

OUR FUTURE CITY CENTRE

THE PLAN FOR A THRIVING FUTURE



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UNIVERSITY OF WOLVERHAMPTON - STAFFORD ST



“WE HAVE SHAPED
A VISION THAT
IS ROOTED IN
LOCAL IDENTITY”



Foreword

Wolverhampton stands at a pivotal moment in its long and proud history. As a city that has continually evolved - shaped by its industrial heritage, rich cultural fabric and resilient communities - we are now looking confidently towards a bold and ambitious future.

Our Future City Centre is more than just a vision for physical transformation, it is a blueprint for how we will create a city centre that is vibrant, inclusive, and fit for the challenges and opportunities of the 21st century.

The plan reflects our aspirations to be a thriving urban hub and destination of choice that attracts investment, supports businesses, celebrates creativity, supports enterprise, and enhances quality of life for all who live, work, study and visit here.

“DELIVERING THIS TRANSFORMATION WILL REQUIRE COLLABORATION, COMMITMENT, AND CREATIVITY”

COUNCILLOR STEPHEN SIMKINS
Leader, City of Wolverhampton Council



Be Part of our City of Opportunity

CAPITAL&CENTRIC

“**WOLVERHAMPTON** IS A CITY THAT IS ALREADY ON THAT JOURNEY OF CHANGE, AND WE WANT TO BE ON THAT JOURNEY WITH THEM.”

TIM HEATLEY
Co-Founder, Capital&Centric



“WOLVERHAMPTON IS A HOT PROSPECT FOR US. IT’S A PLACE OF LATENT OPPORTUNITY, **BIG AMBITIONS** AND A **CLEAR VISION** FOR THE FUTURE.”

JAMES DICKENS
Managing Director, Wavensmere Homes



“**CITY LEARNING QUARTER** IS A HUGEY TRANSFORMATIVE SCHEME WHICH WILL BENEFIT FUTURE GENERATIONS OF WULFRUNIANS AND SHAPE THE SKILLS AND WORKFORCE OF TOMORROW.”

LOUISE FALL
Principal and Chief Executive,
City of Wolverhampton College

PARAGON

“THE **SUNBEAM** DEVELOPMENT SPEAKS TO BOTH A PROUD HERITAGE AND BRIGHT FUTURE. IT IS A MARKET LEADING BUILD TO RENT PRODUCT FOR WOLVERHAMPTON WITH HIGH QUALITY LIVING FOR THE RESIDENTS..”

ROBBIE HUBBALL
CEO, Paragon Living



“WOLVERHAMPTON IS A FANTASTIC CITY WITH GREAT POTENTIAL AND OPPORTUNITY. ITS PEOPLE ARE ITS STRENGTH AND ITS DIVERSITY A WONDERFUL ASSET. I AM PROUD OF THE PART THE UNIVERSITY OF WOLVERHAMPTON HAS PLAYED IN THE CITY’S JOURNEY TO DATE, AND I LOOK FORWARD TO OUR ONGOING CONTRIBUTION TO A **SUCCESSFUL** AND **PROSPEROUS FUTURE**.”

PROFESSOR EBRAHIM ADIA
Vice-Chancellor, University of Wolverhampton



“FUNDAMENTALLY, THE **ROYAL QUARTER** WOULD NOT BE THE SUCCESS IT IS TODAY WITHOUT THE STRATEGIC CLOUT, HIGH PERFORMANCE AND SHEER ENERGY OF THE LOCAL PLANNING AUTHORITY AND THE CITY’S CONSERVATION TEAM. COLLABORATION REALLY IS THE KEY TO THIS PROJECT.”

REBECCA BENNETT-CASSERLY
Corporate Director of Development, whg

MUSE

“**SMITHGATE** SHOWS THE AMBITION OF THIS CITY. IT’S A PLACE WHOSE STAR IS RISING AND A PLACE YOU CAN DO BUSINESS.”

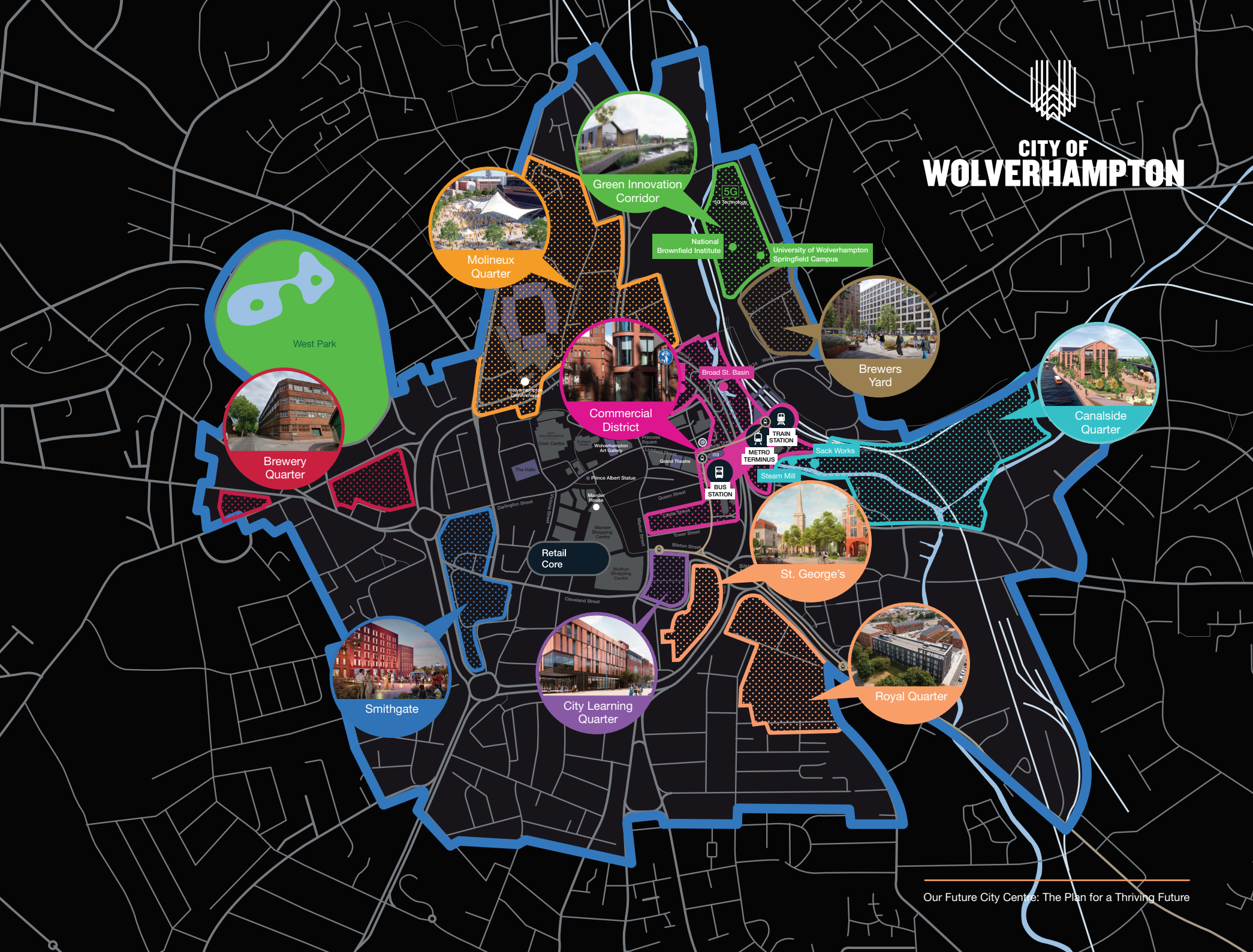
MAGGIE GROGAN
Managing Director, Muse Midlands

Our City Centre

Our Future City Centre Plan focuses on the civic, leisure and retail spaces within the ring road. It also factors in key locations like Molineux Stadium and the University of Wolverhampton campus, as well as residential and mixed-use areas on the periphery of the ring road. It incorporates core activity areas, events spaces and flagship regeneration projects driving city centre transformation.

Key city centre regeneration areas

- Core Boundary
- Green Innovation Corridor
- Molineux Quarter
- Canalside Quarter
- Interchange and Commercial District
- Brewers Yard
- Brewery Quarter
- Smithgate
- St. George's / Royal Quarter



OUR FUTURE CITY CENTRE

Wolverhampton is stepping into the future with confidence. *Our Future City Centre Plan* sets out an ambitious, 25-year proposal to revitalise the heart of the city into a vibrant, sustainable, and inclusive destination - one that thrives in the face of change and leads the way in climate-conscious regeneration.



This is more than a plan, it's a movement - building on the momentum already generated to unlock new opportunities for homes, jobs, innovation, and green growth. We're reimagining the city centre as a place where people thrive.

At its core, is our vision for creating high-quality places that put people first - safe, welcoming, and prosperous spaces that inspire pride and belonging for residents, businesses, and visitors alike.

Wolverhampton is ready to lead.

**THE FUTURE
STARTS HERE** ➔



OUR FUTURE CITY CENTRE

OUR SHARED VISION

A bustling, vibrant and green city centre where thousands choose to live, learn, work, visit and proudly call home.

Our Future City Centre

Our Vision is the inspiring picture for our future city centre, and how it will be described and perceived in the future. It is underpinned by Our Values which set out our commitment to the future development of the city centre. Combined they shape all proposals within the plan, guiding decision-making, investments and partnerships over its lifetime.



SMITHGATE - BIRCH STREET

WHAT MATTERS MOST OUR VALUES

1
THE BEATING
HEART
OF THE CITY

2
A CITY THAT
LOOKS AND FEELS
RENEWED

5
HEALTHY,
GREEN &
CONNECTED

3
A PLACE
TO BE. A REASON
TO STAY

6
GETTING
AROUND THE
SMARTER WAY

4
A PLACE TO
CALL HOME

7
A GREENER
CITY CENTRE



186
NEW HOMES

£30M
INVESTMENT

DELIVERED BY
PARAGON HOMES

1 THE BEATING HEART OF THE CITY

Wolverhampton's city centre is the beating heart of the city - full of life, energy and things to do. It's where people come together to live, work, learn, shop, have fun, relax, and enjoy themselves. The city centre is pulsating with activity and public life, offering a diverse mix of experiences - from culture and heritage to food and drink, events and entertainment.

2 A CITY THAT LOOKS AND FEELS RENEWED

By maximising public and private investment, Wolverhampton has taken bold actions to proactively enhance beautiful historic buildings that celebrate the city's roots in the Industrial Revolution, while creating a fresh, modern city centre. Major residential developments along the Canalside and in the heart of the city centre are breathing new life into former industrial areas.



City of Wolverhampton

Photo by Otto Norin



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450
NEW HOMES

OVER
£65M
INVESTMENT

DELIVERED BY
whg

3

A PLACE TO BE. A REASON TO STAY

The city centre is a cultural destination in its own right - a place where enterprise can grow, and where people feel part of something vibrant and distinctively Wolverhampton. A diverse mix of local businesses, independent traders, attractions, from shops, markets, leisure and sport, to galleries, theatre, music and events. All celebrating Wolverhampton's proud heritage, giving people a reason to stay, morning, noon, and night.

4

A PLACE TO CALL HOME

The city centre is a lively and welcoming residential neighbourhood, with high-quality, sustainable and affordable homes for people of all ages, backgrounds and lifestyles, building on our reputation as one of the most friendly and diverse cities in the UK. From young professionals to growing families and older residents, it will be an inclusive community meeting the diverse needs of local people. With access to high quality schools, healthcare, and community spaces nearby, and the beautifully preserved Victorian West Park just a short walk away, the city centre is a place where people feel connected, supported, and proud to call home.



City of Wolverhampton

MARKET SQUARE



LICHFIELD STREET



Wolverhampton

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WOLVERHAMPTON INTERCHANGE

5

HEALTHY, GREEN & CONNECTED

The city centre is a place where people can live well - with access to green spaces, nature, fresh and healthy food, and clean air. Parks, tree-lined streets, and active spaces support health and wellbeing, while safer walking and cycling routes make it easy to get around. A network of public spaces host events and encourage sport and recreation. The city's investment in fast, reliable digital infrastructure means everyone can access the opportunities of a modern, connected world, supporting wellbeing, inclusion, and a net zero lifestyle.

6

GETTING AROUND THE SMARTER WAY

Getting around the city centre is smarter, cleaner and more reliable. The bustling Wolverhampton Interchange provides seamless connectivity to the rail station, metro and bus network, and is a gateway to the city and beyond. Safer cycling and walking routes are making travel easier for everyone. By reducing traffic and improving public transport, we have created a healthier and more accessible city centre. Car parking has been bought together in the right places, freeing up space for new development and public areas that people enjoy. The city has embraced electric vehicles and smart transport solutions, helping people travel in ways that are better for the environment - and for the city.



City of Wolverhampton

UNIVERSITY CAMPUS COURTYARD



UNIVERSITY OF WOLVERHAMPTON

7 A PLACE TO LEARN, LIVE & CREATE

Wolverhampton is a city where learning and innovation shape the future - a city where people of all ages and backgrounds gain new skills, build careers and lead the way forward. With the University of Wolverhampton and City of Wolverhampton College strategically positioned, the city centre attracts students, researchers, and entrepreneurs from across the UK and around the world. Our brilliant students bring fresh ideas, global perspectives, and vibrancy to the heart of the city, and student living is part of our thriving community – shaping a city centre that's dynamic, inclusive, and future ready.



DIWALI CELEBRATIONS



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45,000
LEARNERS
(10 YEARS)

£61M
INVESTMENT

DELIVERED BY
CWC/CITY OF WTON
COLLEGE

CITY LEARNING QUARTER

Shaping Our Future City Centre

Our Ambitions set out bold, long-term changes that will shape the future of the city centre. Each ambition brings together related projects by theme and location, helping people see how different parts of the plan connect - and how they reflect the city's shared vision and values.



SMITHGATE



CANALSIDE SOUTH WHARF



1 A HOME IN THE HEART OF THE CITY

A city centre where people from all walks of life call home, with a vibrant mix of housing options for young professionals, a growing family, or those enjoying retirement, there's a place for them in the heart of the city. The ambition is to utilise underused spaces like empty shops or declining retail areas and reimagine them for city centre living. By breathing new life into these locations, we'll create a more balanced, lively city centre that feels lived-in, welcoming, and full of opportunity.

2 WHERE THE CITY MEETS THE WATER

The canal is one of our city's hidden treasures - and this Big Idea is all about unlocking its full potential. By transforming it into a vibrant corridor for walking, cycling, and leisure, we'll turn the waterway into a place where nature, movement and community come together. With new green spaces, better access, and thoughtful design, the canal will become a key part of everyday life - connecting neighbourhoods, supporting wildlife, and offering a peaceful escape right in the heart of the city.

NEW
FOUR SCREEN
CINEMA£2M
INVESTMENTDELIVERED BY
CWC/PDJ

3 PATHS AND PLACES FOR PEOPLE

Wolverhampton's city centre is the beating heart of the city - full of life, energy and things to do. It's where people come together to live, work, learn, shop, have fun, relax, and enjoy themselves. The city centre is pulsating with activity and public life, offering a diverse mix of experiences - from culture and heritage to food & drink, events and entertainment.

4 A GREENER CITY CENTRE

Wolverhampton is growing greener - literally and figuratively. This ambition is about transforming the heart of the city into a place that supports nature, clean air, and climate resilience. From tree-lined streets and pocket parks to sustainable buildings and low-carbon transport, the city centre will become a living example of how urban life and environmental care can thrive together.



**GET
INVOLVED**

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