West Midlands Investment Prospectus

2025





Growth for Everyone





Mayor of the West Midlands

Foreword

Richard Parker, Mayor of the West Midlands

The West Midlands is a region with extraordinary potential. At the centre of the UK, we are a place where ideas, people and industries come together to create opportunity and growth. This prospectus sets out why now is the moment to invest here, and why the West Midlands Growth Plan gives us the platform to go further and faster than ever before.

Our ambition is to grow the economy by £17 billion, create 100,000 new jobs and deliver 120,000 homes. These are not abstract figures - they represent the lives, businesses and communities that will be transformed by the investments we make and attract.

The West Midlands has always been a centre of innovation and opportunity. The industrial revolution began here and today we have the new pioneers in clean energy, advanced manufacturing, life sciences, digital and creative industries. Our region has always led the change - and we are now building on that heritage, setting out a bold and practical roadmap for the future.

"The opportunities here are real and ready to be realised."

Growing the economy by **£17bn**





Creating **100,000** new jobs

We are investing in skills so that our people can take the jobs of tomorrow. We are investing in infrastructure - like HS2 and new Metro lines - so that businesses can grow and connect. We have incredible Universities delivering world-leading research and innovation. We are backing our strengths in sectors where the West Midlands already competes on a global stage, while creating the right conditions for new ideas to thrive.

“At the centre of the UK, we are a place where ideas, people and industries come together to create opportunity and growth.”

This is a region that works hard, delivers and welcomes investment. It is a region where public and private partners are aligned, where barriers are broken down and ambition is matched by delivery.

This is not just a vision - it’s a commitment. And with your investment, we can make it a reality.



Delivering
120,000
homes



Introduction

by Bridget Rosewell

Once the "workshop of the world", the West Midlands is a modern economic powerhouse, home to world-leading clusters with the capacity and ambition to scale. Major rail and Metro investment, including HS2 works and other mass rapid transit schemes, will lift productivity, reduce journey times in the region and nationally, and open up new sites for jobs and homes.

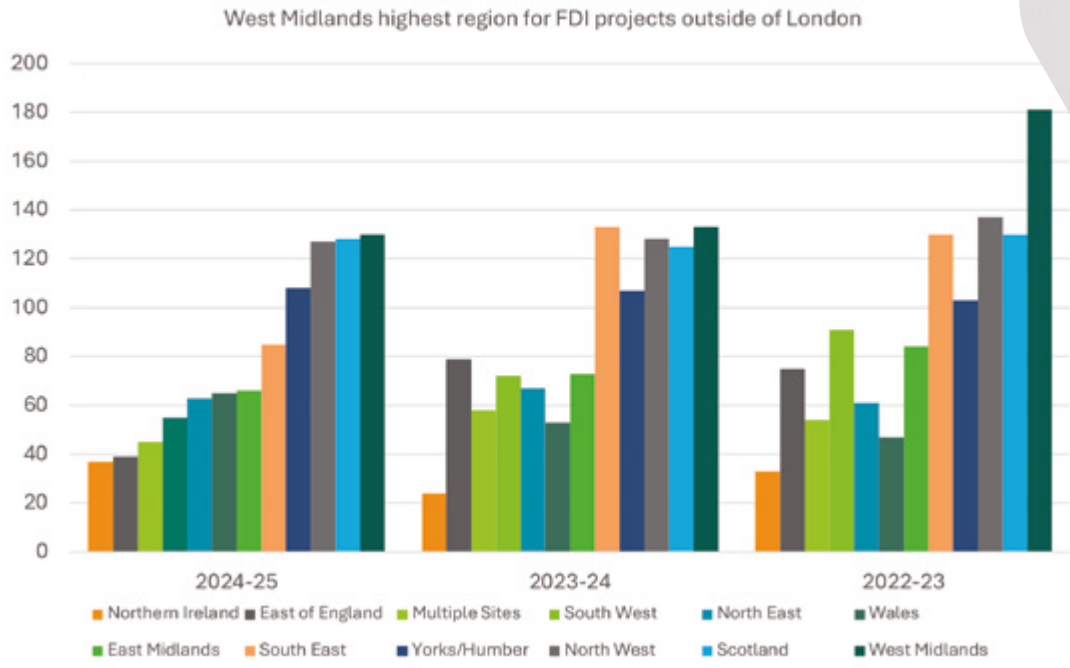
The West Midlands' Growth Plan provides a clear route to sustained growth. A single, portfolio approach links transport, commercial development, housing and placemaking, aligning public and private schemes so they unlock sites, de-risk delivery, and accelerate returns. This joined-up pipeline offers investors clarity on what's coming, where, and when.

I've been asked by the Mayor and WMCA to review the wider pipeline - beyond this prospectus - to ensure public capital is targeted where it drives the greatest regional impact. Projects will be tested for strategic fit, coordination with complementary schemes, deliverability, risk, and value for money. The aim is simple: crowd in private investment faster, sequence schemes intelligently, and move from plan to spades in the ground with confidence.

With this direction, discipline and ambition, the West Midlands' investment potential not only matches its industrial-revolution heritage, but is positioned to surpass it.

Bridget Rosewell CBE is a director of the National Wealth Fund and Chair of the M6 Toll Road.





Source: Department of Business & Trade

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Arden Cross, Solihull



The West Midlands

The West Midlands is situated at the heart of the UK and is key to the country's future prosperity and growth. The region has seen unrivalled inward investment in recent years, home to the country's largest advanced manufacturing base, the fastest-growing tech sector, and world-leading clusters in clean energy, health tech and professional services. The West Midlands has a proven record of industrial reinvention and a clear plan for future growth.

A thriving economy

£77bn Economy, larger than Oxford and Cambridge combined.

National Leader in all UK priority sectors

Connected Region new HS2 line, mass rapid transit expansion and a growing international airport at the heart of the UK.

Youngest, fastest-growing & most diverse population of any UK city-region

Top region for business location and investment

A clear vision for the future

The West Midlands Growth Plan sets out a decade of transformation:

Growing the economy by **£17.4bn by 2035,** outpacing national trends.

Putting **£8,600 more into the average worker's pocket.**

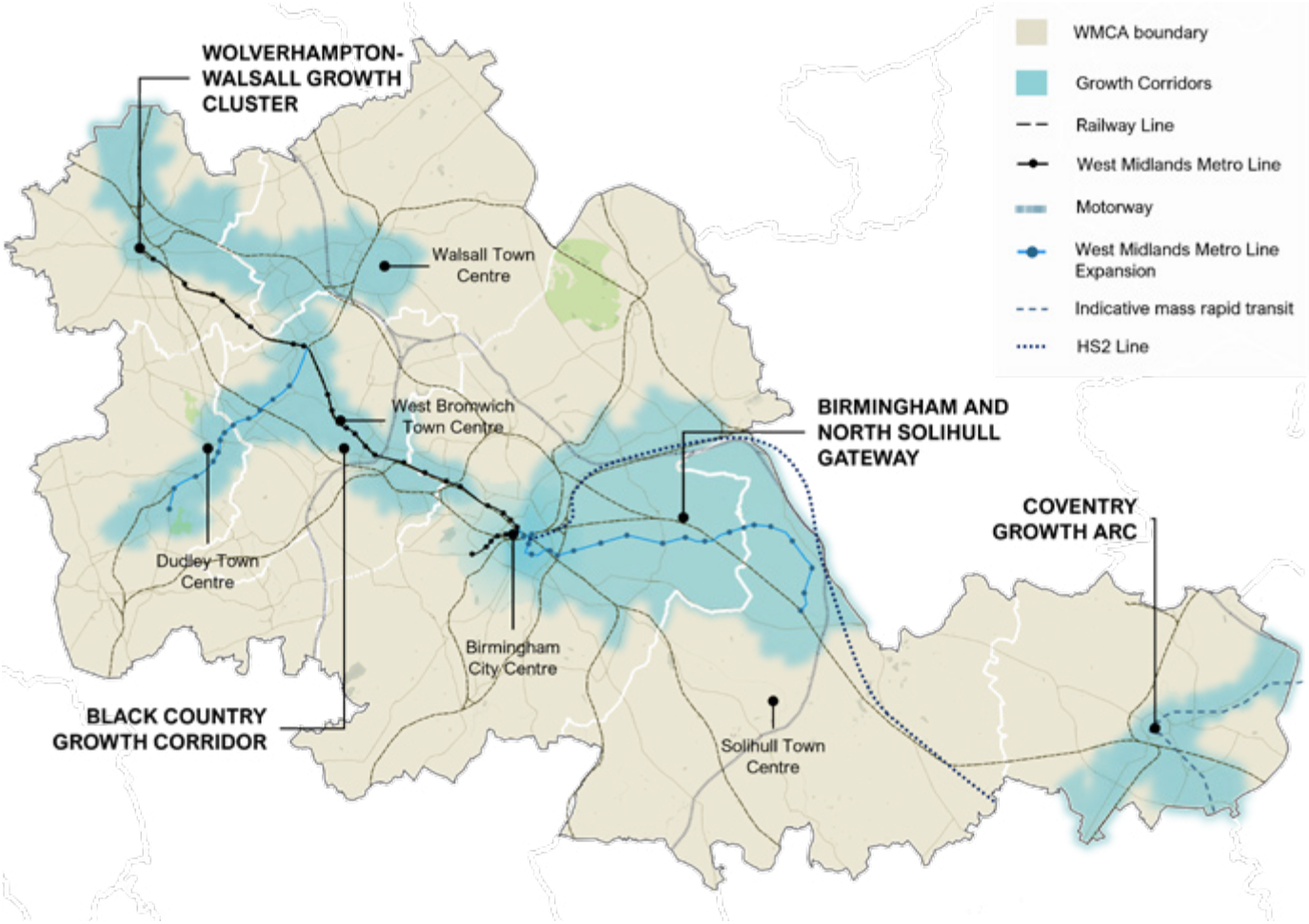
Bringing **93,000 more people into high-quality jobs.**

Delivering **12,200 homes per year** in thriving, well-connected places.

Becoming **carbon neutral by 2041.**

Five high value sectors drive our economic growth, spanning Advanced Engineering and Batteries, Health and Med Tech, Clean Tech and Energy, Digital and Creative and Next Generation Services. Together they employ 400,000 people and create over £35bn GVA.

For investors, this is not just a vision, it is backed by delivery. The West Midlands Growth Company, West Midlands Combined Authority, and councils are integrating infrastructure delivery, inward investment, capital attraction, cluster development and business growth services, providing a **single, streamlined system** for turning opportunities into deals. This will be further strengthened through a **proposed Mayoral Development Corporation (MDC) and Mayoral Development Zone (MDZ)** to accelerate key sites.



Investment Portfolios

Four major growth corridors
Birmingham and North Solihull Gateway
Coventry Growth Arc
Black Country Growth Corridor
Wolverhampton-Walsall Growth Cluster

Two thematic portfolios
Innovation, Clusters And Smart Energy
Residential Development

A prospectus backed by a clear plan for investment

Accelerating capital investment is central to this Investment Prospectus. This Prospectus identifies the most investable corridors, sites, projects and programmes, those that will generate the highest returns for investors and the greatest benefits for the UK economy.

A partner and catalyst for growth

Investing in the West Midlands means more than deploying investment into projects. It means joining a region that:

- Is the most thriving region outside London, with a young and diverse talent base
- Has a clear investment pipeline rooted in investment-ready conditions
- Is designed to simplify and accelerate investment through agencies such as the West Midlands Growth Company
- Has a track record of securing and scaling global investment

This Investment Prospectus sets out a **range of opportunities**, from major regeneration zones and transport corridors to cutting-edge innovation hubs. Each one designed to deliver both strong returns and lasting impact for the region and its residents.

Track record & Investment objectives

The West Midlands has a proven record of attracting and delivering high-value investment. Over the past decade, the region has consistently ranked among the UK's top FDI destinations outside London, securing hundreds of projects in advanced manufacturing, digital and professional services. Major international investors, from global automotive firms to leading tech companies, have chosen the West Midlands for its skilled workforce, competitive costs and unrivalled connectivity. This track record of successful delivery underpins the region's credibility with investors.

Looking ahead, the region's investment objectives are clear: to drive inclusive, sustainable growth by building on its industrial strengths while accelerating diversification into future-facing sectors such as clean energy, health tech, and digital.

These objectives are supported by long-term plans for net zero transition, transport connectivity, and place-making, ensuring investment not only delivers returns but also raises living standards for communities across the West Midlands.

Major projects delivered

- **i54 in Wolverhampton, one of the country's most successful enterprise zones.**
- **Friargate in Coventry has transformed the city centre and Birmingham's Paradise Development (early phases delivered), is one of the largest city centre regeneration schemes in the UK.**

Key statistics

UK's most investable region outside London, **ranked #1 outside London for inward-investment projects in 2024/25** (DBT), and **#3 in the UK for total FDI projects in 2024** (EY).

Delivering £2.4 billion in transport investment, 75+ projects across rail, Metro, bus, roads and active travel.
Including:
14 km of new metro and 19 stations
5 new rail stations
17 Upgraded cycling and walking routes, 5 sprint bus corridors and 5 Cross City bus corridors

UK Attractiveness Survey (2024): West Midlands placed **3rd in the UK** for project count (behind London and Scotland) and **joint-14th in Europe** by regional projects.



Curzon Street HS2 Station, Birmingham

Catalysts for Growth: Strategic Transport & Investment Zone

The West Midlands is building on its central location and world-class connectivity with a programme of strategic investments that will unlock growth across the region. At the heart of this is a £2.4bn transport capital programme, improving rail, tram and bus networks to enhance productivity and link people to jobs. The programme also includes R&D investment in developing a Very Light Rail in Coventry, with potential for further roll-out to other locations in the West Midlands.

Major schemes include the HS2 terminus in Birmingham and its interchange in Solihull, delivering unrivalled access to London, the Midlands Rail Hub, and the expansion of the West Midlands Metro, providing reliable, sustainable connections across the region's urban centres and growth areas.

Alongside transport upgrades, the region is leveraging the Government's Investment Zone programme to accelerate innovation-led growth. The West Midlands IZ focuses on advanced manufacturing, clean energy, and health tech, offering fiscal incentives and streamlined planning within designated sites. Together, these transport and Investment Zone initiatives provide investors with confidence in the region's long-term competitiveness, supporting clusters of global scale and attracting new high-value industries.

The three flagship sites the West Midlands Investment Zone is built around are:



Birmingham Knowledge Quarter (BKQ)

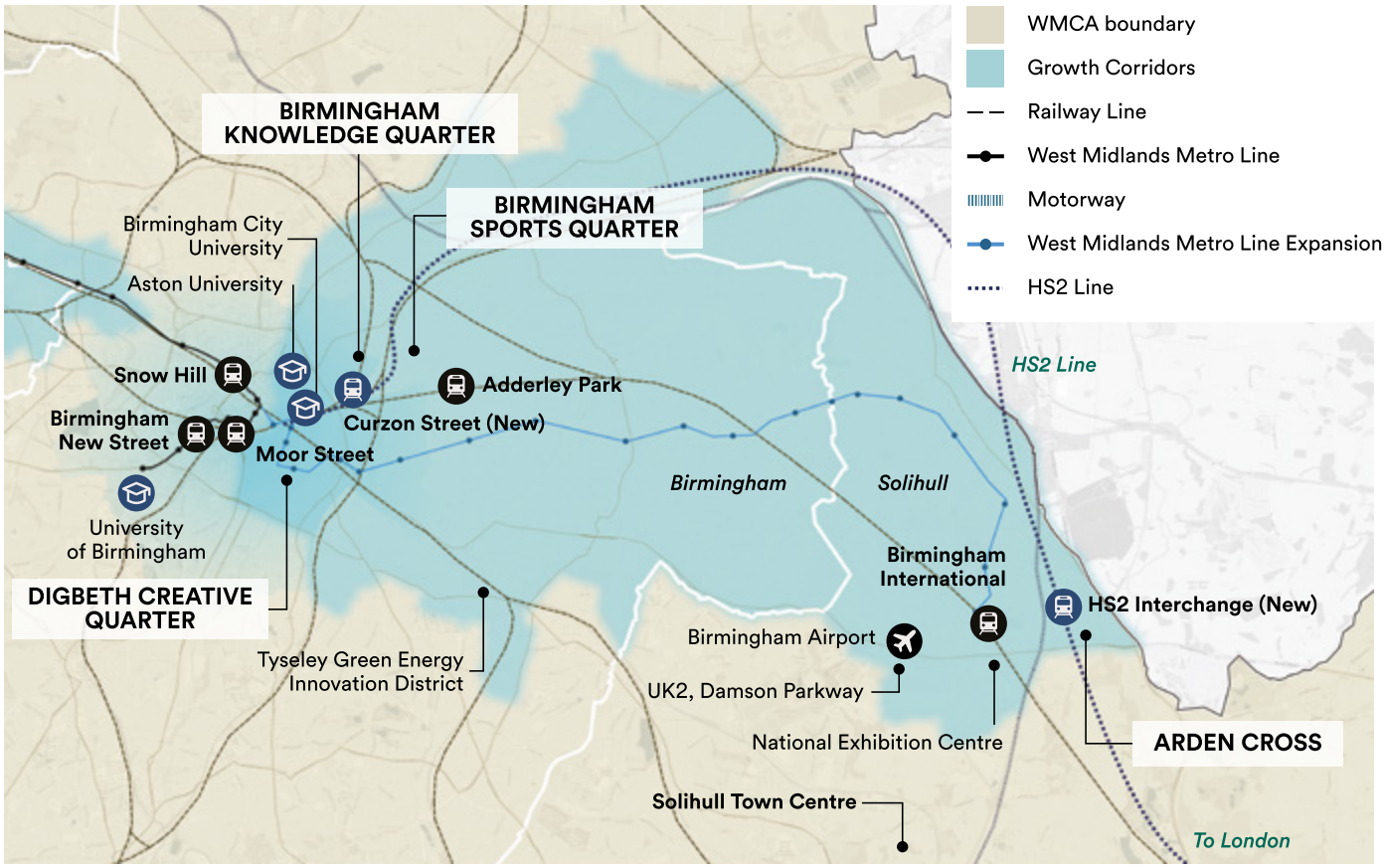


Coventry & Warwick Investment Zone



Wolverhampton Green Innovation Corridor

Birmingham and North Solihull Gateway



- **A globally significant growth arc linking Birmingham City Centre with Solihull.**
- **HS2 will make Central Birmingham 49 mins from Central London (similar to Oxford and Cambridge).**
- **Strengths in life sciences, professional & business services, clean energy and creative and digital sectors.**
- **Annual talent pipeline of almost 20,000 graduates.**

Momentum is already underway, with recent investments announced at the £1.9 billion Smithfield development in the Digbeth Creative Quarter, at the £2.9 billion Sports Quarter, and in the Birmingham Knowledge Quarter. The latest building of the £1.2 billion Paradise scheme has opened with further investment opportunities available, and Berkeley St Josephs have recently completed the development agreement for the £2.5 billion Ladywood regeneration. Further opportunities are in the pipeline at Snow Hill, Tyseley Green Energy Park and Washwood Heath. In Solihull, significant opportunities are being delivered at Arden Cross, UK Central, the NEC and Mell Square.

Funding has been secured for improvements to Adderley Park station and to extend the Metro line to the Sports Quarter. The aim is further extension to Arden Cross and the airport.

Key facts

UK's largest coordinated regeneration and growth programme.
Multi-billion schemes along corridor.
Co-ordinated transport investment.
Potential to create over 100,000 new jobs and over £2 billion of economic growth in priority sectors.

Birmingham Sports Quarter

Summary:	Investment by Knighthead Capital Management, owners of Birmingham City Football Club, into the Sports Quarter will bring forward a new 60,000 Blues stadium alongside the potential for a 15-20,000 seat arena, training and mixed-use areas with residential, commercial, retail, offices, and education uses. It will provide significant regeneration of the area providing an opportunity to expand the city's cultural and sports assets in a nationally significant way. New transport provision for the Sports Quarter includes the extension of the Metro and the upgrade and relocation of a train station (Adderley Park) - leveraging on the local network from HS2's Curzon Street Station. Site remediation and early-stage development is underway with the potential new arena, women's stadium, and training facilities planned for completion by the 2030/31 football season.
Investment proposition:	Wider opportunities for investment and development resulting from this catalytic scheme and the transport improvements it is enabling.
Scale:	c.£4bn GDV, c.49 ha
Parties Involved:	Knighthead Capital Management
More info:	hsothinathan@deloitte.co.uk
Planning status:	An outline planning application is to be submitted in 2026.





Arden Cross

Summary:	Arden Cross is one of the UK's most exciting regeneration opportunities, bringing together world-class connectivity and innovation to drive economic growth at scale. Benefiting from direct access from HS2 and the automated people mover linking to the NEC and Birmingham Airport, as well as access from the M42, the development will be anchored by the University of Warwick led Health Tech Campus - as part of the innovation district. Arden Cross will create a new place that brings together new residential communities with local centres, alongside retail and leisure facilities for the wider commercial offer and advanced manufacturing facilities to deliver the needs of the innovative SMEs. All delivered within a landscaped setting with a commitment to design quality, community needs and connectivity.
Investment proposition:	Opportunities for residential development funding and institutional investment, with scope for major occupiers to shape delivery to meet growth needs.
Scale:	c.£3.2bn GDV; 3,000 homes; c.140 ha
Parties Involved:	Arden Cross Limited (Birmingham City Council, Coleshill Estate and Packington Estate) with development partner Muse Places; supported by HS2, Department for Transport, Solihull MBC and WMCA.
More info:	maggie.grogan@museplaces.com
Planning status:	Arden Cross Masterplan supported by Solihull MBC. Proposed to be allocated in the Solihull Local Plan.

Digbeth Creative Quarter

Summary:	Described as the UK's coolest district by the Sunday Times, Digbeth is the city's creative and cultural quarter, anchored by renowned landmarks such as the Custard Factory, The Bond, and Eastside Projects. It is also home to the BBC's new regional headquarters, the new MasterChef studios and Steven Knight's Digbeth Loc. The area integrates the city's rich industrial heritage with its dynamic future. Transport improvements already underway or recently announced will make it one of the city's best-connected areas.
Investment proposition:	A mix of development partners, investment partners and occupiers are sought for Warwick Bar, Belmont Passage, Garrison Circus, Brickworks Canalside, New Bond Street, Upper Trinity Street, Typhoo Wharf, Digbeth Estate (Oval) and Digbeth High Street (Pg 29). Sites and opportunities are supported by the proposed Viaduct Sky Park and walking and cycling connections to HS2 including Warwick Bar. The Enterprise Zone covers part of Digbeth.
Scale:	c.£3.2-4.1bn GDV, c.40 ha across 10 key sites
Parties Involved:	Multiple site owners, including Homes England, Oval Estates and Cole Waterhouse
More info:	Warwick Bar is a key development opportunity owned by Homes England (9 ha), in proximity to the new HS2 Curzon Street Station. The aim is to create a thriving community with a mix of housing and creative uses, including an expanding film and media cluster. An Investment Prospectus has been prepared, which outlines the extent of the opportunity, and will inform future development proposals. You can also view the 2025 Digbeth Prospectus.
Planning status:	Most sites have full or outline planning permission



Gibb Street, Digbeth
Photo: Damien Walmsley

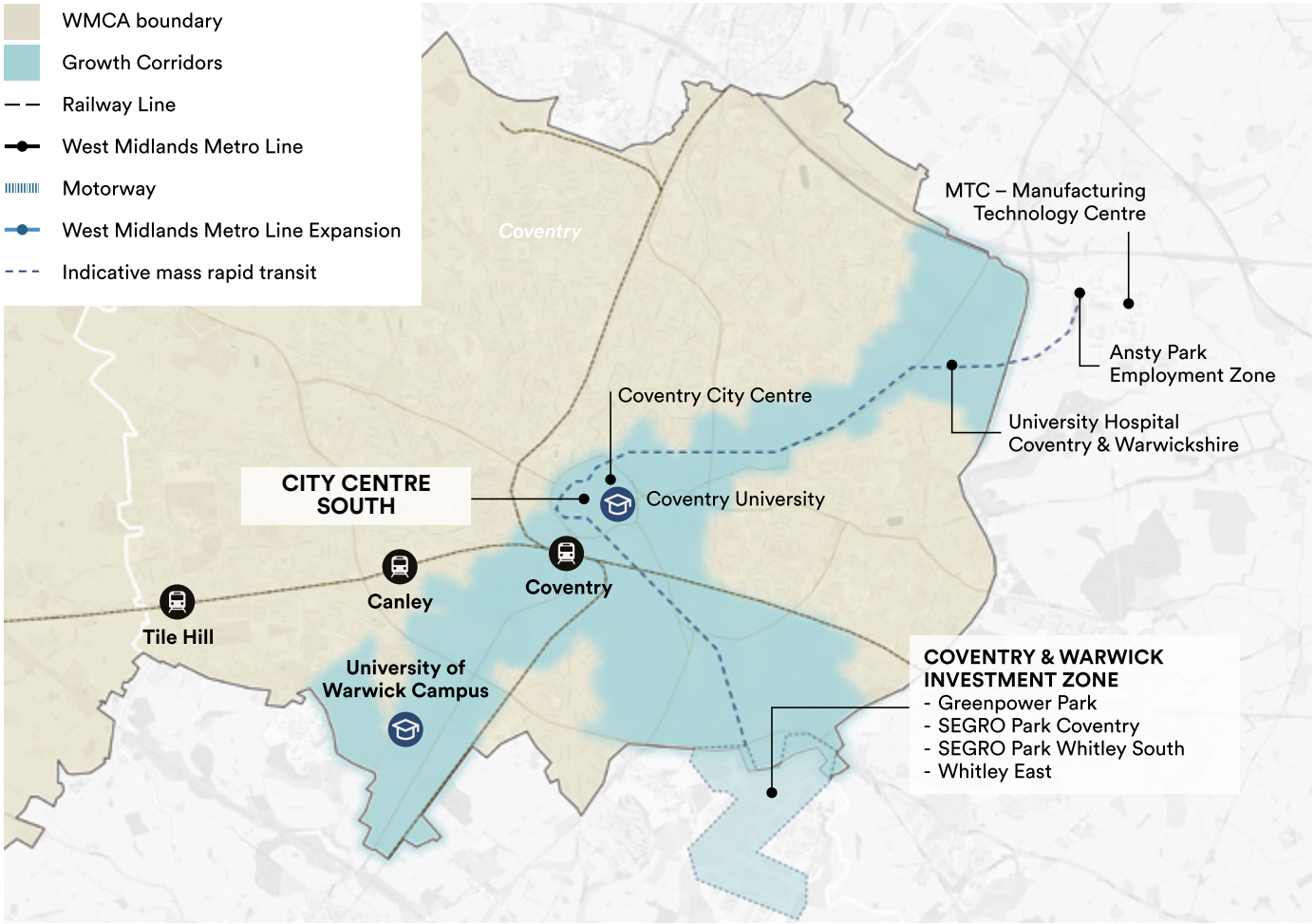


Birmingham Knowledge Quarter

Birmingham Knowledge Quarter (BKQ)

Summary:	An integral part of the West Midlands Investment Zone, BKQ will unlock £4.2bn of funding to create a leading health tech, life sciences and research and innovation cluster. It strengthens the city's expertise in medical and health technologies and will create more than 20,000 jobs. The programme also includes a hotel, student accommodation and potentially a 4,000 home eco-town. Including key gateway sites such as Curzon Wharf and Enterprise Wharf, it will eventually create a regeneration corridor from the city core to J6 of the M6.
Investment proposition:	Investment opportunities for equity investors to help drive the project's first phase, and an investment and development partner for the regeneration of an existing residential community in Nechells which could result in up to 4,000 new homes. As part of the Investment Zone, BKQ has business rate retention for 25 years on part of the site and investor incentives on 5.5 hectares (see page 24 for these). Investment is supporting connectivity enhancements to the city centre and within the BKQ area.
Scale:	c.£4.2bn GDV, c.210 ha
Parties Involved:	Aston University, Birmingham City Council, Birmingham City University, Bruntwood Sci-Tech and Woodbourne Group.
More info:	birminghamknowledgequarter.com
Planning status:	BKQ is a site allocated in the Birmingham Local Plan

Coventry Growth Arc



Coventry Growth Arc is a major growth and regeneration programme, bringing together commercial and residential investment opportunities with public investment in future mass rapid transport. Coventry is an internationally renowned Advanced Manufacturing hub, and a growing hub for Creative industries, Professional Services and Smart Energy and Utilities.

Key facts
Under a 20 minute drive from Birmingham Airport (10 minutes by train)
Less than 60 minutes from London by train
At the intersection of the UK motorway network with easy access to the M1, M6, M42, M40, M5 and M69
Access to 90% of the UK in just four hours



- To the South, the 240 ha Coventry & Warwick Investment Zone will catalyse the growth of the West Midlands battery, automotive and linked advanced manufacturing industries. It includes major public investment in power grid upgrades and tax incentives for new occupiers.
- To the North East, the 112 ha Fraser Group Headquarter and mixed-use Walsgrave Hill developments will complement international advanced manufacturing assets at Ansty Park, notably the Manufacturing Technology Centre.
- The next phase of Coventry City Centre's transformation will be led by the City Centre South scheme, providing over 1,575 new homes and high density, sustainable modern city living. City Centre North, covering 20 ha, provides potential for 2,500 new homes. Future phases of Friargate and the City Centre Cultural Gateway will deliver opportunities for investment in residential, commercial, and creative space.
- New rapid transport links, led by the innovative Coventry Very Light Rail system, will connect these developments and other major education and employment sites.



City Centre South, Coventry

City Centre South

Summary:	The City Centre South scheme is transforming the heart of Coventry City Centre through a residential led, mixed use development of 1,575 new homes. It is the Council's flagship regeneration scheme and is being delivered in partnership with The Hill Group. Creating high quality city centre living in one of the country's biggest cities, there will be new shops, restaurants, bars and social spaces providing destinations for existing and new residents and fantastic new landscaped public realm and green spaces, encouraging people to visit and dwell in the city centre. The scheme is currently on site with the first new homes due for completion in the final quarter of 2027.
Investment proposition:	There is an opportunity for a Build to Rent (BtR) investor/operator to partner with The Hill Group for the 330+ BtR homes in the first phase.
Scale:	£450m GDV, c.6.5 ha
Parties Involved:	The Hill Group and Coventry City Council
Planning status:	Reserved Matters Consent (Phase One); Outline (Phase Two)



City Centre South, Coventry

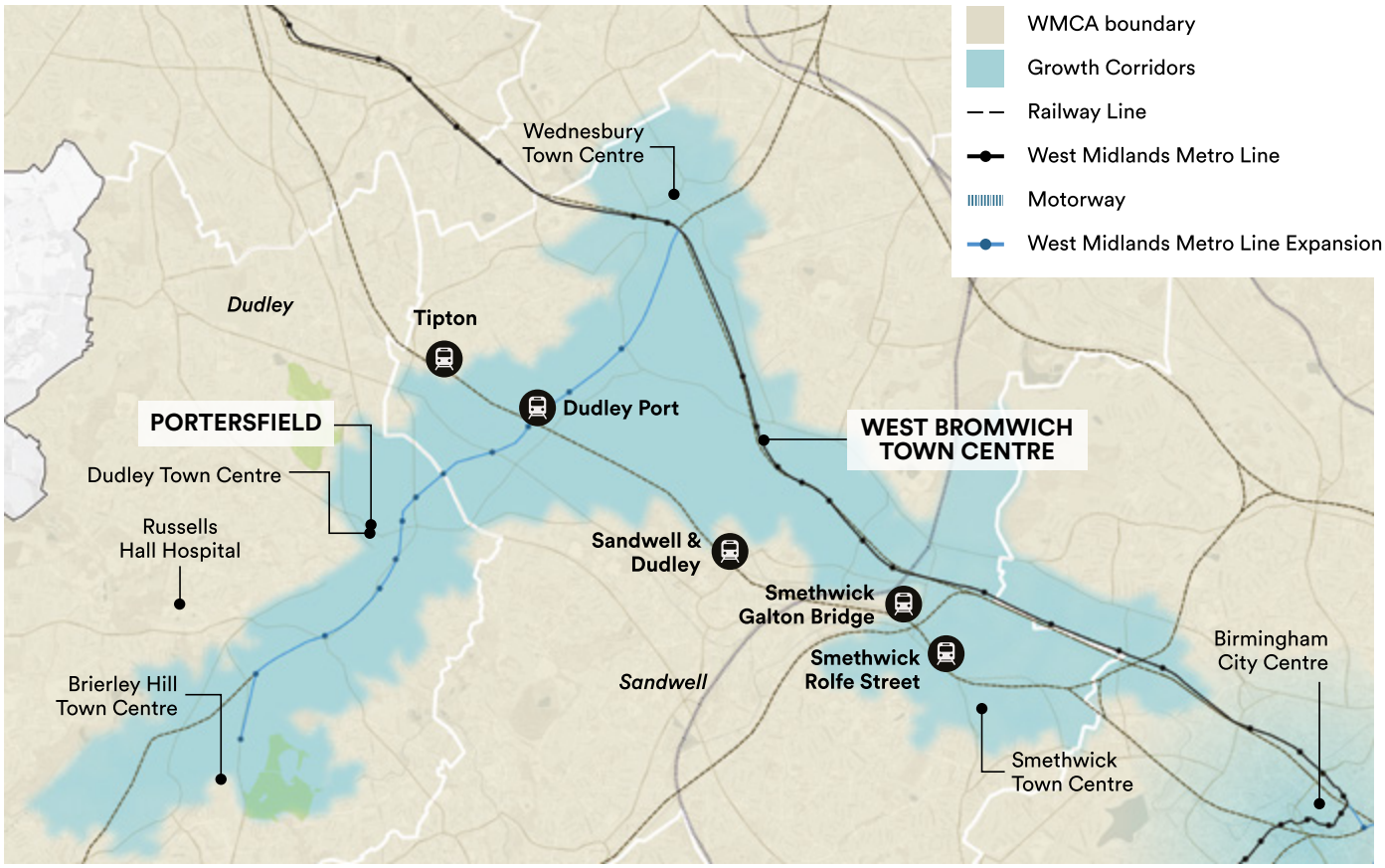


Greenpower Park, Coventry & Warwick

Coventry & Warwick Investment Zone (CWIZ)

Summary:	CWIZ is a key strategic site spanning 240 ha of prime development land straddling the southern border of Coventry City & Warwick and adjacent to UK Battery Industrialisation Centre and very close to University of Warwick, Coventry University, and global automotive OEMs. CWIZ consists of four sites, with over 183 ha qualifying for tax incentives. • **Greenpower Park** has planning permission for up to 530,000m2 for battery manufacturing, as well as associated R&D, cathode production and recycling. This is the only available site in the UK with planning permission for a gigafactory. • **SEGRO Park Coventry** has provision for over 343,000m2 of general industrial and distribution space. Four buildings have already been delivered totalling 145,000m2, with further pre-let and build to suit opportunities available. • **SEGRO Park Whitley South** will provide 12 units ranging in size from 930m2 to 7,430m2 for general industrial and distribution use. • **Whitley East**, identified in Coventry's Local Plan, provides further potential for future R&D, light industrial and office space.
Investment proposition:	Seeking investment in developing new commercial space targeted at Battery Manufacturing, R&D and linked Advanced Manufacturing Supply Chain activities.
Scale:	£2.5bn, c.250 ha
Parties Involved:	Coventry City Council, Coventry Airport Limited, SEGRO, Warwick District Council and Warwickshire County Council
More info:	John.Norton@coventry.gov.uk
Planning status:	Outline planning consent in place

Black Country Growth Corridor



The corridor is a major concentration of innovative advanced manufacturing supply chain firms, specialising in advanced materials and engineering, alongside education and healthcare hubs and major residential centres.

It is connected through £450m of public investment in 11km of new metro, with 5 new stations, and existing rail, connects Brierley Hill, Dudley, Tipton, West Bromwich and Smethwick and the city centres of Birmingham and Wolverhampton. New stations, improved infrastructure, and the new Midlands Metropolitan University Hospital, are creating major investment opportunities in both mixed use and residential sites, including West Bromwich Town Centre, Portersfield and Grove Lane, alongside smaller residential sites.

A transformed West Bromwich town centre, 12 minutes metro ride from Birmingham New Street and Curzon HS2 terminal, will create a more vibrant shopping destination, new nighttime economy and cultural offer, with high-quality residential development and new spaces for start-ups and innovative makers and manufacturers. Grove Lane / Rolfe Street will create a new gateway, strengthening the economic, social and cultural connection to the wider economy of Birmingham.

Key facts

Young, high density population, with new education provision: Sandwell College and STEM Centre in West Bromwich, £18.5m Midlands Metropolitan University Hospital Learning campus in Smethwick, new schools programme.
Key global supply chain firms for Advanced Manufacturing and Logistics, with long standing expertise automotive, robotics, advanced materials and metals
Track record of delivery - £92m world class aquatics centre, £550m energy from waste plant.

Portersfield

Summary:	A major development opportunity to deliver c.400 new homes adjacent to Dudley Town Centre and the new Interchange. Site cleared and resolution to grant planning on part (subject to S106) for 242 build to rent homes. Grant support from Homes England and WMCA under negotiation.
Investment proposition:	Development and investment opportunity.
Scale:	c.£40m GDV, c.3 ha
Parties Involved:	Dudley Metropolitan Borough Council and Avenbury (Dudley) Ltd are landowners.
More info:	Timothy.Abbotts@Dudley.gov.uk
Planning status:	Resolution to grant in place for 242 units, further planning application(s) to be submitted during 2026.

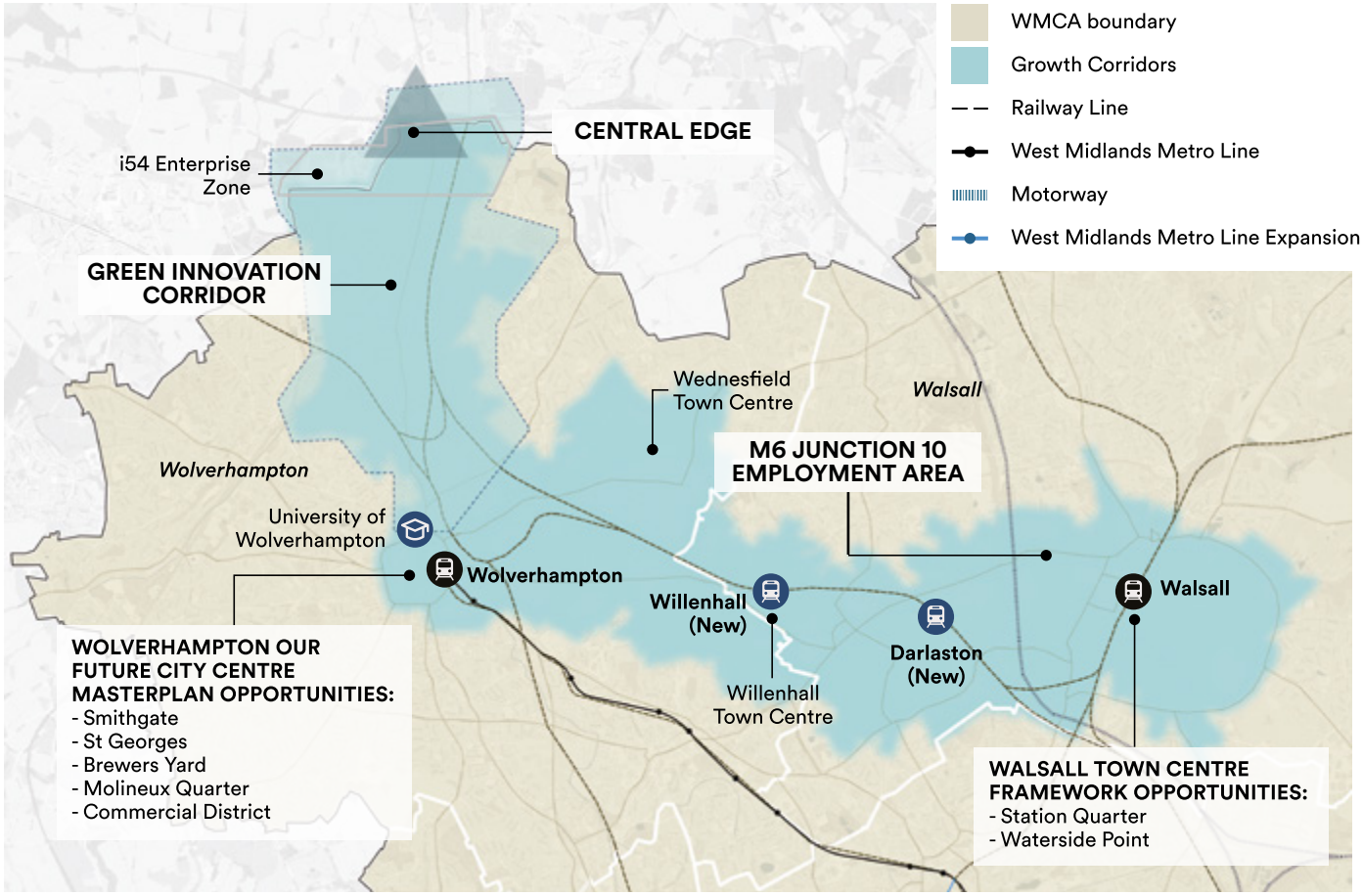
West Bromwich Town Centre

Summary:	Major town centre investment and development opportunity to deliver almost 1,400 new homes, 12,000 sqm of new retail floorspace and redevelop a further 30,000 sqm. Includes significant health, education and community infrastructure, as well as improved public transport connectivity. An interim planning statement and associated masterplan provide a framework for future planning applications.
Investment proposition:	Strategic development partner to shape the future development proposals.
Scale:	+£500m GDV, c.22 ha
Parties Involved:	Sandwell Metropolitan Borough Council and various private landowners.
More info:	www.sandwell.gov.uk/regeneratingsandwell
Planning status:	Masterplan and Adopted Interim Planning Statement in place.



Portersfield, Dudley

Wolverhampton-Walsall Growth Cluster



The City of Wolverhampton economy is forecast to grow by 43% over the next 15 years, with a bold plan for city centre regeneration that builds on major successes including the £1bn i54 business park, £150m transport interchange and National Brownfield Institute at the University of Wolverhampton. The city is home to the second headquarters of the Ministry of Housing, Communities and Local Government – the first of its kind outside London.

Walsall is in the midst of a £1.5 billion transformation. Centrally located and nationally connected, with £78m public investment in M6 Junction 10, Walsall is a popular base for companies requiring excellent accessibility. Home to ASSA ABLOY, RAC and Homeserve. The Town Centre Framework provides a clear vision and priorities, linking public investment in transport hub connections, high quality public spaces and town-centre living with a growing evening/cultural economy and high-quality residential opportunities at Waterside Point and Station Quarter.

Key facts

- i54 - one of the country's most successful enterprise zones.
- £85m investment in new rail stations at Willenhall and Darlaston set to open in 2026.
- £40m investment in Walsall Town Centre transport hub / railway station.
- £110m logistics and manufacturing hub being developed in Walsall at SPARK.

Wolverhampton has a bold vision for regeneration and growth in its city centre. Over the next 5 years, 4,038 new homes will be delivered as part of the contemporary City Centre living offer outlined in Wolverhampton's "Our Future City Centre" Plan.

Major opportunities for investment include the green innovation corridor, a hub for world leading research and development at the University of Wolverhampton involving cutting-edge green computing, construction and engineering technologies and expertise. To the north of the city centre, Central Edge is anchored by the UK's most successful enterprise zone, i54, home to JLR and MOOG. Opportunities include, 16.4m sq ft of prime innovation development land across the three clusters of i54, GIC and wider South Staffordshire, creating £582m in GVA, 14,700 new jobs.

Green Innovation Corridor

Summary:	An integral part of the West Midlands Investment Zone, the GIC is a thriving ecosystem of entrepreneurs, researchers and high growth businesses in green construction, additive manufacturing and green computing. It connects the city centre Springfield Campus, Science Park, and the i54 advanced manufacturing business park. The initial phases of Six Mile Green will deliver up to 20,000 sqm of new mixed use commercial floorspace near the University of Wolverhampton Science Park and up to 1,800 sqm of refurbished floorspace at the University of Wolverhampton Springfield Campus.
Investment proposition:	Opportunities to purchase sites for development and redevelopment, as a developer or owner-occupier.
Scale:	c.£225m GDV
Parties Involved:	City of Wolverhampton Council and University of Wolverhampton.
More info:	Christopher.Kirkland@wolverhampton.gov.uk
Planning status:	Hybrid planning application submitted in September 2025.



Green Innovation Corridor, Wolverhampton

Wolverhampton City Centre

Summary:	A bold vision for the regeneration and growth of the city centre, this strategically placed opportunity is integrated within the transport network of road, rail and metro, giving direct links to Birmingham, Manchester and London. With an emphasis on creating high quality residential accommodation, ambitious plans focus on three key sites – Smithgate, St George's and Brewer's Yard – which in total will deliver over 1,500 new homes. Wider plans also include an expanding university campus, a new medical school, and increased student accommodation in response to significant growth in student numbers.
Investment proposition:	Investment and development opportunities
Scale:	c.£400m GDV, c.6.2 ha
Parties Involved:	City of Wolverhampton Council, ECF, Capital & Centric.
More info:	Christopher.Kirkland@wolverhampton.gov.uk
Planning status:	Smithgate – Planning permission secured (hybrid permission) 2024. St Georges – Local Plan allocation. Brewers Yard – Planning permission secured 2023



Smithgate, Wolverhampton

M6 Junction 10 Employment Area

Summary:	A strategic cluster around M6 Junction 10 offering 64 ha of accessible employment land within 1.75 km, unlocked by £78m M6 upgrades and £26m local road works, and served by a new rail station due 2026 with links to Birmingham, Wolverhampton and Walsall. Some sites lie within the Black Country Enterprise Zone and Walsall Growth Zone. At the heart of the UK motorway network, with access to the M6, M5, M42 and Birmingham Airport.
Investment proposition:	Walsall Council seeks development partners, occupiers and forward funding across multiple sites.
Scale:	+£300m GDV
Parties Involved:	Walsall Council (promoter), WMCA, Henry Boot Developments (SPARK).
More info:	invest@walsall.gov.uk
Planning status:	Allocated employment land.





Central Edge

Summary:	An advanced manufacturing and logistics corridor building on the success of i54, led by City of Wolverhampton Council, South Staffordshire Council and Staffordshire County Council. It concentrates current and future commercial opportunities with outstanding links to the M6.
Investment proposition:	Opportunities to acquire and develop plots as a developer or owner-occupier
Scale:	c.£600m net GVA; c.14,700 jobs; c.£80m land value uplift.
Parties Involved:	City of Wolverhampton Council; South Staffordshire Council; Staffordshire County Council.
More info:	Christopher.Kirkland@wolverhampton.gov.uk
Planning status:	i54 – Allocated site with consent. Logic 54 – Allocated site with full permission. WMI – Development Consent Order from government. M6 J13 – Outline consent approved.

Innovation, Clusters and Smart Energy

Innovation, Clusters and Smart Energy

The West Midlands is one of the UK's most dynamic regions for innovation-led growth, powered by global firms, world-class universities, and cutting-edge R&D assets. Anchored in its industrial heritage yet reshaped for a net-zero future, the region is uniquely positioned to lead the UK's clean energy and industrial transformation. For investors, it offers both a proven track record and a forward-looking pipeline of opportunities that link innovation, clusters, and smart energy systems.

With a track record of delivery—from the UK's flagship 5G testbeds to pioneering clean energy demonstrators—the West Midlands is a confident, credible choice for investors. The combination of global firms, academic excellence, specialist SMEs and coordinated public-private partnerships make the region one of the UK's most investable innovation locations. For those seeking to back the industries of the future, the West Midlands offers both the projects and the ecosystem to generate enduring impact and returns.

Powering growth through Innovation

Innovation in the West Midlands is driven by five high-value clusters spanning advanced engineering, health, digital and creative industries, and clean technologies. Together, these clusters are projected to generate over 100,000 new jobs in the next decade. The region's strong innovation ecosystem includes nine universities producing almost 80,000 graduates annually, four Innovate UK Catapults, 11 science parks, and one of the UK's most developed venture capital ecosystems (including Midlands Mindforge). This provides the fertile ground for scaling businesses, research, and partnerships that can generate both economic returns and social impact.

Coventry is a key R&D centre in the West Midlands and is leveraging its expertise to develop and test Very Light Rail (VLR) with partners, trialling the system initially at the University of Warwick, followed by trials at the VLR National Innovation Centre in Dudley and this year in Coventry with an On Road Test. An autonomous-ready city-centre demonstrator will lay the foundations for a first commercial route in Coventry in 2027, with potential for wider roll-out across the West Midlands and UK thereafter.

Backed by WMCA, devolved transport funding and industry/academia collaboration, it showcases the West Midlands' ability to work with DfT and the supply chain to co-fund, prototype and de-risk transport innovation at pace, with the aim of enabling high quality mass transit systems to be delivered quicker and more cost effectively. It also presents potential to create new manufacturing and engineering supply chain opportunities and jobs.

Clean Tech and Smart Energy Systems

The West Midlands has a nationally recognised edge in clean tech and smart energy, employing 20,000 people in the sector. Anchored by assets such as the Energy Systems Catapult, Birmingham Energy Institute, Tyseley Green Energy Innovation District, and the development of the National Centre for the Decarbonisation of Heat, the region offers a complete ecosystem for developing, testing, and deploying low-carbon technologies. This cluster brings together global utilities, specialist SMEs, universities, and public partners to deliver pioneering energy solutions. Coventry City Council has joined forces with E.ON to launch an innovative 15-year partnership, where the two organisations will collaborate to revolutionise energy usage for the benefit of local people, the environment and the wider economy.

The West Midlands Investment Zone

Introduced in April 2024, the West Midlands Investment Zone incorporates key strategic opportunities in Wolverhampton, Birmingham and Coventry, is focused on Advanced Manufacturing with Health Tech and Green Tech as key subsectors, and which benefits from the following features:

- Stamp Duty Land Tax Relief of 100%
- Business Rate Relief on newly occupied premises for 5 years
- 100% first year Capital Allowances for expenditure on new plant and machinery
- Enhanced Structures and Buildings Allowance of 10%pa
- Zero rate employer National Insurance contributions for 3 years for each new job created in the zone

Key Investable Opportunities





Green Innovation Corridor

Part of the West Midlands Investment Zone, this partnership between the City of Wolverhampton, University of Wolverhampton and WMCA will support new start ups, scale ups and product development in sectors such as green construction, additive manufacturing and green computing. Initial phases situated on the edge of the city centre at Six Mile Green will deliver up to 20,000 sqm of new mixed use commercial floorspace near the University of Wolverhampton Science Park and up to 1,800 sqm of refurbished floorspace at the University of Wolverhampton Springfield Campus.

Greenpower Park

Part of the West Midlands Investment Zone, and situated in land straddling the southern border of Coventry and Warwick District. Greenpower Park is a UK-first: a centre of excellence for battery technology and manufacturing. Adjacent to the UK Battery Industrialisation Centre, it offers an integrated solution for battery research, industrialisation, manufacturing, recycling and electrified logistics.

Greenpower Park seeks an anchor investor and operator specialising in battery manufacturing and future mobility supply chains. Greenpower Park is open to partnership agreements, direct development or co-investment.



Tyseley Green Energy Innovation District

The Tyseley Alliance of Birmingham City Council, University of Birmingham, Crown Estate, and Tyseley Energy Park Ltd are driving the Tyseley vision. The 49ha site hosts the Birmingham Energy Innovation Centre, hydrogen refuelling pilot site and a cluster of business start-ups. The plan is to develop 221,500 sqm into a 'Green Energy Innovation District' - an innovation cluster and research and skills campus for clean energy, materials recycling, industrial symbiosis, advanced manufacturing, and housing retrofit with the creation of almost 4,500 jobs. It includes the construction of the £20m National Centre for Decarbonisation of Heat to accelerate the transition to net-zero heating with a living laboratory for testing new low carbon heating technologies and business models in a real-world setting, provide workforce training, and support SME innovators via an incubator. Investment opportunities at Tyseley include business incubation and scale-up, real estate, and energy and waste solutions.

Connecting Heat Networks and Green Capital

The region is also delivering a pipeline of large-scale heat distribution networks across Birmingham, Coventry, Wolverhampton, Solihull and Sandwell. Coordinated by Energy Capital, these schemes will unlock up to £1.5bn of investment potential. In 2026, the region will launch 'Green Capital', a new financing vehicle supported by the Department for Energy Security and Net Zero, and developed in partnership with the National Wealth Fund and Great British Energy, to accelerate energy distribution, generation and grid flexibility projects. For investors, this provides a platform for long-term, large-scale returns linked to the UK's decarbonisation transition.

Key Sectors

Advanced Engineering, Light Electric Vehicles & Batteries

Advanced engineering and manufacturing contributes £22bn GVA and supports 273,000 jobs. Electric vehicle and battery innovation alone could add 5,000 jobs over the next decade. The region is home to Jaguar Land Rover, BMW, Aston Martin Lagonda, and the UK Battery Industrialisation Centre.

Clean Tech & Smart Energy Systems

The West Midlands is the UK's strategic centre for net-zero innovation, employing 20,000 people in energy systems. Home to the Energy Systems Catapult, Birmingham Energy Institute, Tyseley Energy Park, and the National Centre for the Decarbonisation of Heat.

Health, Medical Devices & Digital Healthcare

The UK's largest med-tech cluster, with over 700 firms employing 14,000 people and generating £6bn turnover. The region leads on digital health trials, including WM5G's Connected Healthcare programme.

Digital, Tech & Creative

The Midlands tech ecosystem is valued at £14bn, growing 20% between 2020–24, employing nearly 70,000 people and generating £5.5bn GVA. Home to 140 AI companies and Coventry & Warwickshire's "Silicon Spa" is one of the UK's largest games clusters.

Next Generation Services

Professional and financial services employ 13% of the region's workforce, adding £17bn GVA (23% of the total). Major players such as HSBC, Goldman Sachs, and PwC are established here, supported by a thriving advisory and digital services base.



Montague Street, Digbeth





Advanced Engineering, Light Electric Vehicles & Batteries

UK2: a strategic employment site next to JLR and close to Birmingham Airport, designated in the Local Plan to support UK Central Hub–related advanced manufacturing/logistics needs.

The Battery Safety Centre: Focused on testing full-scale packs in secure environments. Led by Warwick Manufacturing Group, investment is sought to create a facility to test larger format cells.

Clean Tech & Smart Energy Systems

National Centre for the Decarbonisation of Heat: Led by University of Birmingham and part of the wider Tyseley Green Energy Innovation District, Investment opportunities at Tyseley include business incubation and scale-up, real estate, and energy and waste solutions to pave the way for further cleantech innovations through the commercialisation of products, services, processes and associated supply chains across net zero sectors.

Net Zero Plastics and Chemicals Innovation Hub: Led by University of Warwick, investment sought to support research hub focused on developing bio-based renewable chemicals and plastics with zero greenhouse gas emissions.

Health, Medical Devices & Digital Healthcare

Birmingham Health Innovation Campus: a campus for life sciences, co-located alongside the University of Birmingham and Queen Elizabeth Hospital. Ideal for scale ups and global companies specialising in medtech, precision medicine, genomics, medical devices, trauma medicine and more. Occupier interest sought and potential investors for later phases.

Arden Cross Health Tech Campus: centred around HS2 Interchange Station, opportunities to co-locate alongside the HealthTech Campus. In partnership with the University of Warwick, a unique HealthTech Campus will anchor the Arden Cross Innovation District.

Digital, Tech & Creative

Digbeth Studios: A flagship film and TV production campus in central Birmingham's Digbeth, reusing historic industrial buildings as flexible stages and production space. Championing the city's screen cluster, it's catalysing jobs, skills and wider regeneration.

West Midlands CreaTech Village: A proposed hub at the University of Warwick bringing creatives, technologists and researchers together in one co-located space. It applies a "quadruple helix" model to accelerate innovation, venture creation and skills.

Next Generation Services

Enterprise Wharf: A 10-storey SMART building at Bruntwood SciTech's Innovation Birmingham campus, purpose-built for digital and tech firms. Its embedded smart infrastructure optimises user experience and lowers emissions - an ideal base for digital-enabled business services.

Friargate: Mixed use district beside Coventry Railway Station, planned to deliver Grade A offices, hotels, homes and public realm. With One Friargate complete and Two Friargate adding new Grade A capacity, the JV is progressing further phases and is open to investment structures.



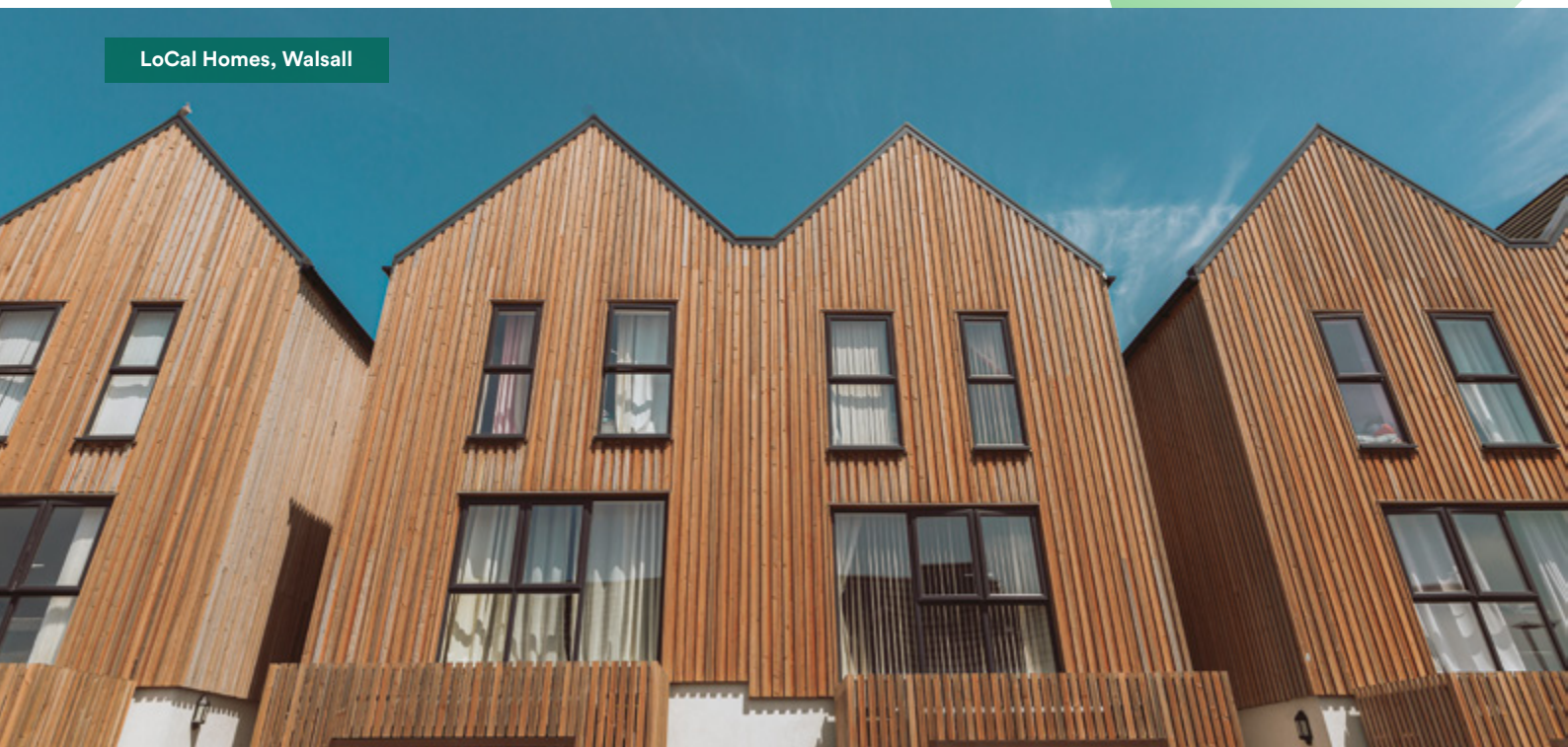
Residential Pipeline

Key facts
The West Midlands is committed to meeting housing needs - fast population growth of 370,000 over 20 years.
Opportunity to invest at scale and in diverse sites from large scale town centre mixed use schemes, edge of centre and sub-urban low-rise schemes, to whole estate regeneration and community-led housing projects.
Underpinned by major transport investment – unlocks sites.

The region's residential market is already highly active. Recently announced deals have included:

- Birmingham City Council securing Lovell as their development partner for Druids Heath, a regeneration project delivering 3,500 homes;
- Sandwell Council selecting Keep Moat as their development partner on the 67 acre Friar Park scheme in Wednesbury;
- Coventry City Council working with The Hill Group on City Centre South which will provide up to 1,575 new homes with Legal & General Affordable Homes being the partner for the first phase of affordable homes delivery;
- Moda securing funding from Aviva on 1,000 new homes at Stoneyard in Birmingham.
- Wolverhampton Canalside South, Wavensmere Homes has commenced work on a £150m scheme to transform a former brownfield site into over 533 energy-efficient homes.

This section includes information on a selection of key projects that are current opportunities, and includes a table indicating some additional pipeline residential schemes. Other highlighted projects that are covered in previous sections of this prospectus, and picked-up again here are active opportunities such as Portersfield in Dudley, a number of sites in Digbeth's creative quarter in Birmingham, Arden Cross and West Bromwich Town Centre. The pipeline schemes included in the table, combined with the extensive existing activity demonstrate the dynamic residential market in the region, built on four key pillars – strategy, site opportunity and (perhaps most importantly) demography and economic growth.



LoCal Homes, Walsall





Investment Opportunities

Birmingham: Ladywood

Size: 60 ha

The regeneration of Ladywood is Birmingham's most significant housing redevelopment opportunity in a generation. Over the next 20 years, the scheme could deliver an estimated target of 12,000 homes across all tenures. The commitment is to replace or refurbish 70% of existing homes, and substantial local job opportunities including 41,000 full-time jobs through construction and 1,000 apprenticeships and construction of a skills centre. The development has secured £2.5bn investment by St Joseph (Berkeley Homes).



Birmingham: Smithfield

Size: c.17 ha

One of the country's largest city centre regeneration schemes, the £1.9bn, 17 ha Smithfield programme is a partnership of Birmingham City Council, Lendlease and the Crown Estate, aims to deliver around 9,000 jobs, 3,400 homes, 82,000 sqm of office space and 44,000 sqm of retail space. Infrastructure work and construction of Phase 1 is due to begin in 2026.

Birmingham: Digbeth

Size: c.40 ha across 10 key sites.
GDV: c.£3.2-4.1bn

- Ten development sites with more than 300,000 sqm of commercial space and could deliver more than 6,000 homes over the next 15 years. The key opportunities include the following:
- **Warwick Bar:** Investment partners and development partners required for delivery of the sites, which have the potential to accommodate at least 1,700 homes and upwards of 10,200 sqm of creative/ commercial floorspace. Partners could include Registered Housing Providers.
- **New Bond Street:** A development partner for site delivery is sought for a scheme comprising up to 762 units and up to 2,200sqm of commercial floorspace. Partners could include Registered Housing Providers.
- **Upper Trinity Street:** Investment partners and development partners for a scheme comprising 945 units, a 133-bed hotel and 76,224 sqm of commercial floorspace, with Phase 2 comprising 2,146 units.
- **Typhoo Wharf:** Investment partners to forward fund a scheme of 2,050 units and 83,000 sqm of commercial floorspace.
- **The Digbeth (Oval) Estate:** Investment partners and occupiers for all blocks for a scheme comprising almost 600 units and 150,000 sqm of commercial floorspace.





Investment Opportunities

Coventry: New Union St and Whitefriars

GDV: £110m
Size: 1ha (across two sites)

Coventry City Council owned surface car parks in the heart of the city centre. Disposal planned for 2026 and opportunity for a single investor to deliver high quality, high density residential development on these gateway sites. The sites can deliver over 400 homes and play a key role in the ongoing regeneration of Coventry city centre.

Dudley: Portersfield

GDV: c.£40m
Size: c.3ha

£80m multi-use regeneration scheme providing over 450 homes, retail and leisure space and student accommodation in the heart of Dudley Town Centre, forming a key part of the wider regeneration of Dudley Town Centre and the Black Country as a whole. Starting on site in 2026.





Solihull: Mell Square

Size: 7ha

A new mixed-use neighbourhood which seeks to improve and diversify the town centre offer and local economy. The proposals include 1,600 new homes as well as up to 57,049 sqm for non-residential commercial uses such as shops, cafes, bars and restaurants, and around 26,943 sqm of public open spaces. Starting on site in 2026.

Wolverhampton: Smithgate

Size: 5ha

Wolverhampton's largest brownfield regeneration opportunity, Smithgate, will see the phased delivery of around 1,000 new homes, along with shops, restaurants, bars and public spaces.

Smithgate - a partnership between City of Wolverhampton Council and ECF - will also enable investment in Market Square, with the potential to deliver Wolverhampton's biggest and most impressive civic space.

Local Authority	Scheme	Description	Start on Site
Birmingham	Smithfield	3,400 new homes and 126,000 sqm of commercial mixed-use across 17 hectares in a JV of Lendlease, Crown Estate and Birmingham City Council. Investment partners, development partners and occupiers are sought.	2026
	Digbeth	Ten mixed-use development sites with 6,000 homes over the next 15 years on a total of 40 hectares. A mix of development partners, investment partners and occupiers are sought.	Varied
	Ladywood Estate	12,000 new homes regeneration project across 60 hectares in Birmingham, with improved transport links. Joint venture with Berkeley St Joseph. Discussions with Registered Housing Providers are sought and potential investors to explore funding and financing opportunities.	2027
	Langley	A 300-hectare new district delivering 5,500 homes with green infrastructure, active travel, and public transport connections to support a sustainable community.	2025
	Park Birmingham	A 3-hectare mixed-use development in central Birmingham delivering 2,100 homes, workspace, hotel, public realm and 8,000 jobs in proximity to HS2 Curzon station.	2028
Coventry	Bishop Gate	City centre development, delivering 314 Build-to-Rent homes comprising a mix of studios, 1 bed and 2 bed apartments on 0.91 acres. Investment required for Build-to-Rent homes.	2026
	Paradise Street	303 Build-to-Rent homes on 1.4 acres of brownfield land. Investment required for 300+ Build-to-Rent homes.	2026
	Friargate	Phase 1 includes Grade A offices and Hotel Indigo. Future phases will add 400+ homes on 37 acres. Investment required for 2 million sq ft of high-spec commercial space and a new hotel, as well as for 400+ residential homes.	2026
	City Centre North	The next key regeneration area for Coventry City Centre. There is an opportunity for transformational place-making through 2,500+ new homes, high quality public spaces and enhanced transport links. The Council will be looking for a strategic investment partner to realise opportunities and a comprehensive approach to regeneration.	2028
Dudley	Portersfield	c.£40m residential led (400+ homes) mixed use regeneration scheme in the heart of Dudley Town Centre around completed transport Interchange. Resolution to grant planning in place for 242 build for rent homes. Investment required for 400+residential homes and ancillary commercial uses.	2026
Sandwell	West Bromwich Central	Major mixed-use regeneration site with 350+ new homes and c.15,000 sqm of commercial mixed use space on c.10 acres catalysed by the Masterplan. Development partner required following which investment opportunity will arise.	2028
	West Bromwich George Street Living	Over 550+ homes on c.8 acres ideally positioned close to Trinity Way Metro. Development partner required following which investment opportunity will arise.	2030
	West Bromwich Queen Square Living	400+ new homes, offices and gym on centrally located c.10 acre site. Development partner required following which investment opportunity will arise.	2028
Solihull	Mell Square	Mixed-use neighbourhood, including 1,600 new homes, leisure and commercial space. JV in place between Solihull MBC and Muse. Planning imminent. Investment required for delivery.	2026
	Arden Cross	346 acres site with ability to delivery 3,000 homes and 6m sq ft of mixed- use centred at HS2 Interchange Station. Muse in JV with landowners. Warwick University anchoring proposed health-tech schemes. Investment required.	2028
	The NEC Campus	Mixed-use regeneration on surface-level carpark and surplus land of the National Exhibition Centre. Site will deliver 5,000 new homes on 66.7 acres. Developer/ investor required to shape the first phases of the scheme.	2028
Walsall	Station Quarter	c.400 new homes around Walsall Train Station - investment required to facilitate site delivery.	2028
	Waterside Point	c.250 new homes on council owned site located at the Waterfront - development partner opportunity.	2027
Wolverhampton	Smithgate Future Phases	Around 1,000 mixed tenure new homes on 12 acres in an inclusive and vibrant quarter of Wolverhampton. Investment required for phase 2 onwards.	2027
	Brewers Yard	A vital gateway scheme led by Capital & Centric to deliver a new neighbourhood of circa 400 new homes. Investment required.	2027
	St George's	Investment required for 5-acre mixed-use City Centre site with 400 new homes being developed by Capital & Centric.	2026
	Steam Mill & Sack Works	City centre site with opportunity for residential development of 163 new homes.	2027

To find out more about the projects featured in this prospectus, please contact **invest@wmgrowth.com**

View an interactive map of these projects on the WMCA website.

Mayor of the West Midlands

West Midlands Combined Authority