

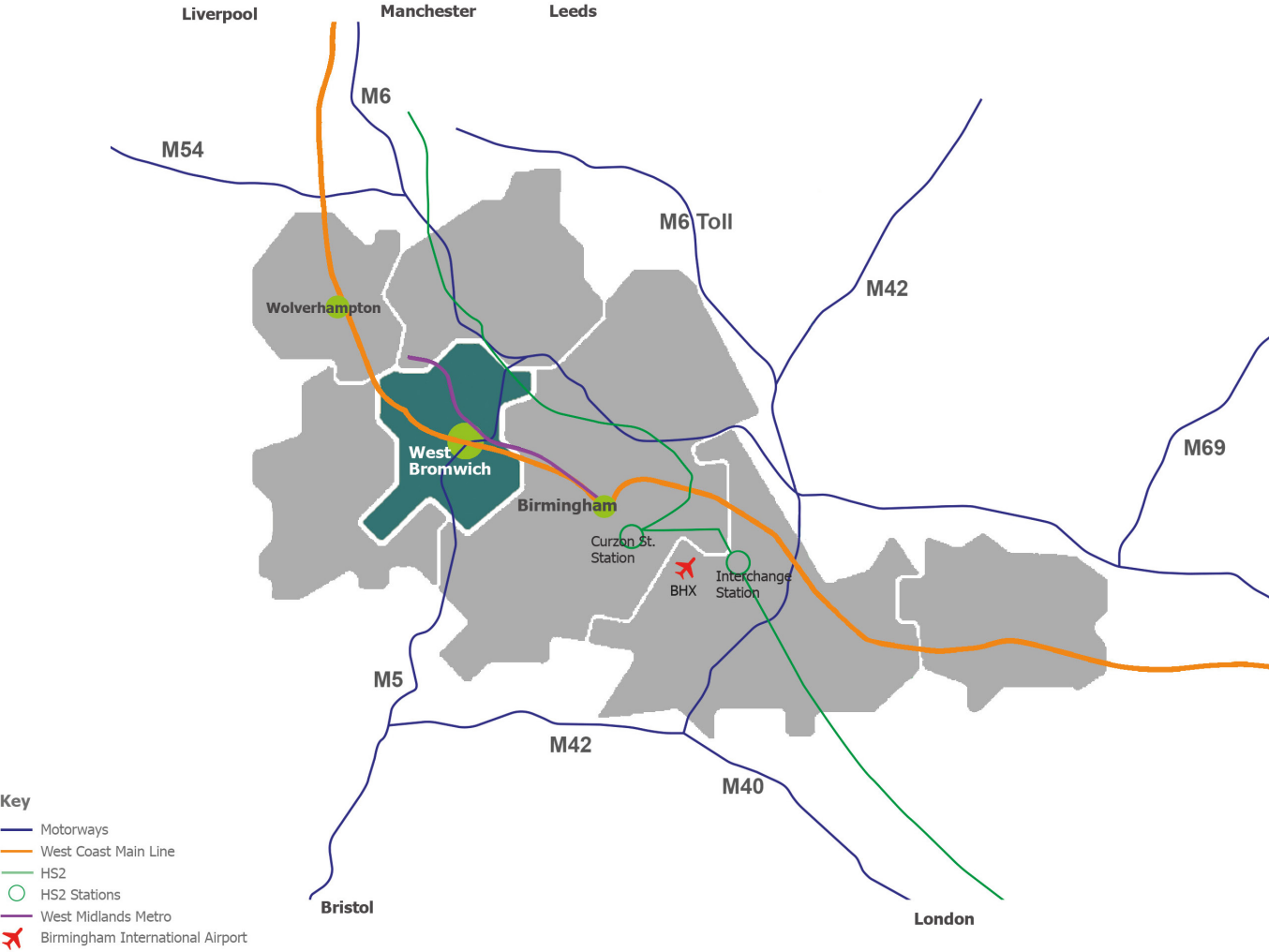
# INVESTMENT BROCHURE 2024



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# CONNECTIVITY



# INTRODUCTION

Sandwell is growing. Up to £2.9bn of public and private sector investment will drive regeneration across Sandwell's 6 towns between 2022 and 2027. Sandwell's regeneration project pipeline brings together investment for housing; town centres, high streets, and neighbourhoods; employment sites; education and skills; transport; digital connectivity; and sustainability. All critical levers to create a wealthier and more sustainable Sandwell.

We'll be investing in all our six towns, resulting in:

- More than 4,300 new homes
- More than £100million invested in ten education and skills facilities
- Helping 4,000+ new learners and apprentices



**£3bn**  
TOTAL INVESTMENT



**5,000+**  
NEW HOMES



**4000+**  
LEARNER ASSISTS



**69**  
LIVE PROJECTS



**1 goal**  
TO IMPROVE  
THE BOROUGH



**14,000**  
JOBS SUPPORTED

# WHO WE ARE



**Tammy Stokes**  
**Assistant Director Spatial Planning & Growth**

With over 20 years' experience in town planning and regeneration, Tammy is responsible for securing and delivering multi-million-pound capital investment programmes including housing, commercial, leisure, and major transport schemes. She also leads the Planning Policy, Conservation, Housing Partnerships, Transportation, and Regeneration and Economic Growth Teams at Sandwell.



**Jenna Langford**  
**Regeneration Manager**

Jenna leads the Regeneration & Economic Growth team at Sandwell Council, and whilst working with the team secured in excess of £100m investment to deliver housing, heritage, leisure and commercial regeneration projects, including Sandwell's regeneration programme.



# THE WEST MIDLANDS AND THE UK



# THE WEST MIDLANDS - WITH SANDWELL AT ITS HEART

Welcome to the West Midlands; the UK’s leading destination outside of London for international investment.

Our £117bn full-service economy, which is bigger than several European countries including Croatia, is home to the UK’s fastest growing technology sector and is considered a UK leader in emerging technologies.

We’re also home to the country’s largest regional Business, Professional and Financial Services sector outside of London, as well as its biggest aerospace, automotive and rail clusters.

No matter what sector you specialise in, the West Midlands can offer investors and entrepreneurs the opportunity to innovate, disrupt and scale at pace.

Our region is a thriving hotbed of cross-cutting innovation for the key industries of the future -

from low carbon and data driven healthcare to future mobility and cybersecurity - and we are driving growth within rapidly evolving sectors such as Serious Gaming, ProfTech and Industry 4.0.

With its world-class education and academic infrastructure, diverse pool of talent and unrivalled UK connectivity, the West Midlands is an increasingly attractive destination for international companies entering the UK market.

Located at the heart of the West Midlands, Sandwell boasts access to the national motorway network, and benefits from a mainline train station and the Midlands Metro connecting to the rest of the country. We’re the green gateway to the Black Country from Birmingham and have an outstanding track record in attracting investment into the region.



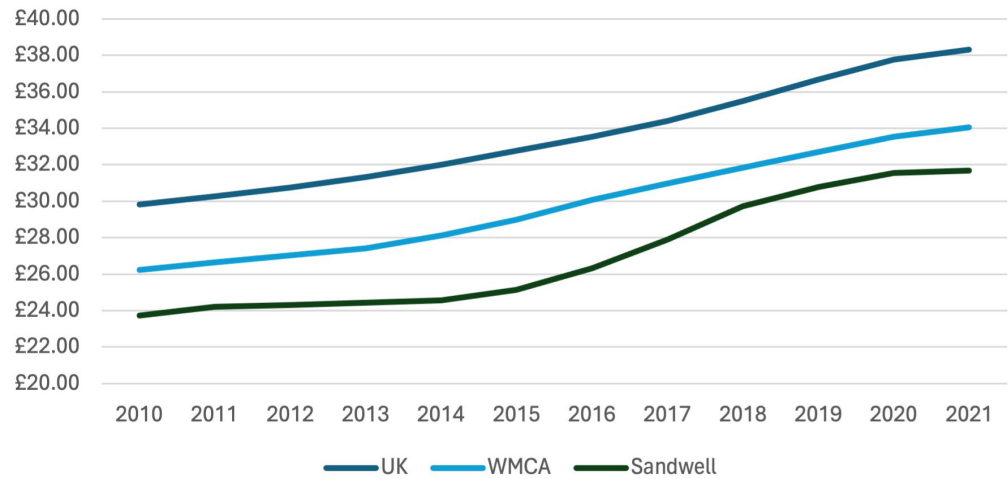


# AN ECONOMY ON THE RIGHT TRACK

Sandwell has a £6.4bn economy. During the financial crisis, all areas experienced a decline in productivity, however in the years 2012 to 2021 Sandwell's productivity rebounded and increased at an average of 2.7% per annum, narrowing the gap with the West Midlands Combined Authority (WMCA) Area and UK averages considerably.

There are 11,530 active enterprises in Sandwell. With strong five-year growth rates of 15.8% which is above that of the WMCA (+7.4%), West Midlands region (+5.1%) and England (+2.9%).

GVA per Hour Trends



# GROWING AND DIVERSE POPULATION

With a population of 344,210 Sandwell is bigger than the cities of Cardiff and Nottingham and we are growing faster than the national average (6.3% between 2018 and 2030 compared to 5.7% nationally).

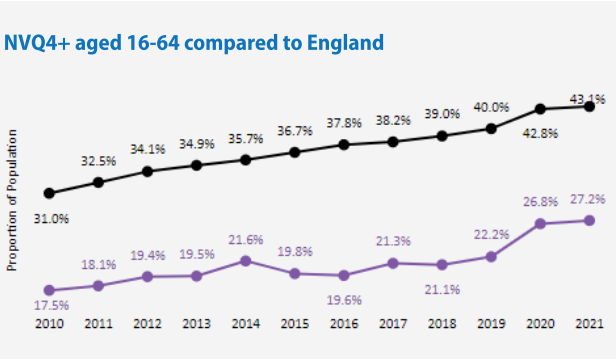
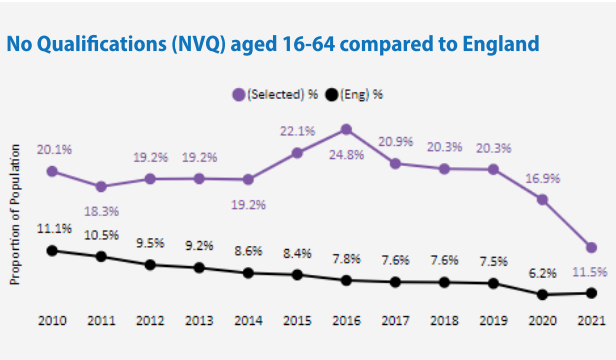
We have a hugely young and diverse population that is driving housing demand with 40% of our residents under 30 years old, compared to 36% nationally, and over 40% of the population from an ethnic minority, compared to England's average at 19%.

When compared to 2016, the number of economically active people in Sandwell has increased by 5.3%, which was above the national growth rate of 1.9%.

Sandwell's employment rate has increased by 8.9% since 2016, this was driven by a 28.4% increase in the female employment rate. The overall employment rate growth was above national levels (+3.4%).

Over 80% of Sandwell's working age population have at least an RQF2 qualification.

Bucking the latest national (-3.5%) and local trends, Sandwell had an annual increase in apprenticeship starts by 1.9% - driven by higher apprenticeship starts.



# DISTINCT SECTORAL STRENGTHS AND A STABLE BUSINESS BASE

Sandwell has a diverse business base with particular economic strengths in four key sectors;

**Advanced Manufacturing:**

Nearly 23,500 jobs across 1,130 enterprises. This is the largest employment sector at 18.7% - these jobs represent 1.89 LQ. This key sector there are some significant sub-sectors:

- **Metals and Materials:** The largest sub-sector with 10,750 jobs, 8.6% of Sandwell's overall jobs and with the high LQ of all sub-sectors at 4.48. This encompasses strengths related to metal treatment and fabrication, as well as the manufacture of metals and other materials such as rubber and plastics.
- **Automotive:** 1,250 jobs in this sector, these jobs represent 2.15 LQ, reflecting some local specialisation.
- **Food and Drink:** Over 4,500 people are employed across an estimated 55 enterprises in this sector.
- **Wider Advanced Manufacturing:** Strengths in the manufacture of furniture, repair and installation of machinery/ equipment and chemicals.

**Transport Technologies:**

Over 11,000 jobs across 1,355 enterprises in this sector. With strong 5 year growth rates of 29.2% and 38.3% respectively.

**Health & Wellbeing:**

19,400 jobs, 15.5% of Sandwell's total.

**Retail:**

23,000 people are employed across 2,305 enterprises. This sector accounts for 23.2% of the business base and shows continual strong growth rates (+19.4%).

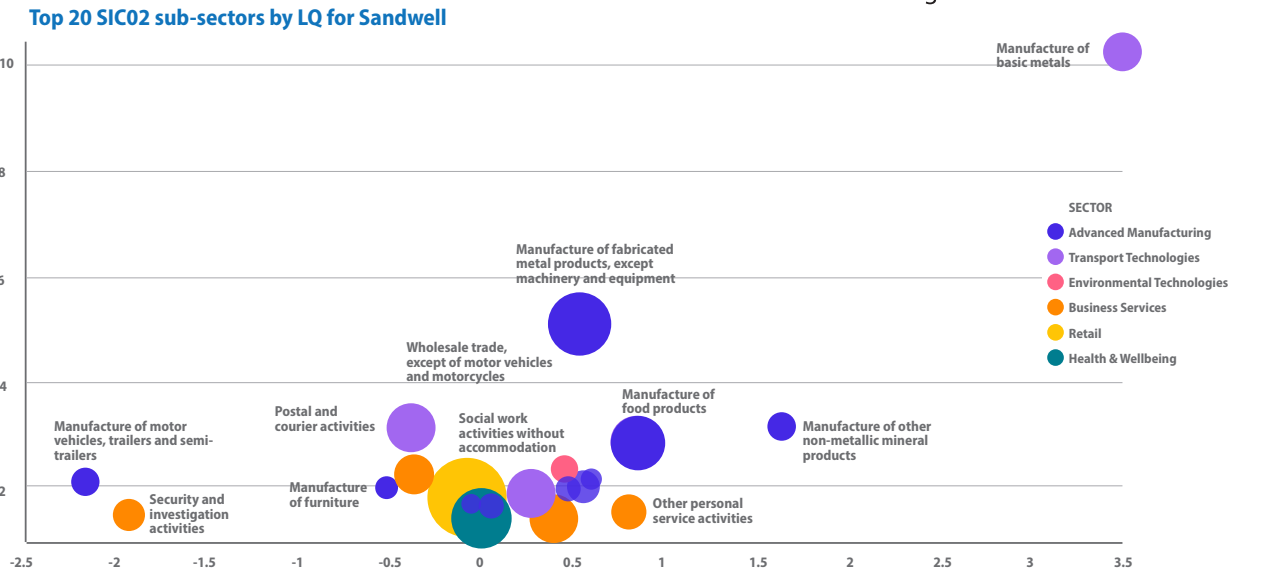
Using data from The Data City and their "Real-Time Industrial Classifications" (RTICs), Sandwell is expected to have emerging and future cluster potential in Advanced Manufacturing, Business Support Services, Advanced Materials and Energy Generation, as well as some other emerging technology areas such as e-commerce, sensors and even the application artificial intelligence and quantum technology. Some of these are validated in the Midlands Engine's Cluster report, in which Sandwell ranked highly in a regional context for the following clusters: ceramics, metals and materials, nuclear, connected device technology, logistics and e-commerce and food & drink manufacturing.

# INFRASTRUCTURE AND PLACEMAKING AS A KEY ENabler FOR BUSINESS AND COMMUNITIES

The council and other public sector bodies are taking a lead in building the right infrastructure and environment to accelerate economic growth. Below are some of the key schemes that are driving Sandwell's transformation:

- **Wednesbury to Dudley:** This will create a direct public transport route from Wednesbury to the Wolverhampton to Walsall rail line at the Dudley Port interchange.
- **Sandwell Aquatics Centre:** The brand new centre was built in time for the Birmingham 2022 Commonwealth Games and was used throughout the Games for the swimming and aquatics events. Post-Games, the venue is now a community health and wellbeing asset.
- **Birchley Island:** The £30M Birchley Island M5 Junction 2 Improvement Scheme provides major capacity improvements to the linked junctions of the

- roundabout. All of the junction approaches will be widened and signal control will be introduced.
- The scheme will assist public transport reliability, pedestrian and cycling connectivity, and will contribute towards improved access to the M5.
- Sandwell has high levels of broadband connectivity: In May 2022 84.1% of premises are gigabit capable, compared to 66.6% in the UK. 85% of premises have speeds equal to or greater than 300 Mbit/s, compared to 68% in the UK.
- Midlands Metropolitan University Hospital and Learning Campus: £400m investment in to a new state of the art hospital in Smethwick, providing modern advanced facilities and anchoring the health economy in Sandwell. This investment is supported by an additional £13m of investment into a new University Learning Campus focusing on health-sector training.



# INVESTOR SUPPORT IN SANDWELL

Sandwell is a brilliant place to do business. We highlight elsewhere our borough's growing economy, regeneration plans, central location and manufacturing strengths, which make it an ideal place to run and grow a thriving business. Thanks to Sandwell's excellent transport links, it is no wonder the distribution giant DPD has a major base here. As an investor in the borough, you benefit also from our pro-business council, ready to champion your company at every stage. We develop strategic relationships with partners across the region to ensure our consultancy and project support for your organisation is well-rounded and world class. They include the West Midlands Growth Company, with whom we share expertise on spatial planning and sector specialisms. They also include property agents, recruitment consultants, public sector departments and universities. Further bolstering this support is the local knowledge of our welcoming Business Growth Team – a group of people always interested in hearing your plans as a potential investor, and well placed to help you overcome challenges in establishing or relocating your company. Whether starting a conversation about investing in Sandwell, or supporting your growth journey within our borough, we are here with consistent and expert guidance. The West Midlands Growth Company (WMGC) and Sandwell Council work closely together to understand the plans and challenges of each investor or relocating company, enabling us to provide valuable services and routes into beneficial support that ensures lasting success. Together they offer a single point of contact

for clients, bringing together the project team from relevant organisations, such as property agents, recruitment consultants, and universities, to deliver a comprehensive package of support.

We work with business to help raise brand awareness and organisational profile and we ensure that each client has the optimum opportunity for networking, introductions and immersing themselves within their sector eco-system.

The comprehensive support offer includes:

- Property searches and visits
- Business information and intelligence
- PR and communications
- Introductions to business networks
- Access to talent
- Sector specialist support
- Funding programmes which may support relocation grant elements
- Export / import policy advice
- Links to local and national government
- Visa and immigration services and accessing international market opportunities
- Research and development opportunities
- Expansion and staff retention support
- Relocation services

# SANDWELL - KEY SECTOR SPECIALISMS

Sandwell	Sector and Subsector Specialism	Key businesses	Sandwell's sector strengths & messages
Advanced Manufacturing & Logistics	<ul style="list-style-type: none"><li>• <b>Automotive</b> - Motor vehicle components, other transport equipment, coachwork</li><li>• <b>Adv Manufacturing</b> - Robotics</li><li>• <b>Logistics</b> - Postal &amp; Courier services, rail freight, land transport</li><li>• <b>Metals &amp; metal products</b> - first processing of steel, casting of metals, tubes and pipes, cutlery, structural metal products</li><li>• <b>Advanced Materials</b> - glass and glass products, refractory products, gas &amp; gaseous fuels, chemicals</li></ul>	<p><b>Automotive</b> - Rimstock, CAB Auto, Keltruck, Jubilee Mobility, Truck-Lite</p> <p><b>Robotics</b> - KUKA</p> <p><b>Logistics</b> - DPD/Geopost, Sheldon Clayton, Clarke Transport, Rotala</p> <p><b>Steel &amp; basic metals</b> - Thyssenkrupp, Voestalpine Metsec, Marcegaglia, Hadley Industries, Evtec</p> <p><b>Chemicals</b> - BIP, Robinson Brothers, Atotech</p>	<ul style="list-style-type: none"><li>• Part of a region which is one of the main transport equipment clusters in Europe and the largest in the UK and home to a large talent pool of 1,350 in the automotive and aerospace industries</li><li>• Sandwell is ideally placed in the country and close to major motorway networks to be hugely beneficial to the postal and courier sector which employs 3,500 in Sandwell alone</li><li>• The central location is ideal for attracting investment from the transport &amp; logistics sector with over 11,000 currently employed in the sector in Sandwell</li><li>• Strong presence in supply chains to automotive, aerospace and advanced engineering sectors</li><li>• A strong talent pool of over 11,000 materials cluster employees (including 900 in advanced plastics and 900 in glassmaking) plus 8,500 skilled metalworkers</li></ul>
Business Professional and Financial Services	<ul style="list-style-type: none"><li>• <b>Financial services</b> - banking</li></ul>	<p><b>Financial services</b> - West Bromwich Building Society</p>	<ul style="list-style-type: none"><li>• 2,000 accounting professionals in Sandwell within a wider BPFS employment pool of 12,000 BPFS employees locally, with access to large potential workforce of over 300,000 experienced financial and professional services employees within easy commuting distance</li><li>• A BPFS sector in Sandwell worth over £930m per year</li><li>• Cost advantages due to lower office rental costs</li></ul>
Life Sciences	<ul style="list-style-type: none"><li>• <b>Medtech</b> - Surgical and dental appliances</li></ul>	<p><b>Surgical and dental appliances</b> - Premier Prosthetics</p>	<ul style="list-style-type: none"><li>• Significant synergies with machinery and equipment manufacturing expertise and the skilled local talent base</li><li>• 9,000 healthcare professionals work in Sandwell as well as an additional 8,500 social care professionals</li></ul>
Food & Drink	<ul style="list-style-type: none"><li>• <b>Foodtech</b> - Automated food production</li><li>• <b>Food production</b> - meat products, bakery products</li></ul>	<p><b>Automated food production</b> - East End Foods, 2 Sisters, KTC Edibles</p>	<ul style="list-style-type: none"><li>• Large local talent pool of over 4,500 food production and foodtech employees in Sandwell with significant strengths in the wider machinery and equipment manufacturing sector</li><li>• Central location is ideal for food distribution and packaging, especially perishable products</li></ul>



# West Bromwich Masterplan

Sandwell Council is looking to deliver transformational change to West Bromwich Town Centre and create a place that people can be proud to call their home. Where people come to live, work and play and a place that is capable of capitalising on the significant opportunities that will be available in the West Midlands.

West Bromwich has undergone a significant transformation over the last decade, with a renewed ability to serve the needs of local people, the wider population and the business community. Across the UK the traditional town centre is changing with the decline of retail being driven by changing consumer habits.

In Sandwell we are responding to this change by planning to prioritise community needs for more homes in well connected locations, increased employment opportunities close to home, the diversification of jobs in new and emerging sectors and creating more liveable, high quality places that have a greater focus on health and wellbeing and improved connections to nature.

West Bromwich provides investors and developers with some unique opportunities to work with us to make a difference following a successful £25m Town Deal funding bid from Government to undertake land assembly to support its transformation. Public realm and urban greening projects have already commenced along the High Street.

In order to ensure this investment has a lasting impact, a coherent masterplan has been published for the town which can be viewed at:

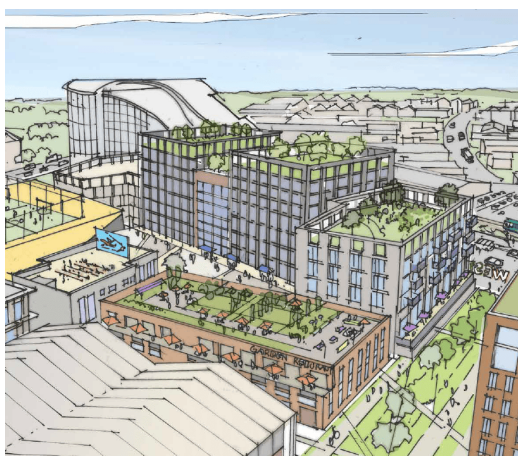
[www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk)

### Location

The Town Centre development sites are a cluster of sites in a prime town centre location and much of the land is currently within Sandwell Council's ownership. There are excellent tram links to the UK's second largest city of Birmingham from West Bromwich Central Metro Stop, delivering passengers to or from the city centre in 15 minutes, up to ten times an hour. This connection provides an onward link to the nearby HS2 station at Birmingham Curzon, which is currently scheduled to open to passengers between 2029 and 2033.

Sandwell & Dudley train station is 1.5 km to the south, and it offers frequent and direct West Coast Mainline services to Birmingham, the NEC, London, Manchester and Scotland. Junction 1 of the M5 Motorway is around 1 km away and West Bromwich bus station adjoins the sites.

These excellent transport links, close to the heart of the retail centre and to employment, health, educational and cultural opportunities, make this area a prime location for investment in new housing and business to meet the town and region's growing needs.



### Promoter and partnerships

The project is being promoted by Sandwell Metropolitan Borough Council.

### Opportunity

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts of the future development of sites. The project covers a multitude of sites that form

a development area cluster of 22 hectares in West Bromwich, Sandwell's strategic centre. This is an opportunity to be a major development partner in the regeneration of the town centre, delivering 1,400 new homes, leisure, food & beverage and key ancillary commercial and retail floorspace.

### Promoter:

Sandwell Metropolitan Borough Council

### Scale:

£507m construction value

### Sector:

Mixed-use Residential led

### Location:

West Bromwich, Sandwell

### Investment Type:

A range of delivery and investment options

### Programme:

2023 - 2027+

### Planning Status:

Allocated Strategic Town Centre. West Bromwich Town Centre Masterplan is available on the Regenerating Sandwell website: [www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk)



# Grove Lane, Smethwick Masterplan

Grove Lane Smethwick is a significant residential led mixed-use development at the heart of the West Midlands region.

Grove Lane Smethwick is identified a strategic development area to accommodate large areas of growth, located close to the boundary with Birmingham.

The area will deliver more than 800 new homes over a phased period, with associated infrastructure to support a new community. The area, being within two miles of Birmingham City Centre, has the potential to become a highly sought after location - supporting Sandwell's significant housing need (over 27,000 new homes between now and 2041). The scheme will regenerate extensive areas of underutilised land surrounding the new Midland Metropolitan University Hospital (MMUH) which is scheduled to open in 2024.

The MMUH is expected to attract substantial investment and will form a magnet for a range of health sector related jobs, along with a cluster of associated research and learning capabilities. The transformation of this former industrial area has already begun, with a first phase of housing development already completed, and further developer interest confirmed in high-density, mixed-use developments immediately alongside the new hospital.

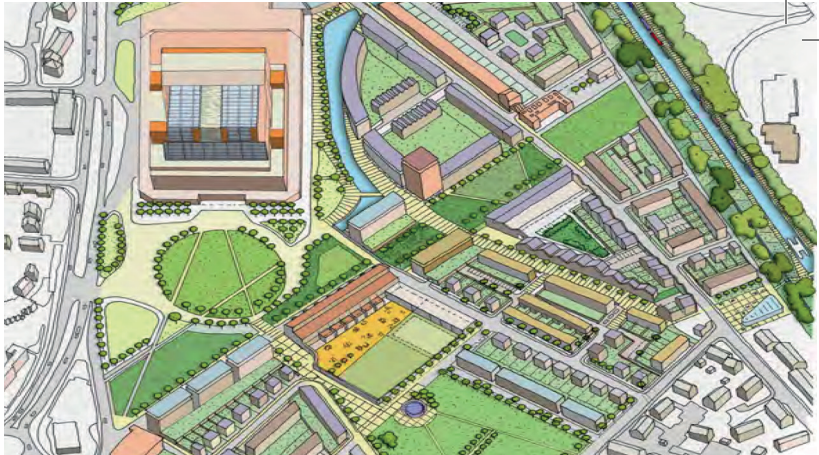
Although the majority of the land is privately-owned, recent substantive developer interest has underlined the attractiveness and potential for investment, regeneration and land value uplift that exists across this area.

Grove Lane provides investors and developers with some unique opportunities to work with us to make a difference following a successful £20m Town Deal & Levelling Up funding awards from Government to undertake land assembly and remediation to support the area's transformation.

### Location

Grove Lane forms a gateway into Sandwell from Birmingham, being just two miles from Birmingham City Centre. A range of sustainable and active transport modes are available, including bus, rail and Metro, as well as the upgraded Birmingham mainline canal towpath which adjoin the development area and enables cyclists to reach the city in under 20 minutes. There is easy access to the national motorway network.

Planned new links will connect the growth zone to Smethwick Rolfe Street station, itself just one stop and ten minutes away from Birmingham's New Street Station, with onward links to the nearby HS2 station at Birmingham Curzon, which is currently scheduled to open to passengers between 2029 and 2033. A masterplan for the Grove Lane area is available on the Regenerating Sandwell website: [www.regeneratingsandwell.co.uk](http://www.regeneratingsandwell.co.uk)



### Promoter and partnerships

The project is being promoted by Sandwell Metropolitan Borough Council working in partnership with a range of private sector developers, the West Midlands Combined Authority, and Homes England given the area's status as a Housing Zone.

### Opportunity

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts of the future development of sites. The project is able to accommodate at least 800 new homes and associated infrastructure. It offers one of the largest opportunities for brownfield regeneration and is extremely well-connected, being just two miles from Birmingham city centre.

### Promoter:

Sandwell Metropolitan Borough Council and Birmingham City Council

### Location:

Smethwick, Sandwell

### Programme:

2022 - 2030

### Investment Type:

A range of delivery and investment options

### Planning Status:

The area is largely allocated for residential development in the Local Plan

### Scale:

£100m +

### Sector:

Mixed-use Residential



# Brandhall Village

Brandhall Village, Oldbury offers a unique opportunity within Sandwell to repurpose a former golf course, in order to create an aspirational residential neighbourhood of around 190 homes, along with a new primary school, within a parkland setting.

Brandhall Village will occupy part of a former golf course in Oldbury, Sandwell. The Council-owned Golf Course became unviable from a business perspective and closed in 2021. Options were pursued for its re-development, and following extensive consultation it was decided to progress development on 8ha of this 36ha site.

This will see the creation of 190 homes and a replacement primary school, set within a parkland setting which will be publicly accessible.

This is a greenfield site, comprising of established trees and hedgerows, with the Brandhall Brook running through it. The site is also a Site of Local Importance for Nature Conservation providing a habitat for a broad range of species. The greens and fairways are slowly returning to nature, providing a unique and special setting for future residential development.

Around 2.7 ha of land along the northern boundary of the site will be developed by the Council as a primary school, to replace an existing facility in nearby Causeway Green.

Around 5ha of the site has been identified for 190 new family homes including a minimum of 25% affordable. High levels of sustainability and net zero carbon emissions are currently under consideration and are anticipated to be the key drivers for the success of this scheme.

The remaining 28ha of the site will provide a publicly accessible park. Through maximising opportunities to re-green and enhance the sites natural features and habitats, the creation of this green ‘lung’ will assist in addressing the impacts of climate change, promote healthy lifestyles through provision of opportunities for sport, leisure and active travel, improve community education and engagement, and provide a unique backdrop for the built development.

The site offers a unique opportunity within Sandwell a highly-developed and heavily-industrialised borough - to provide aspirational new homes in an attractive green setting in a sought-after location, while offering the advantages of being well-connected into the established grain of urban infrastructure.

### Location

Brandhall Village is in Oldbury, towards the south of Sandwell borough. The site lies close to the A4123 Birmingham to Wolverhampton main road and is just 2 km from J2 on the M5, a major gateway into the Black Country. The site is 20 minutes away from Birmingham City Centre by car.

The development site is well-connected to established local neighbourhoods, through a comprehensive network of high-frequency bus routes. The site is just over 1 km from Rowley Regis train station, which offers frequent services to Birmingham city centre.



### Promoter and partnerships

Sandwell Metropolitan Borough Council will shortly be seeking a development partner who is willing to share the vision and aspiration for the site, and who will work in partnership with the Council to deliver the housing scheme and collaborate on delivering the requirements for the park.

### Opportunity

The promoters are open to all aspects of delivery and investment options with the opportunity to shape parts

of the future development of this major site. The project covers a development area of around 36 hectares, of which 5 ha will be developed for around 190 new homes. The Council are utilising a further 2.7 ha for a new primary school, with the balance of the land retained as public open space and laid out as an eco-park.

Brandhall Village offers an unparalleled opportunity within Sandwell to create a well-connected and sustainable neighbourhood of aspirational housing.

### Promoter:

Sandwell Metropolitan Borough Council

### Scale:

£36m investment

### Sector:

Residential

### Location:

Oldbury, Sandwell

### Investment Type:

Expected Housing site disposal with relevant contributions towards park delivery.

### Programme:

2024 - 2030

### Planning Status:

The site is unallocated in the Local Plan. Outline Planning consent for the full scheme was granted in November 2023 (DC/23/68540)

# SANDWELL TOWNS



# CURRENT INVESTMENTS AND LEVELLING UP WINS

**Tipton Town Centre Regeneration**

The £28m scheme will provide circa 73 new homes, improved public realm and highways infrastructure following £20m investment from Government.

**Grove Lane, Smethwick**

The £61m scheme will assemble and re mediate 3.45ha of brownfield land to develop circa 151 new homes and a primary school around the Midland Metropolitan University Hospital after securing £18m Levelling Up Funding from Government.

**Long Term Plan for Smethwick**

In October 2023 Government announced £20m for Smethwick to invest in High Streets, Regeneration, Culture, Heritage, and connectivity over a 10-year period. The council will be submitting its 10-year plan in August 2024.

**Sandwell Aquatics Centre**

The £90m brand new centre was built in time for the Birmingham 2022 Commonwealth Games and was used throughout the Games for the swimming and aquatics events. Post-Games, the venue is now a community health and wellbeing asset.

**Birchley Island**

The £30M Birchley Island M5 Junction 2 Improvement Scheme provides major capacity improvements to the linked junctions of the roundabout. All of the junction approaches will be widened and signal control will be introduced.

The scheme will assist public transport reliability, pedestrian and cycling connectivity, and will contribute towards improved access to the M5.

**Midland Metropolitan University Hospital**

The £400m+ Hospital in Smethwick will be delivered during 2024 and is catalyst for the comprehensive regeneration opportunities surrounding the new hospital site. In particular, sites such as Rolfe Street and Grove Lane represent an unprecedented investment opportunity for residential led regeneration.





# CURRENT INVESTMENTS AND LEVELLING UP WINS CONTINUED

### Kelvin Enfinium

The £400m Energy from Waste at Kelvin Way in West Bromwich will be operational in 2025. The plant will divert 395,000 tonnes of non-recyclable household and business waste from landfill or export overseas, using the residual waste to generate 44MW (gross) of renewable baseload energy per annum, equivalent to the needs of more than 95,000 UK homes.

### Wednesbury to Dudley Metro Extension

The £400m Metro Tramline extension will be delivered during 2024, creating a direct public transport route from Wednesbury to Dudley and creating a new interchange at Dudley Port Train Station.

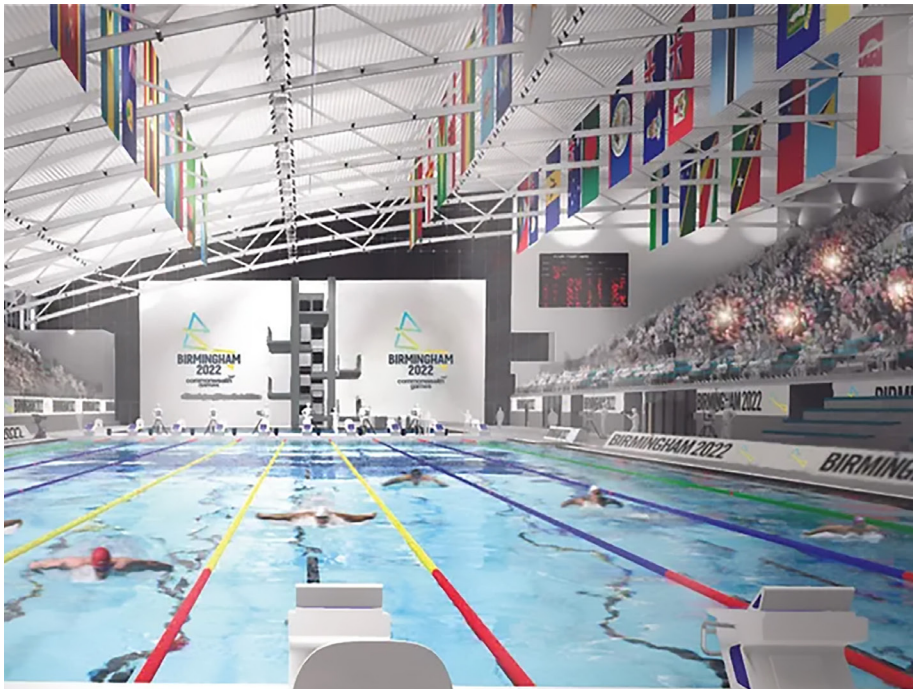
### Sandwell's £67.5m Town Deal Investment

In 2022, Sandwell secured the highest amount of Government Investment of any Local Authority in the UK. Comprising 16 projects and totalling £67.5m, Sandwell's Town Deal is bringing regeneration across 3 of Sandwell's 6 towns - Smethwick, Rowley Regis, and West Bromwich.

The projects include the £13m Retail Diversification Programme, to bring about residential led regeneration in West Bromwich Town Centre; the £15m Learning Campus and the £6m housing led sites linked to the £400m Midland Metropolitan Hospital in Smethwick.

The programme also includes culture and leisure projects, and significant investment in walking and cycling infrastructure. The Town Deal Programme is underway with all 16 projects to be delivered during 2026. There are many opportunities for investors to be involved in the delivery of Sandwell's Town Deal.

In 2023, Sandwell were again successful in bidding for Levelling Up Funding - securing £20m for a new Leisure Centre in Haden Hill, Rowley Regis.





For more information contact the Regeneration Team via the  
contact us form on the Regenerating Sandwell website:  
**[regeneratingsandwell.co.uk](http://regeneratingsandwell.co.uk)**  
or email: **[regenerating@sandwell.gov.uk](mailto:regenerating@sandwell.gov.uk)**

