



# MIPIM Investment Brochure 2023

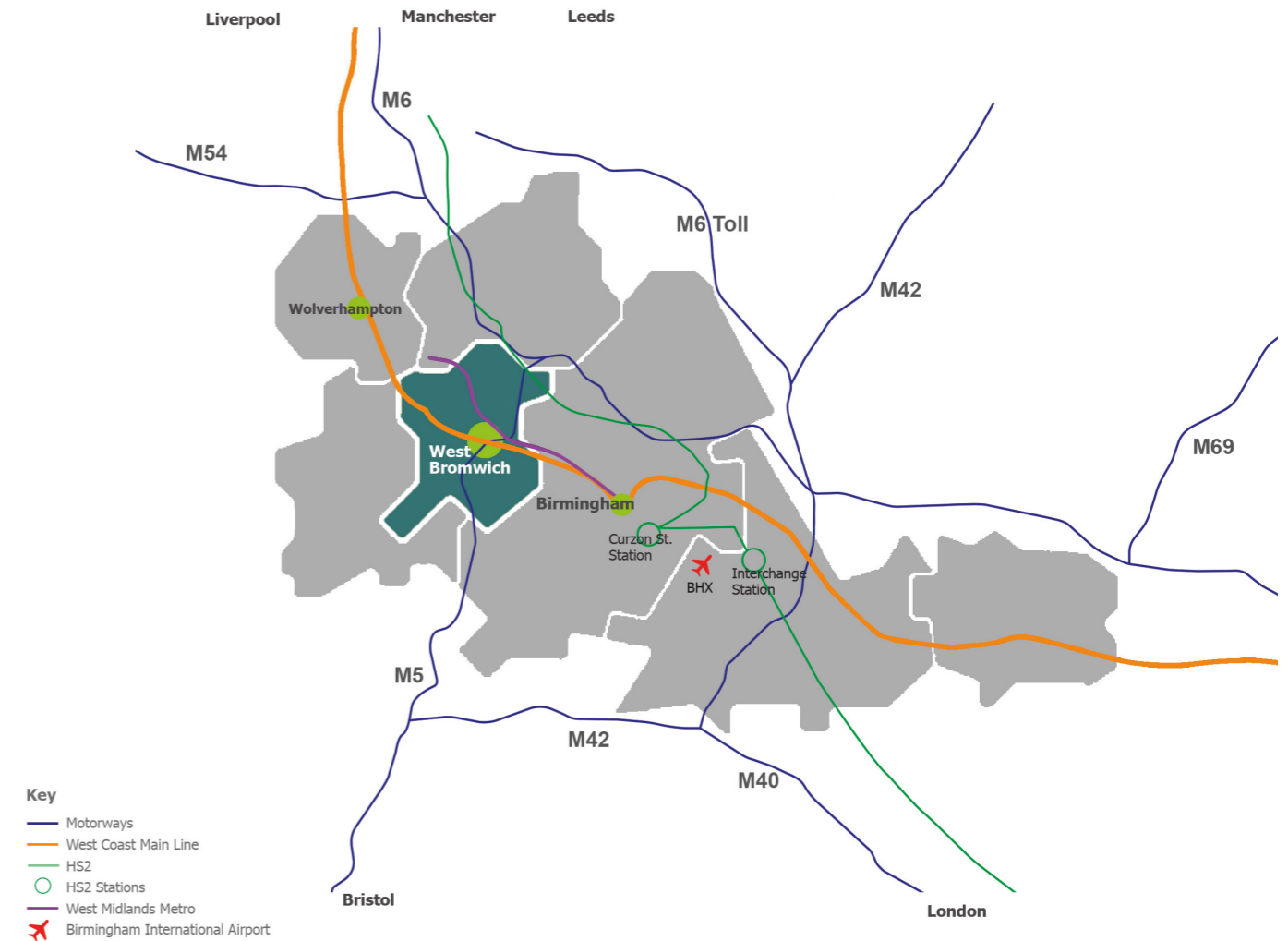


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# Connectivity



# Introduction

Sandwell is growing. Up to £2.3bn of investment between 2022 and 2027 will fund regeneration across the six towns, improving quality of life and making Sandwell a more sustainable, greener place. The £2.3bn Pipeline includes 69 regeneration projects being delivered across Sandwell funded by a range of public and private sector investment.

We'll be investing in all our six towns, resulting in:

- More than **4,300 new homes**
- More than **£100million** invested in ten education and skills facilities
- Helping **4,000+ new learners and apprentices**

**£63million investment** in new employment and commercial floorspace, which will also create and safeguard jobs.

Our regeneration plans aim to improve the quality of life for our residents, create more well-paid, fulfilling jobs and a healthier, wealthier Sandwell.



**£2.3bn**  
Total investment



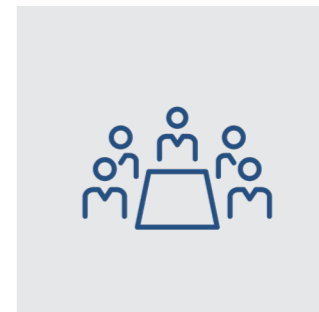
**69**  
Projects



**4,000+**  
New homes



**14,000**  
Jobs supported



**4000+**  
Learner assists



**1 goal**  
To improve  
the borough

[www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk)

# Who we are



**Tony McGovern**  
Director of Regeneration and Growth

With an extensive background in the public sector as well as in Strategic Planning, Policy, Project planning and leadership, Tony leads on a huge and ambitious regeneration agenda at Sandwell council, including the development of the Sandwell Aquatics Centre for the Birmingham Commonwealth Games 2022, and the West Midlands Metro extension.

**Jenna Langford**  
Regeneration Manager

Jenna leads the Regeneration & Economic Growth team at Sandwell Council, and whilst working with the team secured in excess of £100m investment to deliver housing, heritage, leisure and commercial regeneration projects, including Sandwell's regeneration programme.



**Tammy Stokes**  
Assistant Director Spatial Planning & Growth

With over 20 years' experience in town planning and regeneration, Tammy is responsible for securing and delivering multi-million-pound capital investment programmes including housing, commercial, leisure, and major transport schemes. She also leads the Planning Policy, Conservation, Housing Partnerships, Transportation, and Regeneration and Economic Growth Teams at Sandwell.

# The West Midlands

**Welcome to the West Midlands; the UK's leading destination outside of London for international investment.**

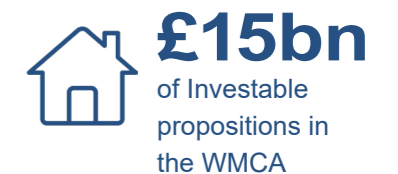
Our £117bn full-service economy, which is bigger than several European countries including Croatia, is home to the UK's fastest growing technology sector and is considered a UK leader in emerging technologies.

We're also home to the country's largest regional Business, Professional and Financial Services sector outside of London, as well as its biggest largest aerospace, automotive and rail clusters.

No matter what sector you specialise in, the West Midlands can offer investors and entrepreneurs the opportunity to innovate, disrupt and scale at pace.

Our region is a thriving hotbed of cross-cutting innovation for the key industries of the future - from low carbon and data driven healthcare to future mobility and cybersecurity - and we are driving growth within rapidly evolving sectors such as Serious Gaming, ProfTech and Industry 4.0.

With its world-class education and academic infrastructure, diverse pool of talent and unrivalled UK connectivity, the West Midlands is an increasingly attractive destination for international companies entering the UK market.



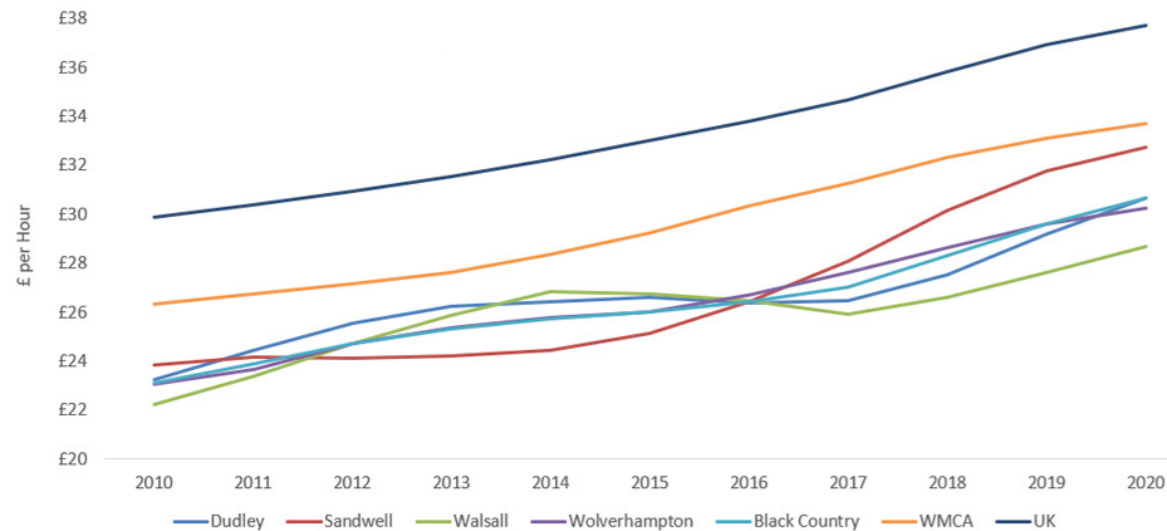
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# An Economy on the Right Track

Sandwell has a £6.6bn economy. During the financial crisis, all areas experienced a decline in productivity, however in the years 2012 to 2020 Sandwell's productivity rebounded and increased at an average of 3.5% per annum, narrowing the gap with the WMCA and UK averages considerably.

Despite the pandemic, the number of active enterprises in Sandwell increased from 10,885 in 2020 to 11,545 in 2021. This represents 6.1% growth, a higher rate of growth when compared to West Midlands (+1.8%) and national (+1.4%) performance.

## GVA per Hour Trends



# Growing, Diverse and Increasingly Qualified Population

With a population of 333,000 Sandwell is bigger than the cities of Cardiff, Belfast and Nottingham and we are growing faster than the national average (6.3% between 2018 and 2030 compared to 5.7% nationally).

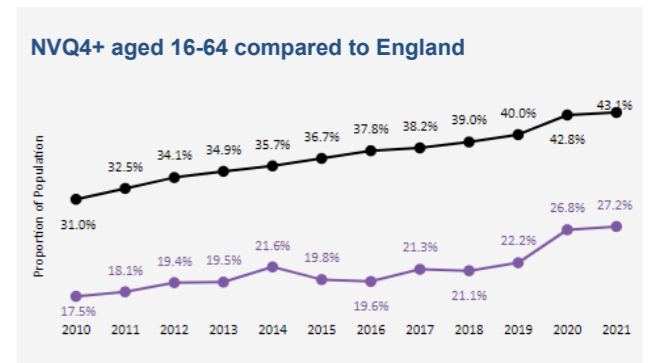
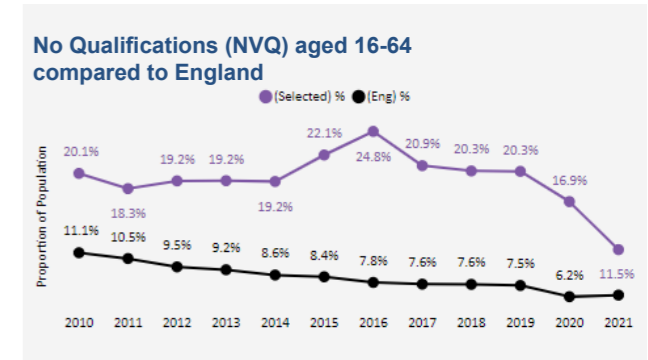
We have a hugely young and diverse population that is driving housing demand with over 40% of our residents under 30 years old, compared to 36% nationally, and over 40% of the population from an ethnic minority, compared to England's average at 19%.

77.4% economic activity for women cf. 76.1% for men - outperforming the UK (74.7% vs 81.9%).

73.6% female employment rate vs 71.8% male employment rate - outperforming the UK (71.5% vs 78.0%).

The proportion of the working age population with NVQ4+ qualifications has risen from 18.1% in 2011 to 27.2% in 2021

While the proportion of people with has decreased considerably (from a peak of 24.8% in 2016 to 11.5% in 2021).



# Distinct Sectoral Strengths and a Stable Business Base

**Sandwell has a diverse business base with particular economic strengths in four key sectors;**

**Advanced Manufacturing:**

Over 21,000 jobs in advanced manufacturing in Sandwell across 1,145 businesses. within this key sector we have key sub-sectors:

- **Metals and Materials:** The largest sub-sector with 8,250 jobs, 6.5% of Sandwell's overall jobs, this encompasses strengths related to metal treatment and fabrication, as well as the manufacture and other materials such as rubber and plastics.
- **Automotive:** The sub-sector with the highest Sandwell specialisation with 3,000 jobs and still seeing strong growth (50% more jobs in 2021 compared to 2016).
- **Food and Drink:** over 3,500 people are employed in this a sector across approximately 50 businesses.
- **Wider Advanced Manufacturing:** Strengths in the manufacture of furniture, repair and installation of machinery/ equipment and chemicals.

**Transport Technologies:**

Over 10,200 jobs in transport technologies across 1,340 businesses, with strong growth in the business base in this sector (+36.6%).

**Health & Wellbeing:**

18,500 jobs, 14.5% of the Sandwell's total.

**Retail:**

Retail and wholesale is the largest employing sector in Sandwell with 25,500 jobs, one-fifth of the economy total. These jobs represent 1.39 LQ, reflecting some local specialisation - driven by 2,295 businesses. Growth in retail and wholesale jobs overall has been steady: an increase of 2% since 2016.

In addition, the following are among emerging sectors that have a specialism in Sandwell according to the Data City data: energy generation, advanced manufacturing, e-commerce, food tech, media and publishing, energy storage, and land remediation.

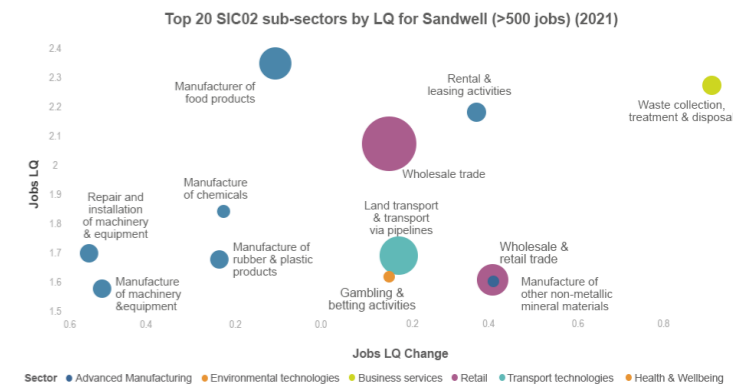
# Infrastructure and Placemaking as a Key Enabler for Business and Communities

**The council and other public sector bodies are taking a lead in building the right infrastructure and environment to accelerate economic growth. Below are some of the key schemes that are driving Sandwell's transformation:**

- **Wednesbury to Brierly Hill Metro Extension via Dudley:** This will create a direct public transport route from Wednesbury to the Wolverhampton to Walsall rail line at the Dudley Port interchange.
- **Sandwell Aquatics Centre:** The brand new centre was built in time for the Birmingham 2022 Commonwealth Games and was used throughout the Games for the swimming and aquatics events. Post-Games, the venue will be refurbished into a community health and wellbeing asset.
- **Birchley Island:** The £30M Birchley Island M5 Junction 2 Improvement Scheme provides major capacity improvements to the linked junctions of the roundabout. All of the junction approaches will be widened and signal control will be introduced.

The scheme will assist public transport reliability, pedestrian and cycling connectivity, and will contribute towards improved access to the M5.

- **Sandwell has high levels of broadband connectivity:** In May 2022 84.1% of premises are gigabit capable, compared to 66.6% in the UK. 85% of premises have speeds equal to or greater than 300 Mbit/s, compared to 68% in the UK.
- **Midlands Metropolitan University Hospital and Learning Campus:** £400m investment in to a new state of the art hospital in Smethwick, providing modern advanced facilities and anchoring the health economy in Sandwell. This investment is supported by an additional £13m of investment into a new University Learning Campus focusing on health-sector training.



# West Bromwich Masterplan

**Sandwell Council is looking to deliver transformational change to West Bromwich Town Centre and create a place that people can be proud to call their home. Where people come to live, work and play and a place that is capable of capitalising on the significant opportunities that will be available in the West Midlands.**

West Bromwich has undergone a significant transformation over the last decade, with a renewed ability to serve the needs of local people, the wider population and the business community. Across the UK the traditional town centre is changing with the decline of retail being driven by changing consumer habits.

In Sandwell we are responding to this change by planning to prioritise community needs for more homes in well connected locations, increased employment opportunities close to home, the diversification of jobs in new and emerging sectors and creating more liveable, high quality places that have a greater focus on health and wellbeing and improved connections to nature.

West Bromwich provides investors and developers with some unique opportunities to work with us to make a difference following a successful £25m Town Deal funding bid from Government to undertake land assembly to support its transformation. Public realm and urban greening projects have already commenced along the High Street.

In order to ensure this investment has a lasting impact, a coherent masterplan has been published for the town which can be viewed at:  
[www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk).

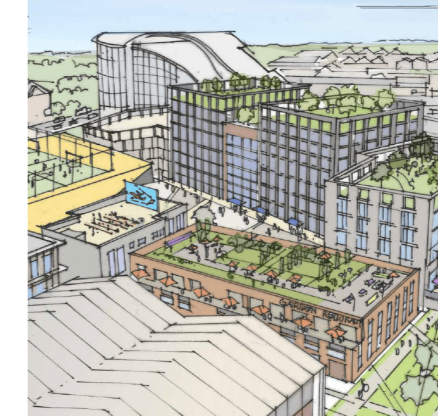


## Location

The Town Centre development sites are a cluster of sites in a prime town centre location and much of the land is currently within Sandwell Council's ownership. There are excellent tram links to the UK's second largest city of Birmingham from West Bromwich Central Metro Stop, delivering passengers to or from the city centre in 15 minutes, up to ten times an hour. This connection provides an onward link to the nearby HS2 station at Birmingham Curzon, which is currently scheduled to open to passengers between 2029 and 2033.

Sandwell & Dudley train station is 1.5 km to the south, and it offers frequent and direct West Coast Mainline services to Birmingham, the NEC, London, Manchester and Scotland. Junction 1 of the M5 Motorway is around 1 km away and West Bromwich bus station adjoins the sites.

These excellent transport links, close to the heart of the retail centre and to employment, health, educational and cultural opportunities, make this area a prime location for investment in new housing and business to meet the town and region's growing needs.



## Promoter and partnerships

The project is being promoted by Sandwell Metropolitan Borough Council.

The project covers a multitude of sites that form a development area cluster of 22 hectares in West Bromwich, Sandwell's strategic centre. This is an opportunity to be a major development partner in the regeneration of the town centre, delivering 1,400 new homes, leisure, food & beverage and key ancillary commercial and retail floorspace.

## Opportunity

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts of the future development of sites.

### Promoter:

Sandwell Metropolitan Borough Council

### Location:

West Bromwich, Sandwell

### Planning Status:

Allocated Strategic Town Centre. West Bromwich Town Centre Masterplan is available on the Regenerating Sandwell website:  
[www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk).

### Scale:

£507m construction value

### Investment Type:

A range of delivery and investment options

### Sector:

Mixed-use Residential led

### Programme:

2023 - 2027+

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# Grove Lane, Smethwick Masterplan

**Grove Lane Smethwick is a significant residential led mixed-use development at the heart of the West Midlands region.**

Grove Lane Smethwick is identified a strategic development area to accommodate large areas of growth, located close to the boundary with Birmingham.

The area will deliver more than 800 new homes over a phased period, with associated infra structure to support a new community. The area, being within two miles of Birmingham City Centre, has the potential to become a highly sought after location - supporting Sandwell's significant housing need (over 27,000 new homes between now and 2041). The scheme will regenerate extensive areas of underutilised land surrounding the new Midland Metropolitan University Hospital (MMUH) which is scheduled to open in 2024.

The MMUH is expected to attract substantial investment and will form a magnet for a range of health sector related jobs, along with a cluster of associated research and learning capabilities. The transformation of this former industrial area has already begun, with a first phase of housing development already completed, and further developer interest confirmed in high-density, mixed-use developments immediately alongside the new hospital.

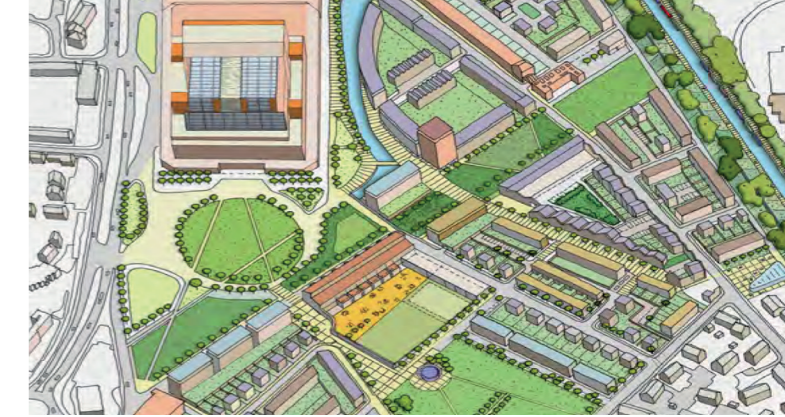


Although the majority of the land is privately-owned, recent substantive developer interest has underlined the attractiveness and potential for investment, regeneration and land value uplift that exists across this area.

## Location

Grove Lane forms a gateway into Sandwell from Birmingham, being just two miles from Birmingham City Centre. A range of sustainable and active transport modes are available, including bus, rail and Metro, as well as the upgraded Birmingham mainline canal towpath which adjoin the development area and enables cyclists to reach the city in under 20 minutes. There is easy access to the national motorway network.

Planned new links will connect the growth zone to Smethwick Rolfe Street station, itself just one stop and ten minutes away from Birmingham's New Street Station, with onward links to the nearby HS2 station at Birmingham Curzon, which is currently scheduled to open to passengers between 2029 and 2033. A masterplan for the Grove Lane area is available on the Regenerating Sandwell website [www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk)



## Promoter and partnerships

The project is being promoted by Sandwell Metropolitan Borough Council working in partnership with a range of private sector developers, the West Midlands Combined Authority, and Homes England given the area's status as a Housing Zone.

## Opportunity

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts of the future development of sites. The project is able to accommodate at least 800 new homes and associated infrastructure. It offers one of the largest opportunities for brownfield regeneration and is extremely well-connected, being just two miles from Birmingham city centre.

### Promoter:

Sandwell Metropolitan Borough Council and Birmingham City Council

### Scale:

£100m +

### Sector:

Mixed-use Residential

### Location:

Smethwick (Sandwell) and Birmingham

### Investment Type:

A range of delivery and investment options

### Programme:

2022 - 2030

### Planning Status:

The area is largely allocated for residential development in the Local Plan



# Brandhall Village

**Brandhall Village, Oldbury offers a unique opportunity within Sandwell to repurpose a redundant former golf course, in order to create an aspirational residential neighbourhood of around 190 homes, along with a new primary school, within a parkland setting.**

Brandhall Village will occupy part of a redundant former golf course in Oldbury, Sandwell. The Council-owned course had become unviable from a business perspective and closed in 2020. Following extensive public consultation, the decision was made by Sandwell Council in November 2022 to pursue a 'modest development' option on just 8ha of this 36ha site. This would see the creation of 190 new homes and a replacement primary school, set within a retained parkland setting to be managed as a public park and open space.

The site has a predominantly green appearance, with a number of mature and established trees along with protected water courses. The site is also a Site of Local Importance for Nature Conservation providing a habitat for a broad range of species. The greens and fairways are slowly returning to nature. Providing a unique and special setting for future residential development.

Around 2.7 ha of land along the northern boundary of the site will be developed by the Council as a primary school, to replace an existing facility in nearby Causeway Green.

Around 5ha of the site has been identified for 190 new family homes including a minimum of 25% affordable. Achieving high levels of energy efficiency and zero carbon is a key driver for the success of this scheme.

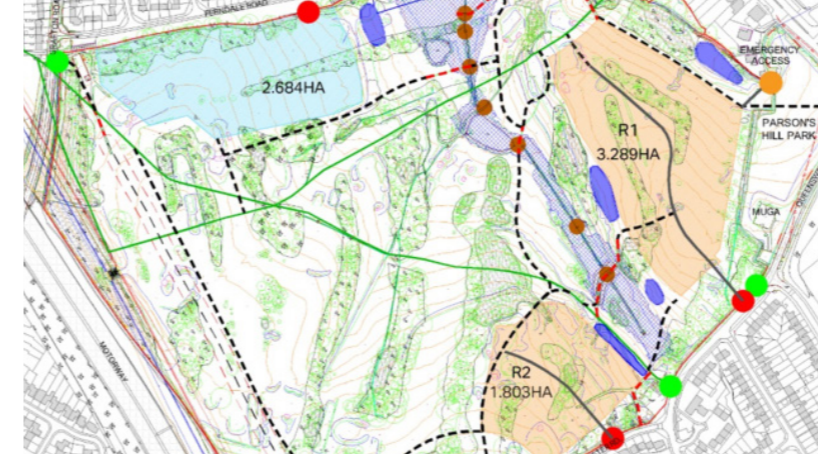
The remainder of the site, will be retained as open space and will offer a range of retained and enhanced greenspace, leisure and nature conservation opportunities for the benefit of existing and new residents.

The site offers a unique opportunity within Sandwell a highly-developed and heavily-industrialised borough - to provide aspirational new homes in an attractive green setting in a sought-after location, while offering the advantages of being well-connected into the established grain of urban infrastructure.

## Location

Brandhall Village is in Oldbury, towards the south of Sandwell borough. The site lies close to the A4123 Birmingham to Wolverhampton main road and is just 2 km from J2 on the M5, a major gateway into the Black Country. The site is 20 minutes away from Birmingham City Centre by car.

The development site is well-connected to established local neighbourhoods, through a comprehensive network of high-frequency bus routes. The site is just over 1 km from Rowley Regis train station, which offers frequent services to Birmingham city centre.



## Opportunity

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts of the future development of this major site. The project covers a development area of around 36 hectares, of which 5 ha will be developed for around 190 new homes and a further 2.7 ha for a new primary school, with the balance of the land retained as public open space and laid out as an eco-park.

Brandhall Village offers an unparalleled opportunity within Sandwell to create a well-connected and sustainable neighbourhood of aspirational housing.

## Promoter and partnerships

The project is being promoted by Sandwell Metropolitan Borough Council which is looking to secure a private sector partner to deliver the residential elements.

### Promoter:

Sandwell Metropolitan Borough Council

### Scale:

£36m investment

### Sector:

Residential

### Location:

Oldbury, Sandwell

### Investment Type:

A range of delivery and investment options

### Programme:

2024 - 2030

### Planning Status:

The site is unallocated in the Local Plan. Outline planning application to be submitted summer 2022

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# Friar Park, Sandwell



**The Friar Park Urban Village comprises one of the largest brownfield residential development sites in the region.**

## Location

Located approximately 2 miles from Wednesbury Town Centre and 100m from Tame Bridge Parkway Station, providing direct connectivity to Birmingham New Street Station, overcoming the challenges arising from the historic legacy of industrial use and realising a number of opportunities, the transformation of this 27ha site will become a major flagship for the regeneration of brownfield land.

## Opportunity

A masterplan has recently been developed by joint owners, Sandwell Council and West Midlands Combined Authority to assist developers progressing planning applications and the remediation strategy.

The masterplan overcomes the challenges of former land uses, the proximity to Bescot Sidings and the M6, poor connectivity and anti-social behaviour by promoting a well connected, integrated development which strengthens the community through the provision of 630 new homes (25% affordable) and 10ha of publicly accessible open space.

The promoters will be seeking a development partner who shares the vision of aspirational regeneration of this strategically important site through providing a highly sustainable neighbourhood comprising high quality - energy efficient homes, new public open spaces enhancing site bio-diversity, and opportunities to promote active travel as well as capitalising on the local public transport network.

### Promoter:

Sandwell Metropolitan Borough Council and West Midlands Combined Authority

### Scale:

circa £123m investment

### Sector:

Residential

### Location:

Sandwell

### Investment Type:

A range of delivery and investment options

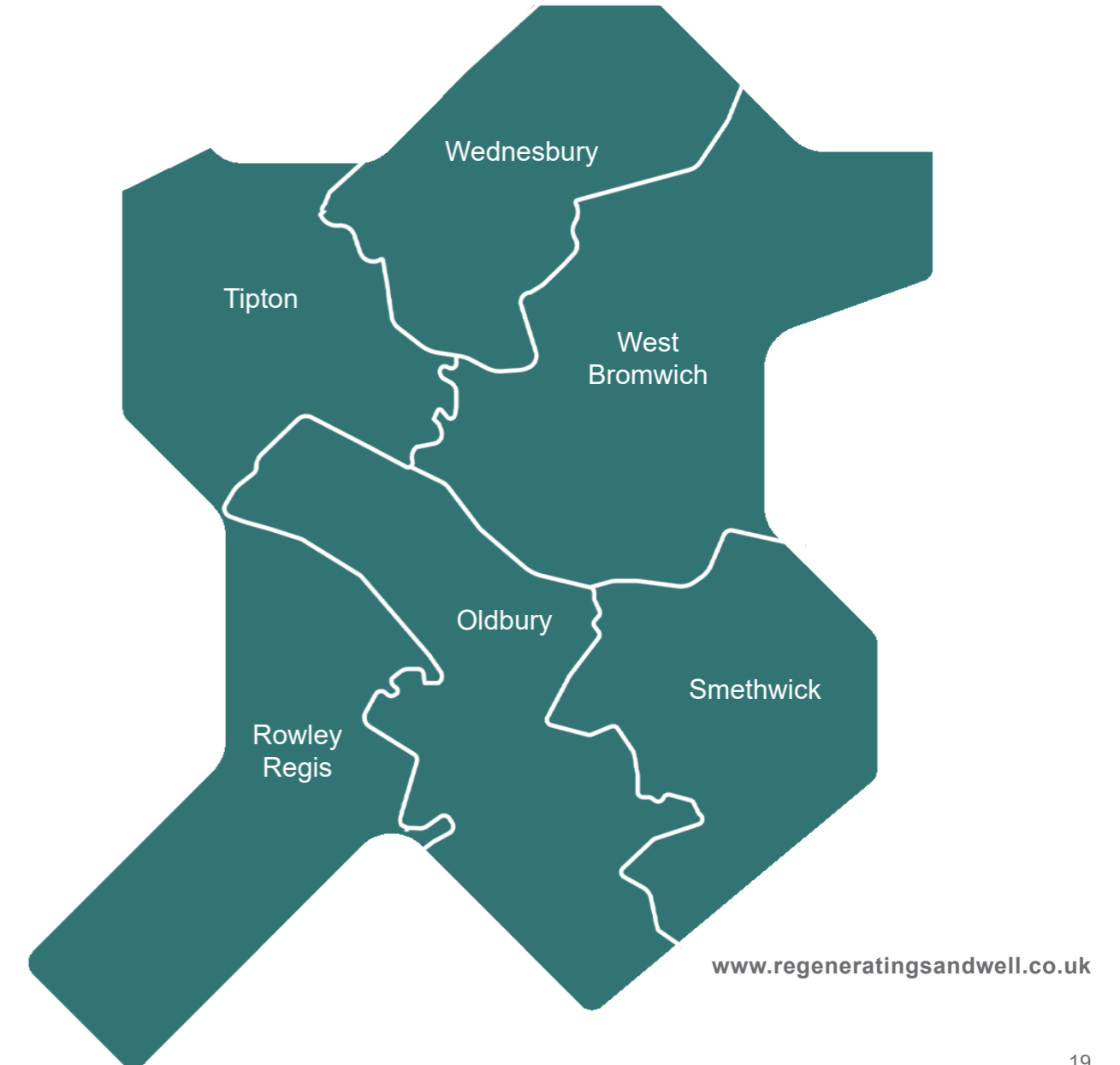
### Programme:

2022 - 2030

### Planning Status:

The site is allocated in the adopted Development Plan for residential development

# Sandwell Towns



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# Current Investments and Levelling Up Wins

## Sandwell Aquatics Centre.

The £90m brand new centre was built in time for the Birmingham 2022 Commonwealth Games and was used throughout the Games for the swimming and aquatics events. Post-Games, the venue will be refurbished into a community health and wellbeing asset.

## Birchley Island.

The £30M Birchley Island M5 Junction 2 Improvement Scheme provides major capacity improvements to the linked junctions of the roundabout. All of the junction approaches will be widened and signal control will be introduced. The scheme will assist public transport reliability, pedestrian and cycling connectivity, and will contribute towards improved access to the M5.

## Midland Metropolitan University Hospital

The £400m+ Hospital in Smethwick will be delivered during 2024 and is catalyst for the comprehensive regeneration opportunities surrounding the new hospital site. In particular, sites such as Rolfe Street and Grove Lane represent an unprecedented investment opportunity for residential led regeneration.

## Kelvin Enfinium

The £400m Waste to Energy Plant at Kelvin Way in West Bromwich will be operational in 2025. The plant will divert 395,000 tonnes of non-recyclable household and business waste from landfill or export overseas, using the residual waste to generate 44MW (gross) of renewable baseload energy per annum, equivalent to the needs of more than 95,000 UK homes.

## Wednesbury to Dudley Metro Extension

The £400m Metro Tramline extension will be delivered during 2024, creating a direct public transport route from Wednesbury to Dudley and creating a new interchange at Dudley Port Train Station.

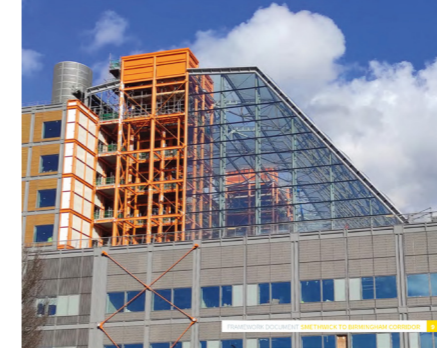
## Sandwell's £67.5m Town Deal Investment

In 2022, Sandwell secured the highest amount of Government Investment of any Local Authority in the UK. Comprising 16 projects and totalling £67.5m, Sandwell's Town Deal is bringing regeneration across 3 of Sandwell's 6 towns - Smethwick, Rowley Regis, and West Bromwich.

The projects include the £13m Retail Diversification Programme, to bring about residential led regeneration in West Bromwich Town Centre; the £15m Learning Campus and the £6m housing led sites linked to the £400m Midland Metropolitan Hospital in Smethwick.

The programme also includes culture and leisure projects, and significant investment in walking and cycling infrastructure. The Town Deal Programme is underway with all 16 projects to be delivered during 2026. There are many opportunities for investors to be involved in the delivery of Sandwell's Town Deal.

In 2023, Sandwell were again successful in bidding for Levelling Up Funding - securing £20m for a new Leisure Centre in Haden Hill, Rowley Regis.

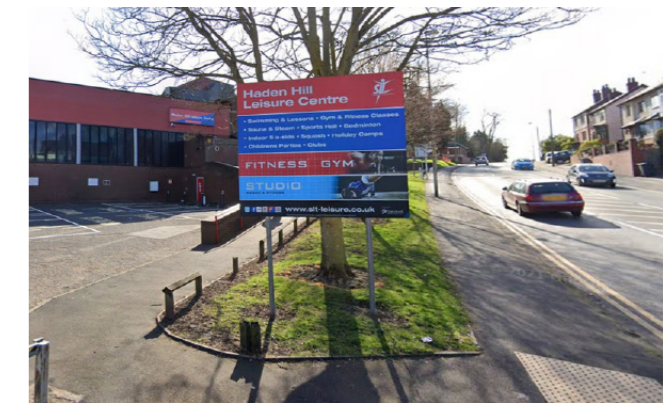


## Retrofit and Heat Network Investment Opportunity

Sandwell has declared a Climate Emergency and has a net zero carbon target of 2030 for the council's assets and 2041 for the Borough, including council housing stock (circa 28,000 homes). Over the past 2 years the council have completed external wall insulation to a total of 612 dwellings, alongside the installation of other energy-efficiency measures to around 4,000 homes.

However, over half of council stock still has an EPC D rating or below. Sandwell is working towards achieving a minimum of EPC C+ ratings for council assets and housing stock by 2030, but the ambition is to achieve a minimum of EPC B via retrofit. Private sector homes and businesses also need investment to move towards low energy solutions. We are now seeking investors with proven financial models to support us in delivering energy improvements at scale.

Sandwell are in the later stages of developing an Outline Business Case for a significant city-scale heat network (estimated circa £40m capex) in West Bromwich with potential for expansion in to Smethwick. This would be a major contributor to addressing the Climate Emergency ambitions of the borough. The Council is currently considering the preferred delivery option which may include Joint Venture or Private Sector delivery opportunities.



### Promoter:

Sandwell Metropolitan Borough Council

### Sector:

Energy efficiency and carbon reduction

### Investment Type:

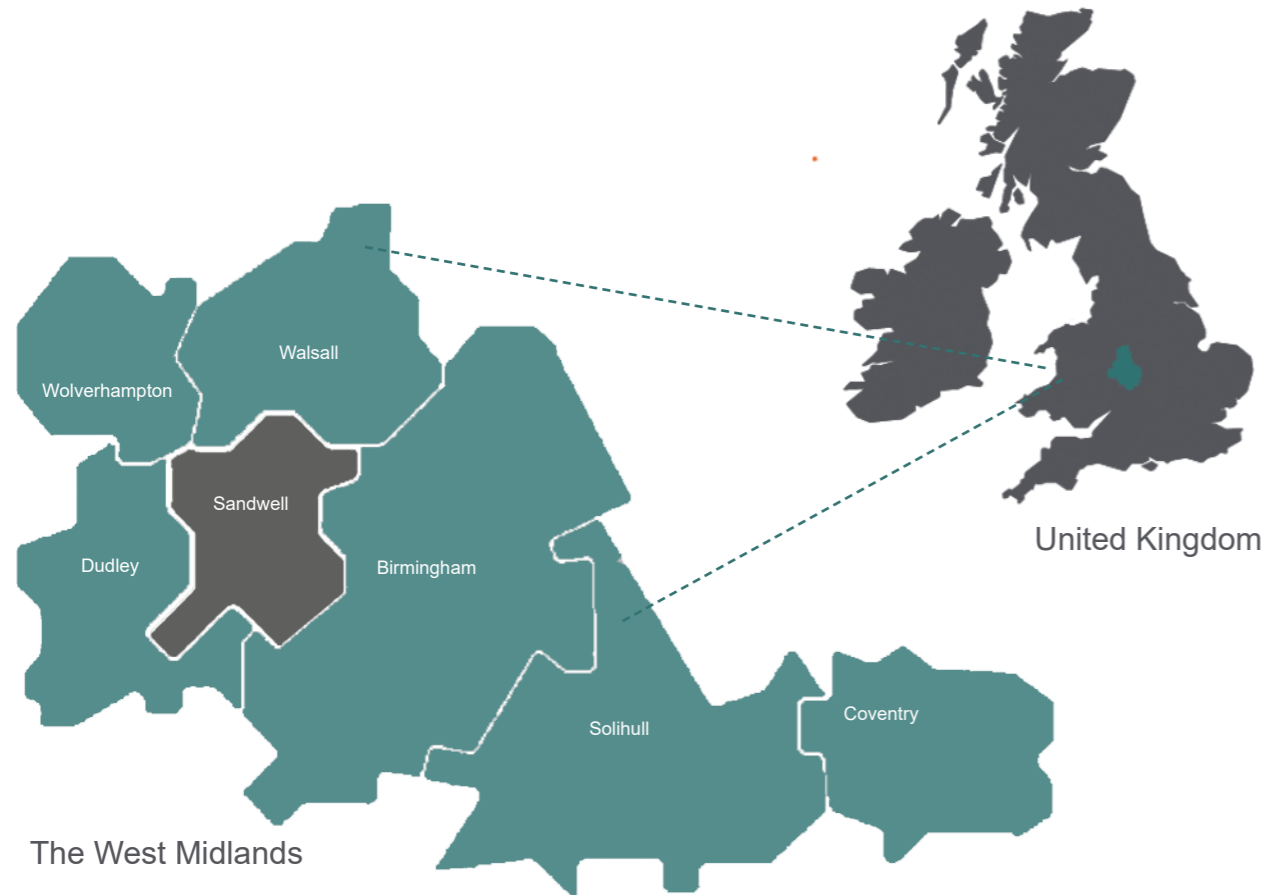
A range of delivery and investment options

### Programme:

2020-2029

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# The West Midlands and the UK





For more information contact the Regeneration Team via the contact us form on the Regenerating Sandwell website:

[www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk)

or email:

[regenerating@sandwell.gov.uk](mailto:regenerating@sandwell.gov.uk)

