WEST MIDLANDS GROWTH COMPANY
Invest in the West Midlands

INVEST
City of Wolverhampton

WEST MIDLANDS INVESTMENT ZONE

WOLVERHAMPTON GREEN INNOVATION CORRIDOR

WHERE BREAKTHROUGHS BEGIN

THE GREEN INNOVATION REVOLUTION STARTS HERE

For over two centuries, the global economy has been shaped by West Midlands-born technologies. Today, the region's unmatched history of invention is defining the twenty-first century as we know it. From steam power to battery technology. From Ibuprofen to life-saving diagnostics. The West Midlands remains the place where breakthroughs begin.

The Wolverhampton Green Innovation Corridor (GIC)is a key element of the West Midlands Investment Zone, a national flagship programme turbocharging commercial opportunities for global businesses, with high-level government support. The Investment Zone already embraces a high number of R&D assets, innovative businesses, anchor institutions and has the potential to generate up to 30,000 new jobs across the region; bringing together public and private sector with academia and unlocking £160m of regional investment.

With a city centre location unifying materials R&D with innovative cleantech scale ups and major manufacturers, firms locating within the GIC have a once-in-a-generation opportunity to build supply chain presence in the £108bn West Midlands economy, benefitting from cutting-edge academic research combined with state of the art manufacturing, prototyping and lab space. With a multi-city economy comparable to some European countries, this is the place where disruptive minds meet and businesses scale. The green innovation revolution starts here.

1

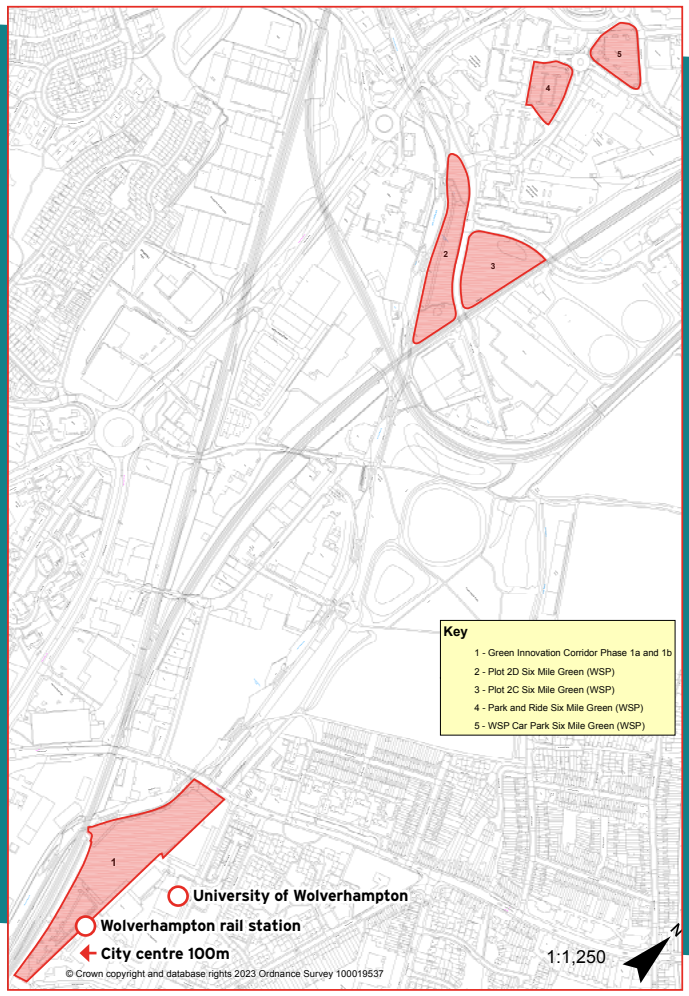
Joint number one in fDi Intelligence's 'Small European Cities of the Future' (2023)

Rising star in the 'State of Fibre' report

£

Most entrepreneurial city in the 'UK's top 10 most Entrepreneurial Towns and Cities'

GREEN INNOVATION CORRIDOR



Capital funding incentives to support buildouts

Access skills development funding

Equity funding for startups

Wolverhampton's Green Innovation Corridor is poised to enhance the city's reputation as a world-leading research cluster in green technologies.

GIC is a partnership between City of Wolverhampton Council and the University of Wolverhampton with opportunities for "triple helix" industry collaborations. GIC combines a strong talent pool with the University's research and innovation relating to metals, additive materials, advanced manufacturing, energy efficient AI and cyber security and sustainable construction.

Within the red line site indicated above, capital investments are available to accelerate site developments, helping firms build out their aspirations and scale their businesses.

1. Springfield Campus A & B – laboratory space / R&D

2-5. Six Mile Green – light industrial and office space

The GIC represents a paradigm shift towards sustainable manufacturing, propelled by cutting-edge technologies, a strong supply chain and a highly skilled, diverse talent pool. The GIC will contribute to the UK's ambition to achieve net zero by 2050 and the West Midlands ambition to achieve net zero by 2041, providing high-quality space in which to develop and implement new technologies for the efficient use of rare minerals and materials as well as improving the UK's economic and strategic resilience to supply chain disruption in minerals and metals.

GIC spans from the city centre, through the University of Wolverhampton Springfield Campus and Science Park and connects to the world-leading i54 Business Park at the northern end of the corridor. It is one of the main gateways into the city and one of the region's premier locations for employment and commercial development.

This enhances the R&D and innovation offer at University of Wolverhampton Science Park and creates a green innovation district linked to the University's strengths in additive materials manufacturing, metals and green technologies. These specialisms are already being applied across multiple sectors within Wolverhampton's supply chain, including aerospace, automotive, construction and digital.

THE WOLVERHAMPTON ADVANTAGE

Wolverhampton, a city in the midst of a dynamic transformation, is witnessing a collaborative effort between the Council and visionary developers, resulting in groundbreaking urban renaissance projects.

With the creation of 6,500 new homes in the city centre, the revival of historic industrial areas, and the establishment of vibrant communities, Wolverhampton is experiencing a change that is driving increased footfall and fostering a renewed sense of vitality.

Wolverhampton is an excellent alternative to London and other UK cities for government department and company headquarters, exemplified by the UK government's choice to locate HM Ministry of Housing, Communities and Local Government in the city. Full fibre and 5G are essential backbones for businesses across all sectors; Wolverhampton has been named a rising star in the 'State of Fibre' report, with 93% of the city Gigabit-capable.

Living in the "City of Opportunity", overall residents are 40% better off living in Wolverhampton when compared to London. With excellent schools (91% rated Good or Outstanding by Ofsted), colleges and its university, a great choice of housing, and great connectivity, it's earned a deserved reputation as one of the best-kept secrets in the UK as a high-value, highly affordable, quality of life.

For example, its art gallery houses one of the finest collections of Pop Art in the world and its Premier League football club (Wolverhampton Wanderers) has launched its own international record label.

In addition, Wolverhampton is home to the iconic and newly-refurbished Halls live music venue, a beautifully preserved (and fully working) traditional Victorian Grand Theatre, the stunning 19th century Wightwick Manor and has the award-winning Halfpenny Green vineyard and winery on its doorstep.

So, whether it's locally made wine, wonderful Warhols, or the mighty (and now music-making) Wanderers which piques your interest, Wolverhampton undoubtedly lives up to its reputation as the City of Opportunity in many different, interesting and surprising ways.

Office rental prices average **£13.73/sqft** (2022)

Industrial property rental prices average **£6.82/sqft** (2022)

3M PEOPLE live within 20 miles of the city

THE SKILLS TO SUCCEED

Wolverhampton's deep and diverse talent pool and graduate pipeline are significant assets, growing each year. Fed by the University of Wolverhampton, producing 5,500 graduates per year, with 55% graduate retention in the region (1 in 5 of our residents is educated to degree level [ONS 2020]), you're more likely to find the right people to develop and expand your business in Wolverhampton and the West Midlands.

Our renowned industrial heritage, combined with world-class capabilities in emerging tech, is giving rise to innovations with the potential to transform the world as we know it.

Originating more start-ups than any other UK regional location for the last 10 years, across the broader West Midlands region our diverse and entrepreneurial mindset is trailblazing ideas that will shape tomorrow's world. Our industrial & commercial skills enable us to build out localised supply chains: from prototyping to short production runs through to major manufacturing plants. As an example, the city is home to one of the biggest aerospace clusters in the UK with over 2,500 employees working in a half mile radius.

Wolverhampton was crowned the most entrepreneurial city in the 'UK's top 10 most Entrepreneurial Towns and Cities' in 2022 (source: Superscript) and the best city in England to be a female entrepreneur in July 2024 (source: iwoca).

The region's digitally proficient workforce is sustained by 72,000 graduates from across the region's nine universities. An evergreen pipeline of 87,000 STEM subject students equips the region's businesses with technical skills at competitive rates.

The West Midlands' low carbon and environmental goods sector employs 94,000 people, a greater concentration of expertise than any other UK location. The region is already tackling some of the biggest barriers to achieving a greener, cleaner future, through innovation in low carbon and electrified transport, decarbonised commercial and domestic energy, and a net zero built environment. As a result, low carbon is now the fastest growing sector of the West Midlands economy, and tens of thousands of new green jobs are set to be created throughout the region's supply chains.

"Choose Wolverhampton to stand out, bring your innovative ideas and deliver for the prosperity of our city."

Cllr Stephen Simkins,
Leader of City of Wolverhampton Council

ACADEMIC EXCELLENCE SUPPORTING INDUSTRY AND INNOVATION

With a wealth of research assets and a supply of industry-ready STEM graduates, the University of Wolverhampton underpins the Green Innovation Corridor.

The University of Wolverhampton has over 25,000 students and 2,200 staff. Additionally, the University of Wolverhampton Science Park is home to tenant businesses and supports the development of innovative companies.

The University's Springfield Campus is a culmination of the most ambitious aspect of the University's Our Vision, Your Opportunity programme. The site of the former Springfield brewery has been transformed into Europe's largest specialist construction and built environment campus. It brings together businesses and the education sector to maximise economic impact.

Springfield is the home of the University's School of Architecture and Built Environment and the National Brownfield Institute. With Thomas Telford University Technical College and the Elite Centre for Manufacturing Skills also on-site, this campus is central to the University's vision of enhancing the student experience and supporting business growth.

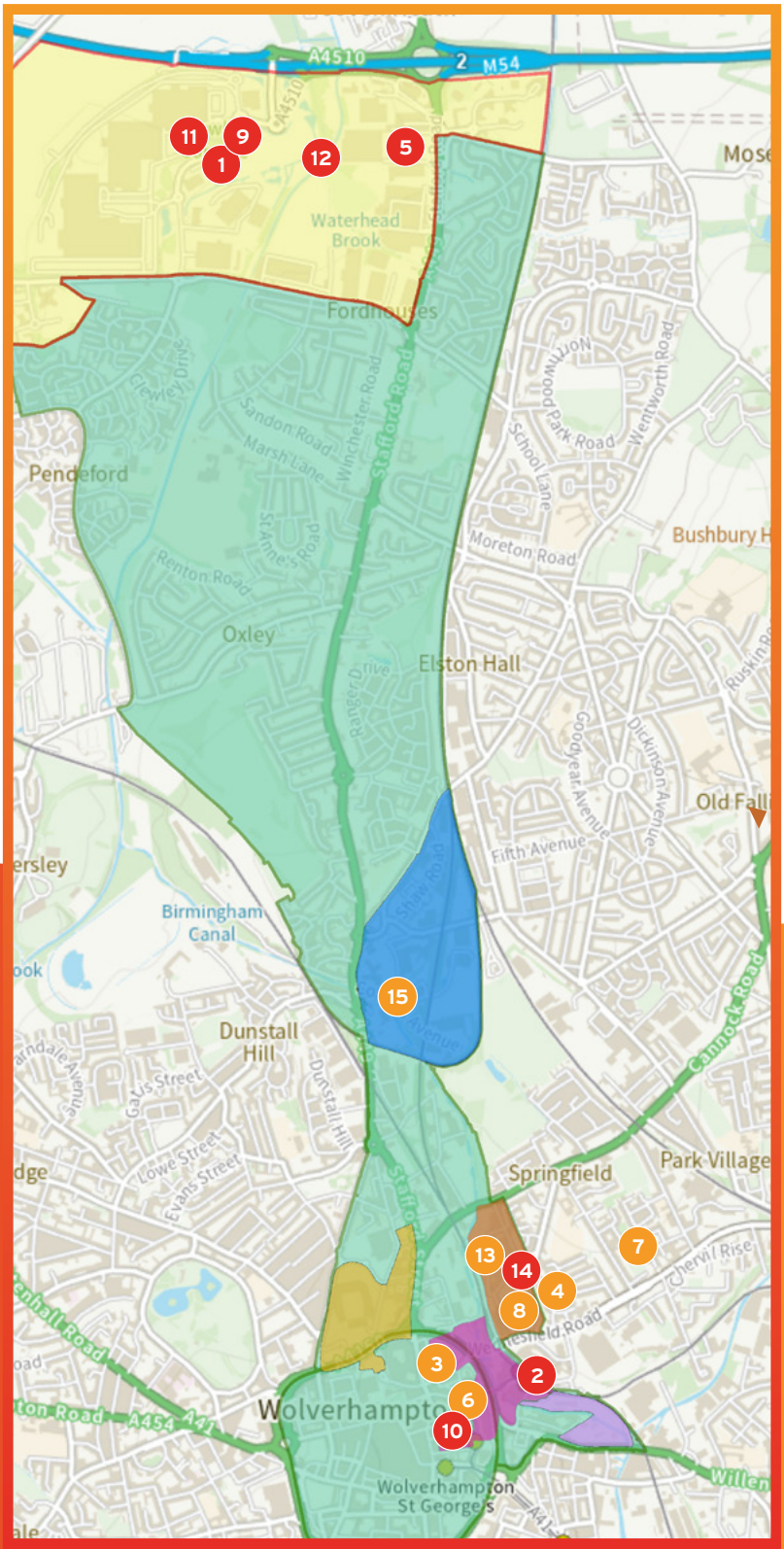
A new £69 million City Learning Quarter will be completed by start of 2025/26 academic year and will establish transformational state-of-the art learning facilities in the city centre for the City of Wolverhampton College, Adult Education Wolverhampton and Central Library. The first phase of the City Learning Quarter masterplan – a new £8.1million Advanced Technology and Automotive Centre at the college's Wellington Road campus in Bilston – was completed in July 2024. The College is also a partner in the Institute of Technology in nearby Dudley, offering a wide range of high-quality technical education programmes with clear pathways to skilled jobs.

"From alternative materials for a cleaner future, to cyber security for a safer tomorrow; West Midlands collaborations are shaping the twenty-first century"

Professor Prashant Pillai, Pro-Vice Chancellor Research & Knowledge Exchange, University of Wolverhampton

A TRUSTED HEARTLAND OF R&D EXCELLENCE

GIC connects key assets in an established CleanTech ecosystem with the University of Wolverhampton's world-leading R&D facilities. It will help nurture new entrepreneurs, support new business start-ups and develop new products and services for an array of industries, from automotive and aerospace to energy efficiency. The GIC already has a significant presence with world leading institutions and businesses at the forefront of R&D and innovation.



1. Atlas Copco
2. Brewers Yard
3. CEIR – Centre for Engineering Innovation and Research
4. Centre of Excellence for Additive Manufacturing
5. Collins Aerospace
6. Cyber Research Institute
7. Elite Centre for Manufacturing Skills
8. GEMM – Centre for Green Electric Materials Manufacturing
9. i54
10. Interchange Commercial District
11. JLR Electric Propulsion Manufacturing Centre
12. Moog
13. National Brownfield Institute
14. SoABE – School of Architecture & Built Environment
15. University of Wolverhampton Science Park

KEY

- Green Innovation Corridor (GIC)
- i54
- SciencePark (SP)
- Molineux_Quarter (M)
- Springfield (SPF)
- Interchange Commercial Quarter (ICQ)
- Canalside South (CSS)

The existing clustering of leading institutions and businesses provides further opportunities to grow the GIC particularly through the available land and buildings within the corridor and the incentives available.

*● R&D facilities

COMMERCIALISING CLEANTECH AND MANUFACTURING INNOVATIONS

Atlas Copco is a world leading provider of industrial productivity solutions. Wolverhampton is home to the Smart Factory Innovation Centre which enables efficient, flexible and sustainable manufacturing across all industries.

BREWERS YARD

The Brewers Yard is a key part in the regeneration of the North-East of the city, alongside Wolverhampton University's Springfield Campus.

Located just a few hundred metres from the train station which provides quick, direct access to Birmingham, London and Manchester, Brewers Yard also offers great access to the city centre and university campuses.

The proposed scheme sees the regeneration of a 10-acre brownfield site. A £250m mixed-use scheme will see a total of 1,300 city houses and apartments, and 60,000ft^2 of new retail and commercial space as part of the city's Canalside regeneration. The scheme aims to deliver high-quality, affordable living, alongside an excellent, carefully designed public realm.

The accommodation is planned to include family living spaces, luxury loft-style apartments, retained post-graduate living opportunities and high-quality landscaped courtyards. These are all intended to have a clear identity and sense of belonging to Wolverhampton's aesthetic and unique heritage.

CEIR - CENTRE FOR ENGINEERING INNOVATION AND RESEARCH

The Centre for Engineering Innovation and Research (CEIR) is dedicated to integrating advanced scientific techniques, specialized knowledge, and critical inquiry to address engineering challenges pertinent to industry, society, healthcare, and the environment. CEIR's innovations span a range of fields, including advanced additive manufacturing, metamaterials, tissue engineering biomaterials, next-generation energy-absorbing devices, and advanced energy storage solutions.

By fostering interdisciplinary inquiry, CEIR aims to push the boundaries of engineering within two key focus areas: Additive Manufacturing and the Energy and Green Technology Group.

Additionally, the centre supports two knowledge exchange impact initiatives, the Elite Centre for Manufacturing Skills and the National Foundry Training Centre, which focus on translating academic research into practical applications that support regional and national businesses while equipping tomorrow's workforce with essential skills.

CENTRE OF EXCELLENCE FOR ADDITIVE MANUFACTURING

The University of Wolverhampton and 3D printing global leaders EOS and AMCM, have joined forces to launch a new UK Centre of Excellence for Additive Manufacturing. The partnership will provide access to cutting-edge technology from EOS and AMCM and specialise in the development of advanced materials and processes for demanding applications within industries such as space, automotive, aerospace, electronics, and quantum computing. The centre will be based in the Elite Centre for Manufacturing Skills (ECMS) at the University of Wolverhampton's Springfield Campus. The centre will be a hub for knowledge exchange and research commercialisation activities, catering for local, regional, and global customers in a wide range of sectors.

The University of Wolverhampton's Additive Manufacturing Research Group and its spin off company, Additive Analytics, will lead material and process development activities. Industries ranging from automotive and electronics to quantum computing and aerospace are already expressing interest, highlighting the broad applicability of copper AM for thermal management and electrification, due to its exceptional thermal and electrical properties.

Whilst copper has desirable properties, it is challenging to laser process it, hindering its widespread adoption in additive manufacturing. The work of the consortium aims to address this by leveraging cutting-edge technologies, processes, and expertise to drive efficiency and reduce material waste.

COMMERCIALISING CLEANTECH CONTINUED...

Collins Aerospace

Global aerospace systems manufacturer Collins uses its Wolverhampton facility to focus on the design and manufacture of advanced structures. Using advanced materials and innovative manufacturing technology, this supports reductions to size, weight, cost and the environmental impact of aircraft.

CYBER RESEARCH INSTITUTE

Wolverhampton Cyber Research Institute aims to become a world leading research institute by fostering a research environment that is inclusive, interdisciplinary and encourages innovation and creativity to increase originality, significance and rigour in cyber research.

Wolverhampton Cyber Research Institute builds on the established strength of its members in the area of network and communication security, artificial intelligence, big data and cyber physical systems. Wolverhampton Cyber Research Institute works in collaboration with academic, industrial and governmental organisations to all aspects of security and privacy.

With research centering on security for critical national infrastructure, the Institute works on cryptographic solutions, security protocols, attack patterns and prediction. It also researches risk assessment and quantification, threat modelling, secure software engineering/software testing, secure electronics/embedded systems and real time security analytics.

ECMS

The Elite Centre for Manufacturing Skills (ECMS) is a £11 million employer-led training, research and knowledge exchange. The centre was designed to support the UK's metal manufacturing industry in upskilling and multi-skilling the workforce, with particular focus on emerging technology in sustainable engineering manufacturing and casting sectors.

ECMS provides specialist access to manufacturing research, technology infrastructure and training to help close skills gaps to create and retain jobs in the manufacturing sector. ECMS has two main centres: at the University of Wolverhampton's Springfield Campus; and the National Foundry Training Centre. Both are supported by the university's Advanced Additive Manufacturing facilities where bespoke business assists, research, training and CPDs are delivered.

ECMS since its inception has upskilled 3,060 trainees, with over 2,813 individuals benefiting from additive manufacturing, computer aided design (CAD) and simulation programs, offered both online and in-person. Additionally, 109 enterprises have received non-financial support through workspace, equipment demonstrations, and strategic planning assistance. Apprenticeship starts have reached 339, with 55 apprentices completing their programs.

The ECMS has fostered strong collaborations with external training providers and continues to host employer events, workshops, and seminars, further expanding its impact.

GEMM - CENTRE FOR GREEN ELECTRIC MATERIALS MANUFACTURING

The National Centre for Green Electric Materials Manufacturing (GEMM) sits in the University's new Additive Manufacturing Centre for Excellence. The additive manufacturing of functional materials (AMFM) and Green Energy Group at CEIR has been pioneering research into novel materials and processes that can solve many of the material and structural challenges in enabling sustainable manufacturing for a green and circular economy.

The pioneering research activities into electrical materials and manufacturing have resulted in significant interest from national and international industrial and research partners in knowledge transfer, consultancy, and collaborative research in addition to training and CPD requests.

GEMM will have a focused approach, addressing the gaps within national centres, and providing unique and relevant contributions to the field. By complementing the JLR Electric Propulsion Manufacturing Centre in Wolverhampton GEMM will become an internationally recognised hub for the development of highly conductive materials, additive manufacturing of functional electronic components/semi-conductors, thermoelectric/battery manufacturing, and recycling, upcycling, 2nd life and remanufacturing.

COMMERCIALISING CLEANTECH CONTINUED...

i54 is one of the UK's most successful Enterprise Zones with over £1 billion already invested, and is home to international businesses and high value-added employers, including JLR's Electric Propulsion Manufacturing Centre alongside other global businesses such as Moog, ERA, Atlas Copco and recently Fortune Brands.

i54 has direct access to the UK motorway network (Junction 2 of M54 off junction 10a M6) and covers 300-acres of business park, strategically located for maximum connectivity, and home to a cluster of advanced manufacturing companies.

INTERCHANGE COMMERCIAL DISTRICT

Underpinned by the new transport interchange, the new and developing Interchange Commercial District has seen substantial success and consists of multiple strategic sites.

Key site opportunities include Interchange 8, Banana Yard, Steam Mill and Sackworks, as part of an exciting proposition featuring 93,000m2 of new commercial space, 87,000m2 net office space and a 153 bed hotel.

Historically the location for manufacture of JLRs internal combustion engines, the site in Wolverhampton has an electric future producing electric drive units and battery packs for JLR's next generation vehicles. Employing more than 1,000 people, the site will see more than £350m invested as part of JLR's global £15bn "Reimagine" strategy.

Moog is a global designer, manufacturer, and integrator of precision control components and systems. The Moog Wolverhampton facility focuses on aerospace controls, primarily on the design, manufacture and support of precision rotary mechanical and electrohydraulic actuation products, including primary and secondary flight controls used on modern and legacy aircraft. The Wolverhampton support centre provides repair and overhaul services to civil and military customers worldwide.

Situated on the University of Wolverhampton's flagship £120 million Springfield Campus, the National Brownfield Institute (NBI) is a world-class research centre that develops modern methods of building through innovation and partnership with the construction industry, focusing on the practical application of future brownfield regeneration and remediation through the work of research teams, leading policy development and commercial services.

NBI plays a pivotal part in unlocking industrial land to help tackle the housing shortage in towns and cities, attracting investment into housing and driving housing supply by accelerating development of brownfield sites, which in the past have frequently been seen as too expensive and complicated to warrant redevelopment.

The NBI houses some of the latest facilities to support business engaged in brownfield regeneration. The physical laboratories provide the ability to undertake testing of soil samples, water and site conditions. It also houses state-of-the-art technology including robotics, an immersive visualisation suite as well as the latest wearable and hand-held laser scanning devices in supporting brownfield regeneration – ensuring that stakeholders make the right decisions by using a wide range of digital data.

COMMERCIALISING CLEANTECH CONTINUED...

SABE SCHOOL OF ARCHITECTURE AND BUILT ENVIRONMENT

SoABE is home to over 1000 undergraduate and postgraduate students studying built environment disciplines including Quantity Surveying, Civil Engineering, Construction Management, Building Surveying, Sustainability and Climate Change, Architecture and much more. The school contributes to industry with over 250 highly skilled graduates annually and works closely with industry and professional bodies to effectively address market needs for skills, learning and knowledge delivery to the sector. Courses within SoABE are accredited by professional bodies such as Royal Institution of Chartered Surveyors (RICS), Royal Institute of British Architects (RIBA), Chartered Institute of Architectural Technologists (CIAT) and the Chartered Institute of Buildings (CIOB).

Students who study within SoABE are taught at the £120m Springfield super campus which houses cutting-edge facilities including 6 specialist construction laboratories, a top floor architectural super studio with double height ceilings, 125-seater lecture theatre and flexible teaching and learning spaces. The RIBA award-winning SoABE is an 85,000sqft site that regenerates a historic Victorian building with contemporary but complimentary architecture to deliver a leading-edge facility. The new school has extensive investment in state-of-the-art technology, teaching facilities and research for the built environment.

More than half of the Architecture and Built Environment research at the SoABE was rated as 'Internationally Excellent and World-Leading' during last Research Excellence Framework (REF) exercise in 2021. Research outputs, impact and environment have excelled and SoABE's key strategic collaborations with partners have facilitated positive impacts at professional, industry and community levels.

Construction Futures Research Centre (CFRC) drives and underpin research within SoABE and it cuts across all the school disciplines including Architecture, Built Environment, Civil Engineering and Geography. Providing pioneering research in the field of sustainable construction, shaping and informing decisions, policy and practice, and enhancing societal impact globally. Interdisciplinary research is intrinsic to CFRC and it integrates three core pillars: people, processes and technology to address challenges pertinent to construction industry.

UNIVERSITY OF WOLVERHAMPTON SCIENCE PARK

Since 1995, University of Wolverhampton Science Park has been a driving force in supporting the development of a diverse range of innovative businesses working in the science, technology, knowledge-based and creative sectors. There are circa 100 companies employing around 700 people.

With close links to the University of Wolverhampton, tenant firms have outstanding opportunities for collaboration, with access to the University's areas of research, academic excellence, specialist equipment and student / graduate skill base. Collectively this will boost business collaboration and learning opportunities championing innovation, emerging green industries and decarbonisation practices within existing and new industry sectors resulting in quality jobs and skills capital for local people.

Facilities at the Science Park include a range of configurable office spaces, workshops (with single and three-phase electricity as well as roller-shutter access), Category 1 & 2 laboratories, SPARK Incubator and the Co-Zone co-working area. All complemented by a suite of conference/meeting rooms, auditorium, on-site cafés, parking, public transport links and super-fast broadband.

INVESTOR SUPPORT:

All companies within the West Midlands Investment Zone can apply to access funded assistance and advice for skills development and supply chain support, with equity funding available for start ups.

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
- ⇒ Links to local and national government via the West Midlands Growth Company
- ⇒ Recruitment assistance and salary insights
- ⇒ Free skills hub recruitment support
- ⇒ 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

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WANT TO DISCUSS MORE?

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ONE REGION, MANY WORLDS