



# Enterprise and Business Scrutiny Panel

3 February 2015

**Time** 6.00 pm      **Public Meeting?** YES      **Type of meeting** Scrutiny  
**Venue** Committee Room 3 - Civic Centre, St Peter's Square, Wolverhampton WV1 1SH

## Membership

**Chair** Cllr John Rowley (Lab)  
**Vice-chair** Cllr Jonathan Yardley (Con)

### Labour

Cllr Harbans Bagri  
Cllr Philip Bateman  
Cllr Payal Bedi  
Cllr Craig Collingswood  
Cllr Val Evans  
Cllr Tersaim Singh  
Cllr Jacqueline Sweetman  
Cllr Martin Waite

### Conservative

Cllr Zahid Shah

### Liberal Democrat

Cllr Michael Heap

Quorum for this meeting is three Councillors.

## Information for the Public

If you have any queries about this meeting, please contact the democratic support team:

**Contact** Earl Piggott-Smith  
**Tel/Email** Tel: 01902 551251 or [earl.piggot-smith@wolverhampton.gov.uk](mailto:earl.piggot-smith@wolverhampton.gov.uk)  
**Address** Democratic Support, Civic Centre, 2<sup>nd</sup> floor, St Peter's Square,  
Wolverhampton WV1 1RL

Copies of other agendas and reports are available from:

**Website** [wolverhampton.moderngov.co.uk](http://wolverhampton.moderngov.co.uk)  
**Email** [democratic.support@wolverhampton.gov.uk](mailto:democratic.support@wolverhampton.gov.uk)  
**Tel** 01902 555043

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Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

# Agenda

## Part 1 – items open to the press and public

<i>Item No.</i>	<i>Title</i>
6	<b>Delivering the regeneration of the city of Wolverhampton - presentaion</b> (Pages 3 - 32)

# Delivering the regeneration of the city of Wolverhampton

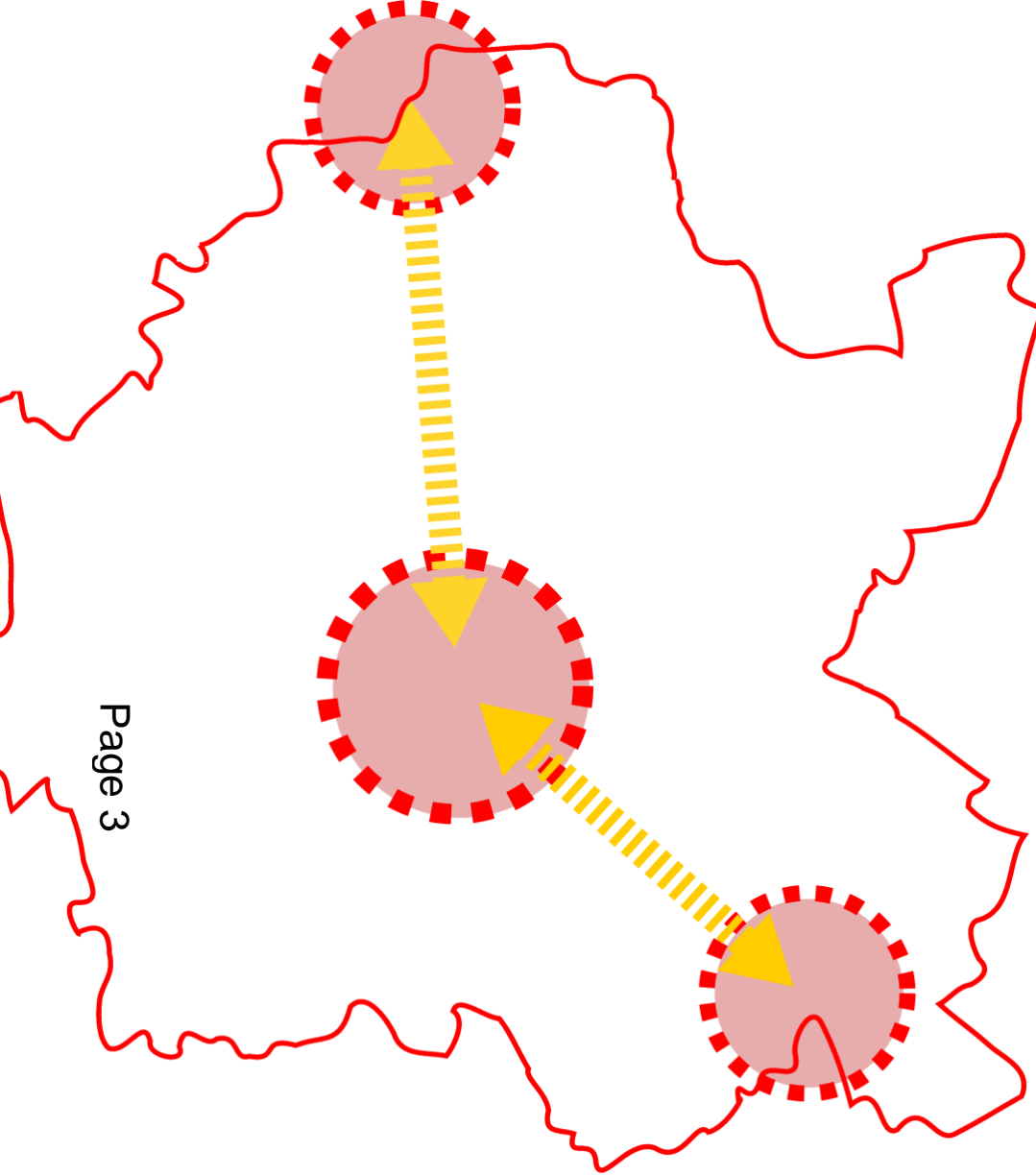
## Enterprise and Business Scrutiny Panel

Keren Jones, Service Director, City  
Economy

Marie Bintley, Head of City  
Development

03 February 2015

Wolverhampton. Making it happen



# Citywide – Economic Context

**Business and enterprise:** 8,065 Businesses (1,000 new start-ups in 2013) – 110,000 jobs (14.4% manufacturing, 14.3% health, 9.4% education and 9.1% retail).

**Strategic Companies:** JLR, UTC Aerospace Systems, ADAS Group Ltd, Carillion, Marstons, Moog, Caparo, Brammer, Lloyds Group etc.

**Key sectors:** Adv manufacturing, automotive, aerospace, construction, creative industries, healthcare

**Geographical areas for growth** University expansion, Stafford Road AAP, Interchange, Westside, Canalside, Southsde, J2.

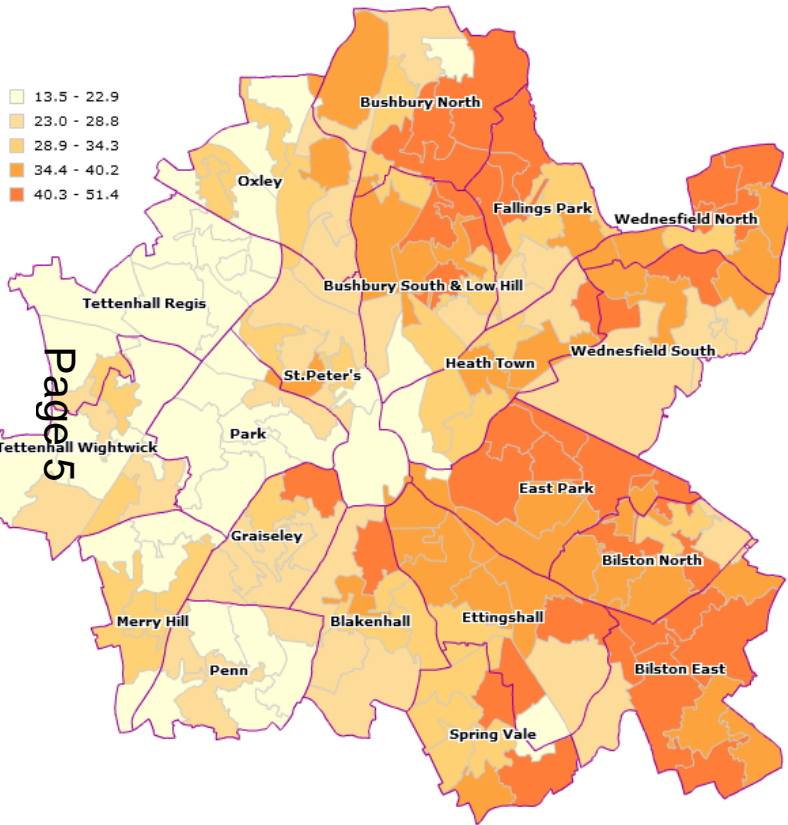
**Barriers to growth:** relatively low skills, limited land stock, cost of remediating land, cost to value gap

Industry (% of total employees)	Wolverhampton	England
Primary Services (A-B: agriculture and mining)	0.0	0.2
Energy and Water (D-E)	0.5	1.0
Manufacturing (C)	14.4	8.5
Construction (F)	4.9	4.3
Services (G-S)	80.3	86.1
The Services (G-S) group is comprised of:	The Services (G-S) group is comprised of:	
Wholesale and retail, including motor trades (G)	17.2	16.0
Transport storage (H)	3.4	4.6
Accommodation and food services (I)	4.2	6.9
Information and communication (J)	1.8	4.3
Financial and other business services (K-N)	18.6	22.4
Public admin, education and health (O-Q)	31.1	27.4
Other Services (R-S)	3.9	4.5

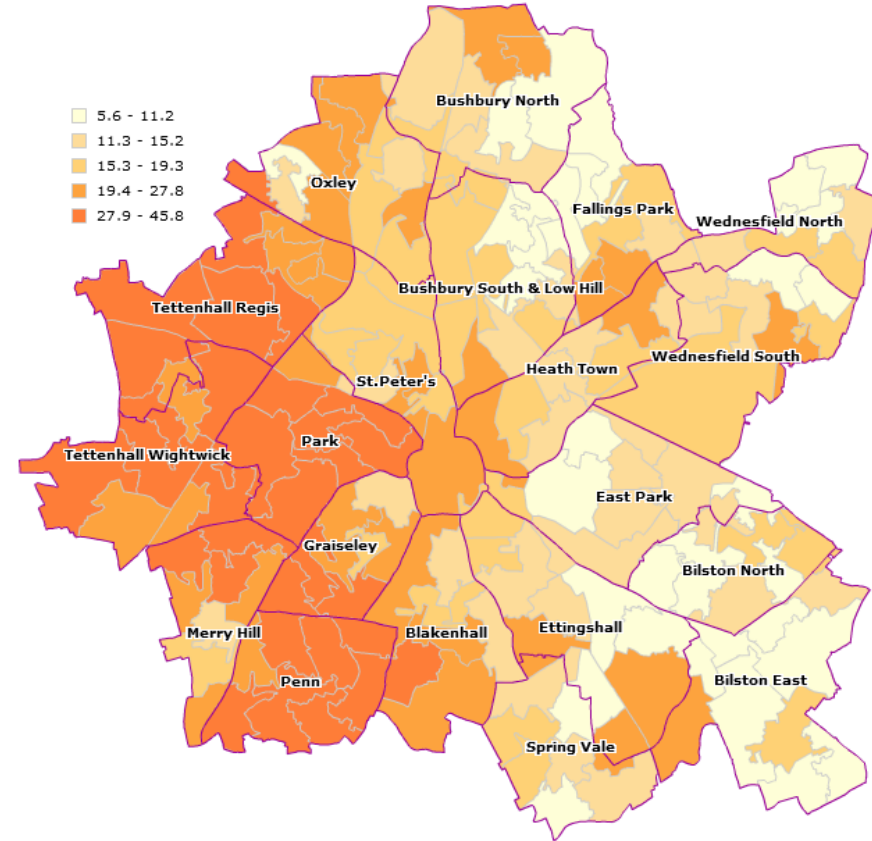
# Citywide – Skills Context

## Skills and qualifications:

No Qualifications (%)

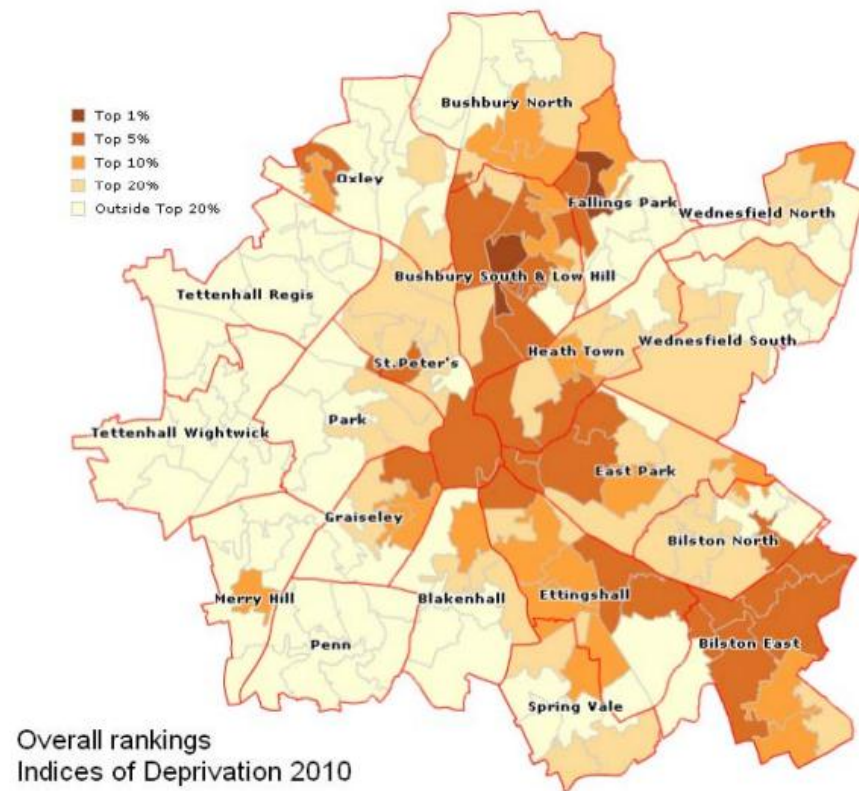


Level 4+ Qualifications (%)



# Citywide deprivation context

- 52% of Lower Super Output Area's (LSOA's) in bottom 20% nationally
- 51% of LSOA's income deprived
- 54% of LSOA's employment deprived
- Claimant rate of 4.4% with approximate unemployment at 11.8%.



# 1. i54 / J2

- i54
- J2

Employment site  
Stafford Road  
Enterprise Corridor

## 2. city centre

- Interchange
- Westside
- Southside
- Canalside Quarter
- Retail core
- University Quarter

## 3. Bilston centre regeneration

- Bilston Urban Village
- Bilston Town Centre

# i54 – South Staffordshire



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# J2 / i54



## Key Partners:

- Staffordshire CC, South Staffordshire Council, Black Country LEP, Stoke and Staffordshire LEP, HCA, JLR

## Key growth opportunities:

- Identified growth sectors in the SEP
- Links with the Black Country's core strengths and clusters
- Remaining 30 acres of available sites
- National profile

## Issues to address:

- Available land – demand for more space
- Low levels of skills in the region – Identified skills framework plan.
- Future infrastructure improvements and public transport access.

## Key sectors and companies:

- Automotive, aerospace, advanced manufacturing
- JLR, ISP, Moog, Eurofins, ADAS Group Ltd, UTC.



# J2 / i54



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## Progress:

- Delivery of 97 hectare high-tech business park
- £57 million investment in to infrastructure
- Cross LEP and Local Authority approach
- National reputation as a cluster of advanced manufacturing and aerospace industries
- Nationally significant strategic companies based on site
- Enhanced access through new motorway junction to i54
- Public transport investment through S106 travel plan

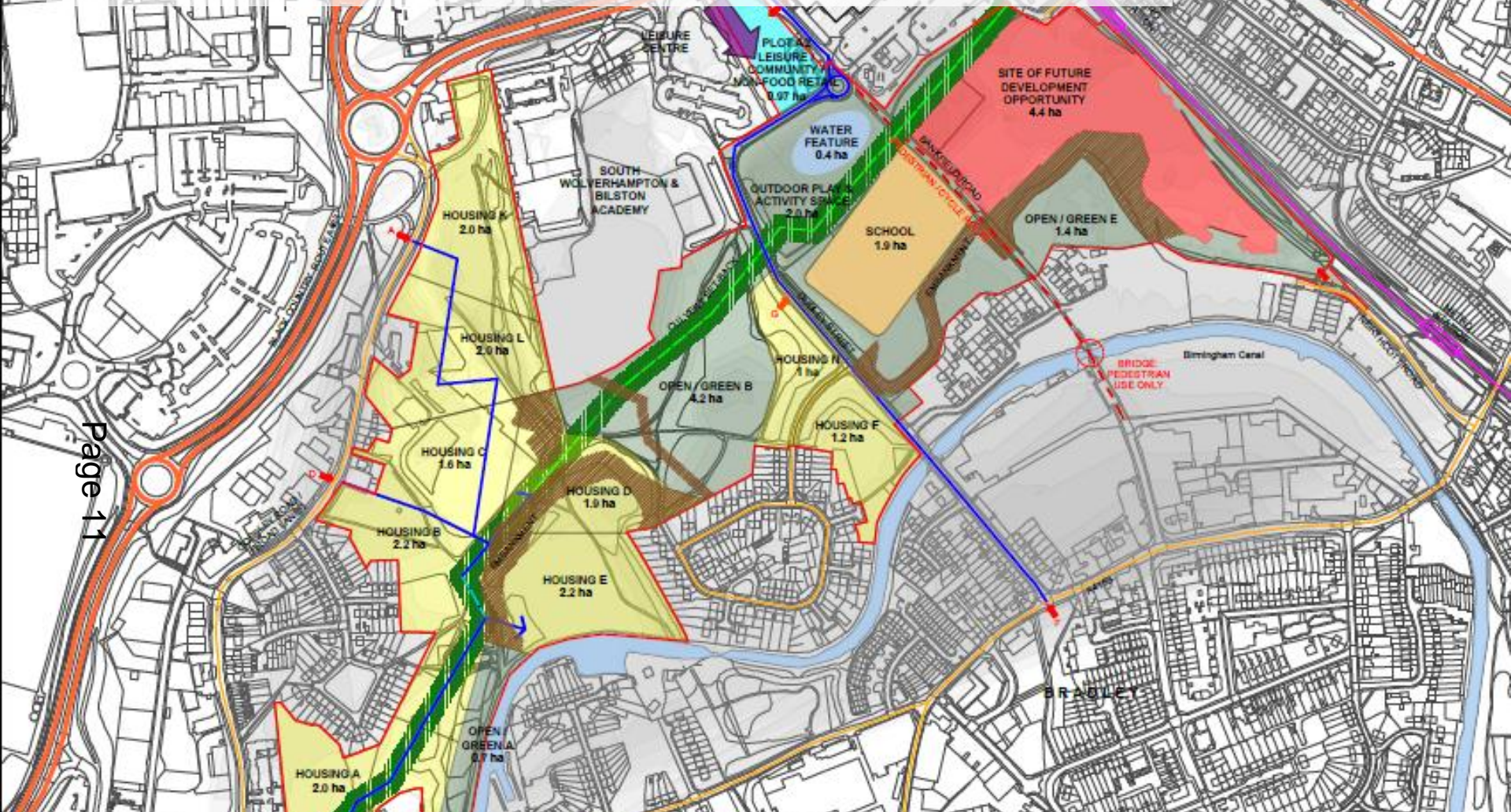
**Number of businesses:** c. 75 businesses – 3,000 jobs created

## Next Steps:

- Stafford Road Corridor links to City Centre AAP
- Council land ownership to the west
- Future planning status
- Marketing remaining land – Plot C on site facilities recent marketing.
- Strong B1/B2 interest for remaining employment use plots at i54.

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# Bilston Centre Regeneration



# Bilston Centre Regeneration



## Key Partners:

- Wolverhampton CC, HCA, Stofords, Kier, Heantun / Accord
- Wider engagement with stakeholders as part of centre regeneration

## Key growth opportunities:

- Identified growth area in the SEP
- Good transports links
- Bilston Urban Village expansion

## Business and enterprise:

- c. 1700 businesses – 11,500 jobs

## Key sectors and companies:

- Manufacturing, construction, wholesale and retail

## Issues to address:

- Available land – viability and remediation issues
- Low level of skills in the area

# Bilston Centre Regeneration



## Progress:



- £45 million investment in Bert Williams Leisure Centre and SWB Academy
- Bilston High Street Link - £2.65 million investment
- £3.25 million LGF funding approved for infrastructure works in addition to WCC and HCA £5 million
- Site works due to be completed in Autumn 2015.

## Opportunities:

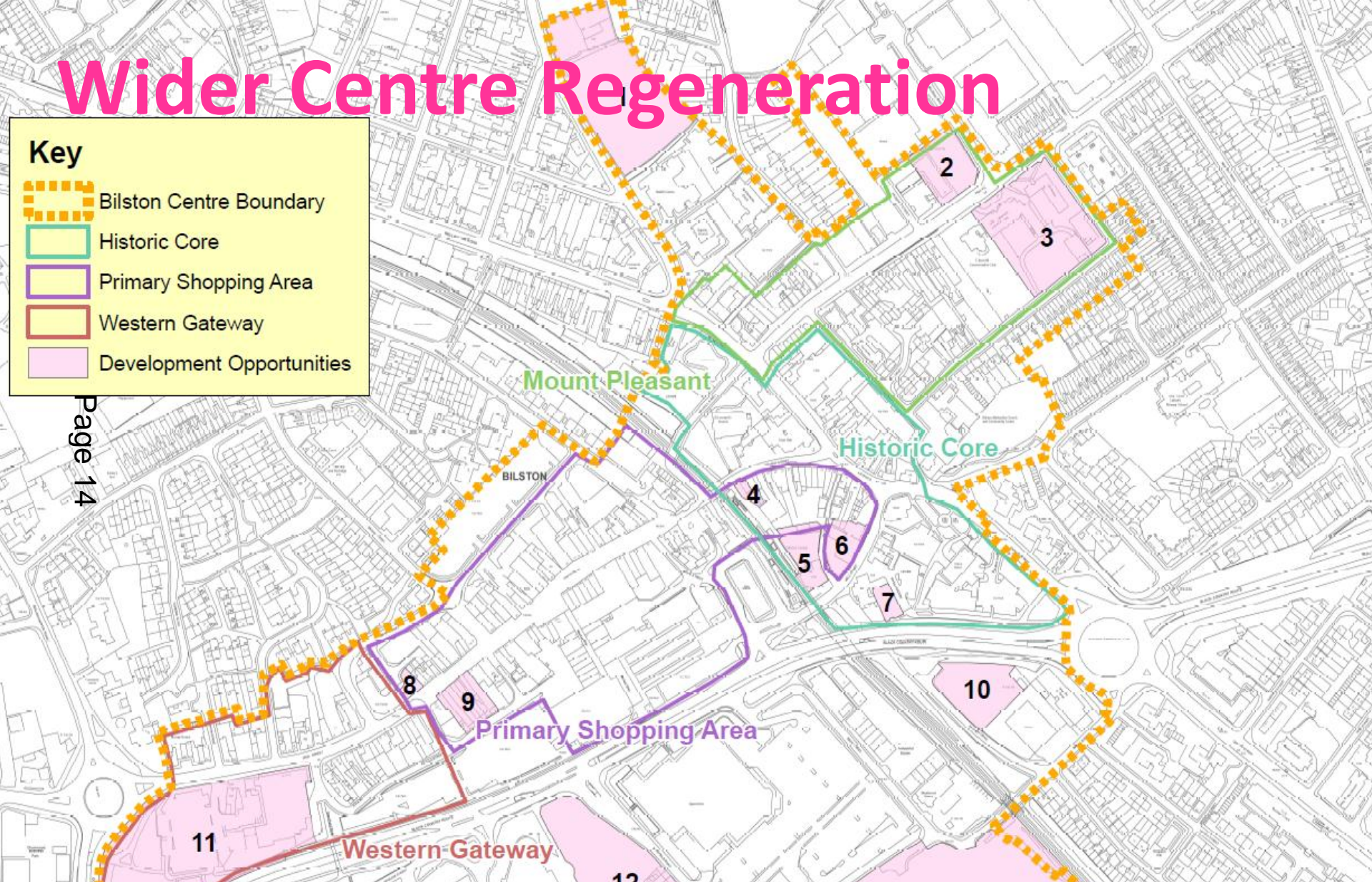
- 40 hectare mixed use development site wholly owned by WCC and HCA:
  - 580 homes – 77 in first phase on site in Jan 2016
  - 4 hectares of employment land and 1 ha commercial plot
- Housing and mixed use sites across town centre.
- Business Improvement District (BID)

# Wider Centre Regeneration

## Key

-  Bilston Centre Boundary
-  Historic Core
-  Primary Shopping Area
-  Western Gateway
-  Development Opportunities

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# Bilston Centre Regeneration programme

- Need for a targeted and coordinated series of interventions to achieve the following outcomes:-
  - Improved economic activity rates
  - Improved attainment of skills and qualifications
  - Improved town centre offer
  - A more balanced community

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# Bilston Centre Regeneration

- Build on delivery already underway.
- Early opportunities.
- Council has a stake in or control of 10 of 16 development sites, including the Urban Village site.
- Some partnership working through existing networks with town centre stakeholders which can be built upon.

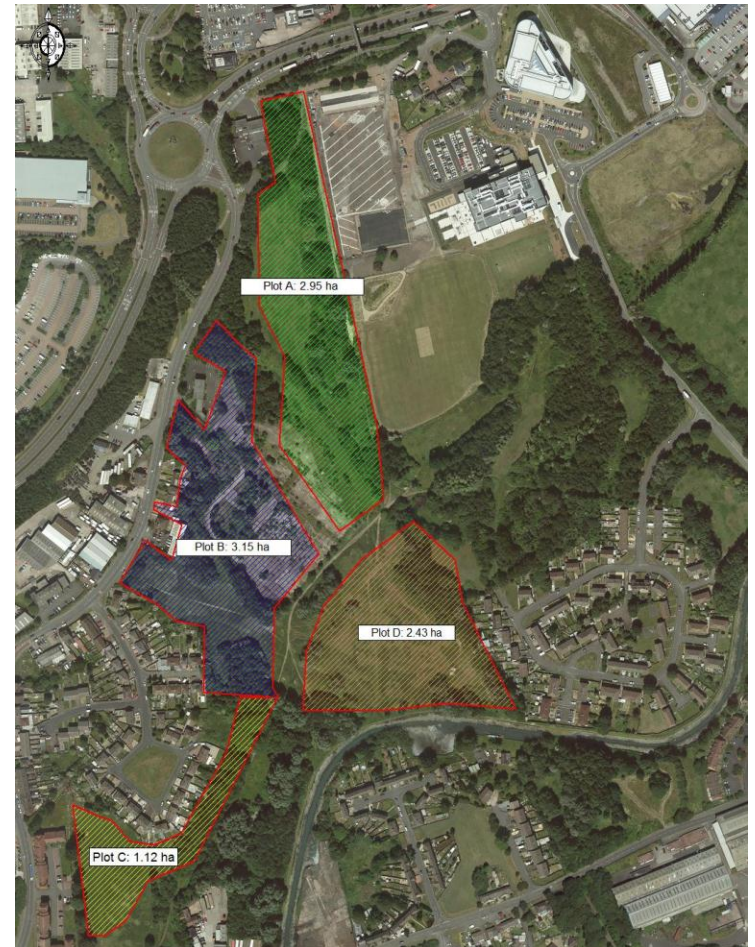




# Bilston Centre Regeneration

- **Next Steps:**
  - Bilston Urban Village site works
  - Marketing of residential development opportunity
  - Development of wider BC regeneration programme

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# City Centre – Strategic projects

Molineux Quarter

University Quarter

Civic Halls

Marston's HQ

Carillion HQ

Westside

Youth Zone

Tower and Fort Works

Canalside

Interchange

Retail Core

Public realm programme

Southside

Royal Hospital site

Sunbeam

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# City Centre – Economic Context

## Business and enterprise:

- Over 2000 businesses – 37,000+ jobs
- 19.9% education, 19.8% public administration, 16.7% business admin and support, and 8.3% retail

## Key sectors and companies:

- Education, professional and business services, cultural and creative industries and retail

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- Available quality development sites
- City Centre based university

## Key growth opportunities:

- Identified growth area in the SEP
- Good transports links – Interchange project, Birmingham Airport and HS2

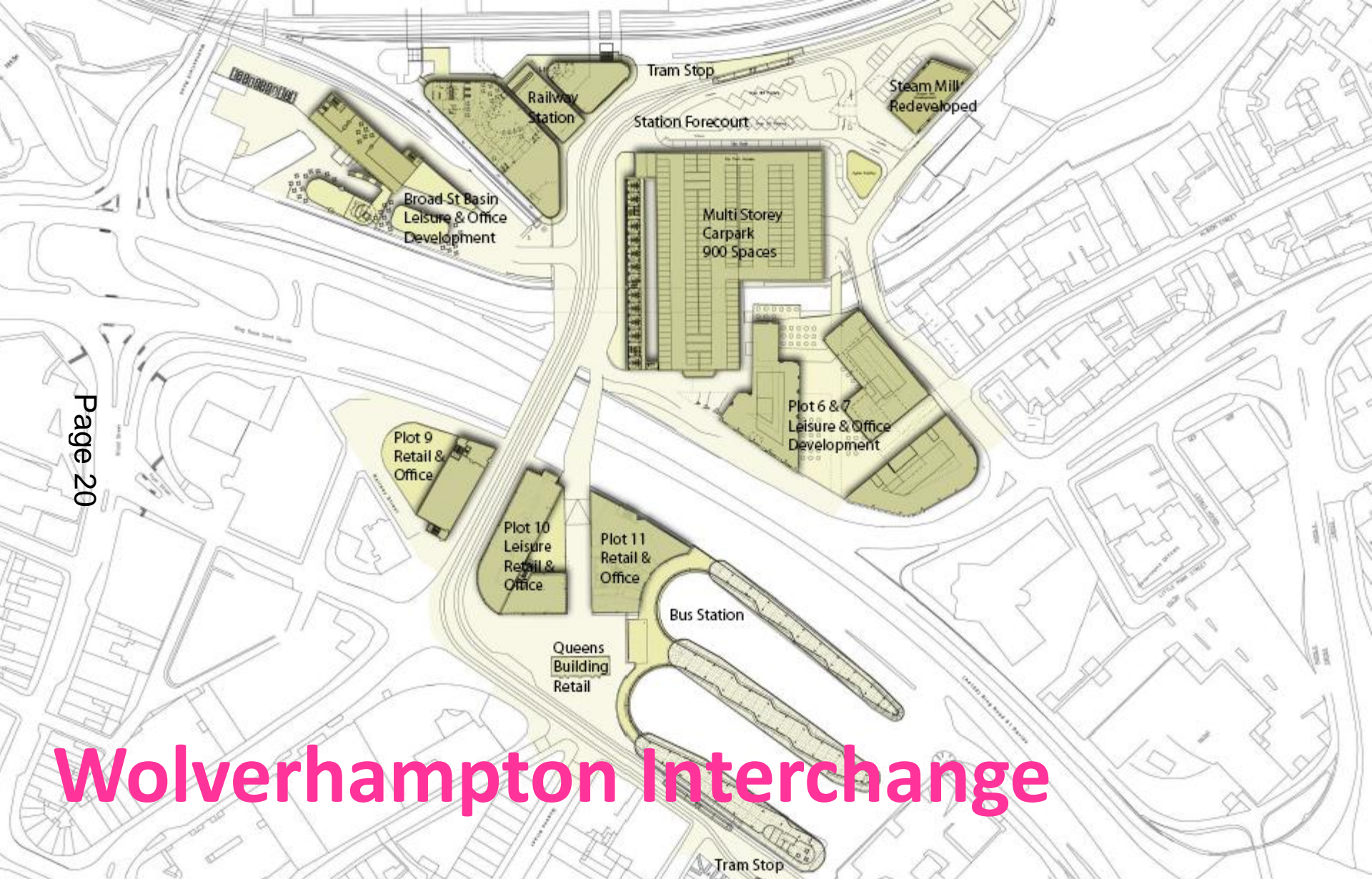
## Issues to address:

- Multiple land ownerships
- Remediation costs of old industrial land
- Lack of Grade A office provision

## Key Partners:

- Wolverhampton CC, Marstons, Carillion, University of Wolverhampton, Timken UK Ltd, Retail Sector, City of Wolverhampton College, Benson Elliot





# Wolverhampton Interchange

# Wolverhampton Interchange

## Key Partners:

- Wolverhampton CC, Centro, Neptune, Virgin Trains, Network Rail and CRT- with support from the LEP

## Issues to address:

- Land ownerships and funding

## Achievements:

### SEP priority

- Phase 1 complete – bus station, Victoria Square (i11) and Queens building
- i10 under construction, multi-storey car park approved
- £9m LTB and £4.5 m LGF secured to part fund primary infrastructure works

### Opportunities:

- Improved gateway through fully integrated transport hub
- New railway station and Metro extension
- Capacity for 30,000 sqm (320,000sq ft) of Grade A office / retail / leisure floorspace – creating 2,000 jobs
- Discussions regarding Block 9 as new global headquarters



# Westside

## Progress:

- New Sainsbury's supermarket adjacent to site
- Construction of new £5.5 million Youth Zone underway
- Soft market test highlighted significant developer interest
- Westside 1 & 2 to be marketed later this year.

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## Opportunities and next steps:

- Improve the City's leisure offer and public realm
- Strengthen links between retail core and residential areas
- Relocation of UTC and markets
- Mixed land ownership in Westside 3
- Development partners will be sought through the marketing of Westside 1 & 2
- Dialogue with private sector in respect of Westside 3



# Southside

## Key Partners:

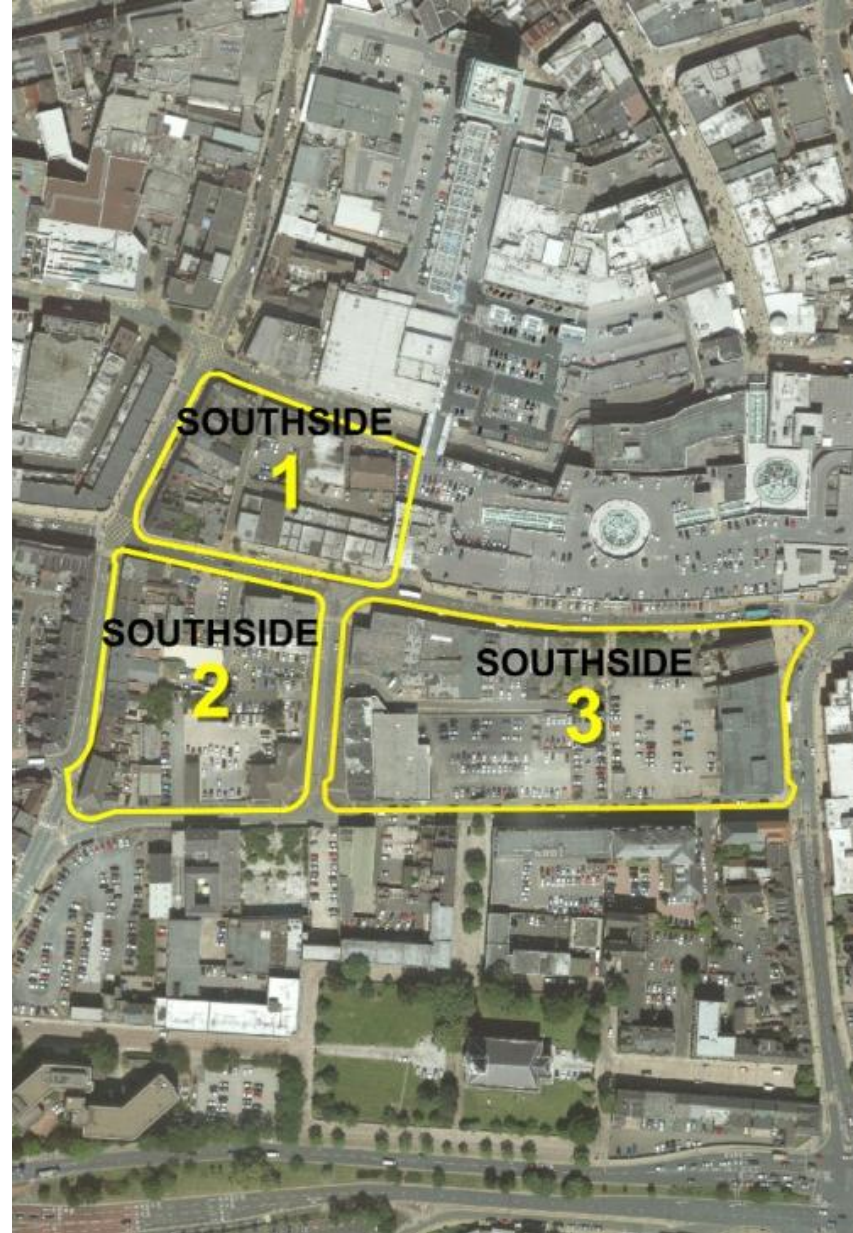
- WCC, Private landowners, Benson Elliott

## Achievements:

- Soft market testing highlighted developer interest in a long-term strategy for Southside
- Significant land assembly to help facilitate regeneration

## Next Steps:

- Casino 36 - £4.5 million extension and refurbishment
- All Nation's Church – new conference facility
- To extend and support the function of the retail core
- Selected demolition Council properties in area
- Masterplan principles prepared
- Marketed 2016



# Tower Works and Fort Works

- Demolition progressing well Tower Works and Fort Works. – contract complete March 2015
- The locally listed building at Fort Works will be retained- subject to structural condition.
- Marketing materials in preparation- March 2015
- Redeveloped site will deliver approximately 70 new housing units.
- Important contribution to City Centre housing offer

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# Former Sunbeam Factory

- The developer is replacing the roof of the building at the corner of Paul Street and Pool Street.
  - first phase of the fit out which will include 30 apartments.
  - Target completion for the first units early 2015.

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# Chapel Ash

## Progress:

- Land ownerships identified
- External survey and review of each property undertaken by planning officers

## Strategy:

- Eye Infirmary – approach NHS via MD to open discussions and refine strategy.
- Other interests – dialogue Marstons for refurbishment monitoring, monitor other properties, support landowners with advice, planning enforcement where appropriate.
- BID – Funding opportunities to be explored for properties north Chapel Ash
- Marstons development seen as major catalyst for change.



# Building on City's assets

- Canal
- Cultural and Visitor Assets
- Education assets
- Royal Hospital site
- Science Park
- Linking together with Public Realm



# Canalside Quarter

## Achievements:

- Removal of development constraint (LPG Tanks)
- Emerging Delivery Strategy for Canalside Quarter

## Opportunities:

- Significant development opportunities:
  - 1700 homes
  - 11,148 sqm retail / 20,438 sqm commercial, 27,870 sqm leisure

- Springfield Brewery – plans by the University to transform 12 acre site into hub for construction education
- Canal assets and improved links to the City Centre

## Issues to address:

- Land quality, remediation costs and access issues

## Key Partners:

- Private landowners, Canals and Rivers Trust, University of Wolverhampton – further stakeholder engagement



# Visitor economy

## Opportunities:

- The Civic Halls is the largest business in creative and entertainment business in the Black Country, generating £4.3 million of Gross Value Added (GVA).
- Safeguarding 158 direct jobs, 479 indirect jobs;
- Create 72 direct jobs and 35 wider jobs in wider economy;
- Working model across the city to market eating and accommodation.

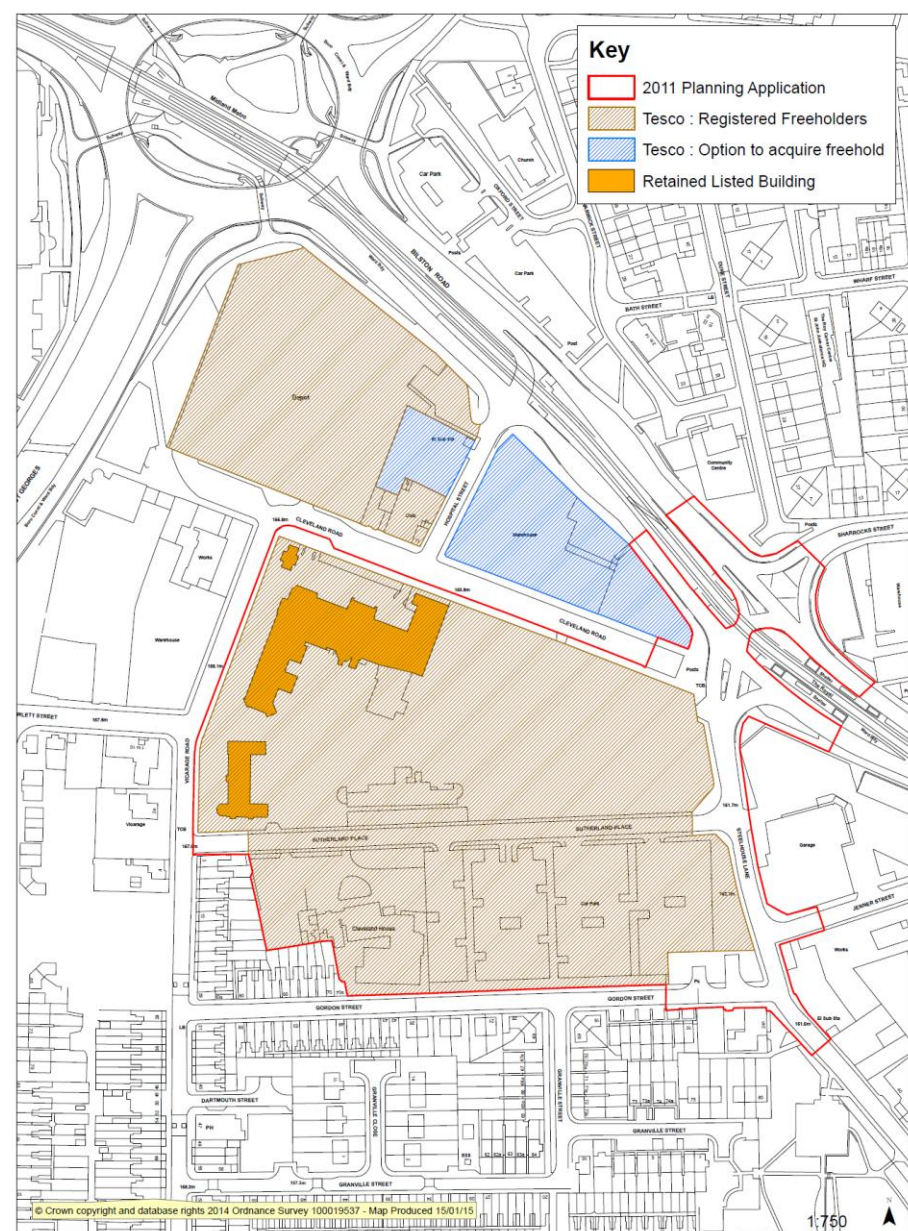
## Achievements:

- The Council has secured £6.6 million of external funding through the Local Growth Fund to support the delivery of a major refurbishment and improvement of the Civic Halls, together with seed corn funding for the Grand Theatre to increase earned income.
- Civic Halls - technical team appointed and feasibility stage completed January 2015
- Wolverhampton Football stadium a major visitor attraction for City



# Royal Hospital site

- Tesco releasing development opportunity February/March via Savills
- preparation of marketing material shared WCC
- Planning/place making aspirations shared
- Review meeting anticipated 6-8 weeks



# Wolverhampton Science Park

- Asset as a major opportunity in the City that aligns with the growth strategy
- This will build on the location of Growth Hub
- A new *Science, Technology & Prototype Centre (STPC)* is proposed for on the science park which has been approved funding of £4.9M of LGF monies for this £10M project.
- A planning application is due Spring once a habitat survey has been completed.

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# City Centre infrastructure

## Achievements:

- Market Street / Princess Street – work being undertaken to link transport hub with retail core
- Queen Street Gateway -Townscape Heritage Lottery funding secured

## Opportunities:

- To improve the perception and presentation of the City
- Improve visitor flow between the Interchange and key strategic sites
- Public Realm Design Guide under preparation.
- A study into the car parking provision across the city centre is being commissioned to address feedback from the Soft Market Test that high-quality parking is required to support high-quality regeneration.

## Issues to address:

- Poor legibility and linkage across the city centre.

