

City of Wolverhampton
City of Opportunity

Potential Towns Fund TIP Themes & Projects

May 2020

CITY OF
WOLVERHAMPTON
COUNCIL

City of Wolverhampton

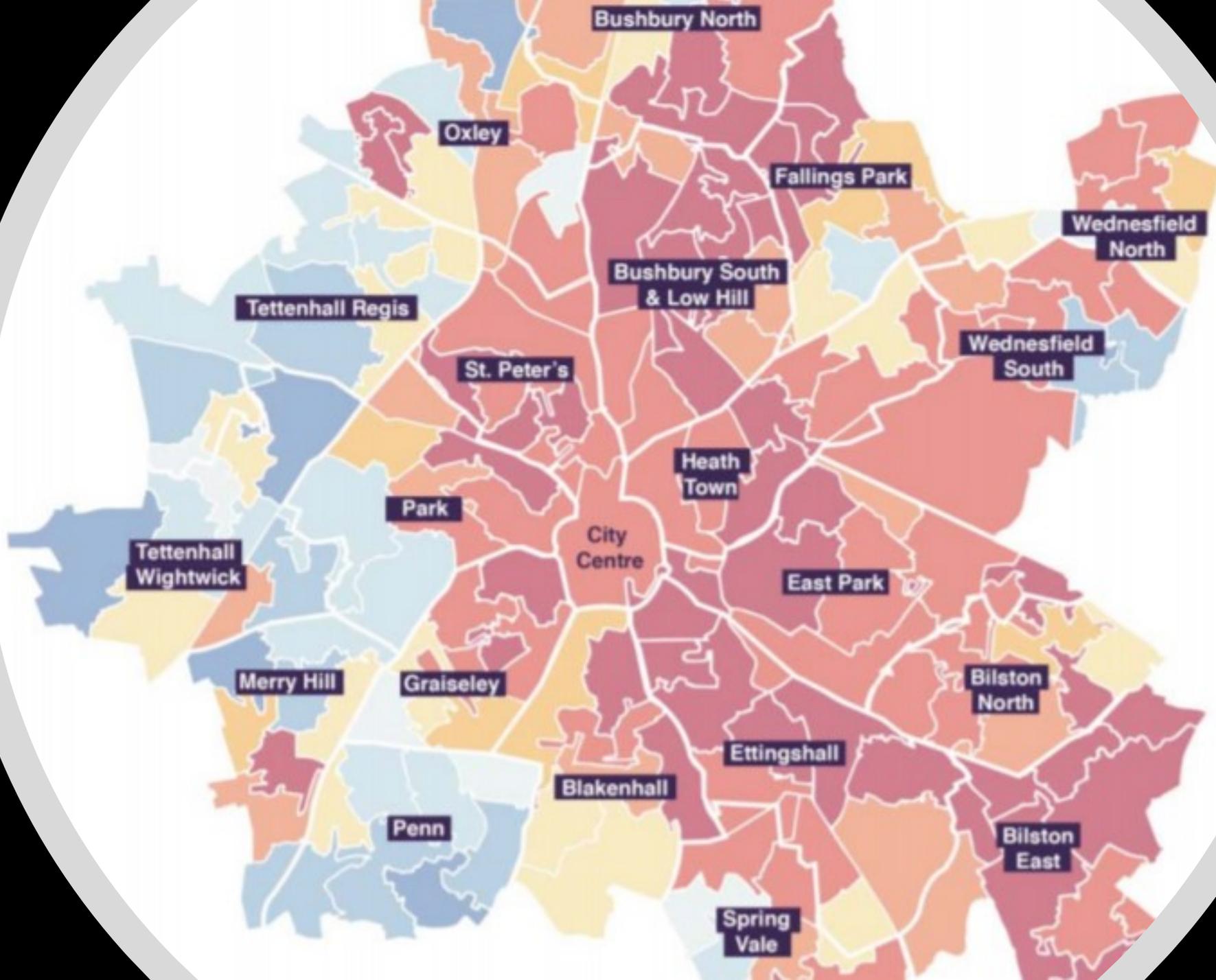

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Overview

- CBRE has had discussions with Board Members to start to understand potential themes and/or priorities that Towns Funding could seek to address.
- This presentation provides an overview of the outcomes of these discussions and aims to support the debate.
- We have also undertaken a high-level appraisal of the Council's project pipeline and suggested where these projects might align with the Boards priorities.

The challenge for Wolverhampton...

- Improving place quality and perception of Wolverhampton and its local centres as places to live, work and spend time; places to be proud of.
- Reimagining the High Street beyond retail to introduce new anchors of activity, including residential, employment, education, cultural and leisure uses.
- Addressing skills profile, supporting jobs and SMEs and providing attractive workspaces to encourage high quality and inclusive economic growth, including creative, cultural and technology-based activities.
- Realising the opportunities presented by existing assets; 5G investment and digital infrastructure investment, transport connectivity, educational and cultural institutions.



MHCLG Towns Fund themes

Urban
regeneration,
planning and
land use

Skills and
enterprise
infrastructure

Digital and
transport
connectivity

A word cloud visualization of urban planning and economic development terms. The words are arranged in a roughly circular shape, with the largest words being 'Covid-19', 'Vacancy', and 'Digital/5G'. Other prominent words include 'Culture', 'Inward investment', 'Quick wins', 'Futureproofing', 'Skills', 'Quality of life', and 'Unemployment'. Smaller words include 'Place quality', 'Health', 'Leisure', 'Congestion', 'Gateways', 'Brownfield sites', 'Education', 'City living', and 'New jobs'. The words are in various orientations, including horizontal, vertical, and diagonal.

Health
Inward investment
Quick wins
Place quality
Culture
Leisure
Congestion
Covid-19
Gateways
Brownfield sites
Vacancy
Digital/5G
Education
Futureproofing
Skills
City living
Quality of life
New jobs
Unemployment
First impressions

Potential Projects by Theme

Enhancing Connectivity	Improving Vibrancy & Footfall	Changing Perceptions	Employment & Skills	Addressing Blight (buildings/land)
Digital Infrastructure Strategy	Wednesfield High Street Bilston Market	Events and Placemaking Grand Theatre/ Cultural Quarter	Wolves @ Work Talent Match City Learning Quarter Springfield Campus/ Brownfield Land Institute	Canalside Quarter Goods Shed

Potential Projects – alignment with Towns Fund Criteria	Urban Regeneration, Planning & Land use	Skills & Enterprise Infrastructure	Infrastructure (Digital/ physical)
Goods Shed	✓	✓	
Bilston Market	✓		
Digital Infrastructure Strategy		✓	✓
Wednesfield High Street	✓	✓	
Springfield Campus/Brownfield Land Institute	✓	✓	✓
Canalside Quarter	✓		✓
City Learning Quarter	✓	✓	
Talent Match		✓	
Wolves @ Work		✓	
The Grand/ Cultural Quarter	✓		
Events and Placemaking		✓	

Potential Projects	Project Description	Programme	Outputs
Goods Shed	Opportunity to create a focus for activity and create a sense of place at Canalside and next to Wolverhampton Interchange.	Feasibility stage	Re-use of Grade II listed Mill Street Depot for creative workspace and space for food & beverage, gallery or events uses.
Bilston Market	Opportunity to invest in physical fabric of market and reconfigure use of existing site to improve market offering to secure Markets' future success	Feasibility stage	Improved Market facilities, rationalised use of CWC land and release of new development land for reinforcement of Bilston High Street.
Digital Infrastructure Strategy	Potential to support on-going roll-out of 5G infrastructure to existing businesses as well as new workspace, to attract tech-focussed employers.	Concept/strategy stage	Support take-up of fibre broadband by SMEs and job creation through attraction of new employment.
Wednesfield High Street	Opportunity to improve the facilities of Wednesfield outdoor market, including installation of new canopies and explore community asset transfer from CWC to transfer market operation to a community market traders' association; engagement with businesses to establish BID or capacity/skills building.	Concept/strategy stage	Improved Market facilities and footfall, improved business performance and skills, events.
Springfield Campus/ Brownfield Land Institute	University of Wolverhampton is joining together the WM Construction UTC & Elite Centre of Manufacturing with the opening of the new School of Architecture in 2020. Ph 2 of the project is to create a National Brownfield Institute and supply chain space to develop an International Centre for Urban Innovation.	On site/ Ph 2 at Outline Business Case Stage	Skills and jobs growth Place-making Connectivity Research and innovation Potential £125m GDV
Canalside Quarter	Opportunity for site remediation, land assembly, preserving	Feasibility	Scope to deliver circa 2,270 new homes

Potential Projects	Project Description	Programme	Outputs
City Learning Quarter	Opportunity to triple size of existing facilities and high quality space for CoW, extending and refurbishing existing Adult Education building and Central Library, new public realm and refurbished buildings on Old Hall Street.	Ready to deliver	Scope to deliver 11,000sqm new learning space. Freeing up existing CoW Paget Road site for up to circa. 200 new homes.
Talent Match	Mentoring initiative supported by Wolverhampton Voluntary Sector Council, supporting young adults aged 18-29 years who are NEET and require additional support to overcome specific barriers to employment.	In delivery	Scope to increase number of participants and assist more 18-29 year olds not in work, training or education for at least 6 months to become employed.
Wolves @ Work	Dedicated workforce recruitment service, also acts as broker between employers and local education and training providers to create pipeline of skilled future employees and other business support services.	In delivery	Scope to increase scale of operation and address sector-specific skills gaps and youth unemployment.
The Grand/ Cultural Quarter	Acquisition and demolition of former Post Office with redevelopment as pop-up 200 seat theatre with restaurant/bar, foyer linking into Grand Theatre and actors' changing facilities.	Feasibility stage	Reinforcing the cluster of cultural activities, with nearby Chubb Building, Light House and Slade Rooms.
Events Programme	Funding pot to support one-off/regular events in Wolverhampton city centre, Bilston town centre and Wednesfield local centre.	Feasibility stage	Delivery of enhanced programme of events, enhanced footfall.

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