



# WEST MIDLANDS INVESTMENT ZONE

COVENTRY & WARWICK INVESTMENT ZONE  
ADVANCING BATTERY TECH AT PACE





# WEST MIDLANDS INVESTMENT ZONE - ADVANCING BATTERY TECH AT PACE

The Coventry & Warwick Investment Zone forms a significant proportion of the West Midlands Investment Zone, a national flagship programme with high-level government support and potential to generate up to 30,000 new jobs across the region. This offers investors a once in a generation opportunity to build presence within the UK's most comprehensive battery and EV ecosystem, bringing together world-leading academic research with next-generation manufacturing. The vibrant £117bn West Midlands economy is already a global centre of automotive and battery R&D, at the heart of future battery opportunities:

- West Midlands is better placed for EV transition than 70% of major urban areas in Europe and North America with more charge points like for like than Brussels, Boston and Barcelona.
- Home to Midlands Future Mobility, the UK's first future mobility zone, a comprehensive on-road autonomous test bed covering 200 miles.
- One of the largest automotive research clusters in Europe, including R&D facilities for JLR, TATA, Lotus and Polestar
- MIRA Technology Park, home to the first VI-grade DiM250 driver simulation environment in the UK.
- 60% of UK Automotive R&D is delivered here in the West Midlands.

With 90% of UK businesses connected within 4 hours of the West Midlands, we have the highest number of skilled workers in UK outside of London (230,000).



access to electrified logistics chain via Daventry international Rail Freight Terminal (DIRFT) & UK motorway network

**7.4M**

people live within one hour's drive of the site



highest projected growth of working age population in the UK (6% to 2043)

**3M**

people of working age (16 - 64) in the West Midlands



more than 800,000 people employed in relevant sectors such as EV, battery and chemical



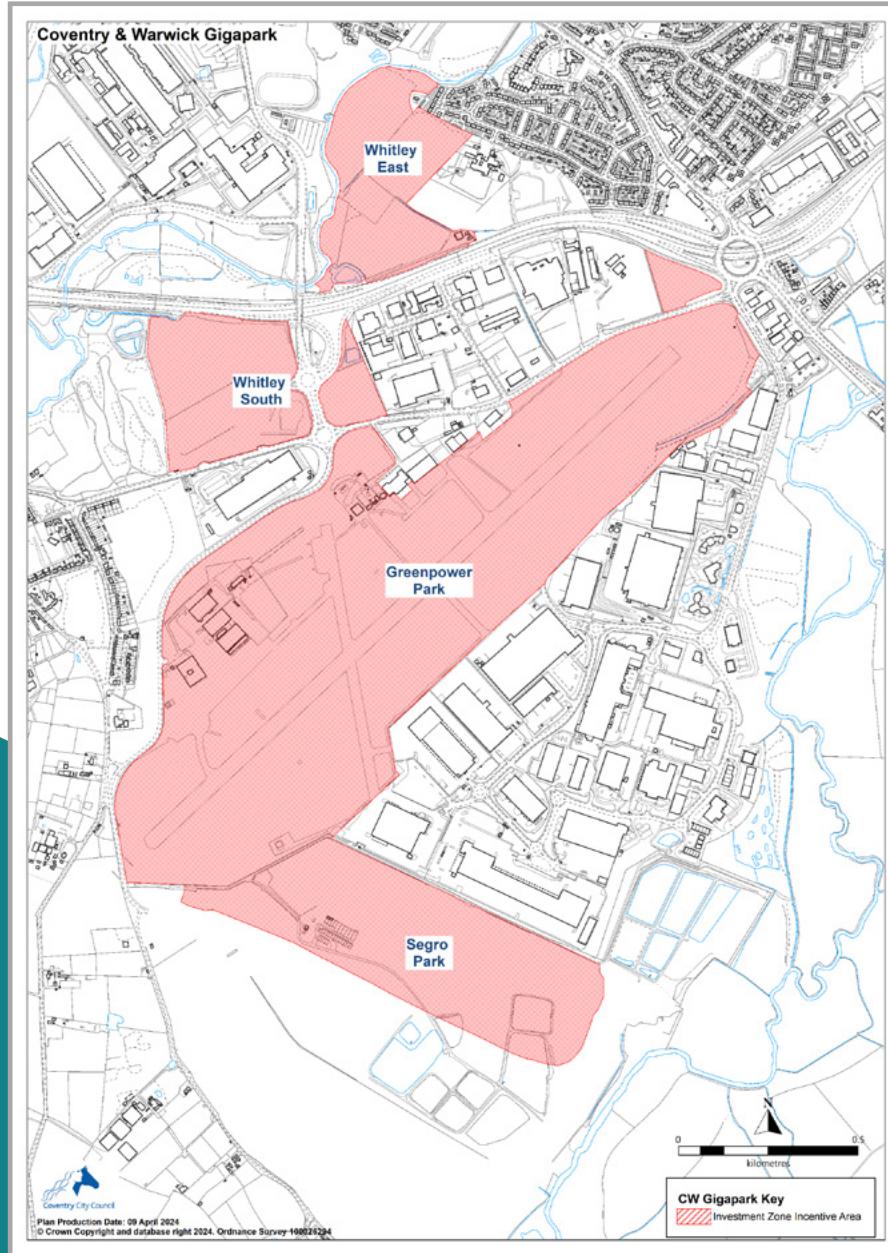
# COVENTRY & WARWICK INVESTMENT ZONE

## AT THE HEART OF THE UK'S EV ECOSYSTEM

- 1 Advanced Propulsion Centre (APC) and Zenhic
- 2 Aston Martin Lagonda - HQ & manufacturing
- 3 BMW Group plant - Hams Hall
- 4 Changan UK R&D Centre
- 5 Coventry University
- 6 Ros Roca Dennis Eagle - HQ & manufacturing
- 7 MIRA Technology Park
- 8 Jaguar Land Rover  
(Design, R&D & manufacturing across 12 sites),  
Including Coventry, Gaydon and Solihull
- 9 London EV Company - HQ & manufacturing
- 10 Lotus Tech Creative Centre  
Lotus Advanced Technology Centre (Wellesbourne)
- 11 WMG / National Automotive Innovation Centre
- 12 Polestar R&D
- 13 TATA Technologies
- 14 TVS Norton Motorcycles
- 15 University of Warwick
- 16 UK Battery Industrialisation Centre (UKBIC)
- 17 General Motors European Design Centre
- 18 Switch Mobility
- 19 Rimac
- 20 SAIC MG Motors

# COVENTRY & WARWICK INVESTMENT ZONE

The CWGigapark site covers 241.4 ha of land, of which 182.7ha will be available for Investment Zone tax incentives. It has four components, which are detailed below:



## GREENPOWER PARK

Located at the heart of the UK's manufacturing industry, Greenpower Park is a trailblazing centre of excellence for electrification battery technology and manufacturing. With the West Midlands Gigafactory as its anchor tenant, this ground-breaking location is the first of its kind, offering an all-in-one solution for battery research, industrialisation, manufacturing, testing, recycling and electrified logistics designed to foster the UK's growing battery ecosystem.

## WHITLEY EAST

Currently undeveloped land, earmarked in the Local Plan for employment land and light industry and R&D uses.

## WHITLEY SOUTH

Brownfield land, offering space for a further 52,000m<sup>2</sup> of development, adjacent to the UK Battery Industrialisation Centre, with planning permission for commercial and R&D use. Once developed, this site is envisioned to host significant R&D workspace, as well as general office and ancillary space.

## SEGRO PARK

Has planning permission for creation of new commercial premises - the northern segment (included in the Tax Site) is fully empty brownfield land.

# UNIVERSITIES: ACADEMIC EXCELLENCE SUPPORTING INDUSTRY

Coventry University is a global institution with one of the largest portfolios of future mobility projects in the UK- dedicated to driving sustainable economic growth through innovative and impactful research and teaching. Nationally recognised for its engagement with start-ups, SMEs and large organisations, the university is focused on helping industry partners to grow and prosper through the commercialisation of new clean technologies and industrial decarbonisation.

Its researchers are developing technologies that will accelerate the shift to sustainable transport, from high-performance batteries and electric drive systems to hydrogen generation and propulsion.

The university is home to state-of-the-art-facilities, including the National Transport Design Centre, the Centre for Connected Autonomous Automotive Research, Centre for



Advanced Low Carbon Propulsion Systems, and the Institute for Advanced Manufacturing and Engineering (AME).

Funded by Innovate UK, Coventry hosts the Electric Revolution Skills Hub - a national platform that has industry-leading academics addressing the technical skills gap by providing electrification training, ensuring workforces are primed for the green energy revolution. The university is also spearheading the national Electrification Skills Network, delivering skills programmes to c.1200 technical specialists at Jaguar Land Rover, and supporting businesses across the automotive supply chain through the West Midlands Clean Futures Innovation Accelerator.

These are just a few of the initiatives where Coventry University is steering businesses towards a greener and more sustainable future.



Centre for  
Connected  
Autonomous  
Automotive  
Research

## CENTRE FOR CONNECTED AUTONOMOUS AUTOMOTIVE RESEARCH (CCAAR)

CCAAR is a joint initiative of Coventry University and HORIBA MIRA, a world-leader in vehicle engineering, research and product testing. It develops and tests the latest intelligent connected vehicle technology and is located at the HORIBA MIRA UK headquarters in Nuneaton.



## CENTRE FOR ADVANCED LOW CARBON PROPULSION SYSTEMS (C-ALPS)

Coventry University's Centre for Advanced Low-Carbon Propulsion Systems is a £50m research centre based in the city centre. In collaboration with globally renowned engineering consultancy, FEV, the centre aims to revolutionise propulsion systems and accelerate the journey towards zero emissions transport.



Institute for  
Advanced  
Manufacturing  
and Engineering

## INSTITUTE FOR ADVANCED MANUFACTURING AND ENGINEERING (AME)

AME, also known as the UK's first Faculty on the Factory Floor, supports the manufacturing sector with work-ready engineering graduates and excellent research facilities in digital and sustainable manufacturing, metrology and advanced materials processing. Helping businesses on their net-zero journey by accelerating clean technology to market readiness.



## HYPERBAT

Hyperbat, a collaboration between Fortescue WAE and Unipart Manufacturing Group, is dedicated to producing cutting-edge high-voltage battery solutions tailored for advanced and specialised uses. Born from the insights gained from Hiperbat, a project under the Advanced Propulsion Centre consortium, Hyperbat aims to leverage expertise across the entire value chain of future EVs. Its goal is to foster and expand the UK's capabilities in low-carbon vehicles.

# UNIVERSITIES: ACADEMIC EXCELLENCE SUPPORTING INDUSTRY

WMG is a world leading research and education group, transforming organisations and driving innovation through a unique combination of collaborative research and development, and pioneering education programmes.

As an international role model for successful partnerships between academia and the private and public sectors, WMG develops advancements nationally and globally, in applied science, technology and engineering, to deliver real impact to economic growth, society and the environment. WMG's work is about transforming research into tangible process and rolling it out at an industrial scale across worldwide industries.

WMG's education programmes focus on lifelong learning of the brightest talent, from the WMG Academies for Young Engineers, degree apprenticeships, undergraduate and postgraduate, through to professional programmes.

An academic department of the University of Warwick, and a centre for the HVM Catapult, WMG was founded by the late Professor Lord Kumar Bhattacharyya in 1980 to help reinvigorate UK manufacturing and improve competitiveness through innovation and skills development. WMG is a key advisor to government and industry groups, to provide thought leadership, policy and regulatory advice for future technology landscapes, and maintains strong multi-sector relationships with >1000 companies of all sizes across the supply chain.



WMG has internationally recognized expertise and facilities in energy and electrification research multi-sector. WMG is unique in the UK for the depth and breadth of capability across the Energy spectrum, with over 15 years of experience in cutting-edge Battery R&D.

At the heart of WMG is the Energy Innovation Centre (EIC), a £90 million leading UK energy and battery R&D facility, housing expertise and capabilities to support a complete energy eco-system, from raw materials to industrial application to end-of-life, including:

- Material Development
- Battery Development and Prototyping
- Battery Systems Engineering: Cell to Pack
- Cell, Module, Pack: Test & Evaluation
- Safety Testing, Forensics
- BMS Control Software & Modelling
- Full System Integration
- Energy Management & Applications
- PEMD Charging Infrastructure
- Circular Economy Recycling & 2nd Life



# BENEFIT FROM A WEALTH OF BATTERY RESEARCH AND EV ASSETS IN A RICH BATTERY ECOSYSTEM



## ADVANCED PROPULSION CENTRE (APC)

National UK government organisation, with its showpiece centre on the University of Warwick campus and established in 2013, the £1bn APC specialises in low carbon propulsion technologies - such as battery production, hydrogen fuels, motors and drives - for cars, buses and HGVs. The Centre also advises industry-academic project consortia across all tiers of the supply chain.



## ASTON MARTIN

### ASTON MARTIN

Located just south of Warwick, Aston Martin, world-renowned for high performance cars, has their global headquarters, design and sports car manufacture here in the West Midlands.



### BMW

The BMW Group Plant Hams Hall powertrain facility was established in 2003 and manufactures engines and components, including hybrid powertrain and most recently V8 and V12 engines, supplying the global BMW supply chain network.



### CHANGAN POWERTRAIN R&D

In 2016, EV manufacturer Changan established its global HQ and R&D Centre of its powertrain division in nearby Solihull.



### DENNIS EAGLE

Dennis Eagle has been based in the Midlands since 1907, manufacturing a range of utility and commercial vehicles, including the world's first fully electric refuse collection vehicle (eRCV).



### HORIBA MIRA

HORIBA-MIRA provides engineering, research and test services for the automotive, defence and future mobility industries. Electrification and energy; powertrain and emissions; vehicle resilience (cybersecurity); and CAV are among its leading expertise. Based at MIRA Technology Park, the campus hosts several UK-first, real-world testing facilities specialising in battery abuse; climactic vibration; electric cycling; and self-driving technologies with over 40 tenants.



### JAGUAR LAND ROVER (JLR)

JLR can trace its roots back to Coventry and the bicycle industry. It operates sites across the West Midlands, including its HQ and Product Creation Centre at Gaydon, its Future Energy Lab at the Whitley Engineering Centre, its vehicle manufacturing sites at Solihull and Castle Bromwich and its Electric Propulsion Manufacturing Centre at Wolverhampton.



### LONDON ELECTRIC VEHICLE COMPANY (LEVC)

Represents the UK's first purpose-built dedicated EV factory where the London Taxi is made. The Coventry site also includes HQ functions and a significant R&D centre. In 2020 in LEVC launched the first in a line of new commercial electric vehicles, with VN5 representing the growing 'one-tonne' van sector.

# RICH BATTERY ECOSYSTEM CONTINUED...



## LOTUS

Sports car manufacturer Lotus has their Tech Creative Centre (LTCC) in Coventry and their Advanced Technology Centre on the University of Warwick Innovation Campus.



## THE MANUFACTURING TECHNOLOGY CENTRE (MTC)

The Manufacturing Technology Centre (MTC) is part of the High Value Manufacturing (HVM) Catapult, and supports the development of net zero technologies by delivering value in three key areas - technology innovation, industrialisation and scale-up and sustainability. Recent projects include improving Li-ion battery performance in harsh environments, and factory optimisation & visualisation for an electric machine production line.

## NATIONAL AUTOMOTIVE INNOVATION CENTRE (NAIC)

The NAIC is a partnership between WMG at the University of Warwick, Jaguar Land Rover, and Tata Motors UK. It is the largest research centre of its kind in Europe, with 33,000m<sup>2</sup> dedicated to automotive innovation. The centre's work is focused on the long-term challenges outlined by the UK Automotive Council, including electric vehicles, carbon reduction and smart and connected cars.



## POLESTAR R&D CENTRE

Since 2019, Volvo-linked EV brand Polestar has a significant R&D centre at HORIBA MIRA, and elsewhere in Coventry and Warwickshire supporting development of next-gen models.



## TVS NORTON

Following a £100m investment by TVS Motor Company, Norton Motorcycles state of the art manufacturing site and headquarters opened in Solihull in 2021.



UK BATTERY INDUSTRIALISATION CENTRE

## UK BATTERY INDUSTRIALISATION CENTRE (UKBIC)

The £130m UKBIC is the UK's most exciting centre of breakthrough science for next generation battery production. Located on the southern edge of Coventry in Warwick District, companies and researchers across the value chain have open access to the UK's only facility to scale technologies that will form the core products of the UK's emergent Gigafactories. The facility provides advanced manufacturing capability that can enable the development of the next generation of battery systems across electrode, cell, module and pack levels to allow companies to move to full-scale, high-volume battery manufacturing.



## WMG (UNIVERSITY OF WARWICK)

WMG at the University of Warwick, is a founding member of High Value Manufacturing Catapult (HVMC), pioneering research in hand with industry across a range of themes including electrification, materials, manufacturing, data and transport.

WMG is the lead HVMC Centre for electrification and contributes significantly across the EV value chain, playing a pivotal role between government, academia and industry. WMG was part of the UK government consultation behind The Faraday Battery Challenge, now worth >£600m, and is a founding member of the Faraday Institution (FI) and UK Battery Industrialisation Centre (UKBIC).

WMG is also the lead centre for the Driving the Electric Revolution Midlands Industry Centre, part of the £80m government funded initiative, helping drive UK capability in power electronics and machines and drives (PEMD). Within the EV value chain, WMG has led research across the whole Battery Eco-system; PEMD; Charging Infrastructure; Energy System Applications; Next Gen, Sustainable Materials and lightweighting; Cyber Security; Communication and Connectivity; and Connected and Autonomous Systems.



# ENHANCED INVESTOR INCENTIVES

As part of the West Midlands Investment Zone, companies locating within the Coventry & Warwick Investment Zone will benefit from access to an enviable range of investor incentives to help you land, build out and resource your operations.



## FULL BUSINESS RATES RELIEF

(5 years\*) for newly occupied business premises, and certain existing businesses where they expand in tax sites



## ENHANCED STRUCTURES AND BUILDINGS ALLOWANCES (SBAS)

10% straight-line deduction per annum\*



## FULL STAMP DUTY LAND TAX (SDLT) RELIEF

for land and buildings bought for commercial use or development for commercial purposes

# 100%

## FIRST YEAR CAPITAL ALLOWANCES

(FYAs): a 100% first-year allowance for expenditure on plant and machinery



## EMPLOYER NATIONAL INSURANCE CONTRIBUTIONS

(NIC) threshold raised from £9,100 (2023/24) to £25,000 in respect of new eligible employees for the first 36 months of their employment



## INVESTOR SUPPORT:

**Your business will have access to a total package of support, with a dedicated sector specialist for every step of the way, helping with targeted introductions and links into the local ecosystem.**

- ⇒ One-to-one business sales and support
- ⇒ Immigration support and DBT working VISA connection
- ⇒ Support for key employees and their families moving to the area including familiarisation visits
- ⇒ Commercial property search and assistance including viewings
- ⇒ Free PR support to amplify your brand with our global press contacts, maximising press attraction
- ⇒ Supply chain introductions and external support programmes
- ⇒ Business network introductions and speaking opportunities
- ⇒ Detailed local economy data reports
- ⇒ COVID-19 and EU exit guidance including import/export and financial support
- ⇒ Links to local and national government via the West Midlands Growth Company
- ⇒ Recruitment assistance and salary insights
- ⇒ Free skills hub recruitment support
- ⇒ Location dependent business rates relief
- ⇒ R&D opportunities via funded university projects or regional challenges
- ⇒ Ongoing quarterly account management
- ⇒ Invites to regional relevant sector activities and networking events
- ⇒ Our commercial network can introduce you to more than 100 leading companies who can help you to establish smoothly and maximise the benefits of your investment



**WEST  
MIDLANDS  
GROWTH COMPANY**  
Invest in the West Midlands



## WANT TO DISCUSS MORE?



Coventry City Council

**John Norton**  
Business Development Manager -  
Inward Investment  
[john.norton@coventry.gov.uk](mailto:john.norton@coventry.gov.uk)



COVENTRY  
& WARWICKSHIRE

**Ian Flynn**  
Automotive & Future  
Mobility Specialist  
[ian.flynn@warwickshire.gov.uk](mailto:ian.flynn@warwickshire.gov.uk)



**WEST  
MIDLANDS  
GROWTH COMPANY**

**Adam Titchen**  
Future Mobility lead  
[adam.titchen@wmgrowth.com](mailto:adam.titchen@wmgrowth.com)

