

# TRANSFORMING WOLVERHAMPTON THROUGH GROWTH

DELIVERY BUSINESS PLAN 2008–2011



Wolverhampton  
Development  
Company

**WDC**  
100%  
Dedicated  
to our city.

## FOREWORD

Wolverhampton has a unique identity underpinned and shaped by its location within the West Midlands region. Recent years have seen many challenges for Wolverhampton as a result of a number of local, national and global trends and events which have contributed to a loss of traditional employment and skills, poor educational attainment, low levels of investment and the emergence of severe pockets of deprivation.

In recent years the city has attracted much interest from the property development sector and there is a significant opportunity to build upon this interest and create a sustainable prosperous future for Wolverhampton. However, to achieve this transformation, all partners have recognised that there is a need to create and nurture new markets and increase the pace, scale and quality of growth opportunities offered to the private investment sector. As no single organisation can achieve the required activity on its own, the partners have established Wolverhampton Development Company as an Urban Regeneration Company to focus on delivery of improved economic performance through greater investment.

This Business Plan sets out the activities to be undertaken by the company over the period April 2008 to March 2011. The activities and associated funding sources, project profiles, outputs, milestones and performance indicators will enable all involved to judge our progress in the task of transforming Wolverhampton into a vibrant, sustainable, economically successful and socially inclusive city capable of meeting the needs of the 21st century.

I am extremely pleased at having been asked to chair the company and look forward to working with all the partners in helping to deliver this exciting agenda.

Lastly, I wish to offer my thanks to the Board members and staff of the company for the commitment and skill that they have pledged to make Wolverhampton one of the most successful cities of the future.

**Graham Mackenzie**  
Chairman



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## 1. EXECUTIVE SUMMARY

- This is Wolverhampton Development Company's (WDC's) first three-year Business Plan and sets out the activities it will undertake over the period April 2008 to March 2011.
- WDC's mission is to increase the pace, scale and quality of growth opportunities to create a sustainable and prosperous future for Wolverhampton.
- WDC will take responsibility for:
  - (i) the facilitation of delivery of a number of significant current development/investment opportunities
  - (ii) the identification of future opportunities
  - (iii) the promotion of the city to would-be investors and their advisors.
- Our most important task is to help attract and grow businesses to create the growth required to provide 30,000 new jobs by 2031.
- Key to achieving this is the successful development of i54, the flagship technology-based park adjacent to Junction 2 of the M54, and the creation of a significantly enhanced office market in the city centre.



- This plan sets out how we intend to work in partnership with others and by doing so become their partner of choice.
- Key activities in our delivery programme include undertaking an assessment of the city centre office market, producing masterplans for Stafford Road Corridor and the Canalside Quarter and participation in the preparation of economic development and transport infrastructure plans.
- Bids to partners for £42m of capital funding for the three-year period are to be made to lever in some £345m of private sector investment.