



# Walsall – A Town for Enterprise

## Update Report to Regeneration Scrutiny Panel

8<sup>th</sup> January 2009

Dr Peter Cromar – WRC Chief Executive

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## Walsall, A town for Enterprise

- Exploiting central location
- A vibrant 21<sup>st</sup> century Town Centre
- Dynamic knowledge based economy
- Transformed and aspirational environment



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## Role of WRC -

- Providing leadership
- Stimulating innovation & enterprise
- Focusing on investment not funding
- Acting as a “Ringmaster”
- Creating effective partnerships
- Concentrating on a small number of ‘high quality’ projects



WRC Designated Area (780 Ha)



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## Walsall Leading the Way



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## Walsall Town Centre Context



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## Walsall First

- £100m plus scheme for new Walsall College & Tesco
- Shepherd Construction on site August 2007
- College open September 2009
- Tesco open late 2010



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## Walsall Waterfront

- Urban Splash



- Jessup Developments

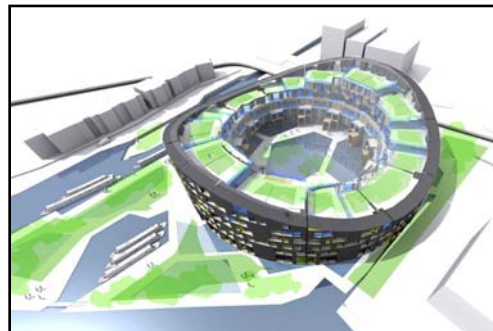
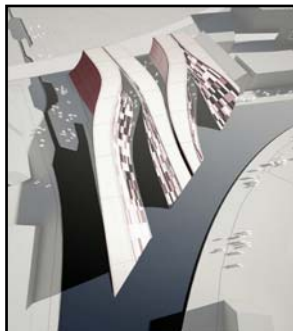


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## Walsall Waterfront – Lex



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## Manor Hospital – Skanska Innisfree

- New Hospital Campus



- Main Entrance



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## Retail Academy

- The Asda experience
- Diplomas & Young Apprenticeships
- Aligning business needs
- Retail as a Career of Choice



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## Construction Academy

- Walsall College
- Walsall Waterfront
- Manor Hospital
- Invest in Walsall
- Think Walsall



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## St Matthew's Quarter

- High quality public realm
- New fashion retailers
- Leisure
- 21<sup>st</sup> Century Market

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## Darlaston SDA

- Major strategic location
- Key land acquisition by AWM
- Remediation starting 2009
- Fibre optic connections?
- Inspirational transformation



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## Building a New Birchills Together



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## Building a New Birchills Together

- Build on locals strengths
- Skills & Enterprise development
- Better & more responsive health & education
- Community & social cohesion
- Potential of fibre optics
- Think global, act local



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## Walsall Gigaport – moving forward

- Outline Planning Permission
- Open Access Next Generation Broadband Platform
- Developers
- Data Centre
- Service & Content Providers
- Investment Prospectus under preparation
- Finance, Health, Digital Media



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