

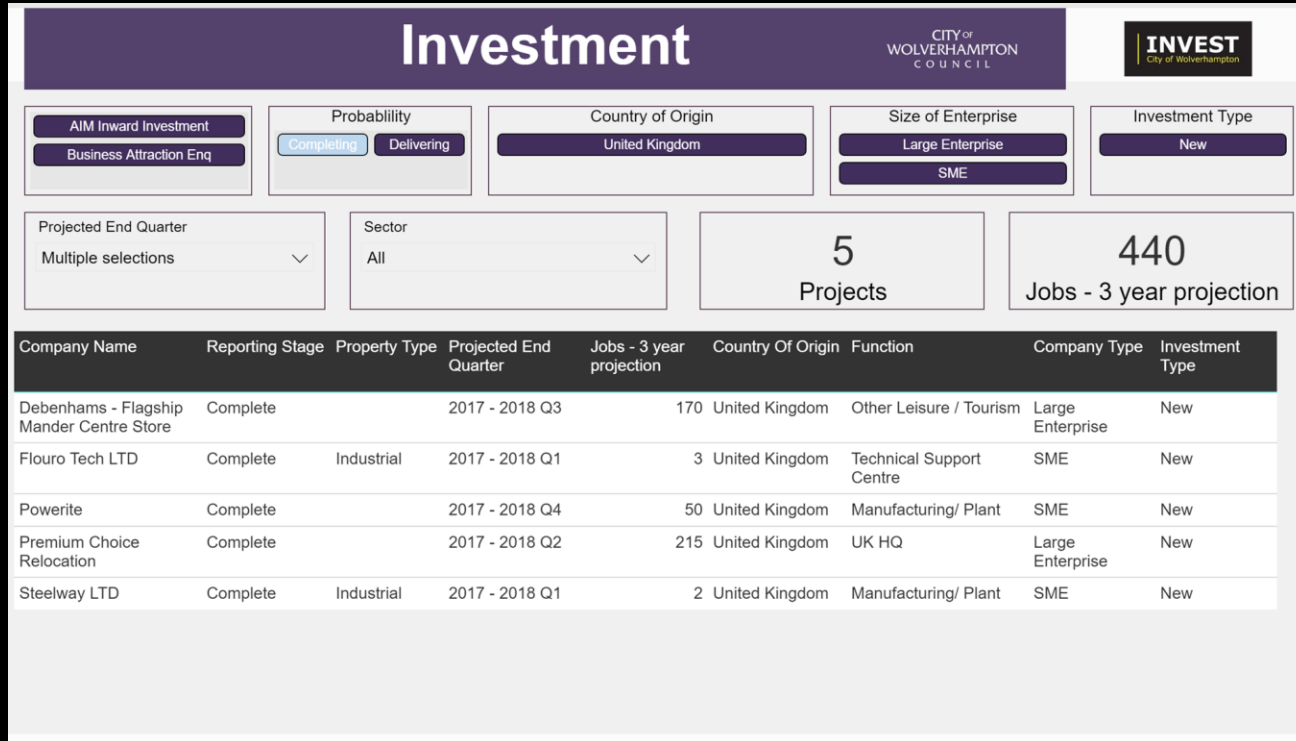
Stronger City Economy Scrutiny Panel

Investment

15 July 2021

Chris Kirkland, Head of City Investment
City of Wolverhampton Council

Investment in previous years – 2017/18



Investment in previous years – 2018/19

Investment

CITY of WOLVERHAMPTON COUNCIL

INVEST City of Wolverhampton

AIM Inward Investment

Business Attraction Enq

Probability

Completing

Delivering

Country of Origin

Belgium

Germany

United Kingdom

United States

Size of Enterprise

Large Enterprise

SME

Investment Type

Capital Investment

Expansion

Reporting Stage

Complete

Project

Prospect

Projected End Quarter

Multiple selections

Sector

All

13 Projects

1,358 Jobs - 3 year projection

Company Name	Reporting Stage	Property Type	Projected End Quarter	Jobs - 3 year projection	Country Of Origin	Function	Company Type	Investment Type
Cargill	Complete		2018 - 2019 Q3	250	United States	Food Production	Large Enterprise	Capital Investment
CH Harrisons	Complete	Office	2018 - 2019 Q3	1	United Kingdom	Office	SME	Expansion
Charter Court Financial Services	Complete		2018 - 2019 Q4	700	United States	European HQ	Large Enterprise	Expansion
CS Labels	Complete		2018 - 2019 Q3	40	United Kingdom	UK HQ	SME	New
DB Cargo	Complete		2018 - 2019 Q4	20	Germany	Manufacturing/ Plant	Large Enterprise	Expansion
Eurofins UK HQ Expansion	Complete		2018 - 2019 Q4	200	Belgium	European HQ	Large Enterprise	Expansion
Forgeco LTD	Complete	Industrial	2018 - 2019 Q2	1	United Kingdom	Manufacturing/ Plant	SME	Capital Investment
Metal Spraying LTD	Complete	Industrial	2018 - 2019 Q2	8	United Kingdom	Manufacturing/ Plant	SME	Expansion
Nike Computing LTD	Complete	Industrial	2018 - 2019 Q2		United Kingdom	Manufacturing/ Plant	SME	Expansion
Savesta Construction LTD	Complete		2018 - 2019 Q3	15	United Kingdom	UK HQ	SME	New
Seconique	Complete		2018 - 2019 Q3	120	United Kingdom	UK HQ	SME	New
Sherwood LTD	Complete	Industrial	2018 - 2019 Q3	3	United Kingdom	Manufacturing/ Plant	SME	Expansion
Ten Point Tailoring LTD	Complete	Industrial	2018 - 2019 Q3		United Kingdom	Manufacturing/ Plant	SME	Expansion

Investment in previous years – 2019/20

Investment

CITY OF WOLVERHAMPTON COUNCIL

Business Attraction Enq

Probability

Completing

Delivering

Qualifying

Country of Origin

Germany

United Kingdom

Size of Enterprise

Large Enterprise

SME

Investment Type

Expansion

New

Reporting Stage

Complete

Internal Audit

Project

Prospect

Projected End Quarter

Multiple selections

Sector

All

7 Projects

490 Jobs - 3 year projection

Company Name	Reporting Stage	Property Type	Projected End Quarter	Jobs - 3 year projection	Country Of Origin	Function	Company Type	Investment Type
Arnold Clark	Internal Audit		2019 - 2020 Q4	120	United Kingdom	Sales and Marketing	Large Enterprise	New
B&M	Internal Audit		2019 - 2020 Q3	65	United Kingdom	Other Leisure / Tourism	SME	New
Respondez Services LTD	Internal Audit		2019 - 2020 Q2	50	United Kingdom	Office	SME	Expansion
Wilko	Internal Audit		2019 - 2020 Q3	80	United Kingdom	Other Leisure / Tourism	SME	New
Aldi - Wolverhampton	Complete		2019 - 2020 Q1	90	Germany	Other	Large Enterprise	New
Matalan	Complete		2019 - 2020 Q1	60	United Kingdom	Sales and Marketing	Large Enterprise	New
Metro Bank - Wolverhampton	Complete		2019 - 2020 Q2	25	United Kingdom	Other	Large Enterprise	New

Foreign Direct Investment 2020/21

- In 2020/21 the UK attracted 1,538 new inward investment projects and 55,319 new jobs
- A reduction of 17% and 1% respectively on 2019/20
- UNCTAD estimate that the value of global FDI fell by 42% in 2020
- 18,187 jobs were safeguarded, a 102% increase on the previous year
- However, in the Black Country LEP area there were 8 successful FDI projects with 93 new jobs 3 jobs safeguarded
- 5 additional 'multi-region' FDI projects
- Compared to 17 projects and 327 new jobs and 212 safeguarded in 2019/20
- WMGC – 38 FDI projects and 2,263 new jobs (best performing region)

	FY 20/21			FY 19/20		
	New Jobs	Safeguarded jobs	Projects	New Jobs	Safeguarded jobs	Projects
Involved	92	0	4	327	0	12
Non-involved	1	3	4	0	212	5
TOTAL	93	3	8	327	212	17

Investment Successes

- MHCLG
- i54 Western Extension
- Interchange
- i9
- National Brownfield Institute
- Towns Fund
- Future High Streets Fund
- Pantheon Park

WOLVERHAMPTON: CITY OF OPPORTUNITY

£4.4b
INVESTMENT



IN THE CITY
**NOW OR
PLANNED**

MANCHESTER **BIRMINGHAM**
70 MINS **17 MINS**

A CONNECTED CITY

LONDON **98 MINS** **BY TRAIN**

10,000
NEW HOMES
PLANNED



256,621
PEOPLE LIVE HERE IN
105,582
HOMES



£270M **INVESTED**
IN SCHOOLS



50,000
JOB READY
STUDENTS

1.73M **PEOPLE LIVE**
WITHIN A 30
MINUTE DRIVE

£250M **INVESTED**
— IN THE —
UNIVERSITY



60 **HECTARES OF LAND**
EARMARKED FOR DEVELOPMENT



Residential Development Investment Summary progress

Telecom House / Renamed
Churchside (Empire Properties) In
construction 144 units

Crown House (Rise Homes)
In construction 95 units

Horsley Fields (Place First) –
Planning consent granted / out to
construction tender 370 units

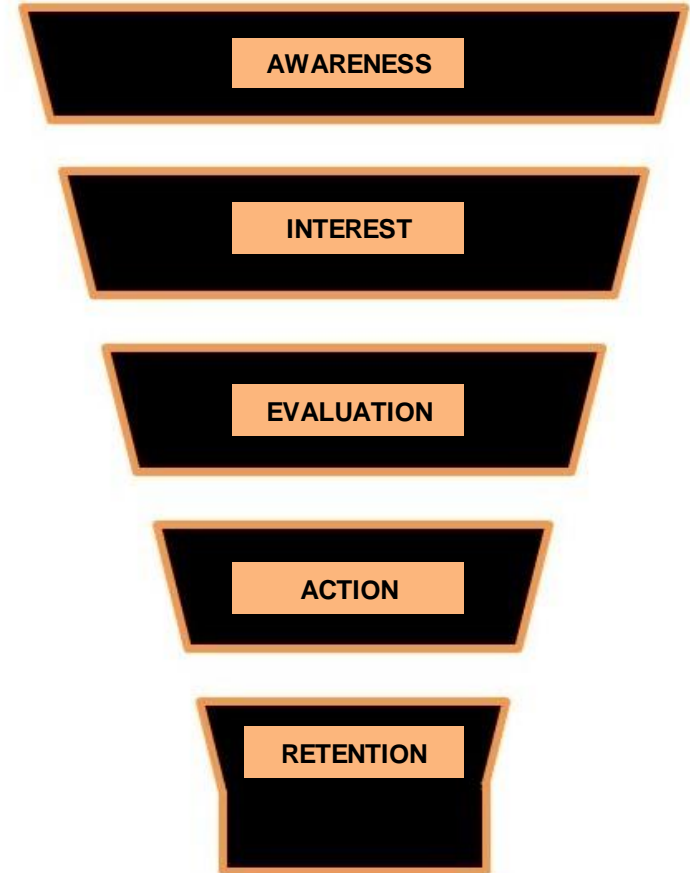
Beatties (Axiom Stone)
Planning granted / out to construction
tender 300 units

Brewers Yard (Court Collaboration)
Phase 1 funding secured (780 units)



Conversion

- Investment sales funnel
- Lead generation through to investment and retention
- Understanding the reasons
- Availability of property and sites
- National opportunities – e.g. Gigafactory, Lotus, Channel 4
- MHCLG success in 2020/21



Intelligence

- Sector intelligence and propositions – articulation of strengths and opportunities
- Research
- USPs – e.g. leader in circular economy and sustainable construction
- Partners and Stakeholders – Black Country Consortium, LEP, Insight & Performance, WMGC, DIT, WMCA
- Future demand for property
- Business needs as we move into recovery



The Future

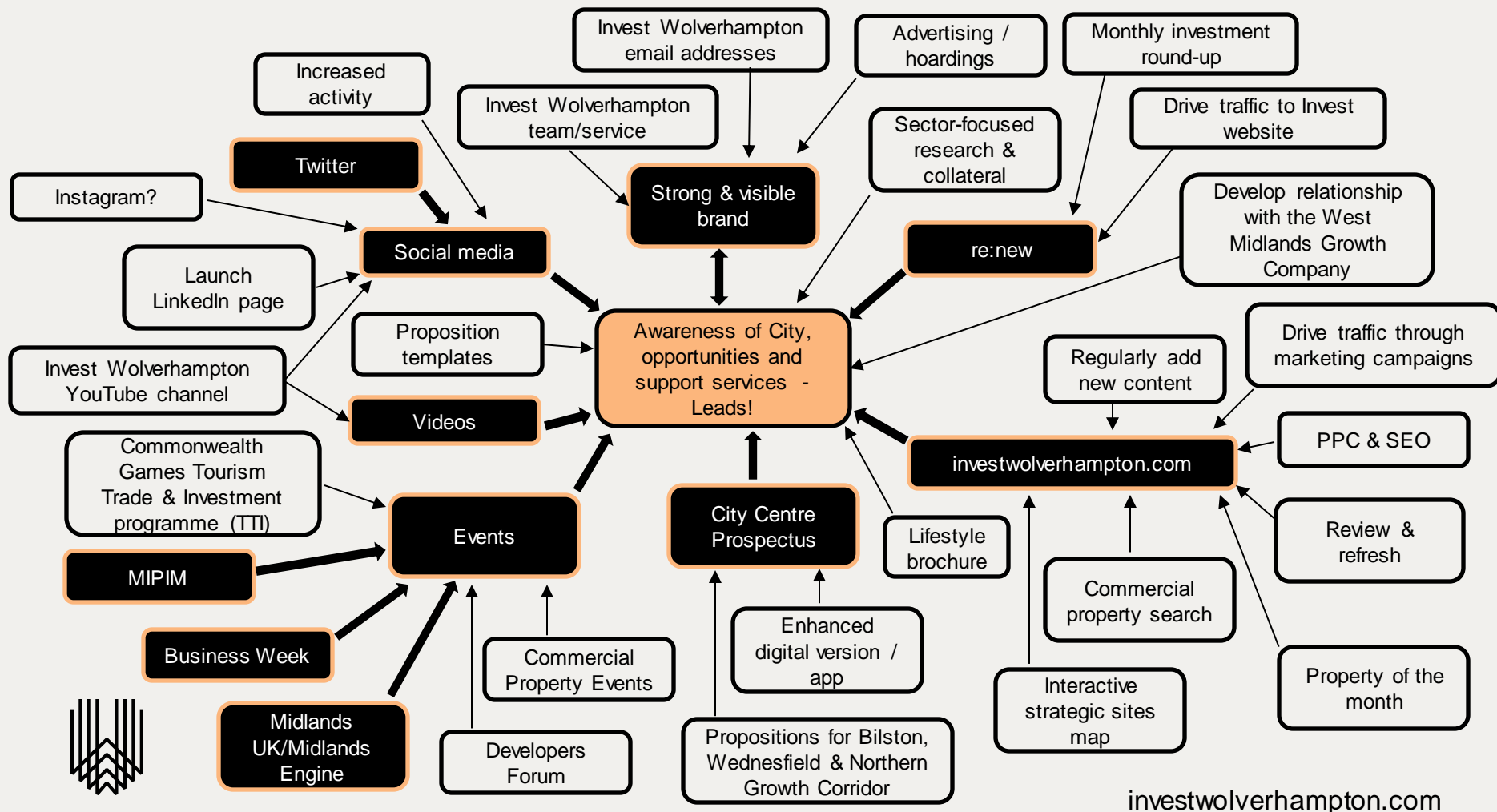
- Realignment with WMGC and 3 Cities
- Commonwealth Games Business & Tourism Programme (BATP)
- Wolverhampton Prospectus
- Sector intelligence and propositions
- Enhanced marketing and lead generation – website, social media
- Increased capacity and resources for investment
- Staffing – the right people
- Local/Regional Events – Business Week, Midlands UK Forum for Growth
- International Events – MIPIM, Dubai Expo, BATP



City Marketing

- Integrated marketing approach – City and Investment
- Close alignment between Comms and Invest teams – more resources
- Website, social media, campaigns
- Invest Wolverhampton brand given high profile
- Wolverhampton Prospectus







Business Property Search



INVEST
City of Wolverhampton

[Search Criteria](#)
[View Results](#)

Welcome to the Wolverhampton Property Search

Our state-of-the-art property search contains the most up-to-date listings of all the properties within our portfolio. Use the flexible search panel on either side to narrow down requirements before reviewing your results listing in our browser. Each property in our database has the latest and most comprehensive information which can be downloaded or emailed direct at the click of a button.

Latest Properties



Property Search

Tenure

Min Size

Max Size

Dimension

Type

Last Updated

Alternatively, find by address or town

[Search](#)
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The Green City

- Sector research and proposition development
- Key cross cutting sector for Wolverhampton
- Council net carbon neutral target by 2028
- City ambition to be a leader in circular economy and sustainable construction
- Home to new National Brownfield Institute
- New MHCLG £10 million modern methods of construction (MMC) taskforce
- Over 2,000 SME's in the green energy, retrofit and green construction sectors
- Our inward investment strategy and decisions increasingly support/require low carbon commitment
- Building one of the UK's first city centre solar farms in Wolverhampton – powering the NHS.



Barriers and Opportunities

- Collaboration – WMGC, WMCA, DIT, Business Champions, 3 Cities
- Opportunities around further public sector relocations
- Circular economy
- Enhanced marketing and lead generation
- Increased focus on supporting indigenous businesses and key account management
- Potential barriers around availability of sites and property and financial incentives for businesses
- Supporting the Relighting Our City priorities
 - Jobs and Skills
 - Grow Our Vital Local Businesses
 - Vibrant High Streets and Communities



Thank you



@investwolves



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