

Walsall Investment Prospectus



Walsall Council

Contents

Walsall – Connected, Ambitious and Open for Business	3
Transformation	4
Connectivity	5
Our Strengths and Growth Sectors	6-7
People	8-9
Leveraging Government Funding	10
Delivering Borough-Wide Regeneration	11
Meet the team	15



Walsall: connected, ambitious and open for business

Located at the heart of the UK,
Walsall is a prime location for
economic growth.

Walsall is at the centre of a growing city
region with over 2.9 million residents
and a dynamic £77 billion economy, with
excellent connectivity.

With a strong pipeline of residential and
employment-led opportunities, Walsall
is open for business and ready to
partner on the next phase of economic
transformation.

Working with partners including
private sector investors and the West
Midlands Combined Authority, we will
unlock 2 million sqft of new advanced
manufacturing and logistics floorspace
and revitalise the borough's town centres.

Walsall boasts outstanding road and
rail connectivity to specialised supply
chains and a young, growing and
qualified workforce.

The council has attracted over
£230million of Government investment
in new infrastructure and regeneration
since 2019. Get in touch to be part
of the next phase of transformative
investment in our borough using the
QR code below.



Transformation

Walsall is in the middle of a £1.5billion transformation, driven by a major programme of regeneration.

In the last 5-10 years...



>£0.5billion investment



4,048 jobs



1,721 homes



M6 J10 improvements



2 new railway stations

Future growth...



>£0.5billion investment



1,100 jobs



1,144 homes

Connectivity

Walsall is a popular base for companies that need excellent accessibility.

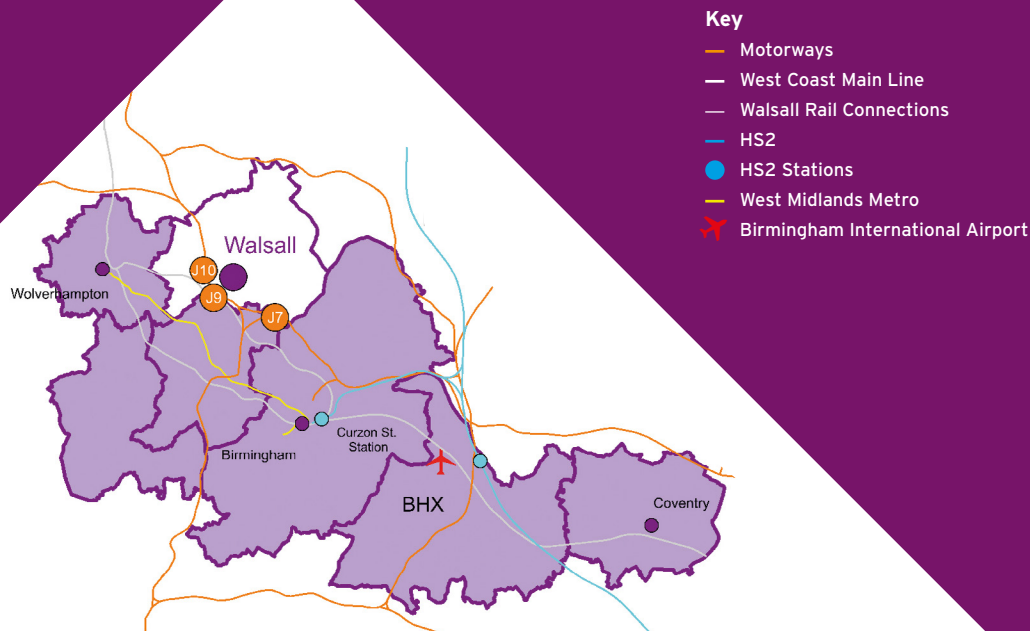
Home to companies such as: AF Blakemore, ASSA ABLOY, RAC, Homeserve and the Poundland Head Quarters, Walsall is centrally located and boasts excellent connectivity to the national road and rail networks.

By train

- Birmingham New Street - 21 minutes
- Birmingham International - 35 minutes
- London service will start in May 2026 – 2 hours+
- Two new railway stations opened in March 2026 in Willenhall & Darlaston

By car

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



Our Strengths and Growth Sectors

The borough's excellent road and rail connectivity, proximity to Birmingham International Airport, skilled labour market and future employment land supply present significant opportunities for further inward investment.

Advanced Manufacturing

From aerospace and automotive, to metals and materials, Walsall businesses have exported over £12.7 billion of goods and services globally, including Asia, North America and Europe.

This includes advanced engineering companies such as Babcock International, which exports its innovative vehicles to over 60 countries and the recently opened 113,000sqft facility by Hydrobolt, a global leader in engineered components for the energy sector.





Green economy & net zero

An established base of innovative firms operating in material reuse, renewables and recycling including Encyclis, which is investing in a new energy recovery facility opening in 2027 and EMR, one of the world's leading metal recyclers.

Services, logistics & distribution

Headquartered companies include A.F Blakemore, Hayward Transport, HomeServe, RAC, Poundland, One Stop Stores and Walsall Housing Group, with major logistics operations including DX Group and Trailer Freight International.

“We are invested in Walsall and are one of, if not the largest private employer. We have a significant number of people working out of our office, and we’re very pleased and very proud to be part of the local community and the local business community.”

**Alistair McMillan,
Director at RAC**





People

Walsall's people are its greatest asset, with nearly 174,000 working age residents with diverse skillsets.

Employers have access to a deep labour pool of nearly 1.5 million across the West Midlands, over 760,000 of which have a degree.

Our young and diverse population presents a significant opportunity to nurture the workforce of the future.

Over 91% of our schools are 'Good' or better, with a strong post-16 offer including Walsall College and its 14,000 strong student body and the University of Wolverhampton's Walsall campus.



“It is the people of Walsall who make me most proud to come from this area. I built my business with good people and with good people, who work hard, you can achieve a great deal.”

Steve Smith, Poundland Founder

Working with partners, we continue to invest in the borough’s existing and future talent. This includes:

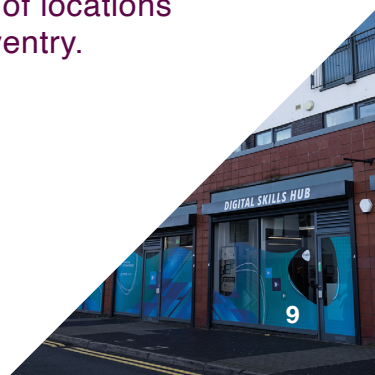
Digital Skills Hub, a town centre venue providing skills workshops including content creation, cyber security, marketing & branding, e-commerce and AI in business transformation.

Bloxwich Launchpad, a business incubator and digital skills hub.

Creative Industries Enterprise Centre, brand new makerspace, conference facility and business incubator for a range of creative industries opening in summer 2026.

This young and expanding population is driving residential values across the borough, as our value proposition and connectivity to major employment centres including Birmingham city centre attracts first time buyers and ‘up sizers’ alike.

First time buyers made up over half of Walsall house sales in 2023 (ONS), placing the Borough in the top 15% of locations including Manchester, Salford, Sandwell and Coventry.



Leveraging Government Funding



The Council has secured over £230m of Government funding in last 6 years:

Projects in delivery:

- £66m Walsall town centre programme underway using Future High Street Fund, Towns Fund and Community Regeneration Partnership
- £20m Levelling Up Fund to deliver first phase of Willenhall Framework
- £85m in two new stations at Darlaston and Willenhall opened March 2026
- £20m for Darlaston's Plan for Neighbourhoods
- £40m Pride in Place investment in local communities in Blakenall and Brownhills





Delivering Borough-Wide Regeneration

Walsall is in the middle of a £1.5billion transformation, driven by a major programme of regeneration with our public and private sector partners.

Walsall Town Centre Regeneration

The 2025 Town Centre Framework articulates our vision for transforming Walsall town centre by 2040. The Framework identifies opportunity to deliver at least 650 new homes, alongside new leisure and cultural facilities across the five Opportunity Areas.

This builds on the momentum of our 2019 Masterplan, which is currently delivering over £66 million investment including:

- Town Centre Connected Gateway to connect the town's railway and bus stations
- New Adult Learning Centre opening in 2027, expanding Walsall College's town centre campus for its 14,000 students
- A new 15,000sqft creative industries enterprise centre at the Guildhall, operated by Urban Hax, the Black Country Makerspace.
- Repositioning the 185,000sqft Saddlers Centre as a destination for retail, food and beverage and leisure, opening in 2027.
- New public realm for events and markets

“Delivered through the Constructing West Midlands Framework, our team has worked closely with Walsall Council to deliver high-quality improvements that not only enhance the look and feel of the space but also lay the foundations for future phases of the Connected Gateway project. We’re proud to be part of a scheme that’s helping to create a more vibrant, welcoming, and accessible environment for everyone who visits the town”

**Matthew Bailey,
Divisional Director,
Speller Metcalfe**

“The Guildhall will offer space for a wide variety of creative businesses and makers; from leather workers and woodworkers to fashion designers and digital artists. Through funding secured by the Council we are able to invest in specialist equipment and machinery to help support local creatives to grow their businesses and hone their skills. It is a really exciting time for Walsall’s creative industries and we are delighted to be leading on this project”

**Geoff Henderson,
Director, Urban Hax**

This investment will unlock our next phase of residential-led and mixed-use development. The Council will seek a development partner for the Waterfront Opportunity Area to deliver over 200 apartments for canalside living, within 5 minutes of Walsall station.

This will be considered alongside the longer-term opportunity at Station Quarter Opportunity Area for 300+ homes.



Employment-led opportunities

The Walsall Growth Zone has the potential to accommodate 2 million sqft of high quality manufacturing and logistics floorspace.

The Growth Zone benefits from direct access to M6 Junctions 9, 10 and the Black Country Route, well-related to West Midlands Interchange, i54 and Wolverhampton's Green Innovation Corridor to the north.

The £126 million SPARK development is the first major Growth Zone project, with 620,000sqft employment floorspace to be delivered HBD and Feldberg Capital in partnership with the Council, Homes England and WMCA. The first two units (18,000 and 250,000sqft) are ready to occupy now, with Phase Two delivering three new buildings totalling 101,342sqft for occupation Q4 2026 and additional build to suit opportunities.

Building on this success, we are looking for a development partner for Gasholders, a 170,000sqft, £32million GDV opportunity within the Walsall Growth Zone. The site is adjacent to the newly opened Darlaston station and M6 Junction 10. The Council will be taking this opportunity to the market in Summer 2026.

Walsall Growth Zone was secured by WMCA as part of the region's Deeper Devolution Deal with Government. The Growth Zone complements the WM Investment Zones, including the Wolverhampton Green Innovation Corridor, and gives the Council the ability to retain business rates from Growth Zone sites for 25 years and can be used to support comprehensive regeneration, including new development and job opportunities.

For further information on 2 million sqft of market-led floorspace which is in planning or ready for delivery or occupation, visit invest.walsall.gov.uk





Residential-led opportunities

Our draft Local Plan identifies land for nearly 20,000 homes by 2042; a significant step-change in brownfield and greenfield delivery. As made clear in our 2026 Housing Strategy, the Council will intervene strategically with partners to enable market-led delivery or directly intervene to unlock new homes, building on our established track which includes:

- The completion of nearly 1,000 new homes and 46 acres of open space by 2025 across North Walsall with whg, Keepmoat, Homes England and the WMCA
- Unlocking the first 100 homes of the Willenhall Framework with our partner Keepmoat, including successful use of Compulsory Purchase Order in 2025 to assemble land

Shaun Fielding, Regional Managing Director at Keepmoat West Midlands, said: *“We’re pleased to be strengthening our partnership with Walsall Council to deliver 100 new energy-efficient homes in Willenhall. From the outset, the council has demonstrated clear objectives and a strong, consistent vision for the scheme and at Keepmoat, we’re looking forward to progressing with our shared vision for the development.”*

“The Locksmith Quarter development will provide high-quality homes for local people. As specialists in transforming brownfield land, our team at Keepmoat is pleased to be regenerating this site and we look forward to finalising remediation works and creating a vibrant new community that will revitalise the area.”

The Council will release further details on borough-wide residential land and development opportunities later in 2026.

Meet the team



Dave Brown

Executive Director for Environment,
Housing and Growth



Simon Tranter

Director of Economy & Growth



Mark McFadden

Head of Investment & Development

Walsall Council is forward thinking and proactive and we have a proven track record of partnership working 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:
development@walsall.gov.uk



Walsall Council

