

# Walsall Investment Prospectus



Walsall Council

# Contents

Introduction to Walsall	3
Transformation	4
Connectivity	5
Sector Strengths	6-7
People	8
Secured Public Funding	9
Current opportunities	10
Future opportunities	11



# Introduction to Walsall

**Located at the heart of the UK, Walsall is in the midst of a £1.5 billion transformation.**

Be part of Walsall's ambitious plans for growth. We are home to a world-renowned manufacturing sector, a skilled workforce, and a growing population. In addition to our rich history, we are home to some incredibly innovative, forward-thinking and dynamic businesses from a range of sectors.

The borough boasts excellent connectivity to the rest of the UK and beyond, with Birmingham International Airport just 30 minutes away, easy access to the M5 and M6 motorways and great rail links.



# Transformation

Walsall's £1.5 billion transformation is being driven by a major programme of improvements...

In the last 5-10 years...



>£0.5billion investment



3,600 jobs



1,721 homes

Currently in delivery...



>£0.5billion investment



1,724 jobs



1,067 homes



New railway stations and M6 J10 improvements



# Connectivity

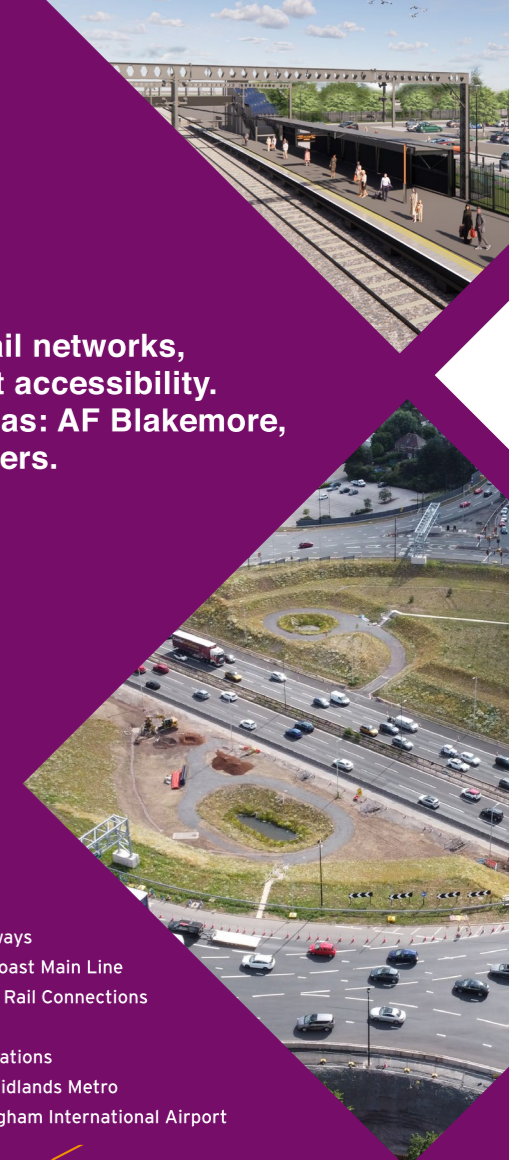
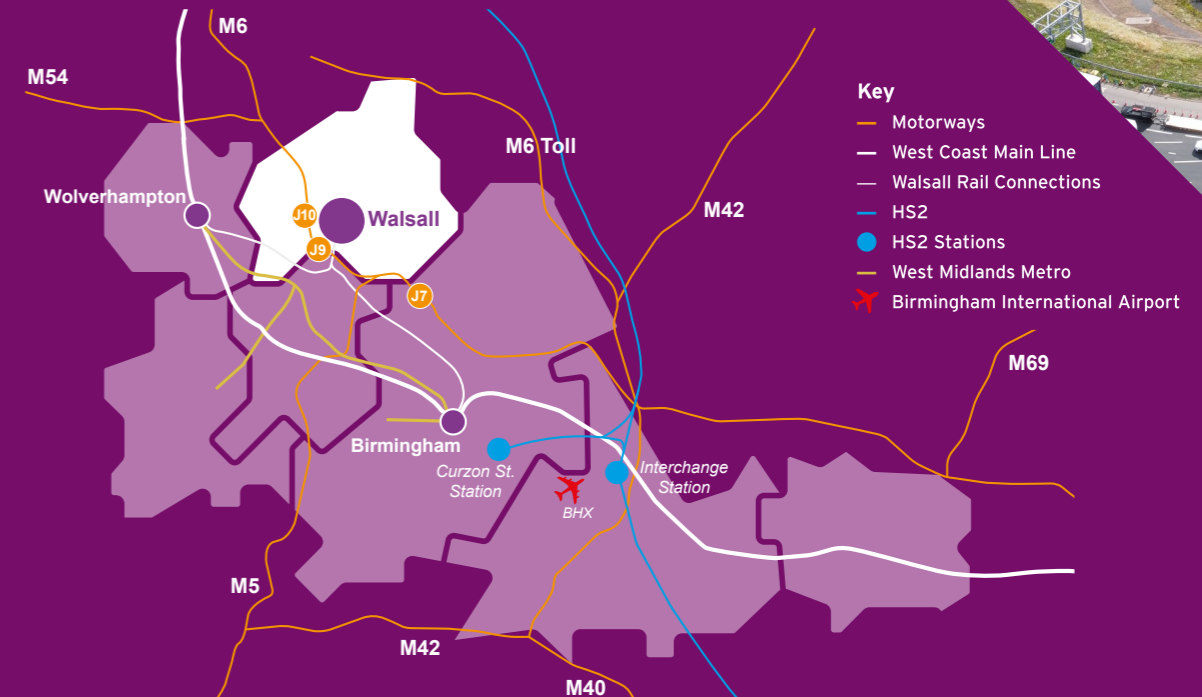
Centrally located and connected to the national road and rail networks, Walsall is a popular base for companies that need excellent accessibility. Proven by the fact that Walsall is home to companies such as: AF Blakemore, ASSA ABLOY, RAC, Homeserve and Poundland Head Quarters.

## By train

- Birmingham New Street - 21 minutes
- Birmingham International - 35 minutes
- London - direct 1hr 40m service proposed to start in 2025
- Walsall to Wolverhampton line reopening in 2026 (with new stations in Willenhall and Darlaston)

## By car

Easy access to J7, J9 and J10 of the M6.



# Sector Strengths

## Advanced Manufacturing

Walsall is home to many world-leading manufacturing and engineering businesses. From aerospace and automotive, to metals and materials, goods manufactured in the borough are sold around the world. The borough's traditional leathercraft sector remains strong, with increasing international exports to Asia, North America and Europe.

The ONS has estimated that Walsall's exports are worth around £1.1bn to the UK Economy. Over the last five years they have generated around £7.4bn in goods and service exports.

## Retail & Wholesale

Walsall's retail sector is a major local employer, from customer service roles to warehousing and distribution. Walsall's strong foothold in the retail sector is testament to the fact that it remains Head Quarters for businesses such as AF Blakemore, Poundland and One Stop Stores.

## Transport, Logistics & Distribution

Home to a wide range of industry leading businesses, Walsall's road connectivity and ease of access to Birmingham International Airport makes the borough a hotbed for transport technologies and is home to companies such as: DX Group, Trailer Freight International and Haywards Transport.





# People

In the decade up to 2021 Walsall's population grew by 5.5% to almost 285,000 people living within strong diverse communities.

Walsall has a multi-skilled workforce of nearly 106,900 people and a further 20,000 entrepreneurs. Investment in adult skills has seen improvements in the population possessing higher skills, with 57,200 people or 36% of the working age population holding a Level 4 or above qualification. The long-term trend in Walsall's employment rate has been one of growth and now stands at 70.2% of the working age population. Walsall also has a strong post-16 educational offer via the consistently high-performing Walsall College and the University of Wolverhampton's Walsall campus while 88.5% of schools are rated as good or outstanding.

# Secured Public Funding



Over £140m of government funding secured in the last 5 years.

Projects in delivery:



Future High Street Fund



Levelling Up Fund Round 2 Willenhall



Walsall Town Deal



Levelling Up Partnership



Bloxwich Town Deal



Darlaston Long-term Town Plan



# Current opportunities

Walsall Town Centre Masterplan sets out the council's vision for its strategic centre over a 20-year period. The Masterplan has already been pivotal in helping the council secure external funding as part of the Future High Streets Fund and Walsall Town Deal - with projects starting to deliver including the Connected Gateway that will enhance the town centre's transport hubs. The council has also secured further Town Deal investment in Bloxwich.

Walsall is an integral part of the West Midlands Combined Authority (WMCA) which has negotiated a new Deeper Devolution Deal securing wide-ranging new powers and in excess of £1.5 billion for the region. WMCA has prioritised the Walsall Growth Corridor as a major investment opportunity. This is located along the A454 from Walsall Town Centre to Willenhall and provides an opportunity for transformational place-making, capitalising on the re-opening of the railway line between Walsall and Wolverhampton for passenger services and the new station being built in Willenhall. The Corridor includes several priority projects and the council has set out its ambitions for Willenhall via the Willenhall Framework Plan which sets out a ten-year plan for transformational housing growth and place-making.

The Walsall Growth Zone provides an opportunity to strengthen the Black Country Enterprise Zone clustered near to M6 Jct10 and the planned Darlaston rail station provides an opportunity to strengthen the economy through the delivery of c. 2000 jobs and 2 million sqft of industrial floorspace. Work has recently been completed on a £78m enhancement of M6 Jct 10 which has enhanced connectivity to these employment opportunities while the regionally significant SPARK site is bringing forward a £100m GDV scheme of 620,000sqft via successful public/private partnership working.

# Future opportunities



Our ambitious plans for the future seek to build on the borough's strengths to achieve further growth through new investment and development.



1,000 new homes



2 million sqft of new employment floorspace



3,900 Jobs



300,000 sqft of Town Centre uses

## SPARK

As joint landowners with Homes England we are working with our development partner HBD on delivery of this 44 acre brownfield site located alongside the M6 having secured substantial grant funding for enabling works. When this £100m GDV scheme is completed the site will be transformed into a modern manufacturing and logistics hub providing 620,000sqft of new employment floorspace boosting the local economy and creating hundreds of jobs.

We are forward thinking and proactive and have effective processes in place to work successfully in partnership with you to deliver new investment in our borough. We look forward to speaking to you about everything Walsall has to offer.

To find out more visit  
[invest.walsall.gov.uk](https://invest.walsall.gov.uk)

Please contact us at:  
[development@walsall.gov.uk](mailto:development@walsall.gov.uk)



**Walsall Council**