CITY SOCIAL SPACE

FOOD, BEVERAGE AND LEISURE OPPORTUNITY

St Peter's Car Park, Wulfruna Street
Wolverhampton WV1 1LY

Background

Wolverhampton's proposed new social space represents an exciting opportunity for an ambitious development and operating partner to help shape the next phase of the city centre's transformation. Planned for the prominent St Peters site on Wulfruna Street, the concept will bring together food and drink, events, entertainment and complementary leisure uses, creating a distinctive new destination with the potential to attract an estimated 400,000–500,000 visitors each year. The opportunity benefits from an exceptional city-centre location, close to the University of Wolverhampton, Molineux Stadium and The Halls, alongside major investment in Smithgate, the City Learning Quarter and new city-centre housing. Potential partners can also benefit from up to £5.5 million of Council capital investment, with flexibility around lease and management structures. This is a compelling opportunity to create a commercially sustainable, high-profile destination while playing a central role in Wolverhampton's regeneration story.

Expressions of interest by: 5pm on 18 December 2026.



CITY SOCIAL SPACE

ST PETERS/WOLVERHAMPTON OPPORTUNITY



FOOD HALL ENTERTAINMENT VENUE

Wolverhampton city centre is undergoing major regeneration, anchored by the £83m Smithgate scheme to create a new mixed-use quarter with 1,000 homes, the £61 million investment and relocation of City of Wolverhampton College in the Learning Quarter with an influx of some 3,000 new students and the £2 million joint investment in the Lockworks Cinema. The council is also making significant improvements to its public realm and pedestrian areas, aimed at transitioning the city centre into a sustainable, residential-led, and vibrant hub by 2028.

Given such significant investment, City of Wolverhampton Council has identified an opportunity to add to the city centre's offer through the addition of a Food, Beverage and Leisure opportunity, events space and other complementary uses.

This is to be located on the existing St. Peter's Car Park in a high profile, extremely accessible and well sited location in the heart of the city centre and adjacent to the Civic Centre, University of Wolverhampton, and Molineux Stadium, home of Wolverhampton Wanderers FC, as well as being close to the Halls - a highly regarded and internationally recognised music and entertainment venue.



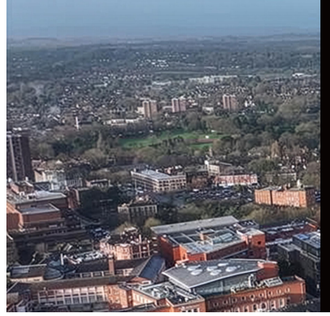


The council is therefore seeking expressions of interest from commercial operators to help continue the transformation of the city centre and the sustainability of its current and ongoing offer through increased footfall and investment whilst contributing to the vibrancy of the city centre and serving as a cultural hub for residents, food lovers, students, football supporters and music lovers. Wolverhampton is proud of its vibrant and mixed cultural heritage and is well known for its association with the music and arts sectors, specifically Led Zeppelin, Slade and Pop Art. It is an historic city famous for its deep-rooted industrial heritage.

Given the capital allocated to the proposed development by the council, this is an excellent opportunity for the right development partner with vision to work closely with the council and other stakeholders to create change.

Successful bidders will demonstrate the following:

- Proven and extensive track record of commercial leisure operations.
- Ability to create a sustainable long term successful business and relationship with both the council and public.
- Proposals that support the principles established in Our City: Our Plan.
- Innovative delivery models that maximise outcomes both to the city and to social value.
- In the interests of securing a first-class operator and offer, the council is prepared to discuss flexible lease terms or management structure geared around the allocation of the capital grant which parties can bid for as well as the successful party working with the council to attract additional investment and grant support. This is subject to negotiation and discussion of submitted business plans.
- The successful operator will demonstrate how it can help the council achieve the step change it requires for the city centre; supporting local talent, stimulating footfall, diversifying the leisure economy, and establishing a platform for city centre renewal.



CITY SOCIAL SPACE

ST PETERS
WOLVERHAMPTON

A first class location

Situated on Wulfruna Street, the 0.97-acre identified site is located centrally within Wolverhampton city centre, with a generous provision of amenities and car parking nearby. Wolverhampton University is directly east, and the Molineux Stadium, the home of Wolverhampton Wanderers, is within a five-minute walk as is the highly acclaimed music venue University of Wolverhampton at The Halls. There is therefore already a consistent footfall around the site.

With close proximity to the rest of the West Midlands and beyond, the site is well served by the existing public transport facilities and located within a 10-minute walk of the city's new £150m transport interchange which provides excellent linkages to mainline services and across the city and West Midlands by bus or metro.

Wolverhampton is a very compact city with all major attractions and assets easily accessible. The city is home to 281,000 residents with around 2 million people living within 30 minutes drive time.

From Wolverhampton	Car (distance)	Train (times)
Birmingham	17 miles	17m
Birmingham Int Airport	26 miles	32m
Manchester	76 miles	1hr 10m
Liverpool	87 miles	1hr 21m
London	141 miles	1hr 38m
Bristol	98 miles	1hr 51m
Edinburgh	281 miles	3hr 52m

Visitor demand generators

The city hosts over 1,000 events annually with a mix of community celebrations of our diversity and commercial gatherings.



Context


CANALSIDE SOUTH WHARF


UNIVERSITY OF WOLVERHAMPTON AT THE HALLS

Wolverhampton already has an enviable cultural pedigree. It is home to global entertainment giants AEG Presents who are operating the iconic Civic Halls after a £48 million refurbishment, and the newly renovated Lockworks cinema in the historic Grade II listed Chubb Buildings to the east of the city centre. The famous Grand Theatre, 5-minutes walk away attracts 250,000 visitors a year.

The proximity to Molineux Stadium provides a captive audience of fans with the ground consistently achieving crowds of circa. 29,000 - 30,000 on a gameday throughout the current 2026/27 season.

The site is situated close to local key residential schemes including Canalside South, Smithgate, St. Georges and Horseley Fields. These developments are in the process of bringing thousands of new residents within walking distance of the city centre. The ongoing conversion of the former M&S and Lloyds Bank buildings in the city centre into apartments and retail units is also set to contribute to the ongoing regeneration of the city's retail core.

Wolverhampton is a young city, home to a University of over 30,000 students. The new City of Wolverhampton College campus with thousands of students enrolled in the city centre is the flagship of the council's £61 million City Learning Quarter vision, providing another captive and largely untapped opportunity.

The £27 million Green Innovation Corridor investment aims to provide transformational learning and upskilling opportunities for the people of Wolverhampton and beyond, creating pathways to high-value jobs and strengthening the local economy through attracting investment and skilled workers.

The workforce

There is a large and diverse local workforce in both Wolverhampton and the surrounding area.

The traditionally important high street sectors of retail and the visitor economy together contribute over 24,000 jobs across Wolverhampton. This represents 22.9% of all jobs in the city, above the Great Britain rate of 22.4%.

Over 30,000 students at the University of Wolverhampton - one of the most influential, entrepreneurial and business-facing universities in the UK with 96% of students going onto employment or further study. Strengths in computer science, design, engineering, manufacturing and technology are evident. In addition there are 12 universities within one hour's commute with over 218,000 students enrolled.

The City of Wolverhampton College offers community-based learning programmes and a range of 'get in to work' schemes to improve employability skills from their new state-of-the-art city centre college campus. The council's specialist Wolves at Work employment team are also on-hand to supports.


GRADUATION DAY

A fantastic opportunity for the right development partner

Assuming a lease term of up to 25 years, and using the standard proforma, interested parties are invited to submit expressions of interest by **5pm on 18 December 2026.** A copy of the proforma is available in the data room or directly from **julie.mills@brutonknowles.co.uk**

The proforma is the opportunity for parties to bid for the capital grant of £5.5 million or part thereof which has been allocated by the council, to accelerate the delivery of the development.

Following this process, shortlisted parties will be invited to meet with the council and present their proposals.

VIEWING

The car park is open to inspection, however interested parties, when inspecting, should have a copy of this document on them, and notify the agency Bruton Knowles (julie.mills@brutonknowles.co.uk) and the council's security (angelo.carlesimo@wolverhampton.gov.uk) of their planned inspection before visiting.

This is to do with security, as this is an operational car park, with council staff using the site throughout the day.

REGULATORY

Customer Due Diligence Checks: The Money Laundering, Terrorist Financing and Transfer of Funds (information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Bruton Knowles employee, or certified copies be provided.





SERVICES

It is understood that the site can be connected to nearby mains services including drainage, gas, electric and water. Prospective partners should make their own enquiries in this regard.

BRUTON KNOWLES

USE AND PLANNING

Interested parties are to make their own enquires with the local planning authority in relation to their proposed use(s).

DATA ROOM

Further information is available in the data room including title index, services, planning, chancel check. For access please contact **julie.mills@brutonknowles.co.uk**

SUBJECT TO CONTRACT NOVEMBER 2026

BRUTON KNOWLES

CITY OF WOLVERHAMPTON COUNCIL

CITY SOCIAL SPACE

INVEST
City of Wolverhampton

enquiries:

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