

Stage 4 - Pre-application advice



While our estates team will usually be able to give you a very high-level opinion on potentially acceptable future development types and uses on our available land and property, this doesn't provide any guarantee to the outcome of any associated future planning application proposal you may choose to submit.

We strongly encourage you to make use of our wide range of pre-application advice to seek a detailed response from our Local Planning Authority team at the earliest opportunity. Find out more about our pre-application services: <https://www.dudleybusinessfirst.org.uk/invest-dudley>

For larger or complex development proposals we may suggest entering into a Planning Performance Agreement with you to help manage the end-to-end planning process. Find out more about PPAs: <https://www.dudleybusinessfirst.org.uk/invest-dudley>

Stage 5 - Delivery



We will continue to support you during the delivery phase of any future development you bring forward in Dudley including processing discharge of planning condition applications, changes to a development scheme and we can help connect you with the West Midlands Combined Authority to explore any gap funding opportunities that may assist.



PRIME OPPORTUNITY

Today's venue:
Very Light Rail - seeking a creative and forward-thinking operator, find out more at property.management@dudley.gov.uk



More information and all relevant documents referred to in this brochure and appendices can be found by visiting:

<https://www.dudleybusinessfirst.org.uk/invest-dudley>



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NEVER BEEN DONE IS WHAT WE DO
**IT STARTS
HERE**^{WM}



Business Growth
West Midlands



Dudley

a location to invest in

INTRODUCTION

Dudley is undergoing a major transformation, driven by multi million pound infrastructure, commercial and residential investment. Centrally located in the West Midlands and close to key transport routes, the borough offers excellent connectivity to the wider region and international markets.

With a long-standing reputation for world class manufacturing and engineering, Dudley continues to host leading companies across technology, digital, retail, creative and advanced industries. Businesses choose the borough for its connectivity, skilled workforce and position within the UK's top FDI region outside London.

The West Midlands' **£117bn** economy, fast-growing tech sector, nine higher education institutions and strong graduate retention provide a powerful base for business growth. Dudley's appeal is reflected in rising demand, including more than **14,000** new residents between 2024 and 2025.

A **£24m** bus and Metro interchange completing in 2026 will further enhance connectivity. As a major landowner, the Council offers a diverse portfolio of commercial, industrial and surplus housing assets to support development.

Dudley has also been recognised nationally as one of only six new Heritage Places for 2025, unlocking opportunities through the UK's **£200m** National Lottery Heritage Fund. Looking beyond 2026, the council is committed to working at pace with investors and partners to deliver high quality development across surplus sites.

Key figures:

£117BN

West Midlands
economy

14,000

New residents in
Dudley Borough

£24M

New bus and
metro interchange

Share of
£200M

National Lottery
Heritage Funding

Your gateway to high value opportunity

Senior leadership team.

We have developed a strong new senior leadership team with a wealth of experience and proven track records to drive Dudley Council forward and forge an exciting future for our borough and residents. We are pleased to introduce the three new directors responsible for assets, place shaping, regeneration and housing who are leading on the council's asset programme.

MICHAEL BRERETON

Director -
Development &
Regulation



Michael is a qualified town planner and leader of place with over 20 years of experience in place-based services in the public sector and formerly a private consultant leading on multi-million development projects for some of the largest landowners in the UK.

Contact Michael about:

- All council assets
- Local Planning Authority
- Building control

e. michael.brereton@dudley.gov.uk
t. 01384 815258

ANNE BOYD

Director -
Growth &
Infrastructure



Anne brings a wealth of experience in economic development and regeneration, having operated as a senior civil servant nationally and as a former LEP chief executive in the Midlands region.

Contact Anne about:

- Economic growth
- Infrastructure
- Jobs and skills

e. anne.boyd@dudley.gov.uk
t. 01384 818332

JAMES PRESTWICH

Director -
Housing &
Homelessness



James has worked in housing for many years including operational housing within the affordable housing division at the Ministry of Housing, Communities and Local Government and in policy and external affairs roles at the National Housing Federation.

Contact James about:

- Social housing and homelessness
- Registered provider partnerships

e. james.prestwich@dudley.gov.uk
t. 01384 815177

The Dudley Offer.

We know how important it is for potential investors, developers and occupiers to have a clear route to accessing the right support and advice at every stage of the process. We are committed to providing a holistic wrap-around 'Dudley Offer' giving you the confidence to invest in Dudley.

Our specialist team acts as a single point of contact for inward investors, providing confidential services customised to your business needs. Whether you want to land, expand, relocate or invest, we are here to help.

Inward investment

We work alongside West Midlands Growth Company to support inward investors, including introductions to networks, location support, sector-specific market research and bespoke investment propositions.

Capital investment

We work with partners including West Midlands Combined Authority and Homes England to accelerate brownfield regeneration, housing and industrial growth through innovative funding models and access to gap funding and loan funds.

Business support

Support is available for high growth potential businesses to overcome barriers and accelerate growth, while strategic businesses can benefit from ongoing account management at the highest level.

Skills & recruitment

We offer a bespoke, tailor-made service to meet business growth needs, including a tailored recruitment service, apprenticeships, sector-based academies.

Stage 1 - Explore current opportunities in Dudley



PROPERTIES TO RENT

Our rental opportunities, available to view via **Rightmove** are available by visiting <https://www.dudleybusinessfirst.org.uk/invest-dudley>

OUR LAND AND PROPERTIES FOR SALE

We have a large number of surplus council assets available which can be viewed in [appendix 1](#).

We also have specific surplus former housing assets available which can be viewed in [appendix 2](#).

Contact our estates team at property.management@dudley.gov.uk to find out more. The team will be pleased to discuss the details of any asset of interest and will guide you through the process.

Access more information and search on our interactive maps <https://www.dudleybusinessfirst.org.uk/invest-dudley>

Stage 2 - Identifying other potentially surplus assets



Seen one of our properties or land parcels that isn't currently available and want to find out if we'd consider it to be surplus? Contact our estates team to find out more about this process at property.management@dudley.gov.uk

Access more information and search on our interactive maps <https://www.dudleybusinessfirst.org.uk/invest-dudley>

Stage 3 - Negotiations and exchange



Our estates team will put all surplus Dudley Council assets to the open market with the objective of securing best value in line with the following protocols contained within our constitution available <https://www.dudleybusinessfirst.org.uk/invest-dudley>

- **Protocol for the disposal of council owned land and buildings**
- **Best Consideration Protocol for the disposal of council land/property**

If the team subsequently enters into negotiations with you on behalf of Dudley Council they will instruct our solicitors at the appropriate stage towards an agreed exchange date. We will ask you to provide your own solicitor's details during this process.