



Walsall – A Town for Enterprise Presentation to Regeneration Scrutiny & Performance Panel

Dr Peter Cromar – Chief Executive , WRC

31st July 2008

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Walsall, A town for Enterprise

- Exploiting central location
- A vibrant 21st 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

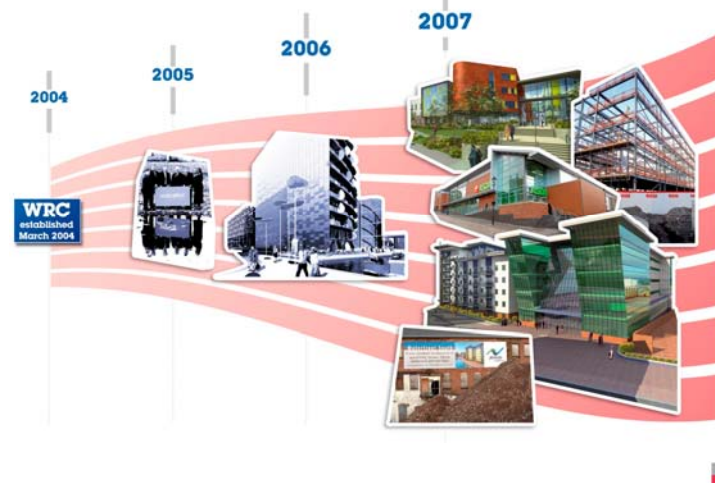


WRC Designated Area (780 Ha)

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Progress to Date



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Walsall Town Centre Context



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Walsall Waterfront

- Urban Splash



- Jessup Developments



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Manor Hospital – Skanska Innisfree

- New Hospital Campus



- Main Entrance



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Darlaston SDA



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Building a New Birchills Together

- Engage locally from the outset
- Focus on delivery not strategy
- Build on local strengths
- Investment not funding
- Think global, act local
- Learn from OnsNet



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Bridging the Digital Divide in Birchills

- Potential of fibre optics
- Skills and enterprise development
- Better and more responsive health services
- Community and social cohesion



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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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Walsall Gigaport

- Outline Planning Application for 1.5m sq. ft.
- Phase One
 - *Fibre Network*
 - *Business & Innovation Centre*
 - *One Gigaport*
- Outline Funding Application to AWM



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