

The Marches

Local Enterprise Partnership



WELCOME TO THE MARCHES

Herefordshire, Shropshire and Telford & Wrekin together are The Marches – one of the best places in the UK to invest, live, work and play.

At its heart is the global birthplace of industry, part of a heritage which has sparked a revolution of a different kind, with innovative hi-tech enterprises operating alongside land-based industries and entrepreneurs flourishing alongside global players.

BAE Systems, GKN, Caterpillar, Heineken, Müller Wiseman Dairy and Capgemini are just a few of the international names which have joined the region's 29,800 businesses and contribute to a £12.3 billion economy.

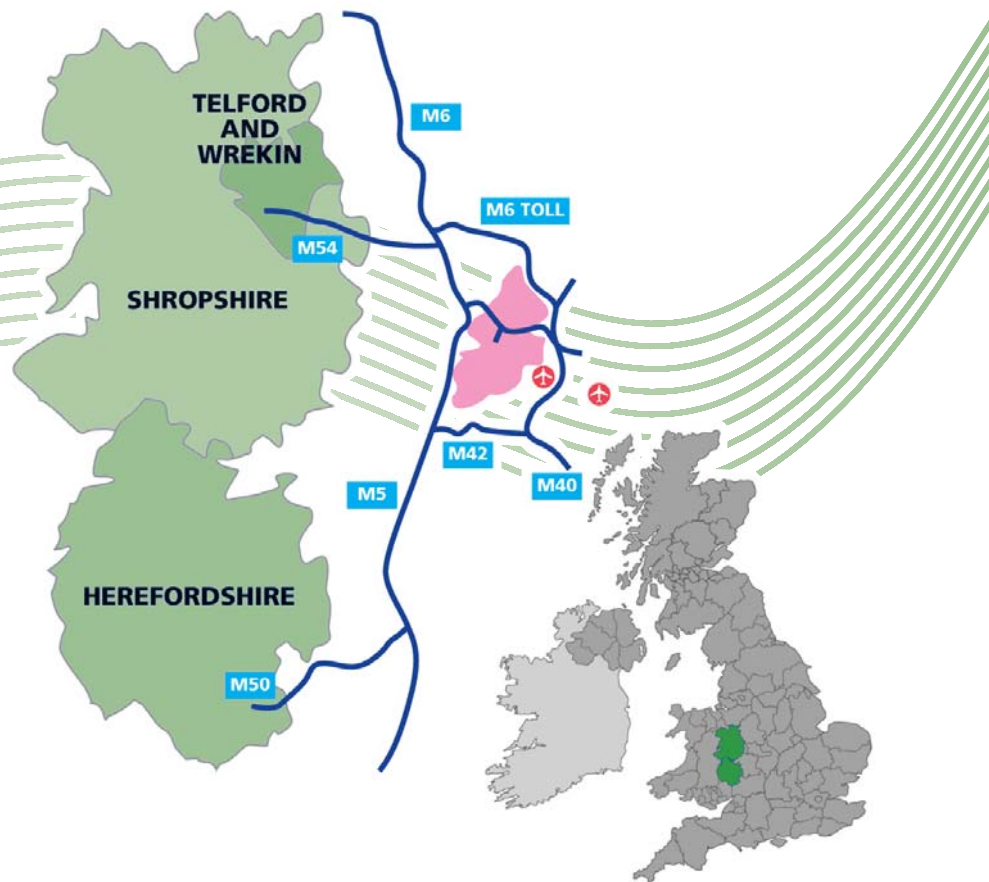
The Marches has a vibrant SME business base and ready-made supply chains across multiple industry sectors. With its exceptional quality of life in one of the most beautiful regions of the UK, it is one of the fastest-growing investment locations in the Midlands.

Close to both the North West and South West conurbations, as well as to Wales with the A5 part of the Trans-European Transport Network from Felixstowe to Holyhead, the Marches is uniquely placed to capitalise on its location and sector strengths in defence and security, advanced manufacturing and agri-tech, food & drink.

Big on ambition and opportunity, the Marches works collaboratively with investors thanks to the 'can-do' attitude of inward investment teams across the region. Last year saw the biggest inward investment in the UK, with automotive sector giant Magna Cosma due to open its new facility in Telford in 2018.

Ideas which changed the world were born here: the Industrial Revolution in the Ironbridge Gorge;

the first modern skyscraper, the Flaxmill in Shrewsbury; the modern Olympic movement in Much Wenlock; the Mappa Mundi in Hereford and Darwin's Theory of Evolution. These big ideas are evidence of the Marches' pioneering industrial heritage and entrepreneurial spirit which continues today in a 21st century world-class business landscape in the Midlands, UK.





The Marches offers a first-class business landscape, demonstrated by the largest single foreign direct investment in the UK in a decade, with the opening of automotive sector supplier Magna Cosma in Telford planned for 2018.

TELFORD

Telford, one of the fastest growing towns in the Midlands, has seen £1 billion of investment in the last decade.

On offer are ready to go development sites across 200 acres, the size of 166 football pitches, part of Telford's advanced manufacturing corridor. The Telford Investment Cluster sites can deliver a mixture of sized industrial units to meet demand and spread risk in already established employment locations along the northern edge of Telford.

A historic land deal has resulted in the UK Government committing £44.5m from land sales in Telford into site preparation and infrastructure to support growth, with £23m of land already sold.

With a workforce of 350,000 located within 30 minutes of the town, Telford boasts a strong expertise in automotive engineering, advanced manufacturing, logistics and other engineering related activity.

Telford already attracted the largest FDI investment in the

Telford's
advanced
manufacturing
corridor, with
200 acres of
ready to go land,
is the equivalent
of 166 football
pitches!



Midlands in the last decade in Tier 1 automotive supplier Magna Cosma, and has just announced a further major investment in the site by car parts manufacturer Polytec. Together these investors will create up to 800 jobs.

These and other automotive sector investments mean that Telford is well placed to support the strengthening of West Midlands supply chains and the re-shoring of the £6bn of additional supply chain opportunities identified by the Automobile Council.





“This Telford project will bring the most advanced structural casting technologies to the UK. As light-weighting continues to be a key technology driver, we are uniquely positioned to help automakers achieve optimal weight savings throughout the vehicle architecture.”

President, Magna Cosma

SHROPSHIRE

With its vision to creatively reuse its heritage buildings and estates for modern uses, Shropshire is creating unique, inspiring places.

Boasting beautiful countryside, vibrant market towns and a strategic central base within the UK, Shropshire provides quick access from the West Midlands into Wales and into the North West, including the HS2 Hub Station at Crewe. At its heart is the thriving county town of Shrewsbury, where a transformation like no other is currently taking place.

The restoration of the Shrewsbury Flaxmill Maltings – the world first iron-framed building which paved the way for modern sky-scrapers – is under way. It blazed a trail for the likes of the Empire State Building in New York and the Burj Khalifa in Dubai, which have since followed, with their DNA traced right back to this site.

The renovation of the Flaxmill, which typifies the calibre of historic buildings in the county, will result in an airy, spacious and stylish office environment being available to the market by 2021. The transformation will see an abundance of natural light expertly contrasted with the retention of many of the building's original features and character.

Future development opportunities include the redevelopment of the former Ironbridge Power Station and Clive Barracks at Tern Hill, on the A41. Key sites in main market towns, including Oswestry and Whitchurch, are also being made investor ready. The next evolution of Shrewsbury, the birthplace of Charles Darwin, through its Big Town Plan will identify further exciting development potential.

Like these historic sites, Shropshire is a county of contrasts: rooted in heritage and history yet at the same time its sights are set firmly on the future: boasting major companies, burgeoning growth sectors and a commitment to embracing 21st century technologies alongside energy and ambition to build a prosperous and sustainable future.



Shropshire is home to a dynamic and diverse workforce, with cutting-edge capabilities in agri-tech and digi-health and interesting development sites along strategic corridors.



HEREFORDSHIRE

Welcome to Herefordshire – a world-class business landscape attracting investors and creating jobs.

Skylon Park, in Hereford, is a catalyst for growth across the county. It is the only Enterprise Zone with a dedicated defence and security sector focus thanks to its proximity to the SAS base in the city and a cluster of nearly 100 businesses operating in the sector including nearby Quinetiq in Malvern and GCHQ in Cheltenham.

“Skylon Park offered us a blank canvas to design a bespoke facility that will suit our specific needs. This includes workspace with increased headroom up to 11.5m and overhead crane capacity up to 120t, allowing us greater flexibility in our design and manufacture process.”

**Ken Davies,
KGD Engineering.**

More than 275,000 sq ft of new development has already been built or is under construction at 12 separate developments. A Centre of Cyber Security is planned by the University of Wolverhampton as a focus for business occupation, training and links to academic research.

The prime development site within Skylon Park is the North Magazine. This 10 hectare development plot benefits from dedicated access and full land remediation. The required utilities and landscaping will be installed to the end user specifications and includes connection to the Zone's own ultrafast broadband network.

The new Herefordshire University is crucial to the county's future plans. As the UK's first new university for 40 years, the curriculum will be targeted at the

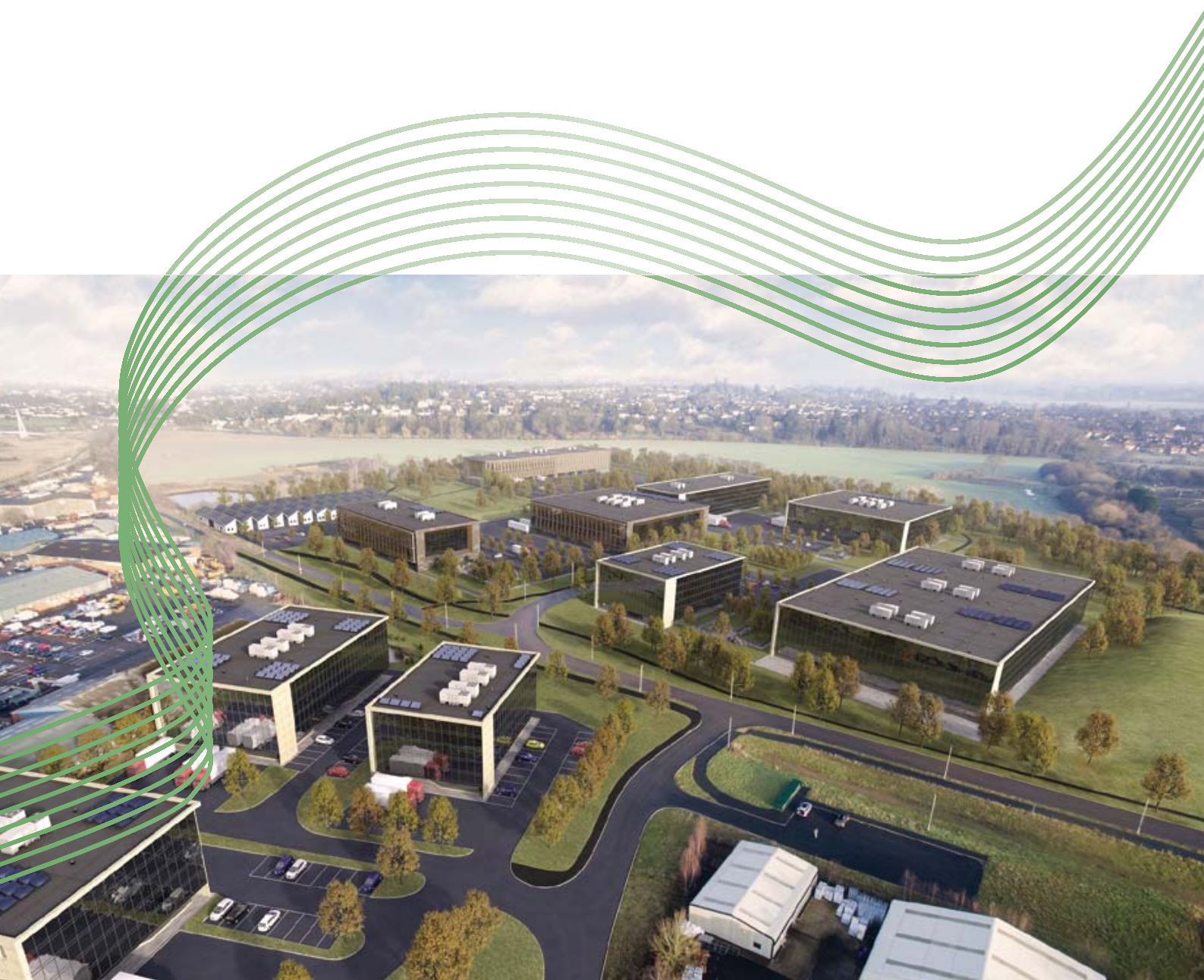


needs of engineering and technology employers. The university is committed to the construction of a state of the art teaching and innovation campus in Hereford City Centre, developed on the latest 'agile' principles.

This will involve the construction and/or refurbishment of new teaching and administrative facilities. Linked to the new city centre facilities, will be laboratories and workshops, including an application and development centre at Skylon Park.

The first phase of the project will see over a thousand students taking courses by 2022. Students will predominately be housed within, new, dedicated accommodation across the city.





BUSINESS IN THE MARCHES

666,700

PEOPLE

Live Here

Home to

29,800

BUSINESSES

Contributes

£12.3

BILLION

to the UK
Economy

12,300

JOBS

Created Since
2011

Business

Survival Rates

2nd

HIGHEST

Out of 38 LEPs

Marches start-up

business rate

8th

HIGHEST

in UK

8%

GROWTH

in SMEs in last
5 years

26%

GROWTH

in Business and
Professional
Services Sector

1,988

INWARD

INVESTMENT

Projects Attracted
in 2014/15,
up 12%

OUR BUSINESS SECTOR STRENGTHS

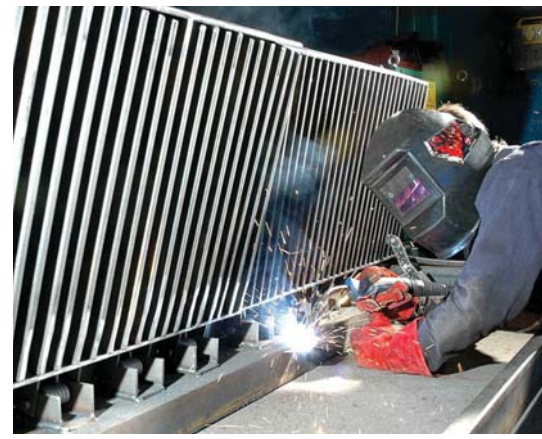
Advanced manufacturing

More than 36,600 people are employed in a wide range of manufacturing industries, including fabricated metal productions, rubber, polymers and machinery/equipment manufacturing, with automotive manufacturing alone employing 3,400 people in the region.

The region already boasts a number of vehicle component manufacturers, machinery and

equipment manufacturing and metal fabricators including: BAE Systems (Engineering, Combat Vehicles UK); GKN plc; Bridgnorth Aluminium; Caterpillar; Denso; Doncasters Group Ltd; GEA Denco; Grainger & Worrall; Holden Aluminium Technologies, Special Metals Wiggins and Stadco.

The Marches benefits from the availability of quality sites; its proximity to the M54 which links



to the rest of the national motorway network and the nearby i54 site, home to Jaguar Land Rover's (JLR) new engine plant, which represents a major opportunity for Marches manufacturers, a number of whom are already tier one suppliers, to do more business with JLR.



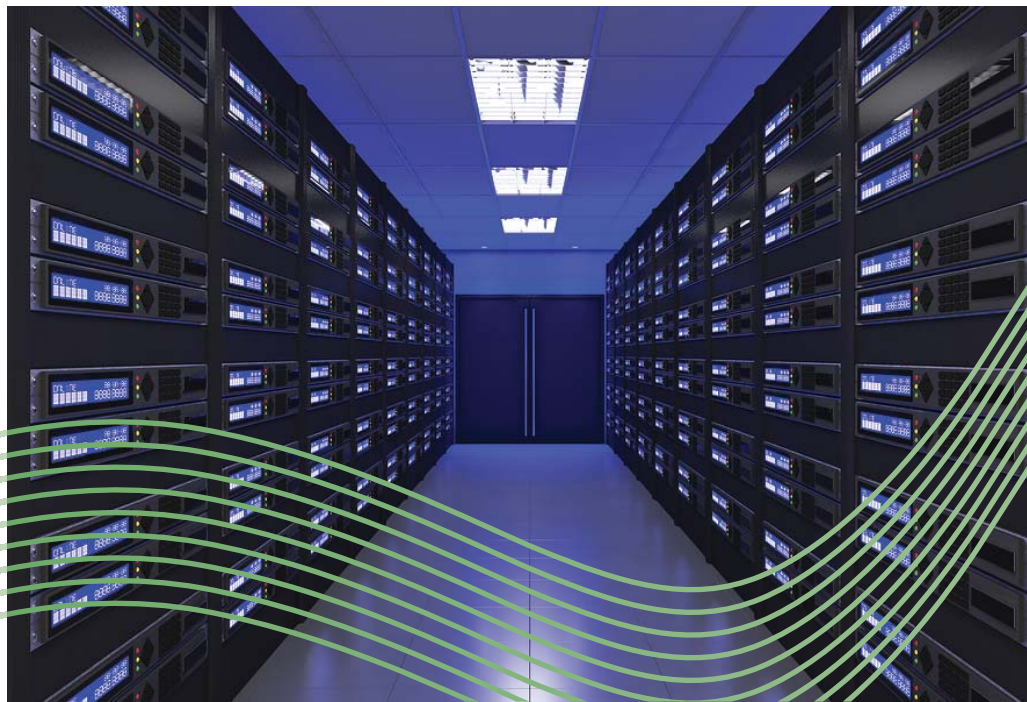
Defence and security

Defence and security businesses employ approximately 4,000 people across the Marches. Aside from the operational bases, key private sector companies already operating in the sector here include: BAE Systems (Engineering, Combat Vehicles UK); Caterpillar Defence Products; DrazaH Solutions Limited; Fujitsu; G4S; Global Radio Data Communications and Smartwater Technologies.

As home to the UK Special Forces, Herefordshire has a heritage that has led to it already being the location for a cluster of companies in this sector, many

of which have been set up by ex military personnel. These companies, building on the worldwide reputation that the British Army has for quality and expertise, are able to exploit the growing export market for the supply of services in this sector. The region's Enterprise Zone, at Skylon Park, in Herefordshire, is the only Zone in the UK with a defence and security sector focus.

In Shropshire, meanwhile, RAF Cosford houses the Defence College of Aeronautical Engineering and other technical training operational units, alongside the award- winning RAF museum. Whilst Telford, with its concentration of aero and defence companies and supply chain around MOD Donnington, is an expanding defence gateway and centre of logistics excellence.



Agri-Tech & Agri-Food

Worth more than £1.89 billion to the Marches economy and claiming almost a quarter of all Marches manufacturing jobs, the thriving agri-food and drink sector employs 42,700 people.

Boasting both multinationals and home-grown names including ABP, Arla, Bulmers (Heineken); Cadbury (Mondelez); Cargill Meats; Dairy Crest; Faccenda; Heinz (Single Service); Müller Wiseman Dairy; Addo Food Group (Palethorpes Bakery); Kerry Foods & Ingredients, Tyrrells and Westons Cider, the size and scope of the food and drink sector

in the Marches cannot be underestimated.

The region also boasts a well-established supply chain in food packaging, manufacturing, processing, materials innovation testing and development and specialist logistics and preservation solutions.

The Marches also has more people employed in Agri-Tech than any other LEP area. Key players include McConnell, the world leader in Vegetation Maintenance; Fullwood, a world leader in robotic milking parlours;

GKN Land Systems in Telford and JCB in our neighbouring LEP.

Harper Adams University, the leading UK institution specialising in agriculture and agricultural engineering, is an internationally recognised Centre of Excellence in this sector.



