

# Economy and Growth Scrutiny Panel – i54 Update

**CHRIS  
KIRKLAND**

Head of City Investment

**LIAM  
DAVIES**

Head of City Development

[wolverhampton.gov.uk](http://wolverhampton.gov.uk)



# Background

- i54 is a **joint venture partnership** between City of Wolverhampton Council, Staffordshire County Council and South Staffordshire Council formally established in 2012.
- Around this same time i54 a became part of the Black Country LEP North Wolverhampton Enterprise Zone and is **one of the most successful zones in the UK**.
- The investment from partners of over £40m saw the motorway junction and other site infrastructure to unlocking the site which had remained undeveloped for many years.
- The site has **attracted significant multi-national investment** resulting in Advanced Manufacturing creating thousands of new jobs across a high class, business park.
- i54 has seen a **steady increase in high quality occupiers** which means in the next 12 –18 months all plots on the existing i54 business park will be occupied becoming home to some great global manufactures covering a variety of sectors from automotive to aerospace.



# Our Role

- **Occupier assessment and selection** – the i54 joint venture partners agreed to prioritise advanced manufacturing for i54 and developed an eligibility criteria which takes into account number of jobs, skill levels, capital investment and fit with the definition of **Advanced Manufacturing**
- **Accountable body** – including **financial management**, funding strategies, financial reporting and decision making. Also, **project management** to drive delivery
- **Securing occupier and securing deals** – the City Development Team play a key role in working with occupier interest to secure transactions and investment
- **Land-owner** – proactive in bringing forward the Western extension
- **Political boldness and strategic influencer** – early decisions to bring forward i54 and make the necessary investment in time and resource to develop the essential infrastructure. Ongoing commitment to invest and make ready much needed employment land which has confirmed the North of Wolverhampton as a significant Advanced Manufacturing Cluster
- **Skills and employment** – a dedicated resource to ensure the city benefits from the jobs created through construction phase to operations



# i54 & Western Extension Overview

- Direct access to UK motorway network (Junction 2 of M54 off junction 10a M6)
- UK's most successful Enterprise Zone with over **£1 billion already invested**
- The 60-acre western extension provides fully serviced development platforms capable of accommodating up to **100,000 sqm** of B1 and B2 floorspace from August 2021. These are being marketed to further end users to ensure high quality occupiers that meet the site's regeneration objectives.
- i54 is 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.
- This investment has resulted in **2,588 jobs at i54**, with more on the way
- Total site coverage **116ha**
- New Western Extension access road has opened up **100 acres of gross developable area** – the 60 acres Western extension and also 40 acres owned by MLPL





↑ To Telford

Pendeford Business Park

Further 60 Acres Available

JAGUAR LAND ROVER

Atlas Copco

eurofins

MOOG

ERA

CARTOR SECURITY PRINTERS

MUCKLOW PARK i54

M54

BILCO ROOF ACCESS

J2 M54





- International automotive manufacturer
- Turnover £16.5 billion (2021)
- i54 employees – 854



- Advanced manufacturer and designer of locks
- Turnover £93.5 million (2021)
- i54 employees – 193



- International manufacturer of advanced motion control products for the Aerospace sector
- Turnover £84.7 million (2021)
- i54 employees – 469



- Manufacture of postage stamps, print and tax stamps
- Turnover £355k (2021)
- i54 employees – 53



- International food and feed testing business
- Turnover £30 million (2021)
- i54 employees – 605



- Manufacture of range of roof hatches
- Turnover £8.4 million (2021)
- i54 employees – 80



- Advanced manufacturer of industrial bolting tools
- Turnover £11.2 million (2021)
- i54 employees – 56

# Employment

- Total (FTE) Full time Jobs currently at i54 total **2,588 jobs**
- This number is forecasted to increase to **3,488 jobs** with the delivery of i54 Western extension (Plot 1 & Plot 2), Plot D, Plot E, Plot E2 and Morris Properties formally Plot C.
- The employees on i54 who **live within a 10 mile radius has increased** against the 2019 figures. It is now at 56% compared to 50% previously.
- Out of the 1,268 employees living within a 10 mile radius circa 927 (**73%**) **have a WV Postcode**
- A further **900+ jobs** are projected on the Western extension



# i54 Business Support

**City of Wolverhampton Council working with i54 partners Staffordshire County Council and South Staffordshire Council**

## **Working in partnership:**

- Workforce and Employment Support offer agreed and available for use with occupiers
- Jobs, graduate positions and apprenticeships with current i54 occupiers sourced and shared with partners
- Local college and universities contacted and made aware of the development and potential opportunities for them to be involved

## **Support to existing i54 occupants (JLR and Eurofins) delivered:**

- Supported recruitment of 190 temporary production operatives (JLR) and 20+ vacancies with Eurofins.
- Occupiers presented at Let's Talk Jobs events to highlight the opportunities available and the recruitment process to a wide network of advisers.
- Connections facilitated with the University, College and local school enterprise advisers.
- Attendance at two Community events to promote the opportunities available.
- Eurofins supported the University's Scifest in July 2022 for the first time.
- Ongoing promotion of vacancies on 'The Workbox'.
- Sector Based Work Academy Programmes (SWAPs) through DWP to support recruitment plans.





# Social Value

## Amey Highways

### Community Engagement

- 'Community Day' at Pendeford Nature Reserve in November 2019. Volunteers involved in bulb planting at Pendeford Hall and clearance of area adjacent the River Penk.
- Donations to local food bank in December 2019.
- New stools and benches crafted and installed by tree surgeon to local Primary School.

### Work Experience

- 5 Students (College and University) completed work experience placements.
- 3 Graduates on site.

### School engagement

- Introductions facilitated with Enterprise Co-ordinators in Wolverhampton and Staffordshire for Amey to engage with local secondary schools to support Careers and Enterprise activities.
- Talks to local primary school pupils by site staff.

**Disability Confident employer and pledged to the Armed Forces Covenant**



# Outcomes/benefits

Jobs created at i54

 **2,588**



Construction Jobs at i54 & Western Extension

**1,000+**



Employees living within a 10 mile radius\*

 **1,268**



Employees with a WV postcode\*

**73%** of 1,268 employees sampled



New commercial floorspace at i54 and Western Extension

**346,541** m<sup>2</sup>



New trees planted at Western Extension alone

**10,000**

New Western Extension access road

**100** ac  gross developable area

Estimated Private Investment

 **£1,161.5m**

Total site coverage

**116**  ha

Projected jobs at Western Extension

 **900+**



Construction of new footways and cycleways

\*FTE jobs no reflects the latest 2022 post code mapping data