

Walsall Investment Prospectus



SPARK Walsall CGI courtesy of HBD



Walsall Council

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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 with Birmingham city centre 20 minutes by rail, Birmingham International 30 minutes by road and with the reintroduction of direct trains to London 1hr 40m from the capital. We also have great access to the M6, M5, M54 and M6 Toll.

We are seeking interest from the development and investment market to work with Walsall Council to drive delivery of our £0.5bn of development pipeline across housing, employment and town centre opportunity sites building on the current £0.5bn of schemes in delivery.



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



4,048
jobs



1,721
homes



M6 J10
improvements

Currently in
delivery...



>£0.5billion
investment



1,100
jobs



1,144
homes



New railway
stations



Connectivity

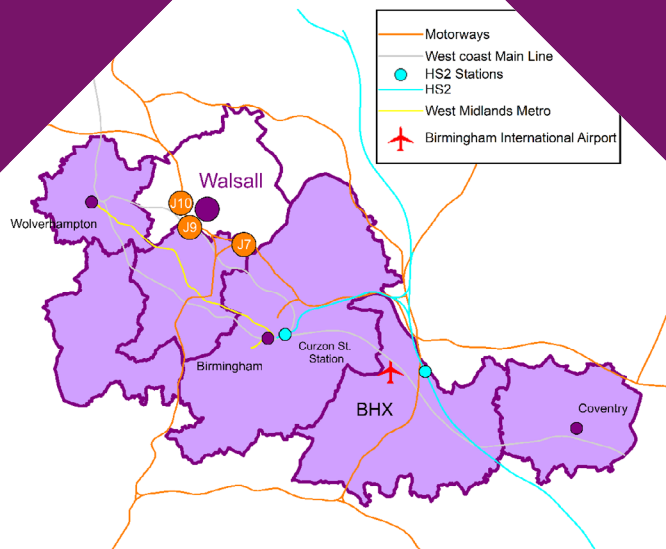
Centrally located and connected to the national road and rail networks, Walsall is a popular base for companies that need excellent accessibility. Proven by the fact that Walsall is home to companies such as: AF Blakemore, ASSA ABLOY, RAC, Homeserve and Poundland Head Quarters.

By train

- Birmingham New Street - 21 minutes
- Birmingham International - 35 minutes
- London – direct 1hr 40m service proposed start in 2026
- 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.



Key

- Motorways
- West Coast Main Line
- Walsall Rail Connections
- HS2
- HS2 Stations
- West Midlands Metro
- ✈ Birmingham International Airport

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 £1.6bn to the UK Economy. Over the last five years they have generated around £12.7bn 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 and diverse communities.

Walsall has a multi-skilled workforce of over 100,000 employees and entrepreneurs. Investment in adult skills has seen improvements in the population possessing higher skills, with 54,300 people, or 32% 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 76% of the working age population. Walsall also has a strong post-16 offer via the consistently high-performing Walsall College and the University of Wolverhampton's Walsall campus, while 91% of the borough's 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



Community Regeneration Partnership



Bloxwich Town Deal



Darlaston Plan for Neighbourhoods

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 through Future High Streets Fund and Walsall Town Deal - with projects starting to deliver in delivery including the Connected Gateway that will enhance the town centre's transport hubs. The council has also secured further Town Deal investment in Bloxwich.

The Walsall Growth Corridor is a major investment opportunity and includes several priority projects. This is located along the A454 from Walsall Town Centre to Willenhall. It provides an opportunity for transformational place-making, capitalising on the re-opening of the passenger railway line between Walsall and Wolverhampton for passenger services and the new station being built in Willenhall. The Growth Corridor includes several priority projects, and the council has set out its ambitions for Willenhall via the The Willenhall Framework Plan which sets out a ten-year plan for transformational housing growth. The council has demonstrated that it is willing to make proactive interventions to progress delivery by successfully undertaking a CPO in relation to a housing scheme.

The Walsall Growth Zone is clustered near to both M6 Jc10 and the planned Darlaston rail station, and 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



£0.5billion+
investment

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



c2,500
new homes



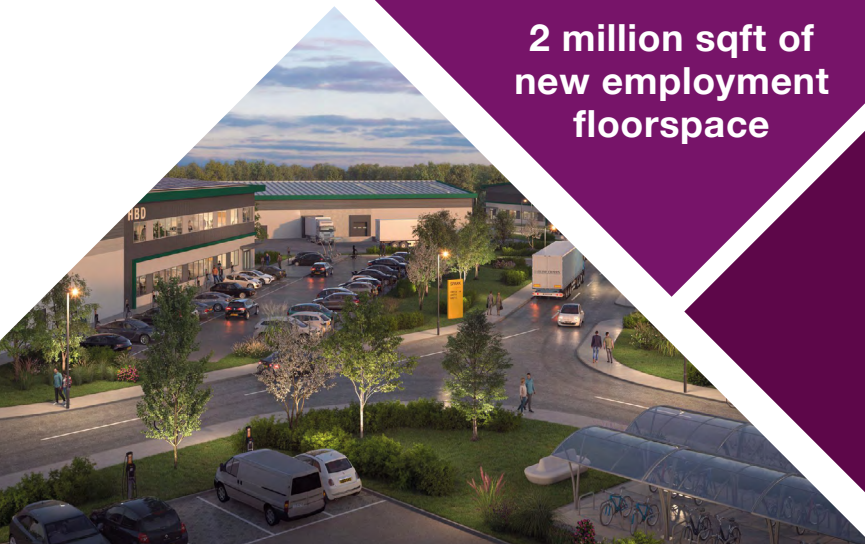
2 million sqft of
new employment
floorpace



3,900
Jobs



300,000 sqft of
Town Centre
uses





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

Please contact us at:
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Walsall Council