



COVENTRY INVESTMENT PROSPECTUS



COVENTRY

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This is Coventry

Our story

The birthplace of the Lady Godiva legend, Philip Larkin and 2 Tone, both a medieval walled city and a 20th century industrial powerhouse, Coventry is like no other British city.

Our story is centred around being forward thinking, creative and innovative: Coventry instigated the birth of the British car industry and created the blueprint for the modern bicycle; the first tank, the first traffic indicators for cars and the first dumper truck were built in Coventry. We are a city of firsts, and it is that progressive and focused mindset that has engendered a distinct culture, and attracted major industries, including automotive and low carbon vehicles, advanced manufacturing, creative & digital, business, professional and financial services, and energy & low carbon technologies, all shaping our vision and ambitions today.



Vision for Coventry

Today, Coventry is the forefront of new transport technologies, with electric vehicles, next-generation batteries and hydrogen systems all developed, tested and commercialised in the city, attracting global talent and capital into our world-renowned future mobility economy. To support the exponential growth in this sector, a number of significant prime industrial sites are being brought forward, including the newly announced Greenpower Park and the Coventry & Warwick GigaPark, a designated national Investment Zone.

Strong, ambitious leadership has seen Coventry race ahead on decarbonisation, delivering the UK's first all-electric bus fleet and signing a groundbreaking, strategic energy partnership with E.ON.





Our two leading higher education institutions build the city's impressive credentials:



University of Warwick is ranked 9th in the UK (Guardian University Guide 2024)



University of Warwick in top 5 targeted universities by top graduate employers



Coventry University has an international academic presence in Design, Health and Digital media



Coventry University multidisciplinary applied research across 18 centres

Lord Bhattacharyya Building, University of Warwick, home of the National Automotive Innovation Centre and RIBA National Award Winner 2021



Talent and skills stand out in our city...

The University of Warwick was ranked 9th¹ in the UK and is in the top five universities targeted by top graduate employers² in 2023, above Cambridge, Durham, King's College and LSE.

Meanwhile, Coventry University has established academic presence in design, health, and digital media with multidisciplinary applied research across 18 centres.

WMG, at the University of Warwick, is a designated High Value Manufacturing Catapult centre, leading the electrification agenda and developing connected and autonomous vehicles and systems.

Added to the abundance of talent across our city, Coventry City Council work with investing businesses to provide early skills planning and bespoke programmes linked to skills providers. Our pioneering Job Shop complements this activity to



support recruitment and development of a locally sourced skilled workforce by linking businesses to a pool of over 30,000 potential employees.

Coventry, and neighbouring Leamington Spa - known as 'Silicon Spa' - have vibrant digital and creative sectors with Leamington responsible for 25% of the UK's gaming output. Leading names

in software development, gaming, filmmaking, theatre, industrial design, and digital infrastructure are clustered in this area; opportunities such as the City Centre Cultural Gateway, represent huge potential as a landmark destination for the creative, cultural, and technological sectors and will be home to national recognised Art's Council collections.

Coventry is a forward thinking, innovative and creative city.

We want you to be a part of our story.

¹ www.theguardian.com/education/ng-interactive/2023/sep/09/the-guardian-university-guide-2024-the-rankings
² The Graduate Market in 2023, Highfliers Research: www.highfliers.co.uk/download/2023/graduate_market/GMReport23.pdf

Coventry University





Leadership, vision and partnership

- > Proven track record on partnership and delivery, having brought forward the Friargate scheme in a public/private joint venture.
- > Hill and Shearer investing millions in the future of our city centre.
- > Nationally leading on decarbonisation strategy, including having signed a 15-year strategic energy partnership with E.ON, the first of its kind in the UK.
- > On track to become the UK's first all-electric bus city.
- > More EV charging points than any UK city outside of London.
- > Home of Coventry Very Light Rail, set to transform the city's public transport offer, reducing air pollution and lowering congestion.
- > Extensive networks of segregated cycling routes.



In the heart of the UK's transport network



London Euston less than **60 minutes by train**



Access to **90% of the UK** in just **four hours**



Intersection of the UK motorway network with **easy access to M1, M6, M42, M5 and M69**



Major **international airport** less than **20 minutes by car**, with direct links to 150 locations



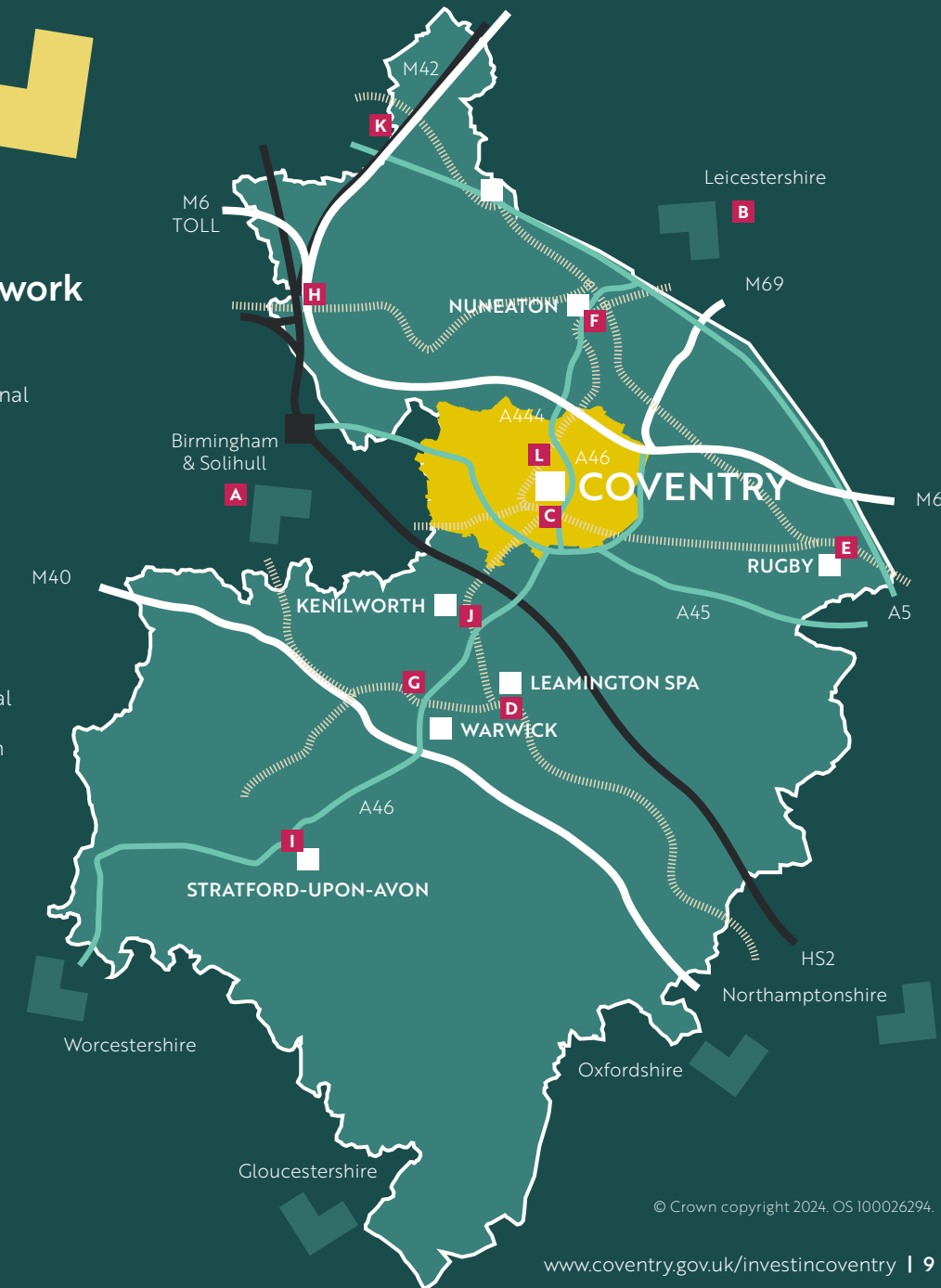
Airport:

- A Birmingham International
- B East Midlands Airport



Railway Stations:

- C Coventry
- D Leamington Spa
- E Rugby
- F Nuneaton
- G Warwick Parkway
- H Coleshill
- I Stratford Parkway
- J Kenilworth
- K Birmingham Intermodal Freight Terminal (BIFT)
- L Coventry Arena Station





Culture

Coventry's expansive cultural legacy resonates far and wide: Coventry Cathedral and the three spires are iconic landmarks representing the intersection between medieval and modern nestled in an impressive public realm, along with Coombe Abbey Park, St Mary's Guildhall and Coventry Transport Museum. The Herbert Art Gallery hosts exhibitions from the National History Museum, including Wildlife Photographer of the Year and Dippy the dinosaur, and the famous Memorial Park played host to BBC Radio 1's Big Weekend and the Godiva Festival with c80,000 and c69,000 people in attendance respectively. Coventry has hosted international sporting events such as the Rugby League World Cup, and International Children's Games, whilst

facilities such as The Wave and Go Ape, offer something different to both residents and visitors. 'Two-tone', a famed fusion of cultures manifested through music and now the subject of Peaky Blinder's creator, Steven Knight's new series, This Town, originated here; in 2021, Coventry was recognised as the UK City of Culture, celebrating the diversity of cultures that shapes this important city of 190 languages and dialects.



St Mary's Guildhall

Visitor economy

Coventry's visitor economy continues to grow beyond pre-pandemic levels, enjoying record levels year on year.



Coventry Cathedral

Between 2019 and 2022, visitor numbers increased by 10.2%³.

- Visitor economy worth £750.86m⁴, 26% increase on pre-pandemic figures
- Two new 4* hotels opened since 2021



11.05 million
visitors



7,354 jobs
supported by the
tourism sector
compared to 6,760
pre-pandemic



Visitor economy
worth **£750.86**
million in 2022



Spending figures
26.3% increase on
2019

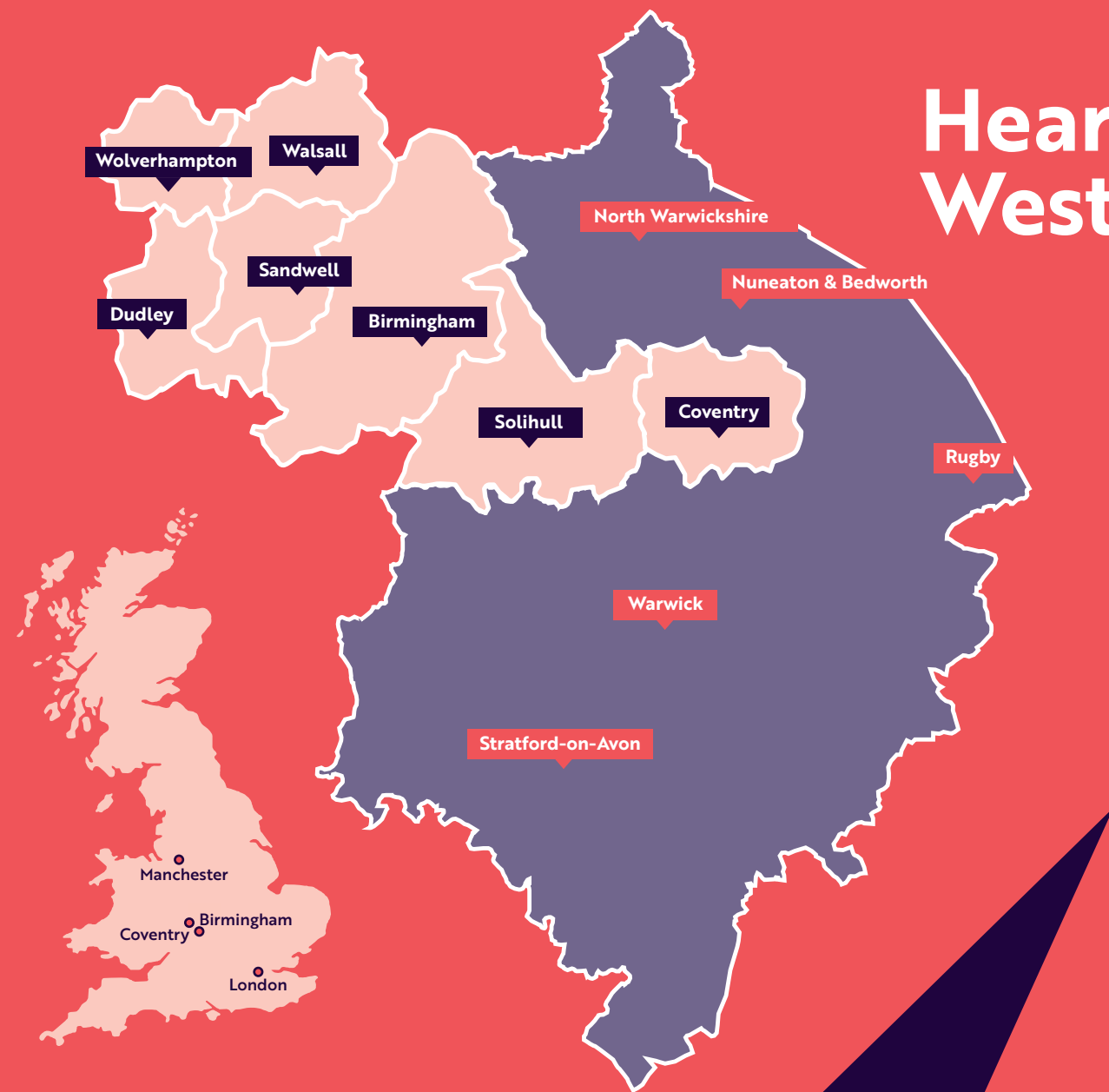


Percentage growth
in **visitor numbers**
nearly double that
of the wider West
Midlands region

³ STEAM Data for Destination Coventry 2022

⁴ STEAM Data for Destination Coventry 2022





Heart of the West Midlands



4.7million people with 32% of residents under 25



90% of the country within a **four-hour drive-time**



Birmingham Airport linking to 400 global destinations



HS2 reaching London within **38 minutes**



£118billion economy



185,000 students at nine universities with a 55% retention rate



9 globally-recognised regional universities, including two Russell Group institutions



Top location for FDI outside London including more FDI projects than Scotland and Wales combined



Exports grew by 26% in the last 12 months – the best growth of any region or nation in the UK and more than double the national average

Coventry is proud to be based in the West Midlands, a three-city region incorporating the UK's second city, Birmingham.

Curator of the world's first industrial revolution, it's in our DNA to drive progress and impact that resonates far beyond our borders. The West Midlands economy is the UK's largest beyond London, sustained by a growing population and one of the youngest, most diverse talent pools in Europe.

In recent years, our passion for collaboration has seen the West Midlands achieve the largest share of all UK regional foreign direct investment outside the Capital, and our exports grew by 26% in the last 12 months, the best growth of any region or nation in the UK - more than double the national average.

It's a pivotal time to become part of our future story: the West Midlands has been hugely successful in securing government funding to spark significant and transformative change across the region.

Central government has invested in our region to:



De-risk regeneration



Prioritise brownfield development



Establish one of 12 low tax Investment Zones



Contribute one of three UK Innovation Accelerators

Growth in our city and sectors

Coventry's scale of ambition, central location, unique melting pot culture, institutions and clusters, as well as our impressive quality of life credentials explain why our city is an attractive proposition for prospective residents, students and commercial organisations.

Over the last ten years the growth in the delivery of student accommodation in Coventry's centre has been exponential and, never standing still, our city continues to advance and evolve: our focus now turns to a new kind of urban living, with an emphasis on quality and affordable private residential: spades are in the ground on City Centre South, bringing over 1,500 residential units to the city core. Now, the neighbouring City Centre North represents another major, brownfield regeneration scheme. The city is flourishing

across all asset classes, with the 2.35m sqft Friargate masterplan well underway, with a first phase of Grade A commercial space delivered and a new boutique hotel open just seconds from Coventry Railway Station.

It doesn't stop there – we are developing our City Centre Vision 2050 which will outline a pipeline of regeneration opportunities that will utilise Coventry's heritage assets, public realms, and green & blue infrastructure to deliver much needed housing and employment land to the city. There remains significant opportunity to imprint on Coventry's complex and fascinating built environment, where the medieval spires, mix with intelligent modern architecture, and continue to tell a unique story about where we've come from, who we are and where we're going.



A vibrant and diverse population



Population of **355,600**, 9% increase since 2011, with largest proportion aged 20 – 39



Active workforce of over **198,000**⁵



190 languages and dialects spoken



67,000 students studying at two major universities with 49% international students



1,964 new homes required each year, in the next 10 years

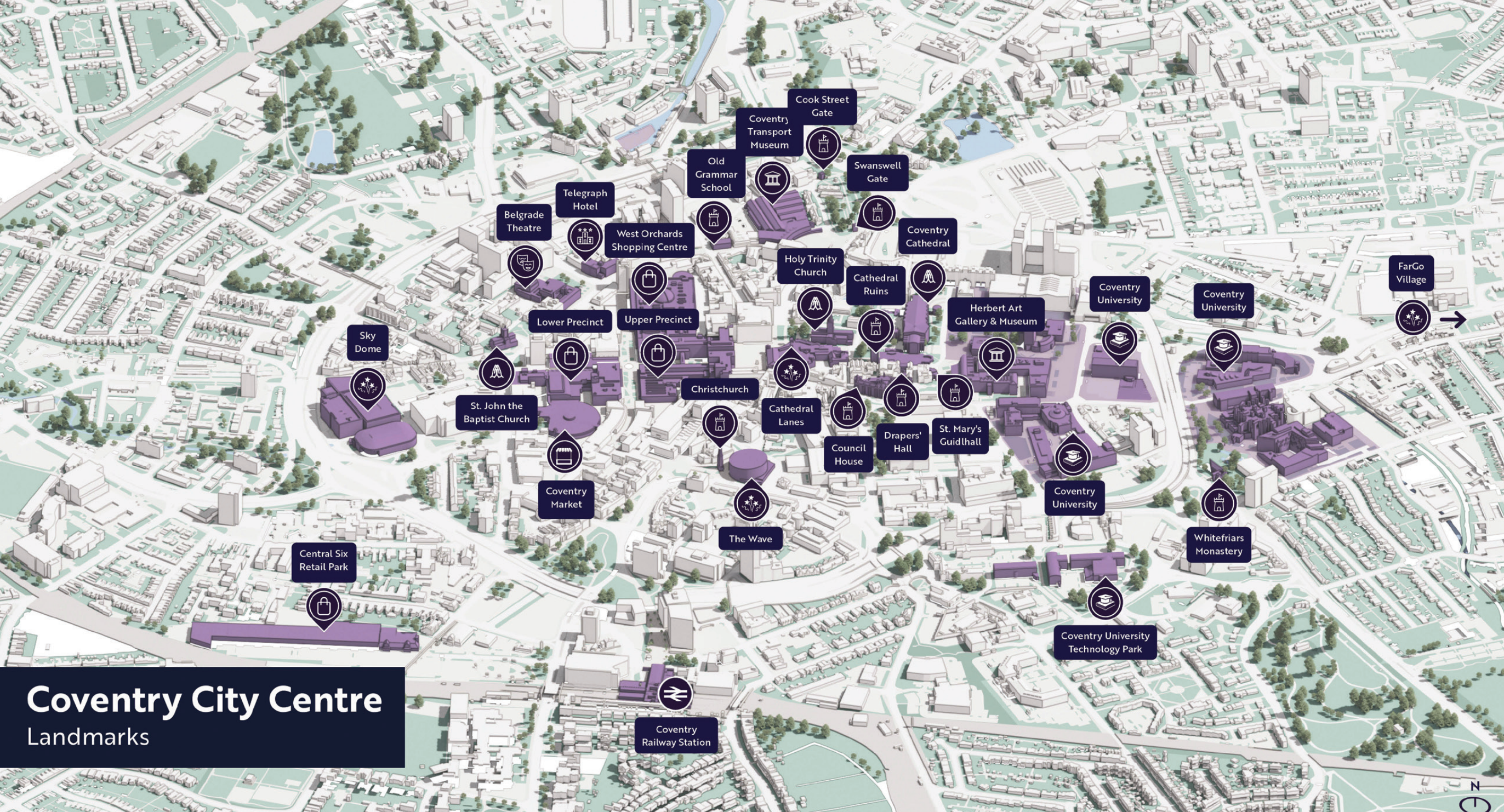
A successful economy

Home to globally renowned commercial innovators including Jaguar Land Rover, Octopus Energy, E.ON, Amtico Flooring and over 10,000 active businesses

- > Advanced Manufacturing cluster representing more than 15,000 jobs⁶, across automotive, rail, aerospace, and motorsport
- > Specialist utilities cluster with National Grid, E.ON, Octopus Energy and Cadent headquartered across Coventry and Warwick
- > New commercial district – Friargate – developed around the upgraded mainline railway station
- > Commercial property and land costs up to 70% cheaper than London and 30% cheaper than Birmingham

⁵ Nomis – Labour Market Profile: Oct 2022 – Sept 2023 www.nomisweb.co.uk/reports/lmp/la/1946157187/report.aspx#tabempunemp

⁶ Nomis – Labour Market Profile: www.nomisweb.co.uk/reports/lmp/la/1946157187/report.aspx#tabjobs



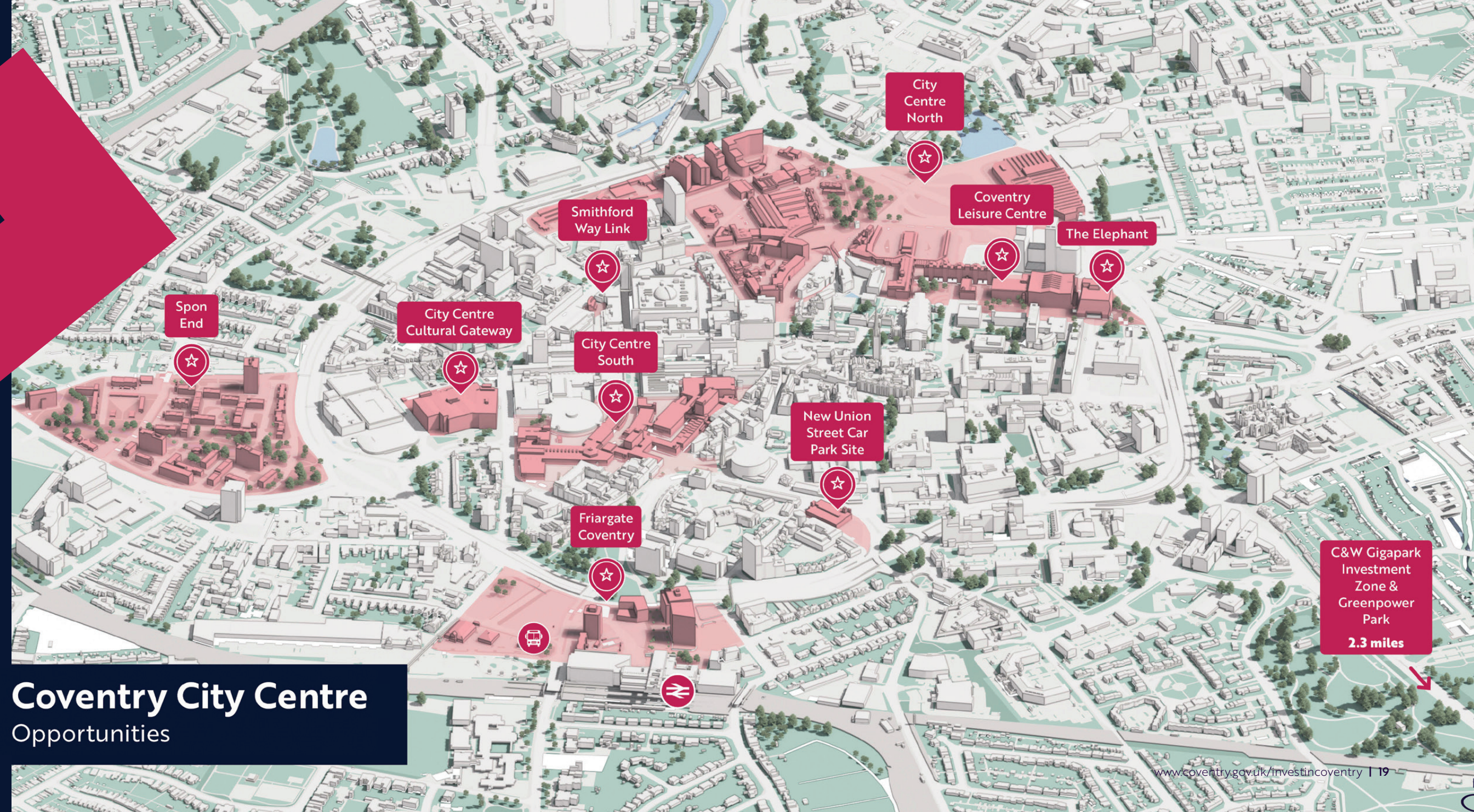
Here is the current landscape
of our city centre, and the scale
of our investment opportunities

**EXPLORE HOW YOU CAN
BECOME PART OF OUR STORY**



Scan the code for
our interactive map or visit
www.coventry.gov.uk/opportunitiesmap

Coventry City Centre Opportunities





CITY CENTRE SOUTH

Opportunity for build to rent investors to acquire a large number of new, market leading, residential units being brought forward in Coventry city centre.

Coventry City Centre South is a residential led, mixed-use development in the heart of the city that will deliver over 1,550 new homes alongside significant commercial and placemaking development. The scheme, which has a confirmed CPO and outline planning consent, will be delivered in phases from 2024 onwards across the 6.5ha site. The developer, Shearer Property Regen Ltd (SPRL), is a JV partnership

between The Hill Group and Shearer Property Group with Hill Holdings acting as the project funder to bring forward the proposals, focused on the delivery of new residential development across a mix of tenures.

Working collaboratively to respond to national changes to fire guidance on second stair cores, the Council and SPRL has successfully improved and optimised

the scheme and secured £12 million of additional grant funding in January 2024. Reserved Matters approvals for the first phase of development and Listed Building Consent for works to Coventry Retail Market were achieved in March 2024. The first phase will deliver 991 new homes, 8,000 square metres of new commercial space and 17,000 square metres of public open space, to create an exciting new residential, shopping and leisure destination for the Midlands.

Designed and built to high environmental standards with contemporary architecture inspired by Coventry's rich history, heritage assets and public art, the homes in the first phase will range in size from studios to three-bedrooms, appealing to a diverse mix of residents. The first two blocks to be delivered will be affordable with 145 of the 200 of the affordable homes being social rent for local people and 55 as shared ownership. The remaining 791 homes will be available through private market sale and rent.



Investment opportunity

There is an opportunity for Build to Rent investors / operators to secure interests in c.600 new city centre apartments in one of the UK's fastest growing cities.



The Site



- > **Planning Status:** Reserved Matters Consent; Outline planning approved; Listed Building Consents
- > **Promoter:** SPRL - partnership between Shearer Property Group/ Hill Residential Limited
- > **Investment Type:** Build to Rent Investor / Operator / Leisure and Retail Occupiers
- > **Scale/Value:** £50m+ Build to Rent opportunities
- > **Sector:** Residential led, mixed city centre uses
- > **Timeline:** Delivery commencing 2024. Project completion in 2033
- > **Lead: Public/Private:** Private
- > **Website:** www.coventrycitycentresouth.co.uk
www.coventry.gov.uk/investincoventry | 21



FRIARGATE COVENTRY

An opportunity for investors to be part of the next phase of this flagship city centre mixed-use development.

A transformative new destination for Coventry, Friargate offers fresh perspectives and bold new approaches to working and living set within a public realm led master planned new district.

As well as its commitment to sustainability and class leading environmental standards, Friargate is a world-class commercial offer in an unbeatable location.

The framework is established, with new infrastructure, new public spaces and the first high-quality office, One Friargate, occupied by Coventry City Council, The Financial Ombudsman Service, Homes England and OfQual.

The second office, Two Friargate, is open for business with Octopus Energy Group

occupying from March 2024. The four-star 101 room boutique Hotel Indigo opened in January 2024.



Investment opportunity

Friargate JV Project Limited is open to investment structures to accelerate the delivery of future phases that will include offices, residential, retail, leisure and hotels.



The Site



- > **Planning Status:** Friargate masterplan approved; first and second office buildings in occupation and hotel open
- > **Promoter:** Friargate JV Project Limited; Delivery by Friargate Coventry Developments Limited
- > **Investment Type:** Range including partnership, direct development, or other forms of co-investment
- > **Scale/Value:** £700m+GDV
- > **Sector:** Office, residential, mixed-use
- > **Timeline:** On-going
- > **Lead: Public/Private:** Public/Private Joint Venture
- > **Website:** www.friargatecoventry.co.uk / www.twofriargate.com



COVENTRY LEISURE CENTRE SITE

The former, iconic Coventry Leisure Centre site provides a large leisure led development opportunity in close proximity to a large student population for immediate investment.

Promoted by Coventry City Council and Rainier Developments Ltd, the former Coventry Leisure Centre and swimming baths located inside the A4053 Ring Road and just East of Coventry Cathedral in the city centre. The property lies between Coventry University buildings to the south and a substantial development

of new student accommodation, over 1,000 rooms, to the north. The main pool hall boasts a striking 'W' shaped roof design and impressive full height glazed southern elevation which was Grade II listed in 1997. It is proposed that the pool voids be filled to provide a large, open and

flexible floor area overlooked by the refurbished seating terraces, creating a modern and flexible auditorium well suited to a range of new uses. The building offers a total floor space of around 117,940 sqft (10,957 sqm).

Investment opportunity

Innovative change of use concepts suitable for open space sporting or conference venues.

Sporting venue	Sq ft*	Conference venue
Reception spaces	9,470	Reception spaces
Foyer/flexible spaces	8,600	Foyers/2nd conference room
Arena floor	11,840	Conference floor
Auditorium 720 seats	6,565	Auditorium 720 seats
Galleries	6,780	Galleries
Studios and exec boxes	3,925	Breakout meeting spaces
Offices	2,475	Offices
Physiotherapy	9,250	Cloakrooms
Changing rooms	6,200	Green rooms
Recovery	6,295	Technical
Café	2,900	Café
Climbing wall	2,260	Café
Restaurant and kitchen	3,600	Restaurant and kitchen
WCs	3,120	WCs
External terraces	3,500	External terraces
Back of house	11,570	Back of house
Plant (basement)	19,590	Plant (basement)
Total	117,940 sqft (10,957 sqm)	

The Site



- > **Planning Status:** New planning consent required (inc. Listed Building Consent)
- > **Promoter:** Coventry City Council
- > **Investment Type:** Occupier / Operator / Capital Investment / Development Site
- > **Scale/Value:** Between £1m-£10m
- > **Sector:** Leisure
- > **Timeline:** Immediate
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/covleisurecentre



THE ELEPHANT

An immediate leisure-led investor occupier opportunity in an iconic city centre building.

Promoted by Coventry City Council and Rainier Developments Ltd, the former Coventry Sports Centre (elephant building) is located inside the A4053 Ring Road and just east of Coventry Cathedral in the City Centre.

The property lies between Coventry University buildings to the south and a substantial development of new student

accommodation, over 1,000 rooms, to the north.

The property is set over three floors and currently incorporates an indoor bowls hall, large multi-use sports hall with sprung floor, smaller sports hall and three squash courts. Each of these spaces could be adapted to accommodate various alternative leisure uses.

As part of the redevelopment and letting of the property, a separate new feature entrance is proposed. The building offers a total floor space of around 52,615 sqft (4,888 sqm).

Investment opportunity

Investor occupiers sought for redevelopment as either a live events, sports or leisure venue or a health and fitness facility. An indication of potential usage is shown below.

Events venue	Sq ft*	Health and fitness venue
Reception spaces	12,700	Reception spaces
Bar	7,370	Gym (100 stations)
Event floor	12,970	Sports hall
Galleries	3,495	Galleries
WCs	4,250	Spin studio
Office	1,020	Office
Green room	3,820	Changing rooms
Rehearsal rooms	2,310	Squash courts
Back of house	4,680	Back of house
Total	52,615 sqft (4,888 sqm)	

The Site



- > **Planning Status:** New planning consent required
- > **Promoter:** Coventry City Council
- > **Investment Type:** Occupier / Operator / Capital Investment
- > **Scale/Value:** Between £1m-£10m
- > **Sector:** Leisure
- > **Timeline:** Immediate
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/covsportscentre



SPON END

Comprehensive estate regeneration including delivery of up to 750 new, high-quality homes a five-minute walk from Coventry City Centre.

Investment opportunity

Three phases of development to create a mixed-use development in close proximity to the heart of Coventry City Centre. The first phase of development will be led by

Citizen Housing with potential investment opportunities across all three phases of the scheme for the retail, office and community space sector (c6,136 sqm / 66,046 sqft).



The Site



- > **Planning Status:** Planning submission due during 2024
- > **Promoter:** Citizen
- > **Investment Type:** Commercial opportunities
- > **Scale/Value:** c£140m
- > **Sector:** Residential led, mixed-use
- > **Timeline:** Phase one demolition from late 2024. Phase one construction from 2025. Phase one complete 2028
- > **Lead: Public/Private:** Private
- > **Website:** www.citizenhousing.org.uk/spon-end



CITY CENTRE CULTURAL GATEWAY

Investment opportunity to develop innovative uses for a landmark building with confirmed nationally significant cultural and creative occupiers.

The City Centre Cultural Gateway is the transformation of the former IKEA building in Coventry, to become a landmark destination that will be home to nationally significant collections, bringing together multiple partners and investors across creative, cultural and technology sectors

It will provide a new home for nationally recognised collections managed by Arts

Council England, Arts Council Collection, CV Life, and the British Council, as well as creating a cultural hub for Coventry University with a range of facilities for students, visitors, and the community.

The University will occupy two floors and house a student gallery, café, library and exhibition space, dance studio, conference area, artists' studios, post-

production filming facilities and a shop to sell students' artwork, with some of these facilities being accessible to the public.

Investment opportunity

Investment in the development and delivery of a project that will lead the way in cultural regeneration and ultimately realise the huge potential of this truly unique facility. The site will become home to some of the UK's most significant arts, cultural and heritage items.



The Site



Planning Status: Base scheme planning submitted March 2023

- > **Promoter:** Coventry City Council, Arts Council England, Arts Council Collection, British Council, Coventry University and CV Life
- > **Investment Type:** Investor Occupiers and Financiers
- > **Scale/Value:** 150m+ GDV
- > **Sector:** Transport, Technology, Creative and Cultural
- > **Timeline:** Operational 2026 onwards
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/culturalgateway



NEW UNION STREET CAR PARK SITE

Large scale residential led opportunity in a prime city centre site location.

This former car park site provides scope for the creation of a gateway development of residential apartments within the city centre, with allowance to target 25% affordable provision.

The potential development provides an opportunity for the inclusion of an active frontage to include retail or leisure use.

This site sits on one of the major high footfall pedestrian access routes into and through the city centre.



Investment opportunity

Disposal of site for residential-led, mixed-use scheme.



The Site



- > **Planning Status:** Concept stage
- > **Promoter:** Coventry City Council
- > **Investment Type:** Development Partner
- > **Scale/Value:** 300 – 500 unit scheme, £65 – £100m GDV
- > **Sector:** Residential-led mixed-use
- > **Timeline:** Available for investment subject to planning approval
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/NewUnionCarPark



improving connectivity to existing communities.

By phasing pockets of redevelopment, re-purposing existing assets and creating new assets we want to encourage new inner-city communities. The way some people choose to live is changing so we want to support this by providing environments including new co-living hubs, subscription living, creative studios and live-work spaces, as well as new townhouses and apartments.

We want to promote a circular approach to sustainability, promoting low carbon and net zero, incorporating renewables, minimising living costs, re-purposing existing assets, incorporating green and blue infrastructure, promoting green movement in and around the city and maximising private and shared amenity spaces for residents and enhancing wellbeing and health.

CITY CENTRE NORTH

Major mixed use placemaking scheme where a strategic investor can shape the next generation of city centre regeneration.

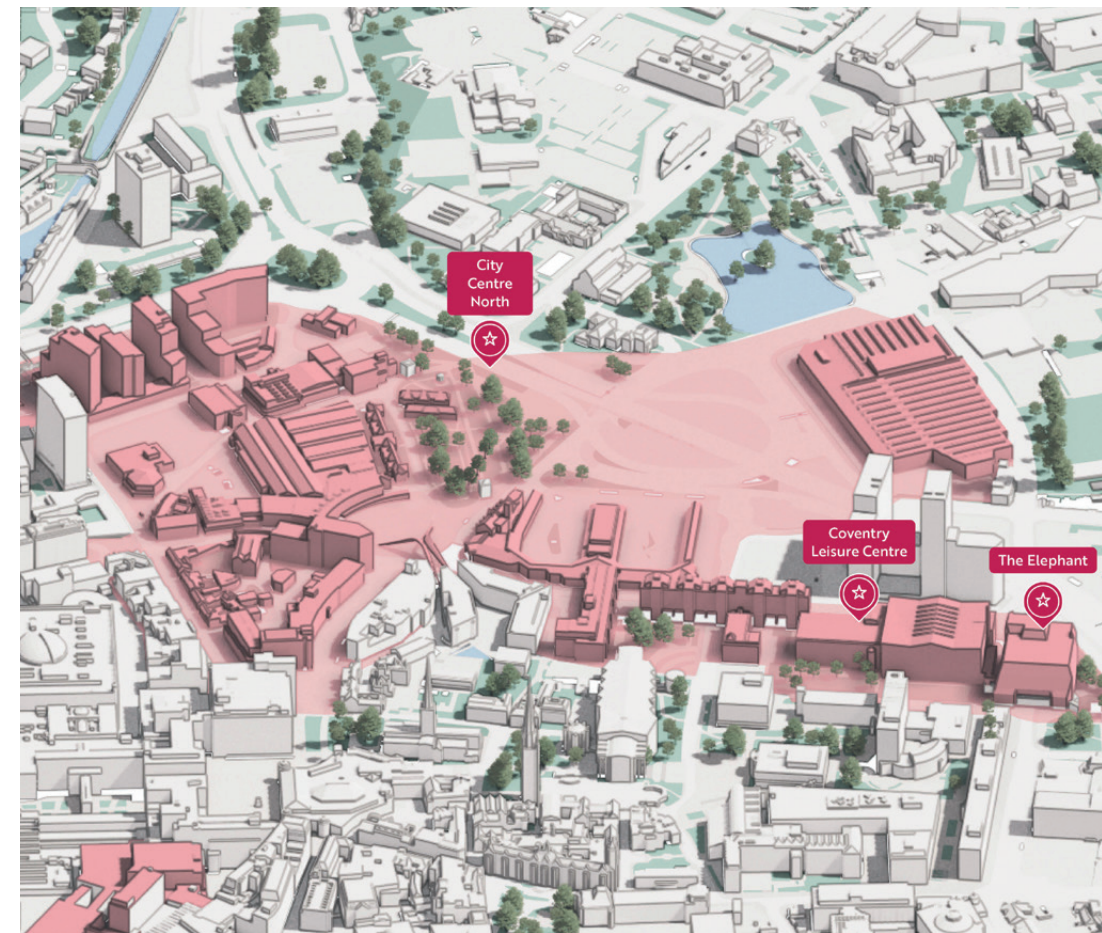
A sustainable development with placemaking and community at the very heart.

The creation of new interlinking vibrant public spaces each with a different offering that blends with newly activated ground and first floor uses, promoting a diverse and interesting blend of leisure, hospitality, food and beverage, retail and community uses.

Continuing Coventry's story of innovation in transportation and movement and enhancing one of the key gateways into the city, the plan is to create a collection of interlinked access hubs around the city (starting around Pool Meadow and Trinity Street), expanding the Coventry Very Light Rail links and easing movement in and out of the city on public transport, creating improved walking and cycle links and

Investment opportunity:

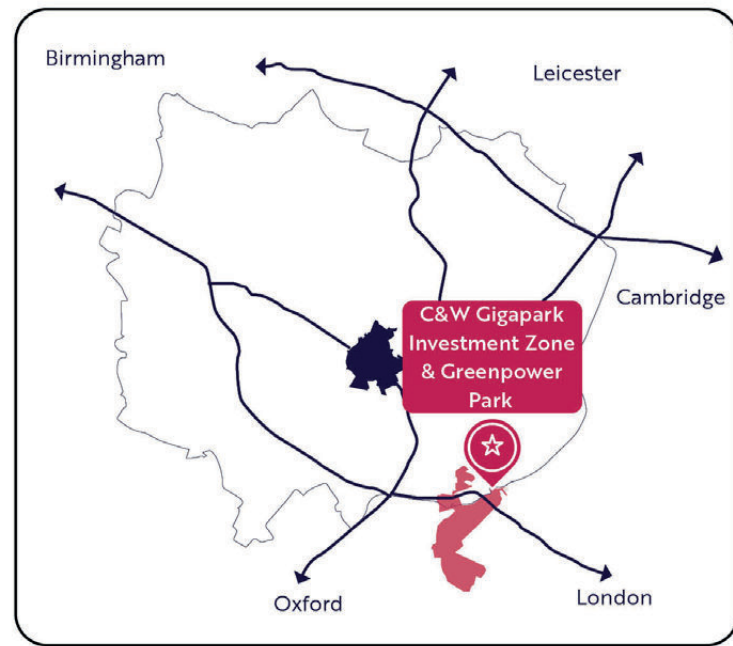
Given the inception stage nature of this project there is an opportunity for a strategic investment partner to work with the City Council to shape innovative investment and delivery structures to deliver significant housing growth in Coventry city centre.



The Site:



- > **Planning Status:** Concept stage
- > **Promoter:** Coventry City Council
- > **Investment Type:** Capital Investment / Developer
- > **Scale/Value:** 20ha site / £1bn +
- > **Sector:** Mixed use, residential, community and commercial
- > **Timeline:** Currently at concept stage
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/ccinvest



COVENTRY & WARWICK GIGAPARK INVESTMENT ZONE

Multiple investment opportunities in the Advanced Manufacturing and Future Mobility sectors with end user occupiers benefiting from Investment Zone tax incentives.

The Coventry & Warwick Gigapark is one of three key sites within the UK Government's new West Midlands Investment Zone and is set to power the UK's electrified future including energy security, sustainability and innovation.

Containing four adjacent sites totalling 2.5 sq km straddling the border between Coventry and Warwickshire, the Gigapark provides the infrastructure, scale and central location necessary to enable not just mass battery manufacturing

development, but also supply chain activities, recycling, skills development and logistics.

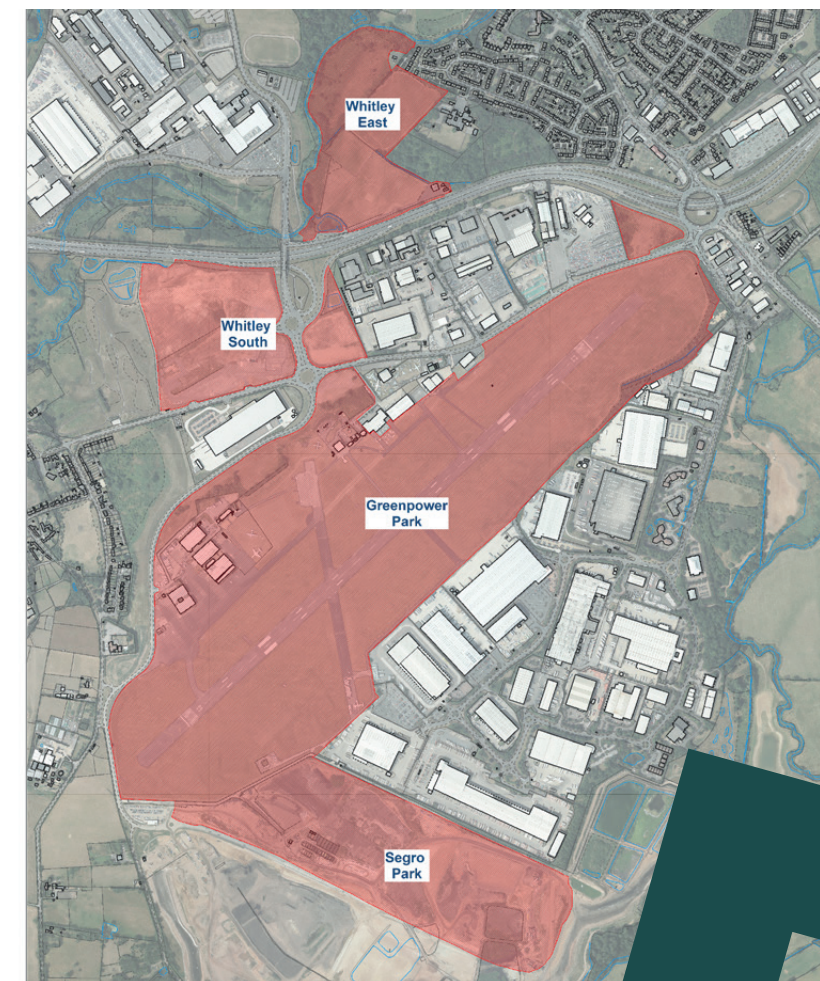
Significant funds have already been allocated to improving utilities and transport infrastructure around the site. Investment Zone status will provide a mix of tax incentives, direct funding and business rate retention needed to deliver the scheme.

The location provides direct access to a world-class ecosystem of advanced manufacturing and R&D. As well as being the UK's automotive capital, with anchor OEMs such as JLR, Aston Martin Lagonda and Geely, more recently Coventry and Warwickshire has emerged as a hotspot for battery technology and future mobility.

Altogether, the Coventry & Warwick Gigapark forms a unique and strategically important catalyst for accelerating the region's future growth and development in new and exciting sectors.

Investment opportunity

The size and scale of the collective sites offer significant opportunity for capital investors and end user occupiers with a focus on advanced manufacturing, future mobility and vehicle electrification activity.



The Site



- > **Planning Status:** Outline planning in place across the majority of the site with remaining land identified in local plan.
- > **Promoter:** Variety of promoters including Coventry City Council, Rigby Real Estate and SEGRO
- > **Investment Type:** End user occupier / Capital Investment and Co-investment
- > **Scale/Value:** £4bn+
- > **Sector:** Advanced Manufacturing / Industrial / Vehicle Electrification
- > **Timeline:** Phased delivery 2025 onwards
- > **Lead: Public/Private:** Public and Private
- > **Website:** www.coventry.gov.uk/CWgigaIZ

www.coventry.gov.uk/investincoventry | 37



GREENPOWER PARK, UK CENTRE OF GREEN ENERGY

Investment opportunities at the UK's only available site with both investment zone benefits and planning permission for a Gigafactory.

Located at the heart of the UK's manufacturing industry, the Greenpower Park is a trailblazing centre of excellence for electrification, battery technology and manufacturing. With the West Midlands Gigafactory as its anchor tenant, it has unrivalled access to the most highly skilled

workforce in the country. This ground-breaking location is the first of its kind, offering an all-in-one solution for battery research, industrialisation, manufacturing, testing, recycling and electrified logistics designed to foster the UK's growing battery ecosystem.

The Greenpower Park in Coventry sits within the West Midlands Investment Zone which is focused on Advanced Manufacturing, providing significant tax incentives and breaks for investors and it has outline planning permission for a Gigafactory.

Adjacent to the pioneering UK Battery Industrialisation Centre, the Greenpower Park is perfectly placed to act as a hub for the rapidly growing battery industry.

The 309-acre Coventry site is located at the heart of the UK's automotive industry in the West Midlands. It is the only site available in the UK which has already secured planning permission for a Gigafactory with production capacity up to 60GWH per annum, including a battery recycling facility.

Investment opportunity

Offering ultimate flexibility for future occupiers, this is an ideal opportunity for end user occupiers and capital investment funders.

Located within the West Midlands Investment Zone, the Greenpower Park can offer significant tax incentives and breaks for investors for up to 10 years,

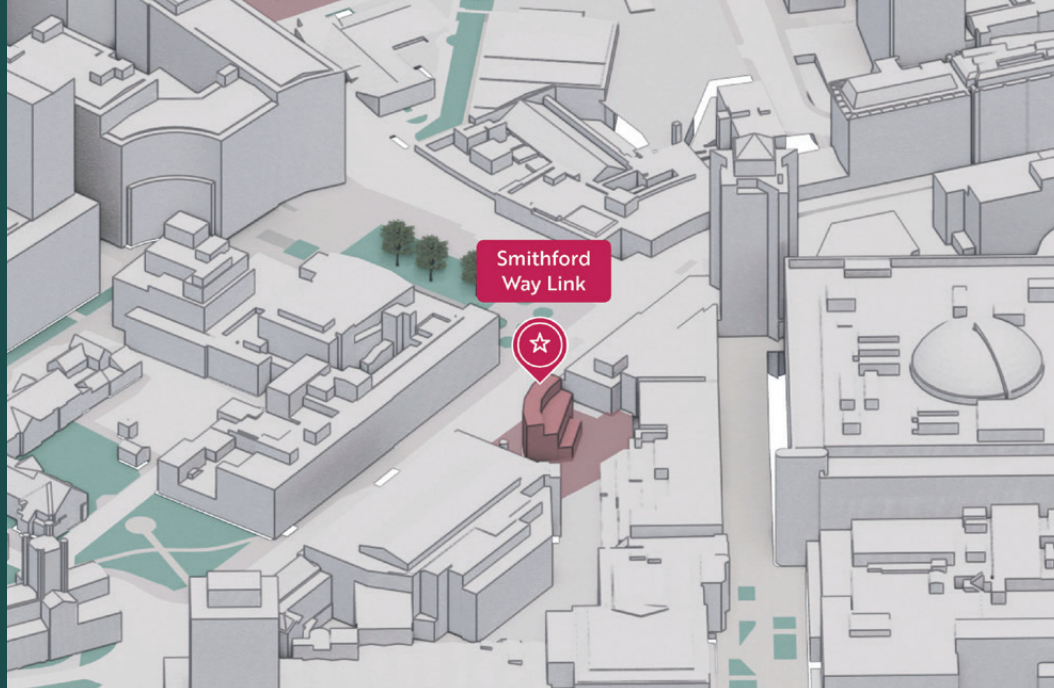
including stamp duty, land tax relief, business rate relief on newly occupied premises and national insurance contributions for new jobs created. In addition, there will be support available to develop the supply chain and skills as well as innovation and R&D for electrification.



The Site



- > **Planning Status:** Resolution to grant outline planning consent: January 2022
- > **Promoter:** Coventry City Council and Coventry Airport Limited
- > **Investment Type:** End user Occupier/ Partnership / Direct development or Co-investment
- > **Scale/Value:** £2.5bn+ GDV
- > **Sector:** Industrial / Advanced Manufacturing
- > **Timeline:** Delivery 2026 onwards
- > **Lead: Public/Private:** Joint Venture – Public and Private
- > **Website:** www.greenpowerpark.co.uk



SMITHFORD WAY LINK

A city centre located, residential-led mixed use development opportunity.

This site encompasses a service yard behind a retail store on Corporation Street and behind the retail units on Smithford Way. Through the opportunity to acquire the retail store, a more strategic assessment has been carried out to provide an opportunity to create a formalised pedestrian link between

Corporation Street and Smithford Way which separates people from the existing servicing road/area.

One conceptual option suggests a single development block situated between Smithford Way and Corporation Street, providing ground floor active retail/food and beverage/leisure uses

complimentary to the shopping area as well as supporting the night-time economy created from the nearby Belgrade Theatre and plaza, with residential dwellings over (incl. target 25% affordable housing), and creation of new/enhanced public realm and dwell spaces.

Opportunity:

Disposal of development site for Retail, Food and Beverage and Residential



The Site



- > **Planning Status:** Concept stage, supported by City Centre Area Action Plan
- > **Promoter:** Coventry City Council
- > **Investment Type:** Capital Investment / Development Partner
- > **Scale/Value:** c.150 dwelling (incl. affordable housing), approx. 1,000-1,200sqm retail/other space
- > **Sector:** Mixed-use
- > **Timeline:** Currently at concept stage
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/smithfordwaylink



COVENTRY VERY LIGHT RAIL

Coventry Very Light Rail (CVLR) is an emerging and exciting initiative being spearheaded by Coventry City Council to deliver an innovative and affordable new mass transit solution for enhanced urban connectivity.

CVLR will fill a gap in the public transport market that will integrate with buses and other modes to create a seamless door to door experience.

Our growing towns and cities need environmentally and financially sustainable integrated mass transit transport systems capable of supporting urban and economic

development; increasing social mobility and inclusivity; helping to improve air quality; and decarbonising transport.

CVLR will provide a solution that is comfortable, efficient, reliable and low-cost. The concept includes a lightweight, self-propelled and battery-powered vehicle, and will run on a novel track designed to sit

just 300mm inside the road surface, reducing the impact on utilities and saving millions of pounds 'lost' in the process of relocating gas, electrical, telecommunication systems, and other associated under-street apparatus. These innovations combined will make urban VLR considerably cheaper to install and operate over a lifecycle of many decades.

Investment opportunity

- > development and operation of the Coventry Very Light Rail network
- > marketing, development and operation in the UK and international market
- > further R&D to evolve the technology

There is an opportunity for delivery or investment partners to support the delivery of the first Coventry route(s). But Coventry Very Light Rail has also attracted interest from across Europe and internationally and geographic specific licences could be monetised to interested parties for exclusivity within specific regions.

The Track-form and vehicle have extensive unique features for which Coventry City Council have IP protection and numerous Patents granted and pending in the UK, USA, Europe EPO, Canada.

The IP valuation could be influenced by supply chain commitments supporting the local economy and UK build commitments. Potentially royalty payments could be obtained for use of components or integrated system outside the West Midlands area.



The Site

- > **Planning Status:** First stage February 2024
- > **Promoter:** Coventry City Council
- > **Investment Type:** Model to suit
- > **Scale/Value:** £1m - £375m
- > **Sector:** Public Transport
- > **Timeline:** 2024 – 2027
- > **Lead: Public/Private:** Public
- > **Website:** www.coventry.gov.uk/verylightrail

Transport innovation is our city's specialism. With a variety of exciting projects in the pipeline, we welcome investors and innovators across the sector.



City Linking Energy and Network Hub (CLEAN Hub)

City Linking Energy and Network Hub (CLEAN Hub) will bring together public and private sector innovation to drive new thinking and support the decarbonisation of transport.

It will provide a place to quickly recharge electric vehicles, offering park-and-ride bus connections allowing commuters and visitors to travel into Coventry without contributing to urban road traffic. In the future, these public transport connections will be served by electric and hydrogen buses and ultimately by Coventry Very Light Rail.

The site will enable solar panels and small-scale wind turbines to be used to generate zero carbon electricity, supported by the installation of batteries to store energy, ensuring it is available when needed. In the future the CLEAN Hub could connect to the city's first solar farm, and as technology develops, the site will also be an ideal hub for autonomous passenger and goods vehicles and it will be home to a freight consolidation centre, adding efficiency to last-mile logistics.

CLEAN Hub has several aspects that would be attractive to investors including Motorway Service Area operators, EV charge point providers / multi-fuel hub / energy providers, public transport companies and retailers.

Ultra-fast Charging Hubs/ Green Innovation Park

Coventry City Council is working with a number of partners to unleash the potential of ultra-fast charging hubs across the city.

These state-of-the-art facilities would provide volume charging facilities for all types of electric vehicles as well as developing options for multi-fuel hubs including hydrogen and gas.

This work is at the cutting edge of transport innovation and green technology and there are opportunities for associated facilities and SME research hubs as well as energy generation and supply opportunities.

Green Innovation Park has several aspects that would be attractive to investors including Motorway Service Area operators, EV charge point providers / multi-fuel hub / energy providers, public transport companies and retailers.



Urban Air Mobility Vertiports / Flight Paths for Beyond Line of Sight Flights (BVLOS)

An innovative infrastructure service for future air mobility.

Fast deployable, ultra-compact multi-functional air hub system for a range of facilities such as aircraft command /control centre, charging / refuelling systems for EVs, cargo and passenger loading and, mission specific facilities. Some of the operations also include delivery, either medicinal or parcel deliveries which opens a huge window

for engagement opportunities with other industries allowing for the further development of Passenger Carrying Urban Drones.

Following the success of the Air One Urban Airport demonstration in Coventry in April 2021, the plan is to deliver over 200 vertiports across the world within the next 5 years which would help reduce air pollution and congestion.

It offers investment opportunity for organisations operating in this field, or to investors seeking innovation projects.

City Centre Circuit

Coventry has a proud history of hosting events including half marathons, cycle events and the annual MotoFest, one of the UK's largest motoring festivals during which sections of the city's ring road are re-purposed as a racetrack.

MotoFest attracts around 200,000 people over a weekend and is a major draw for visitors to the city, including those involved in the motorsports industry.

This could be extended to become a more formal street-racing circuit within the city centre that could host a range of motor, e-car racing, and cycle events. A feasibility study has shown that a circuit could be

constructed to create a FIA G3 road course and FIA 6R rally cross course. The road course is only two steps below the top tier of motorsport and could bring high quality professional motor and e-car racing (up to formula E) to Coventry City Centre. There could also be the opportunity to link the track circuit with an innovation hub and use the circuit to demonstrate new technologies.

Project Skyway

Coventry is a key part of Project Skyway - the world's largest and longest network of drone superhighways to be built in the UK.

This is part of an InnovateUK programme which aims to support business growth through the development and commercialisation of new products, processes, and services. The group will build and develop 165 miles (265km) of 'drone superhighways' connecting airspace above Reading, Oxford, Milton Keynes, Cambridge, Coventry and Rugby over the next two years. Complementing this initiative, Coventry has also entered a strategic partnership with a local Drone specialist, Skyfarer, that will provide a number of services including logistics and surveys more efficiently than traditional methods.

It offers investment opportunity for organisations operating in this field, or to investors seeking innovation projects.





COVENTRY STRATEGIC ENERGY PARTNERSHIP

The Strategic Energy Partnership is a 15 year contractual joint venture between Coventry City Council and E.ON which will focus on innovative decarbonisation solutions.

The partnership's aim is to create a greener and healthier Coventry with a focus on energy sustainability, supporting a thriving local green economy and providing a better quality of life for all. Four Strategic themes will drive the partnership forward and help to deliver the mission; clean local energy, jobs and

skills, innovation and scale, and community benefit.

By enabling long-term and sustainable infrastructure planning we are investing and supporting the city's route to net zero which in turn will provide environmental, economic and social benefits.



Investment opportunity

The partnership will deliver various energy infrastructure and social value projects, drawing on innovative approaches and solutions throughout.

Delivery activity has been grouped into nine programmes that the various projects will sit within. These include solar across the city, building decarbonisation, electric vehicle charging, energy security, domestic

energy efficiency and, community benefit.

Projects from these programmes will be developed and joined up to maximise the value of our delivery approach. This could include opportunities to work with additional partners or investors on schemes and, as this is a 15-year strategic partnership, opportunities will be designed to deliver long term benefits.



The project

- > **Planning Status:** All projects are at different stages of the planning process
- > **Promoter:** Coventry Strategic Energy Partnership
- > **Investment Type:** Financial investment and partnership opportunities
- > **Scale/Value:** £2bn+
- > **Sector:** Energy and Sustainability sectors (inc. Climate Change & Net Zero)
- > **Timeline:** 15+ years
- > **Lead: Public/Private:** a Contractual Joint Venture partnership - Coventry City Council and E.ON
- > **Website:** www.coventry.gov.uk/sep



Coventry is leading the way in green innovation. We are seeking investors, landowners or delivery partners for the following projects.

Community Growing Network

Network will increase the opportunities and enhance the quality of local sustainable food growing, community gardening projects and creation of natural spaces across the city.

The project involves derelict or under-utilised plots of land being offered to community groups for growing projects. Coventry City Council is leading the project, as a significant landowner in the city, but is also keen to work with other landowners. The programme will help bring communities together, tackle social isolation and will provide new skills through training and development for participants and can help some of the most vulnerable members of the community. The scheme



will help to tackle food poverty and well as boost biodiversity across the city.

This is an exciting opportunity for partners to help sponsor the Coventry Community Growing Network, through funding, offering volunteer time and donation of resources or land.

The programme has already attracted some funding through E.ON to develop the first pilot sites and create a toolkit to support community groups, as well as resource to facilitate the programme, however it is programme is scalable, the more funds and resources acquired the wider we can grow the network across the city, host more events and market the scheme to attract more volunteers.

Green Finance – Natural Capital

In order to strengthen the region's green economy, the West Midlands has been selected by Defra as a pilot for Local Investment in Natural Capital, which will include the development of a natural capital investment strategy and pipeline of green finance investment opportunities for the region.

Coventry City Council is keen to work with private landowners and investors to identify opportunities for projects that support nature's recovery.

Opportunities include investment to create new sites for biodiversity net gain, including the creation of habitat banks which would generate returns for investors over a 30-year period, with opportunities to increase investment and returns through 'stacking'.

Coventry City Council has an Urban Forestry Strategy aiming to plant 360,000 trees by 2032, a tree for every citizen. There is an opportunity to support this

initiative which can be used for carbon sequestration.

The Council is seeking to deliver a network of 'green and blue' infrastructure across the city and this includes features such as raingardens, tree planting to increase shade including initiatives such as the creation of 'tiny forests' and pollinator friendly planting. Some public sector funding has been secured to enhance 'green and blue' infrastructure, but there is an opportunity for private match funding to add value and increase outputs.

Green Finance – Retrofit

The Council is leading on a domestic retrofit programme which has involved securing over £30m public funding since 2021, which has levered in private match in order to retrofit 2,500 homes.

However, the majority of the households fall into the 'able-to-pay' bracket, where they do not qualify for any grant funding but find themselves not in a position to invest in retrofit measures themselves. Therefore, there is a major challenge to secure investment to scale up retrofit across the city.

An opportunity exists to work with Coventry based investment institutions to develop new financial products that may incentivise and enable householders and small business owners to improve the energy efficiency and use of renewables to reduce costs and enable affordable warmth for property owners and their tenants.

Coupled with investment in retrofit measures, there is also a green skills gap to be tackled. This includes an increase in training, apprenticeships, boot camps and working with contractors and education establishments to grow skills and capacity and create new jobs.

There are also investment opportunities to support place-based retrofit schemes to deliver solutions at scale, ranging from insulation, solar pv, district heating systems, energy storage solutions and electric charging points, alongside complementary green and blue infrastructure. Investment will generate savings in energy bills alongside

producing clean energy which will yield returns to investors.

There is also an opportunity to partner with local organisations and training providers in order to increase the development of green skills to support retrofit work.



PUBLIC WI-FI

Coventry has a free to use public Wi-Fi system which covers the city centre high footfall areas as well as the War Memorial Park. This network has commercial potential for advertising and sponsorship and the service may benefit from additional investment to make a more reliable and higher performing experience.

FOOTFALL SYSTEM

Coventry has a footfall system covering the main areas of the city centre. The solution utilises extrapolation and mobile phone data to estimate footfall. This system could be replaced with a more granular solution which would provide a more accurate data set. This could have commercial possibilities as it would be of interest to new retail and development projects as well as helping with events and measuring success of new policy initiatives. This system could potentially be combined in the future with the Wi-Fi system.

INTERNET OF THINGS (IOT)

Coventry has usage of a powerful IOT network covering the whole city. This network was implemented in partnership with Severn Trent Water and can be leveraged to deliver multiple use cases and innovations with no additional revenue cost.

Coventry has been a testbed for 5G, City fibre and digital innovation, making it the perfect place for investment in future technology projects.

SMALL CELLS

Coventry is one of the leading locations for the deployment of small cells technology on street columns to deliver the mobile network. Agreements are in place with Freshwave and BT to provide this capability and this is expected to further expand to improve the capacity and coverage of the mobile network.

FIBRE DEPLOYMENT

The combination of City Fibre, Virgin Media and OpenReach has ensured that Coventry is amazingly well connected with Gigabit capable fibre connectivity. The latest figures confirm that Coventry is close to becoming the best fibre connected city in the UK. This connectivity is already being used to improve the CCTV and traffic signalling network as well as enabling residents and local businesses to experience fast and reliable connectivity.

MIDLANDS FUTURE MOBILITY (MFM)

Coventry is a key part of MFM innovation project. MFM brings together leading organisations from the automotive, transport, communications, infrastructure and research sectors in creating an extensive connected platform for the development of future Connected and Automated Mobility (CAM) solutions. There is a 200+ km network of roads, many of which pass through Coventry, with an associated sensor network that can provide a rich data set for those who wish to use the service.





COVENTRY



**WEST
MIDLANDS**
GROWTH COMPANY

**If you are interested in finding out more about any
of our investment opportunities, please contact us:**

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