

**Wolverhampton**

Supporting Investment  
and Business Growth

# Wolverhampton – Making it Happen

## CITY LOCATION

Wolverhampton is a major city and Metropolitan Borough comprising part of the West Midlands conurbation and forming a major part of the Black Country and Greater Birmingham region. With a population of over a quarter of a million the City is one of the oldest in the UK with over 1,000 years of recorded history and is designated a Millennium City.

The City is located 15 miles (24 km) north west of Birmingham, and 140 miles (220 km) north west of London. Wolverhampton benefits from excellent road communications, being situated at the convergence of the A449, A41, A454, A460 and A459 routes. Junctions 9 and 10 of the M6 are situated 4 miles (10 km) to the east, with Junction 2 of the M54 adjacent to the north of Wolverhampton and the M5 5 miles (14 km) to the south east. In addition, communication links in the area have improved noticeably in recent years following the opening of the M6 Toll to the north of the City.

Birmingham International Airport is located approximately 25 miles (39 km) from the city centre and is the 7th busiest UK airport, handling around 9.7 million passengers in 2013/14.

**3,000,000 people live within 20 miles of the city centre**

Wolverhampton is situated on the West Coast Mainline Railway with its Intercity Station providing a frequent direct train service to London Euston, with a journey time of approximately 2 hours, with direct trains connecting Wolverhampton to Central Birmingham in less than 20 minutes, Manchester in 65 minutes, Cardiff in 2 hours 30 minutes and Glasgow in under 4 hours.

A local bus service, operated by National Express West Midlands, connects the City with neighbouring towns and the City's Bus Station was reopened in July 2011, following a £22.5m refurbishment.

Wolverhampton also benefits from the Midland Metro Tram and light rail system, which connects Wolverhampton with Birmingham Snow Hill Station via West Bromwich and Wednesbury and carries more than 4.7 million passengers a year. In 2012, an extension of the Metro to Birmingham City Centre was approved and will be operational by December 2015. There is also a proposal to extend the tram system in Wolverhampton from Pipers Row to Wolverhampton Railway Station which will support the major regeneration initiatives within the City Centre



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## CITY ECONOMY

Historically, Wolverhampton's economy was dominated by the iron, steel and automobile industries. Over the past 30 years the economy has evolved and is now dominated by the Service Sector, incorporating 80.3% of the City's employment. The major subcomponents are in public administration, education and health (31.1% of the total employment), Financial and other Business Services at 18.6% and Wholesale and retail at 17.2%.

Employment in Manufacturing is 14.4% with a further 4.9% in Construction. Wolverhampton has particular strength in advanced manufacturing

The largest employer is the public sector including Wolverhampton City Council, the University of Wolverhampton, City of

Wolverhampton College and the Royal Wolverhampton Hospitals NHS Trust. The city is home to several UK and international headquarters for firms such as Carillion, Marston's Brewery, UTC and Birmingham Midshires. Other large employers including, GE Aviation, JLR, Moog, Eurofins and Chubb Locks.

Wolverhampton's economy has benefitted from the creation of the Black Country Local Enterprise Zone which recorded growth of 4.5% in 2013, making it the 2<sup>nd</sup> fastest in the UK and well above the national average of 3.3%.

Since the EZ was set up, Jaguar Land Rover has invested more than £500m in a new, advanced manufacturing facility supporting 1,400 jobs (PROMIS), with a skilled workforce employed to support the manufacture of their new range of high tech, low emission engines.

Other significant planned local investment include:-

- 2,000 new homes which form part of the Black Country Core Strategy including the construction of 600 homes at Bilston Urban Village.
- £120m scheme to deliver a multi-modal transport hub at Wolverhampton Interchange including a new railway station and an extension to the city's Metro line.
- A £45m redevelopment of the Molineux Quarter of the City.
- £35m commitment to expand and refurbish the Mander Centre drawing in key national retailers.
- Key city centre residential developments on-going including the residential conversion of the iconic Sunbeam Factory.
- £6.6m investment into the Civic Halls and Grand Theatre.



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## CITY SKILLS

Business and skills providers working together is a key feature of the City of Wolverhampton's appeal.

We can tap into the R&D facilities and knowledge base of 9 top quality universities and an annual pool of 50,000 graduates, 5,000 of which are currently employed in the aerospace industry.

This complements an existing labour market with nearly half a million people with degrees residing in the West Midlands urban area. There is particular expertise within the fields of computer science, design, engineering, manufacturing and technology with the City of Wolverhampton College a top three provider of apprentices in the West Midlands.

Universities do much more than creating the workforce of tomorrow and the University of Wolverhampton is recognised as

one of the most entrepreneurial, business-facing universities in the UK. The University has enjoyed £150m of investment over the past decade and has recently invested a further £45m into a new state of the art Science Centre and Business School on the City Campus. The University has over 23,000 students with a further 4,500+ attending the City of Wolverhampton College. In the last few years, it has supported businesses with consultancy, R&D facilities, skills development and knowledge transfer activities worth £25.6m.

- Wolverhampton Adult Education has been awarded an 'outstanding' rating in recent Ofsted assessments, making it one of only eight adult skills and employment services in the country to hold the rating.
- Wolverhampton College has been graded as 'good' with 'outstanding' features by Ofsted. This represents the second highest possible grading which Ofsted can award.
- Wolverhampton schools are ranked amongst the most improved across the UK.



# Wolverhampton – Making it Happen

## CITY LIVING

Wolverhampton is one of the West Midlands' brightest choices for living, working studying and enjoying life. From the city centre and throughout the broader area there's a sense of change in almost every facet of city life. It builds on the strengths and heritage of an important city with a big future.

There's a relaxed and easy atmosphere within the city centre which is focused around the Mander and Wulfrun shopping centres - attracting over 26 million visitors each year. Refurbishment and expansion plans for the Mander Centre will cement Wolverhampton's position as a key regional shopping destination. Major stores, independent retailers and markets, ample parking and pedestrianized streets entice visitors from across the region.

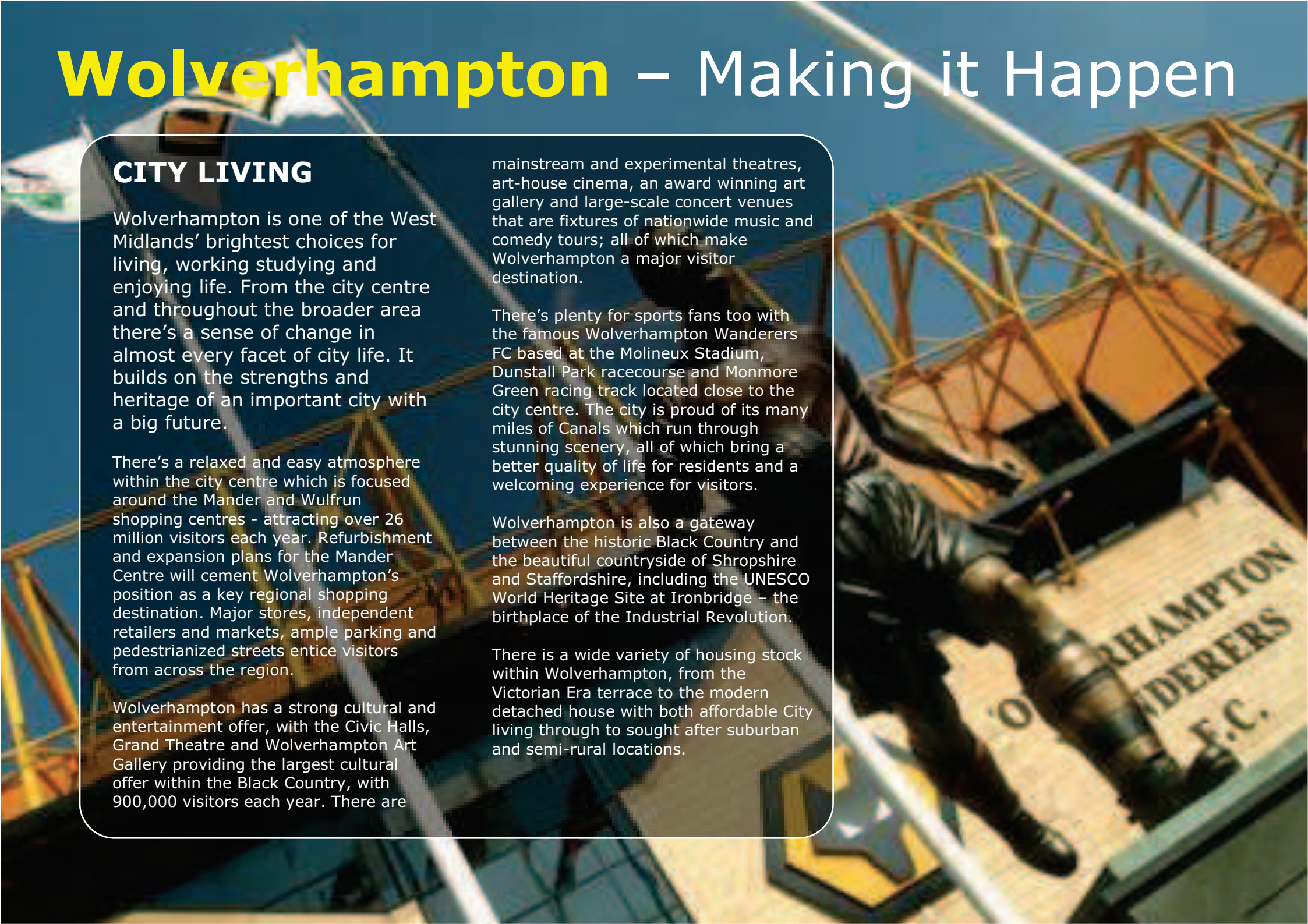
Wolverhampton has a strong cultural and entertainment offer, with the Civic Halls, Grand Theatre and Wolverhampton Art Gallery providing the largest cultural offer within the Black Country, with 900,000 visitors each year. There are

mainstream and experimental theatres, art-house cinema, an award winning art gallery and large-scale concert venues that are fixtures of nationwide music and comedy tours; all of which make Wolverhampton a major visitor destination.

There's plenty for sports fans too with the famous Wolverhampton Wanderers FC based at the Molineux Stadium, Dunstall Park racecourse and Monmore Green racing track located close to the city centre. The city is proud of its many miles of Canals which run through stunning scenery, all of which bring a better quality of life for residents and a welcoming experience for visitors.

Wolverhampton is also a gateway between the historic Black Country and the beautiful countryside of Shropshire and Staffordshire, including the UNESCO World Heritage Site at Ironbridge – the birthplace of the Industrial Revolution.

There is a wide variety of housing stock within Wolverhampton, from the Victorian Era terrace to the modern detached house with both affordable City living through to sought after suburban and semi-rural locations.





# Wolverhampton – Making it Happen

## WHY WOLVERHAMPTON?

### Reasons why your business should choose Wolverhampton.

By setting up or growing your business in Wolverhampton, you can:

- Capitalise on our strengths in high value manufacturing, construction, environmental technology and professional and business services.
- Benefit from new resources to support research and development and innovation across all business sectors.
- Have direct access to road, rail and air links and high-speed broadband that will put you at the heart of Britain, Europe and the world.
- Tap into a visitor economy based on strong cultural, entertainment, sport and leisure offers.
- Work with partners including business-minded University, the Black Country Local Enterprise Partnership, the Black Country Chamber of Commerce and national organisations.
- Joint sector-leading companies like Jaguar Land Rover, Marstons, Moog and UTC Aerospace that already call Wolverhampton home.

### What we offer:

- Access to funding opportunities including Regional Growth Fund through which the Council has already successfully levered in £??m of funding to the city.
- Joined-up support tailored to your sector, your type of business, its size and maturity from the Black Country Growth Hub, the Council and its partners.
- A streamlined planning process
- Support to maximise your local supply chain development opportunities

### For information contact:

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