



# Stronger City Economy Scrutiny Panel

24 September 2015

<b>Report title</b>	Attracting Investment	
<b>Cabinet member with lead responsibility</b>	Councillor John Reynolds City Economy	
<b>Wards affected</b>	All	
<b>Accountable director</b>	Keren Jones, City Economy	
<b>Originating service</b>	City Economy	
<b>Accountable employee(s)</b>	Jim Cunningham Tel Email	Head of Enterprise and Skills 01902 550166 James.Cunningham@wolverhampton.gov.uk
<b>Report to be/has been considered by</b>		

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## Recommendation(s) for action or decision:

The Scrutiny Board is recommended to:

1. Endorse the approach to attracting inward investment and support indigenous investment to Wolverhampton.

## 1.0 Purpose

- 1.1 The purpose of this report is to provide an overview of activity to attract inward investment and support indigenous investment into Wolverhampton.

## 2.0 Background

- 2.1 A key objective in the City of Wolverhampton Council's Corporate Plan is to support business, encourage enterprise and investment. To deliver this, a targeted programme of activity to enhance the profile of the city to potential investors is being developed and delivered. Performance is measured through £millions investment in the city as a result of Council led or supported programmes and activities (appendix 1).
- 2.2 The promotion of **inward investment** refers to any new investment in Wolverhampton including Foreign Direct Investment (FDI), national investment by supply chain companies looking for other regional hubs/bases and regional via supply chain companies. **Foreign direct investment (FDI)** occurs when one company purchases another business or establishes new operations for an existing business in a country different than the investing company's origin. Appendix 2 provides details of foreign owned companies in Wolverhampton.
- 2.3 The City Council also supports **indigenous investment** through the expansion and growth of current Wolverhampton based businesses. Investment creates jobs in an area and brings wealth into the economy therefore plays an important part in creating economic growth for Wolverhampton.

## 3.0 Attracting Investment to Wolverhampton

- 3.1 Attracting inward investment and encouraging indigenous investment is a core element of the Council's Enterprise and Skills business facing team. The focus for inward and indigenous investment activities fall into three key areas, regional, national and international, linked with Wolverhampton's key business clusters, with a focus on Advanced Engineering and specifically aerospace. Internationally, USA, India and Europe have been identified with activity to date mainly linked to the Aerospace and advanced engineering cluster.
- 3.2 **Generating the leads:** the Council proactively targets potential investors both from outside Wolverhampton (inward investment), working closely with partners and inside Wolverhampton (indigenous investment), working with businesses who wish to grow enabling them to stay in Wolverhampton. We have developed strong links with United Kingdom Trade and Industry (**UKTI**) international offices who support overseas companies to set up and locate their businesses in the UK, providing information on both UK business investment and Foreign Direct Investment (FDI) opportunities.
- 3.3 The Council is a partner in **Invest Black Country (IBC)**, the Black Country's inward investment agency, which acts as single point of entry for inward investment and lead generation for the Black Country. It aims to secure significant levels of new investment and employment through the global business marketing of the Black Country, targeting key markets and sectors, and the provision of a package of advice and assistance for

potential investors augmenting the services currently available locally. Through Invest Black Country, businesses can access a bespoke range of services from market intelligence, property support and supply chain development to access to finance and innovation opportunities that will help them as they land, grow and thrive in the Black Country. Additionally the Council is working with Marketing Birmingham to maximise the future inward investment relationship.

- 3.4 **A City Investment Manager** was recently appointed within the City Economy service to promote the city as one of the most business-friendly locations in the UK and market the city's offer as a place to work, live, visit and invest. The role will package and promote the overall offer, developing and commissioning specific campaigns, projects and marketing communications tools. This will include development of the "Wolverhampton" brand ensuring synergy with the wider Black Country and West Midlands. A Wolverhampton Invest website is under development to promote the city wider to potential investors and will be presented during Business Week at the end of September 2015.
- 3.5 **Gateway to investment enquiries:** Enquiries for new business investment currently enter the council through a number of different departments and teams. A process is being put in place that introduces a central point of co-ordination for responding to and recording business investment enquiries in order to achieve the following:
- Co-ordination of all business investment enquiries
  - Ensuring a consistent and excellent quality of responses for all business investment enquiries.
  - Ensuring all teams/departments within the Council understand the importance of recording and responding to business investment enquiries
- 3.6 **Developing the infrastructure:** the City Investment Manager will play a crucial role in the development of sector propositions, providing Wolverhampton specific information in response to investor enquires, building on our strengths. Potential investors are provided with tailored information containing information set out in appendix 3 - an overview of Wolverhampton statistics and appendix 4 – Wolverhampton's unique selling points.
- 3.7 All propositions need to contain information on the "soft landing" package designed to make Wolverhampton a more attractive place to invest including:
- Land and property searches to identify potential sites with Wolverhampton. Searches are undertaken on our property database followed up by a meeting to review shortlisted premises
  - Market and socio-economic data for Wolverhampton (as tailored to the specific enquiry)
  - Tailored supply chain mapping for key sectors
  - Logistics and communications
  - Labour skills and training initiatives
  - Assistance in developing collaborations with research and development with the University of Wolverhampton
  - Arranging tour and visits of Wolverhampton and the Black Country
  - Access to business intelligence
  - Support from sector specialists including UKTI

- Opportunities for joint press releases with partners

- 3.8 **Account management:** A dedicated account manager is identified to support the potential investor through the process and provide them with the range of support outlined above. The City Investment Manager will play a key role in putting in place and managing a rapid and co-ordinated response to enquiries, account management and the management of market and business intelligence from businesses, investors and developers. Once an inward investor is secured, the team also work on maximising opportunities for local business through supply chain development.
- 3.9 The City Economy Service has supported a range of investors in different sectors enabling both indigenous investment: Eurofins and Moog and inward investment: JLR, State Bank of India (one of ten in the UK), GTG, Wiggle and Martin Case Listers.
- 3.10 In recent years, the most significant investment has been via Jaguar Land Rover, at its new advanced engine production centre based at i54. This site has seen £520 million investment in the site, which will see over 1,500 people employed as part of a 24 hour production facility. Part of the investment has seen a new £44 million motorway link road, which was completed in 2014. As well as Jaguar Land Rover, major employers MOOG, Eurofins and International Security Printers have also relocated on i54, from other nearby facilities in the area.
- 3.11 The Council supported the State Bank of India to set up a branch in Wolverhampton, one of only ten in the UK including providing the information required to develop the business case to the Indian Government. Support included information and statistics, financial sector information – personal and corporate accounts, identification of premises in Queens Square, the hub of the city's retail banking offer.
- 3.12 GTG, part of the Arnold Clark Group was supported to invest £10 million into a new West Midlands Regional Training Academy in Wednesfield. The Council were integral in providing links into the city and helping them with business case to set up in redundant premises in Wednesfield.

#### 4.0 Making the City more attractive to Investors

- 4.1 **A welcoming environment:** The Council works closely with Wolverhampton's Business Champions, made up of senior directors of strategically important companies in Wolverhampton including JLR (Automotive) , Carillion and Carvers (Construction), Marstons Brewery (Food and Drink), UTC and Moog (Aerospace), Caparo (Engineering), Wolverhampton Wanderers (Sports and Leisure) and House of Fraser(Retail). The Champions act as Ambassadors for Wolverhampton and are available to meet companies to share their experience of doing business in Wolverhampton. Inward Investors are also introduced to other companies in their sector to talk about working in Wolverhampton, customers and market opportunities.
- 4.2 **Marketing Strategy and Collateral:** This is being developed in partnership with local businesses through the City Economic Growth Board. It includes the introductory "Welcome to Wolverhampton" infographic video, which has been well received.

4.3 **Available sites and/or premises:** Our database provides information on available sites and premises across Wolverhampton to meet the exact requirements of the investors. A package of appropriate sites and/or premises is provided to the investors followed up by face-to-face meeting to look at preferred list. Where the site and/or premises requires some adaption, the team will conduct a finance review to identify potential grants to support renovation. Our Planning department offers a fast track service to accommodate employment creating investment.

Wolverhampton is made up of a number of strategic growth areas as set out below:

- 4.3.1 **City Centre**, the largest of which is the City centre, is the main financial, professional and retail centre for the City, with over 2,000 businesses employing over 37,000 people. i10 is an office and retail development currently being completed in the City centre, will bring 30,000 sq ft of grade-A office space into Wolverhampton, as well as offering retail opportunities, at a prime site close to the railway and bus stations. I10 is currently generating significant interest from investors supported by plans for the building of a new mainline railway station and extension and upgrade of the adjoining car park and the Metro extension, serving 4.75 million passengers a year.
- 4.3.2 **Junction 2:** consists of several sites and includes part of the Black Country Enterprise Zone. Enterprise Zones offer inward investors full Business Rates relief for 5 years providing an additional incentive to investors. It is this that has helped to make the Enterprise Zone one of the most successful in England. i54 employment site is home to Jaguar Land Rover, MOOG, Eurofins and International Security Printers. Further expansion to the site occupied by Jaguar Land Rover is planned, which will bring total employment at i54 to over 2,000. Wolverhampton Business Park is located within a mile of i54 adjacent to Junction 2 of the M54 and is home to a range of professional and financial institutes including HSBC, Santander, KGJ insurance services, as well as Nuffield Health and Moseley Park Hotel and Restaurant.
- 4.3.3 **Wolverhampton Science Park** is the hub for business support, research and innovation in the City, with further opportunities for growth within the site. The Black Country Growth Hub is situated at the Science Park, as well as facilities for the University of Wolverhampton, and a range of entrepreneurial creative businesses. The University have secured additional funding for a new Science, Technology and Prototyping Centre.
- 4.3.4 Local centres, **Bilston and Wednesfield** have also seen significant investment projects. Wiggle, a major sports retailer in the UK, have recently relocated their operations to a major warehouse facility in Bilston. This facility will eventually see over 500 people employed on site. In Wednesfield, Bentley Bridge Retail Park, has undergone major expansion, which has attracted many national retailers including Argos, TK Maxx, Costa Coffee, Boots and Next. The site also houses many restaurants and leisure facilities which include a cinema, bowling alley, gym and swimming pool. GTG Training Academy (part of the Arnold Clark Group) has

recently invested £10 million into a new West Midlands Regional Training Academy

- 4.4 **Appropriate, available and reliable utilities and transportation:** Wolverhampton's location on the national rail network with direct links to London (one of the key success factors in the strong interest in i10) together with the motorway networks makes Wolverhampton an attractive place to invest. Access to the M54 has been crucial to the success of our Enterprise Zone. Links to Birmingham airport provides an international dimension. In addition, we have strong coverage of superfast broadband with 93% of premises having access to superfast broadband. £12.2 million has been secured to increase the coverage of superfast broadband to 98% of premises with a particular focus on strategic businesses areas given the economic benefits superfast broadband can bring.
- 4.5 **Available skilled workforce:** Wolverhampton offer builds on it being home to over 250,000 people and has a travel-to-work labour force of 323,000 with three million people live within 20 miles of the city centre. Wolverhampton has a large potential client base for entry level customer services jobs, having currently filled occupations of this nature in the City approaching 40,000 in number (sales, customer services, plant operatives, elementary occupations). In addition, we can provide bespoke sector based work academies which will assist those residents into employment. Wolverhampton also manages to maintain and attract a high level of managerial and professional workers into the City. 45,000 jobs of this nature are located within the City's boundaries. Together, these employment sectors account for 85% of total employment in Wolverhampton. There are almost 33,000 graduates in the city with over 50,000 non-graduates at Level 1, 2 & 3.
- 4.6 **Available local suppliers and resources:** The benefit to Wolverhampton does not stop with the inward investment itself. Therefore, the team works very closely with the supply chain to ensure that local businesses benefit from the investment. The account manager would support the potential investor to identify local supply chains and organise meet the buyer events.
- 4.7 **Appropriate education, training and research facilities:** ensuring the infrastructure is available to supply and develop their workforce by linking to schools, college and the University of Wolverhampton. Also link to Skills Factory who have worked with the University of Wolverhampton to develop a condensed two year engineering degree largely based at companies targeting their workforce.
- 4.8 **A good quality of life:** Wolverhampton's offer emphasises the positive elements of living, working and studying in Wolverhampton from the strengths of our city centre and shopping offer, strong cultural and entertainment offer to environment and housing offer.
- 4.9 **Incentive schemes:** the City Investment Fund was approved by Cabinet in 2014 and has been set up to offer grants to exceptional inward investment opportunities as part of an enhanced package of business support to potential investors or to retain existing strategic employers. The fund operates within de-minimis state aid rules to ensure:

- a) An appropriate incentive is available for significant inward investors to create jobs in the city or to retain strategic businesses that are considering relocation
- b) Wolverhampton can compete with other locations offering similar incentives to inward investors
- c) Quick internal decisions can be made in line with the commercial market to ensure opportunities are not lost to the city
- d) That the potential investor is obliged to create jobs and procurement opportunities for local residents and businesses

## **5.0 Financial implications**

- 5.1 Most of the direct work in relation to attracting investment is conducted by the Enterprise and Skills team. They are mainstream funded with a total revenue budget of £2.4 million. This budget will also cover the post of City Investment Manager. The Place Marketing revenue budget will cover website development and City promotional activities. Invest Black Country was part funded by the four Black Country local authorities until December 2015 with Wolverhampton's contribution of £48,500 covered as part of the Enterprise and Skills budget.
- 5.2 The City of Wolverhampton Council is leading a European Regional Development Fund (ERDF) bid Advice, Investment and Markets (AIM) to attract additional resources to attract investment to Wolverhampton and the Black Country embedded within the Growth Hub. The Department for Communities and Local Government (DCLG) has informed us that our outline bid for £1-2 million has been successful and invited us to submit full bids by 5 November 2015. This bid, if successful, will be restricted to fund work with Small and Medium Sized Enterprises.
- 5.3 The City Investment Fund was established by Cabinet on 25 June 2014 for exceptional inward investment opportunities or provide incentives to retain existing major employers considering relocation. This fund is funded through the Regeneration Reserve and following a successful grant award in October 2014 has a balance remaining of £192,000. [ES/15092015/D]

## **6.0 Legal implications**

- 6.1 Should the ERDF bid be successful, the grant would be subject to the funding agreement outlining the requirements for that grant. [RB/09092015/P]

## **7.0 Equalities implications**

- 7.1 There are no equalities implications to this report. However as part of the offer to inward investors, the Council provides support to recruit local residents into job created, including those from disadvantaged groups, thereby having positive equalities implications.

## **8.0 Environmental implications**

- 8.1 There are no environment implications to this report. However, attracting investors can enhance the environment through utilising formally derelict land. In addition, as part of

the support package, the Council would support investors to access grants to improve the condition of current premises.

## **9.0 Human resources implications**

9.1 There are no human resource implications to this report.

## **10.0 Corporate landlord implications**

10.1 There are no corporate landlord implications to this report.

## **11.0 Schedule of background papers**

1. Attracting investment performance measure
2. Foreign owned companies in Wolverhampton
3. Wolverhampton statistics at a glance
4. Wolverhampton Unique Selling Points



## Appendix 1: Attracting Investment Performance Indicator

Measure Reference and Description			
£millions investment in the city as a result of Council led or supported programmes and activities			
<b>Purpose / Aim of Indicator</b>	The purpose of this indicator is to quantify the £m of investment in the City as a direct result of regeneration and inward investment programmes		
<b>Definition</b>	<p>Secured investment will come from activities across Place in particular the City Economy service including Service Development, Visitor Economy, City Development, Enterprise and Skills Team. Programmes we have developed in either a lead or a supporting role. Revenue investment is reported in the current year. Capital investment is reported in the year it is secured</p> <p>Secured Investment is determined as £m, and will only be counted in this measure if it is a direct result of the regeneration and inward investment activity taken place. This can also include investment in housing stock, and any associated external funding such as European Social Funding that has been secured to enable the activities to take place.</p>		
<b>Formula</b>		<b>Worked Example</b>	<p>£000's for Housing investment</p> <p>£000's by major project at site x</p> <p>£000s of investment by company xxx</p> <p>£000's of external funding secured</p> <p>£m total of investment</p>
<b>Data Source</b>	<i>Tractivity database</i>	<b>Good Performance is...</b>	High is good
<b>Indicator Calculation</b>	Annual (end March)	<b>Return Format</b>	£m
<b>Further guidance</b>			
<b>Service Area</b>	City Economy, Place Directorate		
<b>PI Owner</b>	Keren Jones, Director for City Economy		

## Appendix 2: Foreign Owned Companies

	Company name	Trade description	R/O Full Postcode
1.	<b>Arcelormittal Distribution Solutions UK Limited</b>	Steel stockholder's and shearing.	WV13 3SE
2.	<b>Mueller Europe Limited</b>	The manufacture and sale of copper tubes.	WV14 7DS
3.	<b>NCH (UK) Limited</b>	A group engaged in the manufacture and marketing of industrial and maintenance chemicals and related products.	WV14 0QL
4.	<b>Press Metal UK Limited</b>	The marketing of aluminium products.	WV14 7NH
5.	<b>Ovivo UK Limited</b>	The manufacture and installation of water screening products.	WV11 1XR
6.	<b>Ansaldo Nuclear Engineering Services Limited</b>	The provision of engineering services to the nuclear industry.	WV4 6JX
7.	<b>Nuclear Engineering Group Limited</b>	A group engaged in the provision of engineering services.	WV4 6JX
8.	<b>Gunnebo UK Limited</b>	The customisation and resale of physical security equipment.	WV9 5HA
9.	<b>Charles Clark Motors Limited</b>	The operation of a franchised motor vehicle dealership.	WV2 2QE
10.	<b>Timken UK Limited</b>	The manufacture of high precision aerospace, machine tool and rail bearings.	WV2 4UH
11.	<b>Charter Court Financial Services Group Limited</b>	A group engaged in the provision of mortgage administration and related analysis services.	WV10 6TD
12.	<b>Challenge Power Transmission Limited</b>	A group engaged in the import and distribution of power transmission parts.	WV10 9JT
13.	<b>EFD Induction Limited</b>	Manufacture of other electrical equipment not elsewhere classified.	WV11 1XP
14.	<b>N &amp; W Global Vending Limited</b>	The sale of vending machines and accessories on behalf of Necta Vending Solutions SpA.	WV14 0LA

15.	<b>Tungaloy UK Limited</b>	The distribution of carbide cutting tools.	WV10 9RU
16.	<b>Timken ILS Cheltenham Limited</b>	The sale and service of industrial lubrication systems.	WV2 4UH
17.	<b>Weishaupt (U.K.) Limited</b>	Wholesale of hardware, plumbing and heating equipment and supplies	WV13 3RG
18.	<b>Lister Locks Limited</b>	The wholesale distribution of hardware products.	WV10 0EY
19.	<b>Mcgean-Rohco (U.K.) Limited</b>	Manufacture of other inorganic basic chemicals	WV1 2QP
20.	<b>Kuhn Rikon (U.K.) Limited</b>	Wholesale of household goods (other than musical instruments) n.e.c.	WV6 8UP
21.	<b>Non-Ferrous Stockholders Limited</b>	Manufacture of other fabricated metal products n.e.c.	WV4 6LE
22.	<b>Arcelor Construction UK Ltd</b>	The manufacture and sale of metal roofing. The 31.12.09 accounts indicate that the company is either dormant or no longer trade.	WV13 3SE
23.	<b>Cloos (UK) Limited</b>	Manufacture of computers and peripheral equipment	WV10 6HR
24.	<b>Wardstorm Limited</b>	A holding company. the 31.12.14 accounts indicate that the company is either dormant or no longer trades.	WV14 9NE
25.	<b>Arcelor SSC UK Barking Limited</b>	The 31.12.13 accounts indicate that the company is either dormant or no longer trades.	WV13 3SE
26.	<b>L &amp; J Packaging Limited</b>	Packaging activities	WV1 1PA
27.	<b>Tencate Geosynthetics (U.K.) Limited</b>	Agents specialised in the sale of other particular products	WV11 1ST
28.	<b>Guardrail Engineering Limited</b>	Manufacture of metal structures and parts of structures	WV1 2RP
29.	<b>Unger U.K. Limited</b>	Non-specialised wholesale trade	WV13 3XA

30.	<b>Basta Parsons Limited</b>	Other manufacturing n.e.c.	WV10 0EY
31.	<b>MES Selchp Limited</b>	To hold the Constructions Industrielles de la Mediterranee S.A. (CNIM) group's investment in South East London Combined Heat & Power Ltd.	WV1 1QB
32.	<b>Simcorp Coric Limited</b>	Other information technology and computer service activities	WV10 9RU
33.	<b>Earnest Machine Products Company Ltd</b>	Wholesale of other intermediate products	WV10 9LA
34.	<b>Pommier Furgocar UK Limited</b>	Wholesale trade of motor vehicle parts and accessories	WV13 3YA
35.	<b>Arrowhead Investments (UK)</b>	A holding company.	WV1 2QT
36.	<b>ANI Holding Limited</b>	A holding company.	WV1 2QT
37.	<b>Oval (1703) Limited</b>	Letting and operating of own or leased real estate (other than Housing Association real estate and conference and exhibition services) n.e.c.	WV1 4EG
38.	<b>Plasma Treat (UK) Limited</b>	Other professional, scientific and technical activities (not including environmental consultancy or quantity surveying) n.e.c.	WV1 4SB
39.	<b>Whenever Limited</b>	Management consultancy activities (other than financial management)	WV4 5NY
40.	<b>D.J.R. Marketing Solutions Limited</b>	Activities of call centres	WV10 9LE
41.	<b>NIX Service Stations Limited</b>	Retail sale of automotive fuel in specialised stores	WV1 4DJ
42.	<b>Coilbay Limited</b>	An investment holding company.	WV1 2QT
43.	<b>Knowaste Limited</b>	Treatment and disposal of non-hazardous waste	WV2 4DG
44.	<b>Bratch Motors Limited</b>	Sale of new cars and light motor vehicles	WV6 8BP

45.	<b>Termoros (UK) Limited</b>	Wholesale of hardware, plumbing and heating equipment and supplies	WV10 8AW
46.	<b>Optimal Armour Limited</b>	Manufacture of other plastic products	WV14 0QL
47.	<b>Fuhr UK Ltd</b>	Non-specialised wholesale trade	WV1 4DJ
48.	<b>Heat TEQ Refractories UK PTY Limited</b>	Other business support service activities n.e.c.	WV11 1ST
49.	<b>Ombiel Limited</b>	Other information technology and computer service activities	WV1 4SB
50.	<b>Donghua Limited</b>	Agents specialised in the sale of other particular products	WV11 3DR
51.	<b>The Kairos Experience Ltd.</b>	Other education n.e.c.	WV2 1AA
52.	<b>RSA Cutting &amp; Deburring Systems Limited</b>	Manufacture of metal forming machinery	WV1 4EG
53.	<b>Star Agro Marine Foods Ltd</b>	Wholesale of other food, including fish, crustaceans and molluscs	WV10 9QA
54.	<b>PF Tech UK Limited</b>		WV4 6JX

### Appendix 3: Wolverhampton – statistics at a glance

Wolverhampton has a total population of 253,000 of which 159,400 are of working age (16-64).  
32,900 of the City's residents are degree level qualified (level 4 and above), with a further 52,600 being qualified to level 1, 2 or 3.

#### Population (2014 population estimates)

Aged 16 – 64 (Working Age)	159,400
All Ages	253,000

#### Qualifications (2014 Annual Population survey)

Numbers of Graduates (level 4 and above)	32,900
Non graduates (Level 1,2,3)	52,600

#### Age Profile (2011 Census)

0-4	16,687
5-15	32,736
16-24	31,517
25-44	69,346
45-59	45,574
60-74	33,546
75+	20,064

#### Gender (2011 Census)

Males	123,441
Females	126,029

<b>Employment by occupation</b> (Annual population survey)	
Managers, directors and senior officials	10,600
Professional occupations	20,100
Associate prof & tech occupations	14,000
Administrative and secretarial occupations	9,700
Skilled trades occupations	11,800
Caring, leisure and other service occupations	10,100
Sales and customer service occupations	13,900
Process, plant and machine operatives	12,400
Elementary occupations	12,900
<b>Other key facts</b>	
Average Annual Salary	£22,803
GVA per Head	£19,548

<b>Businesses in Wolverhampton</b> (UK Business Activity)	
Financial and Insurance	200
Total Businesses Stock	8,065
<b>Employment by Sector</b> (Annual population survey)	
Public admin. education and health	29,600
Distribution, hotels and restaurants	22,400
Manufacturing	17,300
Banking, finance and insurance	11,900
Transport and communications	9,200
Construction	6,200
Other services	4,400

## Transport Infrastructure

### Metro Link to Birmingham

Destination	Distance	Travel Time	
		By Train	By Car
London	120 miles	< 2 hours	2 hours 30 minutes
Birmingham	< 20 miles	20 minutes	30 minutes
Birmingham Airport	25 Miles	40 minutes	45 minutes
East Midlands Airport	50 miles	1 hour 50 minutes	1 hour
Manchester Airport	70 miles	1 hour 40 minutes	1 hour 20 minutes
Liverpool Airport	82 miles	1 hour 35 minutes	1 hour 35 minutes
Luton Airport	100 miles	2 hours 50 minutes	2 hours
Heathrow Airport	125 miles	2 hours 40 minutes	2 hours 10 minutes
Stansted Airport	135 miles	3 hours	2 hours 40 minutes
Gatwick Airport	163 miles	2 hours 50 minutes	2 hours 50 minutes



#### **Appendix 4: Wolverhampton – An example of how generic information above is tailored to specific enquiries**

- has a strong and vibrant business community
- is a learning City with skilled employees
- is investing in infrastructure

##### **Wolverhampton – a great location**

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 to the south of the City and is the 7th busiest UK airport, handling around 9.7 million passengers in 2013/14.

Wolverhampton is situated on the West Coast Mainline Railway with its InterCity Station providing a frequent direct train service to London Euston. Direct trains connect Wolverhampton to Central Birmingham, Manchester, Liverpool, Cardiff and Glasgow.

A local bus service, operated by National Express West Midlands, connects the City with neighbouring towns.

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.

##### **Wolverhampton – our people**

People power is an important attraction when doing business in the City of Wolverhampton. Our people are our biggest asset. The City's workforce of today is highly skilled, hardworking and the spirit of enterprise that embodied the early inventions is as strong as ever.

- 253,000 people reside in the City
- 159,000 people, support over 8,500 companies covering a broad spectrum of industries
- Cultural diversity with 35.5% of population from minority ethnic background

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 whom 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 – quality of life**

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 pedestrianised 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 are also 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 affordable City living through to sought after suburban and semi-rural locations.

### **Wolverhampton – the 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

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.
- A £120m scheme to deliver a multimodal transport hub at Wolverhampton Interchange
- A new railway station and an extension to the City's Metro line.
- A £45m redevelopment of the Molineux Quarter of the City.
- A £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.

### **Wolverhampton – a warm welcome**

We will work with you to smooth your entry into the City with a bespoke package of assistance with a designated support officer who will help to overcome any obstacles you and your workers may experience. This could encompass such things as assistance with the planning process and advising on housing and schooling for relocating staff,

The City is proud to have a Group representing the major employers in the City (the Business Champions). They are happy, collectively or individually, to meet with the principals of large inward investment enquirers to discuss their experience of working in Wolverhampton and to ease their move into the City

### **Reasons businesses choose Wolverhampton:**

- 1. Help with sourcing land for new build, finding new premises and employment sites**
- 2. Procurement and supply chain opportunities**
- 3. Access to finance and grant funding**

- 4. Links with R&D and innovation**
- 5. Planning support from an award winning Planning Authority**
- 6. A dedicated business Account manager**