arts.** Birthplace of the Blk Art Group, the city is also known for its nationally important Wolverhampton Art Gallery, which attracts about 70,000 visitors annually. Wolverhampton is home to three Arts Council National Portfolio organisations comprising the Art Gallery, Arena Theatre and Newhampton Art Centre, which all receive investment for their programmes.

## Wolverhampton has a vibrant entertainment scene.

Music venues in the city, in particular The Halls Wolverhampton, have a rich heritage and have hosted multiple international acts. World stage productions are also hosted at the Grand Theatre. The city's built and natural environment, along with its connectivity and accommodation, also make it a great filming location for the likes of Steve McQueen and Terrance Davies.

## Wolverhampton is home to various national sporting events.

The city has major events venues, hosting a range of different sports that attract thousands of visitors. The city also launched the first British Kabaddi League.



# Where to Invest



## City Centre



## Green Innovation Corridor

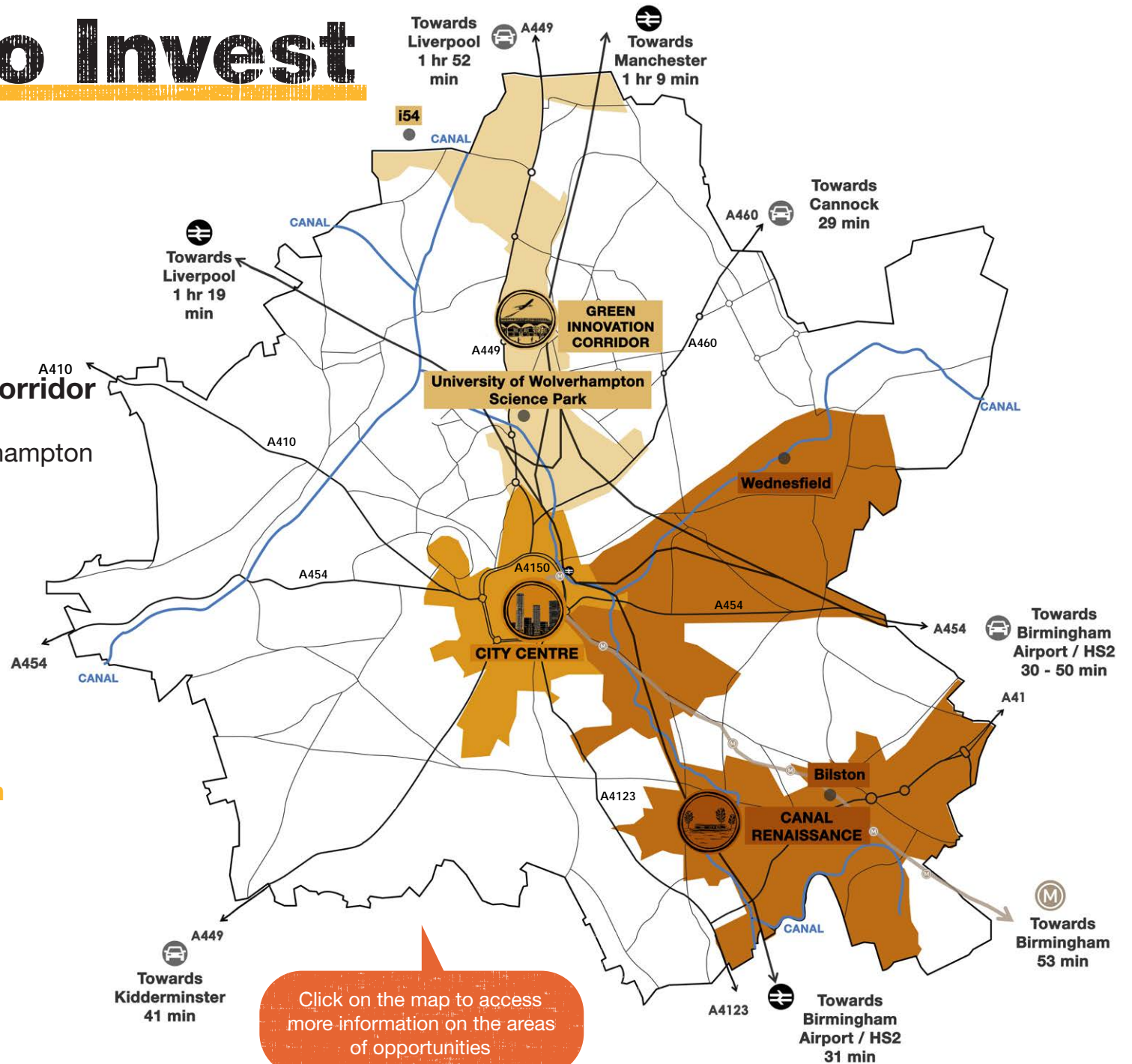
- i54
- University of Wolverhampton Science Park
- Phase One Green Innovation Corridor



## Canal Renaissance

- Wednesfield
- Bilston

“ The city is going through some major changes, and is securing investments not seen for generations.



Click on the map to access more information on the areas of opportunities

# MARKET INTELLIGENCE AND INVESTMENT APPETITE

**Average Lowest median prices paid (per square foot) for all residential properties** compared with Coventry and Birmingham (2021 data).



**Wolverhampton: £168**  
Birmingham: £222  
Coventry: £238

With the city's affordability and future growth potential, Wolverhampton has an advantage to attract a broad section of employers, occupiers and developers.

**Office rental price (per square foot)** compared with Coventry and Birmingham (2022).



**Wolverhampton: £13.73**  
Birmingham: £20.18  
Coventry: £16.71

Successful lettings to major occupiers in the city centre, including DLUHC, is demonstrating demand for the office pipeline, with immediate and long term opportunities.



**£150M INVESTMENT**

in major rail, metro and bus infrastructure.

**Industrial property rental price (per square foot)** compared with Coventry and Birmingham (2022).



**Wolverhampton: £6.82**  
Birmingham: £6.95  
Coventry: £5.14

Rental prices have gradually risen in Wolverhampton over the past 10 years, and across the Midlands the shortage of stock in industrial and logistics space has seen regular growth in prime rents.

## Wolverhampton was named a RISING STAR

in the 'State of Fibre' report, with the second city having the biggest percentage increase in fibre coverage in the UK

**BIGGEST PERCENTAGE INCREASE IN FIBRE COVERAGE**



## Over £10m allocated to WEDNESFIELD AND BILSTON TOWN CENTRES

from the Towns Fund.



## Over 130,000 square feet

of new office space has been delivered at Interchange, including the award-winning buildings i10 and i9.





**12,000 NEW HOMES**

The city will see **over 12,000 new homes by 2039**, creating modern city living in the city centre and suburban locations.

The **relocation of the DLUHC** to a dual headquarters in the city opens up opportunities for developers and investors to capture the additional demand for housing.

## WOLVERHAMPTON HAS SECURED £20 MILLION

from the government to help deliver its ambitious City Learning Quarter vision.

Wolverhampton was crowned the **MOST ENTREPRENEURIAL CITY IN THE UK'S TOP 10** most Entrepreneurial Towns and Cities report (*Superscript, November 2022.*)

City of Wolverhampton Council plans to invest more than **£118 million** for new housing in the next

**£118 MILLION**  **5 YEARS**

A 2022 study by School of Marketing ranked Wolverhampton **third in the UK** in terms of **places to start a business** where for every 10 businesses that closed in the area, 15 new businesses were founded.



# City Centre

**The new confidence in the Wolverhampton commercial market is unprecedented in comparison to other regional city centres in the UK.**

The delivery and funding of the **i9** and **i10** office schemes demonstrates the Council's commitment to delivering a new commercial district. The **University of Wolverhampton** is also investing in the area as part of delivering the UK National Centre for Sustainable Construction. The pipeline of sites will deliver up to 1 million square feet of office space which will help meet the strong demand in the market.

**Growing the city centre residential offer is a key priority for the city, which already benefits from higher levels of rent affordability when compared to Birmingham and Coventry.** With an emphasis on creating high quality homes to attract residents into the area, major works delivering new homes are already underway. There is a strong pipeline of opportunities for over 1,000 homes, including **Brewers Yard**, and the former **Royal Hospital** site.

**To support the new commercial and residential communities, the city centre is developing its offer to become a true destination.** More than £70m of investment has gone into the city centre's retail and cultural offer recently. A new leisure opportunity at **City Centre West**, and investment in the **Molineux Quarter** will help create new destinations in the area.

**These opportunities are underpinned by continued investment in transport infrastructure and the public realm.** In addition to the new **railway station** and **Metro** extension, work is being undertaken on public realm improvements through Future High Streets Fund and Towns Fund schemes, which will attract additional footfall. The wider programme will provide high quality connections between the east and the west of the city centre.

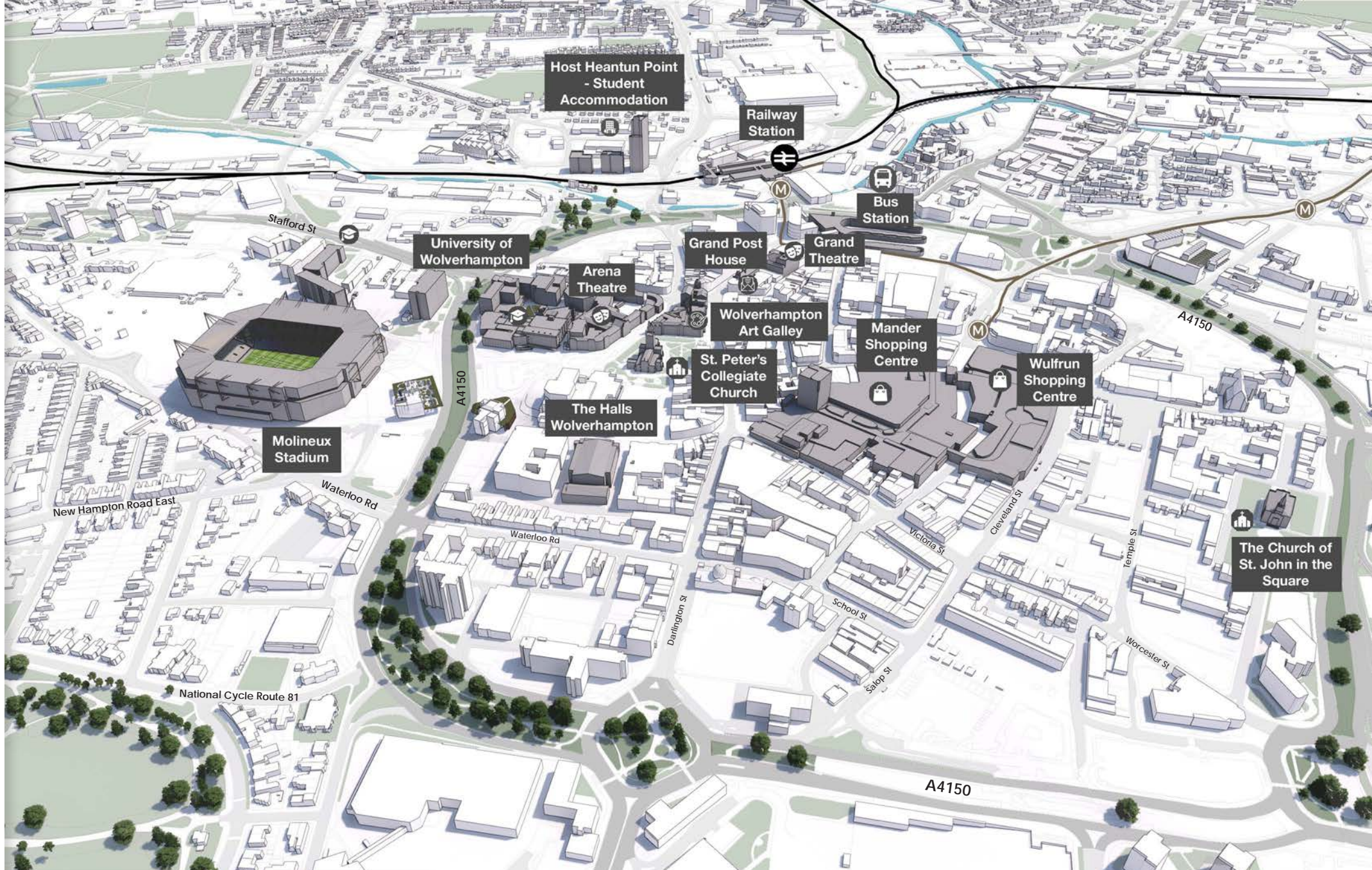


£60m has been committed by Government to funding projects in the city centre

Over 130,000 square feet of new office space has been delivered at Interchange, including the award winning i10 and i9 buildings which is home to DLUHC

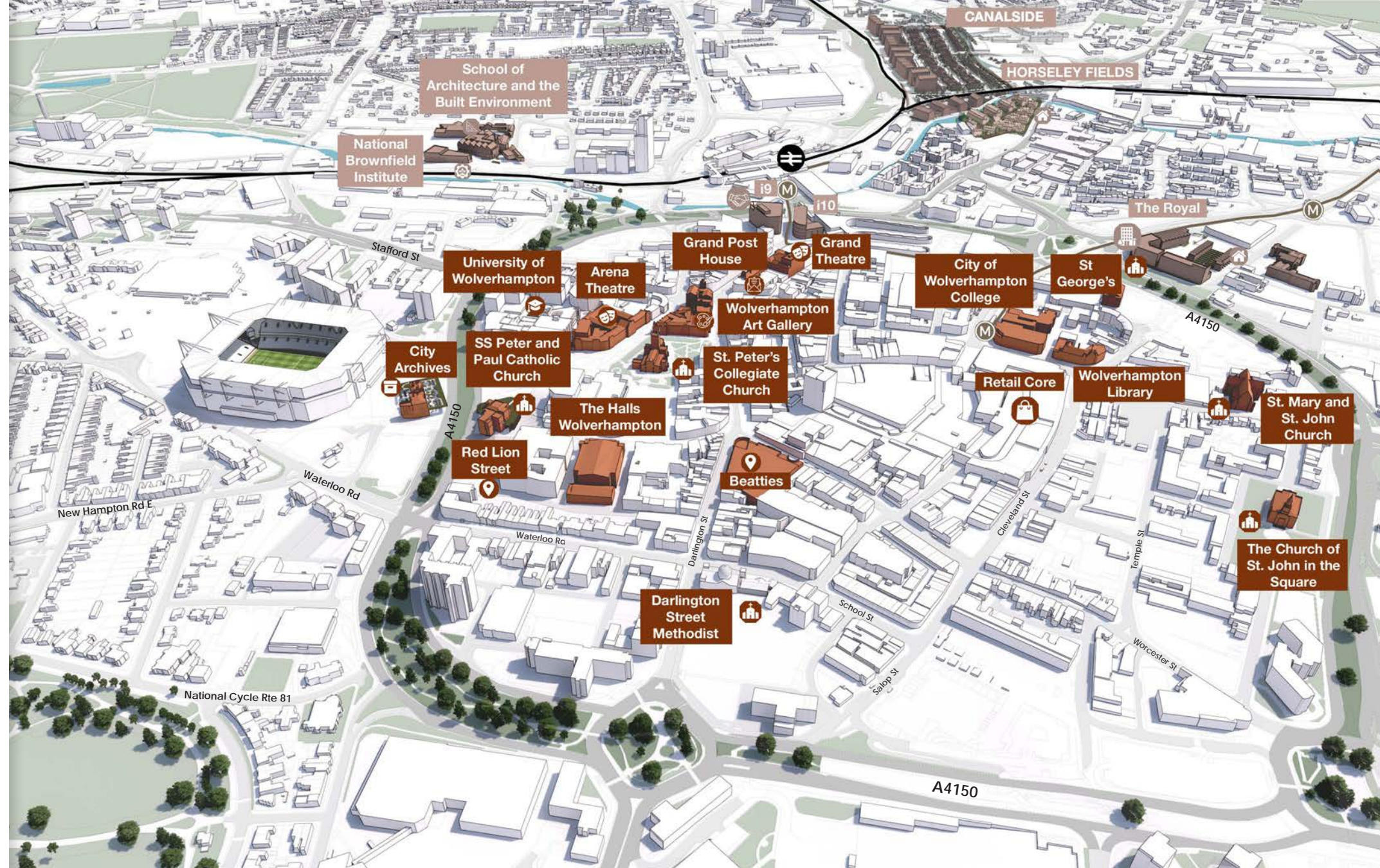


Lowest median prices paid for all properties compared with Coventry and Birmingham



## City Centre - Landmarks





# City Centre - Assets

- Key Heritage Buildings
- Recent Major Developments



**Eye Infirmary**  
0.3 MILES



This map includes concept layouts and buildings on opportunities sites to stimulate discussion on how to deliver the vision for the city, it does not represent a fixed proposal or plan.

SPRINGFIELD CAMPUS AND PHASE ONE GREEN INNOVATION CORRIDOR

BREWERS YARD

INTERCHANGE & COMMERCIAL DISTRICT

STEAM MILL AND SACKWORKS

EXPRESS & STAR

THE ROYAL

MOLINEUX QUARTER

INTERCHANGE 8

HOTEL PROPOSAL

THE HALLS WOLVERHAMPTON

BEATTIES

CITY LEARNING QUARTER

ST GEORGE'S

BOX SPACE

CITY CENTRE WEST

\*Subject to third party investment

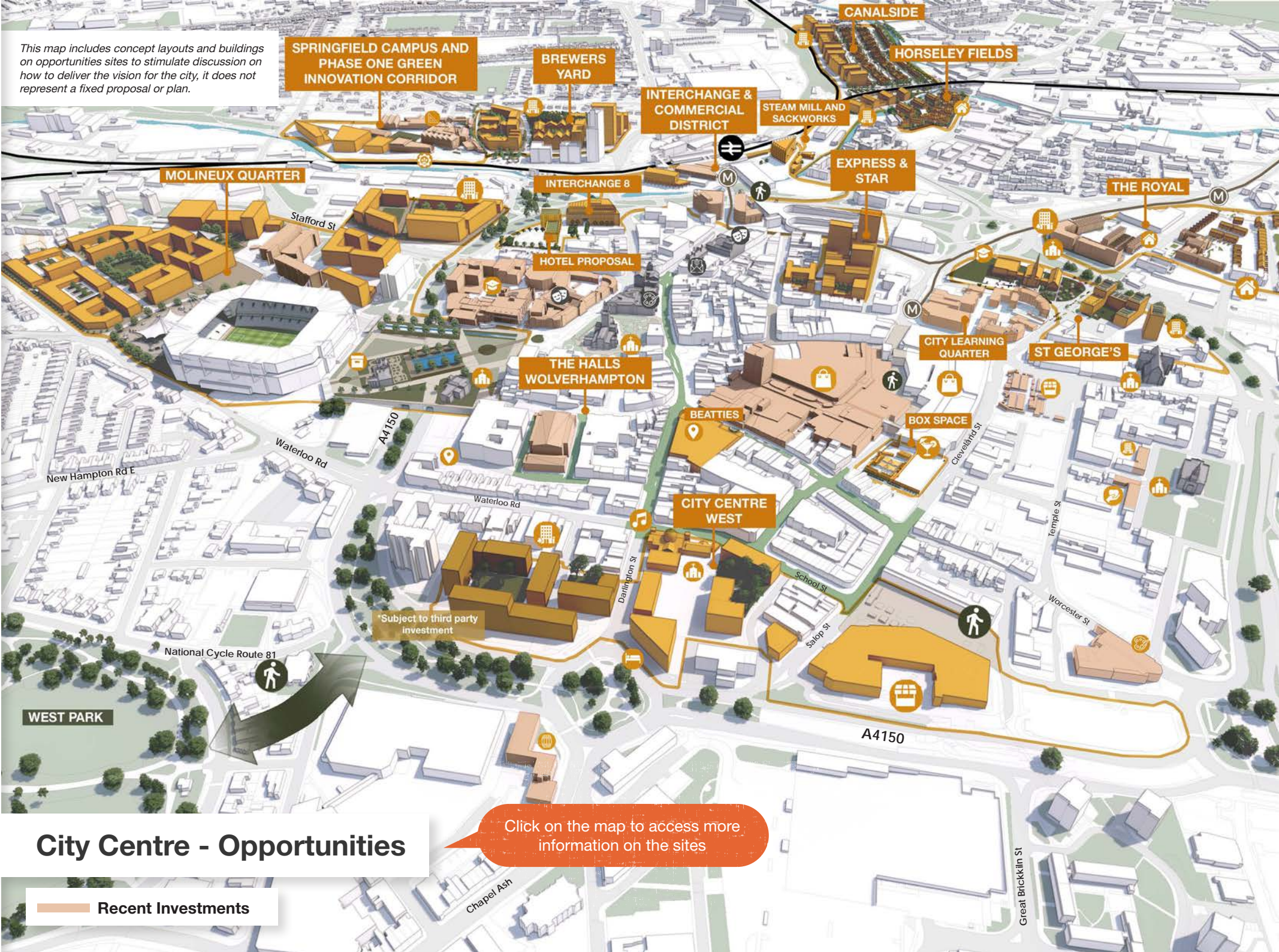
WEST PARK

A4150

# City Centre - Opportunities

Click on the map to access more information on the sites

Recent Investments



## DIVERSITY OF PLACE



## Brewers Yard

Brewers Yard is £250m mixed use scheme which will see a total mixture of 1,000 city houses and apartments, and 60,000 square foot of new retail and commercial space, as part of the city's Canalside regeneration. It is a comprehensive masterplan involving brownfield site remediation that will deliver up to 600 homes in Phase 1.

**Planning Status** Outline planning application enabling a total of up to 599 residential units

### Investment Opportunity

The public and private strategic delivery partnership will look to secure investors and occupiers to help deliver this ambitious residential-led mixed-use regeneration project. Through partnership working the opportunity exists to accelerate site preparation and fast track delivery, leading to derisked phasing of key investible opportunities from regional, national and international funding institutions. This 10-acre city centre site is an opportunity for build-to-rent investors.

**Promoter** City of Wolverhampton Council

**Investment Type** Forward funding; Development funding, Private Renting Sector fund opportunity

**Scale/Value** £250 million

**Sector** Residential led mixed-use development

**Public & Private Sector Led**

**Timeline** Anticipated during 2024





## Interchange Commercial District: Interchange 8

Building upon the success of the delivery of first phases of the Commercial District, Interchange 8 will be the city's third, and largest, office development at Interchange with best environmental credentials of any building in the city

**Planning Status** Outline application being prepared

### Investment Opportunity

Interchange 8 aims to offer 77,725 sq ft of flexible state-of-the-art floorspace designed around today's office requirements and will deliver net zero carbon design in a location only minutes away from the city's new public transport Interchange.

The Interchange Commercial District includes Interchange 8 (Broad Street), Steam Mill and Sackworks, attracting business and professional services alongside a new hotel offer. Interchange 8 will continue the growth of the city as a modern high-quality destination for businesses and visitors.

Proposals for the northern part of this site include the delivery of a 153-key hotel as part of a known market requirement in the city a new high quality hotel product has long been a priority for the city.

**Investment Type** Buyer, equity investor and development partner.

**Scale/Value:** £40 million

**Promoter** City of Wolverhampton Council, ION Developments

**Sector** Office

**Public & Private Sector Led**

[Website](#)

## DIVERSITY OF PLACE



## Interchange Commercial District: Steam Mill & Sackworks

Steam Mill and Sackworks are two key strategic sites neighbouring the city's new railway station, as a future phase of the Interchange Commercial District

**Planning Status** As part of local area plan

**Investment Opportunity** These sites will deliver new residential units, potentially with elements of leisure, office and retail floorspace that links the transport interchange with the wider canalside corridor.

The proposal for the Steam Mill scheme is for a 6 storey, 61,590 sq ft grade A office development in a highly accessible and sustainable location. It is a key 'transition site' where the Interchange links into the Canalside Quarter as one of the key locations for the city's new residential offer.

Sackworks forms an important part of the gateway to the Canalside regeneration area with high-quality residential development alongside the sensitive restoration of the city's iconic heritage railway assets. It will deliver a 4/5 storey residential scheme comprising up to 93 Units with the potential to provide ancillary co-working space.

**Investment Type** Equity Investor

**Scale/Value:** £20 million

**Promoter** City of Wolverhampton Council, Canal & River Trust, ION Developments

**Sector** Office and residential with elements of leisure and retail

**Public & Private Sector Led**

**Website**

DIVERSITY OF PLACE



# Interchange Commercial District: Future Plots

There are further opportunities across multiple strategic sites to build upon the success of the new and developing Interchange Commercial District. Overall, the area will deliver 1 million square feet of grade A office space on strategic sites at the heart of an integrated regional road, rail and tram hub.

**Planning Status** As part of the local area plan

**Investment Opportunity**

Key site opportunities include Banana Yard and Broad Street basin.

**Investment Type** Equity investor, operators

**Scale/Value:** £50 million

**Promoter** City of Wolverhampton Council, Canal & River Trust, ION Developments

**Sector** Office, Hotel, F&B & Leisure

**Public & Private Sector Led**

[Website](#)

## DIVERSITY OF PLACE | THRIVING CULTURE



## City Centre West

An opportunity for a transformational phased delivery approach to include key Council landholdings amounting to 4.5 hectares designated for leisure-led mixed-use development in close proximity to the city's retail core. A key regeneration priority for the city.

**Planning Status** As part of local area plan. The site has existing permissions for cinema, food and beverage offer with opportunities to consider increased residential provision in this transitioning part of the city.

### Investment Opportunity

The rephasing of the City Centre West Masterplan presents an opportunity to bring forward new, high quality residential, leisure and F&B offer linking into the significant public realm investment in surrounding areas.

**Investment Type** Third party development partner with an extensive track record of commercial, residential and mixed-use development required

**Scale/Value:** £50 million

**Promoter** City of Wolverhampton Council

**Sector** Commercial & Leisure

**Public Sector Led**

**Website**



SCAN FOR VR

## DIVERSITY OF PLACE | THRIVING CULTURE



## Molineux Quarter

The vision for the Molineux Quarter is to bring forward new development and radically transform the public realm, knitting the Football Club and university's Molineux Campus into the fabric of the city centre.

The Football Club brings in thousands of visitors to the city each year, however land around the football stadium is underutilised. Much more could be done to create a new vibrant destination and experience for the city around the stadium, both during and outside the football season, with the potential for expansion, new public space and major new commercial development. The latter will benefit from an elevated visual prominence and position adjacent to the stadium, university and the city's main civic area.

**Planning Status** As part of local area plan

### Investment Opportunity

New developments, to match the club's international ambitions, will be brought forward through a partnership between the council, the club's owners (Fosun International), and the University of Wolverhampton.

**Scale/Value:** £100 million+

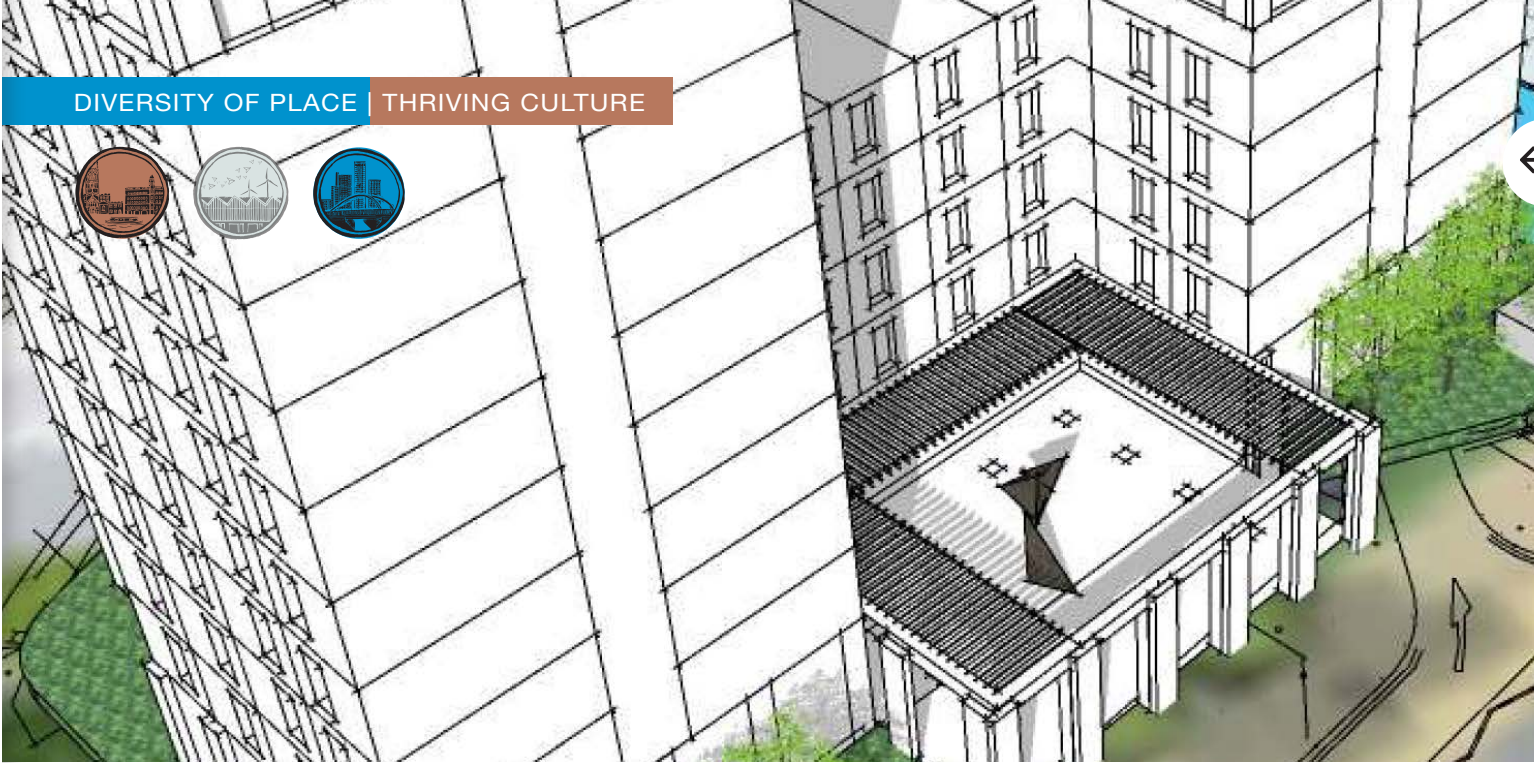
**Sector** Commercial & Leisure

**Public & Private Sector Led**

[Website](#)



## DIVERSITY OF PLACE | THRIVING CULTURE



## Hotel Opportunities

Operated and managed by an international hotel brand, the circa 150-bedroom hotel will satisfy the strong underlying demand due to 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 City Centre West regeneration area.

**Planning Status** As part of the local plan area. The City Centre West site previously had planning consent for a mixed-use scheme, including a hotel.

### Investment Opportunity

As part of the re-phasing and reimagining of the City Centre West leisure scheme, the City of Wolverhampton Council is seeking to deliver a new premium hotel offer in the city centre.

**Investment type** Funders, hotel brands and operators.

**Scale/Value** £14 million

**Sector** Commercial & Leisure

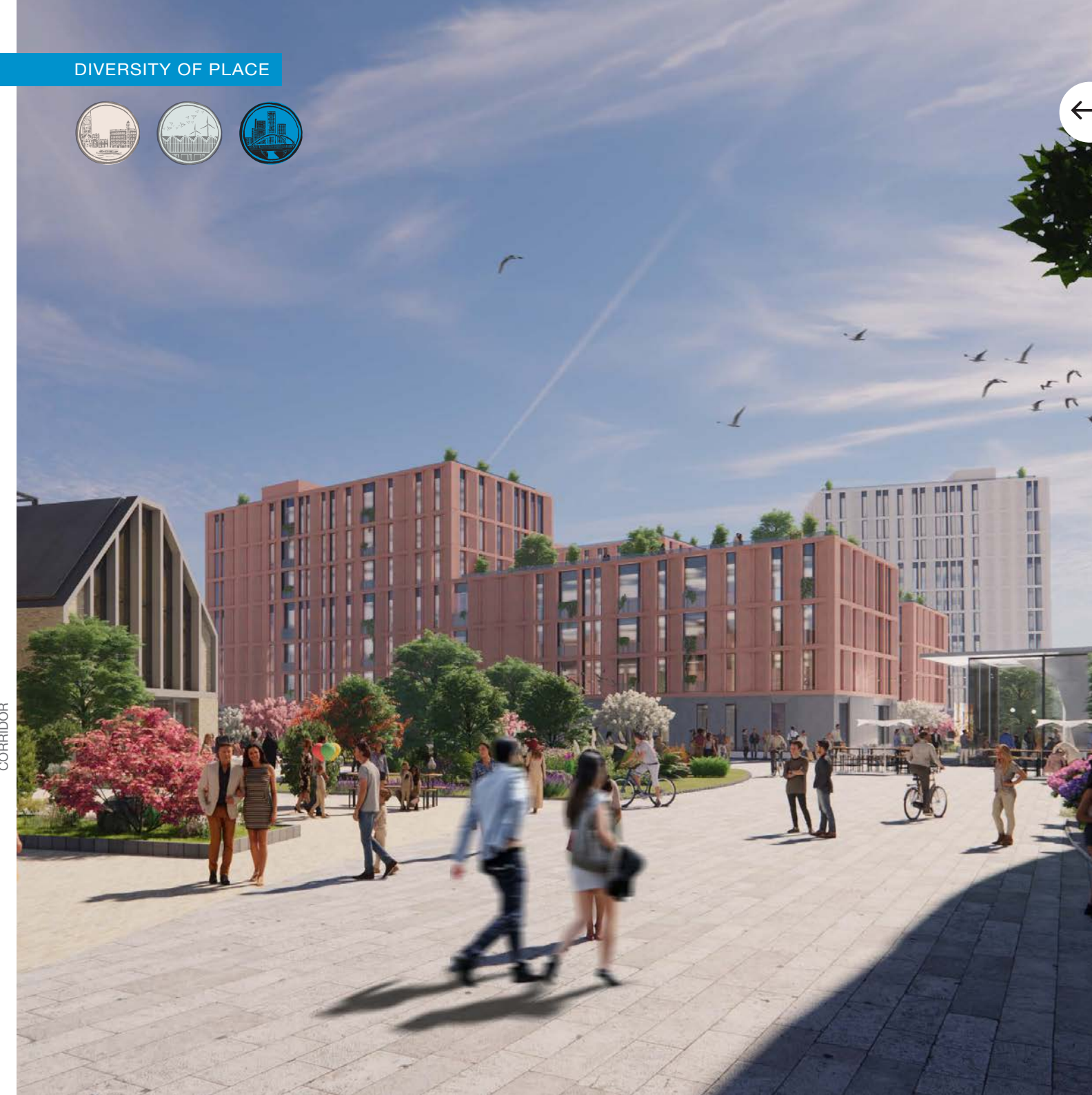
**Promoter** City of Wolverhampton Council

**Public Sector Led**

[Website](#)







## DIVERSITY OF PLACE



## St George's

St George's is an exciting opportunity to develop a strategic regeneration site for an exemplar mixed-use residential-led offer. The area sits in a prominent location with links to the city centre core, transport interchange, Metro station and new homes at the Royal. New infrastructure, including public realm links, refurbished and reconfigured Central Library, and improved College and Adult Education services as part of the City Learning Quarter project will further activate this area, increase footfall and create a new attractive destination.

**Planning Status** As part of the local area plan

**Investment type** Development funder

### Investment Opportunity

This 3.5 hectare site includes a Grade II listed church building (which was last used as part of a Sainsburys store) along with associated surface parking areas. The City of Wolverhampton Council has acquired parts of the site with a view to securing future development.

**Promoter** City of Wolverhampton Council

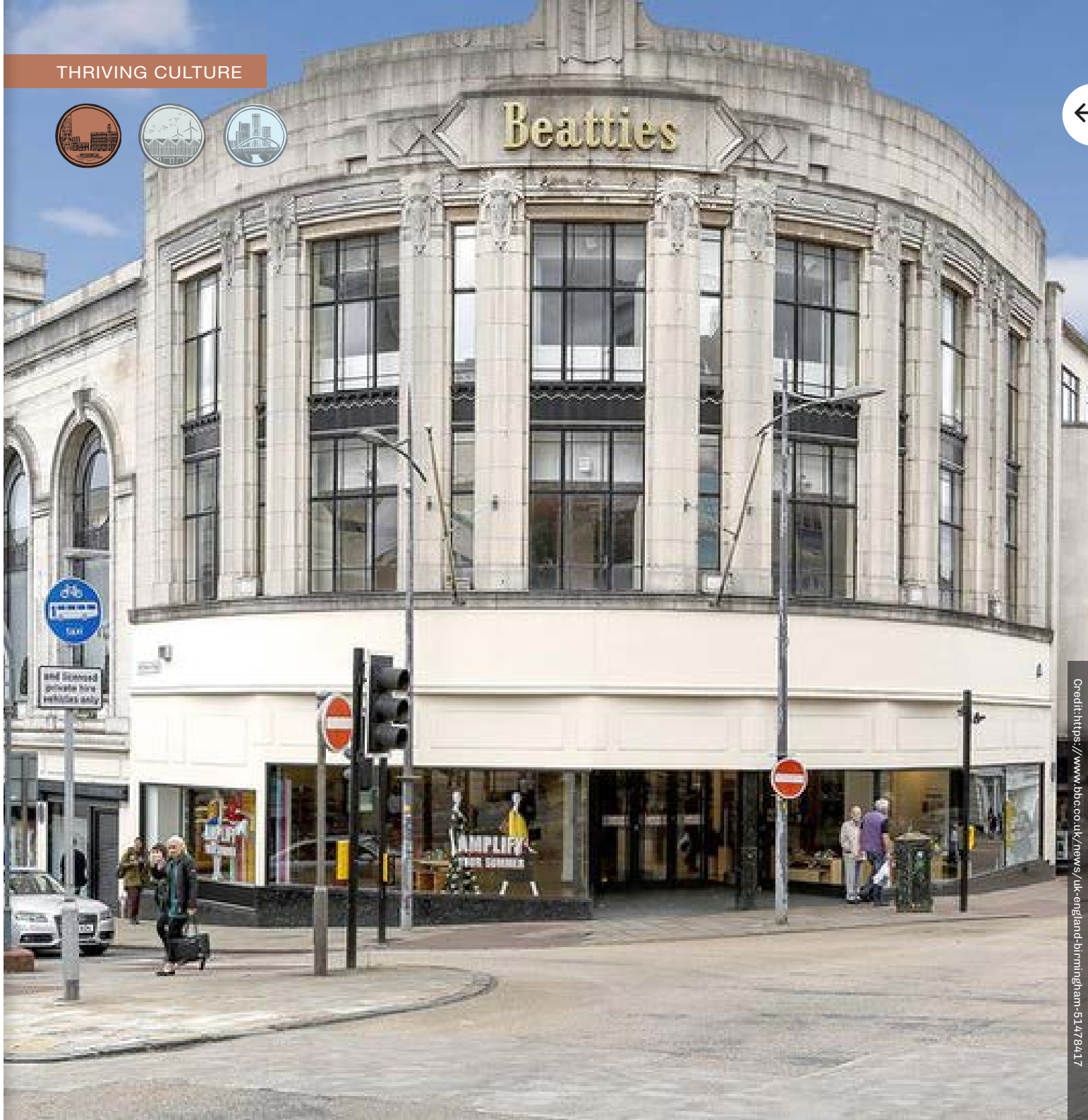
**Sector** Education, Leisure & Residential

**Public Sector Led**

**Website**



## THRIVING CULTURE



## Beatties Building

The Beatties building is an important institution in Wolverhamptons history, having been a traditional department store for over a century, and highly valued by local people.

A new use is now proposed for the building, with the redevelopment of former Beatties Car Park and Night Club to accommodate ground floor Class E commercial floorspace and the construction of 145 dwellings and basement and ground level car park with new access and crossover.

**Investment Opportunity** Opportunity to transform the store and car park into 145 dwellings

**Sector** Residential

**Private Sector Led**

**Website**

DIVERSITY OF PLACE



## Express and Star

The Express and Star's historic offices and the newer annexed print rooms represents a unique opportunity within the core of the city centre to bring forward development at scale. With excellent access to the Interchange and the shops, services and facilities in the city centre, there are a number of potential options that could be considered on the site.

### Investment Opportunity

A number of development options could be brought forward, including the wholesale repurposing of the Express & Star offices on Queen Street, as well as new development on the wider estate. There is also potential to increase the site to 1 hectare in scale through land assembly of the adjacent NCP car park, which has periodically been promoted to the market.

**Promoter** Express and Star / Knight Frank

**Private Sector Led**

[Website](#)

## THRIVING CULTURE

**Eye Infirmary****Grand Post House****Heritage Projects**

The former Wolverhampton Eye Infirmary occupies a prominent position in Chapel Ash just west of the city centre. It comprises three buildings, the infirmary itself, a former nurses' home and a later 20th century addition, all of which are of architectural and historic interest and appear on Wolverhampton's local list of heritage assets. The site is also within The Oaks conservation area.

A Grade II listed building, originally the head Post Office. Eventually sold and refurbished as offices and teaching rooms, and let to the University, who used it until 2007. The building carries one of Wolverhampton's biggest displays of terracotta.

**Investment Type** Funder

**Investment Opportunity**

The vision for these sites is to bring the buildings back into beneficial use, predominantly for residential accommodation, and to create a striking, high quality, iconic development opportunity.

**Promoter** City of Wolverhampton Council and Partners

**Sector** Residential led mixed-use development

**Public Sector Led**

**Website**

## DIVERSITY OF PLACE



## Horseley Fields

Horseley Fields is part of the redevelopment of the Canalside South area, sitting immediately to the east of the transport Interchange. The site offers opportunities for waterside developments.

Developer Placefirst has secured planning permission to deliver a transformative regeneration scheme of 366 new homes provide a mix of townhouses, new build apartments and commercial space across five acres of brownfield land in the heart of Wolverhampton's historic Canalside Quarter as a first phase of Canalside South.

## FLAIR FOR INNOVATION



NATIONAL  
BROWNFIELD  
INSTITUTE



## National Brownfield Institute

The NBI is part of the University's emerging Springfield Campus. Opened in September 2022, the facility is associated with the University of Wolverhampton, and is home to a team of specialist researchers, consultants and industry experts who will advise on all aspects of brownfield redevelopment and remediation.

## Springfield Brewery

The Grade II listed building was originally used as the Springfield Brewery stables and it reopened in 2020 as part of the University's £120m specialist architecture and built environment campus, the largest of its kind in Europe.

Today it is used as an employer-led training facility to enhance productivity in the region's manufacturing sector



## FLAIR FOR INNOVATION



## DIVERSITY OF PLACE



## Wolverhampton



## Transport Interchange

The new railway station is the cornerstone of the £150 million Interchange - a transport hub connecting trains, buses and trams and creating an attractive commercial gateway to the city.

- £25m station redevelopment
- Well-established Metro network
- Fantastic connections to Birmingham, Birmingham Airport, Manchester & London

## i9 Office Building

An iconic part of the city's commercial district, opened in 2021 and delivering prime office space in the region.

- £16m flagship, office gateway development at the heart of the transport interchange
- Over 52,000 square feet grade A office space
- Home to the Department for Levelling Up, Housing and Communities, the West Midlands Pension Fund and Local Government Pension Scheme



## DIVERSITY OF PLACE | FLAIR FOR INNOVATION



## DIVERSITY OF PLACE | FLAIR FOR INNOVATION

**i10 Building**

Delivered as part of the Wolverhampton Interchange scheme, quality and sustainability are key features of this prize winning building which comprises 36,000 sq ft of office space over three floors and 15,000 sq ft of retail ground floor space.

It has added a much needed Grade A office accommodation to the city, constructed to BREEAM excellent standards, making it one of the most sustainable buildings in the city.

**The Halls  
Wolverhampton**

The Halls Wolverhampton is a historic music venue and Grade II listed building.

It has recently undergone a multi-million pound refurbishment and improvement, re-opening in June 2023.

For several decades it has been one of the most notable live music venues in the country, forming part of a wider complex which includes Wulfrun Hall and the Slade Rooms. Global operator AEG Presents has agreed a 25-year lease deal to run the venue.



## THRIVING CULTURE





THRIVING CULTURE



# Wolverhampton Art Gallery

Grade II listed building that opened in 1884. The Art Gallery underwent a refurbishment in January 2022 that saw a new exhibition space open, the gallery's Georgian Room refurbished, and the PA system and Wi-Fi connectivity improved.

Both the café and entrance upgrade were phase two of the £1.5m revamp to the gallery.



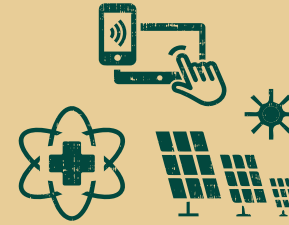
# Green Innovation Corridor

**The vision for the Green Innovation Corridor will drive the Green Industrial Revolution, building upon the Wolverhampton sustainable construction, green credentials and circular economy to transform the local economy creating quality jobs for local people.** The Corridor will connect key assets at the University's Springfield Campus with Wolverhampton Science Park and the core city centre and potentially further north to i54. It will introduce new development opportunities, incubation space, and improvements to the city's green and blue networks.

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 along the corridor by acting as a catalyst for additional private sector investment in the Science Park and unlocking brownfield sites for mixed-use development.

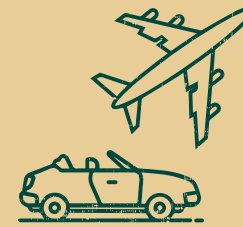
The Northern end of the corridor is one of the main gateways into the city and has always been one of the region's premier locations for employment and commercial development. Over the past 10 years, i54 has helped to drive interest and investment by national and international occupiers. There are opportunities in this area to enhance the research and development offer at Wolverhampton Science Park with the University of Wolverhampton, and create a green innovation district linking this growth to the National Brownfield Institute in the city centre.

**The area is also seeing a wider investment to deliver new developments and attract new communities.** The completion of development on the **former Goodyear site** will create a new 500-home community, with other smaller scale developments, including 150 homes at the **Tap Works**, providing essential homes. Established communities benefit from a range of assets, including schools, the canal network and local centres for shopping and essential goods. Major multi modal infrastructure investments are also being delivered to facilitate easy access to the wider city area with funding from Department for Transport, Midlands Connect and the WMCA.



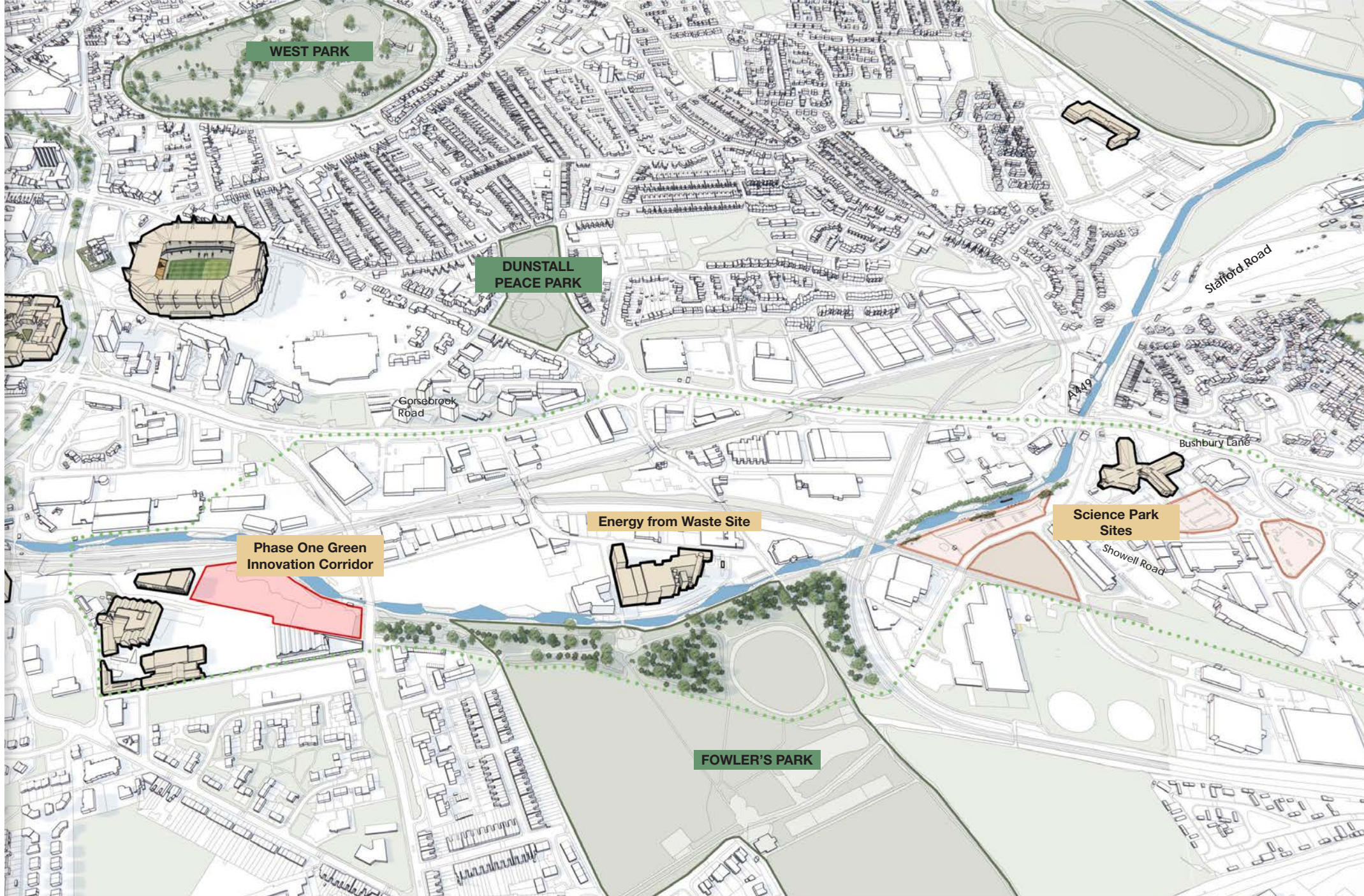
i54 has delivered over 2,700 jobs on one of UK's most successful Enterprise Zones with potential for over 900 more on the Western extension

£17.5 million National Brownfield Institute, opened in September 2022



Major occupiers in the area include Jaguar Land Rover, Moog, Eurofins, Collins Aerospace and ERA.





WEST PARK

DUNSTALL PEACE PARK

Energy from Waste Site

Science Park Sites

FOWLER'S PARK

Phase One Green Innovation Corridor

# Phase One Green Innovation Corridor

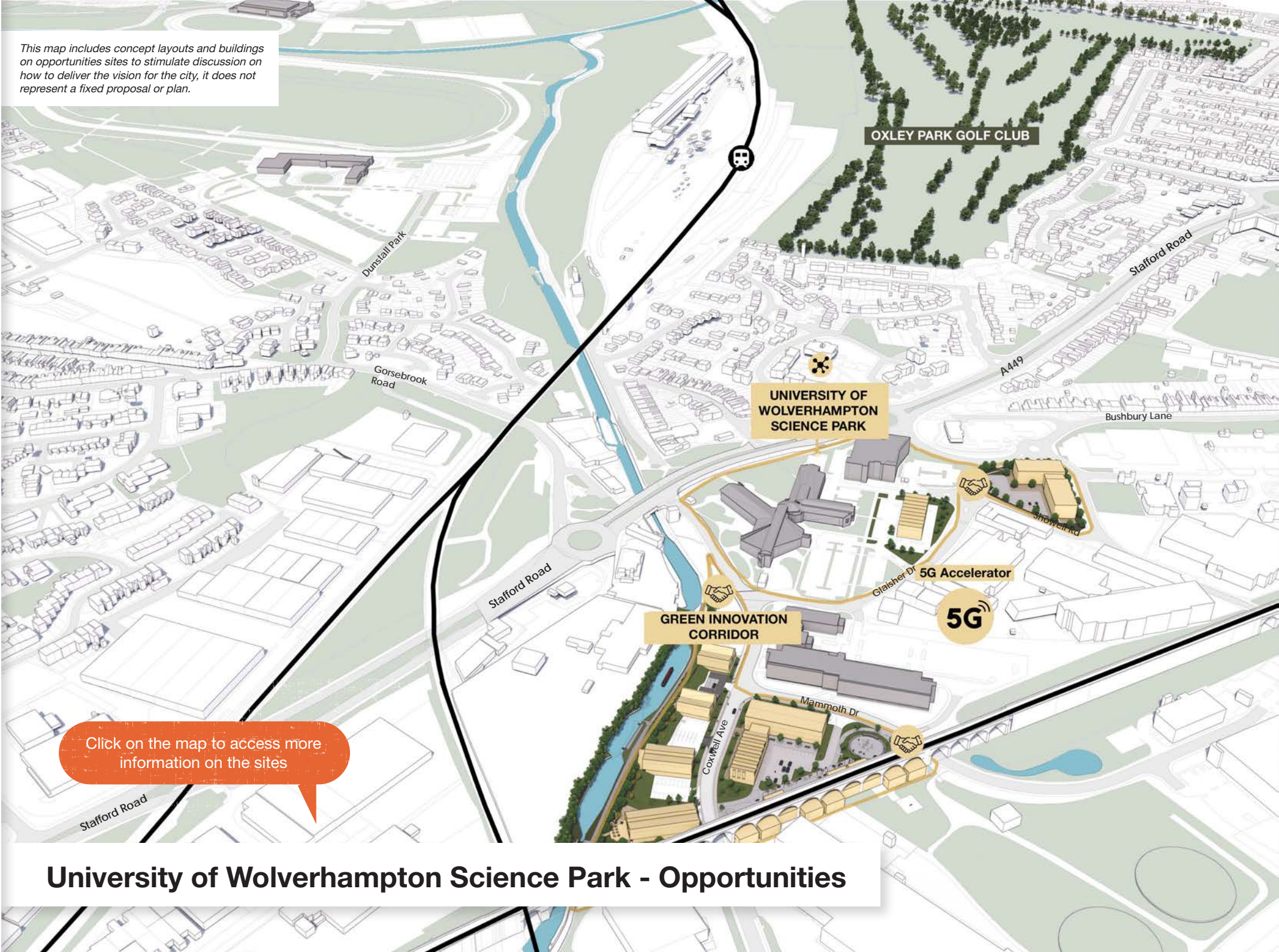
Phase One

Notional Green Innovation Corridor



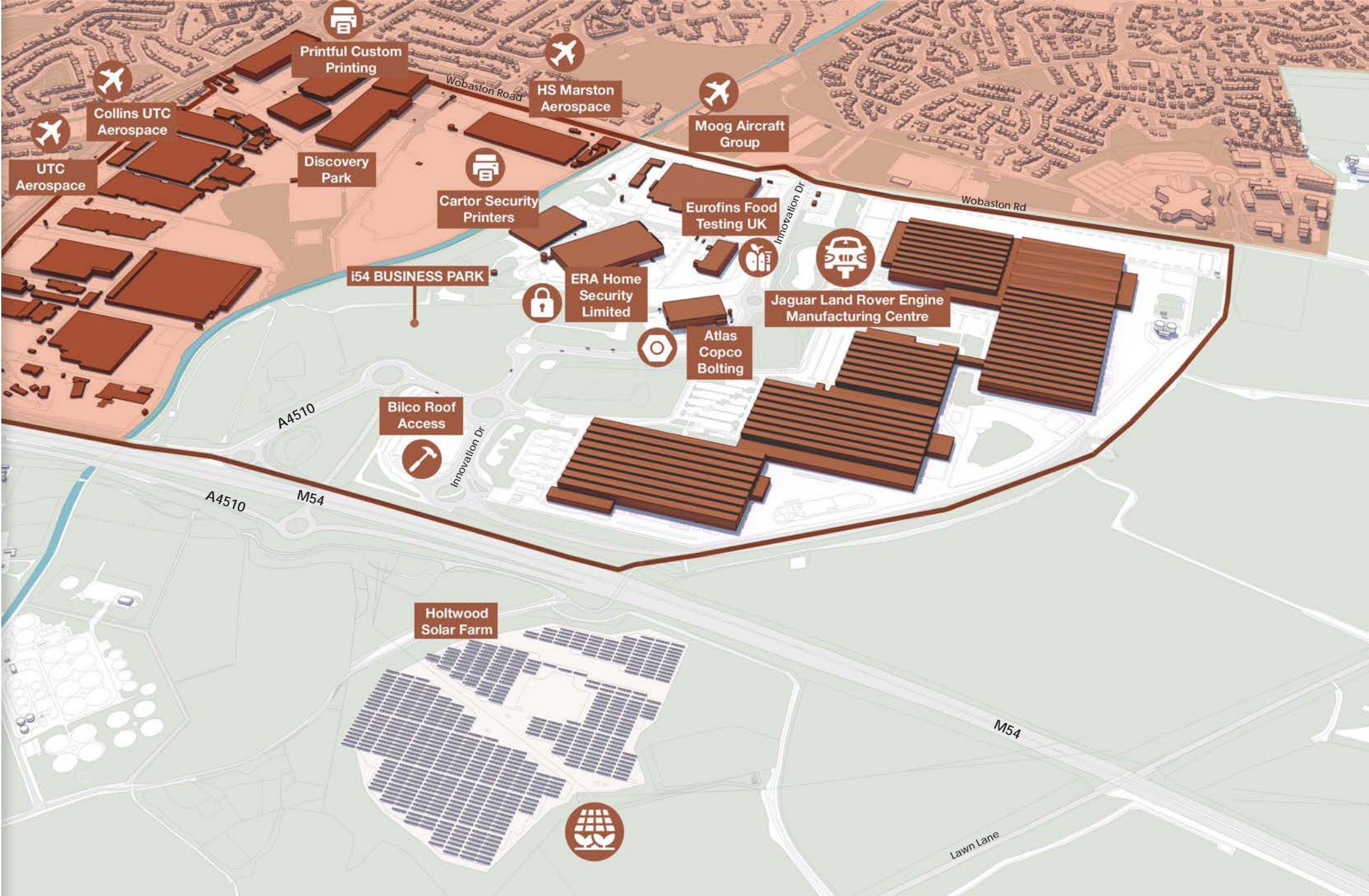
# University of Wolverhampton Science Park - Assets

This map includes concept layouts and buildings on opportunities sites to stimulate discussion on how to deliver the vision for the city, it does not represent a fixed proposal or plan.



Click on the map to access more information on the sites

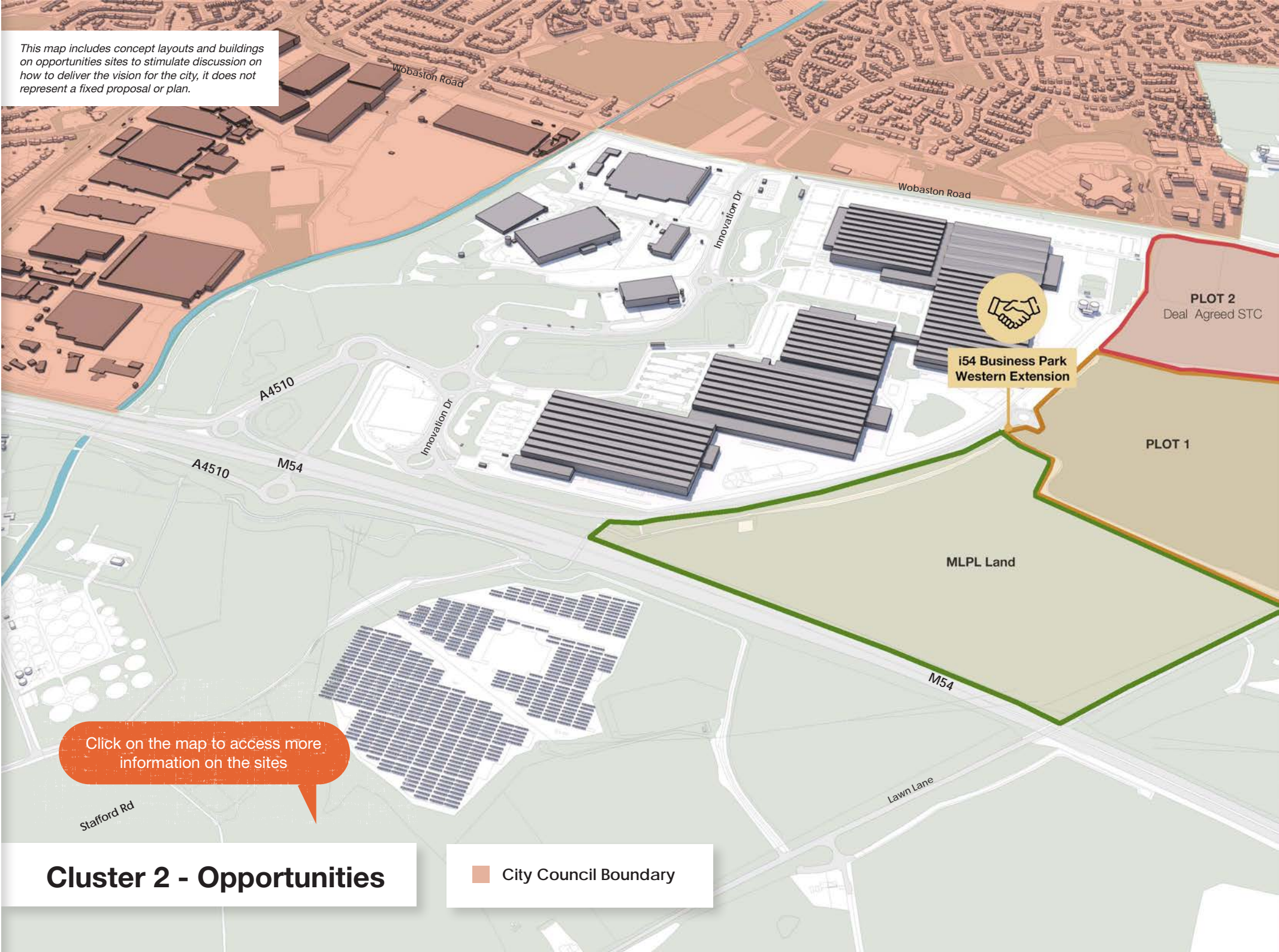
# University of Wolverhampton Science Park - Opportunities



# Cluster 2 - Assets

 City Council Boundary

This map includes concept layouts and buildings on opportunities sites to stimulate discussion on how to deliver the vision for the city, it does not represent a fixed proposal or plan.



PLOT 2  
Deal Agreed STC

i54 Business Park  
Western Extension

PLOT 1

MLPL Land

Click on the map to access more information on the sites

# Cluster 2 - Opportunities

City Council Boundary

FLAIR FOR INNOVATION



# Phase One Green Innovation Corridor

The Springfield Campus will act as a smart specialisation hub in the region. It is estimated to bring over £300m worth of GVA benefits to the Black Country over a 30-year project lifecycle.

Phase One of the development focused on learning, skills development and education and includes the state-of-the-art School of Architecture and the Built Environment, a £120 million project. This turned a 12-acre, Grade II listed former brewery into Europe's largest specialist architecture and built environment campus. Phase 2 concentrated on developing research and policy expertise through the establishment of the National Brownfield Institute.

The Green Innovation Corridor proposes a further 120,000 sq ft of commercial innovation floorspace over 3 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.

**Planning Status** As part of the local area plan

**Investment Opportunity**  
Further opportunities relate to the next strategic phase of development, integrating the promotion of industrial engagement and co-location.

**Investment type** Investor, co-developer, funder

**Scale/Value** £125 million

**Promoter** University of Wolverhampton

**Sector** Research, Education and Skills

**Public Sector Led**



## FLAIR FOR INNOVATION



# University of Wolverhampton Science Park

University of Wolverhampton Science Park is a partnership between University of Wolverhampton and City of Wolverhampton Council formed in 1993. The Science Park is home to over 100 businesses in a diverse range of sectors, including aerospace, agricultural technology, automotive, construction, information technology, life sciences, professional and business services with a fast-growing demand for further commercial space.

The Centre of Excellence for Advanced Manufacturing & Digital Innovation Hub comprises of an incubator space and start-up units at Wolverhampton Science Park as hub of digital economy and aerospace. It builds upon the University of Wolverhampton's ambitions to develop a Centre of Excellence for Digital Innovation in Smart Cities.

Between 1995 and 2017 there was a growth in lettable space from 2,500sqm to 14,000sqm with the new proposed development, to accommodate further demand for workshops, laboratories and offices.

**Planning Status** As part of the local area plan, and subject to land assembly

### Investment Opportunity

Future development sites neighbouring the existing Science Park are key opportunity areas as part of the emerging Green Innovation Corridor with potential for business start-up space, innovation hub and offices.

**Investment type** Equity investor for development sites.

**Promoter** City of Wolverhampton Council / University of Wolverhampton

**Sector** Digital Tech, Aerospace & Employment

**Public Sector Led**

**Website**

## FLAIR FOR INNOVATION



## i54 Business Park Western Extension

The UK's most successful Enterprise Zone with over £1 billion already invested. The site has direct access to UK motorway network via a dedicated junction on the M54. The 60-acre council-owned Western Extension provides fully serviced development platforms capable of accommodating up to 100,000 sqm of B1 and B2 floorspace. Following significant occupier interest there is now 25 acres remaining and immediately available for advanced manufacturing, technology, training, and innovation.

In addition, the new Western Extension access road has opened up a further 40 acres owned by MLPL, bringing the gross developable area to 100 acres.

**Planning Status** Planning permission for B1, B2 uses

### Investment Opportunity

i54 is already home to international businesses and high value-added employers, including Jaguar Land Rover's Engine Manufacturing Centre alongside other global businesses including Moog, ERA and Atlas Copco. The Western Extension is being marketed to further end users to ensure more high quality occupiers that will galvanise i54's reputation as a regional, national and international strategic site and centre of excellence for advanced manufacturing

**Investment type** Occupier

**Promoter** City of Wolverhampton Council, Staffordshire County Council, South Staffordshire Council and Stoford

**Sector** Advanced Manufacturing

**Public Sector Led**



# Canalside Renaissance

The ongoing transformation along the canal network in the city presents major opportunities to deliver growth that benefits the wider communities in the city. In Bilston, the successful delivery of the early phases of the **Urban Village** created homes in a high quality environment alongside a new school, leisure centre and new green spaces linked to the canal. Bilston Town Centre also presents the opportunity to create a modern high street destination connected to significant housing growth. Other developments are happening in the canal corridor, including the 151 homes already delivered on **Cable Street** and supported with funding from the WMCA.

Within the Wolverhampton to Walsall corridor, **Wednesfield town centre is also a priority area for investment.** A series of improvements to the quality of **Wednesfield High Street** are proposed, with improved links to the canal network to enhance connectivity. As part of the active travel fund investment, new high quality dedicated cycle facilities are being delivered along the Wednesfield Road and in/around the city centre.

Next to Wednesfield Town Centre, WV Living are delivering 266 new homes on **The Marches** development. The area will also benefit from the development of one of the UKs largest city solar farms at **Bowman's Harbour.** The nearby **large industrial area** has recently seen investments, such as Revolution Park, and there are other major opportunities available for large scale occupiers.



**40 hectare** mixed use development at Bilston Urban Village, providing over **500** new homes

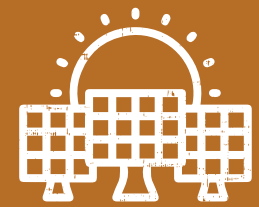
Over **£10m** allocated to Wednesfield and Bilston Town Centres from the Towns Fund

**£10m Fund**



**Town Centres**

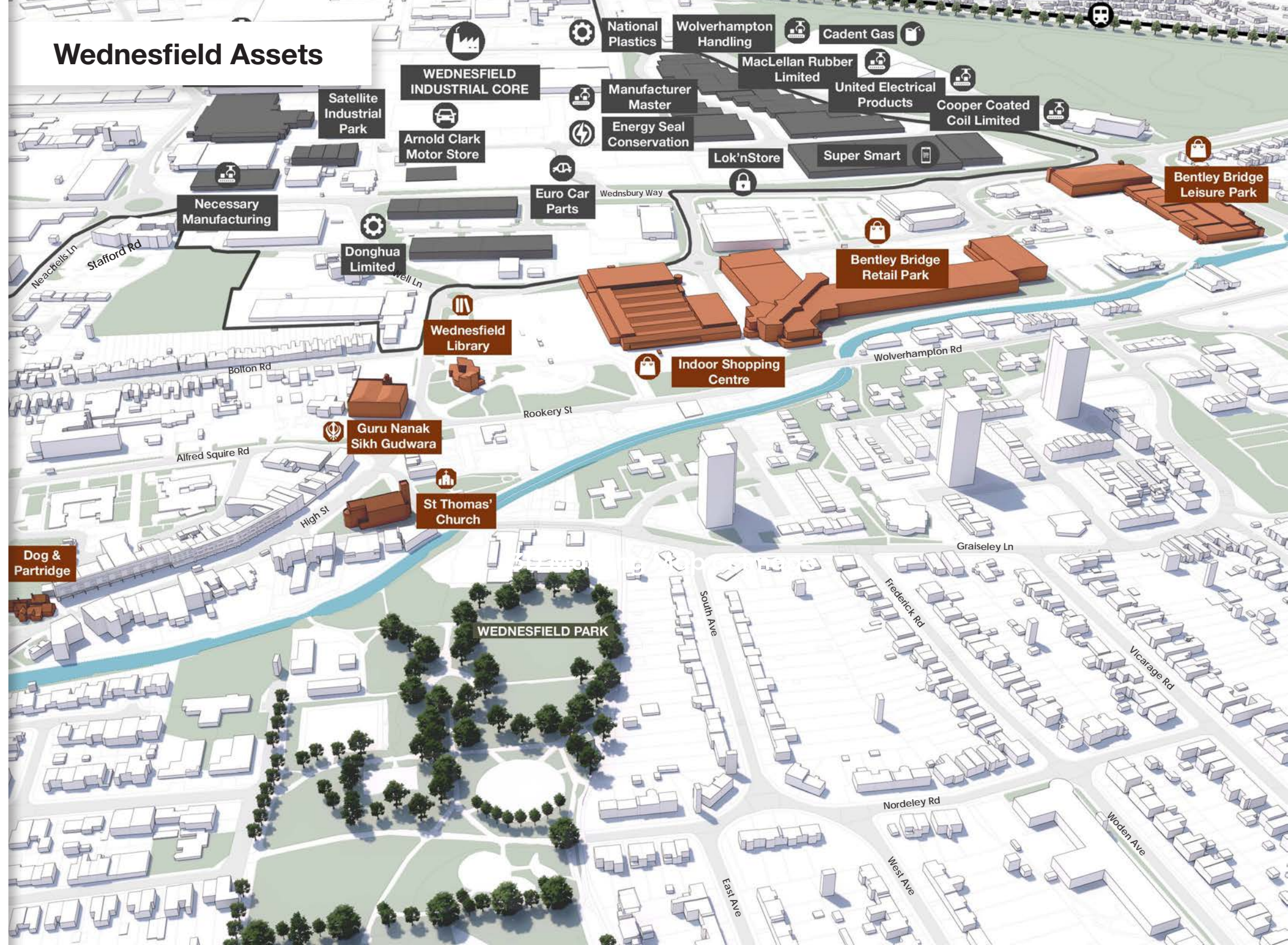
**6.9MW**



**6.9 MW** of sustainable solar energy from Bowman's Harbour Solar Farm



# Wednesfield Assets




# Wednesfield - Opportunities

Click on the map to access more information on the sites

 **BOWMAN'S HARBOUR SOLAR FARM**

 **HEATH TOWN 0.5 MILES**

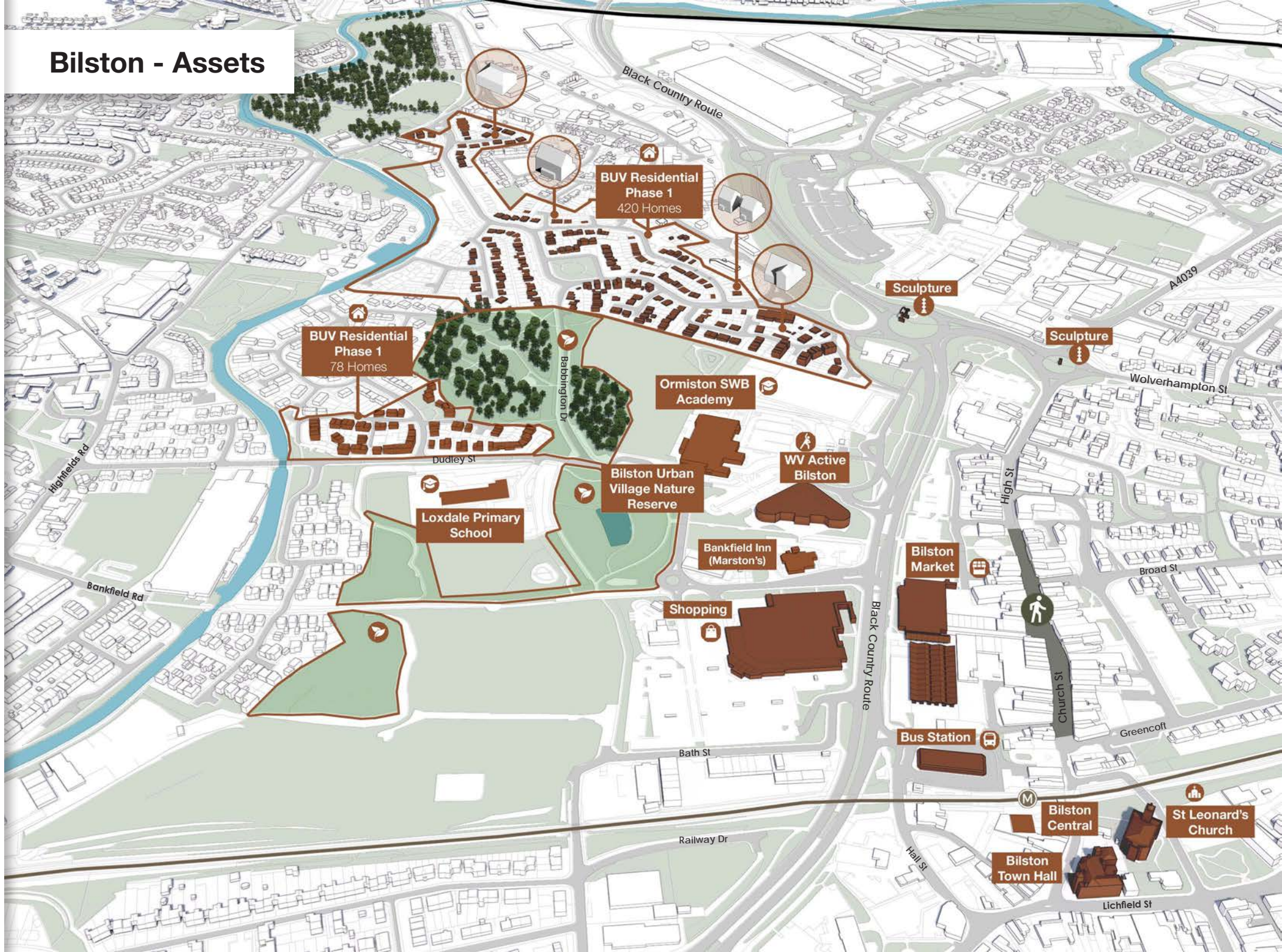
 **WEDNESFIELD HIGH STREET**

**WEDNESFIELD PARK**

*This map includes concept layouts and buildings on opportunities sites to stimulate discussion on how to deliver the vision for the city, it does not represent a fixed proposal or plan.*



# Bilston - Assets



BUV Residential Phase 1  
78 Homes

BUV Residential Phase 1  
420 Homes

Ormiston SWB Academy

Loxdale Primary School

Bilston Urban Village Nature Reserve

Bankfield Inn (Marston's)

WV Active Bilston

Shopping

Sculpture

Sculpture

Bilston Market

Bus Station

Bilston Central

Bilston Town Hall

St Leonard's Church

Black Country Route

A4039

Wolverhampton St

Highmeads Rd

Dudley St

Barbington Dr

High St

Broad St

Bankfield Rd

Black Country Route

Greencoat

Bath St

Railway Dr

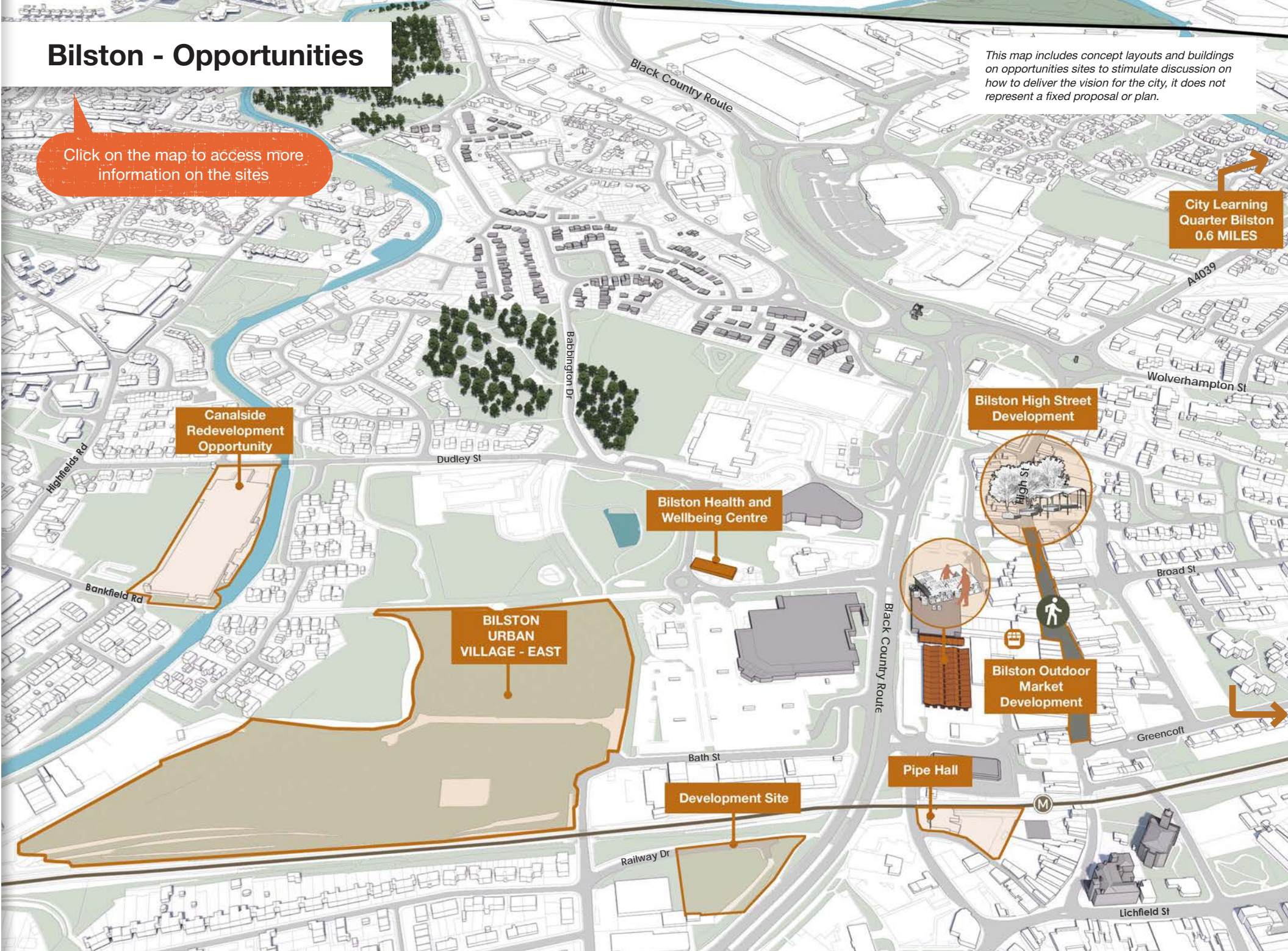
Hall St

Lichfield St

# Bilston - Opportunities

*This map includes concept layouts and buildings on opportunities sites to stimulate discussion on how to deliver the vision for the city, it does not represent a fixed proposal or plan.*

Click on the map to access more information on the sites



City Learning Quarter Bilston  
0.6 MILES

Canalside Redevelopment Opportunity

BILSTON URBAN VILLAGE - EAST

Bilston Health and Wellbeing Centre

Bilston High Street Development

Bilston Outdoor Market Development

Pipe Hall

Development Site

Highfields Rd

Bankfield Rd

Dudley St

Babbington Dr

Black Country Route

Black Country Route

A4039

Wolverhampton St

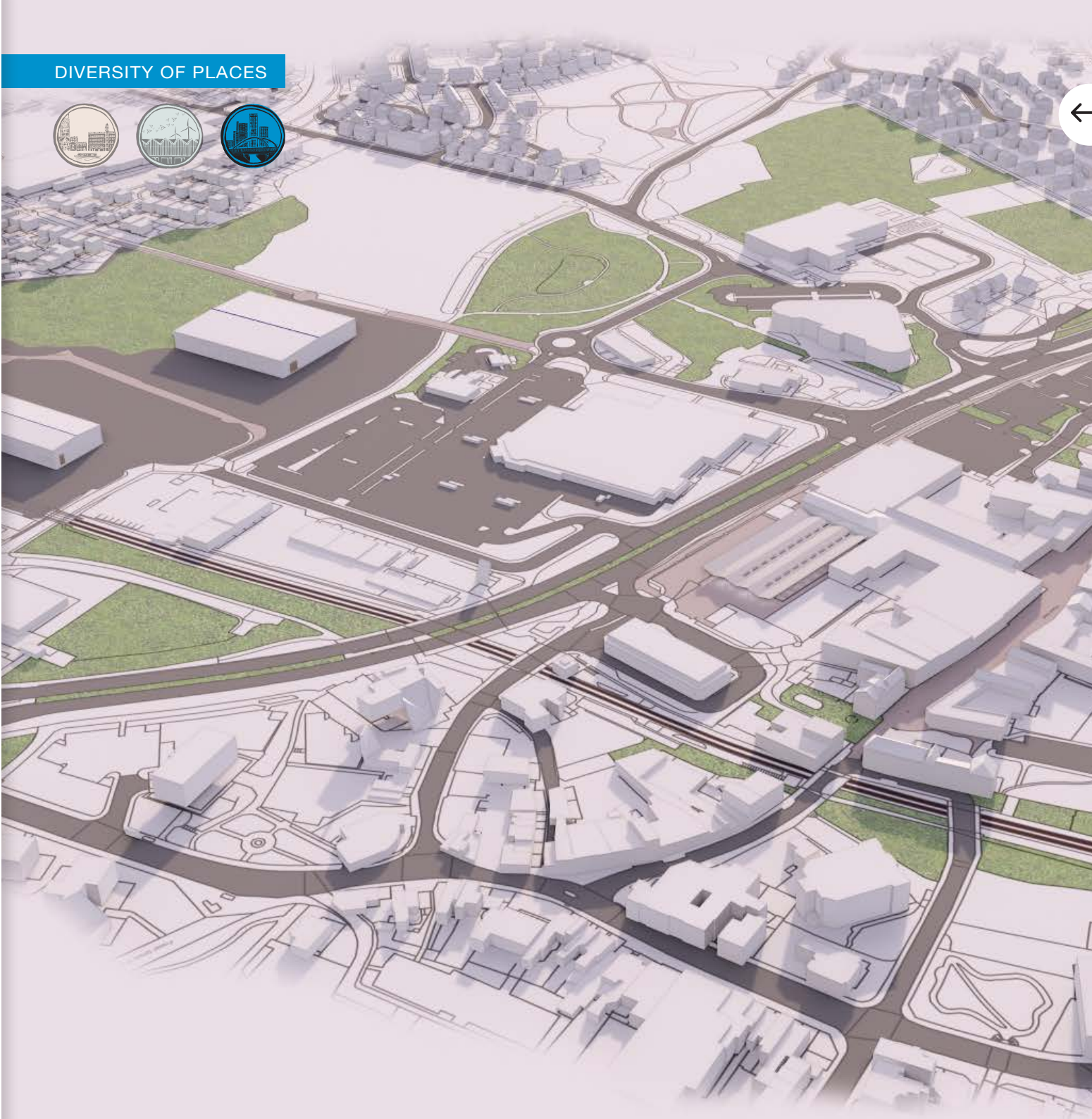
Broad St

Greencoat

Lichfield St



DIVERSITY OF PLACES



# Bilston Urban Village East

This is part of the Bilston Urban Village (BUV) site which has successfully delivered 500 new homes, new health, education and leisure facilities. It is approximately 2.5 miles from Wolverhampton City Centre with excellent connectivity to Wolverhampton, Birmingham and the rest of the West Midlands via the Black Country Route and West Midlands Metro.

### Investment Opportunity

The City of Wolverhampton Council-owned employment site (6.02 ha) is one of the last remaining BUV development opportunities.

The City of Wolverhampton Council has selected Goold Estates as its preferred developer for the Bilston Urban Village employment site to develop high quality industrial and commercial units. The Council will work with economic partners, including the Black Country Consortium and the WMCA, to assist in the promotion of this site.

**Sector** Industrial

**Public Sector** Led

[Website](#)





THRIVING CULTURE



# Bilston High Street & Link

Strategic key sites within the town centre offer the opportunity to redefine the traditional High Street, improve links to the new community at BUV and increase local spend and vibrancy in the area.

**Investment Opportunity**  
Subject to securing funding, a suitable mix of developments can enhance the offer in the town centre, improve environmental quality and create an iconic locally distinctive development opportunity.

**Promoter** City of Wolverhampton Council

**Scale/Value** £5-10 million

**Public & Private Sector Led**

[Website](#)

## THRIVING CULTURE



## Wednesfield High Street

Wednesfield town centre is a priority area for investment, with the High Street performing an important role locally, and the nearby Bentley Bridge Retail Park and other facilities attracting visitors from a wider catchment. This project comprises improvements to Wednesfield Market to provide enhanced facilities, increase footfall and attract further investment and development. It includes replacement of market stalls, creation of events space and infrastructure for street traders.

### Investment Opportunity

A series of capital improvements to the quality of the Wednesfield High Street environment are proposed, which are currently at concept stage. These will be explored and refined on the basis of the Development Framework and accompanying feasibility study.

**Promoter** City of Wolverhampton Council

**Scale/Value** £4.6 million

**Website**

## DIVERSITY OF PLACES



## City Learning Quarter - Bilston

The City of Wolverhampton College Technical Centre (CoWTech) project is the first phase of the City Learning Quarter (CLQ) Programme that is being led by the City of Wolverhampton Council in partnership with the college.

CoWTech upon completion will create a stand alone purpose built Technical Centre that will provide a new Advanced Engineering and Electric Vehicle (EV) Centre of Excellence at the College's Wellington Road, Bilston campus. This new build learning space measuring 2,415 square metres will provide the following facilities.

- Motor Vehicle (traditional / hybrid / EV courses) and Engineering Teaching
- New skills development in electric and hybrid vehicles
- Engineering Workshop
- Welding Bays
- Motor Vehicle Workshops
- Motor Vehicle Paint Spray Bay
- MOT Bay Teaching Spaces including CAD and Robotics
- Car Parking and External Areas

The project contributes to national, regional and Council priorities of education, training, skills and employment, brownfield land / sustainable / green development / technologies. It responds to the Government's announcement to end new petrol and diesel car production by 2030. The College curriculum provision is heavily influenced by skills gaps reported by local employers and offers learners a pathway into local employment opportunities.



Rail Training Centre, City of Wolverhampton College @Express & Star

DIVERSITY OF PLACES



# Heath Town Estate Regeneration

A major transformation of the estate, which has seen an extensive demolition programme of vacant buildings, existing residential blocks undergo major improvements by Wolverhampton Homes, and the creation of three new play areas and a football pitch.

A total of up to 200 new homes are to be built on the estate over the coming years, with the council set to develop nine sites in total.

# Bowman's Harbour Solar Farm

The farm - a joint project by the City of Wolverhampton Council and the NHS Trust - will produce 6.9MW of sustainable solar energy, estimated to power the hospital for around 288 days a year. This is a step towards making Wolverhampton carbon zero by 2041.



FLAIR FOR INNOVATION



THRIVING IN CULTURE



# Bilston Market

Bilston Market continues to drive footfall in the town and serves traditional local communities. Around £5m of Towns Fund has been secured to bring about a transformation of the site, raising its quality and prominence in the town, widening its appeal and enabling a much more flexible use of the space, especially on non-market days and in the evenings.





## Bilston Health and Wellbeing Centre

A modern health and well-being facility combining Royal Wolverhampton Trust Services with clinical accommodation, local GP's and Council services, offering an integrated solution for Bilston. The Council-led scheme, with support from the Clinical Commissioning Group, seeks to utilise its assets as part of a wider Bilston Asset Transformation programme to rationalise, consolidate and optimise its services to help unlock brownfield sites for housing development and public services.

# Contact Us

## Further Information:

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Wolverhampton -  
a Trailblazer for Levelling  
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