

Advanced Construction Cluster

From Manufacturing Strength to Market Scale

How shared capability, verified systems and aggregated demand can accelerate industrialised construction



Construction's automotive and aerospace moment

**ALREADY
INDUSTRIALISED**



Automotive & aerospace

- Shared platforms and standard components, reused across many models and manufacturers
- Pre-qualified, certified supply chains, specified with confidence
- Design and cost fixed before physical production starts
- High-volume, repeatable manufacturing, refined over decades

Construction's automotive and aerospace moment

ALREADY INDUSTRIALISED



Automotive & aerospace

- Shared platforms and standard components, reused across many models and manufacturers
- Pre-qualified, certified supply chains, specified with confidence
- Design and cost fixed before physical production starts
- High-volume, repeatable manufacturing, refined over decades

STILL FRAGMENTED



Construction

- A long tail of SMEs, most bidding and building project by project, with no shared platform
- Largely bespoke, one-off design and procurement on almost every scheme
- Traditional, adversarial contracting, rather than shared standards and trust
- Productivity gains marginal since 2019 – higher industrialisation could lift output 60-100%

Construction's automotive and aerospace moment

ALREADY INDUSTRIALISED



Automotive & aerospace

- Shared platforms and standard components, reused across many models and manufacturers
- Pre-qualified, certified supply chains, specified with confidence
- Design and cost fixed before physical production starts
- High-volume, repeatable manufacturing, refined over decades

STILL FRAGMENTED



Construction

- A long tail of SMEs, most bidding and building project by project, with no shared platform
- Largely bespoke, one-off design and procurement on almost every scheme
- Traditional, adversarial contracting, rather than shared standards and trust
- Productivity gains marginal since 2019 – higher industrialisation could lift output 60-100%



**The shift that
construction
needs to make**

WMACC is building this ecosystem and model for construction, working in the West Midlands where there is a significant “clustering” of manufacturing capability

The route to scale

1

Capability

We are building

- Visible expertise
- Connected supply chains
- Collaborative innovation

2

Verified systems

We are verifying

- Quality assurance
- Track record
- Standards



3

Aggregated demand

We are connecting

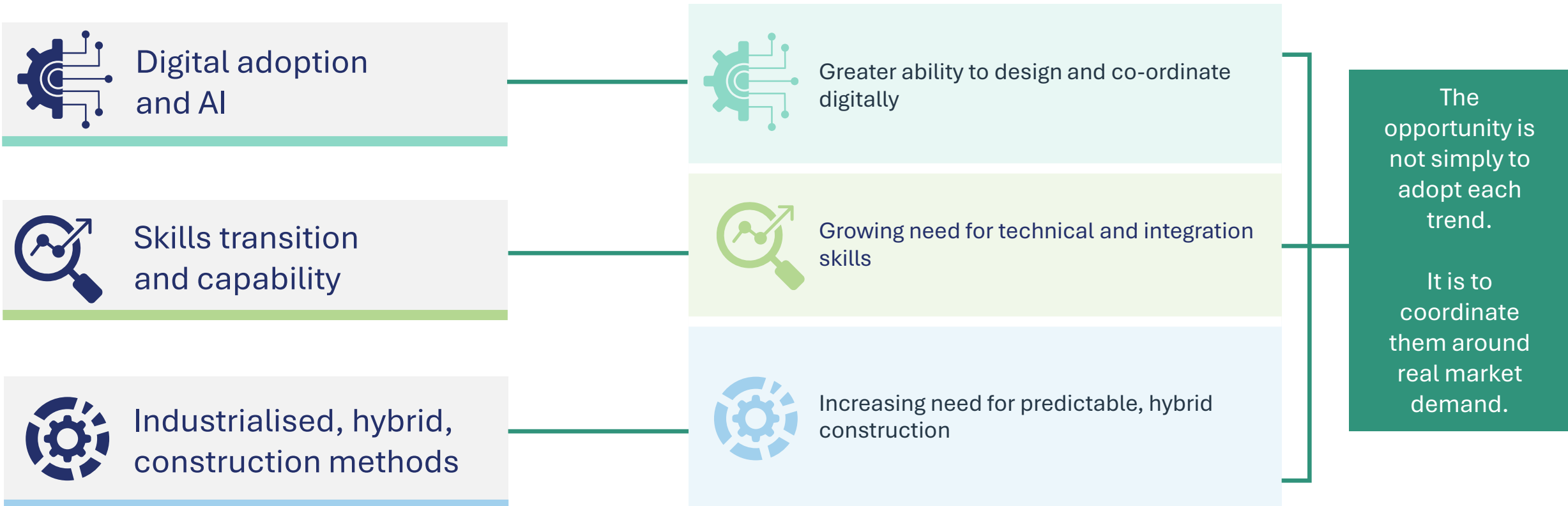
- Pipeline visibility
- Repeatable opportunities
- Investment confidence



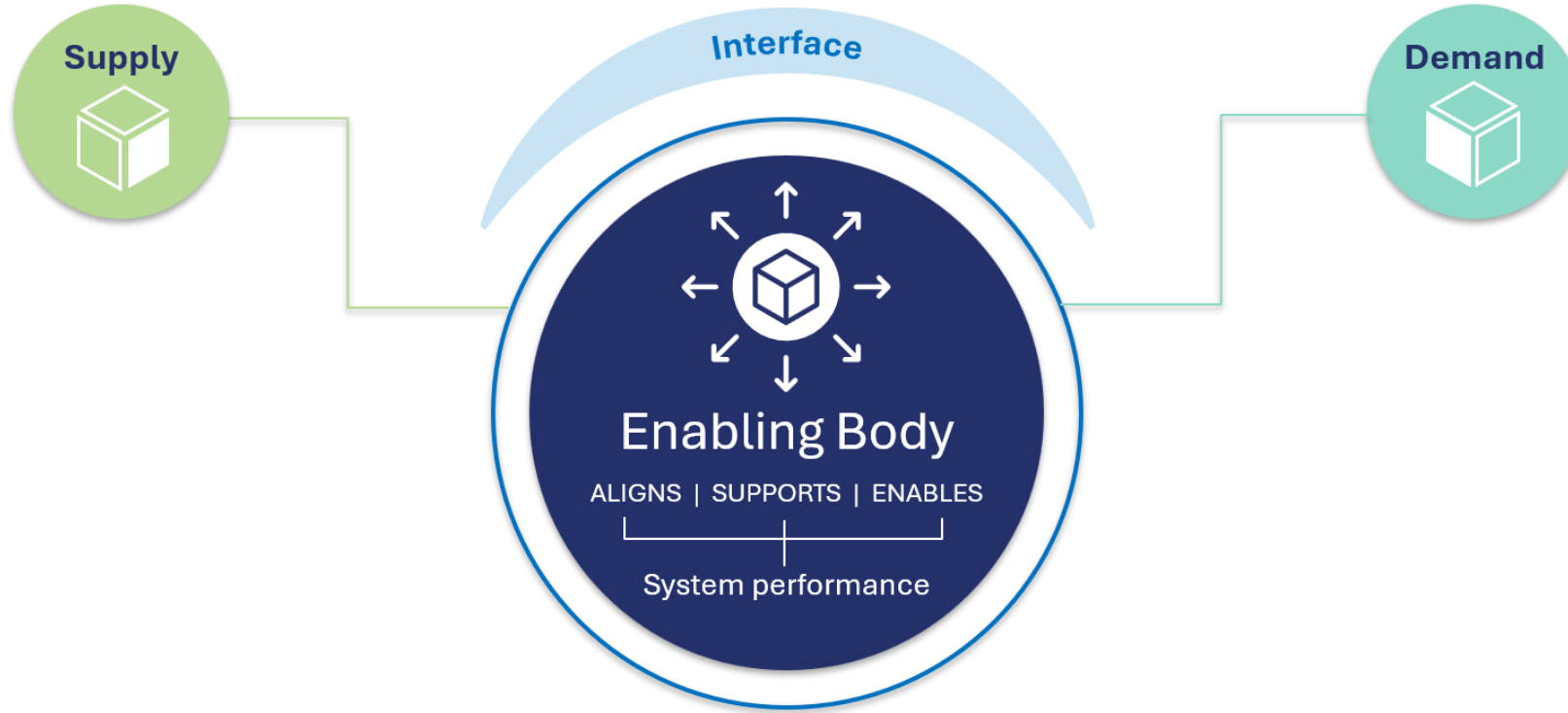
We will get to scale when capability, trust and demand reinforce each other

The market is moving, but the system is not keeping up

There is a seismic shift in the construction market led by **three megatrends**.



The proposition



OPPORTUNITY:
ACHIEVE MORE TOGETHER

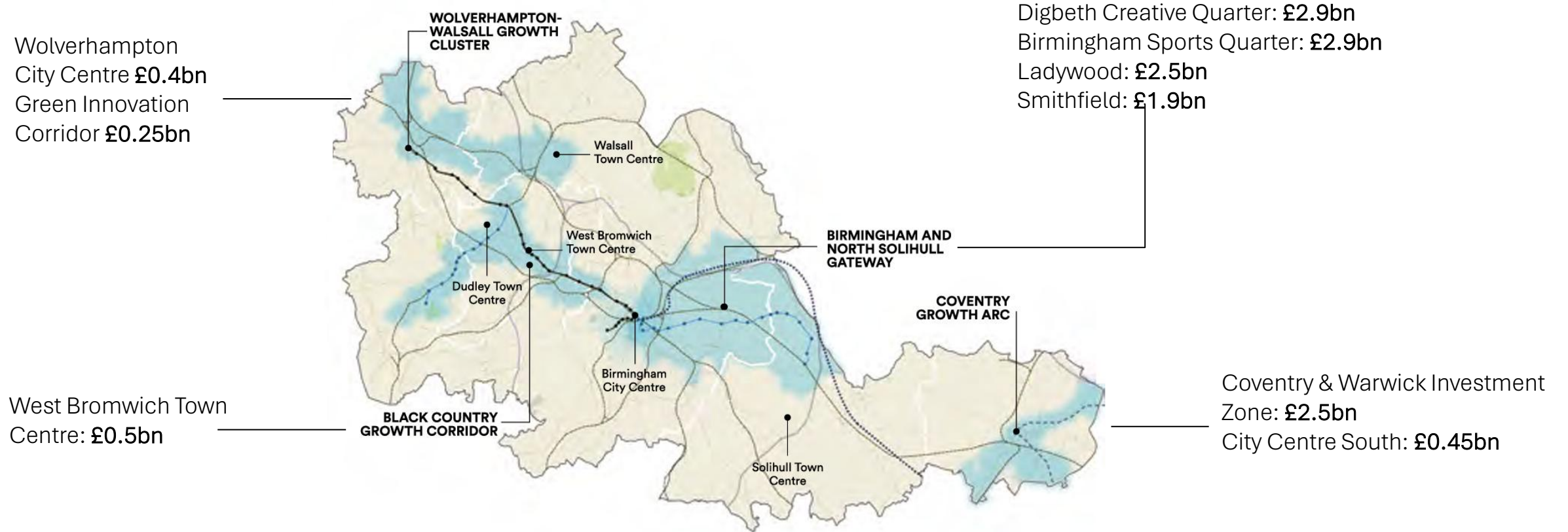
WE:

- **Make demand visible**
- **Make capability easier to find and trust**
- **Co-ordinate action where individual organisations cannot**



The cluster turns fragmented capability into a market facing system

We are aligning capability to £14.5bn of opportunities



What we have built: Regional pipeline intelligence

Rank	Project	GDV/Value	Planning	Investment	Programme	Status	Selected	Reason (brief)
1	Smithgate Ph1, Wolverhampton	£83m	3/3	3/3	4/4	On site	TOP 5	Fully funded + on site
2	City Centre South, Coventry	£450m	3/3	3/3	4/4	Planning and funded	TOP 5	Full planning + Full funding
3	West Bromwich Town Centre	£507m	2/3	3/3	4/4	Procurement live	TOP 5	£376m public + procurement portal
4	Smithfield Birmingham	£1.9bn				Enabling	TOP 5	High leverage – recapitalised
5	CWIZ Whitley South, Coventry	830k m ² cons.						
6	B-KQ Core, Birmingham	£4bn						
7	Springfield Campus GIC	£200m						
8	i54 Western Extension	£300m ext.						
9	Brewers Yard, Wolverhampton	£250m						
10	Paradise Birmingham Ph3	£1.2bn						

£20bn+

Total pipeline value
13 projects tracked

£3bn+

Top 5 combined GDV
Accessible now

3

On site NOW
Live supply chain

Selected by

Planning investment
programme

Project		Value	Status	Cluster action
P1	Smithgate Ph 1 Wolverhampton	£ 83 m	On Site	Contact Development
P2	City Centre South, Coventry	£ 450 m	Reserved Matters Approved	Contact Development
P3	West Bromwich Town Centre	£ 376 m	Master development partner sought	Procurement Portal
P4	Smithfield Birmingham	£ 1.9 Bn	Long Term	WMACC Guidance
P5	CWIZ Whitley South, Coventry	£ 2.5 Bn	Planning secured	WMACC Guidance

Building the conditions for scale



Together these achievements are making capability more visible, systems more trusted and demand easier to access

We are funded by:



West Midlands
Combined Authority



West Midlands
Growth Company



Jeff Endean

WMACC Executive Director
Jeff.endean@wmacc.uk



Mark Worrall

WMACC Deputy Director &
Industry Champion
Mark.worrall@wmacc.uk



Gemma Bunn

Cluster Delivery Manager
Gemma.bunn@wmacc.co.uk



Sammy King

PR & Marketing Lead
Sammy.king@wmacc.co.uk

Our advisory board is chaired by:



Krithika Ramesh

Head of Built Environment
and Urbanism Engagement
Connected Places Catapult



Steve Chesters

Business Unit Director
HadleyFRAME

**Cast and BBI are
proud to be
working in
partnership to
deliver the WMACC
Cluster for the
West Midlands**



UK's only specialist residential
consultancy.

Delivering cost and project management,
technical due diligence, and strategic
advisory services.

We have helped shape MMC policy and
delivery positions regionally, nationally
and internationally.



BBI Services

Leading performance improvement
organisation.

Based within Coventry and
Warwickshire, working throughout
the construction sector.

We delivery impactful programmes
to enhance performance at all
levels of the value chain.



Cast

Real Estate & Construction
Consultancy

Black Bull Yard
24-28 Hatton Wall,
London
EC1N 8JH



BBI Services

BBI Services

Business and programme delivery
improvement specialists

50 Stratford Rd,
Shipston-on-Stour
CV36 4BA