

OUR VISION

OUR CITY



**CITY OF
WOLVERHAMPTON**

Our vision for the City of Wolverhampton in 2030

New Horizons -
Our vision for the
City of Wolverhampton
in 2030

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Foreword from Councillor
Roger Lawrence, Leader,
City of Wolverhampton Council

What might the City of Wolverhampton look and feel like in 2030? Read through this vision document and you'll soon get a sense of excitement for the years that lie ahead.

In 2030 Wolverhampton will be a place where people come from far and wide to work, shop, study and enjoy our vibrant nightlife. It will be transformed while still retaining all of those attributes that give our city its unique identity. A thriving, international, 'smart city' renowned for its booming economy and skilled workforce, rich diversity and a commitment to fairness and equality that ensures everyone has the chance to benefit from success.

This isn't a case of blue-sky thinking, it's a realistic snapshot of where our city can be based on engagement with more than 200 key stakeholders across the City of Wolverhampton.

And New Horizons is just the beginning. Achieving the aspirations set out here will only happen if we all play our part, working in partnership towards a common goal. That's why this is very much a living document that's owned by the city as a whole.

The City of Wolverhampton is already one of the fastest-changing cities in the UK and is playing a leading role in driving forward devolution to

the West Midlands. That success is based on collaboration across the city and beyond, using an approach that recognises we are far more effective when we pool our resources and ideas and work together.

The year 2030 may seem a long way off but the plans we already have in place for the next five years will mark a step change and will take us closer to the city described in these pages. With your support we will transform the City of Wolverhampton into a prosperous and inclusive city that celebrates its diversity and heritage and plays its part on the regional, national and international stage.



In 2030 the City of
Wolverhampton will be a
thriving university city of
opportunity where we...





CELEBRATE
ENTERPRISE,
EDUCATION
AND SKILLS



HAVE A
CITY CENTRE
WE'RE PROUD OF

ARE SERIOUS
ABOUT BOOSTING
**HEALTH AND
WELLBEING**



retain more of the value produced by
our economy to **benefit the whole city**



have a **buoyant** and
resilient economy that
includes international
manufacturing companies
with local roots and
a strong, vibrant and
innovative business base



care and
are **confident**
about our **diversity**



are committed to
sustainability for
future generations

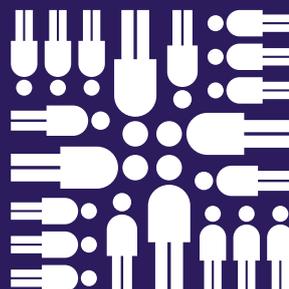


have world class public services
that **continually improve** and have
collaboration and co-production at
their heart

all play our part in creating a confident,
buzzing city that's synonymous with
ambition, innovation and **inclusion**



make it **easy for**
businesses and visitors
to access the city and
are well connected to
the wider world through
our infrastructure



have a vibrant civic society
that's focused on the future,
empowers local communities
and is supported by local
businesses and institutions



A city centre to be proud of.

In 2030 we will have a city centre to match anywhere in the country – but with all the ingredients that make the City of Wolverhampton unique. On offer will be a combination of the country's most sought after retail, restaurant and hotel brands together with a distinctive flavour of the City of Wolverhampton with shops, food outlets and other facilities that reflect the city's rich cultural diversity and heritage. Our iconic cultural venues will attract world class exhibitions and acts which draw people to our city. This will be a catalyst for further investment and development in the city.

The university and college will be an integral part of this lively and modern city centre, with students, employees and visitors providing an important market for a "café culture". It will be a place where people working in the city socialise after work and a meeting place for those attending events at the Civic Halls, theatre and other venues who are drawn in to visit the abundance of bars, cafes and restaurants.

People visiting the City of Wolverhampton on business will want to spend time exploring what's on offer.

First impressions make a lasting impact and people entering the city centre will be greeted by a state of the art transport hub; one of three major transport nodes in the West Midlands. This connectivity is not an end in itself – it is a major driver for growth. From there onwards visitors will experience a city that feels safe and clean, impresses with its architecture – both old and new – and offers first class accessibility.

The city will be known for its diverse cultural offer, not only in the centre but also across its local neighbourhoods. This important part of the City of Wolverhampton's make up will be an economic and social force – generating income, celebrating the city's ethnic diversity and reinforcing the attractiveness of the city as a place in which to live and work.

TO DELIVER THIS VISION WE WILL:

Work with **commercial partners** to enable major developments in the **city centre**;



Develop ambitious mixed **leisure** and **commercial** developments at **Westside** and **Southside**;

Facilitate the **renaissance** of the **canal side area** as a sought after destination;

Work with our partners to make the City of Wolverhampton a **better-connected, easy-to-travel to place**;

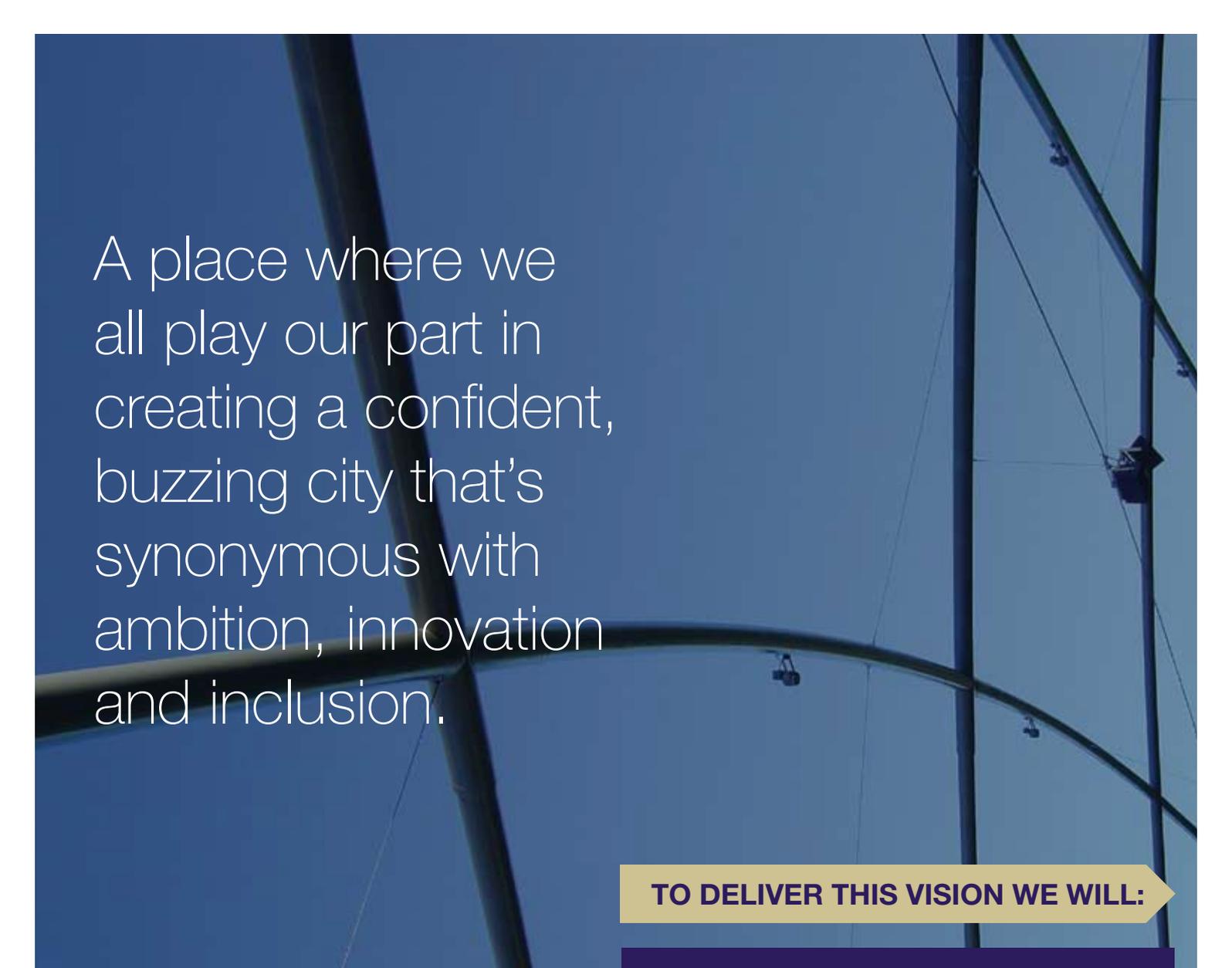


Work with **cultural partners** to develop the city centre as a vibrant centre for the creative arts with a programme of **internationally recognised cultural events** showcasing the City of Wolverhampton to the world, including a nationally recognised **arts festival**;

Deliver a **£120m investment** in the Interchange project;



Encourage and nurture a greater range of **quality, independent retailers** to set up shop and expand in our city centre.



A place where we all play our part in creating a confident, buzzing city that's synonymous with ambition, innovation and inclusion.

TO DELIVER THIS VISION WE WILL:

Work with **our partners** to agree a brand for the city and create a **single marketing budget and strategy**;

Consistently **share** and **promote** our successes and achievements;

Live stream **events** and **activities** from our **cultural sites**.

The City of Wolverhampton will be known as a place which celebrates its achievements, is proud of its long history and is ambitious for the future.

As the only city in the Black Country, it will actively promote itself to nurture a sense of pride throughout the city and to encourage businesses and people to locate in, or move to, the City of Wolverhampton.

The City of Wolverhampton will be a place that is nationally recognised as a major driving force for both the local area and the region as a whole.



A vibrant civic society which is focused on the future, empowers local communities and is supported by local businesses and institutions.

People who live in the City of Wolverhampton will see high profile leadership involving respected big players from business, education, culture, voluntary organisations, public services and the council.

The city's approach to issues ranging from growth and social justice to refuse collection and parking charges will be the subject of open public debate. The city will have more active citizens and a vibrant voluntary sector which provides key services and acts as an effective voice for different communities and groups within the city. The number of people voting in local elections will be among the highest in the country and all councillors will share a commitment to the future of the city and the integrity of the council.

TO DELIVER THIS VISION WE WILL:

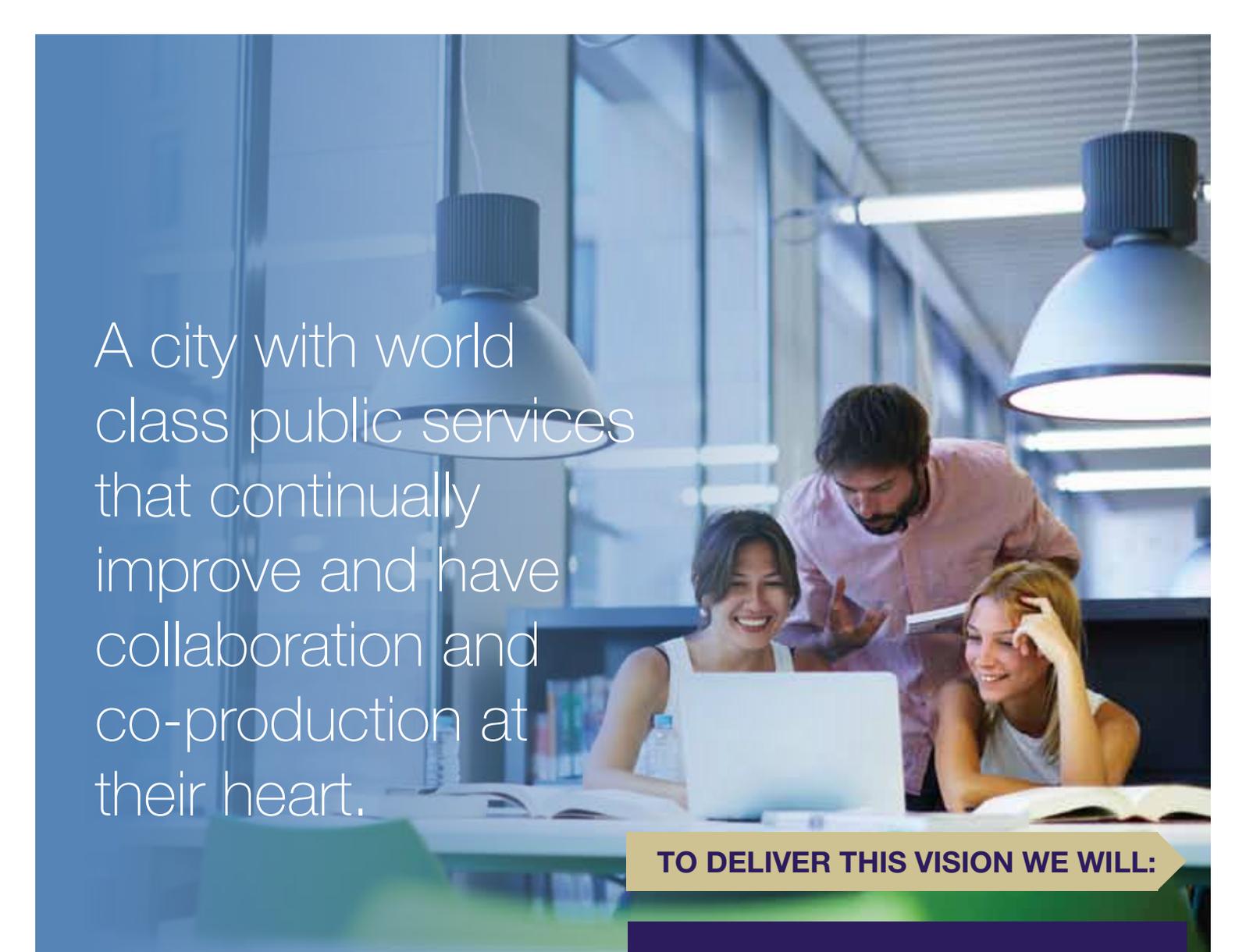
Refresh our **City Board** and empower it to provide more visible, shared leadership for the city;

Empower community leaders to nurture a more vibrant voluntary and **community sector**;

Encourage all **businesses** to actively participate in the life of the city;

Work with all service providers to secure **greater community participation** in designing, commissioning, developing and delivering public services;

Become one of the **best-performing** cities in terms of the level of volunteering.



A city with world class public services that continually improve and have collaboration and co-production at their heart.

TO DELIVER THIS VISION WE WILL:

Actively **promote public service reform**, replacing conventional notions of public services which too often are inefficient and foster dependency with **new approaches** based on early **intervention** and **prevention**;

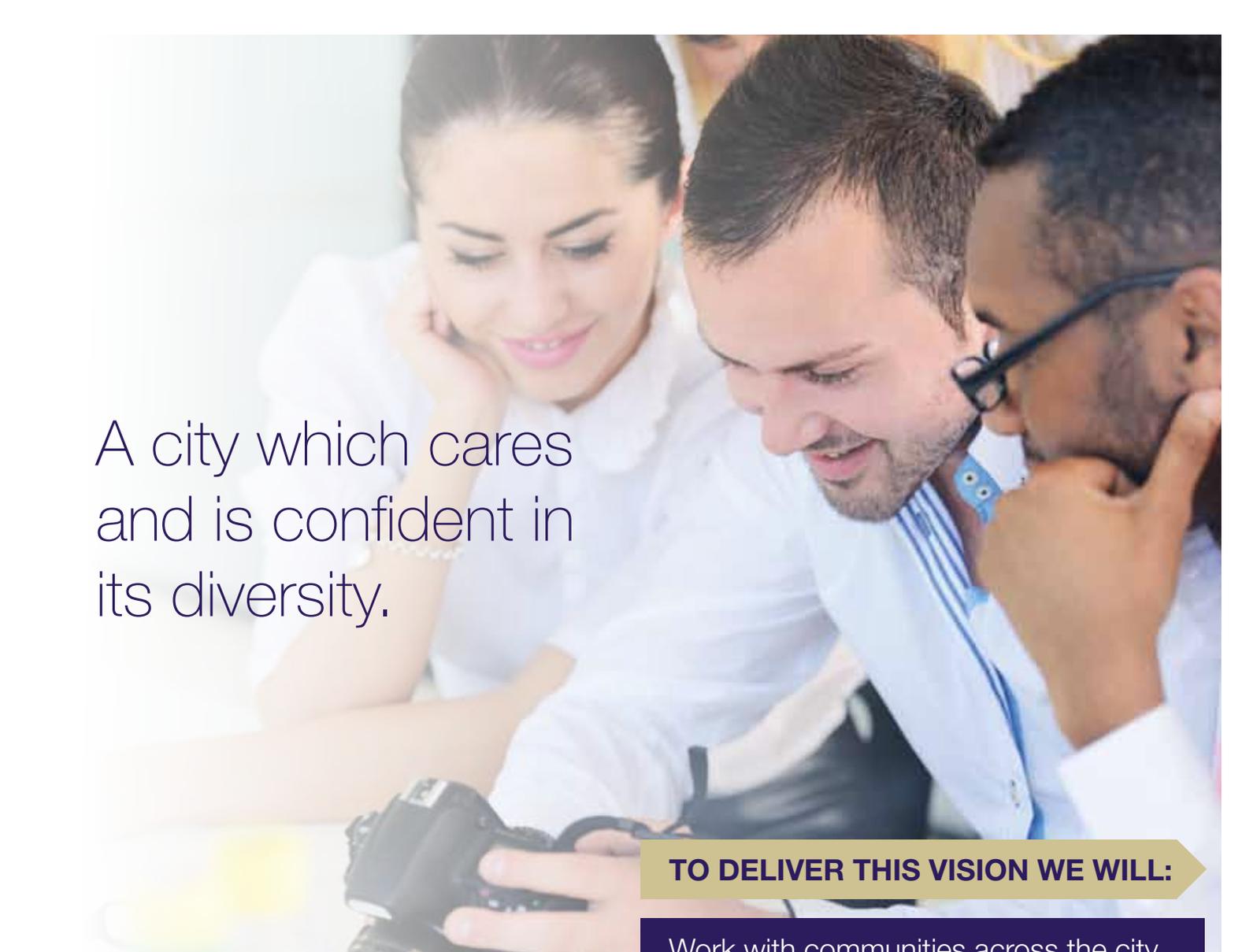
Continue to **develop partnerships** underpinned by a shared database;

Embed **collaborative** working with the private sector as the primary driver of **economic growth** in the city.

The City of Wolverhampton Council, the university, the college and local health service will be respected nationally and locally for the quality and cost-effectiveness of the services they provide.

The city's public services will collaborate closely between themselves and with community and voluntary organisations to develop creative and innovative solutions to shared challenges in a way that empowers local communities.

As well as providing effective local governance for the City of Wolverhampton, the city council will play a leading role in the Black Country and wider West Midlands.



A city which cares
and is confident in
its diversity.

TO DELIVER THIS VISION WE WILL:

Work with communities across the city to **support and promote enterprise and business creation**;

Have even stronger, more **cohesive communities** which celebrate the city's **rich cultural diversity**;

Continue to **support vulnerable people** and households, including migrants and refugees, to help them to **benefit from economic growth**, reduce debt and help them access secure and good quality housing;

Implement a shared strategy with the voluntary and community sector to **cut poverty, reduce economic exclusion, boost social participation and improve wellbeing**.

The City of Wolverhampton will be known as a city that celebrates its cultural diversity and this will be a major draw that attracts people to both live here and visit the city.

Its rich mix of traditions will be a driving force for many small businesses and will form an important part of the city's hospitality and retail offer.

That diversity will also play a major role in capitalising on the City of Wolverhampton's economic and cultural links with other countries.



A city which celebrates enterprise, education and skills

The City of Wolverhampton will be known nationally and internationally for its skilled and productive workforce, particularly in sectors such as high value manufacturing and construction.

Key to this success is the way the City of Wolverhampton ensures its young people achieve their full potential. Graduates from the University of Wolverhampton and people who were born in the city and study elsewhere will aspire to live and work here.

The proportion of people who study at university will be above the national average. Local businesses will attract highly skilled people, many of whom will live in the city.

The City of Wolverhampton will be a place of high aspiration, reflecting:

- 15 years of improvement in school performance thanks to close collaboration between schools, the council, businesses and the university;
- A commitment to ensuring everyone has a “second chance” at education or training – bringing about a highly skilled workforce.

All of this will create a city that’s more productive, has higher household incomes and is less dependent on welfare.

TO DELIVER THIS VISION WE WILL:

Develop a **fully integrated and joined-up skills and employment service** which prepares people of all ages for local opportunities;

Work with local businesses to create **opportunities for young people** to take up highly skilled apprenticeships providing excellent and **fulfilling career pathways**;



Become an **internationally renowned city for advanced manufacturing skills** and use of cutting-edge technology;

Provide the best possible **support to SMEs** to enable them to take advantage of training opportunities;



Support nursery and playgroup provision to ensure that children start school **ready to learn**;

Enable **collaboration** between businesses and training providers to deliver a closer 'supply to demand' match for **local job opportunities**;

Become an **internationally renowned city for construction and architecture** centred around the University of Wolverhampton's Springfield development and the West Midlands Construction University Technical College;



Encourage businesses employing more than 250 people to **adopt a local school**;

Work with schools to ensure that their performance is **above the national average**.



A city which has a buoyant and resilient economy that includes international manufacturing companies with local roots and a strong, vibrant and innovative business base.

The City of Wolverhampton will be home to major international businesses in advanced manufacturing and engineering, most notably aerospace and automotive.

Their commitment to the city will be strengthened by access to a cluster of small-to-medium sized enterprises (SMEs) in the supply chain and the city's growing business and financial services sector. In short, the City of Wolverhampton will be the place to do business.

Start-up and survival rates will be among the highest in the country and the city's strong

and growing business base will include many companies that draw on the City of Wolverhampton's rich cultural diversity in industries such as food, fashion, music, art, design and other creative industries.

The backbone of this success will be strong collaborative working relationships between businesses, the council, the university and local communities. There will be clear pathways for school leavers into our economy, either through continued education or training. As a result the city will have a higher wage, higher skill economy.

TO DELIVER THIS VISION WE WILL:

Ensure that we have a **close relationship** with the city's major employers, understanding their decision-making processes, **key drivers** and **business cycles**;



Give priority to enabling **SMEs** to become preferred suppliers and creating the conditions for **high levels of business births and survival**;

Aim to identify **emerging clusters** and **sectors** and take action to **enable their growth**;

Promote the construction of **thousands** more square metres of prime, **grade A office space** in the heart of the city attracting hundreds of new professional service and retail jobs. These will be clustered around a burgeoning **business quarter**, close to the **interchange hub**;



Ensure a constant **supply of development sites** to meet market demand including bringing back **brownfield sites** into useful **economic life**;

Expand our **Enterprise Zone at i54** to be an even more advanced, internationally-renowned powerhouse of **hi-tech manufacturing**;



Ensure we **promote** and **nurture** the **skills** we need to support our economy.



A city that's easy for businesses and visitors to access and is well-connected to the wider world through our infrastructure.

By 2030 the City of Wolverhampton will be an integrated part of the local, regional and national economy.

The city will work at all levels to develop a fully integrated transport strategy and system which better connects the city nationally and internationally – including travel by air, rail, road and tram.

Wolverhampton will become a 'smart city' and super-fast digital hub with unrivalled broadband access and this will support innovation, research and business growth.

TO DELIVER THIS VISION WE WILL:

Deliver **£120 million** investment in the **city centre Interchange** including a new **rail station**;



Maximise the benefits of our connectivity to national and **international gateways** such as the **HS2 development** and our regional airport;



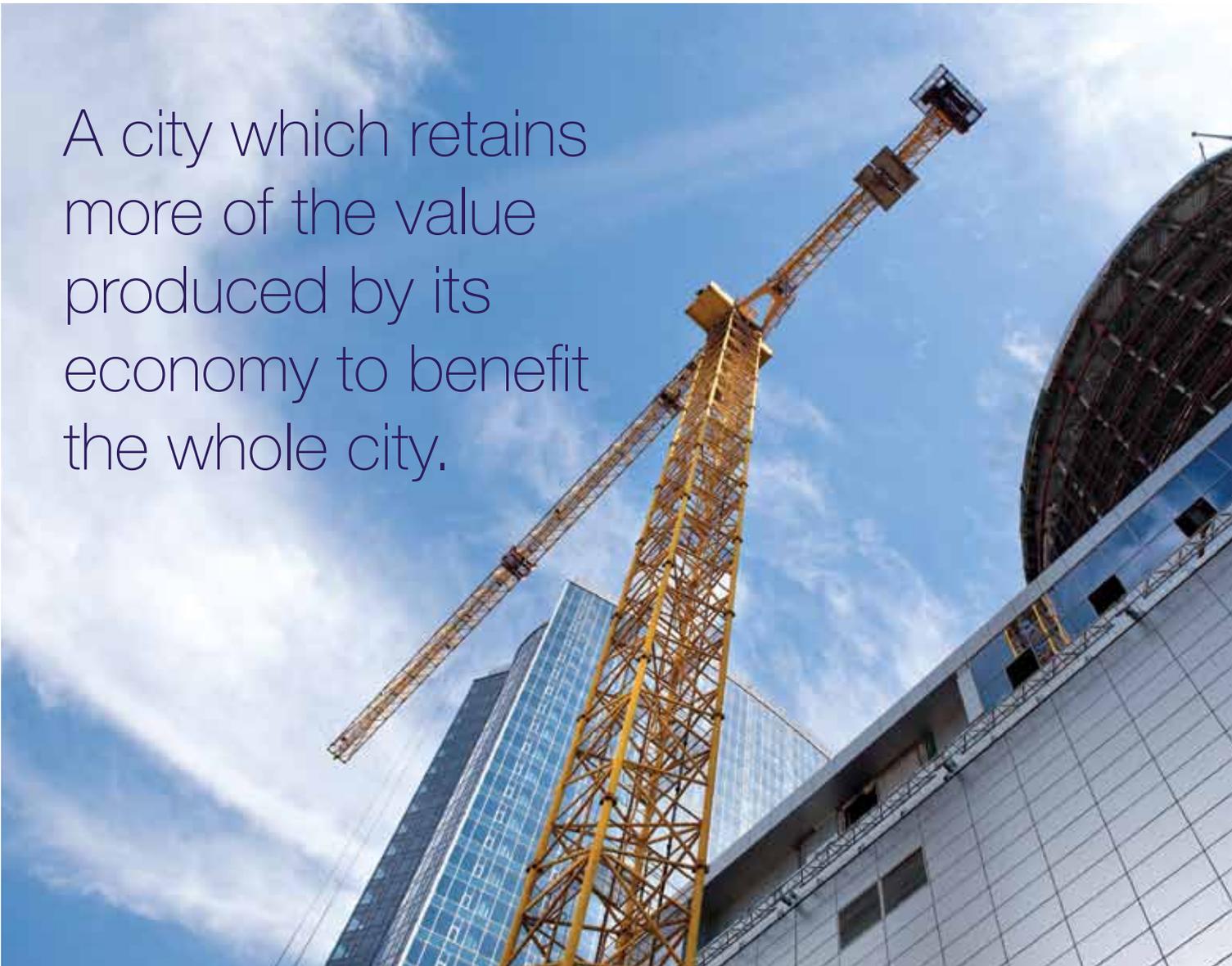
Work at a regional level to develop a **long-term** and **sustainable transport** strategy which ensures that the **City of Wolverhampton** benefits from infrastructure investment and development;



Ensure **digital inclusion** is at the heart of our approach so that as many of our **citizens** and **businesses** as possible benefit from living in a '**smart city**'.



Aim to provide **free wifi** across the **city centre**;



A city which retains more of the value produced by its economy to benefit the whole city.

In 2030, the City of Wolverhampton will be renowned as a place where success breeds success and for the way it strives to ensure everyone benefits from economic growth.

The city's growing workforce of highly skilled employees will live, shop and spend their leisure time in the City of Wolverhampton. More visitors to the city's businesses and top attractions, including the football club and race track, will stay in the city's range of quality hotel accommodation.

Our cultural venues will promote enriching and entertaining events that improve people's quality of life. The City of Wolverhampton will be a major base for the supply chains of advanced manufacturing businesses and local residents

will have the skills necessary to take advantage of the opportunities this growth offers. The growth in quality employment will see major improvements in the health and wellbeing of the city's diverse communities.

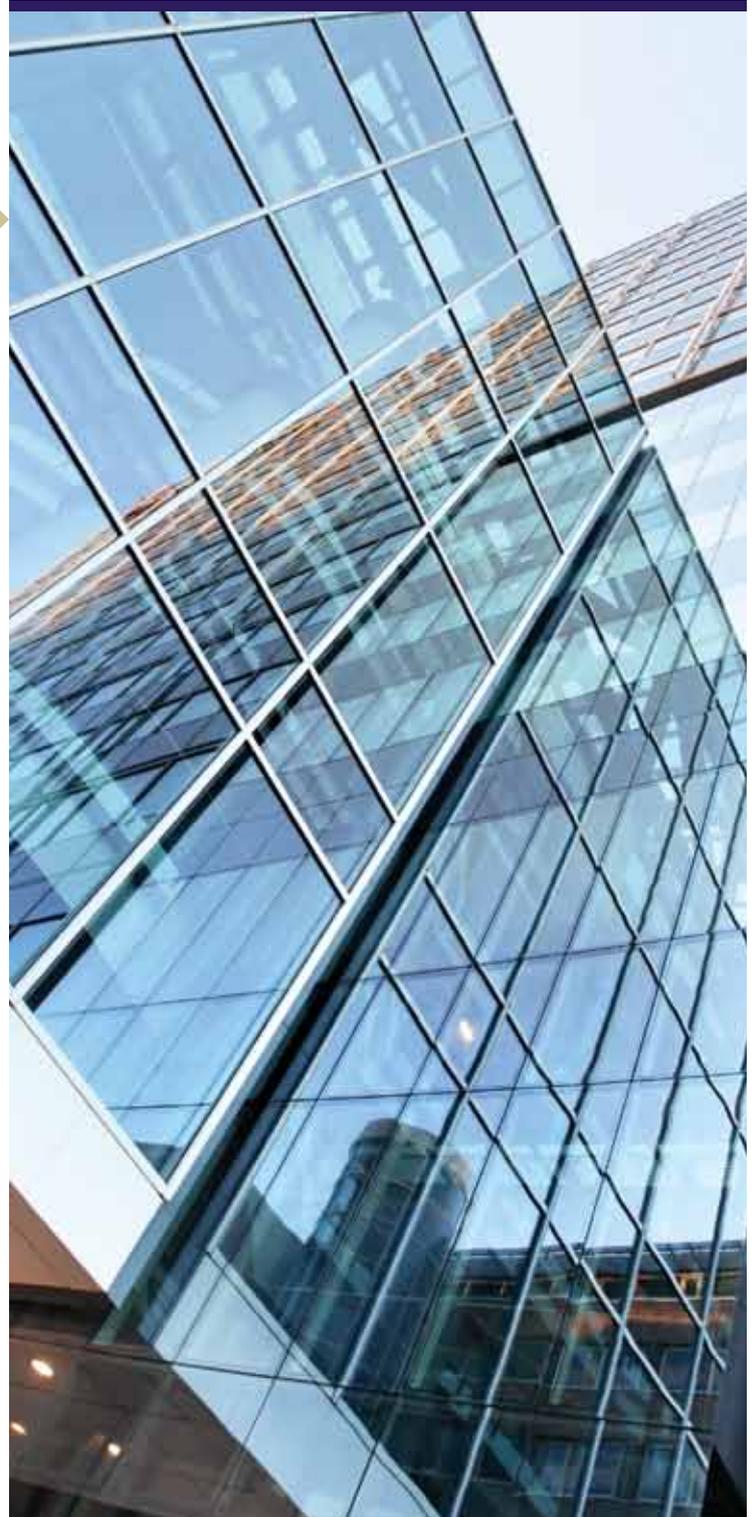
To deliver our vision, we will develop a vibrant and thriving city centre and ensure there is a plentiful and varied supply of high quality housing, including affordable homes. Our city will also have a skills system which responds to the needs of employers and business support focused on the needs of SMEs.

TO DELIVER THIS VISION WE WILL:

Work with private **builders** and **housing associations** to ensure that the **10,000 homes** planned for the city match our aspirations to **improve the city housing offer** and for the city's economy;



Actively pursue the city **centre** and **skills** elements of **our vision**.



Work with our **Business Champions** to attract more than one major **“high end”** hotel to the city;



A city which is serious about health and wellbeing

The City of Wolverhampton will be a healthier, happier city where agencies work together to provide services and activities that nurture healthy lifestyles and contribute to narrowing the inequality gap.

The City of Wolverhampton will also be an active city, with high quality sports and leisure facilities and well-supported volunteers providing the lifeblood of team sports across the city.

By 2030 we will have made significant progress towards reducing health inequalities in the city as a result of direct action and the benefits of retaining more economic value in the city.

We will have a national reputation for high quality care, provided by a mix of private businesses, social enterprise and voluntary organisations.

TO DELIVER THIS VISION WE WILL:

Deliver **effective** and **supportive** mental health services to people that need them which focuses on **prevention**, early **intervention** and **recovery** and helps them fully participate in society and the world of work;



Deliver the **highest quality** child and adolescent **mental health** services;

Have a national reputation as a **dementia friendly city**;



Work in **partnership** with health, the **voluntary sector** and other **public sector bodies** to deliver integrated services to support **vulnerable people** and maximise their independence;

Ensure the provision of **high quality training** for carers and care agency staff



Have significantly **reduced levels** of **obesity** and levels of **smoking**;

Maximise opportunities for independent living and retaining vulnerable people in their own homes by making much greater use of assistive technology and telecare;

Build and **sustain** communities to promote social inclusion and individual and family resilience;



Support more of our **vulnerable** and **elderly residents** to have independent and fulfilling lives.



A city which is committed to sustainability for future generations.

The City of Wolverhampton will be a place that embraces change and takes a responsible approach to growth.

With its concentration of leading companies in the aerospace and automotive sectors and its position at the heart of the motorway network, the city will pursue a pragmatic and principled approach to sustainability that seeks to enable

continued economic growth while protecting the environment. This will be underpinned by a green growth and sustainability pledge signed by the council, the city's top 100 companies and other key institutions.

TO DELIVER THIS VISION WE WILL:

With our **commercial partners**, work towards a **carbon-neutral** city centre;



Take action to ensure that all public buildings are fully **energy efficient**;



Improve the **provision** for **cyclists** across the city, including comprehensive cycle routes and parking at **public transport hubs**;



Establish a network of **electric car charging points** and ensure that all buses and public service vehicles in the city run on **clean fuel**;

Be a **national leader** in terms of the percentage of waste we recycle.

Ensure that **new building developments** achieve the **highest sustainability standards**.



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