THE BLACK COUNTRY
Enterprise Zone

BE PART OF THE BLACK COUNTRY
BE PART OF OUR SUCCESS STORY
Made in the Black Country, Sold Around the World

The Black Country is a significant economic sub-region housing over 1.18 million people, hosting 446,500 jobs and generating £20.2bn GVA per annum. The area comprises the Boroughs of Dudley, Sandwell, Walsall and the City of Wolverhampton. It covers 356 square kilometres and sits at the heart of England, with excellent national transport links, in particular to the M6, M5 and M54 motorways.

Sparked into life at the dawn of the Industrial Revolution, the Black Country boasts cutting edge companies, a highly skilled workforce, thriving university partnerships, and a huge network of specialist suppliers and support. From manufacturing to transport infrastructure, education to culture, this area is rich with resources and is open to development.

The Black Country has seen a significant increase in foreign and domestic investment over the last few years and was recognised as one of the top 3 cost-effective regions in the UK to do business from, by the fDi Magazines European Cities and Regions of the Future ranking 2018/19.

Renowned for its ability to drive innovation and a first-class investment destination, the Black Country is already home to global giants including Jaguar Land Rover, Porsche, Rimstork, Marston’s and Moog – ensuring that products made in the Black Country are sold around the world.

“Global businesses are already making the Black Country their base and with world-class engineering and manufacturing skills and competitive operating costs, the Black Country makes perfect business sense.”

Tom Westley
Black Country Local Enterprise Partnership Board Member and lead for Enterprise Zones
Enterprise Zones

Enterprise Zones are designated areas across England that provide tax breaks and Government support. They are great places to do business especially for both new and expanding firms.

Enterprise Zones are at the heart of the Government’s wider Industrial Strategy to enable long-term economic growth and support businesses to grow. The first Enterprise Zones launched in 2012 with additional Zones created in 2016/17. Enterprise Zones are helping to attract more investment into the UK with a focus on delivering long-term, sustainable growth based on cutting-edge technology and enterprise.

The Black Country has two designated Enterprise Zones:

- **Black Country Enterprise Zone** (including North Wolverhampton/i54 and Walsall)
- **DY5 – Dudley’s Business and Innovation Enterprise Zone**
The Black Country Enterprise Zone was launched in 2012 and is described as the most successful nationally, having already generated over £1.2 billion of investment. The Black Country Enterprise Zone, located at the heart of the UK, comprises a portfolio of sites across two well-connected locations: Walsall near to M6 Junction 10 and the City of Wolverhampton (including i54) at M54 Junction 2. There are a number of opportunities for investors at the helm of the region’s industrial heartland.

Covering 120,000ha of land in total, the Black Country Enterprise Zone has a range of sites that are ready for immediate development or offer longer term development opportunities. A wide range of sectors are encouraged to the Zone, including advanced manufacturing/engineering, transport technologies, construction technologies, environmental and business services.

As the UK’s premier advanced manufacturing location and one of the most sought-after business parks in the Midlands, i54 is already home to key occupiers including Jaguar Land Rover, Moog, Eurofins International, ERA and Tentec Ltd.

Dudley is well connected to the regional infrastructure and the plans for the Metro will put Dudley on the national and international map as a great place to do business.

“Relocating the business to i54 was a key strategic move for MOOG. We now have a first-class facility which will allow us to support & build on our market leading position in Europe and globally”.

Stuart McLachlan
Business Unit General Manager, Wolverhampton Operations, Moog Aircraft Group
Darlaston Enterprise Zone, Walsall

**Overview:** Darlaston, situated within Walsall, is a cluster of sites within close proximity of both Junction 9 and Junction 10 of the M6 motorway that offers an important strategic gateway location. Providing developable land opportunities and benefitting from Enterprise Zone status, Darlaston is a signal of change for private sector led job growth.

These prominently located development sites offer opportunities for research & development, general industry and storage & distribution, with ancillary office space.

The development sites at Darlaston provide a custom and practice supply chain locality for just in time delivery of critical but engineering intensive components for the advanced manufacturing/engineering, and construction and transport technology sectors.

**Location:** Walsall, West Midlands

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**Future Investment**

Development partners can invest in delivery of the sites in different ways from land acquisition through to development finance. Walsall Council has already taken a lead role in supporting delivery of a key site in the Zone to act as a catalyst for future investment. Henry Boot Developments have been selected as developer partner for the 18 hectares Phoenix 10 site, one of the largest employment opportunity sites in the West Midlands Region, jointly owned by the UK Government and Walsall Council. The site is connected to and highly visible from the main motorway network, and significant multimillion pound public investment has been agreed to undertake enabling works and prepare the site for the delivery of major employment space. Unit sizes could range from 20,000sqft to 300,000sqft, making this an ideal location for a range of potential occupiers.
Overview: DY5, Dudley’s Business and Innovation Enterprise Zone offers office, technology, leisure and residential high density mixed use development opportunities. The enterprise zone covers 6 areas and includes an attractive waterfront location. DY5 has already attracted millions of pounds of new investment and has delivered new speculative industrial development. Further opportunities now exist to deliver commercial and residential opportunities.

The enterprise zone is set to benefit from major infrastructure investment, which will improve connectivity and add to the attractiveness of the area. The £343m Wednesbury to Brierley Hill Metro Extension will provide a direct link to Birmingham and the wider West Midlands by 2023.

Location: Dudley, West Midlands

Centre creating 170 jobs

Cromwell, the leading broad line supplier of maintenance, repair and operating (MRO) products serving businesses and institutions in the UK, opened its new customer service centre in a 22,000sq ft office on the Waterfront in 2018.

The Leicester based company which has more than 50 branches, established a team of 170 employees in the Enterprise Zone. The letting was a significant indicator as to the growing momentum of the Enterprise Zone with Cromwell’s investment, one of the largest office lettings in the Black Country in 2018.

“We are delighted to open this customer service centre in DY5, Dudley’s Business and Innovation Enterprise Zone. Cromwell has helped professionals keep their operations running and their people safe for almost 50 years, and this centre is further proof of our commitment to customer service.”

Neil Jowsey
Managing Director, Cromwell
Wolverhampton North (including i54)

Overview: Wolverhampton North focuses on key high-technology sectors including aerospace, automotive and other advanced manufacturing and business services. The cluster of sites comprising Wolverhampton North, situated three and a half miles north of Wolverhampton City Centre and with easy access to J2 of M54 motorway, offers prime development land and vacant buildings.

Home to global businesses including Jaguar Land Rover, Moog Aerospace, Handelsbanken and HS Marston, potential investors can benefit from immediately deliverable design and build opportunities on a leasehold or freehold basis featuring office development, excellent on-site amenities and Enterprise Zone status. Overall, this area provides the potential to generate several thousand different types of skilled and semi-skilled jobs in key high technology sectors supplying the high-end companies the Black Country seeks to attract.

Local authority partners, City of Wolverhampton, Staffordshire County Council and South Staffordshire Council who delivered the successful i54 business park are now progressing plans to extend the park by a further 100 acres (40 hectares) known as the i54 Western Extension.

Location: Wolverhampton, West Midlands

“We picked Wolverhampton to be our base because it has strong links with the financial services industry and therefore provides us with a wealth of opportunities to recruit talented people. Many financial services firms have operations in the West Midlands and because Wolverhampton is close to the motorway network and has a good public transport system, many potential employees are within our catchment area. We have grown from 28 people to over 350 over the last seven years and our location has played a part in this achievement.”

Ian Lonergan
CEO, Charter Court Financial Services.
Discover More

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