



**Walsall Council**

# Walsall Employment Land Review March 2016

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**Updated April 2017**

This update has been carried out to be consistent with changes proposed to Employment Land allocations in the Pre-Submission Modifications to the Walsall Site Allocation Document (SAD). The changes mainly comprise alterations to site names, boundaries and site sizes. Except where the proposed modifications necessitate (for example by deleting sites or changing their boundaries), no alterations have been made to the scoring.

Some other factual updates (where sites have been granted planning permission or are known to have been developed since 2016) have also been made, but the overall commentary and assessment of sites is unchanged.

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# Walsall Employment Land Review March 2016

## Summary

1 Industrial land consists of land for factories, warehouses, logistics and other uses that need to locate in industrial areas (trade wholesale, depots, big garages, waste management). It does not include shops, offices, and leisure type uses, as, while they employ people, they are directed into town and local centres. They are therefore considered a town centre issue.

2 Walsall's Employment Land Review (ELR) looks at the economy and industrial structure, and then at demand for, and supply of, industrial sites. After this it goes into more local detail, classifying the industrial land in Brownhills, Aldridge, Bloxwich, Walsall, Willenhall and Darlaston into **high quality land** (excellent), **potential high quality** (good, could be excellent in the long run if upgraded), **local quality** (average), **consider for release** to other uses (constrained; protected for as long as required but unlikely to be suitable for industrial investment in the longer term) and release now (poor quality vacant land where there is little prospect of employment use in the long run and the land is better used for housing or, in some cases, shops and offices) The Site Allocation Document (SAD) is based on this. The plan below shows the industrial land supply in the relevant colours.

3 There is a gradual process of industry forsaking the 'consider for release' sites and moving towards the M6 corridor, and also to where there is critical mass of industry that's not too close to housing, allowing it to work on a 24/7 basis. Accordingly, the need for us is to re-engineer the land supply, away from the 'consider for release' sites, towards a land portfolio that is on the M6 corridor. So, the ELR and the SAD propose to allocate a set of new sites in these locations that aren't currently in industrial use. This will help to provide the best possible land portfolio to meet industrial requirements. These sites are coloured **purple** on the plan.

4 Demand is strong and the supply – ie, the stock of available premises and sites - is falling. Also, there's a mismatch in relation to the available premises in Walsall: supply is good up to around 8,000 sq ft; above that, things get tight, and at 25,000 sqft and above there is an absolute shortage.

5 Meanwhile, Walsall has a continuing problem due to the lack of readily available (that is, clean, well located and marketed) vacant sites for industry. This is partly due to abnormal costs caused by the legacy of heavy industry, but also because many landowners have been holding some quite good ones back because they want an unrealistically high return. It means that Walsall misses out on industrial investment and therefore jobs and regeneration.

6 To meet immediate industrial requirements we need to progress about 22ha of land as soon as possible. We have identified four priority sites. These are:

Former Mckechnies (Aldridge), Phoenix 10 (central Walsall), Reedswood Way (north Walsall) and Former Moxley Tip. We are progressing the delivery of these sites – however three of these sites have contamination problems.

7 To meet ongoing industrial requirements, including demand that would otherwise have to go elsewhere, for both indigenous firms and inward investment, Walsall needs to provide the following site portfolio over the next 10 years:

- 2 sites every year between 0.4-1ha – site in the development pipeline mean that the first of these will be needed in 2020;
- 2 sites every year between 1-3ha. Sites in the development pipeline mean that the first of these will be needed by 2019
- 2 single occupancy site between 3-5ha before 2026. One of these has planning permission, with development expected in 2018, and the other will be needed around 2023
- 1 single occupancy site over 5ha before 2026

8 But the delivery of this land portfolio is dependent on tackling the abnormal costs and working with landowners to bring sites forward. A major regeneration initiative is getting underway in the Darlaston Strategic Development Area (DSDA). The DSDA Access Project will improve Bentley Mill Way to connect several sites to the BCR and M6 Junction 10. Junction 10's capacity is going to be improved by the Department for Transport. The Council is currently in the process of procuring a development partner for Phoenix 10, the ex IMI site that is currently the biggest vacant industrial opportunity in the Black Country. The next biggest in Walsall, the Gasholder site, is being decommissioned prior to industrial development, and the Council is working with the landowners on the other EZ sites to bring them forward. At the time of writing we expect them to be delivered over the next 5 years. Then the delivery focus will shift to other sites along the BCR/Spine Road corridor.

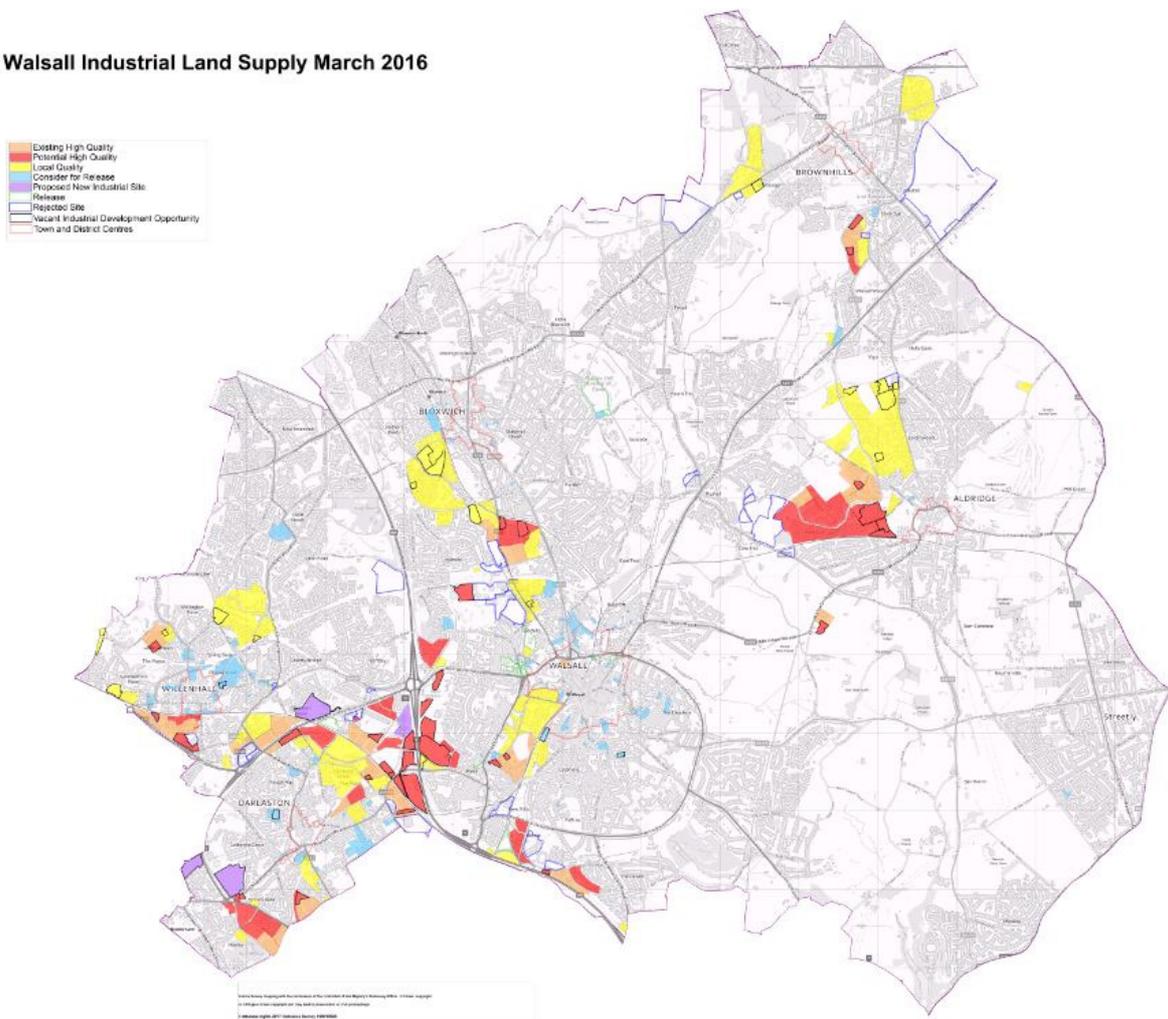
9 Since the 2009 recession there has been a lack of speculative investment in the industrial sector, affecting the whole country. This has added to the problem of lack of supply. But there are now more hopeful signs that speculative developers are coming back to the market. The large site at Bull Lane, which was Walsall's best vacant site, has had two units completed in early 2017 that were built speculatively (one of which is now occupied as a warehouse by dfs), and there is development interest in at least 2 other sites in Walsall – this could help to cater for current demand.

10 The Council also has to ensure that it has identified enough land to meet the Black Country Core Strategy targets for high quality land (317ha by 2026) and local quality employment land (294ha by 2026). We have identified 122ha of existing high quality land and 223ha of potential high quality (including new employment opportunities that aren't currently in the supply), but we do not expect all of this to come forward in the time period. Currently we expect the high quality 2026 target to

be achieved around 2031, but this does not take into account the effect of HS2 land take on Birmingham's industrial land supply, which might mean that high quality employment land in its path has to be relocated to places like Walsall, raising progress towards this total. At the moment we have identified a total of 347ha of local quality land that needs to be retained (i.e. it is not potential high quality or consider for release). Again this is more than the 294ha minimum target, but the retention of this land is essential for Walsall's prosperity, as it provides for a variety of small companies and services that contributes to the area's employment base.

11 In view of the continuing need to provide for industrial investment, which is very important both to the existing employment base and regeneration prospects of Walsall's economy, there is a need to safeguard and protect the industrial stock as identified in the ELR.

**Walsall Industrial Land Supply March 2016**



# Walsall Council Employment Land Review March 2016

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## Chapter 1—Introduction

1.1 The March 2016 Employment Land Review (ELR) forms part of the evidence base to support the Walsall Site Allocation Document (SAD) and Walsall Town Centre Area Action Plan (AAP). It reviews the existing stock of industrial land in Walsall and works out what is suitable to retain and upgrade, what can be released to other uses, notably housing, and considers other land that is not currently industrial but could form part of the supply. The overall objective is to ensure, through planning policy, that Walsall protects enough land for industry's needs and provides the best possible portfolio of development opportunities to cater for expanding local companies and inward investment (taking account of other requirements and calls on the land supply) in order to maximise regeneration and meet the Core Strategy targets for employment land.

1.2 This ELR is an update of the September 2015 edition, which accompanied the SAD Preferred Options consultation. It is based on previous technical work carried out by GVA in 2008 and 2009 for the four Black Country boroughs including Walsall Council, and the 2010 and 2012 Employment Land Reviews carried out for Walsall Council by Roger Tym and Partners (now Peter Brett), as well as new survey work that assesses all Walsall's industrial sites and areas. The September 2015 version was the subject of consultation with various economic stakeholders, including the Black Country Local Enterprise Partnership (LEP), Walsall Economic Board, the Black Country Chamber of Commerce and commercial agents. This new edition benefits from improvements and updates to take account of the latest situation.

1.3 The employment land supply, for the purposes of the ELR, covers land for light industry (planning use class B1b & c), factories (B2) and logistics and distribution (B8). It also provides for land for other uses that are best located in industrial areas, such as waste management, depots, trade sales and builders merchants<sup>1</sup>. Many garages and motor-related services also locate on industrial land. The ELR does not cover offices, shops and leisure facilities: these are considered town centre uses by planning policy and located in centres and subject to the sequential approach (see the National Planning Policy Framework and the relevant UDP and Core Strategy policies).

1.4 In overall terms the intention is to re-engineer Walsall's industrial supply, to gradually provide for a move away from a dependence on small constrained sites surrounded by housing towards larger areas where there is a critical mass that provides for unrestricted working, and sites close to the strategic highway and motorway network. One part of this re-engineering process is to identify the poorest performing sites that are no longer suitable for industry and allocate them to other uses (for the most part housing, given that these are mostly housing infill sites). Given that Walsall relies to a great extent on small industrial companies that would have difficulty moving, the public interest implies that the Council needs to be very cautious to ensure that land released from industry to other uses is genuinely unattractive for continued use, and also ensure that good quality land is effectively used; and that such land is not held back from productive use by landowners whose personal interest does not coincide with that public interest. The Council particularly needs to ensure that land is not lost in a piecemeal fashion to other uses, especially where it is

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<sup>1</sup> Garages are included if they are contained within industrial areas. The September 2015 ELR did include some of these but for consistency, small isolated garages or builders premises are not now included.

located within or on the edge of a functional employment area. The other part of the process is to identify new, better located opportunities for industry that are close to the strategic highway and motorway network, that provide for the site portfolio that Walsall has not been able to fulfil in the past. The ELR has identified several new opportunities to be taken forward through the SAD process.

1.5 Chapter 2 of the ELR considers the Walsall economy and industrial structure, as well as the local industrial property market. Following this, chapters 3 and 4 consider demand and supply issues respectively. Chapter 5 shows the site and area-specific profiles in detail and our reasons for categorising them, according to the Core Strategy criteria, along with a commentary describing the site or area in question. Chapter 6 sets out the conclusions and recommendations. There then follow a series of Annexes. Annex A sets out the planning policy framework. Annex B explains the approach towards site selection and categorisation. Annex C scores the sites in detail. Annex D shows take up of industrial land since 1998, broken down by a set of relevant characteristics, and explains how the demand requirement for industrial sites is calculated. Annex E describes the delivery strategy for industrial sites.

1.6 This document inevitably provides a snapshot of the industrial and supply at the time it is written (winter 2015/16). However, the industrial stock is constantly evolving, and some details will inevitably have changed by the time many readers examine it. However, it is considered that as a whole this document provides the most up to date analysis of Walsall's industrial stock.

## Chapter 2 – Walsall’s Economy

### General economic context

2.1 Walsall Borough is composed of six towns: Walsall itself, Aldridge, Brownhills, Bloxwich, Willenhall and Darlaston. As an industrial Borough, Walsall historically specialised in locks and leather making, diversifying in the 20<sup>th</sup> century into a wide variety of manufacturing and engineering trades, and many companies export their goods across the world. According to the Nomis Local Authority Profiles, 15% of Walsall’s workforce worked in the manufacturing sector compared with 12% in the West Midlands Region and 9% nationally in 2014. Services accounted for around 80% of the workforce compared with 85% nationally, with a high proportion in such services as retail/wholesale and transport storage and a low proportion in construction, information/communication and financial and business services. Generally speaking, Walsall’s specialism within the manufacturing sector is related to investment rather than finished consumer goods, though the manufacturing sector is widely based. The area has also attracted logistics development that serves the UK – for example TK Maxx and Poundland UK distribution headquarters are in the Borough, because of its position close to the hub of the UK motorway network. But Walsall has persistently higher unemployment than the West Midlands Region and the UK as a whole, reflecting and perpetuating disadvantage.

2.2 There has been a long term decline in manufacturing employment (though not output), though with shorter periods of upswing, generally when conditions allowed British industry to be more competitive abroad. A particular example of this was in the mid 1990s when a competitive currency enabled manufacturing in the area to expand, bringing down unemployment and promoting regeneration. The provision of highway infrastructure, notably the Black Country Route, to improve access to poorly located sites, also helped. More recently, following a severe recession, there are signs of increased production of manufactured goods, mainly from the automotive sector, with the West Midlands at the forefront of supplying that demand from the UK<sup>2</sup>. JLR has recently built a large car manufacturing plant close to Walsall at I54, and this has stimulated the local manufacturing supply chain.

2.3 The industrial market is very strong at the moment and premises have been filling up across the Black Country. Walsall continues to attract investment in manufacturing not just because of its centrality but also because its workforce, in common with the rest of the Birmingham/Black Country area, generally has the right characteristics to work in manufacturing and logistics, though skills gaps have been identified in certain areas, and because of the network of suppliers. Since Walsall’s service sector has not yet (with the partial exception of logistics) diversified to sell outside the local catchment area, manufacturing, which does, is especially important to the Borough, in that the expenditure from wages gained in the sector in turn supports jobs in local consumer services. Providing enough land to cater for local companies to expand, and for inward investment in manufacturing and logistics, is therefore crucial to the wider regeneration of the Borough. If we allow manufacturing to decline for want of enough land, it will most likely result in service

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<sup>2</sup> ONS, Economic Review, October 2013; UKTI has also noted the prominence of interest in exporting from West Midlands firms

sector jobs going as well as manufacturing ones, and raising unemployment and intensifying disadvantage.

2.4 The Government, in its 2011 Plan for Growth, stated that its objective is to rebalance the UK economy away from debt-fuelled growth towards growth based on production, investment and exports. While this is still elusive nationally, Walsall and the Black Country have a central role to play in this rebalancing and manufacturing revival, provided that it can supply the right land portfolio to meet industry's requirements.

### **Industrial structure**

2.5 Because Walsall has gravitated towards a variety of small-scale trades within manufacturing requiring small to medium size sites, it has tended to avoid the fate of some other manufacturing areas that specialised in a few large plants and companies that were wiped out, and unemployment, though higher than average, is still lower than in Sandwell, Birmingham and Wolverhampton.

2.6 Manufacturing occupies the lion's share of industrial land in the Borough. Walsall's main employment areas are to the south of the town centre and in the Green Lane corridor to the north. Walsall also has a variety of small works scattered around and close to the town centre. Walsall itself specialises in small industrial companies, the largest being Cashmore's forge (south of the town centre), Chamberlin & Hill (south-east of the town centre), Middleton Paper (in the Bescot area) and Metafin (north of the town centre). There is a cluster of leatherworks in the Bridgman Street area of the town, on the south side of the town centre.

2.7 The Aldridge-Brownhills area, in the east of the Borough, was once based on mining, but Aldridge in particular now has a large critical mass of industry to the north and west, attracting good rates of investment over the years. Brickmaking and quarrying is also a feature of the area, with Ibstock brickmakers the most prominent company in the Aldridge area. In Brownhills the Castings / CNC Speedwell works dominate the north-east of the town, with other employment areas at Lindon Road / Maybrook and Coppice Side. Bloxwich has one very large industrial area to the south-west that is dominated by a huge number of small manufacturing companies. The pattern of industry in Willenhall is much the same as Walsall itself – small-scale, fragmented, often with poor access, except for areas close to the Black Country Route and M6. However, Darlaston has the biggest single manufacturing investment in Walsall Borough in recent years - the Acerinox steelworks on Heath Road.

2.8 Logistics is more related to domestic demand, and the sector is doing well nationally because of changes in shopping habits related to the internet. Walsall in theory is well placed to cater for this, but has not done as well as might have been expected, due primarily to lack of large enough facilities close to the motorway network. When large sites have become available they have been quickly taken up (for example the Initial City Link Site at Owen Road, which was bought by Yodel, the parcels delivery company). The more diverse 'other' sector, in contrast, has been quite steady in terms of take up.

2.9 Logistics uses are land hungry and provide fewer jobs per square metre than manufacturing industry. Aside from Poundland and TK Maxx, the largest logistics companies are Blakemore's, based at Longacres, Willenhall, and Aspray, at Noose Lane, Willenhall. There is much less of a logistics / distribution presence in Aldridge, Brownhills

and Bloxwich, in view of their comparative distance from the motorway network (in Brownhills' case, the M6 rather than the M6 Toll).

2.10 Other uses, such as waste management, trade sales and haulage depots, are spread out across the Borough, though they tend to be most numerous in north Aldridge, south of Walsall town centre, in Leamore Business Park and in the Willenhall and Darlaston areas. Figure 2 in Chapter 5 shows the current industrial land supply in Walsall.

2.11 As the previous ELR has shown, the market for local quality accommodation has shrunk, but it still remains substantial, and local quality businesses, which often operate on tight margins, provide the mainstay of demand. These businesses will not be able to afford new high quality sites. The employment land stock has to be able to provide for demand at any one point in time. If other uses are allowed to constrain remaining employment land, it could force viable businesses out and jobs could be lost.

## Chapter 3 - Demand for Employment Land

3.1 Most occupiers, particularly modern manufacturing and distribution business, have exacting requirements when looking for new sites or relocating their businesses. These include:

- 24/7 operation without restriction
- Good accessibility to the primary road network, including motorways
- Limited congestion to facilitate just in time delivery
- Absence of residential neighbours who may complain about working practices
- Established business network of customers and suppliers
- A good local environment
- Accessibility to labour
- A clean site with no adverse ground conditions or constraints
- Competitive pricing

3.2 Any choice of location will be assessed against these criteria, and those that fail to meet most, if not all of them, will fail to attract occupiers. In modern manufacturing, and indeed warehousing, the ability to operate flexibly, without restriction, on a 24 hour basis, 7 days a week is vitally important. Consequently companies will tend to avoid locations which are close to residential areas for fear of becoming a bad neighbour and causing complaints, which could seriously jeopardise the performance of their business.

3.3 In addition, the accessibility of the site to the strategic highway network is particularly important for logistics operators or manufacturing occupiers related to the automotive sector. These occupiers will not locate in areas where the access is constrained by difficult road junctions and narrow roads.

3.4 Generally speaking, most employment development in Walsall has been carried out by occupiers rather than speculative development (see the industrial development table in Annex E paragraph E10). Nevertheless, speculative development catered for an important part of the market, and phased schemes were brought forward in Longacres (Willenhall) in the 1990s, Wharf Approach in Aldridge (late 1990s/early 2000s) and Walsall Enterprise Park (2000s). Since 2010 no speculative development has been built in Walsall. This has resulted in a build up of unmet demand, particularly for accommodation and sites between 0.5ha and 3ha, that would previously have made use of speculative developments.

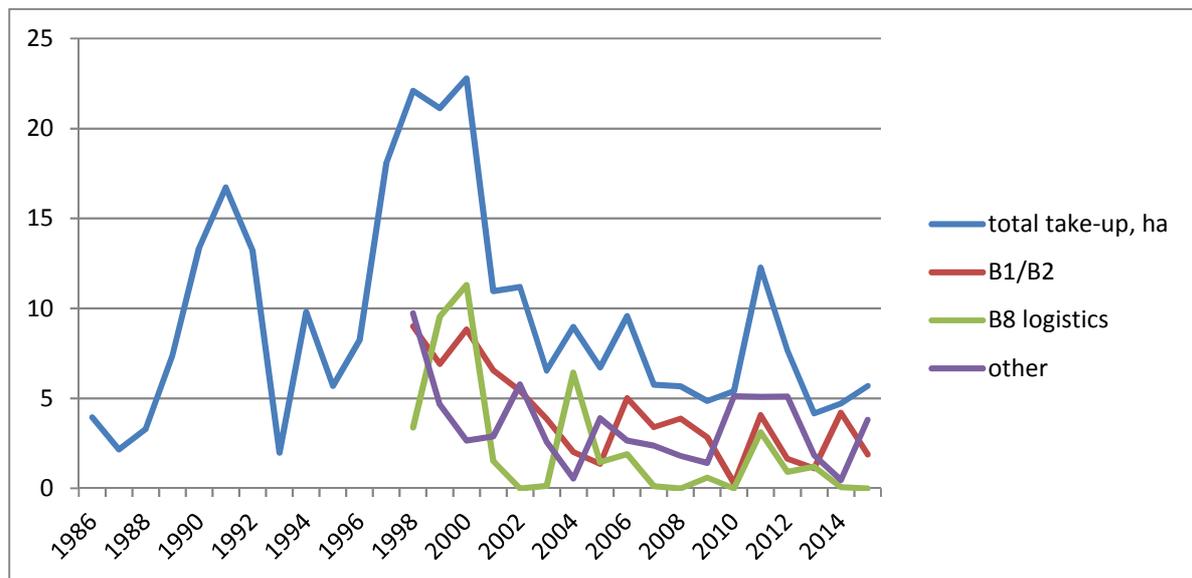
3.5 Demand for industrial land has not come from any one sector in particular. This reflects Walsall's industrial make-up, making everything from dolls houses to pork pies, rather than a particular manufacturing specialisation. Therefore, in land terms it is important to provide for flexibility and not be over-prescriptive about the encouragement or location of particular sectors within industry. In consequence, our overall approach is to provide the right portfolio of sites in locations that can provide for a wide range of industrial uses, though of course certain sites will suit a particular sector, for example B8, because of their particular location and strategic access.

3.6 In Walsall there is a gradual trend of industry forsaking difficult and constrained locations and moving towards areas where there is a critical mass of industry and / or close

to the motorway network and Black Country Route (BCR) / Black Country Spine Road (BCSR) in the Walsall area. Nevertheless, locations such as Aldridge can offer critical mass and locations well away from housing, which to some extent offsets their distance from the motorway network, and this suits manufacturing if not logistics. But the cost of moving can often be prohibitive and be a risk to the business. Precision machinery has to be moved, the labour force has to still be available, and the rent has to be reasonable. Many industrial firms in Walsall, though healthy, operate marginally and the cost of moving, or higher rents, could put them out of business.

## Take Up

**Chart 1 – Employment Land Take up 1986 - 2015**



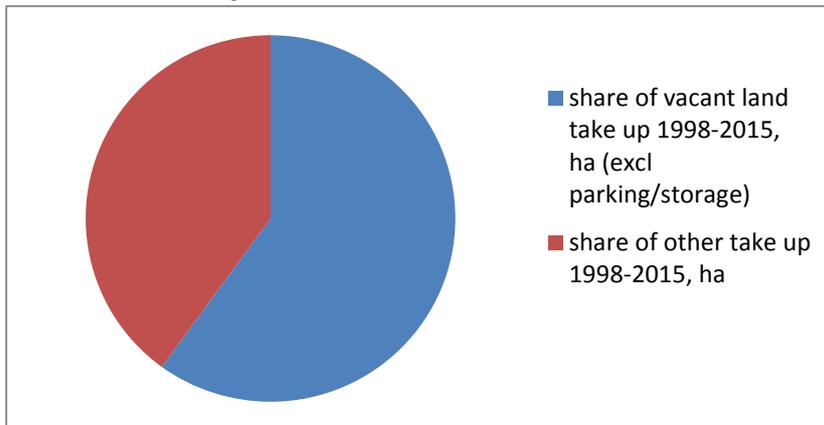
Source: Walsall Council Monitoring

3.7 **Chart 1** shows how the take up from expanding local companies and from inward investment fluctuated since 1998 in total terms. Take up is sub-divided into B2, B8 and other, and expressed in hectares. The bulge in take up between 1997 and 2001 was caused by the opening of the Black Country Route in 1995, which allowed several large sites to be developed in Walsall and Wolverhampton. As Walsall ran out of large sites, take up returned to normal. The Black Country Spine Road and the M6 Toll, opening in 1999 and 2003 respectively, did not have the same effect because of the lack of available sites in the immediate area, though the Spine Road enabled the Automotive Park, adjoining the Walsall boundary to the south, to be developed.

3.8 The employment land boom between 1997 and 2001 applied to industrial B1 and B2, B8 logistics and other industrial type uses, as Chart 3 shows. Thereafter, manufacturing investment fluctuated at a low level, due to the poor competitiveness of the UK economy and the resultant import penetration. In the period 1998-2008, 46% of manufacturing jobs were lost to the Borough, according from figures from NOMIS local authority profiles. The Government's aim is to rebalance the economy towards production and exports, but, while there has been a slight upturn in manufacturing jobs across the Black Country since 2010, this has not so far been matched by a sustained rise in land take up from this sector. But recently there has been a rise of confidence in the industrial sector, and this is being

reflected in proposals being developed to bring speculative schemes forward. Indeed, this is not a moment too soon in view of the overhang of demand and the shortfall and mismatch in supply.

**Chart 2 – Take up characteristics**

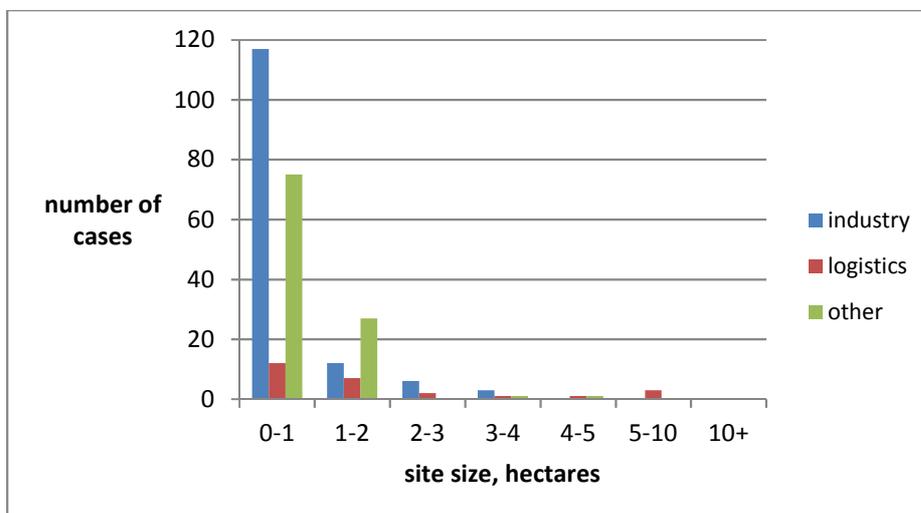


Source: Walsall Council Monitoring

3.9 In planning terms this demand for industry is composed of new development on vacant sites, extensions to existing works, and redevelopment of existing sites (i.e. development involving a planning application). About half of take up is development on vacant sites with extensions and redevelopment making roughly equal portions of the remainder, as **Chart 2** (above) shows, although the composition varies quite widely in particular years.

3.10 **Chart 3** (below) shows that most development is on sites of less than 1hectare. This is especially true for manufacturing industry in Walsall, which, though comprising the most numerous cases overall, is largely small-scale and consists of factory extensions and design-and-build developments on small sites, with the frequency of large developments falling away sharply after 1ha. Logistics developments have a slightly different profile, tailing off after 2ha, but with a cluster of developments above 5ha. The ‘other’ category is similar to manufacturing, with a slightly slower drop-off.

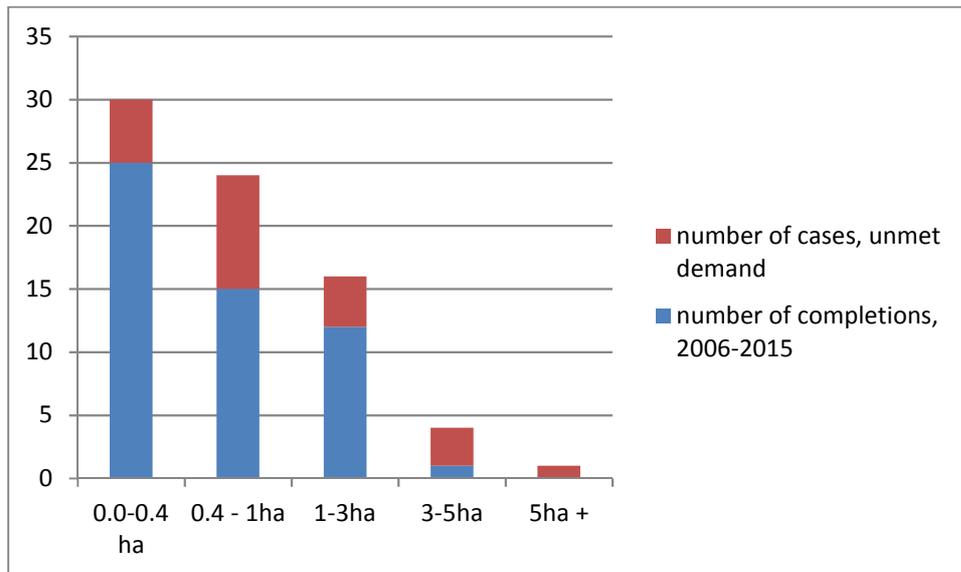
**Chart 3 – Size profile of take up 1998-2014**



Source: Walsall Council Monitoring



**Chart 4 – Demand for sites 2006-2015**



Source: Walsall Council Economic Development, Walsall Council Monitoring

3.13 In order to work out how much land to provide for industry, we have calculated the total unmet requirement and added it to the take up. The total requirement, based on previous take up and unmet demand, works out as:

- 2 sites every year between 0.4-1ha
- 2 sites every year between 1-3ha
- 1 single occupancy site between 3-5ha before 2026
- 1 single occupancy site over 5ha before 2026

3.14 In addition to this, we need to provide for the current demand immediately (as at Q1 2016) of

- 8 sites between 0.4-1ha
- 6 sites between 1-3ha
- 1 site between 3-5ha

More details of how demand is calculated, including unmet demand, are given in Annex D.

## Chapter 4 - The Employment Land Supply

	Existing High Quality target, ha	Local Quality retained target, ha	Total Land Target, ha	Actual High Quality	Actual Local Quality	Actual Total
2009	53	682	803 <sup>3</sup>	98	731	829
April 2016	149	519	658	122	616	738
2026	317	294	611	-	-	-

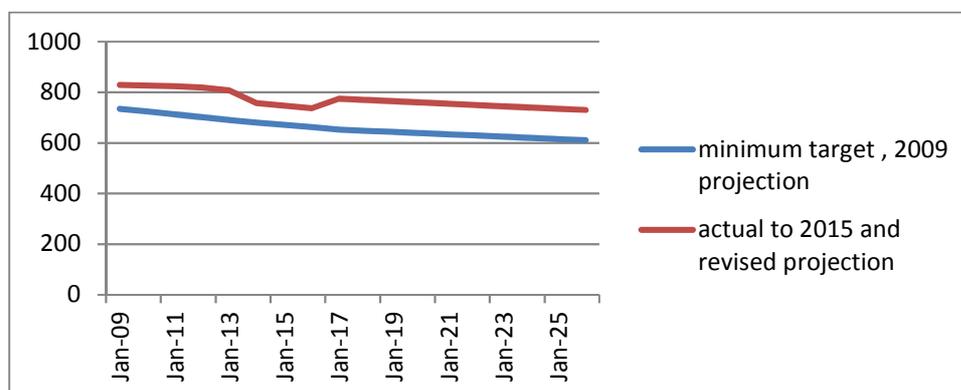
Local Quality Retained, ha	Local Quality – potential high quality, ha	Local Quality Consider for Release, ha	Total Local Quality as at March 2016, ha
349	194	73	616

Proposed new Potential High Quality Sites , ha
29

### The total supply

4.1 Walsall's current total industrial land supply is 738ha, having reduced from 829ha in 2009. However it is still comfortably above the Core Strategy minimum target of 658ha by 2016.

**Chart 5 – Difference between Actual and 2009 Projection as at 2015 for total industrial land supply**



Source: Walsall Council Monitoring

4.2 The actual reduction from 2009 to 2015 has been much smaller than the Core Strategy target/projection, and much of it has been is due to mapping adjustments and refinements rather than the transfer of land to housing or other uses<sup>4</sup>. Allowing for this, the underlying situation is that the industrial stock has been more robust over the last few years than expected (as pointed out in Annex D, this highlights the pitfalls of translating a jobs

<sup>3</sup> Includes 68ha vacant sites not counted in EMP1.

<sup>4</sup> For example to remove arterial roads cutting through industrial areas.

projection into employment land via employment / floorspace ratios and plot ratios). We expect this robustness to continue. Moreover, there is currently a need actually to increase the supply of industrial land to cope with demand and provide the best possible portfolio of land to meet industry's needs. We therefore expect the overall total requirement to remain well above the projected 2009 one. The total land required will therefore actually move up in the short term, as new sites are allocated, and then downwards at a slower rate towards 2026 as some sites transfer to housing. At 2026 is likely therefore to be around 730ha, not far short of the current total of 738ha, rather than the 2009 minimum projection of 611ha. **Chart 5** shows the difference between the minimum requirement and the actual requirement up to 2015 and the projected need thereafter.

4.3 Walsall's land supply is classified into high quality, potential high quality, local quality retained and local quality consider for release. This is described in detail below.

### **High Quality Employment Land**

4.4 The first land category, coloured orange in the plan on page 23 and the local assessments, is **existing high quality**. This is the highest category. Existing high quality areas are characterised by good access to the strategic highway network, with prominent national/international companies, and good environmental quality. Core Strategy policy EMP3 sets out the detailed criteria (**see Annex A**). Existing high quality areas may not have all these qualities – for example the Wharf Approach area in Aldridge is one of the highest scoring areas based on the scoring methodology (set out in **Annex B**), but is not close to the motorway/BCR, BCSR axis. Existing high quality areas are present in most parts of the Borough, with the exception of Bloxwich. At the time of writing, Walsall has 122ha of existing high quality land, which is some way off the 2016 Core Strategy high quality target of 149ha.

### **Local Quality Employment Land**

4.5 Local quality land is subdivided into the following:

- **Potential High Quality areas** (coloured red) form the pool of land with characteristics that mean that they are most likely to be upgraded to high quality over the Core Strategy timescale. The biggest concentrations are in Aldridge and Darlaston. They tend to adjoin existing high quality areas. Given that, at March 2016, 122ha is already high quality, we need a further 195ha of this land to meet the target of 317ha. 194ha has been identified out of the existing supply and a further 29ha could come via new sites. The existing and potential high quality stock, taken together, will therefore come to 345ha, above target provision. However we do not expect all of this to be developed for high quality industry. It is likely that the total high quality land delivered will fall somewhat below the 2026 Core Strategy target (see Annex E).
- **Local quality retained land** (coloured yellow) is a critical mass of land for local companies, with good access to local markets and employees. As well as providing for industry and logistics, it accommodates other uses that are not appropriate on high quality land, such as the motor trade, depots, trade wholesale, builders' merchants, scrapyards and waste management. Bloxwich contains the biggest mass of these sites, but they are spread throughout the Borough. We need to retain at

least 294ha of these sites by 2026. We have identified 349ha of local quality retained land. While this is above the minimum target, we are experiencing an increase in demand, underlining the need to retain this stock and not transfer it to other uses. It is very important to provide for the local quality uses, which are often marginal companies; cumulatively these marginal companies make an essential contribution to the Borough's prosperity.

- **Local quality consider for release** (coloured blue) areas mostly in employment use, or in a few cases vacant sites that could serve as expansion land for industry. These sites are particularly evident in the central and Western part of the Borough, particularly central Walsall and Willenhall. Walsall town centre still has active though fragmented industrial sites. These sites are marginal in the long term in view of their fragmented nature, generally poor access and constrained nature (in that they are close to, or surrounded by, non-industrial uses, and these raise amenity issues). There has been very little investment in these areas over the years, and, as noted above, industry has been gradually forsaking them in favour of more advantageously located sites and areas. Lately however, even in these areas, vacancies have been reducing due to the industrial boom and lack of better quality sites. We can therefore expect that, though some of them will transfer to housing over the plan period, the vast majority are likely to remain after 2026. For the present they are occupied and provide jobs, and are therefore safeguarded by Core Strategy policy DEL2 (see **Annex A**). A cautious and restrictive approach should be taken towards releasing the 'consider for release' sites as the businesses that these sites accommodate valuable local employment in a Borough with higher than average unemployment and a clear regeneration need. The focus must be on retaining existing businesses, and where an employer wishes to invest or develop these sites it should be welcomed. If there is such investment on any one site this is an indication that other parts of the area ought not to be released, as this might further constrain healthy and viable businesses. There are approximately 73ha of Consider for Release sites at the moment in Walsall: these include sites in Willenhall District Centre that are outside the area covered by the SAD, as well as sites in Walsall Town Centre covered by the AAP.

4.6 A third category is **potential new employment sites**, amounting to 29ha. These consist of sites that are not in the current employment supply but are vacant or underused. They were shown in the SAD options 2, 3 and 4. Some are already in or adjacent to employment areas, and others have good access to the motorway network, the Black Country Route and the Black Country Spine Road. The ELR proposes that these be allocated to employment uses. These fall into the potential high quality category, though as they are all brownfield, they are very likely to need remediation or infrastructure provision to meet their potential.

4.7 The ELR also identifies a category of sites for **immediate reallocation**, amounting to 28ha. Some of these are ex industrial vacant sites that are poorly located to meet the needs of modern industry, for example where housing and other uses constrain or surround them. As the poorest performing sites, they do not require protection. This follows from the NPPF paragraph 22, which states that where there is no reasonable prospect of the site being used for that purpose, applications for alternative uses should be treated on their merits. In these

cases the sites are considered more suitable for housing and in a few cases other town centre or open space / recreation uses.

4.8 Finally the ELR assesses and discounts some other sites. These come from two sources. Firstly, brownfield out-of-centre commercial developments were considered in the preparation of the SAD Issues and Options process as potential employment sites but excluded due to the well established use. Secondly, a group of sites were submitted through the SAD Call for sites process in 2013 and 2014, for consideration for employment and/or housing. These are mostly in the Green Belt, though one - Bentley Lane - is brownfield. The rest are poorly located for employment use and as such are not suitable for allocation as employment sites (see Annex C).

## Occupied Employment Sites Ranked by Score

Existing High Quality	
Potential High Quality	
Local Quality Retained	
Consider for Release	
Reallocate	

4.9 The table below lists and ranks all the occupied industrial sites according to the GVA, Core Strategy and UDP. The scoring methodology is explained in detail in Annex B.

Site ID	Name	Size(ha)	Quality	score
IN82.1, IN82.2	Wellmans Road Warehouses, Willenhall and Midland Rd, Darlaston	10.86	Existing High Quality	40
IN5.6	Heathyards, Maybrook Industrial Estate, Brownhills	6.61	Existing High Quality	37
IN28	T K Maxx HQ, Green Lane, Walsall	6.40	Existing High Quality	37
IN93.1	Axcess 10, Bentley Road North, Darlaston	7.37	Existing High Quality	37
IN107.1, IN107.4	Park Lane North; Universal Point; Adj Ikea, James Bridge, Darlaston	6.66	Existing High Quality	37
IN83	The Crescent, Willenhall	0.86	Existing High Quality	36
IN120.1	Southern Way, Moxley, Darlaston	7.08	Existing High Quality	36
IN78.1	Longacres, Willenhall	11.86	Existing High Quality	35
IN100.1	Z F Lemforder, Station Street, Darlaston	2.65	Existing High Quality	34
IN97	Acerinox / Eurofoods, Heath Road, Darlaston	4.29	Existing High Quality	34
IN56.1	RAC / Middleton Paper, Brockhurst Crescent, Walsall	5.39	Existing High Quality	34
IN13.1	Azzurri / Rotometrics, Aldridge Road, Aldridge	2.94	Existing High Quality	34
IN10.1, IN10.3	Wharf Approach and Atlas Works and Brickyard, Aldridge	17.89	Existing High Quality	34
IN118.1	Woods Bank Trading Estate, Woden Road West, Darlaston	5.68	Existing High Quality	34
IN79.2	Yodel Yard & HQ, Armstrong Way, Willenhall	2.26	Existing High Quality	33
IN70.1	Noose Lane (Aspray), Willenhall	5.54	Existing High Quality	33
IN49.2	Network Rail Training Centre, Corporation Street, Walsall	1.64	Existing High Quality	32
IN247	Bentley Green, Bentley Road North, Darlaston	0.28	Potential High Quality	32
IN5.5	Maybrook Industrial Estate, Walsall Wood	2.02	Potential High Quality	32
TC53	Albert Jagger, Green Lane, Walsall	0.72	Existing High Quality	31
IN27.3	Green Lane/Newfield Close North Walsall	9.57	Potential High Quality	31
IN11	Tintagel Way Aldridge	3.35	Existing High Quality	30
IN54.1, IN54.2, IN54.3	Bescot Cres Sites, South Walsall	6.79	Potential High Quality	30

IN78.3, IN78.4, IN78.9, IN78.12	Midacre, Rose Hill and Bilston Street, Willenhall	2.96	Potential High Quality	30
IN91.1, IN91.2	Bentley Mill Close & Longmore Avenue, Darlaston	5.13	Potential High Quality	30
IN26	South Staffordshire Water HQ, Green Lane, Walsall	3.58	Existing High Quality	29
IN61	Maple Leaf Industrial Estate, Bloxwich Lane, Walsall	7.81	Potential High Quality	29
IN12.1, IN12.13	Westgate, Middlemore Lane, Aldridge	50.27	Potential High Quality	29
IN210	Stephenson Avenue, Beechdale, Walsall	0.42	Local Quality	29
IN52.1	Walsall Enterprise Park, Regal Drive, Pleck, Walsall	8.72	Existing High Quality	28
IN120.2, IN120.5, IN120.6 <sup>s</sup>	Moxley Jn & Western Way	10.97	Potential High Quality	28
IN117	Former Railway Line Woden Road West, Darlaston	1.11	Potential High Quality	27
IN88	Holland Industrial Park, Bentley Road South, Darlaston	7.23	Potential High Quality	27
IN25	British Car Auctions, Green Lane, Walsall	3.56	Local Quality	26
IN17.3, IN17.4, IN18.1, IN19.1	Leamore Business Park, Bloxwich	36.31	Local Quality	26
IN119	101 Woden Road West, Darlaston	0.24	Local Quality	25
IN62	J Hill & Sons, Wolverhampton Road West, Walsall	1.35	Local Quality	25
IN38	District Business Park, Birchills Street, Walsall	1.11	Local Quality	25
IN2.2, IN2.3, IN2.5	Coppice Side & Apex Road, Brownhills	20.05	Local Quality	25
IN9.9, IN9.11, IN9.15, IN9.17, IN9.21	Northgate and Brickyard Road, Coppice Lane, and Stubbers Green Road Sites, Aldridge	69.65	Local Quality	25
IN30, IN31, IN32.1, IN32.3	Howdens, West of Green Lane and Stockton Close Sites, Walsall	12.22	Local Quality	25
IN1.1, IN1.2, IN1.4	Newtown, Brownhills	19.44	Local Quality	25
IN57	Brockhurst Crescent Sites, Walsall	5.54	Potential High Quality	24
IN81	Downs Road / Bilston Lane / Owen Road, Willenhall	8.21	Local Quality	24
IN49.1, IN49.4	Long St, Queen St, Walsall	14.89	Local Quality	24
IN79.1	Vinculum Way, Willenhall	1.52	Local Quality	24
IN85, IN87	Queen Street and Willenhall Road, Darlaston	3.83	Local Quality	24
IN113.1	Darlaston Road West, Darlaston	5.28	Local Quality	24
IN120.7	Church St Moxley, Darlaston	0.65	Local Quality	24
IN100.3	Atlas Works, Station Street, Darlaston	3.66	Potential High Quality	23
IN48.1, IN48.2, IN48.3	Pleck Road Sites, Walsall	7.35	Local Quality	23
IN72.1	Assa Abloy, School Street, Willenhall	2.76	Local Quality	23
IN94	EMR, Bentley Road South, Darlaston	9.78	Local Quality	23
IN29	Carl Street / Bloxwich Road, Walsall	5.53	Local Quality	23
IN23	Vulcan Industrial Estate, Leamore Lane, Walsall	1.72	Local Quality	23
IN54.4, IN54.6	Bescot Triangle South & Compound M6 Jn 9	2.85	Local Quality	22
IN79.3	Bilston Lane, Willenhall	1.85	Local Quality	22
IN71.1	South of Watery Lane, Willenhall	1.03	Local Quality	22
IN5.3	Lindon Road, Brownhills	4.06	Local Quality	22
IN22	Robottom Close, Bloxwich	3.80	Local Quality	22
IN67, IN68.2	Ashmore Lake North and South, Willenhall	29.67	Local Quality	22
IN49.5	Frederick Street, Walsall	4.17	Local Quality	21
IN6.1	Hall Lane (west of) Walsall Wood	1.12	Local Quality	19
IN6.2	Hall Lane (east of) Walsall Wood	1.76	Consider for release	21
IN104.2, IN104.3	Woodwards Road / Reservoir Place and East of Reservoir Road, Walsall	2.95	Potential High Quality	20
IN8	Birch Lane Stonall	1.65	Local Quality	20
IN69.4	Ashmore Lake East, Willenhall	4.27	Local Quality	20
IN51.1	Fairground Way / Wednesbury Road /	5.57	Local Quality	20

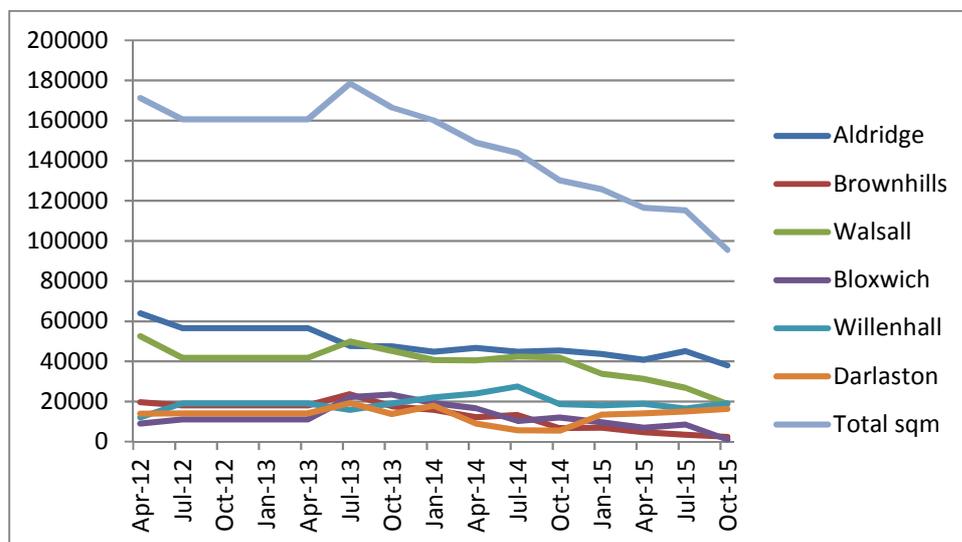
<sup>s</sup> IN120.6 is shown in the SAD as vacant

	Corporation Street, Walsall			
IN204	Walsall Road, The Delves, Walsall	0.90	Local Quality	20
IN121	Bull Lane (Maple Centre), Moxley, Darlaston	1.71	Local Quality	20
IN5.2	Clayhanger Road, Brownhills	0.84	Local Quality	19
IN3	Lindon Road North, Brownhills	0.86	Consider for release	19
IN70.3	Wednesfield Road, Willenhall	2.05	Local Quality	18
IN95, IN96, IN99.1	Heath Road North & South, Station Street East, Darlaston	22.13	Local Quality	18
IN33	Northcote Street, Walsall	2.86	Consider for release	18
IN12.7	Beacon Trading Estate, Middlemore Lane, Aldridge	2.23	Local Quality	17
IN77.17, IN221, IN222, IN258	East Willenhall Sites	1.03	Consider for release	17
IN86.1	Perry Street, Darlaston	0.59	Consider for release	17
IN59	Bentley Lane Business Park, Bentley Lane, Walsall	1.85	Consider for release	17
IN103.1	Château Pleck, Darlaston Road, Walsall	1.49	Local Quality	16
IN112	Alma Works, Darlaston Road, Darlaston	1.61	Consider for release	16
IN77.1, IN77.3, IN77.5, IN77.14, IN77.16, IN259	East Central Willenhall Sites	10.70	Consider for release	16
IN16	Goscote Lane Industrial Estate, Bloxwich	0.86	Consider for release	15
IN19.2, IN20, IN238	Croxstalls Road, North of Reeves Street, Parker Street, Revival Street and Marlborough Street, Bloxwich	4.07	Consider for release	15
IN201, IN202, IN214, IN219, IN257, IN263	Small Bloxwich sites	1.24	Consider for release	15
IN100.2	Central Darlaston Trading Estate, Station Street, Darlaston	4.01	Local Quality	14
IN101, IN102, IN239, IN255	Fallings Heath Industrial Areas, Darlaston	8.12	Consider for release	14
IN35.1, IN36, IN37	Birchills Sites, Walsall	0.84	Consider for release	13
TC30, TC34, TC38, IN236	Ablewell Street, Lower Forster Street Walsall	1.24/ 1.39	Consider for release	13
IN48.4	Pleck Road South, Walsall	0.62	Consider for release	13
IN43, IN44.1, IN44.2, IN44.5, IN230	Chuckery Sites, Walsall	2.05	Consider for release	13
IN66	Ezekiel Lane, Willenhall	4.64	Consider for release	12
IN123, IN124, IN125	Stafford Road North and South, and Addenbrooke Street, Darlaston	2.35	Consider for release	12
IN53	St John's Road, Pleck, Walsall	0.18	Consider for release	12
IN12.12	Leighswood Road, Aldridge	0.36	Consider for release	12
IN39.1, IN39.3, IN39.5, IN40.1, IN40.2, IN260	Sites around North Street and Stafford Street, Walsall	3.86	Consider for release	12
TC16	Station St Walsall	0.66	Consider for release	12
TC22, TC23, TC27	Caldmore Road, New Street, and Mountrath Street, Walsall	0.68	Consider for Release	11
TC46, TC47, TC48	Garden Street, Portland Street, Walsall	2.58	Consider for release	11
IN69.2	St Anne's Industrial Estate, St Anne's Road, Willenhall	0.65	Consider for release	11
IN70.5, IN70.7, IN70.8, IN75.1, IN75.2, IN245, IN249	Temple Bar Area, Willenhall	3.72	Consider for release	11
IN73.1, IN73.2, IN73.3, IN73.4, IN74, IN206, IN207, IN208, IN213, IN243, IN246	West Central Willenhall Sites	2.31	Consider for release	11
IN86.2	Booth Street, Darlaston	0.17	Consider for release	11
IN226, IN228, IN229, IN408	The Butts Sites Walsall	0.45	Consider for release	10
IN45, IN46.1, IN46.2, IN231, IN232	Caldmore/Highgate Sites Walsall	2.15	Consider for release	10
TC20, TC21	Midland Road North, Walsall	0.95	Consider for release	10
IN254	Pinfold Street, Darlaston	0.28	Consider for release	9
IN113.3	New Cross Street, Darlaston	0.07	Consider for release	9
IN15	Enterprise Drive, Streetly	0.55	Consider for release	8
IN200 <sup>6</sup>	Revival St Bloxwich	0.23	Consider for release	8
IN209	King St Palfrey	0.17	Consider for release	6

<sup>6</sup> Northern part (0.15ha) is vacant

## Vacant Premises

**Chart 6 – Industrial premises on the market October 2015**



Source: Walsall Council monitoring

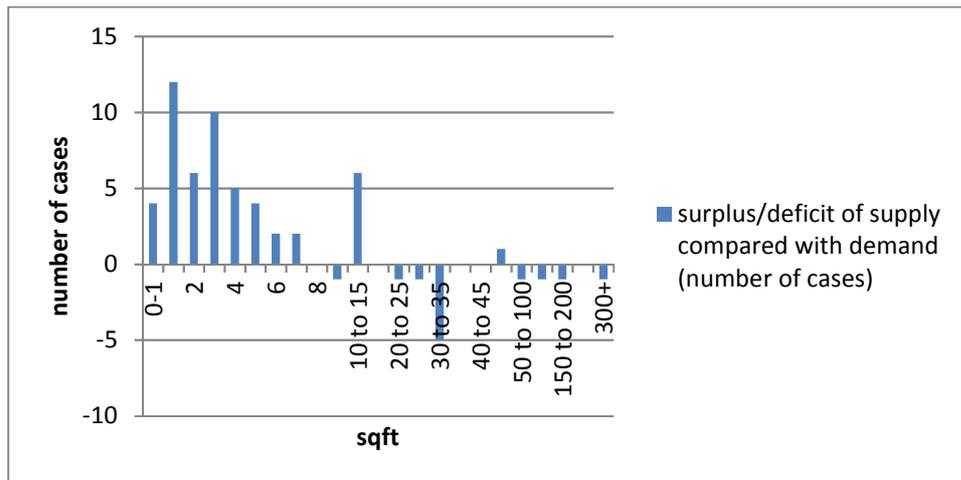
4.10 111ha of the total land supply consists of vacant sites and vacant premises. This implies a vacancy rate of around 15%. This is typical for industrial areas. **Chart 6** shows that the overall supply of industrial premises on the market properties has fallen sharply since 2013 as a result of the industrial boom.

4.11 There is also a mismatch of demand for and supply of this diminishing stock of premises in Walsall. **Chart 7** shows that the industrial supply is tight against demand from around 8,000sqft to 25,000sqft; there is a clear shortfall over 25,000 sq ft.

4.12 There are now signs that speculative development is starting to return to the market, to cater for such demand, and it is hoped that this will manifest itself in speculative building on the ground in 2016. A part-speculative high quality industrial development is about to start at the former Wesson site at Bull Lane in Moxley, the Borough's best vacant industrial site, and at the time of writing there is serious speculative development interest in at least two other large sites.

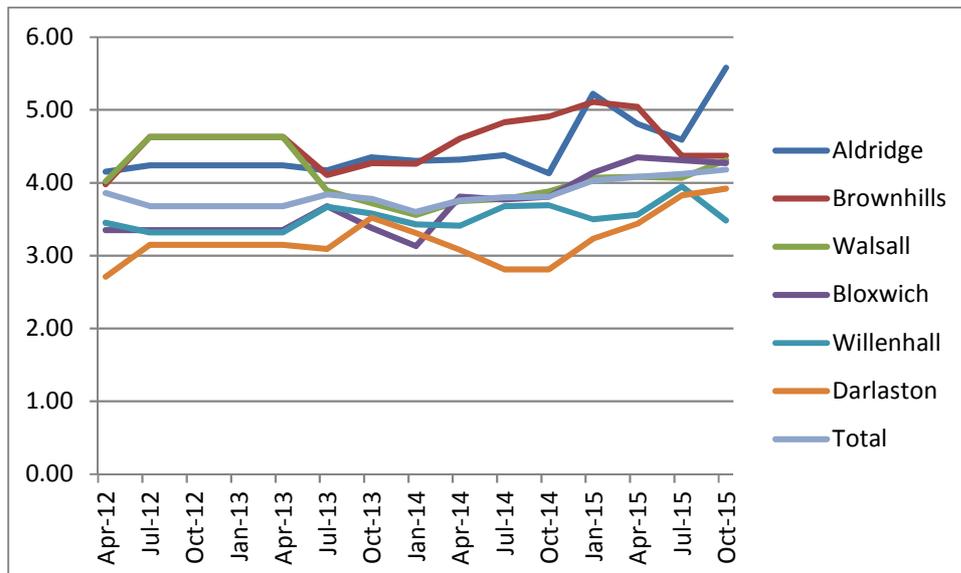
4.13 Rents in Walsall, while comparatively low, are edging up. Low rents suit a large part of the market which is 'local' quality. It is important to ensure there is adequate provision throughout the Core Strategy/SAD period for such businesses as they will not be able to afford more expensively priced properties. As the 2012 ELR stated, if the reduction in the land supply runs ahead of demand, or if remaining sites become unattractive to local occupiers, these firms may be forced out of Walsall or forced out of business, and local jobs may be lost. Chart 8 below shows rents since 2012 in Walsall.

**Chart 7 - Demand and Supply of Suitable Premises, Q1 2016**



Source: Walsall Council Monitoring

**Chart 8 - Rents psf per annum in Walsall 2012-2015\***



Source: Walsall Council monitoring. \*Average of cases Boroughwide and in six constituent parts.

4.14 The 2012 Employment Land Review reported that at the top of the market a prime rent of £50 per sqm (around £10 per sq ft) was achievable. As of 2015, the average rent per square foot per annum in Walsall is now around £4, having risen slightly over the last year, with £5 being asked for in Aldridge Brownhills and £3.50 in the western part of the Borough, as Chart 4 shows above. There is less property on sale, but a much higher premium for Aldridge is evident compared with the rest of the Borough.

4.15 There is relatively little land for sale in Walsall. From discussions with agents, the asking price for clean land for industry has generally been around £200,000 per acre, but there are reports that some landowners, for example at Reedswood Way and in Aldridge, are asking for £300,000 and even 400,000 per acre. Good sites that become available along the M6 corridor, for example the Opus 9 site on the Sandwell side of M6 Jn 9, which recently changed hands, can command a high price in view of their location. However this

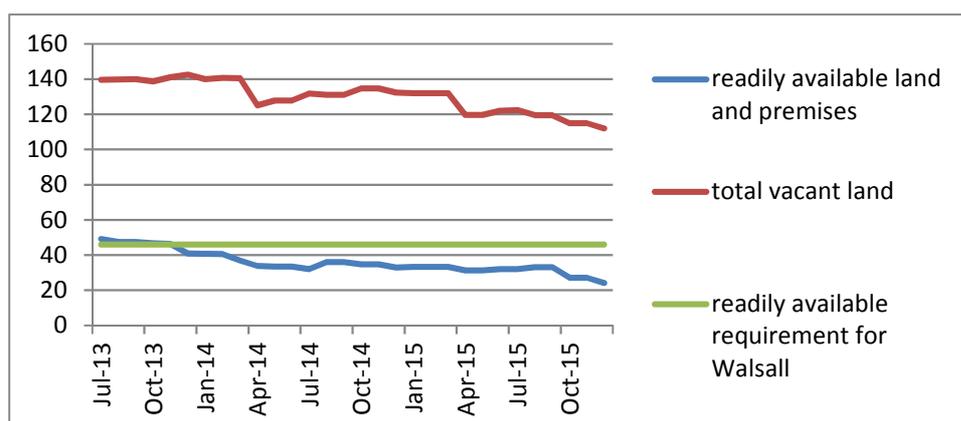
understates the amount of private sales of industrial land where a potential occupier typically secures an option on a site subject to planning approval and then acquires and develops it for his own use. Indeed, this is the typical way that industrial land gets developed in Walsall.

## Vacant Sites

4.16 As noted above, there are around 111ha of vacant land in Walsall. As might be expected, most of this land consists of vacant sites, with about 10ha being vacant premises. However, only around 25 ha are readily available (that is, not having major problems, on the market, or with a willing landowner or with planning permission). Core Strategy policy EMP4 aims for Walsall to provide and maintain a minimum of 46ha as a reservoir of readily available employment land: therefore Walsall has (as of Q1 2016) a significant undersupply of around 20ha. It is expected that as sites are brought forward, especially in the Enterprise Zone (EZ) area, this total readily available stock of land will rise, but this is heavily contingent on remediation of sites with abnormal costs. For further details, see Annex E.

4.17 There has been a reduction in both the total vacant land and premises and readily available land (including premises) over the past few years, as **Chart 9** shows.

**Chart 9 - Total vacant land and readily available land 2013- Q1 2016**



Source: Walsall Council Monitoring

4.18 The table below lists Walsall's vacant sites above 0.4ha. For obvious reasons there are no existing high quality vacant sites; they fall under the Potential High Quality, Local Quality Retained and Reallocate now categories.

## Vacant Employment Sites Ranked By Score

Site ID	Name		Locality	Quality	Size, ha		Score
IN120.3	Former Wesson, Bull Lane, Moxley	BCSR	Darlaston	PHQ	4.86	RA	47
IN84	Central Point, Willenhall Road, Darlaston	BCR EZ LDO	Darlaston	PHQ	2.31	RA	46
IN58	Reedswood Way, Walsall	M6	Walsall	PHQ	4.00		39
IN78.6	Former PSL International and Prolok, Longacres, Willenhall	BCR	Willenhall	PHQ	3.20	RA	39
IN27.1	Former Calor Gas Site, Green Lane, Walsall		Walsall	PHQ	1.01		39
IN315	Cinema & Casino, Bentley Mill Way, Darlaston ****	M6 LDO	Darlaston	PHQ	4.59	PN	37
IN98.1	Former Junction Works, Cemetery Road, Darlaston	M6 LDO	Darlaston	PHQ	1.33		37
IN63	Tempus 10 North, Wolverhampton Road,	M6 EZ	Walsall	PHQ	1.76		37

	Walsall	LDO					
IN50.1	Meadow Street / Tasker Street, Walsall ***		Walsall	CFR	1.05	RA	37
IN56.2	Adj to Middleton's, Bescot Crescent, Walsall	M6	Walsall	PHQ	0.43	RA	36
IN109	Box Pool Site, Darlaston Road, Walsall	M6 EZ LDO	Darlaston	PHQ	1.67		36
IN317	Millers Close, Bentley Mill Way, Darlaston ****	M6 LDO	Darlaston	PHQ	0.80	PN	36
IN93.2	Access 10 East, Bentley Road North, Darlaston	BCR LDO	Darlaston	PHQ	1.08		36
IN70.2	Aspray (Former Geo Carter), Park Road, Willenhall		Willenhall	PHQ	1.25	RA	36
IN27.2	North of Newfield Close, Walsall		Walsall	PHQ	2.09		36
IN98.2	Former Railway Tavern, James Bridge, Darlaston	M6 LDO	Darlaston	PHQ	0.39		35
IN99.2	Station Street / Heath Road, Darlaston	LDO	Darlaston	PHQ	0.40		35
IN107.3	Adj Ikea, Park Lane, Darlaston	M6	Darlaston	PHQ	0.92		35
IN122	Former Moxley Tip, Moxley Road, Darlaston	BCSR	Darlaston	PHQ	10.38	PN	35
IN9.4	Land at Corner of Brickyard Road, Aldridge		Aldridge	LQ	0.87		35
IN10.2	Adj to Shaylor's, Wharf Approach, Aldridge		Aldridge	PHQ	0.88		35
IN18.2	Land Opp Mary Elliott School, Leamore Lane, Bloxwich		Bloxwich	LQ	0.53		35
IN105	Parallel 9-10, rear of Globe PH, Darlaston Road, Walsall	M6 EZ LDO	Walsall	PHQ	2.89		34
IN92	Aspect 2000**	M6 EZ LDO	Darlaston	PHQ	3.21		34
IN52.2	Walsall Enterprise Park West, Pleck, Walsall		Walsall	PHQ	0.79		34
IN52.3	Walsall Enterprise Park North, Pleck, Walsall		Walsall	PHQ	0.43	RA	34
IN5.1	North of Maybrook / Clayhanger Road, Brownhills		Brownhills	PHQ	1.33		34
IN333	Former Willenhall Sewage Works and access to site, off Anson Rd, Willenhall	BCR	Willenhall	PHQ	8.89	PN	33
IN64	Tempus 10 South, Wolverhampton Road, Walsall	M6 EZ LDO	Walsall	PHQ	1.64		33
IN118.2	Rear of Woods Bank Trading Estate, Woden Road West, Darlaston	BCSR	Darlaston	PHQ	1.20	RA	33
IN17.2	Fryers Road, Bloxwich		Bloxwich	LQ	3.51		33
IN104.1, IN104.4, IN205	Phoenix 10 (includes Bentley Mill Way East, 2.4ha)	M6 EZ LDO	Walsall	PHQ	16.05		32
IN110	James Bridge Gasholders & South of Gasholders, Darlaston Road, Walsall	M6 EZ LDO	Darlaston	PHQ	8.11		32
IN69.3	Adj Rainbow Business Park, Stringes Lane, Willenhall		Willenhall	LQ	0.45	RA	32
IN13.2	Aldridge Park, Airfield Drive, Aldridge		Aldridge	PHQ	1.38		32
IN9.14	Longleat Road East, Aldridge		Aldridge	LQ	0.62		32
IN17.1	Focus 10, Willenhall Lane, Bloxwich		Bloxwich	LQ	3.47	RA	32
IN12.6	Former Jack Allen Site, Middlemore Lane, Aldridge		Aldridge	PHQ	1.88		31
IN71.2	North of Watery Lane, Willenhall		Willenhall	LQ	0.61		31
IN12.8	Former Mckechnie Brass, Middlemore Lane, Aldridge		Aldridge	PHQ	6.34		30
IN2.1	Bullows Road, Brownhills		Brownhills	LQ	1.49	RA	30
IN9.13	Longleat Road West, Aldridge		Aldridge	LQ	0.19		30
IN341	North of Hughes Road Moxley	BCSR	Darlaston	PHQ	4.21	PN	29
IN78.2	North of Westacre, Willenhall		Willenhall	PHQ	0.64		29
IN9.8	Coppice Lane (Former Bace), Aldridge		Aldridge	LQ	1.05		29
OS4060	Sports Pitches, Bentley Rd South	BCR	Darlaston	Reallocate	1.99	PP	29
IN328	Former Deeleys Castings, Leamore Lane, Walsall		Walsall	LQ	2.54		28
IN9.12	Adj Joberns Tip, Coppice Lane, Aldridge		Aldridge	LQ	1.92		28
IN77.13	Former George Dyke, Doctor's Piece, Willenhall		Willenhall	CFR	0.54		28
IN32.2	Former Scrap Yard, Alma Street, off Green Lane, Walsall		Walsall	LQ	0.51		27
IN72.2	West of Assa Abloy, off School Street, Willenhall		Willenhall	LQ	2.24	RA	27
IN70.4	Land rear of Wednesfield Road, Willenhall		Willenhall	LQ	0.39		25

IN68.1	Land west of Sharesacre Street, Ashmore Lake, Willenhall		Willenhall	LQ	2.57		25
IN9.10	Joberns Tip, Longleat Road, Aldridge		Aldridge	LQ	4.31		25
IN103.2	Former IMI South of Canal, Darlaston Road, Walsall (Part of Phoenix 10)		Walsall	LQ	0.83		25
IN126	Adj Darlaston Welded Presswork, Stafford Road, Darlaston		Darlaston	CFR	0.93		25
TC37	Former Jabez Cliff, Lower Forster Street, Walsall		Walsall	Reallocate	0.33	PP	25
IN12.5	Former Aldridge Rail Sidings, Aldridge		Aldridge	PHQ	2.16		23
TC15	Navigation Street / Marsh Street, Walsall		Walsall	Reallocate	0.03	PP	22
IN330	Former Caparo, Miner Street		Walsall	Reallocate	6.53	PP	20
HO11	Somerford Place, Willenhall	BCR	Willenhall	Reallocate	0.80	PP	20
HO29	Goscote Lane Copper Works		Bloxwich	Reallocate	8.76	PP	18
TC41	Albert St, Walsall		Walsall	Reallocate	0.13	PP	17
HO62	Former Metal Casements		Walsall	Reallocate	2.71	PP	16
IN54.5	Bescot Triangle North		Walsall	Reallocate	2.63	PP	16
HO61	Canalside Close		Bloxwich	Reallocate	0.45	PP	16
HO300	Castle Street / The Green, Darlaston		Darlaston	Reallocate	0.34	PP	15
HO93	Woodwards Rd		Walsall	Reallocate	0.37	PP	14
HO66, IN346, HO65, HO60	Hollyhedge Lane Sites		Walsall	Reallocate	3.68	PP	13

**Notes:**

**RA – Readily Available site (includes expansion land with no apparent constraints).**

**PN – proposed new industrial site (for consistency of scoring these are all treated as vacant even where occupied by other uses).**

**PP – poorly performing site to be reallocated.**

**M6 – site in M6 corridor.**

**EZ – Enterprise Zone site.**

**BCR – Black Country Route corridor site.**

**BCSR – Black Country Spine Road corridor site.**

**LDO – site in Local Development Order Area.**

**\*Free standing vacant premises and yard.**

**\*\*free-standing site currently occupied with trailer storage .**

**\*\*\*This site is currently vacant but is expected to be used by Network Rail in connection with the electrification of the Walsall – Rugeley line in the near future.**

**\*\*\*\*site currently occupied by non-industrial use but treated as if vacant for ease of comparison.**

## Chapter 5 – Sites and Areas Profiles

### Overview

5.1 This section provides an area by area review Walsall's employment sites, grouped into the six towns of Brownhills, Aldridge, Bloxwich, Walsall, Willenhall and Darlaston<sup>7</sup>. It provides a short introduction looking at industrial trends, and provides a table categorising the occupied areas and vacant sites into Existing High Quality, Potential High Quality, Local Quality Retained and Consider for Release. New opportunities that are not presently part of the supply are also considered, as well as sites that have been rejected as not suitable for the industrial supply. This is followed by a qualitative description that tries to bring out the sheer variety of Walsall's industrial stock and the companies that it accommodates.

5.2 As paragraph B13 points out, the target scores for occupied stock are:

- Over 30 for existing high quality stock
- 25-30 for potential high quality stock
- 20-25 for occupied local quality stock
- Under 20 for local quality consider for release stock.

5.3 For vacant sites the target scores are

- Over 25 for a vacant site to be retained
- Under 25 for a vacant site proposed for release to other uses

However it is important not to base the allocations purely on a mechanistic scoring method. Where there are anomalies – ie, where the score does not exactly fall within the target range – the qualitative description justifies the overall category (and therefore the proposed allocation). The approach therefore combines a quantitative and qualitative approach. The detailed scoring matrix itself, as well as site specific in relation to it, is set out in Annexes B and C.

5.4 The following profiles deal in more detail with the individual characteristics of Walsall's industry, but before we embark on this it is worthwhile to bring out the main pattern of development as set out in the tables below:

#### (1) Share of take up of Industry (B2), Logistics (B8) and other uses since 1998 (%)<sup>8</sup>

Area	B2	B8	Other
<b>Brownhills</b>	40	20	40
<b>Aldridge</b>	70	10	20
<b>Bloxwich</b>	40	0	60
<b>Walsall</b>	55	20	25
<b>Willenhall</b>	10	60	30
<b>Darlaston</b>	40	10	50

<sup>7</sup> It should be noted that for convenience some illustrations and supporting analysis covers areas within two localities: Bloxwich's illustration is combined with North Walsall; the EZ area /M6 corridor contains parts of Walsall and Darlaston; and the Black Country Route section contains parts of Willenhall and Darlaston.

<sup>8</sup> Breakdown is approximate as some sites have a permitted use for more than one class or their permitted use is uncertain.

5.5 This shows a systematic pattern, with B2 predominating in Aldridge and Walsall, B8 in Willenhall (close to the BCR corridor), and the ‘other’ category in Bloxwich (reflecting a large waste management component) and Darlaston. It should be noted that these are shares, not absolute numbers, so for example, Willenhall, with a high rate of take up, has still seen more manufacturing investment in absolute terms than Bloxwich.

**(2) Character of take up (vacant site, redevelopment and extension in situ) since 1998, expressed as a share of total (%)**

Area	Vacant site	Redevelopment	Extension
<b>Brownhills</b>	70	15	15
<b>Aldridge</b>	70	15	15
<b>Bloxwich</b>	0	50	50
<b>Walsall</b>	40	40	20
<b>Willenhall</b>	60	20	20
<b>Darlaston</b>	40	40	20

5.6 Again the pattern is systematic with high vacant site take-up in the eastern part of the Borough, and a more varied picture elsewhere. Only in Bloxwich is there a high share of extensions in-situ, but this is small in absolute terms; the lack of vacant take up in particular reflects the paucity of vacant readily available opportunities.

**(3) Stock redevelopment relative to the total (includes vacant land, redevelopment, extensions, ex parking/storage)**

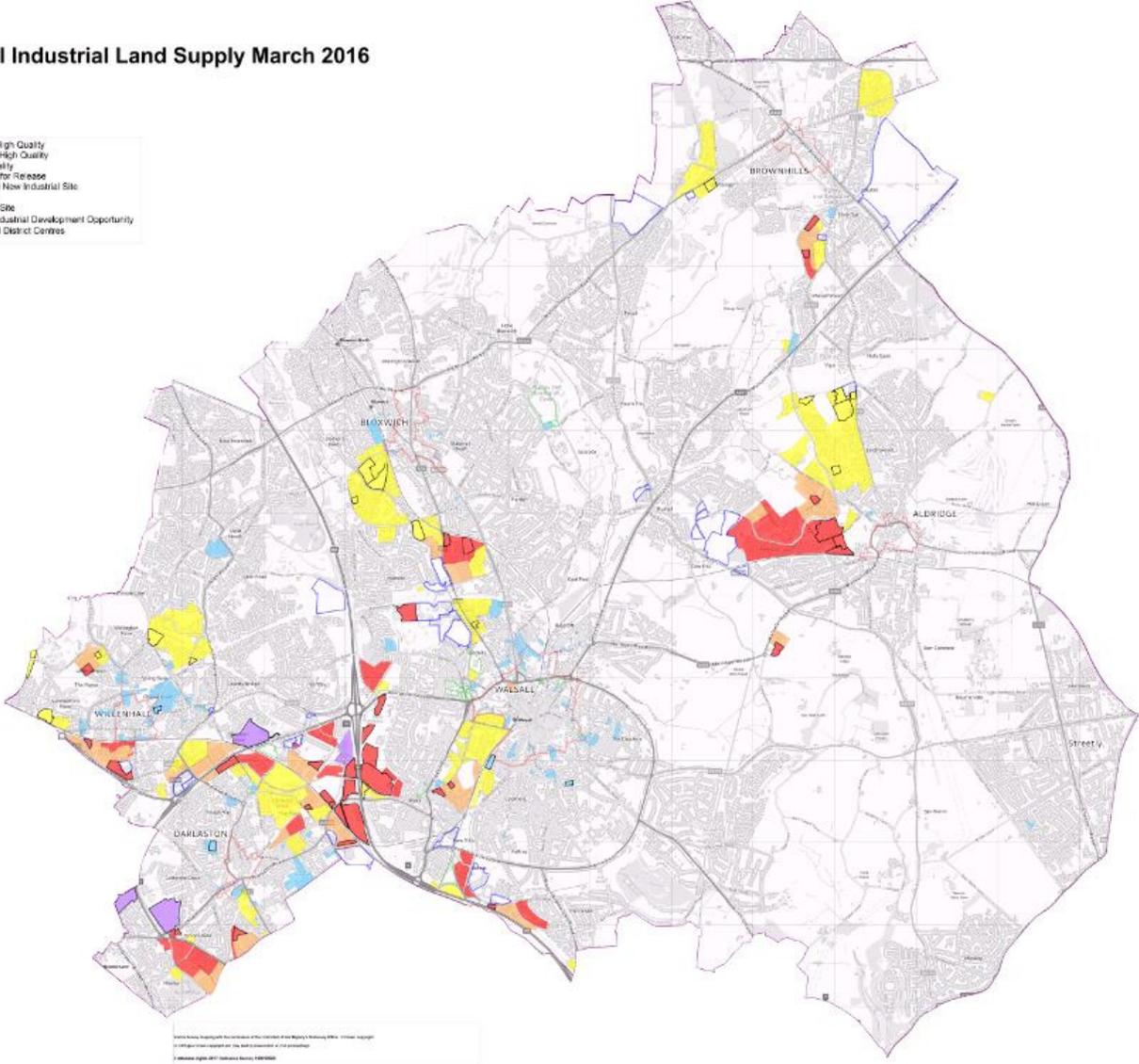
Area	% of stock redeveloped
<b>Brownhills</b>	<b>25</b>
<b>Aldridge</b>	<b>15</b>
<b>Bloxwich</b>	<b>5</b>
<b>Walsall</b>	<b>20</b>
<b>Willenhall</b>	<b>30</b>
<b>Darlaston</b>	<b>20</b>

5.7 Overall, about 20%, (145ha), of the Borough’s industrial stock has been redeveloped in one way or another from 1998 to 2013 (leaving aside take up for storage and parking). But the variation here is not as wide as in the case of the type of industry and the type of development. The main fluctuation has been from year to year, as the tables in Chapter 2 show. The Black Country Core Strategy target is to reach 317ha of high quality employment land by 2026; at the moment there is 122ha. This means we have to redevelop a further 195ha of high quality land, equivalent to around 20ha per annum. This will require intervention over and above what the market will provide unaided. As Annex E explains, we are likely to fall short of the Core Strategy 2026 high quality target.

5.8 The overall proposed land supply is shown in the following illustration, with vacant industrial sites edged in black (Town Centres edged in red):

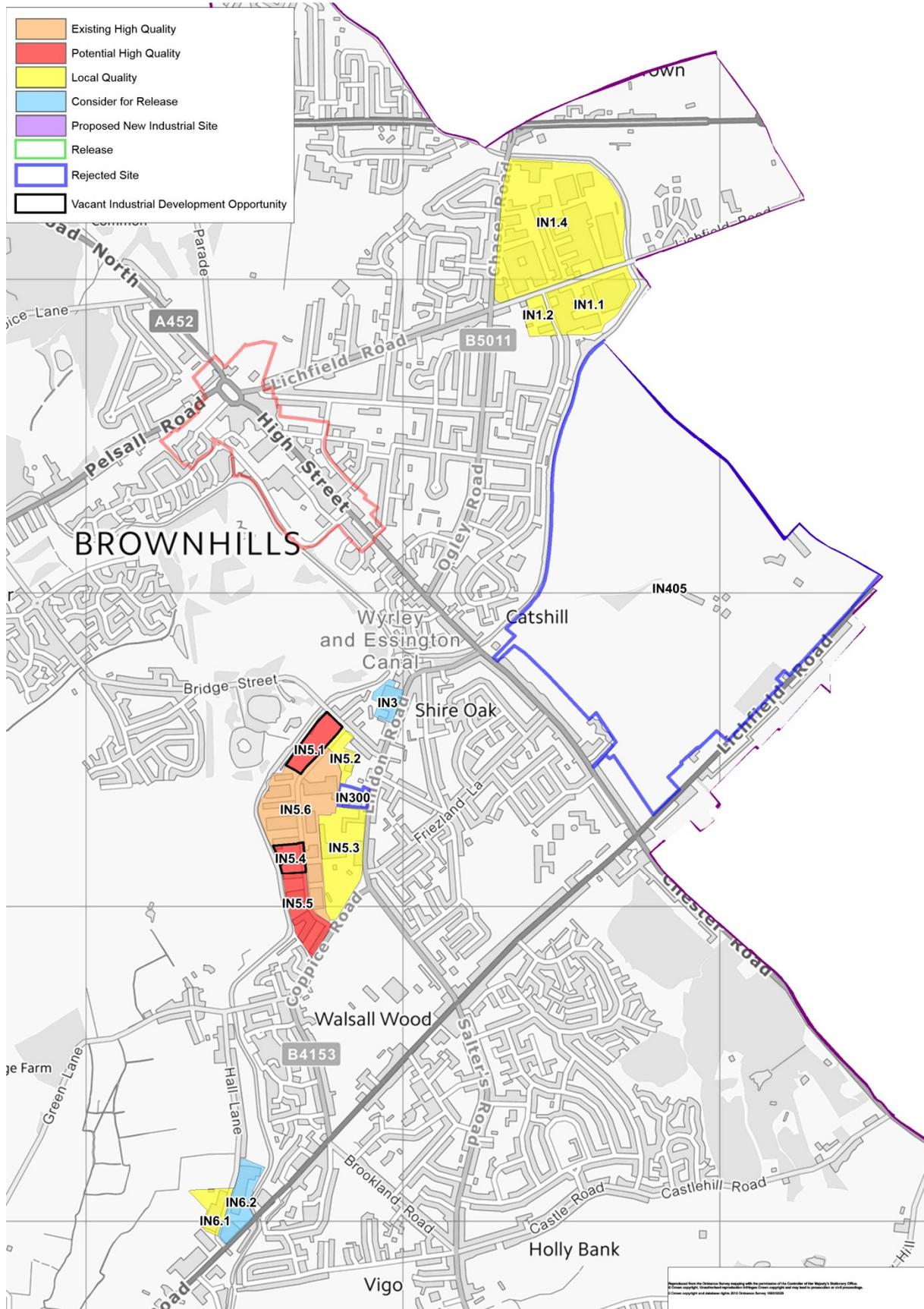
**Walsall Industrial Land Supply March 2016**

- Existing High Quality
- Potential High Quality
- Local Quality
- Consider for Release
- Proposed New Industrial Site
- Release
- Rejected Site
- Vacant Industrial Development Opportunity
- Town and District Centres



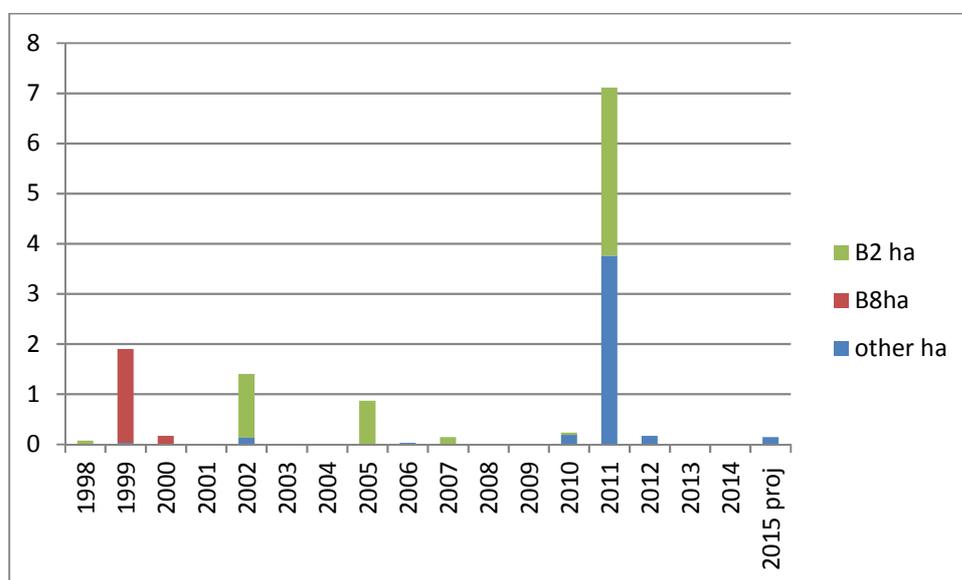
Walsall Planning Department  
 100 High Street, Walsall, West Midlands, B79 1AA  
 0121 253 2222  
 www.walsall.gov.uk

# Brownhills and Walsall Wood



5.9 Brownhills is an ex-mining town lying close to the M6 Toll and straddling the A5. Since the pits closed in the 1950s the town's employment has shifted towards manufacturing, and there has been substantial housing development in the Clayhanger area. Green Belt encloses the town, separating it and the mainly residential Walsall Wood area (another ex-mining community adjoining Brownhills) from the rest of Walsall. Brownhills forms Core Strategy Regeneration Corridor 15 in view of its relatively deprived profile and need for regeneration. There is around 60ha of industrial land in Brownhills, most of which is developed. It has three main industrial areas: the Lichfield Road/Toll point area to the northeast of the town, Coppice Side/Apex Road to the west and Lindon Road / Maybrook to the south. Two further sites, Sandhills and York's Bridge (both Green Belt and Greenfield) were put forward in the SAD Call for Sites for proposed industrial use.

**Chart A – Industrial Development in Brownhills**



Source: Walsall Council monitoring

5.10 A total of 13.7ha of land was developed in Brownhills between 1998 and 2014, or 0.8ha per annum. This might seem low compared with some other parts of Walsall; in fact it amounts cumulatively to about one quarter of the existing stock in Brownhills. Moreover, when land does become available, it tends to be taken up relatively quickly. In 2009-10 for example, several sites that became vacant as a result of the 2008-10 recession were developed, as **Figure C1** shows. Rents are high, indicating market confidence. Vacant sites made up about two thirds of development, with the rest split between extensions in situ and redevelopment. About 40% of take up was for B2 industry, 20% for B8 (reflecting the distance from the M6/Black Country Route/Black Country Spine Road) and the remaining 40% for other uses. 70% of take up has been on vacant land, with the remainder evenly split between redevelopment and extensions. There are four vacant sites left over 0.4ha: Apex Road, Bullows Road, Former Unalco and Maybrook Road. None of these have any apparent problems. The vacant premises at Lindon Road, formerly occupied by Veolia, have now been acquired for industrial use.

## Occupied areas

Site ID	Name	Area, ha	Quality	score
IN1.1, IN1.2, IN1.4	Newtown, Brownhills	19.44	Local Retained Quality	25
IN2.2, IN2.3, IN2.5	Coppice Side & Apex Road, Brownhills	20.05	Local Retained Quality	25
IN3	Lindon Road North, Brownhills	0.86	Consider for Release	19
IN5.2	Clayhanger Road, Brownhills	0.84	Local Retained Quality	19
IN5.3	Lindon Road, Brownhills	4.06	Local Retained Quality	22
IN5.5	Maybrook Industrial Estate, Walsall Wood	2.02	Potential High Quality	32
IN5.6	Heathyards, Maybrook Industrial Estate, Brownhills	6.61	Existing High Quality	37
IN6.1	Hall Lane (west of), Walsall Wood	1.12	Local Retained Quality	19
IN6.2	Hall Lane (east of), Walsall Wood	1.76	Consider for Release	21

## Vacant sites

Site ID	Name	Area, ha	Quality	Score
IN2.1	Bullows Road, Brownhills	1.49	Local Quality	30
IN5.1	North of Maybrook / Clayhanger Road, Brownhills	1.33	Potential High Quality	34
IN5.4	Maybrook / Lindon Road (Former Unalco), Brownhills	0.77	Potential High quality	33

## Rejected Sites

Site ID	Name	Area, ha	Score	Comment
IN300	114-116 Lindon Road (Crash Bang Wallop), Brownhills	0.58	33	Well established use
IN405	Land at Home Farm, Sandhills	83.85	27	Sloping site, Green Belt, too big
IN406	Land at York's Bridge	17.73	22	Isolated, Green Belt
IN407	Adj One Stop, Pelsall Road	0.74	31	Green Belt

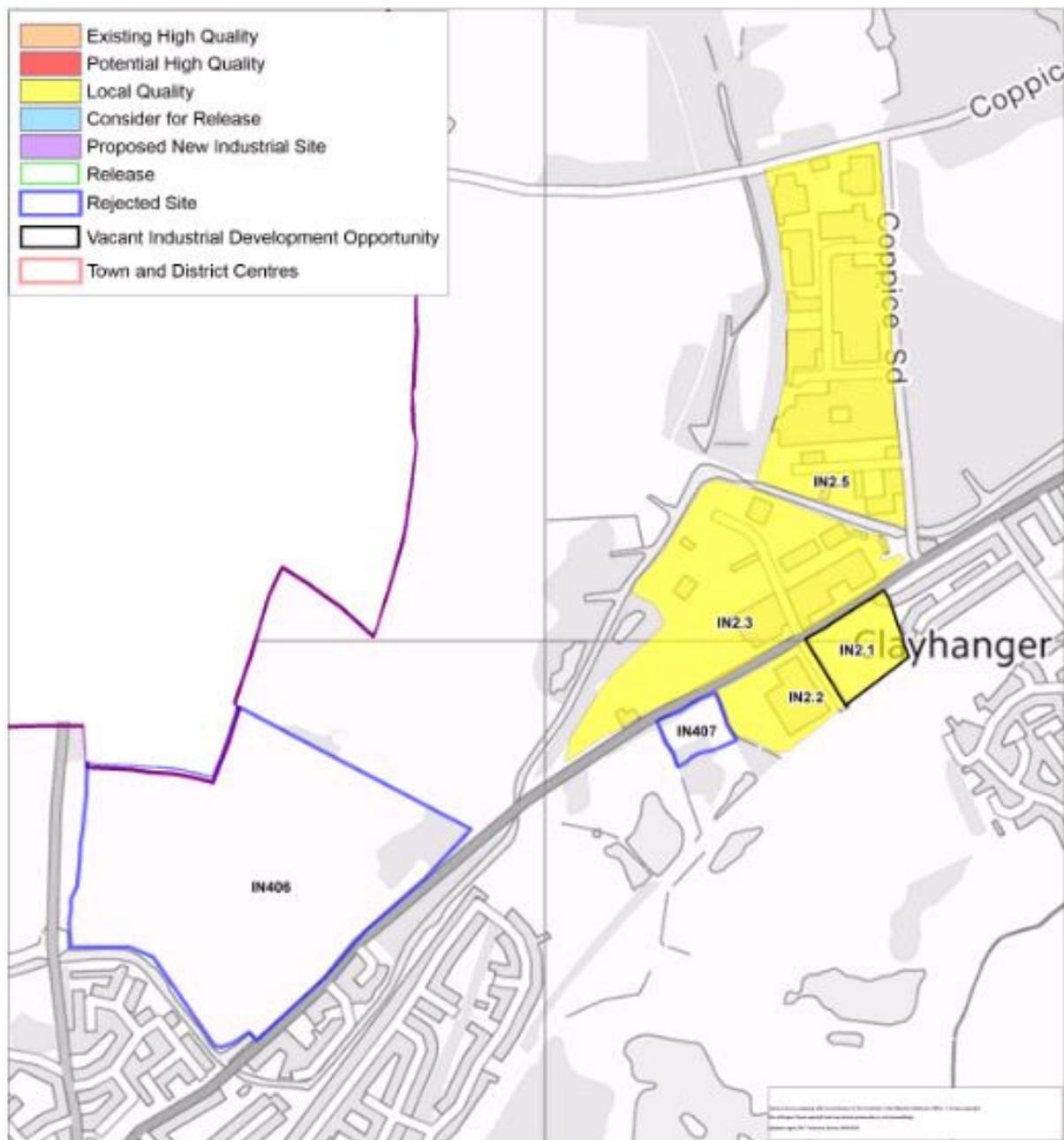
## Newtown

5.11 The Newtown area forms the north-eastern edge of both Brownhills and Walsall Borough, bounded to the east by a canal, and to the west by residential areas<sup>9</sup>. It has excellent access to the M6 Toll, and to the A5 and A461; however there are also housing constraints to the south and west. **IN1.1, south of Lichfield Rd**, is composed mainly of vacant units, some of which are on the market, and presents a long term development opportunity, as well as the CNC Speedwell works, part of Castings (see below). **IN1.2** is the new vehicle repair centre, a local quality use. **IN1.4**, to the north of Lichfield Rd has a mix of industry. Castings is advanced manufacturing (car components) and has been expanding to cope with orders for the Far East. The firm also has branch plants in Staffordshire and Derbyshire. **IN1.4** also includes the Toll Point development and the Smart Business Park which is composed of various small local quality services such as trade sales. There are potential redevelopment opportunities; currently they are a mixture of small scale garages/repairs, such as Fitch Autos and DB Motors, and manufacturing outfits, including Geometrix (educational supplies) and LSM Fabrications. The accommodation here is rather poor quality and needs to be renewed in due course. It is possible to envisage some of this area being suitable for Castings' further expansion, as one of the entrances to their site passes along the northern edge of these units. In the 2012 ELR this was classified, along with the rest of the Newtown area, as potential high quality, due largely to the good strategic access. However the large amount of local quality uses, and the housing constraints on two sides, suggests that this is better seen as a local quality retained area, albeit one with good strategic access and a headquarters of a major international company.

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<sup>9</sup> NB This area is located along both sides of Lichfield Road as it leaves Brownhills, but there is another Lichfield Road on part of the A461 between Walsall Wood and the Borough boundary. There is a similar issue of duplicate road naming in respect of Darlaston Road.

## Coppice Side



5.12 The Coppice Side/Apex Road area is split into three, and is almost completely unconstrained by residential development. **IN2.1** and **IN2.2**, south of Pelsall Road, are owned by One Stop (a subsidiary of Tesco), a food distribution outfit. **IN2.1** is expansion land for One Stop. North of Pelsall Road, **IN2.3** is occupied partly by One Stop's offices and also by the Council Depot – these are local quality uses. **IN2.5**, the Coppice Side estate, is north of the canal. Most of these are small local firms, but there is more of an emphasis on manufacturing here than in Newtown, with Saddlers Court, L&S, G&T, Forth (engineering), Barclay & Mathieson (stockholders), Aldridge Fabrications, Staffordshire Fabrications and Pengrave Welding. Chemtech waste management and Mitie, the service provider, are also based here, and there has been occasional small scale (re)development. The south of the estate is a long term development opportunity, as the units here are in poor condition with scrap and storage prevalent.

## Maybrook/Lindon Rd

5.13 Maybrook/Lindon Road has two industrial areas. The most northerly of these, **IN3** (Maybrook North) , is a mix of small scale engineering (David Wilson Engineering, Cannock Bumpers, Walsall Lamps and Panels) and automotive type uses. This is unlikely to be of long term interest to industry in view of its highly constrained nature, with housing surrounding, and should be considered for release to housing, subject to Core Strategy policy DEL2.

5.14 There has been significant investment interest in the southern, larger part of the Maybrook Road area in recent years. **IN5.5** consists of a number of small mostly manufacturing units, including J& F Precision Ltd, T Spinks Fabrications, Complete Air Systems, LP Paper Products, AAC Eurovent, Metcoat Powder Coating, Alumcraft, Central Boring Services, Gerrymet Sawblades, PFS Pipework, Canterbury Tools, Kemtech (flooring manufacture), PR Metals, JD Design & Fabrication, IKC (toolmakers), Blastrim, Kontroltek, Typeco, Raden Engineering and Motivair, together with a few automotive type uses. While small, this is mostly advanced manufacturing with good manoeuvring space, and with refurbishment this could be easily upgraded to high quality status. **IN5.6** is existing high quality development, including the newly built Heathyards (pipework manufacturing) and some units constructed in the 1980s and recently refurbished (Xstrahl, Magrini). Norbert Dentressangle, a B8 use, has taken over the former Frans Mas premises. There is a high occupancy rate on both the Lindon Road and Maybrook areas.

5.15 There are three vacant sites on the Maybrook Road. **IN5.1** (Land north of Maybrook Road) is bounded by Maybrook Road and the canal, and recently marketed by Harris Lamb. This could serve as expansion land for Heathyards, to the south, who own part of it, or for another development. **IN5.2** consists of a very small vacant parcel on the other side of IN5.1 and Fernyhough (truck repair). **IN5.4** is the former Unalco premises.

5.16 **IN5.3**, on Lindon Road, consists of Brownhills Business Park (for sale), with a mix of small scale uses and storage, including Canwell Engineering (motorway maintenance) and Wilcox Refinishers, with the ex-Veolia premises to the north, recently acquired and partly occupied by Theo's Foods. Wickson's Coaches adjoins Brownhills Business Park to the south. The accommodation on Lindon Road is generally older and poorer than other parts of the Maybrook employment area. There has been pressure for housing on part of this area in the past, which the Council has resisted. While residential development would be more attractive to owners than reinvesting in the stock, the Council should encourage redevelopment and investment as a reflection of the site's status as an important local employment area. As the previous editions of the ELR have stated, allowing housing on this area could cause it to lose its integrity as a coherent industrial area.

5.17 Immediately adjoining the Lindon Road industrial area to the north is a former, refurbished unit now housing a Children's Play Area known as Crash Bang Wallop. If the present owner leaves or is relocated, this could serve for industry in the future. For this reason, it was designated as **IN300** and was shown as potential industrial site in the SAD issues and Options. However at this stage we consider it is unlikely to come forward in the plan period. To the north of this there are some derelict properties, and it is possible to see these as being redeveloped for industry, but on balance we think that there is scope for this

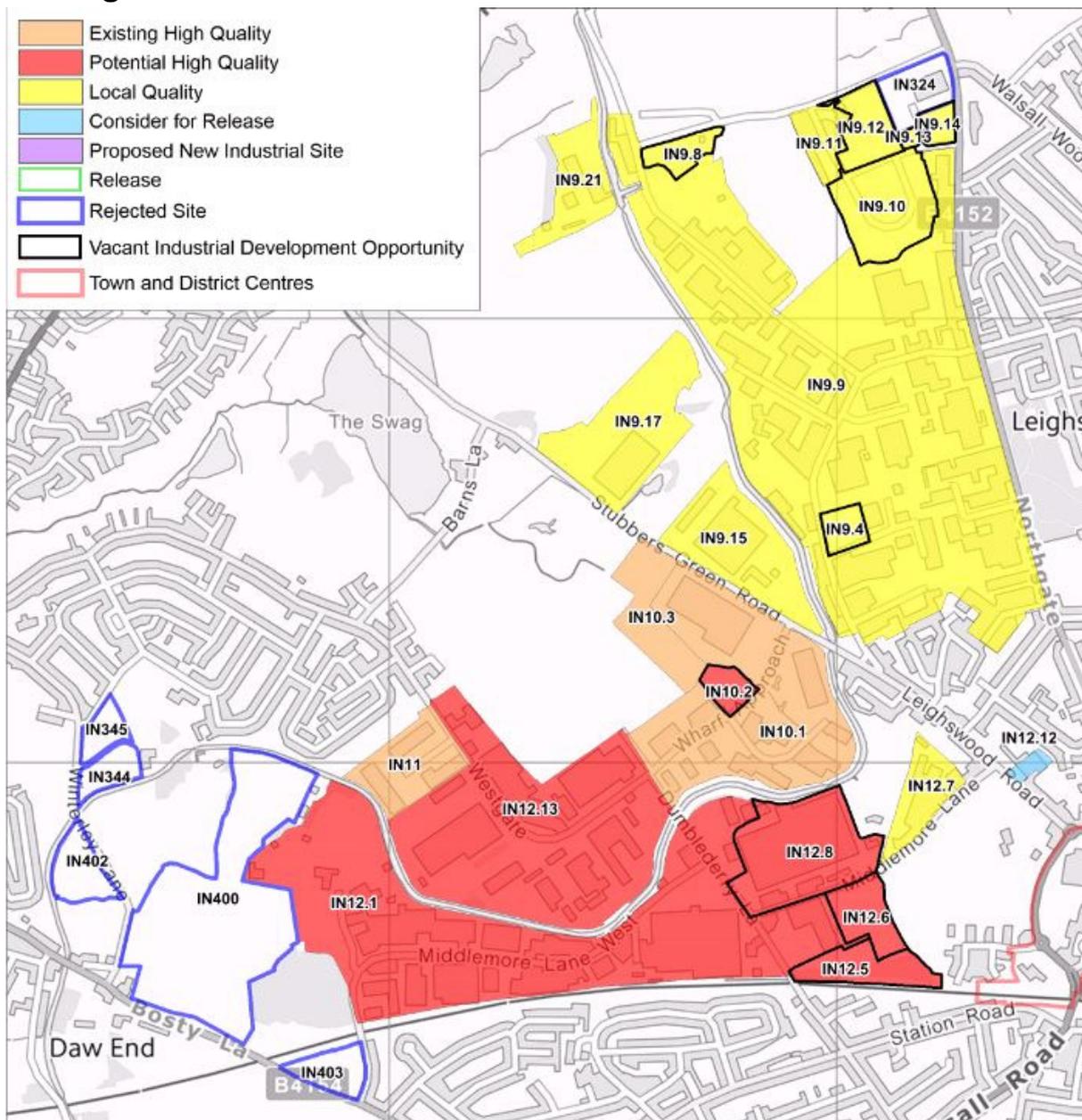
area to accommodate equipment for travelling show-people, and indeed two sites are currently used for storage for these purposes.

5.18 Three greenfield sites in the Green Belt have been put forward speculatively through the SAD Call for Sites for employment or housing use in the Brownhills area: **IN405** (Land at Home Farm, Sandhills), **IN406** (land at York's Bridge) and **IN407** (Adj One Stop). Two do not score well, and developing them would be contrary to the Core Strategy spatial principles. The Sandhills site is on a slope, with housing on the other side of the A461 Lichfield Road; this reduces its attractiveness to a large operator. It would also appear at the time of writing that the owners of Sandhills have now discounted industry on this site and wish to proceed with housing instead. If the site were to be developed for industry it would almost certainly require significant highway related improvements to connect it to the A5 and M6Toll. York's Bridge, like Coppice Side, is for the most part unconstrained by housing, though there is some housing across the road to the south. However there is poor access to the strategic highway network further east; again limiting its attractiveness to high quality investment. The third site, IN107, was put forward as part of a representation during the Preferred Option consultation. It is a field next to the One Stop warehouse on Pelsall Road. It scores quite well but is also in the Green Belt, and, as with Yorks Bridge, it is unlikely to be attractive to high quality industrial development.

### **Walsall Wood**

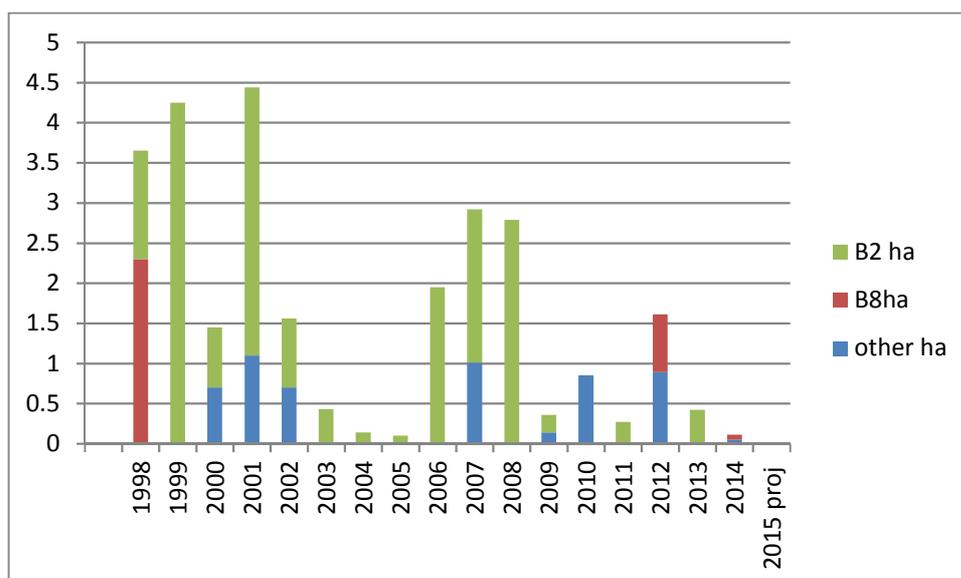
5.19 **IN6.1 and IN6.2**, Hall Lane Walsall Wood, has a large amount of vacancies and is constrained by housing. This area is also gradually being absorbed by non-industrial commercial uses. This indicates a lack of market interest in this area for industry. Nevertheless, there are some remaining industrial units such as Craig and Derricott, Phoenix Superabrasives, Ascot Precision Tooling, together with some construction/highway maintenance related uses. IN6.1 Hall Lane (west side), Walsall Wood is adjacent to Highfields North Permitted Minerals Site (site MP8 in the Publication Draft SAD). It is not considered appropriate to designate sites adjacent to potential future mineral working areas as Consider for Release to housing because of the risk of conflict. The site is therefore categorised as Retained Local Quality Industry. IN6.2 Hall Lane (east side), Walsall Wood is not adjacent to the Highfields North site and housing could be developed without compromising the implementation of the mineral permission. The active uses on the site should be protected under DEL2 until such time as they can be relocated.

## Aldridge



5.20 Like Brownhills, Aldridge is an ex-mining town that has diversified, in its case towards engineering, quarrying and brickmaking, though it is larger and more affluent than Brownhills. There is a high degree of commuting into Walsall, the Black Country and Birmingham. Aldridge has the largest single industrial concentration of the Borough of Walsall, in the north and west of the town, and a total of 180ha of industrial land. Some of this, especially in the Wharf Approach area to the north west of Aldridge town centre, is very high quality, and Aldridge provides a critical mass of land that is for the most part separate from housing, a crucial attraction for industry. Aside from this there are some smaller fragmented sites in the Aldridge, Rushall and Streetly areas. Aldridge has done very well in terms of attracting investment for an area that is not close to the motorway network.

**Chart B - Industrial Development in Aldridge**



Source: Walsall Council monitoring

5.21 Industrial take up between 1998 and 2014 (projected) amounted to 27.13ha, or 1.6ha per annum (roughly equivalent to 15% of the total stock in cumulative terms). As **figure C2** shows, 70% of this take up was B2, with most of the rest in the ‘other’ category. B8 accounted for a very small share (about 10%), given Aldridge’s relatively poor road connections into the motorway network. Two thirds of take up was on vacant sites, with the rest evenly split between redevelopment and extensions. While B2 manufacturing did well in the years 1998-2008, there has been some fall-off since, perhaps indicating the lack of readily available sites and/or lack of finance available to companies for investment purposes. Aldridge does have some large vacant sites and premises but many are held back by landlords who have been trying to promote non-industrial uses.

### Occupied areas

Site ID	Name	Area, ha	Quality	Score
IN8	Birch Lane, Stonnall	1.65	Local Retained Quality	20
IN9.9, IN9.11, IN9.15, IN9.17, IN9.21	Northgate and Brickyard Road, Coppice Lane, and Stubbers Green Road Sites, Aldridge	69.65	Local Retained Quality	25
IN 10.1, IN10.3	Wharf Approach and Atlas Works and Brickyard, Aldridge	17.89	Existing High Quality	34
IN11	Tintagel Way, Aldridge	3.35	Existing High Quality	30
IN12.1, IN12.13	Westgate, Middlemore Lane, Aldridge	50.27	Potential High Quality	29
IN12.7	Beacon Trading Estate, Middlemore Lane, Aldridge	2.23	Local Retained Quality	17
IN12.12	Leighswood Road, Aldridge	0.36	Consider for Release	12

IN13.1	Azzurri / Rotometrics, Aldridge Road, Aldridge	2.94	Existing High Quality	34
IN15	Enterprise Drive, Streetly	0.55	Consider for Release	8

### Vacant sites

Site ID	Name	Area, ha	Quality	score
IN9.4	Land at Corner of Brickyard Road, Aldridge	0.87	Local Quality	35
IN9.8	Coppice Lane (Former Bace), Aldridge	1.05	Local Quality	29
IN9.10	Joberns Tip, Longleat Road, Aldridge	4.31	Local Quality	25
IN9.12	Adj Joberns Tip, Coppice Lane, Aldridge	1.92	Local Quality	26
IN9.13	Longleat Road West, Aldridge	0.19	Local Quality	30
IN9.14	Longleat Rd East, Aldridge	0.62	Local Quality	32
IN10.2	Adj to Shaylor's, Wharf Approach, Aldridge	0.88	Potential High Quality	35
IN12.5	Former Aldridge Rail Sidings, Aldridge	2.16	Potential High Quality	23
IN12.6	Former Jack Allen Site, Middlemore Lane, Aldridge	1.88	Potential High Quality	31
IN12.8	Former Mckechnie Brass, Middlemore Lane, Aldridge	6.34	Potential High Quality	30
IN13.2	Aldridge Park, Airfield Drive, Aldridge	1.38	Potential High Quality	32

### Rejected Sites

Site ID	Name	Area, ha	Score	Comment
IN324	Former Focus DIY, Coppice Lane / Northgate, Aldridge	1.85	29	Good location but now in use for retail
IN344	Land to the East of Winterley Lane	1.07	15	Affected by untreated limestone caverns so unsuitable for development
IN345	Land off Winterley Lane and Bickley Road	0.90	18	Affected by untreated limestone caverns so unsuitable for development
IN400	Land off Winterley Lane	13.92	11	Green Belt, poor location
IN401	Land off Pelsall Lane	1.38	15	Green Belt, poor access
IN402	Land to the West of Winterley Lane	1.61	12	Green Belt, housing constraint
IN403	Land off Middlemore Lane at Bosty Lane	1.38	16	Green Belt, housing constraint

## Northgate/Brickyard Road

5.22 The large industrial area of Northgate/Brickyard Road (**IN9.9**) is predominantly local quality, although the southern part has modern good quality units, mostly manufacturing, with companies such as One Lux, Concorde Commercial, Mackwell Electronics, Ramsell Naber, Superite Tools, Badotherm (making bathroom units), Numetric, Gainsborough Bathrooms, Window Tech, Jones & Harrold Engineering, Diecast Classics, Aldridge Upholstery, RMD Kwikform. There are also some small vacant units in the Merchants Way area, and automotive uses, along with the Council waste management facility. There is also a vacant site at Vigo Place, **IN9.4**. Further north, the Empire Estate comprises good quality accommodation but (unusually for Aldridge) with a high level of vacancies: possibly this because of low eaves. **IN9.8**, next to Interserve at the junction of Brickyard Road and Coppice Lane, is the former Bace Groundwork premises, recently marketed by GVA. Slightly separate, on the other side of the canal, is the Veolia works (**IN9.21**).

5.23 The stock along the front of Northgate is older and generally poorer quality than along Brickyard Road. Nevertheless, the southern part is well occupied, and uses include GFP Engineering, Interlink, Cooke Bros (Engineering), together with local trade sales type uses. Further north the emphasis is on automotive type uses, but even here there is some industry, for example Ace Adhesives, Four Jay Precision Pressings. There has been pressure to release some of these sites for other uses along Northgate, but it is clear that the area forms a large, coherent employment area.

5.24 The group of mostly vacant sites at the north east corner of Northgate provide another potentially large development opportunity either together or in parts. **IN9.10**, the former Jobern's Tip, has unstable ground conditions and will be extremely challenging to develop; however it could serve as parking and storage, in concert with the neighbouring uses in **IN9.19**. The occupied area **IN9.11** at Coppice Lane has poor environmental quality and small scale local and trade type uses but does however include the aerospace company Kepston (which has another premises off Western Way in Moxley). **IN9.12**, Adjacent Jobern's Tip, is a vacant site with poor ground conditions, but like Joberns Tip is could serve as storage and parking, or alternatively part of an industrial development opportunity including the vacant sites **IN9.13** and **IN9.14** (Longleat Road East and West, owned by Hardy Estates). The former Focus DIY building (**IN324**) was empty for several years. It was consequently identified as a potential industrial site in the SAD Issues and Options but since then a retail use has moved in.

## Wharf Approach & Westgate

5.25 West Aldridge has some of the best industrial stock in the Borough, particularly around the Wharf Approach area. **IN10.1** and **IN10.3**, the Wharf Approach/Lockside area, has been developed in stages over the last 15 years and has very high quality landscaping. Manufacturing companies include Metalfin (stockholding), Whitehouse Cox, R B Precision Moulding, Glenlake International, Fastener Solutions, Stantree Precision, Reliance Patterns, Medicare Solutions and Horizon (water coolers). The Lockside area is now fully let. There are warehouses occupied by Hellerman Tyton, the international cable making company, as well as some local quality uses, notably Shaylor construction. **IN10.2** is the last vacant plot. **IN9.15** and **IN9.17** on Stubbers Green Road include Wienerberger Brickworks, Mercian Weldcraft, RMD (building contractors) and GPS (pipework manufacturing). There is a local

nature reserve in the middle of this, which is a constraint on redeveloping this area for high quality industry.

5.26 At the western end of Westgate lies another high quality area, **IN11** Tintagel Way or Westgate Park. While most of the uses are local type (B & J Distribution, Mitsubishi Vehicle Hire) there are some advanced manufacturing uses (Weatherite, CST). **12.13** is generally composed of small manufacturing (Dinsmore's, FPL, MKG, Float Metal Spinings, PCH), GEI Electronic Industries, Sielaff, MCC Components, Precision Metals, W P Stainless). Biffa (formerly Greenstar), the recycler, is also on Westgate

### **Middlemore Lane**

5.27 **IN12.1**, Middlemore Lane, is mostly manufacturing, occupying generally good quality buildings. The main exception is at the western end, in the Anglian Road area where the environmental quality is rather poor and the uses are local storage type (S Jones, Plastic Solutions). The Optical Park and Aldridge Fields are small business parks with high quality buildings but with mostly local uses (Lones UK, Workplace products, Ortek Colour Printers, Send Marketing). The rest of Middlemore Lane has a variety of units with national and international manufacturing names: Geddes Packaging (one of two premises, the other at Dumblederry Lane), Winward Cameo Group, Riley Industries, Beckett Abrasives, Allpack and Mellish Engineering. The former GKN Driveline site is now filling up. The former Cutler's Garage on Dumblederry Lane is now occupied by Movecorp, an international removals company (therefore B8). Refurbishment could upgrade this to high quality development. To the East of Dumblederry Lane there are Saddlers Court Engineering, Alentek and some vacant units. **IN12.6** is the vacant former Jack Allen Site and **IN12.8** is the Former McKechnie Brass, which has development interest. **IN12.5** (the Council owned former Rail Sidings), south of Jack Allen, could be combined with IN12.6 as a development opportunity.

5.28 **IN 12.7**, the Beacon Trading Estate at the eastern end of Middlemore Lane, has a myriad of small local service type uses; it is well occupied with few vacancies. Finally, **IN12.12**, the former Millington's, is enclosed by housing and not suitable for industry in the longer run (except perhaps very light industry). It should be considered for release.

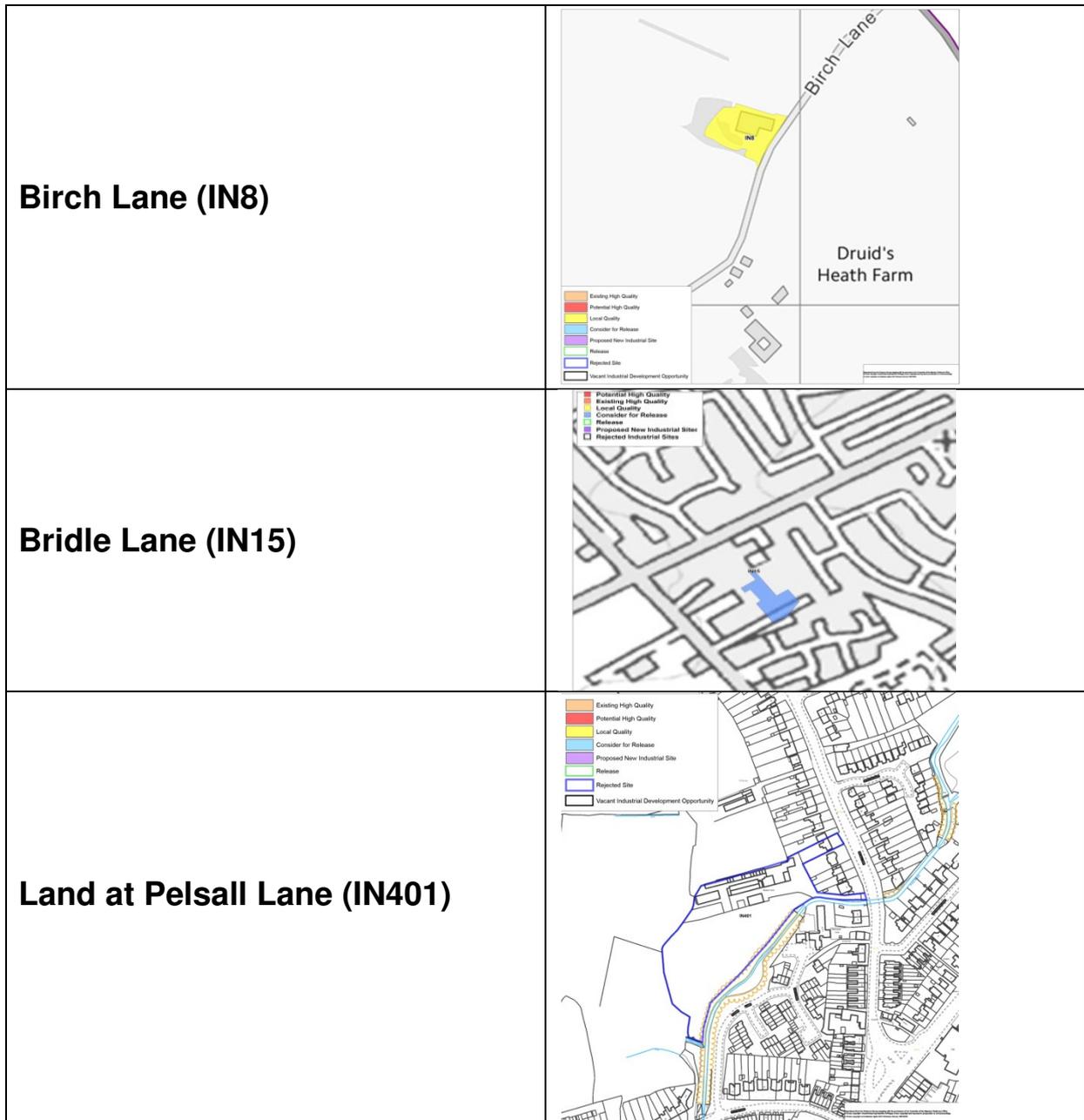
### **West of Aldridge and Winterley Lane**

5.29 The former Aldridge Airport, slightly separate from the rest of Aldridge's industry, with Azzurri and Rotometrics (**IN13.1**), is a developed high quality employment area in the Green belt. Part of this is a vacant plot called Aldridge Park (**IN 13.2**); there has been significant interest in this but the landowner appears unwilling to sell at a competitive price.

5.30 Some greenfield/Green Belt sites between Aldridge and Rushall have been put forward for speculative development for industry or housing, in the Winterley Lane area (**IN344, IN345, IN400, IN401, IN402, IN403**). These are not considered suitable for industry in view of very poor and constrained access through residential areas, and they also would be contrary to the Core Strategy spatial principle of using brownfield development first.

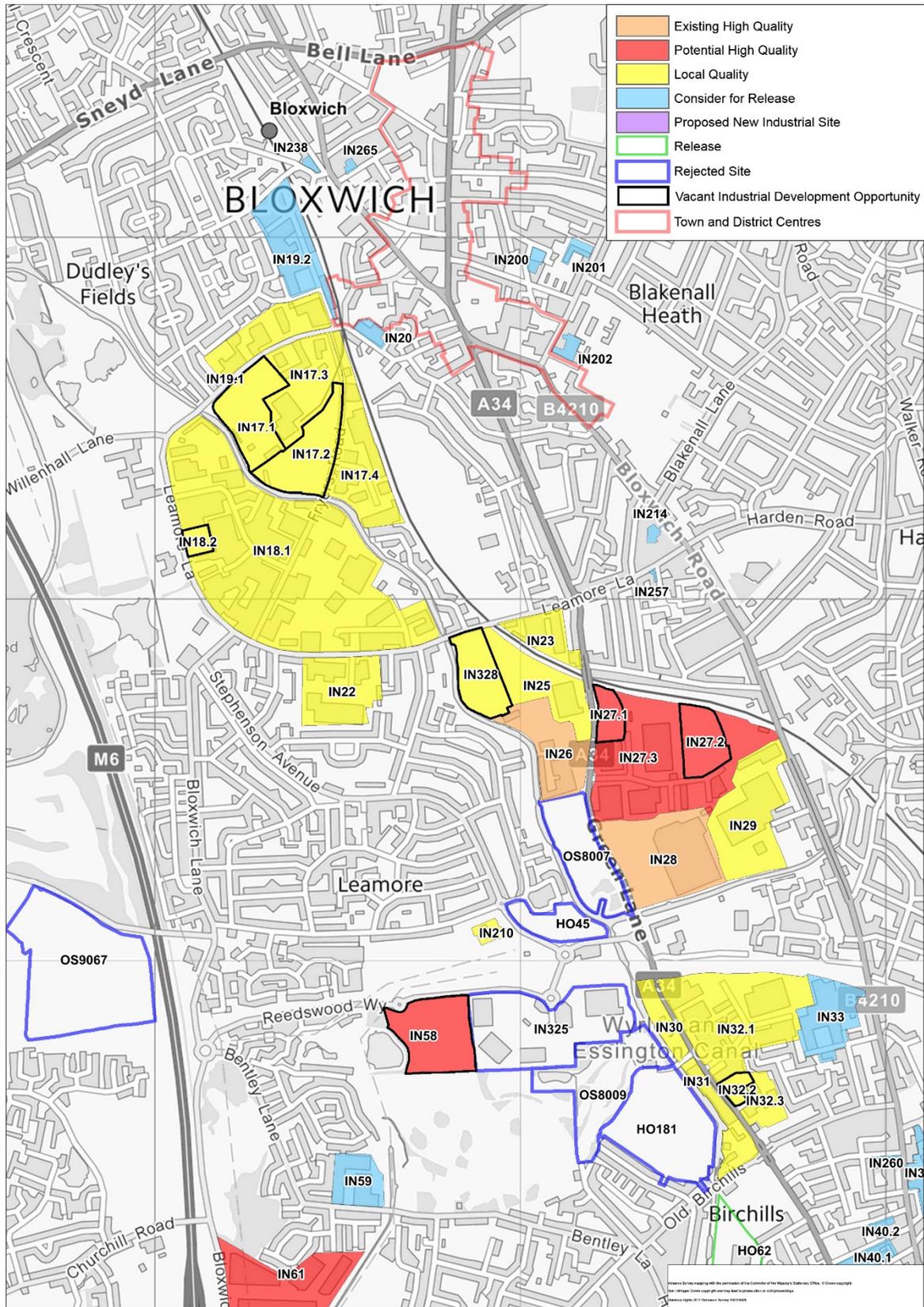
## Small sites in the Aldridge/Rushall and Streetly Area

5.31 **IN8 (Birch Lane)** is an isolated Green Belt site used mainly for garage/MoT type uses. **IN15** is in the middle of a Streetly residential area and has a couple of surviving local type uses<sup>10</sup>.



<sup>10</sup> A small site in the Green Belt, Sunnyside Farm, was in the previous ELR as a Consider for Release site; most of this is now car sales and any remaining industry is too small to allocate. The Travis Perkins site, a builders merchant, was shown in the ELR but not allocated as it was a single only quasi industrial use.

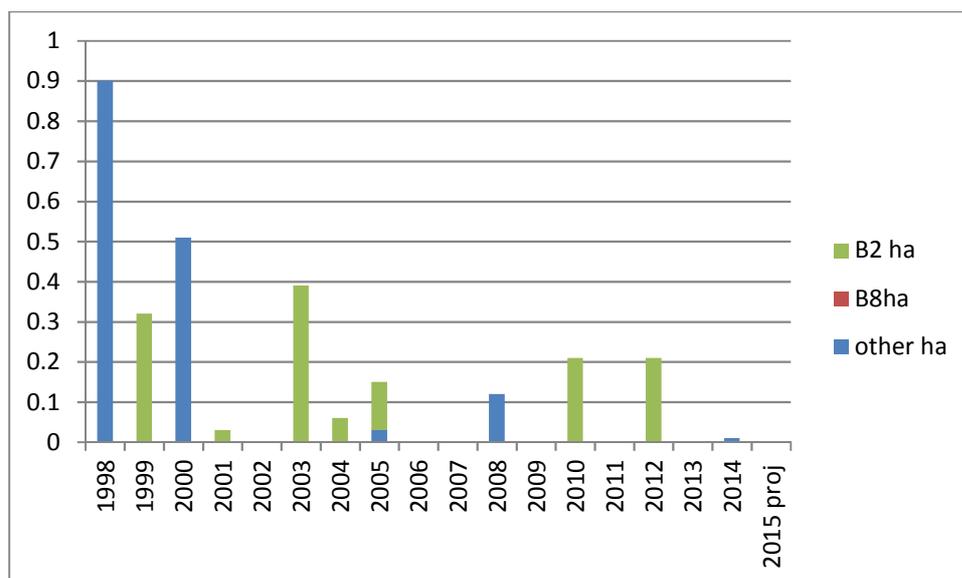
# Bloxwich and North Walsall



5.32 Bloxwich has a distinct identity, separated from Willenhall by the M6 motorway to the west, and the Pelsall and Aldridge area to the east by Green Belt. The town adjoins Walsall to the south, and for the purposes of the ELR, every industrial area east of the canal and on the south side of Leamore Lane is in north Walsall. Rowbottom Close and the Leamore Lane area is considered to be part of Bloxwich.

5.33 There is around 50ha of industrial land in the Bloxwich area, most of which lies between Leamore Lane and Fryers Road, though there are some smaller, more isolated areas to the east. Industry here is a mixture of engineering and manufacturing, with a significant waste management presence in the Fryers Road area.

**Chart C – Industrial Development in Bloxwich**



Source: Walsall Council Monitoring

5.34 Industrial take up between 1998 and 2014 was very low at 3.09ha over the last 17 years (including projected 2014), or 0.2per annum, and less than 6% stock redevelopment in cumulative terms. This reflects the lack of readily available land, and perhaps also the peripheral position in relation to the labour supply (though Aldridge and Brownhills are similarly located and have done better). As **chart C3** shows, 40% was B2 and 60% was in the ‘other’ category – indicative of the predominant ‘local’ quality of the uses in this area. There was no B8 logistics development, and nothing on vacant land. The vacant site at Fryers Road has a planning permission respectively for waste management type uses. There is another smallish site opposite May Elliott School that is not currently being marketed.

## Bloxwich Industrial Areas

### Bloxwich Occupied Areas

Site ID	Name	Area, ha	Quality	score
IN16	Goscote Lane Industrial Estate, Bloxwich	0.86	Consider for Release	15
IN17.3, IN17.4, IN18.1, IN19.1,	Willenhall Lane Industrial Estate South / Fryers Road Industrial Area, and Leamore Lane / Commercial Road / Bloxwich Business Park, Bloxwich	33.09	Local Quality Retained	26
IN19.2, IN20, IN238, IN265	Croxstalls Road, North of Reeves Street, Parker Street, Revival Street and Marlborough Street, Bloxwich	4.07	Consider for Release	15
IN22	Robottom Close, Bloxwich	3.80	Local Quality Retained	22
IN200 <sup>11</sup>	Revival Street	0.2	Consider for Release	8
IN201, IN202, IN214, IN257, IN263	(Small Bloxwich Sites) Old Hall, Pinfold St (Pinfold Industrial Estate, Field Close, Bloxwich), Field Rd, West St, Providence Close	1.24	Consider for Release	15

### Vacant sites

Site ID	Name	Area, ha	Quality	score
IN17.1	Focus 10, Willenhall Lane, Bloxwich	3.47	Local Quality	32
IN17.2	Fryers Road, Bloxwich	3.51	Local Quality	33
IN18.2	Land Opp Mary Elliott School, Leamore Lane, Bloxwich	0.53	Local Quality	35
IN32.2	Former Scrap Yard, Alma Street, off Green Lane, Walsall	0.51	Local Quality	26

### Sites to be reallocated to other uses

Site ID	Name	Area, ha	score
HO29	Goscote Lane Copper Works	8.76	18
HO61	Canalside Close	0.45	16

<sup>11</sup> Northern part of site is already vacant

## Goscote Lane



5.35 Goscote Lane has one small industrial area and two vacant sites. The industrial area at the corner of Goscote Lane/Slacky Lane (**IN16**) has a couple of small manufacturing units (Vecta CNC, with planning permission to extend, and JKL Engineering) together with some small service uses. There are several vacancies. The large site (**HO29**) used to be occupied by IMI, a copperworks, with attendant poor ground conditions, and Canalside Close (**HO61**) had a small foundry. The problem with the existing industry here is its distance from the motorway network, and more particularly its very poor access through housing estates. For these reasons it is unattractive to industrial investment, and IN16 could be considered for release subject to Core Strategy policy DEL2. The vacant land has no merit remaining part of the industrial land supply; it would serve as a good housing opportunity.

## **Fryers Road/Leamore Business Park**

5.36 Bloxwich's large industrial concentration stretches from Croxstalls Road in the north to Leamore Lane & Rowbottom Close in the south, in turn part of an industrial corridor reaching from Bloxwich to south Walsall. This area is in Core Strategy Regeneration Corridor 7, and is occupied by a wide range of manufacturing and local service type uses, including waste management. However there is a rather higher level of vacancies than in other large employment areas in the Borough, most likely because of its peripheral nature. **IN17.3** and **IN19.1** are on Willenhall Lane. **IN19.1**, on the north side of Willenhall Lane, is mostly local service type uses: Abacus Builders, training, Sporting Supplies, but also Tom Carrington and PMS (engineering) and J Harper Welding. There are also a couple of small vacant plots that could serve as expansion land. On the south side there is a mix of small units, again mostly automotive/services, but also including Piquant, Metal Processes and Holloway Plastics, along with the larger Impalloy (formerly Trident Alloys) steelworks.

5.37 **IN17.1** (Focus 10/Adjacent Trident Alloys) and **IN17.2** (Fryers Road) are two large vacant sites, both with development interest. Adj Trident could serve to accommodate local expanding companies. Fryers Road, which has poor ground conditions, partly remediated, has permission for a gasification plant, and this is expected to be constructed in 2017/18. **IN17.4** is east of Fryers Road, north of the canal, again with a wide range of engineering and local uses. Manufacturing and engineering include Genex, Auto Construction, USS, R&R, Scattergood & Johnson, Lichtgitter (floor grating) and BSC Diecasting. South of the canal, **IN18.1** has the same mix and variety: Midland Bacon (food processing), Elite Aluminium Systems, Swatkins (engineering), Surespan (powder coating), Atlas Ball Bearings, Anochrome Technologies, Walsall Engineering, BC Plastic Moulding, B J Leather, DJT Engineering, Pinfold Patterns, M P Davies Welding, Datum Engineering, AM Fasteners, Imperial Moulded products, K & W Mechanical, Trailways Coachbuilders, AC Steel, Farway Heel Corroged Beam, Central Blasting, Midland Rapid Reinforcements, JJ Engineering. The local service type uses are also varied: Biasi (radiator distribution), a construction skills centre, Chase Plant Hire, Rexel Electrical Supplies, ATS Tyres, Viking Skip Hire, Opal Transport, Oil Inventory Ltd, County Auto Repairs, Leamore Windows, Johnson Decorating Centre, GP Construction, L&D Autos, Turnock (lighting & electrical), Tardis Environmental (portaloos), Malvery Tyres, GLMS Scrapyard, Walsall Council waste transfer. Part of Reaymer Close is used by travelling show-people to store equipment (with living quarters adjoining) – this is **GT1**, and it is no longer considered part of the industrial land supply. **IN18.2** is a smallish vacant parcel of land, sporadically used for car and lorry parking, opposite Mary Elliott School on Leamore Lane. There is occasional development, mostly small extensions and redevelopment in situ (Surespan, Swatkins).

5.38 **IN22**, Rowbottom Close, contains Ancol Pet Foods, Atticrose (a recent move from Leamore Lane), the Metal Product Centre and a few other local type uses. There has been investment here and, while housing adjoins on three sides, the buildings are fit for purpose or could be refurbished. The 2012 ELR stated that this should be considered for release in the long term but the area scores quite well and on balance could be retained, housing constraints notwithstanding.

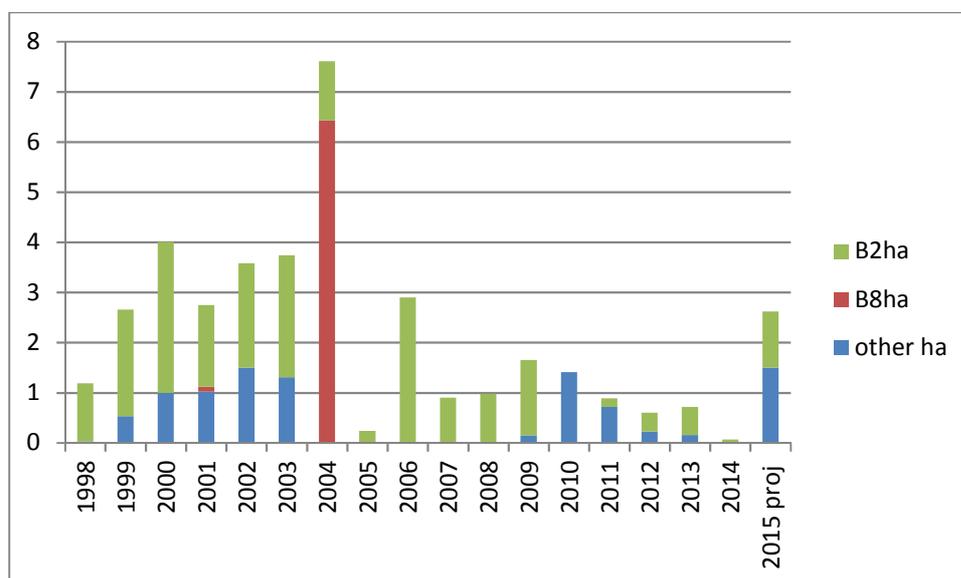
## Croxstalls Road and other sites

5.39 The other industrial estate is along Croxstalls Road and Central Drive next to the railway line. This has a poorer environment, more vacant plots and semi-derelict premises, with a lack of parking /manoeuvring space, and is hemmed in by housing to the north and west. Nevertheless, even here there are still a host of mixed manufacturing and local service uses. Manufacturing /engineering uses include Harcol, M & M Mouldings, Burrafirm, R & J Engineering, Specthread Ltd, RAK Fasteners, Summit Electrical, S Peace & Co, Fairfax Saddlers and Atlantic Rubber & Plastic. Local service uses include car wash/valeting, furniture & fireplace warehouses, crane storage, garages, cleaning services, skip hire and builders. There has been some development on Croxstalls Road in the recent past, and the previous ELRs saw this as being part of the main Bloxwich industrial area to the south along Willenhall Lane, but a close look suggests that this in the long term is better suited to housing. We therefore consider that this should be released, subject to Core Strategy policy DEL2.

5.40 Some other small sites, constrained by surrounding housing, should also be considered for release subject to DEL2: **IN20** (Reeves Street), **IN200** (Revival Street), **IN201** (Old Hall), **IN202** (Pinfold Industrial Estate Field Road), **IN241** (West Street) **IN238** (Parker Street), **IN257**(Providence Close) and **IN263**(Marlborough Street).

## North Walsall Industrial Areas

Chart D – Industrial development in Walsall



Source: Walsall Council Monitoring

5.41 There is around 160ha of industrial stock in Walsall, including 18ha vacant land (this includes the areas east of M6 Junction 10 and the Reservoir Road/Former IMI (Phoenix 10) area, which are covered in the M6 corridor section. A total of 36.8ha has been taken up over the last 17 years, equating to 2.2ha per annum, and cumulatively 22% of the total in terms of (re) development, a quite high figure in view of the variable quality of the stock. Development has been quite steady, except for the very good year of 2004 (TKMaxx), though B2 industry has fallen off somewhat in recent years. As **figure C4** shows, about 55%

of this take-up has been B2, 20% B8 (mostly the TK Maxx redevelopment in 2004, the biggest single development of recent years), and the rest in the 'other' category. Vacant sites account for only 40% of take up, with another 40% being redevelopment in situ, and the remaining 20% comprises extensions.

5.42 The north Walsall industrial corridor stretches from Leamore Lane South towards the town centre and on towards Bescot. Walsall also includes a scatter of small sites in and around the town centre. North Walsall's industrial areas are highly complex and variable in quality, with the best opportunities along Green Lane and close to M6 Junctions 9 and 10.

5.43 North Walsall subdivides into two large areas (Stockton Close/Green Lane and Newfield Close/Green lane), together with a few smaller and free standing sites (notably Reedswood Way). North Walsall sites are illustrated in the Bloxwich section.

### Occupied Stock in North Walsall

Site ID	Name	Area, ha	Quality	score
IN23	Vulcan Industrial Estate, Leamore Lane, Walsall	1.72	Local Retained Quality	23
IN25	British Car Auctions Green Lane, Walsall	3.56	Local retained Quality	26
IN26	South Staffordshire Water HQ, Green Lane, Walsall	3.58	Existing Quality High	29
IN27.3	Green Lane / Newfield Close	9.57	Potential Quality High	31
IN28	T K Maxx HQ, Green Lane, Walsall	6.40	Existing Quality High	37
IN29	Carl Street / Bloxwich Road, Walsall	5.53	Local Retained Quality	23
IN30, IN31, IN32.1, IN32.3	Howdens, West of Green Lane and Stockton Close Sites, Walsall	12.22	Local Retained Quality	25
IN33	Northcote Street, Walsall	2.86	Consider Release for	21
IN59	Bentley Lane Business Park, Bentley Lane, Walsall	1.85	Consider Release for	17
IN210	Stephenson Avenue, Beechdale, Walsall	0.42	Local Retained Quality	29

### Vacant sites in North Walsall

Site ID	Name	Area, ha	Quality	score
IN27.1	Former Calor Gas Site, Green Lane, Walsall	1.01	Potential Quality High	39
IN27.2	North of Newfield Close, Walsall	2.09	Potential Quality High	36

IN32.2	Former Scrap Yard, Alma Street, off Green Lane, Walsall (second entry)	0.7	Local Quality	27
IN58	Reedswood Way, Walsall	4.07	Potential High Quality	39
IN328	Former Deeleys Castings, Leamore Lane, Walsall	2.54	Local Retained Quality	28

### Sites to be reallocated for other uses

Site ID	Name	Area, ha	score	Comment
IN330 (HO181)	Former Caparo, Old Birchills, Walsall	6.53	20	Housing constraint, poor access

### Rejected Sites

Site ID	Name	Area, ha	score	Comment
IN303	Former GPU Cable Drive, Homeserve	4.28	39	Good site but well established use
IN325	Reedswood Way Retail Park	7.96	40	Good site but well established use
IN334 (HO45)	Former Beechdale School	1.85	23	Housing constraint, poor access
IN337 (OS8009)	Former Reedswood Golf Course	5.60	18	Poor access, open space deficiency
IN343 (OS8007)	Green Lane Open Space	4.08	35	Good site but open space deficiency
IN404 (OS9067)	Beatwaste / Bentley Lane	11.22	31	Good site but very bad ground conditions and GB

### Green Lane/Newfield Close

5.44 Starting with **IN328**, the Former Deeleys Castings Leamore Lane has been vacant with an in-principle housing determination since 2007. Its position as part of a wider commercial area nevertheless renders it suitable as an industrial opportunity rather than a housing one. **IN23**, at Leamore Lane / Green Lane, is a small industrial area bounded by the rail line and some housing to the east. The previous ELRs considered that this could be released for housing; however it scores quite well and there has been some recent investment in Metelec, a small copperworks. The unit for Protective Industries, a door and window frame manufacturer next door, is also fit for purpose, as is the trade centre fronting Leamore Lane, though the garages on the Leamore Lane frontage are scruffier. On balance this should remain local retained quality. On the other side of the rail tracks, British Car Auctions Green Street (**IN25**) is also local quality. South of IN25 is **IN26**, the South Staffordshire Water headquarters, which is well laid out with good landscaping. On balance this site could be considered high quality.

5.45 On the other side of Green Lane is the large but presently underused Newfield Close Area. There are two vacant sites here, **IN27.1** (the Former Calor Gas site) and **IN27.2**

(North of Newfield Close). The rest of this area has vacant but good quality units, though there is a scrapyards next to IN27.2. This area is currently underused, and would make a good redevelopment opportunity for high quality industry, perhaps logistics. Existing uses on the southern portion include Wolseley (building materials), Walsall Housing Group (a depot), Zero Exhibitions and G L Simmons (pork scratchings). T K Maxx UK distribution headquarters adjoins **(IN28)**. **IN29** consists of the Travel West Midlands bus depot (an obvious local use) and also includes Stackright Building Systems, Eagle Envelopes and Walsall Pressings (for storage). The local access here is not as good as the Western part of the area, and housing adjoins it on the eastern side. Nevertheless, it is adequate as a local quality area.

### **Stockton Close/ Green Lane/ Bloxwich Road**

5.46 The Stockton Close area is slightly more irregularly shaped than the Newfield Close area, with housing penetration having taken place from the south over the years. **IN30**, between Green Lane and the canal, consists of Howden's trade sale with two small vacant sites on either side of it, which could serve as expansion land. **IN31**, west of Green Lane, has Metafin (solvents), a Dulux decorating centre, a pub and garage, and a timber manufacturer & retailer, with the canal forming the western boundary. Across Green Lane to the east lies **IN32.1**, with a mix of local services and smallish manufacturers. Metafin operate on both sides of Green lane; other manufacturing uses include Howell Templars (paint), Tican, Tuskpress, MacNeillies, Eurotool, Fieldhouse Riding Equipment, Satchrome, Euro Architectural Hardware, UK Technical Installations. The services include a cement works (Lefarge), a recycling outfit (Lonsdale), Horner Couriers, carpet sales, a Plumb Center, tile sales and garages. To the south, **IN32.2** is a vacant site, the former Alma Street scrapyards, while **IN32.3** includes a metal merchant, JL Lawrence, Brineton Engineering (in a fairly modern unit) and the modern 'Enterprise Hub' providing office accommodation for local services and utilities.

5.47 **IN33** on Bloxwich Road, unlike the western part of the industrial area, is severely constrained by housing with very poor access; it is unlikely to be suitable for industry in the long run. Nevertheless, Metafin have recently redeveloped and extended the former the Stokes Forge. But IN33 is unlikely to be able to be combined with the rest of the area (allowing better access and consolidation) due to the sizeable difference in levels.

### **Other freestanding sites**

5.48 The largest freestanding vacant site in this area is Reedswood Way (**IN58**), where the owner, Park Hill Estates, has been trying to promote housing for a long time, and is keeping the land back from industrial development. But this is an attractive site for industrial development (in the view of a planning appeal inquiry Inspector), and the site should be acquired and promoted by the Council for industry if the present situation continues. There is continuing development interest. **IN210** is a small industrial site close to the junction of Stephenson Avenue and Reedswood Way. **IN59**, on Bentley Lane, though partly occupied, is surrounded by housing and traffic calmed roads; the remaining uses are mostly local service type. It should be considered for release subject to DEL2.

## Rejected and reallocated sites

5.49 **IN343**, currently Council-owned green space, lies opposite TK Maxx and immediately south of the South Staffordshire headquarters, with a slope towards the canal. It has a good score as potential high quality land; however it could have an adverse impact on open space provision in the area. It was assessed for industry, but it is not proposed to be taken forward at this stage. **IN404**, the former Beatwaste site, was put forward for industry in the Call for Sites. This site is unusual in that it is brownfield and in the Green Belt. It has an allocation in the UDP for open space and recreation. There was strong development interest in this site in view of its size, prominence and location on the M6 corridor, and it was put forward through the Call for Sites for industrial use. Subsequent ground condition studies are understood to suggest that the site is unviable for industrial development. While this is not necessarily a barrier to allocation, it would need gap funding, and the priorities for funding lie elsewhere on non-Green Belt sites. Other large sites which would fulfil demand for large developments are proposed to be allocated at the Former Sewage Works, Moxley Tip and Hughes Road. Nevertheless, leaving aside the Green Belt issue, it is clear that the market views this site as a long term industrial development opportunity, albeit one that would need to be carefully justified.

5.50 Several other sites were considered as industrial opportunities in this area and rejected. **IN303**, the Homeserve premises, is unlikely to become available, but if the present user vacates, it could be an excellent opportunity. The Reedswood Retail Park, **IN325**, site of the former Reedswood power station, is well established with only one plot of land vacant, and similarly unlikely to come forward. Like Homeserve, it scores well. The other three are currently vacant. **IN330**, the former Caparo works on Miner Street, Birchills, was vacated in 2005 and has a resolution for housing development. This is not attractive to industry in view of the poor access, poor ground conditions and a housing constraint along one side. There is the possibility that the site could be joined with the Council-owned former Reedswood Golf Course (**IN337**) to provide a larger opportunity, but very poor ground conditions and mineshafts would need to be tackled, and access through the Reedswood Retail Park provided. It is unlikely that this will be deliverable in the SAD/Core Strategy period, but if housing does not transpire on Caparo, this area could serve as a long term opportunity. **IN334**, the former Beechdale School, is now being redeveloped for housing.

## Central and South Walsall

5.51 There are several industrial areas in and on the edge of Walsall Town Centre. The pattern of industry here is such that several sites in a given area fall on either side of the existing and proposed Town Centre boundary (the town centre itself is within the red boundary). It is therefore appropriate to deal with the sites an area-by area basis irrespective of whether they are within the town centre or just outside. It should be noted that the proposed boundary shown here reflects changes compared with the current UDP boundary, notably the proposed exclusion of the Frederick Street area from the town centre, which is part of a coherent industrial area stretching south from Town Wharf as far as Walsall Enterprise Park in Pleck, in turn part of the north-south industrial corridor from Bloxwich to Bescot. Within the Town Centre the Town Centre Area Action Plan will be progressed, and the industrial sites have a 'TC' prefix.

5.52 Most of the industrial stock in and around the town centre is in cramped sites cheek-by-jowl with other commercial uses, or constrained by housing. There has been a long term trend whereby industrial users have been relocating outside the town centre as they outgrow their sites, and this is expected to continue, especially if manufacturing continues to recover. Such examples have included Kendricks (Tasker Street to Dudley) and Walsall Security Printers (to Wolverhampton). The main exception to this fragmented pattern of industrial uses is the Frederick Street area, which is essentially part of the Long Street/Queen Street industrial area. Nevertheless, even in and around the town centre there are cases where industrial stock can still command interest when the previous occupier vacates. Mercian Weldcraft moved from Lower Rushall Street to Aldridge, and this was immediately replaced by Sealtech, a seal manufacturer. Walsall Security Printers moved from Midland Road to i54 on the edge of Wolverhampton, but they were replaced by another light industrial company, Synergy.

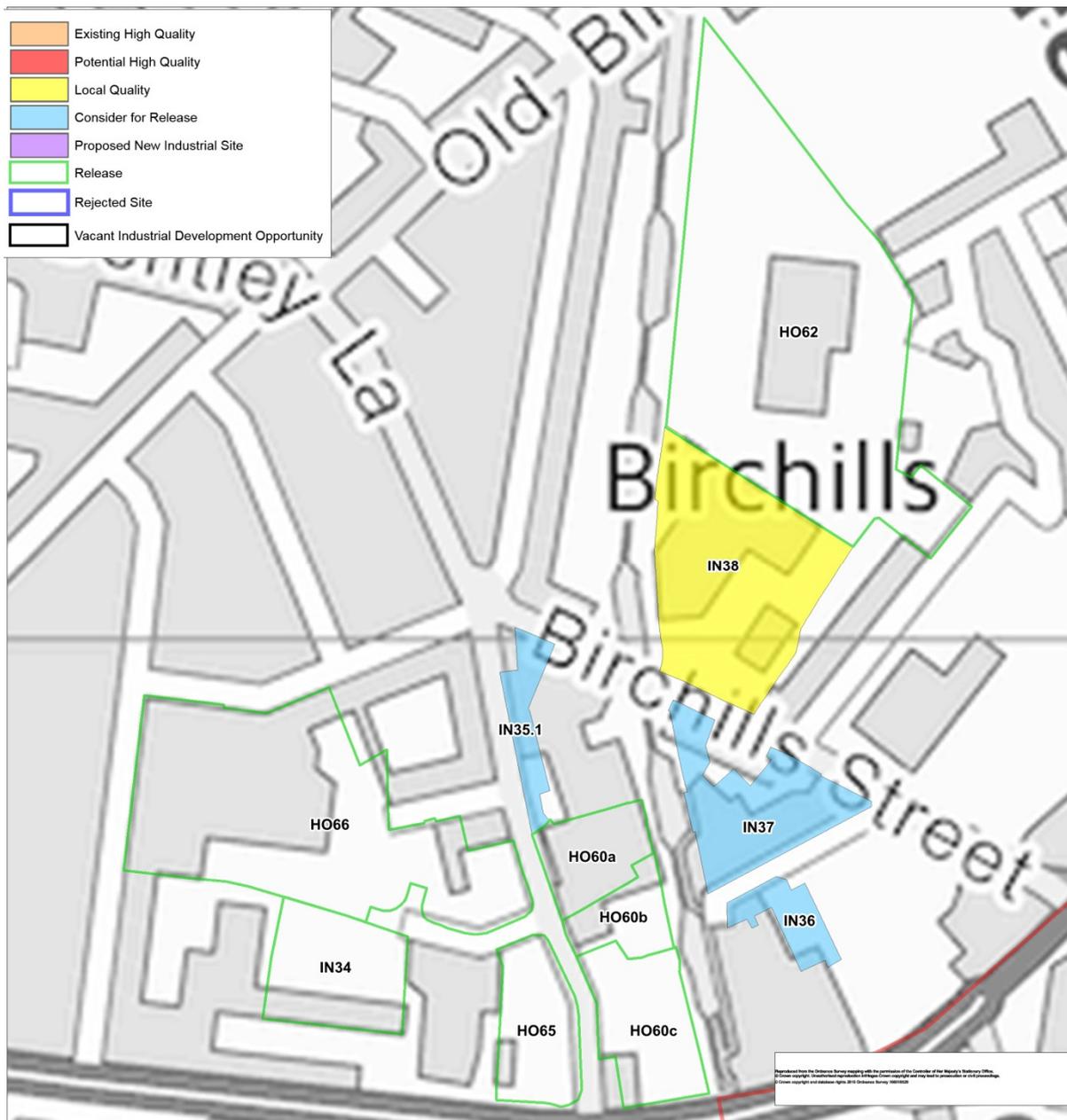
## Birchills

### Occupied Sites

Site ID	Name	Area, ha	Quality	score
IN35.1 IN36 IN37	Birchills Sites, Walsall	0.84	Consider for release	13
IN38	District Business Park, Birchills Street, Walsall	1.11	Local Quality Retained	25

### Sites to be reallocated to other uses

Site ID	Name	Area, ha	score
HO62	Former Metal Casements	2.71	16
HO66 IN34 HO65 HO60,	Hollyhedge Lane sites, Walsall	3.68	13



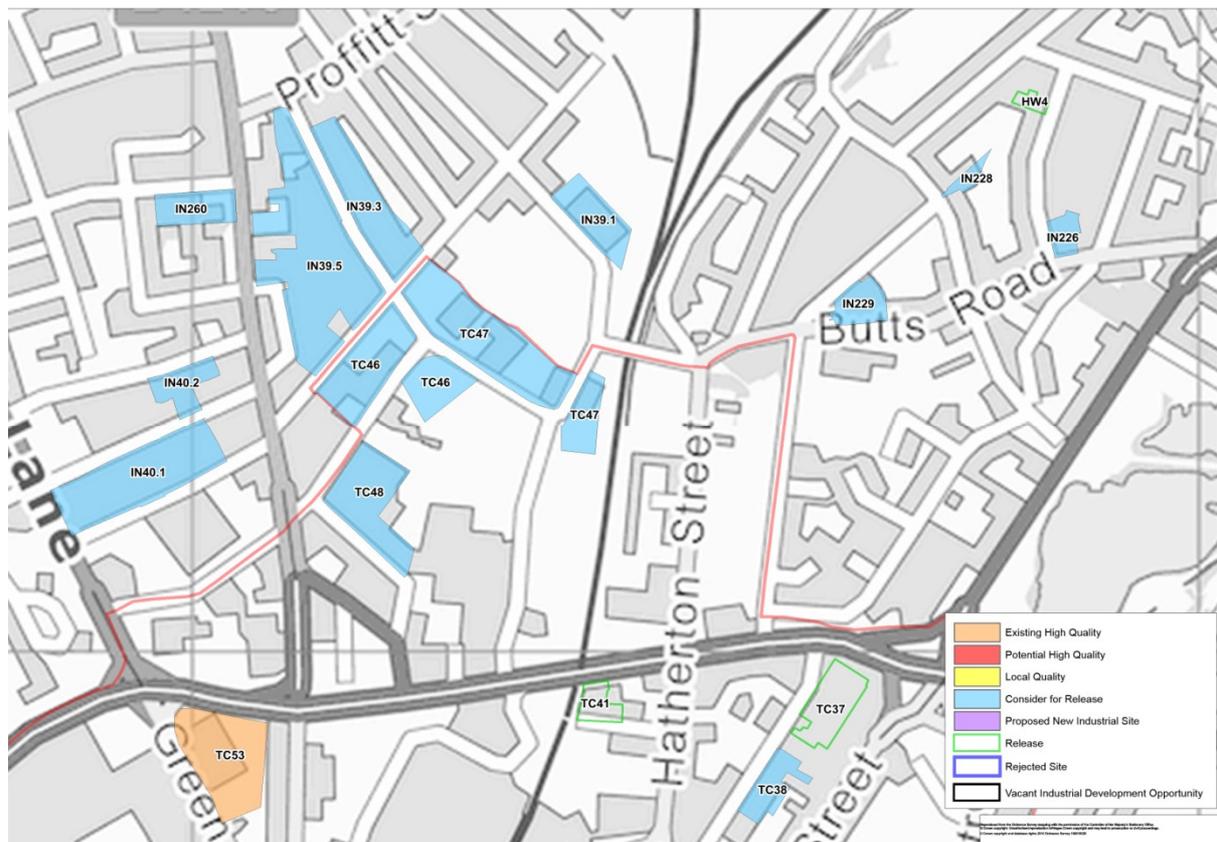
5.53 The Birchills area immediately to the north west of the town centre has a cluster of small constrained sites **IN35.1**, **IN36** and **IN37**, around Thomas Street and Birchills Street, with a few local service uses but constrained access. **IN38**, however, is the District Business Park with modern units, recent investment, and reasonable occupancy for local manufacturing and service uses (CDI Document Management, Midland Machinery, Comid Valve Services). Its main problem is shared with all the other areas in the vicinity of Walsall town centre (aside from the Frederick Street area) – the poor access and housing constraints. In spite of this it has a high score, and, contrary to the previous ELR, we think it should on balance stay as local quality industry.

5.54 There are a cluster of vacant sites in the Birchills area that suffer from poor access and housing constraints surrounding. **HO62**, the former Metal Box site, has very poor access through a housing estate. **HO66** is a recently vacated bakery on a residential street off Wolverhampton Road, and next to this is **IN34**, a vacated scrapyards. Next to IN34, on the

corner of Wolverhampton Rd and Hollyhedge Lane, is a small vacant plot of land, **HO65**. **HO60**, another vacant ex industrial site, lies between Hollyhedge Lane and the canal. These sites could be released for other uses.

## Stafford Street and The Butts

5.55 The industrial stock in the Stafford Street, Marlow Street, Portland Street, John Street and Mill Lane area falls on both sides of the town centre, but together makes up a considerable mass. Unfortunately the cramped street pattern militates against industrial investment. This area comprises sites **IN39.1**, **IN30.3**, **IN39.5**, **TC45**, **TC46** and **TC48**. Between Green Lane and Stafford Street there is a similar area (**IN40.1**, **IN40.2**, **IN260**). Most of the stock is now composed of local services, though a few manufacturing units hang on: Advance Windows, Mouldwell, Circuit Coatings, Rose Engineering, Prestwood Engineering, and there are even a couple of foundries (Eccles, Goodwin's), These should be considered for release subject to DEL2. The exception to this is the modern relocated Albert Jagger works (**TC53**, commercial vehicle bodyfitting) and is high quality, with a good location next to the town centre Ring Road. As such it should be retained. To the north of Walsall Town Centre, the Butts is a residential area with a few very small and isolated industrial works, which can be released as and when they fall vacant: **IN226**, **IN228**, **IN229**. Inside the Town Centre boundary itself, the vacant sites **TC37** (FMR Jabez Cliff, scoring quite well because of its prominence) and **TC41** (occupied stock on Lower Rushall Street).



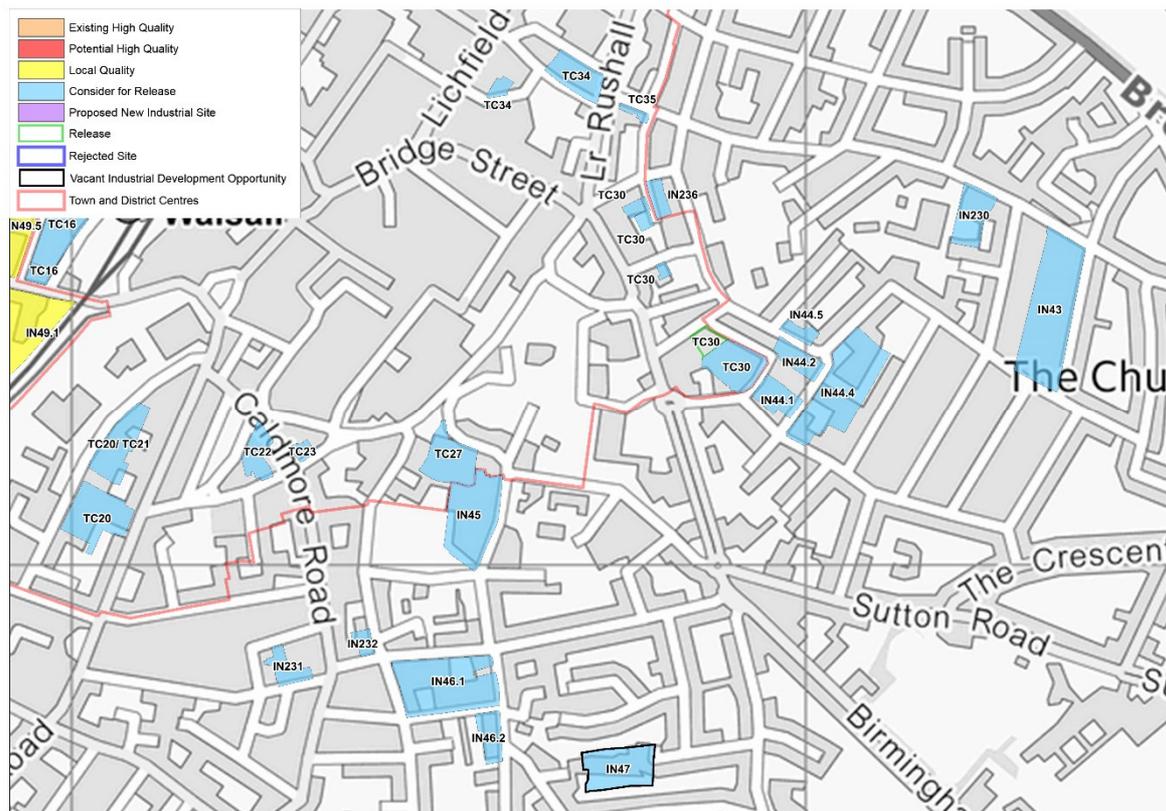
## Occupied Sites

Site ID	Name	Area, ha	Quality	score
IN39.1 IN39.3 IN39.5 IN40.1 IN40.2 IN260	Sites around North Street and Stafford Street, Walsall	3.86	Consider for release	12
IN226 IN228 IN229 IN408	The Butts Sites, Walsall	0.45	Consider for release	10
T22 T23 T27	Caldmore Road, New Street, and Mountrath Street, Walsall	0.68	Consider for release	11
TC30 TC34 TC37 TC38 IN236	Ablewell Street, Lower Forster Street, Walsall	1.39	Consider for release	13
TC46 TC47 TC48	Garden Street, Portland Street, Walsall	2.30	Consider for Release	11
TC53	Albert Jagger, Green Lane, Walsall	0.72	Existing High Quality	31

## Sites to be released to other uses

Site ID	Name	Area, ha	score
HW4	Eastbourne Street, Walsall	0.05	14
TC37	Former Jabez Cliff	0.33	25
TC41	Albert Street, Walsall	0.13	17

## Chuckery and Caldmore



### Occupied Sites

Site ID	Name	Area, ha	Quality	score
IN43, IN44.1, IN44.2, IN44.5, IN230	Chuckery Sites, Walsall	3.01	Consider for release	13
IN45, IN46.1, IN46.2, IN47, IN231, IN232	Caldmore and Highgate sites, Walsall	2.66	Consider for release	10
TC22, TC23, TC27	Caldmore Road, New Street, and Mountrath Street, Walsall	0.68	Consider for release	11

5.56 The cluster of small industrial sites on both sides of the eastern and south-east boundary of the town centre in the Chuckery area (**TC30, TC34, TC37, IN44.1, IN44.2, IN44.3, IN44.4, IN44.5, IN230**). None of them score highly, again because the area is far too cramped for modern industry and constrained by other uses, and could be released

subject to DEL2. There are however some significant manufacturing works in this area, such as Sealtech on Lower Rushall Street; Chamberlin & Hill, a foundry totally enclosed by housing in Chuckery; and the Crown Works in Lincoln Road.

5.57 The pattern of small scale industry on both sides of the town centre boundary is the same in the Caldmore area; if anything the sites are even more fragmented as well as being constrained by housing and commercial uses (**TC20, TC21, TC22, TC23, TC27**). Outside the town centre are **IN231, IN232, IN46.1, IN46.2**, and **IN47** (the Highgate Brewery, a building of considerable architectural merit). The Fieldgate Trading Estate still survives in New Street, behind St Matthews Church, and includes Highgate Foods, Birmingham Burners, Jack Barrow & Sons and W Hacker & Son, along with several vacancies (**IN45**).

## The Pleck Road Corridor

### Occupied Sites

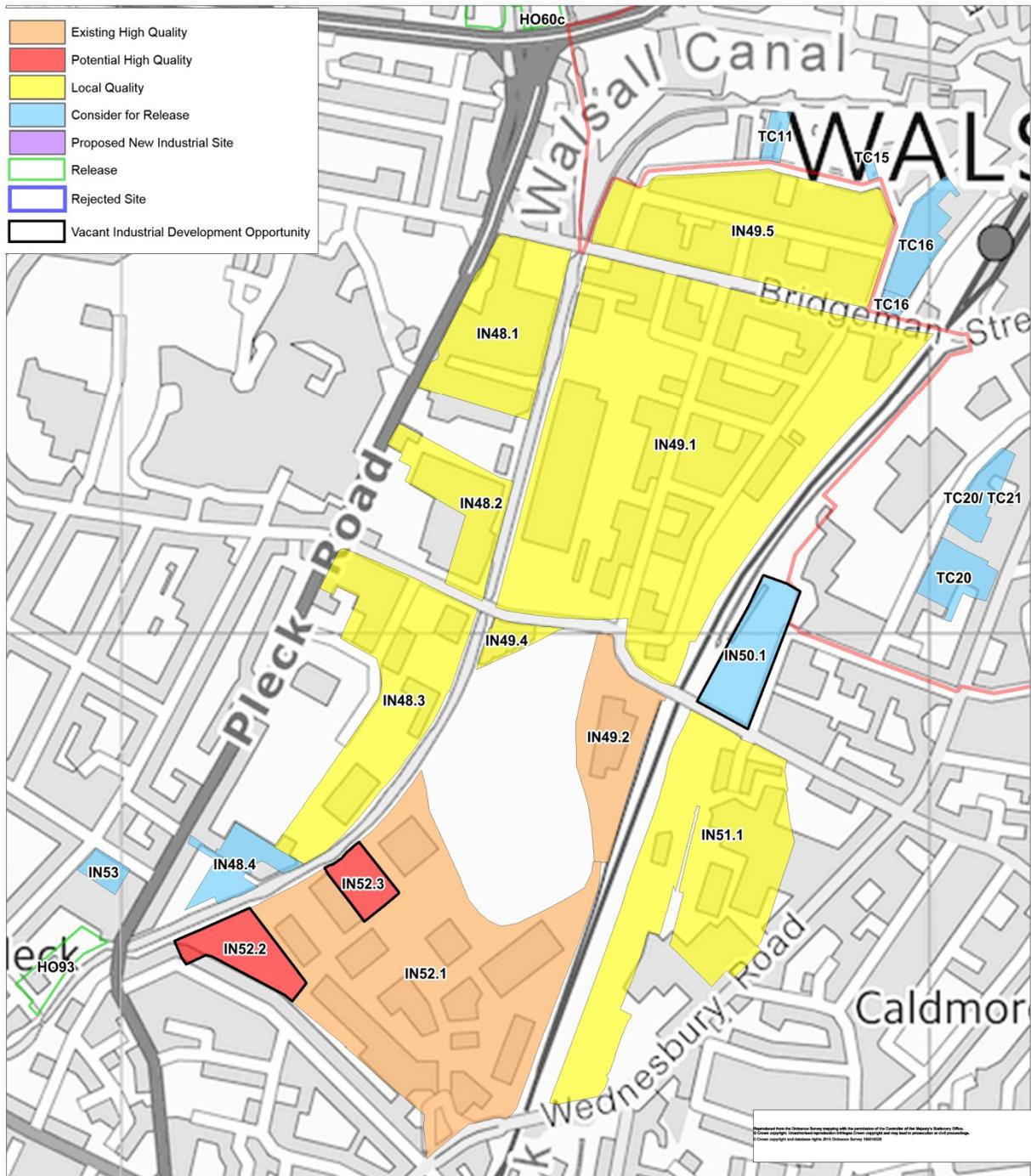
Site ID	Name	Area, ha	Quality	score
IN48.1 IN48.2 IN48.3	Pleck Road Sites, Walsall	7.35	Local Quality Retained	23
IN48.4	Pleck Road South, Walsall	0.62	Consider for release	13
IN49.1, IN49.4,	Long Street / Queen Street, Walsall	14.89	Local Quality Retained	24
IN49.2	Network Rail Training Centre, Corporation Street, Walsall	1.64	Existing High Quality	32
IN49.5	Frederick Street, Walsall	4.17	Local Quality Retained	21
IN51.1	Fairground Way / Wednesbury Road / Corporation Street, Walsall	5.57	Local Quality Retained	20
IN52.1	Walsall Enterprise Park, Regal Drive, Pleck, Walsall	8.72	Existing High Quality	28
IN53	St John's Road, Pleck, Walsall	0.18	Consider for Release	12
TC11 TC15 TC16	Station Street / Marsh Street, Walsall	0.84	Consider for Release	12
TC20 TC21,	Midland Road North, Walsall	0.95	Consider for release	10

### Vacant Sites

Site ID	Name	Area, ha	Quality	score
IN52.2	Walsall Enterprise Park West, Pleck, Walsall	0.79	Potential High Quality	34
IN52.3	Walsall Enterprise Park North, Pleck, Walsall	0.43	Potential High Quality	34
IN50.1	Meadow Street / Tasker Street, Walsall	1.05	Consider for Release	37

### Sites to be reallocated to other uses

Site ID	Name	Area, ha	score
HO93	Woodwards Road, Walsall	0.37	14



5.58 There is a continuous industrial area stretching from the Town Wharf area of Walsall town centre through the Long Street/Queen Street area to the Walsall Enterprise Park in Pleck. Currently, as shown in the UDP, the whole of the Town Wharf redevelopment area north of Bridgman Street falls within the Town Centre. However it is proposed to adjust the town centre boundary to exclude most of this area. The areas remaining (**TC11**, **TC15** and **TC16**) in the Station Street/Marsh Street area are cramped and surrounded by commercial and housing developments, though L & B Parkes (auto components, in the JRL supply chain) is based here. These can be considered for release to appropriate town centre uses subject to DEL2.

5.59 **IN49.5** is proposed to be taken out of the town centre as they are part of a large critical mass of industry. It includes the Majorfax Foundry, which has seen some recent investment. The area around the main spine of Frederick Street tends towards manufacturing (Yansport, sport clothing manufacturing; Avon Polishing, Osbourne leatherworks; R & M Tools; H & H Packaging; The Saddle Company; UK Saddlers; Apollo Flow Meters; Jeffries Saddlery; Sid Cooke Dolls Houses; F H Martin Chains and Hooks; Crane UK; Actemium, ACMS Air Conditioning), but there are also some builders and services, as well as several vacancies. The part of this area fronting Bridgman Street is mostly garages and small service units. This area scores rather better than other isolated sites around the town centre in view of its coherence and good strategic access. As such, it should be retained for industry.

5.60 The Long Street /Queen Street (**IN49.1**) area is a well-managed industrial estate lying between the railway line and the canal, with quite good access to M6 Jn 10 via Wolverhampton Road. Aside from Cashmore's Foundry and Intercoat Paints. The uses are small scale manufacturing, with a cluster of saddle works (Kings, Jeffries, Daines & Hathaway, Albion Saddlery and Trade Services); also Able Upholstery, Regency Screen Print, Debonair Corporate Clothing, Vale Bros, Strand Hardware, Abbey Foundry, Storm Windows, Stedek, Beacon Woodcraft, Power Utilities Ltd, GA Electrical, GPB Building Products, Key Fuels (lock manufacturing), Majestic Aluminium, Intercoat Paints and a relatively large amount of local service units, especially selling to trade. **IN49.2**, at Corporation Street West, is the modern training centre for Network Rail, recently redeveloped. **IN49.4** is a small area composed of local services adjacent to the cemetery on the south side of Corporation St.

5.61 The area between the canal and Pleck Road is gradually losing its coherence as an industrial unit (see illustration above), as medical facilities, car showrooms, temples and childcare facilities have steadily encroached, and many of the remaining units are poor quality. There is a case for considering the rest for release; however there is a need to provide adequate local quality business accommodation that is not for the most part close to housing, and the Pleck Road area continues to offer this. **IN48.1**, close to the junction of Pleck Road and Wolverhampton Road, contains a scrapyard and the relatively modern Kingspan profiles. **IN48.2** contains Pleck Business Park and Rollingmill Street Trading Estate; most of the units are garages, with a couple of manufacturing firms such as DK Welding and Turnberry House. **IN48.3** is Manor Quays, with larger units, containing Watkins, a boiler/heating equipment leasing outfit and Joseph Ash Galvanising. The area around Brineton Street is rather poor quality with vacancies but also many small service units; for example Madni Frozen Foods and Jesson Fasteners. **IN48.4**, with a constrained access between terraced housing onto Pleck Road, is composed of a cash and carry and a

few untidy garage type uses. This could be considered for release, as could **IN53**, similarly wedged in between housing, opposite.

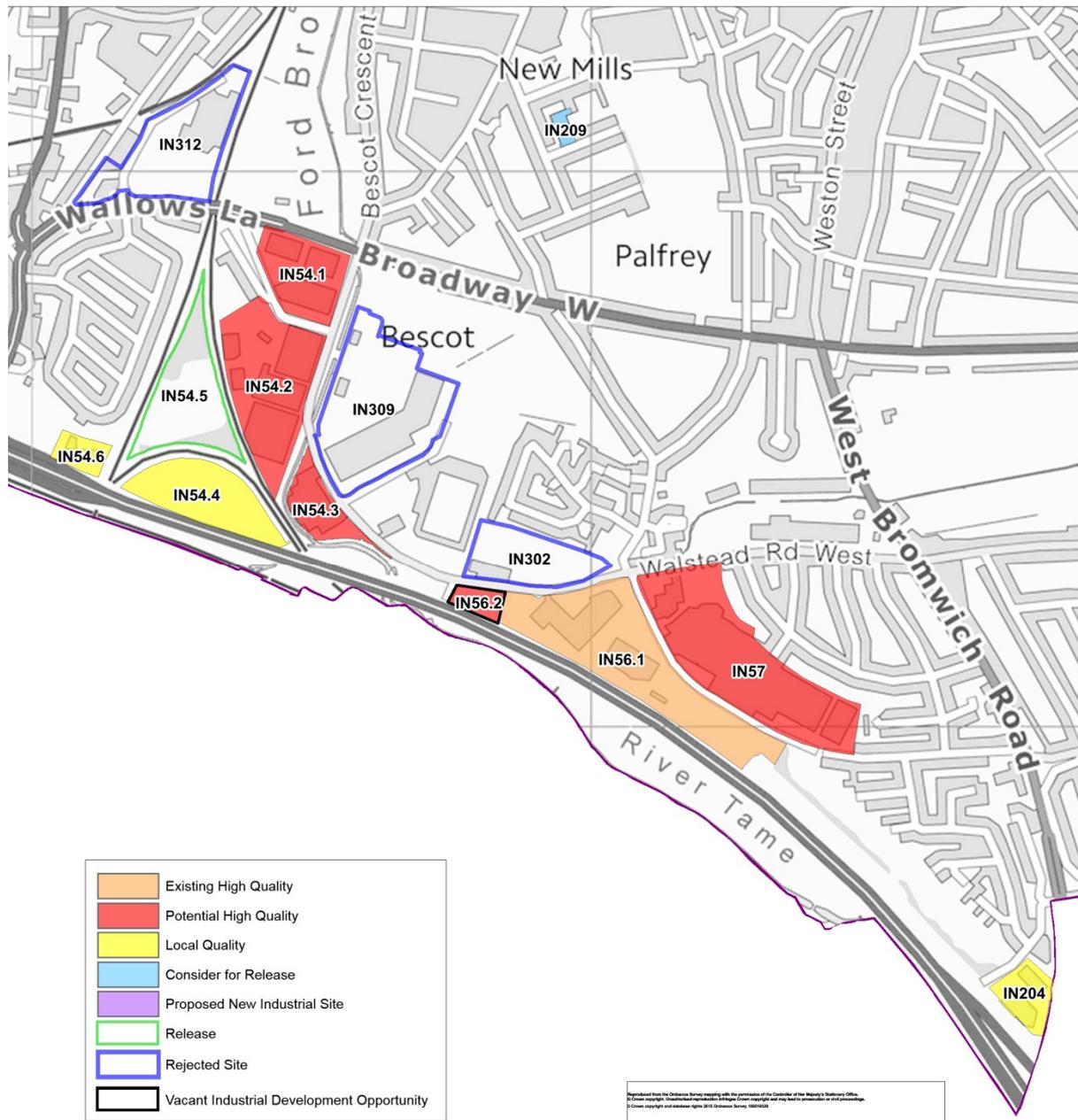
### **Wednesbury Road**

5.62 To the east of the railway line, **IN50.1**, at Meadow Street, is currently vacant but will soon be in use by Network Rail for the crews that are electrifying the railway line; when this work finishes it will become available. The score is rather high due to access via Corporation Street to the Ring Road) and this could make a good industrial site with a rail connection, though there is housing close by. **IN51.1** (Wednesbury Road/Corporation street) consists of two main elements: the Goold Estate on Corporation Street and Fairground Way, which hosts some local firms in modern units (such as JE Machine Services, Opra Packaging, Chemoil Products, Taylor Fabrications, Ronmill Products, Powerpoint, Atlas Seals, Hall Engineering, Acorn Cartons), and the Dalkia terminal, which is a road-rail freight interchange for aggregates. On Wednesbury Road, there is Walsall Pressings (in the JLR supply chain) and Electrolytic Plating, which has recently redeveloped its premises. This area has a rather low score in view of its poorer access than areas to the west of the rail track, and also residential constraints. Nevertheless, in view of the market interest, it is doing well, and deserves to stay as part of the industrial land supply.

### **Walsall Enterprise Park**

5.63 Walsall Enterprise Park (**IN52.1**), around 10ha, which was redeveloped in stages over the years on the old Pleck Gasworks site, is the most southerly part of this industrial corridor. There are only two vacant plots left, **IN52.2**, to the west, where there has been development interest, and **IN52.3**, a smaller plot in between the other units, where there is permission for Superior Sections, the neighbouring manufacturing use, to develop. The biggest unit is the expanding Promat Engineering, and the mix once again is small manufacturing - Perfection Foods, Boxes and Stuff, Carefree Hairdressing Products, Alanco (Foam Solutions), Euroguard Filters, G H Stafford & Son, Birmingham Seals Ltd, MFS Seafood, Staysharp (sawblades) and Sertronic. There are a host of local service units, and while as a whole the area could be classed as local in terms of most (though not all) of the uses, the overall environmental quality is similar to, for example, the Wharf Approach area, so qualifying on balance as high quality, in spite of the constrained access (though Pleck local centre) and a housing constraint on the western side. Walsall Enterprise Park is testament to the fact that large sites can be redeveloped successfully on a phased basis in the urban area.

## South Walsall



### Occupied Stock

Site ID	Name	Area, ha	Quality	score
IN54.1, IN54.2, IN54.3	Bescot Crescent Sites	6.8	Potential High Quality	30
IN54.4	Bescot Triangle South, off Bescot Road, Walsall	2.31	Local Retained Quality	22
IN54.6	Bescot Compound, Bescot Road, Walsall	0.54	Local Retained Quality	21
IN56.1	RAC / Middleton Paper, Brockhurst Crescent, Walsall	5.39	Existing High Quality	34
IN57	Brockhurst Crescent, Walsall	5.54	Potential High Quality	24

			Quality	
IN204	Walsall Road, The Delves, Walsall	0.90	Local Quality Retained	20
IN209	King Street, Palfrey, Walsall	0.17	Consider for Release	6

### Vacant Sites

Site ID	Name	Area, ha	Quality	score
IN56.2	Adj to Middleton's, Bescot Crescent, Walsall	0.43	Potential High Quality	36

### Rejected Sites

Site ID	Name	Size, ha	score	Comment
IN302	Walsall FC Car Park, Bescot Crescent, Walsall	1.96	30	Use well established
IN309	Bescot Retail Park	4.94	40	Use well established
IN312	Morrison's Supermarket, Wallows Lane	3.41	39	Use well established
IN54.5 (OS5037)	Bescot Triangle North	2.63	16	Marginal for industry, unlikely to be developed (allocated for Open Space in SAD)

### Bescot and Delves

5.64 The area alongside the railway line and motorway in south Walsall, Bescot, has a mix of high, potential high and local quality land. Its main asset is its proximity to M6 junction 9, and the junction at Broadway/Bescot Road is being improved.

5.65 The sites on Bescot Crescent (**IN54.1**, **IN54.2** and **IN54.3**) were considered on balance to be suitable for local quality retained employment land in the previous ELR. They include Ingersoll Rand (security equipment), Central Fabrications, Greetings House (stationary), Stairways (joinery), Barhale (construction) and Chillington (now Haemmerlin – wheelbarrow manufacturing). There is a small housing constraint to the north west of this area. However it scores well on the whole and has good access and fit for purpose buildings. There has been investment in the RAC and Middleton Paper nearby, and there is no reason why this should not happen here. These are therefore now classified as potential high quality.

5.66 The Bescot Triangle Sites are rather marginal in that, though large and close to M6 Junction 9, they have very constrained access from Bescot Road alongside housing. **IN54.4** is occupied by an aggregates storage operation underneath the elevated motorway and in between two rail lines. To the north of this lies **IN54.5**, a vacant site that is bounded on all sides by railway lines, though sharing the same access as its southern neighbour. This is

marginal for industry because of poor access and the constraints of the surrounding rail lines. It is therefore unlikely to be used for industry and is not proposed to be taken forward. **IN54.6**, the motorway equipment storage compound, is alongside the motorway next to the entrance to these sites.

### **Brockhurst Crescent**

5.67 The RAC Control Centre and Middleton Paper, an expanding food and stationary group, are high quality (**IN56.1**). Next door to Middletons there is a parcel of land (currently owned by the Highways Agency) that could serve as expansion land for the company (**IN56.2**). On Brockhurst Crescent (**IN57**) the stock is poorer with a housing constraint on its eastern side, and the uses are generally local storage and garages, with some vacancies, though there is still FH Tomkins (buckles) and Tata Steel. The previous ELR considered on balance that this should be considered for release; however it has prominence and relatively unconstrained strategic access. On balance this could be a long term development opportunity for higher quality industry.

### **New opportunities and rejected sites**

5.68 The Bescot Retail Park (**IN309**) was identified as a potential industrial site in view of the fact that it had never operated at full capacity and half of the units were in poor condition. However permission was recently given to convert the empty units into a cash and carry operation. **IN312**, the out-of- centre Morrison's on Wallows Lane, is just as good, but should be regarded as a lost opportunity for industry as the store is well established with a close residential catchment. These therefore count as 'rejected' sites, as does the site adjoining Walsall FC's ground (**IN302**), occupied by a hotel with some space for overspill car parking behind it for visitors to Walsall FC's-home games (this land is thought to be unstable and likely to be of use solely for parking).

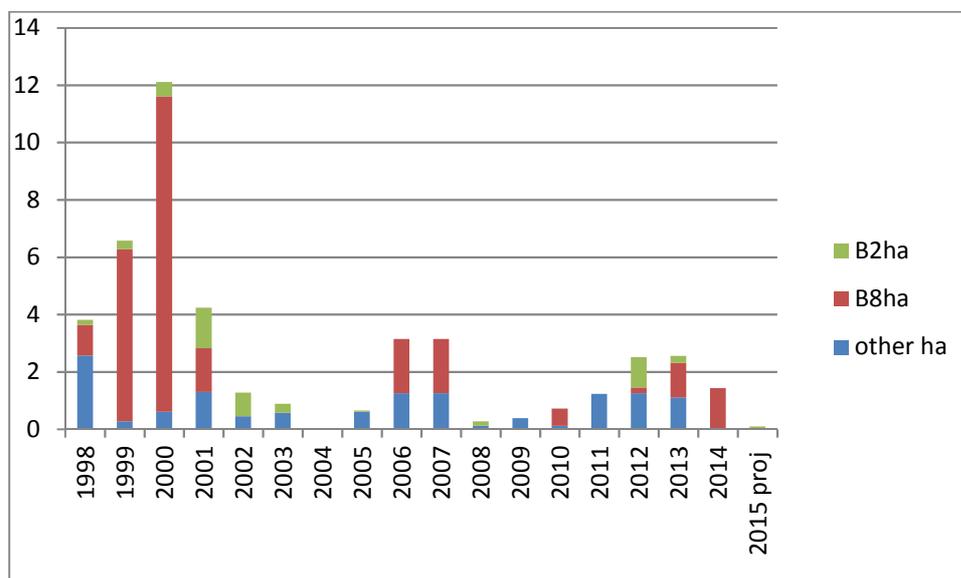
### **Other sites**

5.69 The stock on West Bromwich Road, **IN204**, is local quality trade and joinery type uses. King Street (**IN209**) has the lowest score of all industrial land in the Borough, on a narrow terraced residential street. There is no reason for it to stay as industry.

## Willenhall and the Black Country Route Corridor

5.70 Willenhall is bounded by the Borough boundary to the north, the M6 motorway to the east, the Black Country Route to the south and the City of Wolverhampton to the west. It specialised in the locks business but, like the rest of the Walsall area, has more recently diversified into a wide range of industrial uses. There are three big industrial areas: Ashmore Lake, north of Willenhall district centre; Longacres, next to the Keyway, and the Black Country Route sites, which score very highly as good quality industrial land. There are other smaller areas around and to the west of Willenhall centre that are more varied, with some sharing the same problems as central Walsall, notably poor access and constraints from adjoining non-industrial uses.

**Chart E- Industrial Development in Willenhall**



Source: Walsall Council Monitoring

5.71 At present there are some 120ha of industrial land in Willenhall, including more than 10ha of vacant land. From 1998 to 2014, 46ha has been developed, or 2.75ha per annum, as chart C5 shows. Leaving aside parking and storage uses, which are particularly prevalent in this area, this equates to about 30% of the stock being developed or redeveloped over the last 17 years, the highest proportion of the borough's six towns. The spike in 1999-2000 is very noticeable, caused by the Black Country Route effect, enabling sites that had been locked up in the urban area to be provided with good access. Since 2001, development has been at a low though fairly steady level.

5.72 The character of development is rather different from the rest of Walsall, again because of the BCR effect, with about 60% of all take up being B8 logistics, for example Poundland, Yodel and Aspray. B2 is only about 10% and the 'other' category about 20% - but because Willenhall has relatively high rates of take up compared with other areas, the actual amount of B2 developed is more than Bloxwich and about the same as Brownhills. The second characteristic of Willenhall is the amount of land being taken up for storage and lorry/vehicle parking, amounting to 10% of the total take up (in the central and eastern part of the Borough this is negligible, possibly because land is more expensive and there is less

emphasis on logistics). 60% of non-storage/parking take up has been on vacant sites, with the redevelopment and extensions roughly equating to 20% each.

5.73 Central Willenhall sites are akin to the areas around Walsall town centre – small units, cramped sites, very poor access, constraining uses such as housing and town centre shops and commercial activities. All of these sites should be considered for release in the long term, but it is important that any release on a given site does not impinge adversely on the remaining industrial neighbours, given that the companies are for the most part viable and the employment is important not just in itself but as a contribution to the centre’s vitality and viability. The premises themselves are variable and there have even been some changes in ownership and some investment over recent years.

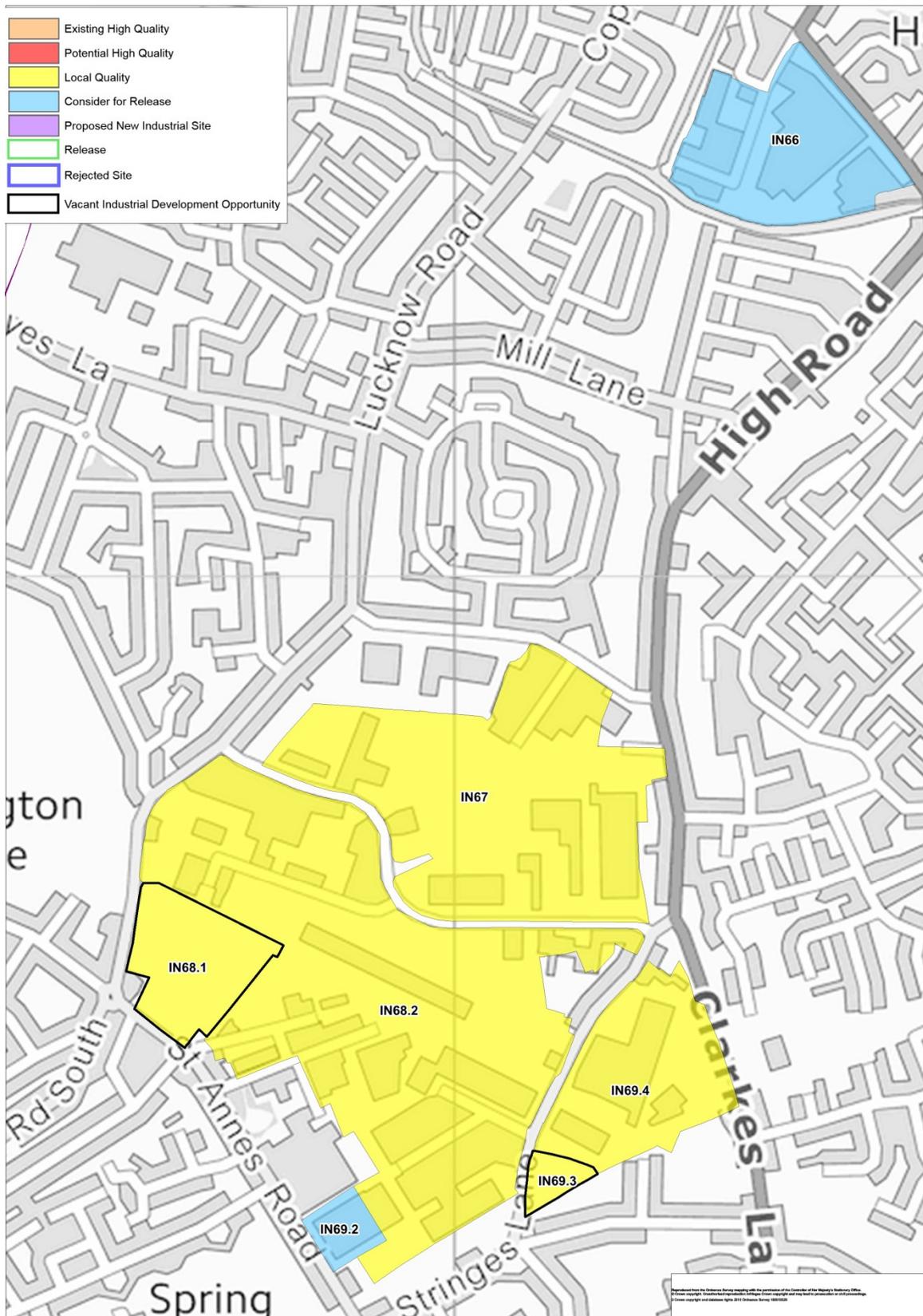
## North Willenhall

### Occupied Sites in North Willenhall

Site ID	Name	Area, ha	Quality	Score
IN66	Ezekiel Lane, Willenhall	4.64	Consider for Release	12
IN67, IN68.2	Ashmore Lake North and South, Willenhall	29.67	Local Quality Retained	22
IN69.2	St Anne’s Industrial Estate, St Anne’s Road, Willenhall	0.65	Consider for Release	11
IN69.4	Ashmore Lake East, Willenhall	4.27	Local Quality Retained	20

### Vacant sites

Site ID	Name	Area, ha	Quality	Score
IN68.1	Land west of Sharesacre Street, Ashmore Lake, Willenhall	2.57	Local Quality Retained	25
IN69.3	Adj Rainbow Business Park, Stringes Lane, Willenhall	0.45	Local Quality Retained	32



### Ezekiel Lane

5.74 Starting from the north, **IN66**, Ezekiel Lane, is the most northerly of Willenhall's industrial areas, with very poor access involving quite narrow roads through residential areas – IN66 itself is completely enclosed by housing. The stock is variable, with good units on

the Straight Road frontage (though these are mostly in use for non-manufacturing, except for the ERA products, a lockmaker) and poorer quality on Ezekiel Lane itself, where the remaining manufacturing is located – Interglass, Jones & Wilkinson (pressure diecasting), Metalcraft and JS Designs. There is a high level of vacancies, and encroachment from various retail and leisure type uses, especially on the Arrow Industrial Estate (the eastern part of this area). The area's very poor overall score renders it in our view suitable for consideration for other uses, subject to Core Strategy policy DEL2, and as long as it is comprehensive.

### **Ashmore Lake**

5.75 Ashmore Lake, the large industrial area south of IN66, is on the whole a local quality area but it does have pockets of high quality uses, as well as an area (not shown on the above plan) that has gone to housing because of its poor quality access. On the whole though, Ashmore Lake has had a good track record of investment over the years, vindicating the effort in providing improved highway infrastructure, Ashmore Lake Way, in the late 1980s, even though strategic access is not particularly good. The stock on the Western Part of Ashmore Lake is in general poorer and in need of an upgrade; nevertheless we consider that there is redevelopment potential and the area should remain in industrial uses for the foreseeable future.

5.76 **IN67** comprises the area north of Ashmore Lake Way and the Spring Lane industrial estate, which has a mix of small local manufacturing and service uses: Walsall Chemical Company, 1st Access (doors and shopfronts), Alltrimm Plastics, M&S Joiners, Quantum Print and Packaging, Contralec Engineering, IB Construction, Edwards Glass. Hewden construction has new and redeveloped units on the north side of Ashmore Lake Way. Next to Hewden is Robert Wiseman/Muller dairies (logistics) and Electrium Point, which has an Ambulance Depot and various training and office uses.

5.77 South of Ashmore Lake Way, (**IN68.2**) DX Freight is an expanding and highly successful logistics firm – however it is outgrowing its premises and wishes to move to a site just outside the Borough. If it does leave, there would be a good industrial development opportunity on its premises. Monmer Close contains Geometrix Aerospace, Equus Saddlery, PRD Fasteners; these are advanced manufacturing. Further west there is a mixture of small scale uses: Turner Signs, Wednesfield Appliance repairs, Aluminium Glazing Solutions, CL Refurbishments (metering specialists), Direct Flood Solutions, Midland Heatsource Ltd, City Supplies (Toolhire), Autotyres, Alphadrive Engineering, Opticle Decorators, Precision Electronics. On Morgan Close there is Entire Shopfitting, Mallyville Car Sales, a garage, EMAG (gearboxes), HIPS (architectural ironmongery) and Total Hardware Security on its north side, and MKM Engineers, Sanifix Ltd (sanitaryware services), Westway Fasteners and Global Locking Systems, along with some vacant units.

5.78 **IN68.1**, Monmer Lane, is a vacant site, a former foundry where there was interest in housing some years ago. It has poor ground conditions and is next to some bad neighbour uses (see below). In fact it scores reasonably well for industry due to its size; the only thing that lets it down is poor access, though this could be rectified by a new access from Morgan Close, perhaps as part of a comprehensive redevelopment project. We therefore consider, unlike the previous ELR, that this should stay as industry. Next door are the sites on Sharesacre and Ann Street, occupied by scrap dealers and some manufacturing units (JJR

Toolmakers, JKP Extrusions, Falcon Grinding, GB Electrical Engineering), all in very poor accommodation and access. Possibly this could be redeveloped but ground conditions are likely to be very poor and there needs to be somewhere to relocate the present uses; where they could go is not obvious. Therefore we consider that in present circumstances the uses should stay. **IN69.2** at St Anne's Road, is mostly vacant because it is constrained by housing and a very poor access. **IN69.3** has permission for a workshop; it is unclear whether this will go ahead. **IN69.4** is the modern LinkTip premises, recently vacated with Powertrain as the new occupants, and to the east of this there is a factory that was part-occupied by Caparo, now in administration. Part of this area has been submitted through the SAD call for sites for consideration for a supermarket or housing. However there has been no apparent attempt to market it for redevelopment. Overall, the good track record generally in this area should militate against the piecemeal reduction of industry, except where there are clear constraints.

## West Willenhall

### Occupied sites in West Willenhall

Site ID	Name	Area, ha	Quality	Score
IN70.1	Noose Lane (Aspray), Willenhall	5.54	Existing High Quality	33
IN70.3	Wednesfield Road, Willenhall	2.05	Local Quality Retained	18
IN70.5, IN70.7, IN70.8, IN75.1, IN75.2, IN245, IN249	Temple Bar Area, Willenhall	3.72	Consider for Release	11
IN71.1	South of Watery Lane, Willenhall	1.03	Local Quality Retained	22
IN72.1	Assa Abloy, School Street, Willenhall	2.76	Local Quality Retained	23
IN73.1, IN73.2, IN73.3, IN73.4, IN74, IN206, IN207, IN208, IN213, IN243, IN246	West Central Willenhall Sites	2.31	Consider for Release	11
IN78.1	Longacres, Willenhall	11.86	Existing High Quality	35
IN78.3, IN78.4, IN78.9, IN78.12,	Midacre, Rose Hill and Bilston Street, Willenhall	2.96	Potential High Quality	30

### Vacant Sites in West Willenhall

Site ID	Name	Area, ha	Quality	score
IN70.2	Aspray (Former Geo Carter), Park Road, Willenhall	1.25	Potential High Quality	36
IN70.4	Land rear of Wednesfield Road, Willenhall	0.39	Local Quality Retained	25
IN71.2	North of Watery Lane, Willenhall	0.61	Local Quality Retained	31
IN72.2	West of Assa Abloy, off School Street, Willenhall	2.24	Local Quality Retained	27

IN78.2	North of Westacre, Longacres, Willenhall	0.64	Potential High Quality	29
IN78.6	Former PSL International and Prolok, Longacres, Willenhall	3.20	Potential High Quality	39

**Sites to be reallocated to other uses**

Site ID	Name	Area, ha	Score	Comment
HO11	Somerford Place, Willenhall	0.80	20	Surrounded by non-industrial uses
HO162	Villiers Street, Willenhall	0.32	13	Surrounded by non-industrial uses

**Rejected Sites in West Willenhall**

Site ID	Name	Area, ha	Score	Comment
IN314	Hooty's / The Range, Longacre, Willenhall	1.74	39	Well established use



## **Pinson Road and New Road**

5.79 The group of sites around the western part of Willenhall centre have the familiar combination of poor access and housing surrounding. The sites locked up in the mixed commercial and residential area immediately west of Willenhall town centre (**IN206, IN207, IN213, IN243, IN246**), between New Road and Pinson Road, have a surprisingly large manufacturing content. They include Chimes Engineering, Wenris Pressings, Mercian Manufacturing, Samuel Field Industrial Fasteners, AVR Racing , A & M Ductwork, PBR Abrasives, MD Installations, Cromwell Tools, Paget & Glover (Springs). These fragmented sites are ideal as infill housing sites as and when they can come forward, though of course alternative premises would need to be found for these companies.

5.80 The group of sites along Somerfield Place and New Road (**IN73.1, IN73.2, IN73.3, IN73.4**) are also hemmed in by housing and other uses, close to Willenhall centre. Middleton paper, whose HQ is on Bescot Crescent, has a number of works in the Willenhall and Neachells area and is gradually consolidating these onto premises at Longacres (see paragraphs 5.85-5.86). They are still operational at Pinson Street and Summer Street, though their large building fronting Somerford Place is on the market (Fraser Wood), as is their relatively modern building opposite. A manufacturing unit occupies Somerfield Close. This has good access in that it is close to the Keyway, but offset by the housing/town centre adjoining constraints; it should be considered for release subject to DEL2. Next door to this is the former Dorsett Scrapyard and some vacant land (**HO11**); this should be seen as a housing opportunity.

5.81 **IN72.1** and **IN72.2** are respectively Assa Abloy (formerly Yale) and its expansion land. The Assa Abloy works are in a fit-for purpose building with room to expand, and the company is international; the rather low score is because of the immediate local access through constrained residential streets (though strategic access is very good); overall therefore, the quality is local.

## **Temple Bar and Wednesfield Road**

5.82 The sites to the north of Willenhall centre are similar to the west. The largest is W H Marren, the waste management/recycling company (**IN70.7**), and several smaller ones along Wednesfield Road and Villiers St (**IN70.5, IN70.6, IN70.8, IN245** and **IN249**). They should be considered for release subject to Core Strategy policy DEL2.

5.83 The Wednesfield Road/Noose Lane industrial area in western Willenhall is dominated by the expanding and high quality Aspray logistics operation (**IN70.1**, and its expansion land on the former Geo Carter Pressings site, **IN70.2**), though with a pallet manufacturer occupying part of the Aspray frontage on Noose Lane. **IN70.3** consists of the reasonable quality Reflex Industrial Estate (Reflex Tyres, Rapid Recycling, Reflex Engineering, Jak Dom Fabrications, Keyboard Specialists, Hickman Dental Laboratory and several garages and vacant units. A cluster of locksmiths front Wednesfield Road, where there are housing constraints (Guardian Locks, Davenport Burgess Keys, DK Glazing/Cutting), and Victoria Drop Forge. Adjoining this is a piece of vacant land, **IN70.4**, which could serve as future expansion land for Aspray or for the general redevelopment of the area. A case could be made that this area could go for housing in the long run, but in

view of the recent investment (not just from Aspray) we consider it should stay as local retained industrial land.

### **Watery Lane**

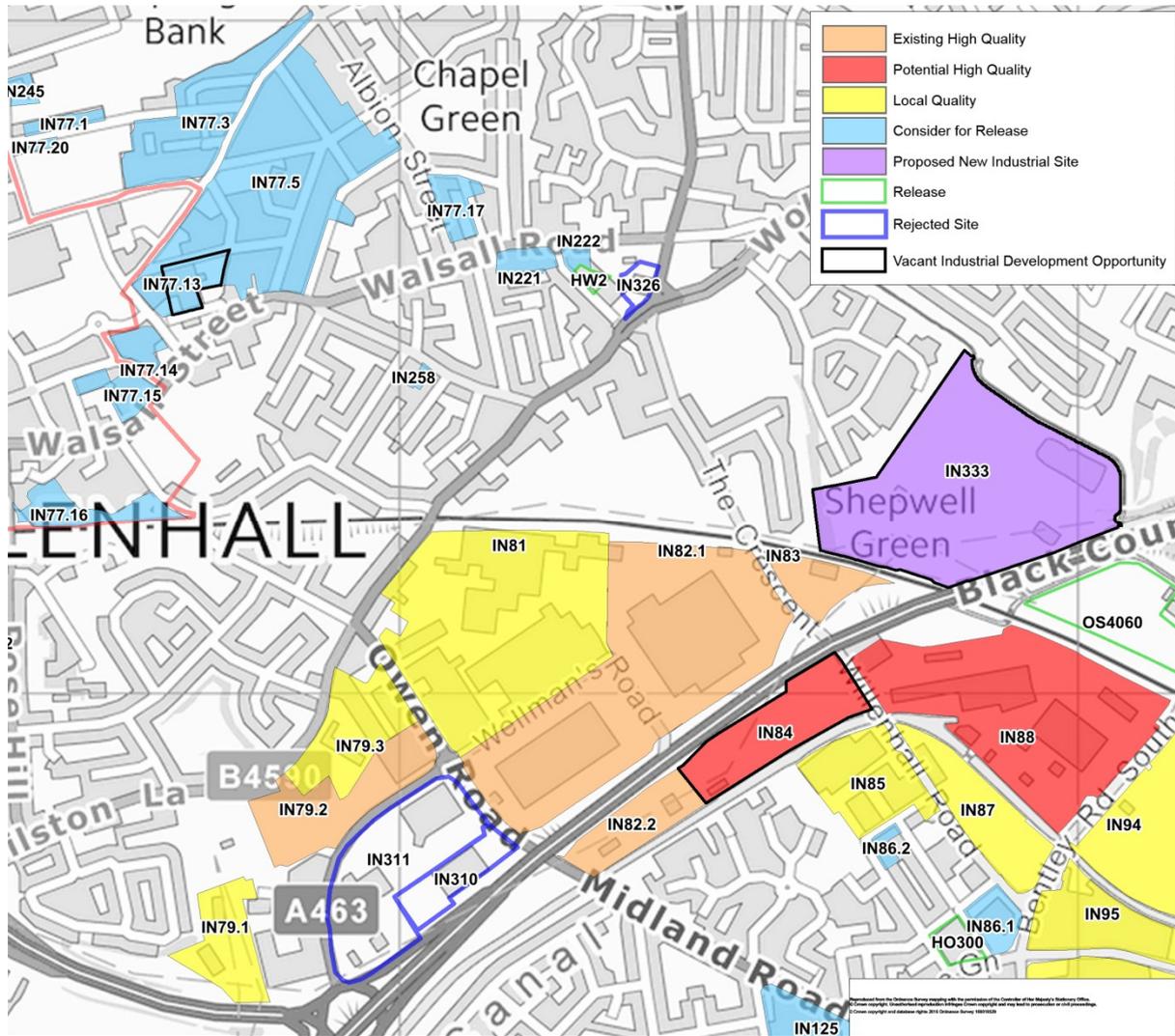
5.84 Further west, the Watery Lane sites are up against the boundary with Wolverhampton. **IN71.1**, occupied by lorry parking, is functionally part of Wolverhampton's Neachells industrial area, with access via Neachells Lane. **IN71.2** is vacant and owned by B E Wedge Holdings, a manufacturing company, which might move there in the longer term from its constrained site in central Willenhall. These have reasonable scores and adequate access via Neachells Lane to the Keyway, and should be retained.

### **Longacres**

5.85 The Longacres Estate lies between the Keyway and the rail line south of Willenhall town centre. It is a mix of High and Potential High Quality uses, together with a couple of vacant sites. Longacres is one of three large areas (the others being Walsall Enterprise Park in Pleck and the Wharf Approach in Aldridge) that has seen phased but sustained improvement over the years, and we expect this to continue. While local access is not perfect, strategic access is excellent. **IN78.1** is occupied by Blakemore's, the food distribution company, as well as manufacturing (Barpoint, Bollhoff, Middleton Paper), distribution (Blakemore's/Spar, Nightfreight) and other (Holding Trailer Care). Some of the buildings are not quite high quality, and there is an absence of landscaping, but on the whole this area is high quality, due to the advanced nature and national reach of this company. **IN78.2** is a vacant site that has poor ground conditions, though it has been marketed by Harris Lamb for storage uses. In the long term this could be used by Blakemore's, which adjoins it on two sides.

5.86 **IN78.3, IN78.4, IN78.9 and IN78.12** , on the eastern part of Longacres, is more mixed in terms of the condition of the units and the uses, scoring slightly lower than IN78.1. Companies include Horobin (drain clearing), C S Labels, Ercon, Jackdaw Fasteners, and Triple X Solutions, a new waste management operation. It is likely that this area will be refurbished in coming years to a high quality standard. **IN78.6** is the former PSL site, which, though not being marketed, is one of Walsall's best employment sites. There is a planning application for a warehouse for Middleton Paper, which could also use the Prelok site next door, which has become derelict. Finally, **IN314**, the former Hootys Discount store, now known as 'The Range', could make another good opportunity, but this out-of-centre store appears firmly established and therefore unlikely to come forward in the Plan period. It is therefore rejected as a possible industrial site.

## The Black Country Route Corridor



### Occupied sites in the Black Country Route Corridor

Site ID	Name	Area, ha	Quality	Score
IN77.1, IN77.3, IN77.5, IN77.14, IN77.15, IN77.16	East Central Willenhall sites	10.70	Consider for Release	16
IN77.17, IN221, IN222, IN258	East Willenhall Sites	1.03	Consider for Release	17
IN79.1	Vinculum Way, Willenhall	1.52	Local Quality Retained	24
IN79.2	Yodel Yard & HQ, Armstrong Way, Willenhall	2.26	Existing High Quality	33
IN79.3	Bilston Lane, Willenhall	1.85	Local Quality Retained	22
IN81	Downs Road / Bilston Lane / Owen Road, Willenhall	8.21	Local Quality Retained	24
IN82.1, IN82.2	Wellmans Road	10.86	Existing High Quality	40

	Warehouses, Willenhall and Midland Rd, Darlaston		Quality	
IN83	The Crescent, Willenhall	0.86	Existing High Quality	36
IN85, IN87	Queen Street and Willenhall Road, Darlaston	3.83	Local Quality Retained	24
IN86.1	Perry Street, Darlaston	0.59	Consider for Release	17
IN86.2	Booth Street, Darlaston	0.17	Consider for Release	11
IN88	Holland Industrial Park, Bentley Road South, Darlaston	7.23	Potential High Quality	27
IN123, IN124, IN125	Stafford Road North and South, and Addenbrooke Street, Darlaston	2.35	Consider for Release	12

#### Vacant sites

Site ID	Name	Area, ha	Quality	Score
IN77.13	Former George Dyke, Doctor's Piece, Willenhall	0.54	Consider for Release	28
IN84	Central Point, Willenhall Road, Darlaston	2.31	Potential High Quality	46
IN126	Adj Darlaston Welded Presswork, Stafford Road, Darlaston	0.93	Consider for Release	25

#### New Development Opportunities

Site ID	Name	Area, ha	Quality	Score
IN333	Former Willenhall Sewage Works and access to site, off Anson Rd, Willenhall	8.89	Potential High Quality	33

#### Sites to be reallocated to other uses

Site ID	Name	Area, ha	Score	Comments
HW2 (HO137c)	Fletchers Lane	0.11	13	Housing constraint (allocated as Housing Site in SAD)
HO300	Castle Street / The Green Darlaston	0.33	15	Housing constraint

## Rejected Sites in the Black Country Route Corridor

Site ID	Name	Area, ha	Score	Comments
IN326	McDonald's, Crescent Rd, Willenhall	0.25	27	Well established use
IN310, IN311	Former Glynweb Building / Keyway Retail Park	4.53	36	Good site but occupied & unlikely to be delivered for industry

### Newhall Street & Chapel Green

5.87 Newhall Street, running from Temple Bar east to Stringes Lane, has two small isolated industrial sites (**IN77.1** and **IN77.20**) with a mix of local service units and vacancies. Housing has recently been allowed via Planning Appeal on Birway Garage, and this effectively divides the industry from the rest of the industrial area to the east.

5.88 The industrial area around Stringes lane as it approaches Willenhall district centre (**IN77.3, IN77.5, IN259**) is composed of a mixture of small units, but here there is something of a coherent industrial area, with a rather higher score than, for example, the fragmented and isolated sites to the west and north of Willenhall centre. Again perhaps surprisingly, the majority are small-scale manufacturing. The Chancel Estate contains DN Engineering Supplies, Midland Fastening Systems, MAS Plastics, MDS Engineering and Willenhall Sewing Centre). Around Stringes Lane and Chapel Green and adjoining streets the industrial companies include Foundry & Technical Liaison, Lasting Memorials, The Worx Welding, C & G Tools, Kemlee Joinery, Willenhall Rubber & Industrial Supplies, Mercian Lifting Gear, Diode Electric, B & G Locks and Tools, J Wellman, Butlers Patternmaking, Willenhall Engineering, APM Precision & Die Tool, KHS Engineering). **IN77.13** is the former George Dyke foundry, which is now vacant. However it has industry on three sides; therefore any release needs to be comprehensive and not impinge on the surrounding industry. **IN77.14** and **IN77.15** are within Willenhall District Centre). This area needs to have a comprehensive approach in view of the fragmentation of the ownerships and its complexity, otherwise piecemeal housing could prejudice what is still a substantial employment area. There is a case for keeping this as a local quality area, but on balance the score, reflecting the constraints, does not really justify it. Provided a comprehensive approach is adopted and DEL2 is adhered to, this should be considered for release in well managed phases.

### South and East of Willenhall centre

5.89 Intervening uses, especially housing, have fragmented some other sites around the eastern and southern part of central Willenhall (**IN74, IN77.16, IN77.17, IN208, IN221, IN222 and IN258**). But Stenmar Patternmakers still survives on Albion Street (IN77.17), Lockwell and Daner on Walsall Road (IN221), Tyldesleys Forge on Bow Street (IN77.16, which has recently redeveloped part of its works). Again, this could be considered for release. **HW2**, the former Abattoir on Fletchers Lane (HW2), surrounded by housing, is a housing opportunity. **IN326**, McDonald's, as an out of centre drive through restaurant, is well established on Shepwell Green and is probably too small to feature as an industrial opportunity.

### **Owen Road / Armstrong Way / Bilston Lane**

5.90 Armstrong Way links into Black Country Route and is an excellent location for industry. **IN79.1** (on Vinculum Way, a spur of Armstrong Way) is Keltruck, a current truck hire use with a large lorry & car showroom in front of it. It is possible to regard this as potential high quality but on balance, given the use, this is likely to stay as local quality. **IN82.1** has the highest overall score for occupied stock in the Borough, and consists of the UK distribution headquarters of Poundland and also part of the Yodel distribution complex (formerly Initial Citylink). Yodel also occupies **IN82.2**, on the other side of the Black Country Route, and **IN79.2**, on Armstrong Way. All this is high quality, though the overall environment is variable, and IN79.2 depends for its high quality designation on the connection with the larger Yodel site on Owen Road. Yodel also has permission to use **IN84**, one of Walsall's best vacant sites, for truck storage. **IN83** (Fusion House) has Millstock (precision grinding), a high quality use that has recently been acquired, refurbished and extended.

5.91 **IN79.3** is on balance local quality, and consists of a number of small storage and garage type uses on Bilston Lane and Owen Road. It is possible that this could be redeveloped, but with housing constraining these uses at the corner of Owen Road, and a fragmentation of ownership, this seems unlikely in the short to medium term. **IN81**, on the other side of Owen Road, includes the large Brookside Metals (metals , alloys and metal recycling ) and host of other small but heavy industrial type uses: Colter Steel, Lowes Steel Fabrication, JTB Welding, CJM Scrap Metal Recycling, Onward Fabrications Ltd, AJS Metals, Portobello Fasteners, Express Asphalt, as well as local garage type uses. The environment here is poor and on the frontage with Owen Rd there are some vacancies. Again, this could be a potential high quality site in view of its good location, but the ownership is complex and there is a need to provide for heavy industrial uses that could not be easily located elsewhere.

### **Willenhall Road and Rough Hay area**

5.92 The sites on Willenhall Road /The Crescent are on the Darlaston side of the BCR. They are slightly less advantageously located than on the Willenhall side, though they are still prominent gateway sites and mostly visible from the BCR. **IN85**, south of the canal, is a mixture of new units and older, poorer ones, with housing to the south; nevertheless this is a coherent local quality area: Barnfield Wire, Quality Signs, Rozine Sustainable Solutions, Mainstream Tools. Also south of the canal is **IN86.1** (Perry Street – an indoor scrapyard), and an EZ site that has had recent development to accommodate Nationwide Vehicle Platforms, an equipment hire company (**IN87**). Opposite Central Point, alongside the BCR, is **IN88** (Holland Industrial Park), a large potential high quality area that includes the Holland Industrial Park (mostly occupied by Veolia) and GP Batteries (recycling), with two parcels of land that have EZ status. This qualifies as a potential high quality area by virtue of its score; however it could also serve as a continuing home for 'bad neighbour' uses in view of its distance from residential areas.

### **Other sites in the Rough Hay and Darlaston Green area**

5.93 South of the Queen Street area, there is housing and other uses constrain the remaining industry on Perry Street and Castle Street (**IN86.2** and HO300); this is unlikely to

be attractive to industry in the long term. There is no reason to keep the vacant semi-derelict industrial premises on Castle Street (**HO300**).

### **Keyway Retail Park and Former Willenhall Sewage Works**

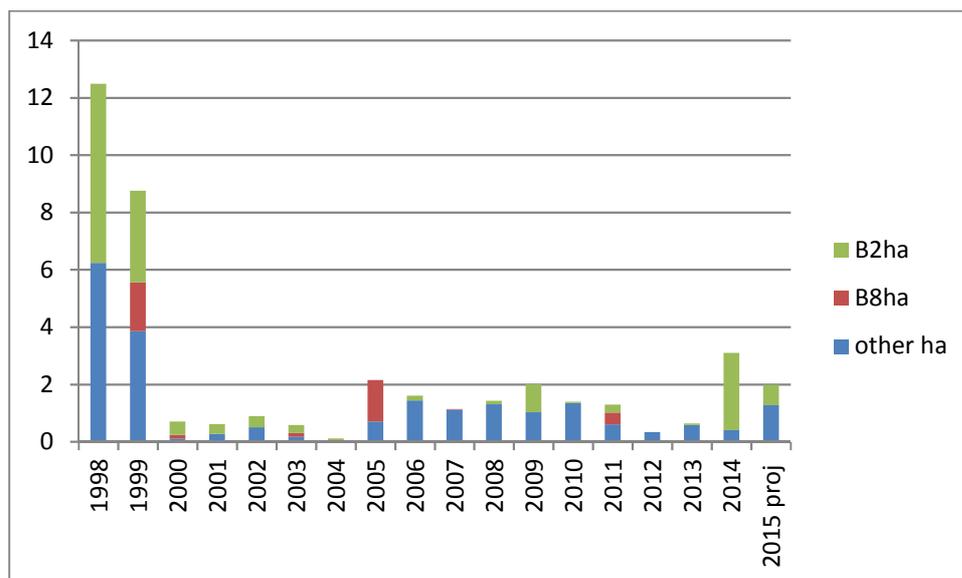
5.94 There are two major development opportunities close to the BCR. The first is the existing Keyway Retail Park (**IN310, IN311**). This is one of the less successful out-of-centre retail parks in the Walsall area, built on two levels. It consists of the former Glynweb building (**IN310**), a retail unit that has been empty for several years, with a Tesco store, two other retail units separate from it (a discount store and a pet food shop) with two vacant units (formerly Staples and Blockbuster) making up the remainder (**IN311**). The Glynweb building could be used for an industrial tenant immediately, or as part of a larger redevelopment that includes the Tesco store and the other retail units. It would lend itself in particular to B8. However it is questionable whether this area really will be delivered for industry in the time period, given that the Tesco store still appears well established. There is a current planning application for B&M Stores to use the former Glynweb building. On balance therefore, it is not proposed to allocate this area at this time.

5.95 The second opportunity is **IN333**, the former sewage works which has a current access through a residential area. This is a large site alongside the Black Country Route and close to BCR Junction 1. At the moment there is no direct access to the BCR, but Junction 1 was designed to allow for one to be created. The Council has produced a design for the construction of this access and is examining options for funding. With the access in place, given the previous take up along the Black Country Route, this site would be very attractive to industry, though there is housing to the north. It is therefore proposed to take this opportunity forward.

### **Darlaston and the M6 Corridor**

5.96 Darlaston and Moxley occupy the southwestern part of Walsall Borough, south of the Black Country Route, east of the Black Country New Road and west of the M6 between Junctions 9 and 10. There are two main industrial areas. The first is a large roughly triangular area adjacent to the Black Country Route and M6 corridor. The second, in the Moxley and Woden Road area, forms part of a large area stretching south into Sandwell. Darlaston is part of the central Black Country heavy industry belt, and as such its industrial structure is rather different from the rest of the Borough, with a historic dependence on a group of large manufacturing concerns (steel and ball bearings, and nuts and bolts) and names such as Rubery Owen and Triplex Lloyd, now gone. It has an advantageous strategic location, but local access is often poor, with the industrial area in the north east being broken up by a railway and a canal, transport infrastructure from the Victorian era that ironically inhibits modern access. Its other main issue is the legacy of heavy industry leaving behind many contaminated sites. Nevertheless, its problems are more than matched by its potential, which combines strategic access to the motorway network with good access to a large workforce close to the heart of the Black Country. There are relatively few housing-constrained sites, and these are concentrated in the Fallings Heath and Old Hall areas on the boundary with Sandwell.

**Chart F Industrial Development in Darlaston**

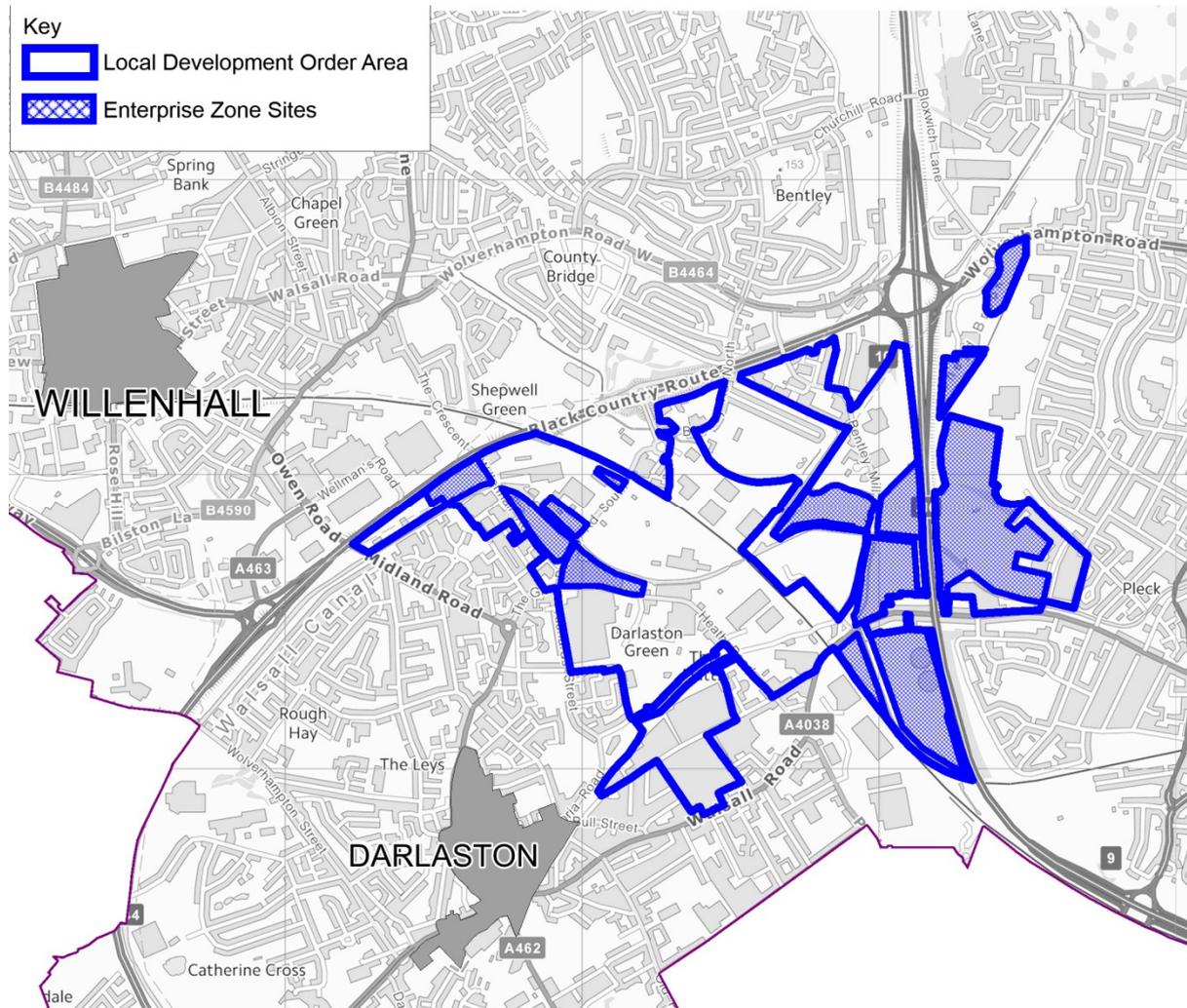


Source: Walsall Council Monitoring

5.97 There is around 160ha of industrial land in Darlaston, and just over 30ha of this is vacant. In terms of take up, a total of 40ha has been developed (including that projected for 2014), or 2.3ha per annum. About 50% of this was for ‘other’ type uses (and about half of this was for storage and parking, a characteristic of the western part of the Borough). Of the remaining half, 40% went to manufacturing and 10% to B8. Leaving aside the parking and storage element, this means that around 20% of the stock has been renewed between 1998 and 2014. 40% of development was on vacant sites, 40% as redevelopment and the remaining 20% extensions. **Chart F** also shows that Darlaston did well for B2 development in 1998 and 1999, because of the BCR effect, but since 2005, although the overall take up is steady, the share of development taken by ‘other’ uses has tended to predominate.

5.98 In view of its potential, Darlaston is the focus of a sustained regeneration effort. It is currently part of the Black Country Enterprise Zone, established in 2011. This provides full Business Rates discounts for a 5 year period, a simplified planning process via a Local Development Order, and Enhanced Capital Allowances on some sites. The Darlaston Strategic Development Area (DSDA) Access Project aims to improve access from the Black Country Route junctions to a group of sites in the James Bridge area, as well as improve junctions in Pleck and Bescot in order to ease access to M6 Junction 9. Construction is underway with completion expected in 2016. The plan below shows the extent of the EZ area and the boundary of the LDO sites where the LDO applies. The sites in the Willenhall Road area have been dealt with as part of the BCR Sites (see paragraph 5.92 and associated diagrams). The EZ also includes some employment areas and sites to the east of the M6 in Walsall.

**Fig 2 –Darlaston LDO and EZ Area**



**Occupied stock**

Site ID	Name	Area, ha	Quality	Score
IN61	Maple Leaf Industrial Estate, Bloxwich Lane, Walsall	7.81	Potential High Quality	29
IN62	J Hill & Sons, Wolverhampton Road West, Walsall	1.35	Local Quality Retained	25
IN91.1, IN91.2	Bentley Mill Close & Longmore Avenue, Darlaston	5.12	Potential High Quality	30
IN93.1	Acess 10, Bentley Road North, Darlaston	7.37	Existing High Quality	37
IN94	EMR, Bentley Road South, Darlaston	9.78	Local Quality Retained	23
IN95, IN96, IN99.1	Heath Road North & South, Station Street	22.13	Local Quality Retained	18

	East, Darlaston			
IN97	Acerinox / Eurofoods, Heath Road, Darlaston	4.29	Existing High quality	34
IN100.1	Z F Lemforder, Station Street, Darlaston	2.65	Existing High Quality	34
IN100.2	Central Darlaston Trading Estate & Gladstone Street	4.01	Local Quality Retained	14
IN100.3	Atlas Works, Station Street, Darlaston	3.66	Potential High Quality	23
IN101, IN102, IN239	Fallings Heath Industrial Areas, Darlaston	8.12	Consider for Release	14
IN103.1	Château Pleck, Darlaston Road, Walsall	1.49	Local Quality Retained	16
IN104.2, IN104.3	Woodwards Road / Reservoir Place and East of Reservoir Road, Walsall	2.95	Potential High Quality	20
IN107.1, IN107.4	Park Lane North; Universal Point; Adj Ikea, James Bridge, Darlaston	6.66	Existing High Quality	37
IN247	Bentley Green	0.28	Potential High Quality	32

### Vacant sites

Site ID	Name	Area, ha	Quality	Score
IN63	Tempus 10 North, Wolverhampton Road, Walsall	1.76	Potential High Quality	37
IN64	Tempus 10 South, Wolverhampton Road, Walsall	1.64	Potential High Quality	33
IN92	Aspect 2000**	3.21	Potential High Quality	34
IN93.2	Acess 10 East, Bentley Road North, Darlaston	1.08	Potential High Quality	36
IN98.1	Former Junction Works, Cemetery Road, Darlaston	1.33	Potential High Quality	37
IN98.2	Former Railway Tavern, James Bridge, Darlaston	0.39	Potential High Quality	35
IN99.2	Station Street / Heath Road, Darlaston	0.40	Potential High Quality	35
IN103.2	Former IMI South of Canal, Darlaston Road, Walsall (Part of Phoenix 10)	0.83	Local Quality Retained	25
IN104.1, IN104.4	Former IMI Works, Reservoir Road, (Walsall (part of Phoenix 10)	13.65	Potential High Quality	32
IN105	Parallel 9-10, rear of Globe PH, Darlaston Road, Walsall	2.89	Potential High Quality	34
IN107.3	Adj Ikea, Park Lane,	0.92	Potential High Quality	35

	Darlaston			
IN109	Box Pool Site, Darlaston Road, Walsall	1.67	Potential High Quality	36
IN110	James Bridge Gasholders & South of Gasholders, Darlaston Road, Walsall	8.11	Potential High Quality	32
IN205	Bentley Mill Way East, Darlaston (Part of Phoenix 10)***	2.40	Potential High Quality	28

\*free-standing vacant premises and yard. \*\* free-standing site currently occupied with trailer storage \*\*\*part of IMI complex

### New Industrial Opportunities

Site ID	Name	Area, ha	Quality	Score
IN315	Cinema & Casino, Bentley Mill Way, Darlaston	4.59	Potential High Quality	37
IN317	Millers Close, Bentley Mill Way, Darlaston	0.80	Potential High Quality	36

### Sites to be reallocated for other use

Site ID	Name	Area, ha	Score
HO176	Land at Bentley Road North, Walsall	0.76	28
HO300	Castle Street / The Green, Darlaston	0.33	15
OS4060	Sports Pitches, Bentley Road South	1.99	29

### Rejected Sites

Site ID	Name	Area, ha	Score
IN301	Tempus Drive	3.04	38
IN304	Premier Inn Bentley Green	1.14	39
IN306	Ikea, Axletree Way, Darlaston	7.48	41
IN316	Boundary Mill Stores, Bentley Mill Way, Darlaston	2.70	38
IN319	Gala Bingo, Park Road, Darlaston	1.27	37

### East of M6 Junction 10

5.99 There are a cluster of employment areas to the east of Junction 10 on the Walsall side. The Maple Leaf Estate (**IN61**) is a potential high quality area with excellent access and home to part of Blakemore's Wholesale distribution business, but also with several vacancies. The other uses are storage and local service: a furniture hire business, Coinadrink (drink machine servicing), Hammer Clutch (parts suppliers) and several vacancies, in spite of active marketing by Bulleys. The problem here appears to be the rather cramped layout, and the relative newness of the units. Also, the area is on two levels. It would need comprehensive redevelopment for this area to reach its potential. Next to this site (but separated by a watercourse) is Hills Scrapyard (**IN62**); this has a housing constraint on one side.

5.100 Tempus 10 North, or Onyx (**IN63**) and Tempus 10 South, or Opal (**IN64**) are two well placed EZ and LDO sites adjacent to Junction 10. Both sites are being marketed for development although prior ground remediation is required. It is separated from IN64 by two hotels and a fast food outlet (**IN301**). The chance to create a unified large development opportunity has thereby been lost. IN301 has been assessed as a potential industrial site but is unlikely to come forward due to the (by now) well established leisure and hotel uses.

### **The Former IMI / Phoenix 10**

5.101 This group of occupied and vacant sites, based around the large vacant site formerly occupied by the IMI copperworks, is the Borough's single biggest regeneration opportunity, totalling over 18ha. Its redevelopment could provide for up to 625 net jobs. The main former copperworks site is **IN104.1**, along with **IN205** (Bentley Mill Way East, which was used by IMI as a tip, is connected to the main site by means of a tunnel under the M6. This could serve for storage or parking associated with the main site). Immediately to the north of the main IMI site is an area of open land, **IN104.4**. This is surplus land and a former commercial and domestic refuse tip that has come forward for inclusion in the scheme. All three of these sites have very poor ground conditions and there is a need to undertake ground remediation prior to any development. Together these make up Phoenix 10, along with IN103.2 (see further below).



5.102 To the east of IN104.1, **IN104.2** and **IN104.3**, on Reservoir Road and Woodward's Road are composed of variable quality accommodation, housing some active industrial uses, such as Slimline, Matrix Doors, Anochrome, Rose Engineering, J & E Sedgwick, 21<sup>st</sup> Century Drinks (all manufacturing) together with a few vacancies and garages. South of the canal lies **IN103.1**, a former wine warehouse affectionately named Chateau Pleck, and a small vacant piece of land (**IN103.2**) that was also part of IMI. The accesses to these are constrained by some housing which fronts Darlaston Road, Pleck, hard up against the motorway, but they could be reconfigured via the rest of the ex-IMI site. This site could serve either as light industry (in view of its proximity to the housing, in the context of a comprehensive redevelopment of Phoenix 10) or ancillary offices (the IMI offices used to occupy part of this site).

5.103 Phoenix 10 would be especially suitable for a large manufacturing operator, with its satellites serving as parking or ancillary offices. Otherwise it could be remediated and developed in stages, perhaps involving some of the existing manufacturing, as with the old Pleck Gasworks nearby, now Walsall Enterprise Park. Given the costs associated with remediation and development of the site it is clear that some form of public sector intervention will be required for the site to deliver its projected outputs. The Brown Lion Junction is going to be improved as part of the DSDA Access Project. This will ease access to M6 Junction 9 from the Phoenix 10 area.

### **Bentley Mill Way**

5.104 Bentley Mill Way runs from Wolverhampton Road West over the Black Country Route and south to Darlaston Road at James Bridge, forming a spine road with existing industry around the Black Country Route and several opportunities in the James Bridge area. The DSDA Access Project aims to improve Bentley Mill Way, which is too narrow and constrained at its southern end, to provide for effective goods traffic. As pointed out above, construction is underway.

5.105 A small industrial area, Bentley Trading Estate, lies on the south side of the BCR. Part of this area around Bentley Mill Close and Longmore Avenue (**IN91.1** and **IN91.2**) is potential high quality, because of its good strategic access. Strimech is the biggest firm here (components), with Abbey Die & Tool, Stanley Horne XL Technical Services and J Hall (fasteners). Non-manufacturing uses include Volvo Trucks (a depot), Eurosat (small distribution), and some vacancies. The Junction 10 Business Park has modern accommodation, with small engineering (Dapp, Tellent, Boltight, Delta).

5.106 Opposite the Junction 10 Business Park lies **IN316**, the Boundary Mill store. This was assessed but rejected as an industrial opportunity, on account of its well established (though out-of-centre) retailing use, but also because there is a housing constraint on its north side. Next to Boundary Mill, **IN315** (an out of centre cinema and casino) and **IN317** at Millers Close (one restaurant and two vacant buildings) could on the other hand provide long term opportunities for industry if the present users leave. The former Showcase in Birmingham has been taken over by JLR, providing a local precedent for out-of-centre commercial uses to be redeveloped for industry. A new cinema is opening in Walsall town centre in March 2016, which could affect the viability of the Showcase cinema at this location. The owner of the site has successfully applied to be included within the LDO

boundary. Meanwhile, one of restaurants on Millers close, Chiquito's, has moved to the Town Centre to join the new Cinema there.

5.107 South of IN315 is IN205, part of the IMI/Phoenix 10 complex, described above. Across from this, **IN92**, Aspect 2000, currently used for a truck repair and storage company, is located between IN317 and the canal. This site has known poor ground conditions and a gas easement but has a high profile close to the motorway. Again, with the DSDA Access project improving its access to the BCR, this could be an excellent redevelopment opportunity.

5.108 South of the canal is where the main DSDA Access improvements are taking place. **IN105** (rear of Globe PH or Parallel 9-10), between the canal and Darlaston Road, another EZ site, has poor ground conditions, but is good sized. **IN98.1** (the former Junction Works) and **IN98.2** (the Former Railway Tavern, on Cemetery Road) have recently been cleared, and the owner, St Francis, is understood to be interested in promoting industry on Cemetery Road.

### **Darlaston Road and James Bridge**

5.109 These sites were mostly part of the huge former Triplex Lloyd Steelworks that sprawled on both sides of the Walsall – Wolverhampton rail line at James Bridge. The main exception is the decommissioned former Gasholder Site and a vacant site to its south (**IN110**). This combined site forms a major development opportunity, in view of the proximity to the M6, and on a key gateway. There are a number of constraints, such as poor ground conditions and limited access alongside a row of houses on Darlaston Road. If these are addressed, and in view of the DSDA Access Project's impending completion, this would be one of the best industrial opportunities in the Borough. The Box Pool Site (**IN109**), located between the River Tame and the rail line, another EZ site, has been used sporadically for storage. Some remediation is required, and not all this site is able to be developed.

5.110 On the other side of the rail line the stock is higher quality and has seen some investment. **IN107.1** is occupied by a large Blakemore's food distribution unit, constructed in the late 1990s. This site also includes another modern unit, Universal Point (previously **IN107.2**), which used to accommodate a local trade retailer but has been acquired by Lone Star, a large and expanding manufacturing multinational company, which is consolidating its operations here from sites in Willenhall and Wolverhampton. **IN107.3**, between Universal Point and the Ikea distribution warehouse (**IN107.4**) is vacant; this could be used as future expansion land for Lone Star or Ikea for B8 uses. The out-of-centre Ikea store itself (**IN306**) is in an excellent location for industry (occupying part of the ex-Triplex Lloyd) but unfortunately cannot be expected to come forward as it is well established, as is **IN319**, the Gala Bingo beside Universal Point.

### **Bentley Road North & South**

5.111 Bentley Road North runs from Wolverhampton Road West, over the Black Country Route, to a roundabout with a direct access to a BCR junction. It then becomes Bentley Road South, crossing the rail line and canal, and meets Heath Road in the Darlaston Green area. Until recently it had very narrow bridges over both the canal and the railway line with no pedestrian access and poor visibility. The rail bridge has been improved as part of the

DSDA Access project. Work is underway to tackle the bridge over the canal. With this done, direct access to the BCR and M6 will be excellent.

5.112 Starting from the north, **HO176** is a vacant site with a permission for housing. It is prominent, adjoining the BCR and there is a case for considering it, in combination with **IN304** and **IN247** (see below), as a large development opportunity. However a number of factors militate against this. Aside from its housing permission, HO176 slopes and is just across the road from an existing housing area; its score is not especially high for employment. IN304, at Bentley Green, is much better but again a good industrial opportunity has been lost to out-of-centre commercial development, in this case a hotel and pub. The only remaining industry on Bentley Road North is IN247, an electrical wholesale unit in good quality accommodation; this could be considered potential high quality.

5.113 Access 10, on the other hand, is a high quality area, built in the late 1990s following the construction of the BCR, with excellent direct strategic access, bounded by the river Tame to the north and the rail line to the south (**IN93.1**, **IN93.2**). Most of the units are occupied by high quality uses (Blakemore's, Novelis, Hydratight) but there is a vacant unit and a vacant and rather constrained site (this is IN93.2). This has speculative permission for an industrial unit. The other site, an allocated industrial site in the UDP, is currently used for sport and leisure (**OS4060**). To comply with national planning policy, which safeguards sport and recreation facilities, we will transfer this to a sport and leisure allocation on the SAD, in recognition of the fact that this site has left the industrial supply.

5.114 South of the rail line on Bentley Road South, **IN88** has been dealt with as part of the BCR corridor (see paragraph 5.92). The large site opposite (**IN94**) is occupied by EMR, a large waste management facility. While this could be a high quality site in the long run, the problem is finding an alternative location of the size required to fit EMR, which, as a 'bad neighbour' use, is currently located well away from housing. Therefore, the prospect is that this site will stay as locally retained land.

## **Heath Road**

5.115 Heath Road stretches from Darlaston Green to Darlaston Road at James Bridge. Most of this area is scarred by the legacy of Darlaston's erstwhile heavy industry, with a poor environment, poor quality buildings and poor ground conditions. The exception however is **IN97**, Acerinox and Eurofoods (logistics), which are modern high quality advanced manufacturing. An adjacent vacant parcel of land, Heath Road / Kendricks Road, could provide for expansion for this and it is understood this land is owned by Acerinox (**IN99.2**).

5.116 The 2012 ELR considered that the rest of this area along Station Street East and Heath Road could be redeveloped into high quality employment land (**IN95**, **IN96**, **IN99.1**). However, on close inspection this is unlikely in the current plan period for a number of reasons. IN99.1, between Station Street East and Kendricks Road, is currently in use for garages and storage, but is close to housing on two sides. IN95, is a long thin strip of land between the canal and Heath Road, composed of the old Charles Richards works. This is in a poor condition, but George Dyke (a foundry) still operates in part of it, and there is an entrance to the EMR site north of the canal. East of this there is the premises of Bradken (manufacturing), E G Haniel (waste processing) and a scrapyards. On the south side of Heath Road the largest use is the Manheim Car Auctions; this would be difficult to move.

Otherwise, on Richards St, there is more storage, Gileskips, Central Plate Services, Ace Workwear, Robinson & Ardern (engineering), John Oates Fabrication and Leeward developments. East of Manheim, Handley Steel Fabrication has a tall but old factory, alongside some garage type uses. This kind of area is remote from housing (except in the southwestern part near Richards Street) and therefore suitable for bad neighbour uses either to stay or to be relocated from other redevelopment areas. As such it should be retained for local quality development. The further encroachment of housing, which in recent years has been advancing from the Flatts area, should in view of this be resisted.

### **Station Street area**

5.117 **IN100.1** consists of the Lemforder works on the north side of Station Street. This is high quality. Next door, **IN100.3**, is the Atlas Works, which housed Caparo, now in administration, and Bonner Studs, which still remains. These sites are constrained by housing at each end but they have their own access onto Heath Road. However the Central Darlaston Trading Estate, on the other side of Station Street (**IN100.2**), though coherent, is enclosed on three sides by housing. It is reasonably well used by a variety of small manufacturing, which predominates: Alamgeer Foods, Flamekut profiles, IMF Metals, Giomani Designs, Dudley Engineering, Regent Pressings, Process Steels, Salisbury Jig and Tool, Oxi Blacket Phosphates Ltd, Adodizing, ALGA Fasteners, TKD Manufacturing, Handley (Electrical engineers), Barnhurst Signs, Grande Plastics. Surprisingly there are relatively few 'other' type uses in this area, and vacancies are not especially high. Cumulatively the firms accommodated here are likely to employ a significant number of local people, and the employment use is likely to continue for some time yet.

5.118 There are three more isolated and constrained small industrial sites in this neighbourhood: **IN101** (Westbourne Road), **IN239** (Park Road) and **IN255** (Jones Springs, Gladstone St). While still in use, these are unlikely to be of use to industry in the long term and should be considered for release subject to DEL2.

### **Fallings Heath & Kings Hill**

5.119 **IN102** is a relatively large industrial area in Fallings Heath, based around Edward Street and Franchise Street. It includes Tata Steelworks, Exol Lubricants (who have recently redeveloped part of their works), Options Computers, G P Framing and T&M Fastenings. This area appears to be doing well, and in some respects is analogous to the Central Darlaston Trading Estate on the other side of Walsall Road. Its main problem is that it is entirely surrounded by housing, therefore unlikely to be attractive to industrial development in the long term. There is a fine balance here but the very poor access tips it towards the Consider for Release category.



## Occupied sites

Site ID	Name	Area, ha	Quality	Score
IN101, IN102, IN239, IN255	Fallings Heath Industrial Areas, Darlaston	8.12	Consider for Release	14
IN112	Alma Works, Darlaston Road, Darlaston	1.61	Consider for Release	16
IN113.1	Darlaston Road West, Darlaston	5.28	Local Quality Retained	24
IN113.2, IN113.3	Adj Former Servis, Darlaston Road, and New Cross Street, Darlaston	0.30	Consider for Release	9
IN117	Former Railway Line Woden Road West, Darlaston	1.11	Potential High Quality	27
IN118.1	Woods Bank Trading Estate, Woden Road West, Darlaston	5.68	Existing High Quality	34
IN119	101 Woden Road West, Darlaston	0.24	Local Quality Retained	25
IN120.1	Southern Way, Moxley, Darlaston	7.08	Existing High Quality	36
IN120.2, IN120.5, IN120.6	Moxley Junction & Western Way	10.97	Potential High Quality	28
IN120.7	Church St Moxley, Darlaston	0.65	Local Quality Retained	24
IN121	Bull Lane (Maple Centre), Moxley, Darlaston	1.71	Local Quality Retained	20
IN123, IN124, IN125	Stafford Road North and South, and Addenbrooke Street, Darlaston	2.35	Consider for Release	12
IN254	Pinfold Street, Darlaston	0.28	Consider for Release	9

## Vacant Sites

Site ID	Name	Area, ha	Quality	Score
IN118.2	Rear of Woods Bank Trading Estate, Woden Road West, Darlaston	1.20	Potential High Quality	33
IN120.3	Former Wesson, Bull Lane, Moxley <sup>12</sup>	4.86	Potential High Quality	47

## New Redevelopment Opportunities

Site ID	Name	Area, ha	Quality	Score
IN122	Former Moxley Tip, Moxley Road, Darlaston	10.38	Potential High Quality	35
IN341	North of Hughes Road	4.21	Potential High Quality	29

<sup>12</sup> Site has now (April 2017) been developed and is partly occupied

	Moxley		Quality	
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### Darlaston Town Centre and South

5.120 There are a few industrial sites close to Darlaston Town Centre. **IN123, IN124 and IN125**, mostly small scale garages and engineering, are hemmed in by surrounding housing, with terrible local access, except for IN125. **IN126** is a vacant site on Stafford Road that could serve either as expansion land for the neighbouring Welded Presswork, who have been expanding recently, or for release to other uses as long as this does not further constrain the remaining adjoining industrial uses. Housing is being constructed on an ex-industrial site on Willenhall Street, next door to Stafford Road. **IN254**, southwest of Darlaston town centre around Pinfold St and Alfred Street, is semi derelict and constrained on three sides by housing.

5.121 South of Darlaston Town Centre there is an industrial area along Darlaston Road<sup>13</sup>. Over the years there has been gradual encroachment from housing, and indeed there is permission for housing on the ex Servis and Alucast site. **IN113.2** is composed of some semi-derelict property and a garage next to the Three Crowns Pub; this is also enclosed by housing and should be considered for release.

5.122 The area on the western side of Darlaston Road (**IN112, IN113.1, IN113.3**) still retains its coherence, though it too is constrained by housing on its western and southern flanks. IN112 Includes the Alma works, a mixture of small garages and manufacturing, such as K Glass and Black Country Pressings, and some vacancies. The accommodation here is generally poor, though that of A & R vehicles is better. This could be released subject to DEL2. IN113.1 includes Darlaston Builders Merchants, a large local company and PAL Extrusions (manufacturing, both with permission to extend) and PAL Plastic Building Products (a trade outlet) and a smaller group of units on Darlington St, some of which are vacant. Here the buildings are relatively modern but there is a housing salient on Darlaston Road that projects into this site. This area has very good strategic access (via Woden Road and the Black Country Spine Road to the BCR), and reasonably good local access. On balance, notwithstanding the housing constraints (and contrary to the 2012 ELR view), this is worth retaining, as is **IN119** the former Abbachem on the corner of Darlaston Rd and Woden Rd, a good quality building with good access, though isolated. However the industrial buildings on Bright Street (**IN113.2**) and New Cross Street (**IN113.3**) are compromised by housing and could be considered for release.

### Woods Bank

5.123 The Woods Bank Trading Estate (**118.1**) was considered local quality in the 2012 ELR; however its good score reflects the high quality of the refurbished buildings and the excellent access to the Black Country Spine Road and the BCR. There are high quality advanced manufacturing uses here too: Pepper & Fuchs (industrial sensors), CAD Modular systems, Balfour Beatty Engineering Services, along with more local firms such as Zoggs (sportswear distribution) and Nelstar (engineers merchants). There is a piece of vacant land to the north (within the curtilage) that could be used for the expansion of this estate in

<sup>13</sup> NB There are two Darlaston Roads. One (as referred to here) goes south from Darlaston town centre to Wednesbury. The second starts at James Bridge and lasts as far as the Darlaston Rd/Pleck Rd junction in Pleck.

due course (**IN118.2**). Next door there is a long strip of land that could also be used for the expansion of the estate, presently a construction business (**IN117**).

## **Moxley**

5.124 The Moxley industrial area lies on the western side of the Black Country Spine Road. It has excellent strategic access as well as probably the best overall proximity access to a labour supply in the Walsall area. This combination makes the area very competitive for high quality industry and there is evidence of a gradual upgrade happening over the years. **IN120.1**, Southern Way, is the best example of this, containing several high quality buildings, such as the visually impressive Metal Centre and internationally exposed uses like Dalair (air conditioning manufacture), Farrelly's (metal polishing), Rollet (Tubes). On balance this is high quality stock; to the north of this, on Western Way (**IN120.2**, **IN120.9**), the uses and building stock are more variable. Manufacturing uses include Kepston (aerospace), Kingfisher (enamelling), Alucast (forge), but local service uses currently predominate: Speedy Power, Transport Components UK, City Gas (local supplier), Autotrust Breakdown Services, Wolliscroft (haulage), a Ring & Ride depot, a tyre recycling operation.

5.125 The former Wesson Ductile site, on Bull Lane (**IN120.3**) was the highest scoring vacant site in the portfolio. The owner, BA Pension Fund, has, since the 2016 ELR was prepared, developed it speculatively for industry and distribution (it is indicated as vacant elsewhere in this ELR, and in the submission draft of the ELR, but it is intended that the SAD will be updated prior to adoption). There are four other sites: the existing Rickards Haulage on the Western side of Moxley Junction, across the canal from Bull Lane, another well located site (**IN120.4**), Moxley Junction (**IN120.5**, used for parking and storage, but with one unit specialising in electrical equipment recycling, ETC Electrical Supplies) and Church Street (**IN120.7**, Civil Drainage Products). The Maple Centre (Scanfreight, Wednesbury Fabrications Ltd and several vacancies) is rather marginal, but unlikely to be attractive for redevelopment to residential in view of the overhead electricity pylons – therefore it can be retained for local quality uses (**IN121**).

## **New Development Opportunities**

5.126 The former Moxley Tip (**IN122**) is the second largest vacant site in Walsall. At the moment it consists of two main parts: first, a leisure allocation in the UDP for open space, and second, a housing allocation that has never been used. Together this makes up 10.37ha. The first part has had an outline 5-year permission for industry. It is proposed to use the housing allocation for industrial purposes also. The excellent local and strategic access makes this a very good bet for high quality industry, though there are poor ground conditions at present.

5.127 **IN341**, land north of Hughes Road, is currently open space, with uneven topography, poor ground conditions, and a gas main bisecting it. As a result it is considered surplus to requirements for open space and recreation, and the Walsall Green Space Strategy team have suggested that there is little point in retaining it. The site is on the boundary with Wolverhampton and there is scope to use adjacent sites on the Wolverhampton side to create a large, well-located development opportunity, with access to the BCR via Dale Street.

## Chapter 6 Conclusions and Recommendations

### General Conclusions

6.1 The maintenance of an adequate employment land supply is crucial to Walsall's regeneration and economic well-being. It is therefore very important that good quality employment land is protected for industrial use, and not lost piecemeal to housing or other uses. Equally, it is crucial that a sufficient pipeline of land is retained to meet the full needs of industry between 2016-26, in order to avoid the situation where by industry has to leave the Borough in order to find the right site, or Walsall misses out on inward investment that it would otherwise get. The calculation of the industrial land requirement is based partly on past performance between 1998 and 2013, but also includes provision for demand that in the last few years has had to be foregone because Walsall cannot supply sites of the right size.

6.2 At the moment however there is an excess of demand over available supply of employment land opportunities. In relation to demand for premises, there is a surplus of very small units, a tight supply against demand from 10,000 to 25,000 sqft, and a shortage of units over 25,000sqft. There is also a severe shortage of vacant clean readily available sites. In part, this has been caused by the lack of speculative development since 2010, which would have catered for demand for industry, and it has led to a build-up of unmet demand for sites and premises. But because of the more recent increase in confidence in the industrial sector, it is likely that the Borough is on the verge of more speculative industrial development, especially for 'combination' sites to provide a variety of premises above 10,00 sq ft. The first of these is at Bull Lane, Moxley (the Borough's best vacant site), where development was completed by April 2017. However more sites and premises need to come forward to satisfy this demand. We have identified four priority sites to be brought forward as quickly as possible: Reedswood Way (IN58); Phoenix 10 (IN104), Former Mckechnies (IN12.8) and the Former Moxley Tip (IN12) though the last three of these have poor ground conditions.

6.3 Going forward, this ELR has identified enough sites to meet ongoing requirements (see Annex E). Below 1 acre (0.4 ha) much development is extension in situ or site redevelopment, and this largely takes care of itself. Between 0.4 and 1ha there is a need for 2 sites to come forward every year. However schemes progressing through the development pipeline at the moment mean that demand is catered for up to 2020, when the first site needs to come forward. Between 1-3ha we also need to provide for 2 sites every year, and the first of these will be needed by 2019. Between 3-5ha we need two sites. One of these, at Fryers Road, Bloxwich, has permission for a gasification development, and the other, the EZ site Aspect 2000, needs to be available by 2023. There is a need for a large single occupancy site before 2026; this can be provided as part of the Phoenix 10 development.

6.4 There is enough land to meet the total Core Strategy overall employment land target for Walsall to 2026. But Walsall is likely to need significantly more industrial land than the projected minimum requirement from 2009, as set out in the adopted Core Strategy. Walsall's industrial land total is now projected to increase in the short term, as new sites in advantageous locations are allocated, and then fall gradually again to just below its current level, as some of the poorest industrial sites transfer to housing.

6.5 It should be emphasised that most of the portfolio of industrial land opportunities to meet identified demand over the period to 2026 are not currently readily available, but need to be delivered, for example through working with the landowner. Others will need intervention to remediate and provide infrastructure improvements where necessary. The SAD Delivery and Viability Study document sets out the overall programme in more detail, including a viability component<sup>14</sup>, but it is pertinent to note here that a major regeneration initiative is getting underway in the Darlaston/James Bridge area to improve access and bring sites forward in an area close to M6 junction 10 and also close to a large labour supply. This should start to deliver large scale dividends around 2020.

6.5 The SAD Issues and Options included a Green Belt option; but it is now clear that Walsall's needs can be met from Brownfield sources (both to provide for demand and to provide enough high quality, potential high quality and local retained land to meet the Core Strategy objectives). Therefore there is no need to use more greenfield and Green Belt land above what is already allocated or identified for industry already<sup>15</sup>. Moreover, most of the sites put forward in the Green Belt do not score well for industry, especially compared with the new opportunities identified in the M6, Black Country Route and Black Country Spine Road corridor.

6.6 In specific terms:

- We expect to progress towards meeting the 46ha readily available reservoir of land for employment by 2022 and maintain it thereafter, following Core Strategy policy EMP4, assuming in particular that the EZ sites are delivered (see Annex E Chart E1).
- However we expect to be around 40ha off the high quality target by 2026. This target will be achieved after the Core Strategy time period (Annex E Chart E2).

The Delivery Plan industry section deals with this in greater detail.

6.7 The proposed land supply is shown in **Figure 2** in the Chapter 5 overview. It consists of:

- existing high quality (coloured orange)
- potential high quality (coloured red)
- local quality retained (coloured yellow)
- proposed new sites from SAD Issues and Options 2,3,and 4 (coloured purple)
- land that is considered for release to other uses (coloured blue)

## Recommendations

6.8 In order to ensure not only that Walsall meets the Core Strategy targets but that demand is met with enough supply, and regeneration is maximised, it is recommended that:

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<sup>14</sup> Since the publication of the DTZ Viability Study the 10 year site requirement has been updated to take account of recent developments, with some sites coming forward quicker than expected while others are delayed.

<sup>15</sup> The only Greenfield site that needs to be allocated is the Bullows Road site in Brownhills. This is expansion land and already allocated for industry in the UDP. It is not in the Green Belt. There is one vacant Brownfield Green Belt sites, Aldridge Park, that is proposed to form part of the industrial supply. This is already designated as a Best Quality employment site in the UDP. A few other existing industrial developments in the Green Belt (Aldridge Park, Stubbers Green Road) will remain as allocations (either to be retained or considered for release to housing through the normal planning application process, and subject to Green Belt policy provisions).

(1) all land identified as existing high quality, potential high quality, local quality retained should be allocated as such, and continue to be strongly safeguarded for industrial employment use, unless there is a strong countervailing reason.

(2) all land in the consider for release category should be allocated as such, and protected under the terms of policy DEL2 in the Core Strategy unless there is a strong countervailing reason, until such time as current industry on this site leaves and there is somewhere for it to go.

(3) the proposed new sites should form part of the industrial land supply and be allocated as potential high quality opportunities (under Core Strategy EMP2), and strongly safeguarded.

(4) the identified poorly performing sites (see Chapter 4 Vacant site list after paragraph 4.17 and Annex C table C8) should, following National Planning Policy Framework paragraph 22, be reallocated for other uses as there is considered to be no realistic prospect of industrial use.

## **Annex A – Planning Policy**

A1 The development plan in Walsall is made up of two elements: the Black Country Core Strategy (covering the Boroughs of Walsall, Wolverhampton, Sandwell and Dudley), adopted in 2011, and the saved policies of the Walsall Unitary Development Plan (UDP), in existence since 2005. The National Planning Policy Framework (NPPF), published in March 2012, set out the Government’s planning policies for England, and must be taken into account when preparing a development plan and when deciding planning applications. Walsall Council is now preparing a Site Allocation Document (SAD) and Walsall Town Centre Area Action Plan (AAP). The ELR contributes to the evidence base that supports the SAD and the AAP.

### **The National Planning Policy Framework**

A2 This states that the purpose of the planning system was to contribute to the achievement of sustainable development. This entails making it easier for jobs to be created in cities, towns and villages; moving from net loss of bio-diversity to achieving net gains for nature; replacing poor design with better design, improving the conditions in which people live, work travel and take leisure, and widening the choice of high quality homes.

A3 In relation to plan making and decision-taking, this means, in turn, that:

- planning authorities should positively seek opportunities to meet the development needs of the area
- plans should meet objectively assessed needs , with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh these benefits, or specific policies indicate that development should be restricted.
- Approving development proposals that accord with the development plan without delay
- Where the development plan is absent, silent or relevant policies are out-of-date, permission should be granted unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits, or when specific policies in the NPPF indicate development should be restricted.<sup>16</sup>

A4 Two of the Core Planning principles in the NPPF relate to economic development:

- Proactively drive and support sustainable economic development to deliver homes, business and industrial units, infrastructure and thriving local places that the country needs. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land which is suitable for development in their area, taking account of the needs of residential and business communities.
- Encourage the effective use of land by reusing land that has been previously developed (brownfield land) , provided that it is not of high environmental value. <sup>17</sup>

A5 In drawing up Local Plans, planning authorities should:

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<sup>16</sup> NPPF paragraph 14

<sup>17</sup> NPPF para 17

- Set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth
- Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period
- Support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances
- Plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries
- Identify priority areas for economic regeneration, infrastructure provision and environmental enhancement, and
- Facilitate flexible working practices such as the integration of residential and commercial uses within the same unit
- Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purposes. Land allocations should be regularly reviewed. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.<sup>18</sup>

A6 The evidence base should assess:

- The needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development
- The existing and future supply of land available for economic development and its sufficiency and suitability to meet identified needs. Reviews of land available for economic development should be undertaken at the same time as, or combined with Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land<sup>19</sup>

A7 The NPPF also states that plans must be deliverable. Therefore the sites and scale of development identifies in the plan should not be subject to such a scale of obligations and policy burdens that their ability to be developed viably is threatened. To ensure viability, the costs of any affordable housing, standards, infrastructure contributions or other requirements should, when taking account of the normal cost of development and mitigation, provide competitive returns to a willing land owner to enable the development to be viable<sup>20</sup>.

## **NPPG**

A8 The National Planning Practice Guidance, launched on 6 March 2014, is a web – based good-practice resource. It includes housing and economic development needs

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<sup>18</sup> NPPF para 22

<sup>19</sup> NPPF para 161

<sup>20</sup> NPPF para 173

assessments. The objective is to identify the future quantity of land or floorspace required for economic development uses, including quantitative and qualitative needs for new development, and provide a breakdown of that analysis in terms of quality and location, and to provide an indication of gaps in current land supply.

### **The Black Country Core Strategy**

A9 The Core Strategy provides for the urban renaissance of the Black Country for the period up to 2026. It does not provide site-specific policies. It provides a Vision consisting of three directions of change, to create a network of cohesive healthy and prosperous communities across the Black Country; create a step change in the image and quality of the Black Country to underpin social and economic transformation; and make the most of the Black Country's accessibility and location to attract new employment opportunities. The sustainability principles consist of:

- Facing up to climate change
- Sustainable development
- Social inclusion
- Brownfield first- to ensure that previously developed land , particularly where vacant, derelict and underused, is prioritised for development over Greenfield sites
- Comprehensive approach to development – to ensure new development links well with surrounding areas, improves amenity, avoids a piecemeal approach that could result in blight and constrain neighbouring uses, and provides infrastructure necessary to support individual developments in a co-ordinated way.<sup>21</sup>

A10 In relation to the economy and employment land, the spatial objective is to provide for a restructured sub-regional economy which provides sufficient strategic high quality employment land in the best locations within Regeneration corridors to attract new high technology and logistics businesses and also recognises the value of local employment land.<sup>22</sup> The growth network will be the focus for delivery of the Spatial Objectives. This consists of four strategic centres and sixteen regeneration corridors. The land use pattern outside the growth network is not expected to alter greatly by 2026, but there will be a large developments on free-standing employment sites. Walsall includes parts of corridor 5(Moxley),<sup>6</sup> (Darlaston and Willenhall) and 8 (south Darlaston) , and the whole of corridors 7(Bloxwich, north and south Walsall) and 15 (Brownhills).<sup>23</sup>

A11 The relevant specific Core Strategy policies consist of EMP1-4 and DEL2.

- EMP1 aims to provide land for at least 75,000 industrial and warehouse jobs in the Black Country to 2026. It ensures that the total stock of land will not fall below the target of 735ha at 2009, 658ha in 2016 and 611ha in 2026.
- EMP2 provides for strategic high quality employment areas characterised by excellent accessibility, high quality environment and clusters of high technology knowledge based sectors. These are safeguarded for use classes B1(b, c), B2 and B8. In Walsall's case the Strategic Employment Land Targets rise from 53ha at 2009 to 149ha at 2016 and 317ha to 2026.

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<sup>21</sup> Black Country Core Strategy section 2a & b

<sup>22</sup> Black Country Core Strategy Section 2c point 2

<sup>23</sup> Black Country Core Strategy section 2d

- EMP3 provides for a portfolio of local quality employment land, safeguarded for a wider range of uses as well as the B1bc, B2, and B8, such as the motor trade, haulage and transfer depots, wholesale retailing, scrap metal and timber yards, and waste management. In Walsall the local quality minimum target is 682ha at 2009, 519ha at 2016 and 294ha at 2026.
- EMP4 aims to have 185ha (equivalent to five years supply) of readily available land (that is, land that has no major problems and is marketed with a willing landowner) available at any one time. In Walsall the target is 46ha.

A12 It is envisaged that some land will transfer over the Core Strategy planning timescale to other uses, notably housing. Policy DEL2, Managing the Balance between Employment Land and Housing, provides for the release of the poorest quality employment land which is not protected by policies EMP1, EMP2, EMP3 and EMP4. The main provisions of the policy are<sup>24</sup>:

- In areas identified for new housing we will encourage existing operations to relocate, as long as suitable alternative sites and premises are available, and resist new employment development where the scale and impact could adversely affect regeneration
- Before considering the release of land elsewhere we will ensure the satisfactory arrangements for the relocation of existing occupiers to safeguard the existing employment base; ensure the development does not adversely affect the operation of existing or proposed employment uses, and ensure the site is no longer viable and required either for employment uses or for other employment generating uses
- Any proposals resulting in the loss of employment land submitted in advance of the adoption of AAPs or SADs should demonstrate a comprehensive approach, making best use of available land and infrastructure and not prejudicing existing and neighbouring uses

## **Walsall UDP**

A13 Walsall UDP was adopted in March 2005. The policies were 'saved' in 2008 until they are replaced by other Local Plan documents. The Jobs and Prosperity policy aim is to boost jobs and prosperity in the Borough by providing enough land of the right quality to meet the full range of employment needs and by promoting the enhancement of existing employment areas.

- Policy JP1 allocates new employment sites (new in 2005),
- Policies JP4.1 and JP4.2 safeguard the East of M6 Junction 10 and James Bridge (Former IMI) sites respectively for high quality development
- Policy JP5 safeguards Core Employment Areas for B1bc, B2 and B8. Proposals for other uses will only be permitted where it can be demonstrated that a need would be met which could not be satisfied elsewhere in the Borough, or the range and quality of employment opportunities would be significantly increased. When windfall sites or buildings in core employment areas come forward for re-use or redevelopment they will normally be safeguarded for employment uses according to the above policy

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<sup>24</sup> The full version is Core Strategy Policy DEL2, pp58-59

- Policy JP6 safeguards sites for core employment uses and development will be expected to achieve a high quality of design and landscaping . Future windfall sites that offer similar or better employment development opportunities will also be safeguarded for core employment uses.
- Policy JP7 deals with land and buildings in other employment areas. It lists uses permitted as core employment uses, car showrooms, other complementary service uses, scrap metal, , waste management, builders merchants and trade retail. Retailing, offices, food & drink, housing, leisure and other town centre uses will not be permitted, except where a purely local need is demonstrated. When windfall sites or buildings come forward in these areas they will normally be safeguarded for the uses specified. However, in exceptional circumstances, due to the relationship of the site to surrounding areas or because the site is not well located to meet the needs of modern industry, it will be appropriate to consider other uses. Any alternative uses must satisfy other relevant policies and must not have the potential to constrain the operation of neighbouring businesses or appropriate future commercial investment.
- Policy JP8 provides for bad neighbour industrial uses – these include scrap metal dealers, car breakers, open salvage activities and some waste management facilities.

### **Site Allocation Document**

A14 Walsall Council SAD will essentially update the Proposals Maps and some of the UDP site specific policies, and policies that relate to site-specific matters. The SAD identifies, categorises and safeguards land into existing high quality employment land and local quality employment land. The local quality employment land is sub-categorised into:

- Local quality land to be retained
- Potential high quality land (suitable to be upgraded to high quality)
- Consider for release to other uses (subject to the provisions of DEL2). These are currently occupied and partly occupied sites and areas where surrounding uses constrain employment; if and when industry leaves they could be released to other uses as they are likely to be unviable for redevelopment.

A15 Annex B sets out the reasoning behind the allocation of employment land into the relevant category. It highlights where the land is poorly performing. The SAD will reallocate this land to other uses.

### **Policy summary and conclusions**

A16 Essentially the situation is that:

- The Core Strategy protects employment land (except for the poorest performing) but is not site-specific
- The UDP is site specific but only allocates part of the industrial supply – namely Core Employment Areas and other specific sites – while other employment land is protected but not allocated
- Some UDP Core Employment areas, where the uses are restricted to B1bc, B2 and B8 under policy JP5, have been superseded by Core Strategy diagrammatic designations as local quality land. This has the effect of widening the amount of

uses that are acceptable in the area in question, but the protection for employment related uses stays the same. In a few cases the Core Strategy identifies JP7 land as potential high quality.

- The UDP does not explicitly protect the employment base (as opposed to simply the employment land supply), but the Core Strategy does, through DEL2.
- The SAD will allocate all employment land according to the categories set by the Core Strategy, and reallocate poorly performing land to other uses. UDP policies JP5 and JP7 will be superseded by the relevant SAD policies, except in the district centres where the SAD does not apply, and in Walsall Town Centre by the AAP policies.
- The overall approach, of identifying demand, considering supply (in this case of land) and matching up supply and demand, via a modified version of past trends to take account of unmet demand, while reallocating land where there is no realistic prospect of industrial development, is considered to be in line with the NPPG and the NPPF.

## Annex B – The Approach to Site Classification and Allocation

B1 This section sets out how the sites and areas have been classified. There are five site categories:

- (1) Existing high quality, coloured **orange**;
- (2) (Local quality) potential high quality, coloured **red**;
- (3) Local quality to be retained, coloured **yellow**;
- (4) Local quality consider for release, coloured **blue**;
- (5) New opportunities, coloured **purple**. These categories are explained in greater detail in chapter 4.

B2 The assessment criteria to inform recommendations about site allocation are based on a mix of scoring and qualitative commentary. The scoring mechanism is set out below, and the qualitative area-specific commentary is contained in chapter 5. The list of sites are set out below and ranked according to the headline score, with and their detailed scores in **Annex C**.

B3 The scoring criteria come from three main sources, and the overall score for each site is based on a composite of the three. The first source is the GVA Core Strategy Assessment of Employment Sites in November 2009 Appendix A. The GVA Study was endorsed as a robust part of the evidence base for the Core Strategy by the Inspectors who examined it. The second source is the Core Strategy paragraphs 4.7 (which set out the criteria to define high and potential high quality) and 4.14 (for local quality). The third source is the UDP saved policy JP7, which deals (amongst other things) with constrained sites – the reason for using criteria based on this policy is provided below. The Core Strategy and UDP criteria are policy based, so scoring is developed to fit it along the lines of the GVA method. The rest of this annex looks at these criteria in turn. It should be noted that the scoring applies to the site as now (ie, without measures to improve it through remediation or infrastructure as required).

### GVA Criteria

B4 The GVA criteria are divided between occupied and vacant stock and vacant sites. All occupied existing high quality, potential high quality and local retained quality land has been assessed according to these criteria, together with sites being considered for release. The occupied stock criteria are set out below:

Criteria*	score	Notes
Building Age	1	Pre 1945
	2	1945-60
	3	1960-80
	4	Post 1980
Building Quality	1	Very poor condition – level of expenditure required to obtain satisfactory condition exceeds 50% of replacement cost
	2	Poor condition – major repair and/or technical work required but expenditure necessary is less than 50% of replacement cost
	3	Fair condition – backlog of maintenance in the medium term
	4	Satisfactory condition – normal repair /maintenance requirement
	5	Good condition – lower than normal maintenance required in the medium term.
General External	1	Very poor/poor quality – fly tipping, roads in need of complete overhaul, derelict sites,

Environment		poor quality buildings. Numerous open storage.
	2	Below average quality – maintenance of public realm poor, extensive repairs needed to roads, some open storage, vacant plots appear abandoned, buildings below average quality.
	3	Average quality – few landscaped areas, and where present maintenance required. Average quality buildings. Significant road repairs needed, some derelict sites but not highly visible, vacant plots untidy and requiring major improvement.
	4	High quality - less extensive landscaping but public realm maintained, road maintenance adequate, buildings of appropriate quality, no derelict sites but vacant plots need some maintenance
	5	Excellent quality – extensive external public realm areas, well maintained, no road maintenance issues, high quality external appearance, no derelict sites, vacant plots maintained.
Level of Visible Voids**	1	Less than 40% of the buildings occupied
	2	40-60% of buildings occupied
	3	60-80% of buildings occupied
	4	80-90% of buildings occupied
	5	90-100% of buildings occupied
Nature of Existing Tenants	1	Very local companies with limited choices in terms of alternative location
	2	Companies drawn from local area but could be seen as having choice of locations in local area
	3	No national/international names
	4	Some national/international names present, majority of occupiers are regional
	5	National/international names: significant presence
Market attractiveness	1	Site attractive to local companies
	2	Site attractive to sub-regional companies
	3	Site attractive to national companies
Strategic accessibility	1	30 minutes drive time plus (to motorway/BCR/BC Spine Road)
	2	20-30mins drive time
	3	10-20mins drive time
	4	5-10mins drive time
	5	0-5mins drive time
Local Access	1	Restricted access by all commercial vehicles, no public transport
	2	Restricted access for HGVs and restricted access to major road network
	3	Easy immediate site access but wider issues on link to strategic highway network
	4	No access issues for vehicles but no public transport
	5	Easy site access , no issues, available public transport

\*These criteria exclude GVA's area 'category' score (1 =Existing High Quality; 2= Potential High Quality and 3= retained local quality) because the scoring is about determining the quality of the area in question. \*\* A mid-point score of 3 is attributed to all free-standing and small units in order to avoid distortion

**B5** The GVA scoring for vacant sites (including those proposed for release to other uses and potential vacant sites) is set out below:

Criteria	score	Notes
Availability	0	Not immediately available
	1	Marketed, no obvious obstructions (=readily available)
Market activity in last 5 years	0	No
	1	Yes – in the immediate surroundings (on the estate or road)
Access	1	Restricted access for all commercial vehicles , severely restricted access to major road network
	2	Restricted access for HGVs, restricted access to major road network
	3	Easy site access for all vehicles, indirect or restricted
	4	Close to major road network, easy site access for all vehicles
	5	Either adjoining main road or motorway junction with easy site access for all vehicles or access to rail network
Public transport	1	Not on a pedestrian route, not near a station, peak time bus route or cycle route
	2	Not near a station. Peak time bus route or cycle route. On a pedestrian route.
	3	Close to either a station or peak time bus route or cycle route, on a pedestrian route
	4	Close to a station or a peak time bus route, close to cycle route, on a pedestrian route
	5	Close to a station, peak time bus route and cycle route; on a pedestrian route
Prominence	1	On a minor road or estate, tucked away from view
	2	Visible, on a minor road or estate
	3	On a main road or prominent estate, tucked away from view
	4	Visible site, on a main road or prominent estate
	5	Gateway site to a prominent estate
Local Amenities	1	No services in close proximity
(banks, shops, leisure, pubs/restaurants)	2	Close (10 min walk) to one or two services

	3	Close to a limited range of services
	4	Close to local centre with a reasonable range of services
	5	Close to a town centre with a wide range of services
Site Layout	1	Irregular shaped plot, fragmented (by other uses or by road)
	2	Irregular shaped plot, obstructed (eg watercourse, ditch, overhead power lines)
	3	Regular shaped plot, fragmented
	4	Regular shaped plot. Obstructed
	5	Clear plot, no obstructions
Character of Area	1	Mainly residential or rural area with no existing commercial uses
	2	Mainly residential or rural area with few commercial uses
	3	Mixed commercial or residential area
	4	Established commercial area, with residential or rural area nearby
	5	Well established commercial area
Planning status	1	Allocation in Draft Local Plan or reserve site
	2	Allocated/protected in Local Plan
	3	Published Development brief
	4	Outline planning permission
	5	Detailed planning permission
Economic constraints	1	Major obstacles to development, extremely difficult, time consuming & expensive to resolve
	2	Major obstacles to development, very difficult, time consuming & expensive to resolve
	3	Minor obstacles to development, more difficult, time consuming & expensive to resolve
	4	Minor obstacles to development, relatively easy, quick and cheap to resolve
	5	No obstacles to development
Strategic location	1	All other sites
	2	Other towns
	3	Sub-regional centres
	4	Other strategic roads
	5	Motorway corridor
Greenfield/brownfield	1	Greenfield
	2	Brownfield
Market attractiveness	1	Site attractive to local companies
	2	Site attractive to sub-regional companies
	3	Site attractive to national companies

B6 We have found in practice that there are four main limitations to the GVA criteria:

- because the pattern of Walsall's industrial sites and areas is very mixed, high and local quality uses often adjoin each other in the same area.
- the criteria in relation to public transport and proximity to town centre uses are slightly problematic. Sites close to town centres and public transport nodes are not necessarily suitable for industry. Indeed, these are often constrained sites with poor highway access, and are sites where alternative uses could be promoted precisely because they are close to town centre facilities. Scoring high on public transport and proximity to town centres could therefore make uncompetitive sites look more attractive to industry than they actually are, relative to better sites in industrial areas that may not be close to centres and public transport nodes. The score for some Consider for Release sites close to or inside Walsall town centre and the district centres may be overstated by this method.
- the range of scores tends to underplay brownfield sites, which are only allocated one point more than non-brownfield ones. Given that the Core Strategy emphasises brownfield first as a spatial principle, the effect of using the GVA criteria is to exaggerate the totals of greenfield sites relative to brownfield ones.
- The GVA criteria list also does not refer to proximity to a skilled workforce, an important locational consideration, and constraining uses such as housing that affect industrial investment.

B7 Our approach attempts to mitigate the effect of three of these four issues:

- In relation to the first of these, the industrial pattern, recognising that the high and local quality characteristics are ideal types, we score the area in question based on the overall character of the area, given that there are very few employment areas in the Black Country that are completely formed of high or local quality uses.
- In relation to the town centre and public transport issue, a further adjustment could be made to mitigate the exaggeration of the score for some constrained sites through the application of Walsall UDP policy JP7. This policy specifically deals with constraining adjoining uses (see further below). If a negative score, based on the degree of constraint, is applied, it largely offsets the effect of the anomaly caused by the GVA criteria on a site by site basis.
- In relation to the brownfield/greenfield issue, the scores have been left alone, but the overall score should in relation to greenfield and Green Belt sites and opportunities be viewed as rather generous.
- In relation to the skilled workforce, this is covered by the Core Strategy and UDP criteria and dealt with below.

## Core Strategy and UDP criteria

B8 Black Country Core Strategy policies and their supporting paragraphs also contain criteria that help to classify employment land. Core Strategy paragraph 4.7 states that the key characteristics in strategic high quality employment areas are as follows:

- **To be well located to a large skilled workforce**
- To be well located to the motorway network to provide good accessibility to international, national and regional markets and supply chains
- To have good public transport accessibility
- **To have a critical mass of active industrial and logistics land and premises that are well suited to the needs of modern industry**
- **To have good proximity to an existing or proposed knowledge cluster**
- To have high existing or potential environmental quality including high quality greenspace, good quality built environment and linkages to walking and cycling routes
- To be attractive or potentially attractive to national and international investment.

B9 Core Strategy Paragraph 4.14 states that Local Quality Employment Areas will be identified on the basis of the following criteria:

- **A critical mass of industrial and service uses and premises that are fit for purpose**
- **Good access to local markets, suppliers and employees**
- The existing /potential use and/or the traffic generated by the use does not have an unacceptable impact on the amenity of surrounding land uses or on the highway network
- Good public transport accessibility

B10 The Core Strategy criteria are policy based and without any underpinning criteria. However, many of these are already catered for in the GVA criteria list and scored accordingly. The further criteria are coloured red above. We have therefore explored and

specified them numerically (through analysis by economic development and regeneration staff) below for scoring purposes:

- The skilled workforce related criterion is in policy EMP2 related to high quality and potential high quality land. However, the problem with this is that it is impossible to define and isolate spatially where the skilled worker is in relation to what the company wants, given that labour needs vary and skilled workers in better paid jobs are likely to travel longer distances to work. Nevertheless, companies do locate in this area, and local companies stay here, because of proximity to a labour supply with the right characteristics. To deal with this effectively we have amended this criterion to state 'Proximity to a large potential labour supply' and based it on Census data showing the amount of labour force within easy reach of the site and applied it to all cases, not just existing and potential high quality. The ONS occupational classification is as follows: Level 3 categories (including agricultural, electrical/electronic trades, construction/building trades, textiles/printing and other skilled trades), Level 2 categories (process/plant/machine operatives, transport and mobile machine drivers and operatives) and Level 1 categories (Elementary trades and services). Wards showing the highest concentration of workers – above 2,200 – are given a score of 3; those with medium concentration – between 1,800 and 2,200 – score 2, and those with the lowest concentration, below 1,800, score 1.

The wards scoring 1 are Aldridge Central & South, Streetly, Pheasey and Paddock.

The wards scoring 2 are Pelsall, Aldridge North, Rushall/Shelfield, Bloxwich East, Blakenall, St Matthews and Short Heath.

The wards scoring 3 are Palfrey, Pleck, Bentley & Darlaston North, Darlaston South, Willenhall South, Birchills Leamore, Bloxwich West and Willenhall North.,

- The critical mass criterion applies to all retained land in the Core Strategy. This is simple to assess, with freestanding or isolated sites scoring 0 and sites that are part of a larger industrial area scoring 1.
- The knowledge cluster criterion for EMP2 sites (high or potential high quality) is problematic, since most companies in Walsall are too low in the supply chain to have strong links with university-based research and development. From our interviews with local companies, it is apparent that innovation is related to the in-house improvement process and is not especially collaborative. Since knowledge cluster is not an issue in Walsall, every site therefore has a neutral score of 0.
- Finally, the Local Quality retained stock has a criterion stating 'good access to local markets, supplies and employees'. The employees' part is covered by the labour force criterion above. We consider that the compact nature of the Borough and its evident proximity to local markets and supplies renders the rest of this requirement easily fulfilled in all sites across the Borough. We do not therefore propose to score any sites in relation to this.

B11 Saved UDP policy JP7(d) deals with circumstances where it will be more appropriate to consider other uses, such as housing, due to the relationship of the site to the surrounding land or because the site is not well located to meet the needs of modern industry. The site location is dealt with in the GVA criteria; but a key consideration is the surrounding land.

Sites with constraints are seen as detracting from the quality of the site and the scoring mechanism is set out in the table in paragraph B13 below. As pointed out above, this also effectively mitigates the problem caused by the exaggerative effect built into the GVA criteria related to town centres and public transport.

B12 The scoring related to extra criteria from the Core Strategy and the UDP is set out below:

Criteria	source	score	Notes
Critical mass	Core Strategy	1	Part of a critical mass of active industry
		0	Freestanding
Proximity to workforce with characteristics suitable for industrial employment	Core Strategy	3	In a ward with High concentration of workforce levels 1, 2, 3
		2	In a ward with medium concentration of workforce in levels 1,2,3
		1	In a ward with a low concentration of workforce in levels 1,2,3.
Good access to local markets, suppliers and employees	Core Strategy		No score
Proximity to knowledge cluster	Core Strategy		No score
Other non industrial adjoining uses	UDP	0	No constraining non-industrial uses
		-1	Constraining uses on 1 side
		-2	Constraining uses on 2 sides
		-3	Constraining uses on 3 sides
		-4	Constraining uses on all sides

## Scoring

B13 The table below shows the range of possible scores, the target scores, the actual scores and the average and median scores in each category and overall.

	Range of possible scores	Target score	Actual Score range	Average score	Median score
High Quality occupied Sites	6-41	Over 30	28-40	32.3	34
Potential High Quality occupied Sites	6-41	25-30	20-32	28.1	29
Local Quality Retained occupied sites	6-41	20-25	14-29	23.6	23
Local Quality Consider for Release sites	6-41	Below 20	6-21	13.0	12
<b>All occupied sites</b>	<b>6-41</b>	<b>-</b>	<b>6-40</b>	<b>22.3</b>	<b>23</b>
Vacant Potential High Quality Sites	12-54	Above 25	23-47	36	35
Vacant Local Quality Retained sites	12-54	Above 25	25-35	29	29
Vacant Consider for release sites	12-54	Below 25	*	*	*
Vacant Poorly Performing sites to be reallocated	12-54	Below 25-	13-29	18.5	17
<b>All vacant sites</b>	<b>12-54</b>	<b>-</b>	<b>13-47</b>	<b>30.7</b>	<b>32</b>

\* there are only three Consider for Release vacant sites

B14 As can be seen from the table, the range of scores on the ground mostly falls into the target size. The average site score is 21.7. The median score is 23, and as the cases are spread fairly evenly across the range, a modal figure is not relevant. The biggest group of

cases is the Consider for Release category, reflecting Walsall's preponderance of small, isolated and fragmented industrial sites.

B15 Every existing high quality site scores above 28. There is more variation in the Potential High Quality range, but all cases are within a few points either side of the target band, with the low scoring outliers being rectified with infrastructure improvements. Local Quality retained also shows a large spread, but the lowest scores are in areas where retained industry is the best option as they constitute part of a critical mass (as with, for example, the Central Darlaston Trading Estate). Most of the Consider for Release sites fall into the target score.

B16 The highest score for occupied stock applies to some sites along the Black Country Route where the combination of high quality environment, advanced operation and excellent access to the national motorway network make this a highly competitive employment location. These score 40 out of a total of 41. The lowest scoring site is 6, a tiny industrial unit in a terraced housing area. Consider for release sites score towards the bottom end of the scale.

B17 The highest scoring vacant site is Bull Lane, Moxley, close to the Black Country Spine Road with excellent access and close to a large labour supply, with 47 out of a possible 54. All proposed release sites or rejected sites fall below the 25 score threshold for vacant sites except for one: some existing sports pitches on Bentley Road South, which has a reasonably good score but has to be reallocated as open space/recreation following NPPF paragraph 74. Several poorly performing sites that were in industrial use and have fallen vacant are proposed to be reallocated for alternative housing or town centre uses, following NPPF paragraph 21. The worst performing are in the Hollyhedge Lane area, and are constrained by housing, other commercial uses and canal, with poor access.

B18 There are three Consider for Release vacant sites. One of these is the high-scoring Meadow Street/Tasker Street site that is about to be used by Network Rail in connection with the Chase Line Electrification project. The other two have low scores but are close to or surrounded by existing industry; therefore caution needs to be exercised before they are released.

B19 The potential new employment sites were identified in the SAD Issues and Options 2, 3 and 4. They have been assessed in Annex C6 and C7. Only five sites have been considered suitable and deliverable and these are shown in the table of ranked vacant sites below (two of them are currently occupied by non-industrial uses but they are assessed as vacant opportunities for ease of comparison). The scores range here from 29 to 37. The best performing site submitted through the Call for Sites process was Bentley Lane, the former Beatwaste site (scoring 31); however at this stage it is not intended to allocate it as there are concerns about its deliverability. None of the other greenfield and Green Belt sites proposed to us by the landowners for industry looked competitive.

B20 The scoring results largely back up the ELR site specific analysis prepared for the Council by Roger Tym & Partners on a qualitative basis in 2010 and 2012. There are however a few differences and these are dealt with on a case by case basis in the qualitative site specific section above.

## Annex C – List of Industrial Sites / Areas and Scores

### C1 Existing High Quality Sites Scores

Area (ha)	Name	Site Reference	corridor (unscored)	scoring - GVA criteria								scoring - core strategy EMP1-4			UDP Constraining adjoined use (0 - 4)	total score (target: 30+)
				building Age (1-4)	building quality (1-5)	general external environment (1-5)	level of visible voids (1-5)	existing tenants (1-5)	market attractiveness (1-3)	accessibility (1-5)	local access (1-5)	workforce (1-3)	critical mass	knowledge cluster		
6.61	Heathyards, Maybrook Industrial Estate, Brownhills	IN5.6	15	4	5	5	3	5	2	4	5	3	1	0	0	37
17.89	Wharf Approach and Atlas Works and Brickyard, Aldridge	IN10.1, IN10.3		4	5	5	5	3	3	2	5	1	1	0	0	34
3.35	Tintagel Way, Aldridge	IN11		4	5	5	5	2	2	2	3	1	1	0	0	30
2.94	Azzurri / Rotometrics, Aldridge Road, Aldridge	IN13.1		4	5	5	5	5	3	2	4	1	0	0	0	34
3.58	South Staffordshire Water HQ, Green Lane, Walsall	IN26	7	3	5	4	3	2	2	3	3	3	1	0	0	29
6.40	T K Maxx HQ, Green Lane, Walsall	IN28	7	4	5	5	3	5	3	4	4	3	1	0	0	37
1.64	Network Rail Training Centre, Corporation Street, Walsall	IN49.2	7	4	5	5	3	5	1	4	2	3	0	0	0	32
8.72	Walsall Enterprise Park, Regal Drive, Pleck, Walsall	IN52.1	7	4	5	5	5	2	2	3	3	3	1	0	-1	32
5.39	RAC / Middleton Paper, Brockhurst Crescent, Walsall	IN56.1	7	4	5	4	3	4	2	4	4	3	1	0	0	34
5.54	Noose Lane (Aspray), Willenhall	IN70.1	6	5	5	3	3	4	2	3	4	3	1	0	0	33
11.86	Longacres, Willenhall	IN78.1	6	4	5	3	4	5	3	4	3	3	1	0	0	35
2.26	Yodel Yard & HQ, Armstrong Way, Willenhall	IN79.2	6	4	3	3	5	3	3	5	5	3	1	0	0	33
10.86	Wellmans Road Warehouses, Willenhall and Midland Rd, Darlaston	IN82.1, IN82.2	6	5	5	3	5	5	3	5	5	3	1	0	0	40
0.86	The Crescent, Willenhall	IN83	6	5	5	3	3	5	3	5	4	3	1	0	0	40
7.37	Axcess 10, Bentley Road	IN93.1	6/EZ	5	5	4	4	2	3	5	5	3	1	0	0	37

	North, Darlaston															
4.29	Acerinox / Eurofoods, Heath Road, Darlaston	IN97	<b>6/EZ</b>	5	5	2	3	5	3	3	4	3	1	0	0	34
2.65	Z F Lemforder, Station Street, Darlaston	IN100.1	<b>6</b>	3	5	3	5	5	3	4	3	3	1	0	-1	34
6.66	Park Lane North; Universal Point; Adj Ikea, James Bridge, Darlaston	IN107.1, IN107.4	<b>6</b>	5	5	4	3	5	3	3	5	3	1	0	0	37
5.68	Woods Bank Trading Estate, Woden Road West, Darlaston	IN118.1	<b>8</b>	4	5	4	4	3	3	4	5	3	1	0	-2	34
7.08	Southern Way, Moxley, Darlaston	IN120.1	<b>5</b>	5	4	4	3	5	3	4	4	3	1	0	0	36
0.72	Albert Jagger, Green Lane, Walsall	TC53	<b>WTC</b>	5	5	3	3	2	2	4	2	3	0	0	-1	28

## C2 Potential High Quality Occupied Sites Scores

Area (ha)	Name	Site Reference	corridor (unscored)	scoring - GVA criteria								scoring - core strategy EMP1-4			UDP	total score (target: 25-30)
				building Age (1-4)	building quality (1-5)	general external environment (1-5)	level of visible voids (1-5)	existing tenants (1-5)	market attractiveness (1-3)	accessibility (1-5)	local access (1-5)	workforce (1-3)	critical mass	knowledge cluster	Constraining adjoined use (0 - 4)	
2.02	Maybrook Industrial Estate, Walsall Wood	IN5.5	15	3	4	4	4	2	3	4	5	2	1	0	0	32
50.27	Westgate, Middlemore Lane, Aldridge	IN12.1, IN12.13		3	4	4	5	4	2	2	3	1	1	0	0	29
12.6	Green Lane / Newfield Close, Walsall	IN27.1- IN27.3	7	3	4	3	2	4	3	4	4	3	1	0	0	31
1.9	Bescot Crescent Sites, Walsall	IN54.1 IN54.2 IN54.3	7	3	3	3	4	4	2	4	4	3	1	0	-1	30
5.54	Brockhurst Crescent Sites, Walsall	IN57	7	2	2	3	3	2	2	4	4	3	1	0	-2	24
7.81	Maple Leaf Industrial Estate, Bloxwich Lane, Walsall	IN61	6	4	5	4	3	3	3	5	1	3	1	0	-1	29
2.96	Midacre, Rose Hill and Bilston Street, Willenhall	IN78.3, IN78.4, IN78.9 IN78.12	6	4	4	3	4	2	3	4	3	3	1	0	-1	30
7.23	Holland Industrial Park, Bentley Road South, Darlaston	IN88	6	3	3	1	4	2	2	4	4	3	1	0	0	27
5.13	Bentley Mill Close & Longmore Avenue, Darlaston	IN91.1, IN91.2	6	3	3	3	4	2	2	5	5	3	1	0	-1	30
3.66	Atlas Works, Station Street, Darlaston	IN100.3	6	1	3	2	2	2	3	4	4	3	1	0	-2	23
2.95	Woodwards Road / Reservoir Place and East of Reservoir Road, Walsall	IN104.2, IN104.3	6	2	2	1	3	2	1	4	3	3	1	0	-2	20
1.11	Former Railway Line Woden Road West, Darlaston	IN117	8	4	3	2	3	1	1	5	5	3	1	0	-1	27
10.97	Moxley Junction & Western Way, Moxley	IN120.2, IN120.5, IN120.6	5	2	3	2	4	3	2	4	4	3	1	0	0	28
0.28	Bentley Green, Bentley Road North, Darlaston	IN247	6	5	5	3	5	1	3	5	5	3	0	0	-1	34

### C3 Local Quality Retained Occupied Sites scores

Area (ha)	Name	Site Reference	scoring - GVA criteria									scoring - core strategy EMP1-4			UDP	total score (target: 20-25)
			corridor (unscored)	building Age (1-4)	building quality (1-5)	general external environment	level of visible voids (1-5)	existing tenants (1-5)	market attractiveness (1-3)	accessibility (1-5)	local access (1-5)	workforce (1-3)	critical mass	knowledge cluster	Constraining adjoined use (0 - -4)	
19.44	Newtown, Brownhills	IN1.1, IN1.2, IN1.4	15	2	3	3	4	2	2	4	3	3	1	0	-2	25
20.05	Coppice Side & Apex Road, Brownhills	IN2.2, IN2.3, IN2.5	15	3	3	3	4	2	1	3	3	2	1	0	0	25
0.84	Clayhanger Road, Brownhills	IN5.2	15	2	2	2	3	1	1	4	2	2	1	0	-2	19
4.06	Lindon Road, Brownhills	IN5.3	15	2	2	2	4	1	1	4	3	2	1	0	0	22
1.12	Hall Lane (west of) Walsall Wood	IN6.1		2	4	3	3	2	1	2	3	2	0	0	-3	19
1.65	Birch Lane, Stonall	IN8		3	3	4	3	1	1	3	1	2	0	0	0	20
69.65	Northgate and Brickyard Road, Coppice Lane, and Stubbers Green Road Sites, Aldridge	IN9.9, IN9.11, IN9.15, IN9.17, IN9.21		3	4	3	5	2	2	2	3	1	1	0	-1	25
2.23	Beacon Trading Estate, Middlemore Lane, Aldridge	IN12.7		2	2	3	4	1	1	2	2	1	0	0	-1	17
33.09	Willenhall Lane Industrial Estate South / Fryers Road Industrial Area, and Leamore Lane / Commercial Road / Bloxwich Business Park, Bloxwich	IN17.3, IN17.4, IN18.1	7	3	3	3	3	4	1	2	3	3	1	0	0	26
3.22	Willenhall Lane Industrial Estate North / Croxtalls Avenue, Bloxwich	IN19.1	7	3	3	3	3	2	1	2	3	3	1	0	-2	22
3.80	Robottom Close, Bloxwich	IN22	7	3	3	3	3	3	1	2	3	3	1	0	-3	22
1.72	Vulcan Industrial Estate, Leamore Lane, Walsall	IN23	7	3	3	2	4	1	1	3	3	3	1	0	-1	23
3.56	British Car Auctions, Green Lane, Walsall	IN25	7	3	4	3	3	1	2	3	3	3	1	0	0	26

5.53	Carl Street / Bloxwich Road, Walsall	IN29	7	4	3	3	4	1	1	3	2	3	1	0	-2	23
10.46	Howdens, West of Green Lane and Stockton Close Sites, Walsall	IN30 IN32.1 IN32.3	7	3	3	3	3	4	1	4	3	3	1	0	-2	25
1.11	District Business Park, Birchills Street, Walsall	IN38	7	4	5	4	4	1	1	3	1	3	1	0	-2	25
7.35	Pleck Road Sites, Walsall	IN48.1, IN48.2, IN48.3	7	2	3	2	3	1	1	4	3	3	1	0	0	23
14.89	Long Street / Queen Street, Walsall	IN49.1, IN49.4	7	3	3	3	4	1	1	4	2	2	1	0	0	24
4.17	Frederick Street, Walsall	IN49.5	7	2	2	2	3	1	1	4	3	3	1	0	-1	21
5.57	Fairground Way / Wednesbury Road / Corporation Street, Walsall	IN51.1	7	2	3	2	4	2	1	3	1	3	1	0	-2	20
2.31	Bescot Triangle South, off Bescot Road, Walsall	IN54.4	7	3	3	1	3	2	1	5	1	3	0	0	-1	21
0.54	Bescot Compound, Bescot Road, Walsall	IN54.6	7	3	3	4	3	2	1	5	1	3	0	0	-1	24
1.35	J Hill & Sons, Wolverhampton Road West, Walsall	IN62	6	2	2	2	3	1	2	5	5	3	1	0	-1	25
29.67	Ashmore Lake North and South, Willenhall	IN67, IN68.2	6	3	3	3	4	2	2	3	2	2	1	0	-3	22
4.27	Ashmore Lake East, Willenhall	IN69.4	6	3	3	3	2	2	2	3	2	2	1	0	-3	20
2.05	Wednesfield Road, Willenhall	IN70.3	6	2	2	2	3	1	1	3	2	3	1	0	-2	18
1.03	South of Watery Lane, Willenhall	IN71.1	6	3	4	3	3	2	2	4	5	3	0	0	0	29
2.76	Assa Abloy, School Street, Willenhall	IN72.1	6	2	4	4	5	3	1	3	1	3	0	0	-3	23
1.52	Vinculum Way, Willenhall	IN79.1	6	3	3	2	3	1	2	5	3	3	0	0	-1	20
1.85	Bilston Lane, Willenhall	IN79.3	6	1	2	2	4	2	1	5	2	3	1	0	-1	22
8.21	Downs Road / Bilston Lane / Owen Road, Willenhall	IN81	6	1	2	2	4	3	2	5	2	3	1	0	-1	24
3.83	Queen Street and Willenhall Road, Darlaston	IN85, 87	6	3	4	2	5	1	1	4	2	3	1	0	-2	24
9.78	EMR, Bentley Road South, Darlaston	IN94	6/EZ	2	1	1	5	3	2	4	3	3	1	0	0	23
22.13	Heath Rod North & South, Station Street East, Darlaston	IN95, IN96, IN99.1	6/EZ	1	1	1	2	3	1	3	3	3	1	0	-1	18
4.01	Central Darlaston Trading Estate, Station Street,	IN100.2	6/EZ	1	1	1	4	1	1	3	1	3	1	0	-3	14

	Darlaston															
1.49	Château Pleck, Darlaston Road, Walsall	IN103.1	<b>6</b>	2	1	1	3	1	1	4	1	3	0	0	-1	16
5.28	Darlaston Road West, Darlaston	IN113.1	<b>8</b>	3	2	2	4	2	1	4	4	3	1	0	-2	24
0.24	101 Woden Road West, Darlaston	IN119	<b>8</b>	4	5	2	2	2	1	4	4	3	0	0	-2	25
0.65	Church St Moxley, Darlaston	IN120.7	<b>5</b>	4	3	2	3	1	1	5	5	3	0	0	-3	24
1.71	Bull Lane (Maple Centre), Moxley, Darlaston	IN121	<b>5</b>	1	2	3	2	1	1	4	4	3	0	0	-1	20
0.90	Walsall Road, The Delves, Walsall	IN204	<b>7</b>	3	3	3	2	1	1	3	2	3	0	0	-1	20
0.42	Stephenson Avenue, Beechdale, Walsall	IN210	<b>7</b>	5	4	3	3	1	1	4	5	3	0	0	0	29

## C4 Consider for Release Occupied Sites Scores

Area (ha)	Name	Site Reference	corridor (unscored)	scoring - GVA criteria								scoring - core strategy EMP1-4			UDP Constraining adjoined use (0 - -4)	total score (target: below 20)
				building Age (1-4)	building quality (1-5)	general external environment (1-5)	level of visible voids (1-5)	existing tenants (1-5)	market attractiveness (1-3)	accessibility (1-5)	local access (1-5)	workforce (1-3)	critical mass	knowledge cluster		
0.86	Lindon Road North, Brownhills	IN3	15	1	3	3	3	1	1	4	2	2	0	0	-3	17
1.76	Hall Lane (east of), Walsall Wood	IN6.2		2	4	3	3	2	1	2	3	2	0	0	-1	21
1.56	Birch Lane Stonnall	IN8		3	3	4	3	4	4	3	4	2	0	0	0	20
0.36	Leighswood Road, Aldridge	IN12.12		2	3	3	3	1	0	2	3	1	0	0	-3	15
0.55	Enterprise Drive, Streetly	IN15		2	3	0	3	1	0	1	1	1	0	0	-4	8
0.86	Goscote Lane Industrial Estate, Bloxwich	IN16		3	3	2	2	1	0	2	1	3	0	0	-2	15
4.07	Croxstalls Road, North of Reeves Street, Parker Street, Revival Street and Marlborough Street, Bloxwich	IN19.2, IN20, IN238	7	2	2	4	3	1	0	2	1	3	1	0	-2	15
2.86	Northcote Street, Walsall	IN33	7	2	2	2	4	2	1	3	1	3	1	0	-3	18
0.84	Birchills Sites, Walsall	IN35.1, IN36, IN37	7	1	1	1	3	1	0	3	1	3	0	0	-2	13
3.86	Sites around North Street and Stafford Street, Walsall	IN39.1, IN39.3, IN39.5, IN40.1, IN40.2, IN260	7	1	2	1	3	1	1	3	1	3	0	0	-4	12
3.01	Chuckery Sites, Walsall	IN43, IN44.1, IN44.2, IN44.4, IN44.5, IN230		2	2	2	4	2	1	2	1	1	0	0	-4	13
2.66	Caldmore and Highgate sites, Walsall	IN45, IN46.1,		2	2	1	3	1	0	2	1	2	0	0	-4	10

		IN46.2, IN47, IN231, IN232														
0.62	Pleck Road South, Walsall	IN48.4	7	2	2	1	3	1	0	3	1	3	0	0	-2	14
0.18	St John's Road, Pleck, Walsall	IN53	7	3	3	1	3	1	0	3	1	3	0	0	-4	12
1.85	Bentley Lane Business Park, Bentley Lane, Walsall	IN59	7	3	3	3	2	1	0	4	1	3	0	0	-3	171
4.64	Ezekiel Lane, Willenhall	IN66		2	2	2	2	1	0	3	1	2	1	0	-4	12
0.65	St Anne's Industrial Estate, St Anne's Road, Willenhall	IN69.2	6	1	1	1	1	1	0	3	1	3	1	0	-2	11
3.72	Temple Bar Area, Willenhall	IN70.5, IN70.7, IN70.8, IN75.1, IN75.2, IN245, IN249	6	1	2	2	2	1	1	3	1	3	1	0	-4	13
2.31	West Central Willenhall Sites	IN73.1, IN73.2, IN73.3, IN73.4, IN74, IN206, IN207, IN208, IN213, IN243, IN246	6	1	2	2	2	1	0	3	1	3	0	0	-4	11
9.53	East Central Willenhall Sites	IN77.1, IN77.3, IN77.5, IN77.14, IN77.20	6	2	2	2	4	2	0	3	1	3	1	0	-4	16
1.03	East Willenhall Sites	IN77.17, IN221, IN222, IN258	6	2	3	3	4	2	0	3	1	3	0	0	-4	17
0.59	Perry Street, Darlaston	IN86.1	6	1	2	1	3	1	0	3	1	3	0	0	-3	11
0.17	Booth Street, Darlaston	IN86.2	6	2	1	1	3	1	1	4	3	3	0	0	-2	17
8.12	Fallings Heath Industrial Areas, Darlaston	IN101, IN102, IN239, IN255	6	1	2	2	3	2	0	3	1	3	0	0	-4	13

1.61	Alma Works, Darlaston Road, Darlaston	IN112	8	1	1	2	3	1	1	4	1	3	1	0	-2	16
0.23	Adj Former Servis, Darlaston Road Darlaston	IN113.2	8	1	1	1	1	1	0	4	1	3	0	0	--4	9
0.07	New Cross Street, Darlaston	IN113.3	8	1	2	1	1	1	0	4	1	3	0	0	-3	11
2.44	Stafford Road North and South, and Addenbrooke Street, Darlaston	IN123, IN124, IN125		2	2	2	3	1	0	2	1	3	0	0	-4	12
1.24	Small Bloxwich sites	IN201, IN202, IN214, IN257, IN263		2	2	2	3	1	0	3	1	3	0	0	-4	14
0.17	King Street, Palfrey, Walsall	IN209		1	1	1	1	1	0	1	1	3	0	0	-4	6
0.50	The Butts Sites, Walsall	IN226, HW4, IN228, IN229, IN408		1	1	2	3	1	0	3	1	2	0	0	-4	10
0.28	Pinfold St Darlaston	IN254		1	1	1	1	1	0	3	1	3	0	0	-3	9
0.84	Station St/Marsh St	TC11, TC15, TC16	WTC	1	1	1	2	2	0	3	1	3	0	0	-2	12
0.95	Midland Road North, Walsall	TC20, TC21	WTC	1	1	2	3	1	0	3	1	2	0	0	-4	10
0.68	Caldmore Road, New Street, and Mountrath Street, Walsall	TC22, TC23, TC27	WTC	1	2	2	3	1	0	3	1	2	0	0	-4	11
1.39	Ablewell St, Lower Forster Street, Walsall	TC30, TC34, TC37, TC38, IN236	WTC	2	2	2	3	1	0	3	1	2	0	0	-4	12
0.28	Haywards, Portland Street, Walsall	TC46 (part)	WTC	1	2	2	5	1	0	3	1	3	0	0	-4	14
2.30	Garden St, Portland Street, Walsall	TC47, TC48	WTC	1	2	2	3	1	0	3	1	3	0	0	-4	12

## C5 (Proposed) Vacant retained sites over 0.4ha (ranked by size)

Area (ha)	Name	Site Reference	Scoring – GVA Criteria													scoring - core strategy EMP1-4			UDP	total score (target: over 25)
			Immediately available?	Recent development in area?	Access (1-5)	public transport (1-5)	Prominence (1-5)	local amenities (1-5)	layout (1-5)	type of area (1-5)	Planning status (1-5)	economic constraints (1-5)	Location (1-5)	greenfield/ brownfield (1-2)	market attractiveness (1-3)	workforce (1-3)	critical mass (0-1)	knowledge cluster		
13.65	Former IMI Works, Reservoir Road, (Walsall (part of Phoenix 10)	IN104.1, IN104.4	0	0	3	2	5	2	3	3	2	1	4	2	3	3	0	0	-3	32
8.11	James Bridge Gasholders & South of Gasholders, Darlaston Road, Walsall	IN110	0	0	1	2	5	1	3	4	2	1	5	2	3	3	1	0	-1	32
6.34	Former Mckechnie Brass, Middlemore Lane, Aldridge	IN12.8	0	1	3	1	2	1	5	5	2	2	2	2	2	1	1	0	0	30
4.86	Former Wesson, Bull Lane, Moxley	IN120.3	1	0	5	2	5	3	4	5	5	3	5	2	3	3	1	0	0	47
4.31	Joberns Tip, Longleat Road, Aldridge	IN9.10	0	1	3	2	1	1	3	4	2	1	2	2	1	1	1	0	0	25
4.00	Reedwood Way, Walsall	IN58	0	0	4	2	2	4	5	3	2	5	4	2	3	3	0	0	0	39
3.51	Fryers Road, Bloxwich	IN17.2	0	1	3	2	1	1	3	5	5	2	2	2	2	3	1	0	0	33
3.47	Focus 10, Willenhall Lane, Bloxwich	IN17.1	1	1	3	2	3	1	3	5	2	2	2	2	1	3	1	0	0	32
2.89	Parallel 9-10, rear of Globe PH, Darlaston Road, Walsall	IN105	0	0	2	2	4	1	4	4	2	1	5	2	3	3	1	0	0	34
3.21	Aspect 2000*	IN92	0	0	5	0	3	1	2	5	2	2	5	2	3	3	1	0	0	34
2.57	Land west of Sharesacre Street, Ashmore Lake, Willenhall	IN68.1	0	1	2	2	1	4	2	4	2	2	2	2	1	3	1	0	-2	25
2.40	Bentley Mill Way East, Darlaston (Part of Phoenix 10)**	IN205	0	1	3	1	4	2	2	5	2	2	5	2	3	3	1	0	0	28
2.09	North of Newfield Close, Walsall	IN27.2	0	0	4	2	1	1	4	5	2	5	4	2	2	3	1	0	0	36
2.54	Former Deeleys Castings,	IN328	0	0	3	2	3	1	2	3	2	2	3	2	1	3	1	0	0	28

	Leamore Lane, Walsall																			
2.31	Central Point, Willenhall Road, Darlaston	IN84	1	1	4	1	5	1	5	5	2	5	5	2	3	3	1	0	0	46
2.16	Former Aldridge Rail Sidings, Aldridge	IN12.5	0	0	1	1	1	1	3	5	2	1	3	2	1	1	1	0	0	23
2.24	West of Assa Abloy, off School Street, Willenhall	IN72.2	0	0	1	2	1	5	5	3	2	2	4	2	1	3	0	0	-2	27
1.92	Adj Joberns Tip, Coppice Lane, Aldridge	IN9.12	0	1	2	2	1	1	5	3	2	2	2	2	1	1	1	0	0	26
1.88	Former Jack Allen Site, Middlemore Lane, Aldridge	IN12.6	0	1	2	1	2	1	5	4	5	2	2	2	3	1	1	0	0	31
1.76	Tempus 10 North, Wolverhampton Road, Walsall	IN63	0	0	5	2	5	3	3	3	2	2	5	2	3	3	0	0	-1	37
1.64	Tempus 10 South, Wolverhampton Road, Walsall	IN64	0	0	5	2	1	3	3	3	2	2	5	2	3	3	0	0	-1	33
1.67	Box Pool Site, Darlaston Road, Walsall	IN109	1	0	3	2	2	1	3	5	2	4	4	2	2	3	1	0	0	36
1.33	North of Maybrook / Clayhanger Road, Brownhills	IN5.1	1	1	3	2	2	1	5	3	2	4	4	2	2	2	1	0	-1	34
1.49	Bulwos Road, Brownhills	IN2.1	0	1	2	2	3	1	5	3	2	4	4	1	1	2	1	0	-1	30
1.38	Aldridge Park, Airfield Drive, Aldridge	IN13.2	0	0	5	2	1	1	5	5	2	4	1	2	3	1	0	0	0	32
1.33	Former Junction Works, Cemetery Road, Darlaston	IN98.1	1	0	5	2	2	1	5	4	2	4	4	2	2	3	1	0	-1	37
1.25	Aspray (Former Geo Carter), Park Road, Willenhall	IN70.2	0	1	3	2	1	1	5	3	5	5	3	2	2	3	1	0	-1	36
3.20	Former PSL International and Prolok, Longacres, Willenhall	IN78.6	0	1	3	2	2	2	5	5	2	4	4	2	3	3	1	0	0	39
1.05	Coppice Lane (Former Bace), Aldridge	IN9.8	0	1	3	1	1	1	3	5	2	4	4	2	2	1	1	0	0	29
1.20	Rear of Woods Bank Trading Estate, Woden Road West, Darlaston	IN118.2	0	1	4	2	1	1	3	4	2	5	4	2	2	3	1	0	-2	33
1.01	Former Calor Gas Site, Green Lane, Walsall	IN27.1	0	0	4	2	3	1	5	5	2	5	4	2	2	3	1	0	0	39
0.79	Stafford Rd Darlaston	IN124	0	0	1	4	1	5	5	1	2	2	2	2	1	3	0	0	-4	25
0.87	Land at Corner of Brickyard Road, Aldridge	IN9.4	1	1	3	1	3	1	5	5	2	5	2	2	2	1	1	0	0	35

0.79	Walsall Enterprise Park West, Pleck, Walsall	IN52.2	0	1	3	2	1	4	3	4	2	4	4	2	1	3	1	0	-1	34
0.88	Adj to Shaylor's, Wharf Approach, Aldridge	IN10.2	0	1	3	2	3	1	5	5	2	4	2	2	3	1	1	0	0	35
0.51	Former Scrap Yard, Alma Street, off Green Lane, Walsall	IN32.2	0	1	2	2	2	2	1	3	2	2	4	2	1	3	1	0	-1	26
0.62	Longleat Rd East, Aldridge	IN9.14	0	1	2	2	4	1	5	4	2	4	2	2	1	1	1	0	0	32
0.64	North of Westacre, Longacres, Willenhall	IN78.2	0	1	3	1	1	1	2	5	2	2	4	2	1	3	1	0	0	29
0.92	Adj Ikea, Park Lane, Darlaston	IN107.3	0	1	5	1	1	2	3	4	2	5	4	2	2	3	1	0	0	35
0.77	Maybrook / Lindon Road (Former Unalco), Brownhills	IN5.4	0	1	3	1	1	1	5	5	2	4	4	2	1	2	1	0	0	33
0.83	Former IMI South of Canal, Darlaston Road, Walsall (Part of Phoenix 10)	IN103.2	0	0	1	2	1	2	2	3	2	2	5	2	1	3	0	0	-1	25
0.61	North of Watery Lane, Willenhall	IN71.2	0	1	3	1	2	1	4	4	2	2	4	2	2	3	0	0	0	31
1.08	Access 10 East, Bentley Road North, Darlaston	IN93.2	0	0	4	1	1	2	2	5	5	3	4	2	3	3	1	0	0	36
0.53	Land Opp Mary Elliott School, Leamore Lane, Bloxwich	IN18.2	1	1	3	2	3	1	5	5	2	3	2	2	1	3	1	0	0	34
0.39	Land rear of Wednesfield Road, Willenhall	IN70.4	0	1	1	2	1	1	2	4	2	3	2	2	1	3	1	0	-1	25
0.45	Adj Rainbow Business Park, Stringes Lane, Willenhall	IN69.3	0	1	1	2	2	2	4	4	2	5	2	2	2	3	1	0	-1	32
0.43	Walsall Enterprise Park North, Pleck, Walsall	IN52.3	0	1	3	2	1	4	4	5	2	4	5	2	1	3	1	0	0	38
0.43	Adj to Middleton's, Bescot Crescent, Walsall	IN56.2	1	0	4	5	4	2	3	3	2	4	4	2	2	3	1	0	0	36
0.40	Station Street / Heath Road, Darlaston	IN99.2	0	0	4	2	2	1	5	5	2	2	4	2	2	3	1	0	0	35
0.19	Longleat Road West, Aldridge	IN9.13	0	1	2	2	1	1	5	5	2	4	2	2	2	1	1	0	0	31
0.39	Former Railway Tavern, James Bridge, Darlaston	IN98.2	0	0	5	2	3	1	4	4	2	4	4	2	1	3	1	0	0	35

\*free-standing site occupied by truck storage/repair \*\* part of IMI complex (IN104), but this calculation is in isolation \*\*\*temporarily vacant as at July 2015

## C6 Vacant Consider for release sites

Note: These sites are vacant or derelict. They score quite well because they are located within a critical mass of industrial development, but the area as a whole is not well located. However, if these are released in isolation, they could prejudice remaining industry in the area. A cautious approach is needed in considering their future.

Area (ha)	Name	Site Reference	Scoring - GVA Criteria														UDP Use (0 - 4)	total score		
			Immediately available?	Recent development in area?	Access (1-5)	public transport (1-5)	Prominence (1-5)	local amenities (1-5)	layout (1-5)	type of area (1-5)	Planning status (1-5)	economic constraints (1-5)	Location (1-5)	greenfield/ brownfield (1-2)	market attractiveness (1-3)	workforce (1-3)			critical mass (0-1)	knowledge cluster
1.05	Meadow Street / Tasker Street, Walsall	IN50.1	0	1	3	5	1	5	5	3	2	5	3	2	1	3	0	0	-2	37
0.93	Adj Darlaston Welded Presswork, Stafford Road, Darlaston	IN126	0	0	1	5	1	5	4	1	2	1	2	2	0	3	0	0	-2	25
0.54	Former George Dyke, Doctor's Piece, Willenhall	IN77.13	0	1	1	5	1	5	2	3	2	1	2	2	0	3	1	0	-1	28

## C7 Other sites assessed for Industry

### (a) As submitted by landowners for industry through the Call For Sites process

Area (ha)	Name	Site Reference	SAD Options (not scored)	Scoring – GVA Criteria										scoring - core strategy EMP1-4			UDP	Constraining adjoined use (0 - -4)	total score (target: over 25)	Allocate or reject		
				Immediately available?	Recent development in area?	Access (1-5)	public transport (1-5)	Prominence (1-5)	local amenities (1-5)	layout (1-5)	type of area (1-5)	Planning status (1-5)	economic constraints (1-5)	Location (1-5)	greenfield/ brownfield (1-2)	market attractiveness (1-3)					workforce (1-3)	critical mass (0-1)
1.07	Land to the East of Winterley Lane	IN344	4	0	0	1	1	1	1	3	1	0	2	1	1	1	2	0	0	0	15	REJ
0.90	Land off Winterley Lane and Bickley Road	IN345	3	0	0	1	2	1	2	5	1	0	2	1	1	1	2	0	0	-1	18	REJ
13.92	Land off Winterley Lane	IN400	4	0	0	1	1	1	1	1	1	0	1	1	1	1	1	0	0	0	11	REJ
1.38	Land off Pelsall Lane	IN401	4	0	0	1	2	1	4	1	1	0	1	1	1	0	2	0	0	-1	14	REJ
1.61	Land to the West of Winterley Lane	IN402	4	0	0	1	1	1	3	5	1	0	1	1	1	0	2	0	0	0	17	REJ
1.38	Land off Middlemore Lane at Bosty Lane	IN403	4	0	1	2	2	1	1	3	1	0	3	1	1	1	1	0	0	-1	16	REJ
11.22	Beatwaste / Bentley Lane	IN404 / OS9067	4	0	0	4	2	5	1	4	1	0	1	5	2	3	3	0	0	0	31	REJ
83.85	Land at Home Farm, Sandhills	IN405	4	0	0	3	2	5	1	5	1	0	2	4	1	3	2	0	0	-2	27	REJ
17.73	Land at York's Bridge	IN406	4	0	1	3	2	1	1	5	1	0	2	1	1	1	2	0	0	0	22	REJ
0.74	Adj One Stop, Pelsall Road	IN407	*	1	1	2	2	3	1	5	3	0	4	4	1	1	2	1	0	0	31	REJ

Adjacent to One Stop was submitted at the Preferred Options consultation in November 2015

## (b) Further vacant sites assessed as potential industrial opportunities

These sites were assessed as part of the SAD Issues and Options process. They form options 2 and 3. Most of them are not taken forward for industry in the SAD.

Area (ha)	Name	Site Reference	SAD Options (not scored)	Immediately available?	Recent development in area?	Access (1-5)	public transport (1-5)	Prominence (1-5)	local amenities (1-5)	Planning status (1-5)	type of area (1-5)	Layout (1-5)	economic constraints (1-5)	Location (1-5)	greenfield/ brownfield (1-2)	market attractiveness (1-3)	workforce (1-3)	critical mass (0-1)	knowledge cluster	Constraining adjoined use (0 - -4)	total score (target: over 25)	Allocate or reject
0.76	Bentley Road North	HO176	2	0	0	3	2	3	2	2	2	1	3	3	2	2	3	0	0	-1	26	REJ
10.38	<b>Former Moxley Tip, Moxley Road, Darlaston*</b>	IN122	1	0	1	3	2	5	3	4	3	0	2	5	2	3	3	0	0	-2	35	ALL
1.85	Former Focus DIY, Coppice Lane / Northgate, Aldridge**	IN324	2	0	1	3	2	3	1	4	3	0	4	2	2	2	1	1	0	0	29	REJ
8.89	<b>Former Willenhall Sewage Works and access to site, off Anson Rd, Willenhall</b>	IN333	2	0	1	1	1	5	1	3	3	0	2	5	2	3	3	1	0	-2	33	ALL
0.33	Former Lane Arms & Adjacent site	IN331	2	0	0	4	2	3	3	2	3	0	3	5	2	1	3	1	0	-1	31	REJ
1.85	FMR Beechdale School	IN334 / HO45	2	0	1	1	2	2	3	2	1	0	4	3	2	1	3	0	0	-2	23	REJ
5.60	FMR Reedswood Golf Course	IN337 / OS8009	3	0	0	1	2	1	2	2	1	0	1	3	2	0	3	0	0	0	18	REJ
4.21	<b>North of Hughes Road Moxley**</b>	IN341	3	0	1	3	1	5	1	2	3	0	2	4	2	2	3	1	0	-1	29	ALL
4.08	Green Lane Open Space	IN343 / OS8007	3	0	0	3	2	4	3	3	5	0	4	3	2	2	3	1	0	0	35	REJ

\*This site had planning permission at the time of the Issues and Options but subsequently lapsed. It therefore is not currently part of the industrial supply, and is consequently proposed as a new addition. \*\*now occupied by retail

### (c) Further occupied or part-occupied potential industrial opportunities

These sites were assessed as part of the SAD Issues and Options process. They form options 2 and 3. Most of these are not taken forward for industry in the SAD.

Area (ha)	Name	Site Reference	Immediately available?	Recent development in area?	Access (1-5)	public transport (1-5)	Prominence (1-5)	local amenities (1-5)	Scoring - GVA Criteria	type of area (1-5)	Planning status (1-5)	economic constraints (1-5)	Location (1-5)	greenfield/ brownfield (1-2)	market attractiveness (1-3)	EMP1 workforce (1-3)	scoring - core strategy critical mass (0-1)	knowledge cluster	UDP use (0 - 4)	total score (target: over 25)	Allocate/ Reject
0.58	114-116 Lindon Road (Crash Bang Wallop), Brownhills	IN300	0	1	4	2	3	3	5	3	0	2	4	2	1	3	0	1	-1	33	REJ
3.04	Tempus Drive	IN301	0	0	5	2	5	2	2	4	0	4	5	2	3	3	0	1	0	38	REJ
1.96	Walsall FC Car Park, Bescot Crescent, Walsall	IN302	0	0	4	2	4	1	3	3	0	2	5	2	2	3	0	1	-2	30	REJ
4.28	Former GPU Cable Drive, Homeserve	IN303	0	0	4	4	4	4	4	3	0	4	3	2	3	3	0	1	0	39	REJ
1.14	Premier Inn, Bentley Green	IN304	0	1	5	2	3	1	5	5	0	5	5	2	2	3	0	0	0	39	REJ
7.48	Ikea, Axletree Way, Darlaston	IN306	0	0	5	1	5	1	5	5	0	5	5	2	3	3	0	1	0	41	REJ
4.94	Bescot Retail Park	IN309	0	0	4	5	4	2	5	4	0	4	5	2	2	3	0	1	-1	40	REJ
4.53	FMR Glynweb Building/Keyway Retail Park	IN310, 311	0	1	5	1	5	1	3	3	0	4	5	2	3	3	0	1	0	36	REJ
3.41	Morrisons Supermarket Wallows Lane	IN312	0	0	5	4	4	4	4	3	0	4	5	2	2	3	0	0	-1	39	REJ
1.74	Hooty's / The Range, Longacre, Willenhall	IN314	0	1	3	2	1	2	5	5	0	4	5	2	3	3	0	1	-1	39	REJ
4.59	<b>Cinema &amp; Casino, Bentley Mill Way,</b>	<b>IN315</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>37</b>	<b>ALL</b>

	<b>Darlaston</b>																				
2.70	Boundary Mill Stores, Bentley Mill Way, Darlaston	IN316	0	0	5	2	5	1	4	4	0	4	5	2	3	3	0	1	-1	38	REJ
<b>0.80</b>	<b>Millers Close, Bentley Mill Way, Darlaston</b>	<b>IN317</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>36</b>	<b>ALL</b>
1.27	Gala Bingo James Bridge	IN319	0	0	5	2	3	2	5	4	0	4	5	2	2	3	0	1	-1	37	REJ
7.96	Reedswood Way Retail Park	IN325	0	0	4	4	4	1	5	5	0	5	4	2	3	3	0	0	0	40	REJ
0.25	McDonald's Crescent Rd Willenhall	IN326	0	1	4	2	1	2	4	3	0	4	2	2	1	3	0	0	-2	27	REJ

\*These sites are occupied by non-industrial uses but they are assessed as if they were vacant for employment purposes.

## C8 Vacant Employment Sites & Premises to be transferred to other uses

Area (ha)	Name	Site Reference	corridor? (unscored)	Immediately available?	Recent development in area?	Access (1-5)	public transport (1-5)	Prominence (1-5)	local amenities (1-5)	layout (1-5)	type of area (1-5)	Planning status (1-5)	economic constraints (1-5)	Location (1-5)	greenfield/ brownfield (1-2)	market attractiveness (1-3)	EMP1-4 workforce (1-3)	g - core strateg critical mass (0-1)	g - core strateg knowledge cluster	UDP Constraining adjoined use (0 - 4)	total score (target: below 20)
6.53	FMR Caparo, Miner St	IN330 (HO181)	1	0	0	1	2	1	1	4	2	2	1	2	2	0	3	0	0	-1	20
8.76	Goscote Lane Copper Works	HO29	0	0	0	1	2	1	1	5	1	0	1	1	2	0	3	0	0	0	18
2.71	FMR Metal Casements	HO62	1	0	0	1	2	1	4	2	1	0	1	1	2	0	3	0	0	-3	16
1.99	Sports Pitches, Bentley Rd South	OS4060	1	0	1	5	1	3	1	3	3	0	2	4	1	3	3	0	0	-1	29
0.80	Somerford Place	HO11	1	0	0	1	2	1	5	1	3	0	1	2	2	0	3	0	0	-4	21
0.45	Canalside Close	HO61	0	0	0	1	2	1	1	2	3	0	1	1	2	0	3	0	0	-1	16
0.03	Navigation St/Marsh St	TC15	1	0	0	1	5	0	5	1	3	0	1	3	2	0	3	0	0	-4	22
0.15	Revival Street	IN200 <sup>25</sup>	0	0	0	1	3	1	5	1	1	0	1	2	2	0	2	0	0	-4	15
0.33	Castle Street/The Green Darlaston	HO300	1	0	0	1	1	0	2	4	3	0	1	2	2	0	3	0	0	-4	15
0.33	Jabez Cliff	AAP27 (TC37)	0	0	0	1	5	0	5	3	1	0	2	3	2	0	3	0	0	-4	25
1.04	Network Rail Tasker St North & South	IN50.1	1	0	0	1	5	0	5	5	3	0	2	3	2	0	2	0	0	-4	24
0.32	Villiers Street	HO162	1	0	0	1	2	0	5	1	1	0	1	1	2	0	3	0	0	-4	13
0.11	Fletchers Lane	HW2 (HO137c)	1	0	0	1	2	0	3	1	2	0	1	1	2	0	3	0	0	-3	13
0.37	Woodwards Road	HO93	1	0	1	1	2	0	4	2	1	0	1	1	2	0	3	0	0	-3	14
3.68	Hollyhedge Lane sites	HO60, HO65, HO66, IN346,	1	0	0	1	2	0	4	1	1	0	1	1	2	0	3	0	0	-3	13

<sup>25</sup> Northern part of site: southern part is consider for release

0.13	Albert St	TC41	<b>0</b>	0	1	1	5	0	3	1	1	0	1	3	2	0	3	0	0	-4	17
2.63	Bescot Triangle North	IN54.5	<b>1</b>	0	0	1	2	1	2	1	3	0	1	5	1	0	3	0	0	-4	16

## Annex D – Calculating Overall Demand

D1 In calculating overall demand for the plan period, we need to take previous and current unmet demand into account. There are two main approaches to calculating demand. The first is to project forward based on previous take up. This has the merit of being based on experience, and helps to inform a view of the range of sites of the size necessary to provide for likely future demand. Its main defect is that it assumes that the future will be like the past. This could mean, in providing for the economy in land terms, that we might provide the wrong site portfolio compared with what industry actually requires in the future. However, a close examination of take up since 1998 does not suggest any overall trend in the size of demand coming forward over the years, especially in manufacturing.

D2 This past trends approach avoids the pitfalls of the other main approach, which entails translating economic projections for manufacturing, logistics and other uses into floorspace and site requirements. Aside from the problem that this approach only deals with overall totals (limiting its usefulness in working out the best possible land portfolio to meet industrial requirements on the ground), its main problem is that in our experience it tends to underestimate the land needed, possibly due to an overestimation of ongoing or future floorspace efficiencies. For example, the latest figures for Black Country manufacturing, logistics and other jobs show that the 2003 projections, on which the land forecast to 2026 were calculated, were very close to the actual number of such jobs across the Black Country for 2013, but in Walsall the amount of land needed to accommodate these jobs amounted to close to 800ha. This was substantially greater than the forecast implied based on employment/floorspace ratios and plot ratios, which would have implied about 700ha by now and falling rapidly. The April 2016 minimum target for total employment land for Walsall is 658 ha; but there is 738ha land needed for industry as measured for this ELR at the moment, around 110ha of which is vacant.

D3 Nevertheless there are other reasons why following an unadjusted past trends approach is inappropriate. One reason is that unmet demand has generally been based on a wider range of sites than take up, and Walsall has not been able to provide for these higher size sites. In view of this, it is necessary to ensure that the full demand requirement is taken into account. This means we need to deliver higher sized sites and opportunities as part of the site portfolio. Also, some of the previous demand is counted incrementally on large sites that were brought forward earlier than the 1998, the starting point, and developed subsequently in stages. Indeed, this is the way several large sites were developed in the Borough, for example the Wharf Approach in Aldridge and Walsall Enterprise Park, both of which are over 10ha. There is the danger that counting large sites in incremental parts underplays the importance of larger sites that can provide for a phased delivery of smaller units, in other words 'combination sites'. Consequently it would be advisable to provide for more 5ha plus sites than the tables below would imply, even though the market is not currently providing for such phased developments at the moment due to the lack of availability of finance. (Also, developers tend to want larger sites to develop gradually or for one occupier, notwithstanding market blockages). Equally, providing for larger sites could reduce pressure on some of the smaller site categories where there is a current shortfall.

D4 The following tables show take up by type, location and size:

**Table D1 - Take Up by Type**

Year	Redevelopment in situ	Extension in situ	Vacant site	spec	Non spec	B1/B2	B8 logistics	Other	Total ha
1998/99	5.45	3.99	12.67	4.03	18.08	9.93	3.38	8.8	22.11
1999/00	5.2	0.9	18.25	2.75	21.6	10.11	9.55	4.69	24.35
2000/01	0.8	0.95	18.35	0.67	18.48	4.93	11.3	2.92	19.15
2001/02	-	0.32	10.65	5.13	5.84	6.56	1.52	2.89	10.97
2002/03	2.29	0.74	8.15	2.86	8.32	5.4	-	5.78	11.18
2003/04	2.37	3.28	1.06	0.3	6.41	3.84	0.13	2.74	6.71
2004/05	6.92	0.36	1.7	1.71	7.27	2.01	6.43	0.54	8.98
2005/06	-	0.43	6.29	-	6.29	1.37	1.45	3.9	6.72
2006/07	-	3.85	5.73	1.3	8.28	5.02	1.9	2.66	9.58
2007/08	0.25	1.42	4.22	2.62	3.27	3.4	0.03	2.46	5.89
2008/09	0.85	0.18	4.67	2.99	2.71	3.9	-	1.8	5.7
2009/10	0.42	1.87	2.58	1.5	3.37	2.84	0.6	1.43	4.87
2010/11	1.89	0.36	3.26	-	5.51	0.39	-	5.12	5.51
2011/12	1.09	0.55	10.8	-	12.44	4.24	3.12	5.08	12.44
2012/13	3.9	0.23	3.97	-	8.1	2.08	0.92	5.1	8.1
2013/14	0.49	0.73	2.94	-	4.16	1.11	1.2	1.85	4.16
2014/15	4.21	0.11	0.4	-	4.72	4.2	0.06	0.46	4.72
2015/16	1.95	0.17	3.81	-	5.93	2.44	-	3.49	5.93

Figures for 2015, 2016 in italics are projections

**Table D2 - Take up by location**

year	Brownhills	Aldridge	Bloxwich & Walsall N	S Walsall	Willenhall	Darlaston	Total
1998/99	0.07	3.65	1.69	0.4	4.21	12.49	22.11
1999/00	1.9	4.25	0.57	3.53	6.55	8.76	24.35
2000/01	0.17	1.45	2.55	1.57	12.31	0.7	19.15
2001/02	-	3.64	4.1	1.63	3.94	0.61	10.97
2002/03	1.4	4.06	1.75	1.83	1.25	0.89	11.18
2003/04	-	1.09	0.42	3.74	0.88	0.58	6.71
2004/05	-	0.3	6.87	0.8	-	1.01	8.98
2005/06	0.87	2.66	0.29	0.1	0.65	2.15	6.72
2006/07	0.03	1.95	-	2.9	3.15	0.36	9.58
2007/08	0.14	3.14	0.26	0.9	0.31	1.14	5.89
2008/09	-	2.79	0.12	0.98	0.38	1.431	5.7
2009/10	-	0.49	-	1.65	0.72	2.01	4.87
2010/11	0.23	0.95	0.31	1.4	1.23	1.39	5.51
2011/12	7.28	0.27	0.12	0.77	2.71	1.29	12.44
2012/13	1.7	2.69	0.44	0.81	1.93	0.33	8.1
2013/14	-	0.42	0.17	0.55	2.38	0.64	4.16
2014/15	-	0.11	0.01	0.07	1.43	3.1	4.72
2015/16	0.14	0.45	1.1	1.63	0.63	1.98	5.93

**Table D3 Take Up by Size Band**

Table D3 shows the take up on vacant sites and sites that have been redeveloped (ie not extensions in situ on expansion land) between 2006 and 2015:

**Table 1 Take up in size band (hectares)**

Year	0.0-0.4	0.4-1	1-3	3-5	5+
2006/7	0	0	2	0	0
2007/8	5	1	1	0	0
2008/9	1	2	1	0	0
2009/10	2	0	1	0	0

2010/11	2	2	1	0	0
2011/12	3	3	2	1	0
2012/13.	4	4	1	0	0
2013/14	2	2	1	0	0
2014/15	1	0	2	0	0
2015/16 (proj)	5	1	2	0	0
<b>Total</b>	<b>25</b>	<b>15</b>	<b>14</b>	<b>1</b>	<b>0</b>

Source: Walsall Council Monitoring

Table D4 shows the ongoing unmet requirement since Q1 2013, after taking account of the cases that have been resolved:

**Table D4: Ongoing requirement**

	0.0-0.4	0.4-1	1-3	3-5	5+
Q1 2013	2	4	2	3	1
Q2 2013	4	4	2	2	1
Q3 2013	3	4	2	3	1
Q4 2013	5	8	4	3	1
Q1 2014	4	9	3	3	1
Q2 2014	10	10	3	2	2
Q3 2014	5	9	4	3	2
Q4 2014	3	10	8	3	1
Q1 2015	6	13	9	3	1
Q2 2015	7	16	4	3	0
Q3 2015	12	14	8	3	0
Q4 2015	9	10	6	2	0
<b>Total</b>	<b>70</b>	<b>111</b>	<b>55</b>	<b>33</b>	<b>11</b>
<b>Cases resolved</b>	<b>6</b>	<b>5</b>	<b>4</b>		
<b>remainder</b>	<b>64</b>	<b>106</b>	<b>51</b>	<b>33</b>	<b>11</b>
<b>Remainder divided by 12quarters (Q1 2013 – Q4 2015)</b>	<b>5</b>	<b>9</b>	<b>4</b>	<b>3</b>	<b>1</b>

Source: Walsall Council Monitoring

To arrive at the full annualised requirement we add the 2006-15 past performance (table D3) to the unmet cases (table 4), as shown by Table D5

**Table D5 - Total Employment site Requirement 2016-26**

	0-0-0.4	0.4-1	1-3	3-5	5+
Total 2006-16 past performance	25	15	14	1	0
Ongoing unmet requirement (remainder divided by 9 quarters)	5	9	4	3	1
Total requirement 2016-26	30	24	18	4	1
<b>Total requirement per annum 2016-26</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>0.4</b>	<b>0.2</b>

D5 The requirement therefore amounts to:

- 2 sites every year between 0.4-1ha
- 2 sites every year between 1-3ha
- 1 single occupancy site between 3-5ha before 2026

- 1 single occupancy site over 5ha before 2026

D6 In addition to this, we need to provide for the current demand immediately (as at Q1 2016) of

- 8 sites between 0.4-1ha
- 6 sites between 1-3ha
- 1 site between 3-5ha

This amounts at the moment to around 22ha – though of course this will fluctuate.

D7 We are prioritising the following sites for this for this immediate demand:

- Former Mckechnies, Aldridge, 6.34ha
- Phoenix 10, James Bridge, 16ha
- Reedswood Way, North Walsall, 4.07ha (this is big enough to provide for a large single occupier in the 5ha plus category, as well as for smaller units to cater for immediate demand.
- Former Moxley Tip, 10.37ha

D8 In relation to the 0.0-0.4 ha requirement, most development is on expansion land for the existing business<sup>26</sup> (although as chapter 4 shows, the supply of small premises is diminishing ). The stock of premises will need careful monitoring and attention in order for the Borough not to run out completely in the next few years.

D9 Annex E lists the sites and shows how we will match demand and supply, both in immediate terms and ongoing, for the period 2016 - 2016.

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<sup>26</sup> At Q3 2025, 8 out of 10 planning approvals at this level were for extension in situ.

## **Annex E – Industry Delivery Strategy**

E1 There are three main tasks related to the delivery of industrial land. These are:

(1) The delivery of a portfolio of sites sufficient to meet existing and expected demand over the 2016 – 2026 period, including demand that would otherwise have to locate outside the Borough.

(2) To aim and maintain a total of 46ha readily available vacant land for industry, so that Core Strategy policy EMP4 is achieved. Readily available land is land that has no major problems, has a willing land owner, is actively marketed or has planning permission for industry.

(3) To make as much progress as possible towards the Core Strategy target of 317ha of high quality employment land.

E2 The second and third tasks follow on from the first, in that as land is brought forward for development it becomes readily available. As land gets developed or redeveloped for high quality purposes, the high quality total rises towards the target. The industrial development pipeline spreadsheet to accompany the ELR illustrates the industrial development pipeline and the ongoing demand for industrial sites and premises.

### **(1) Maintaining a portfolio to meet industry’s needs over the 2016-2026 period**

#### **The requirement**

E3 We need to provide for the current demand immediately (as at Q1 2016) of

- 8 sites between 0.4-1ha
- 6 sites between 1-3ha
- 1 site between 3-5ha

E4 On an ongoing basis we need to provide:

- 2 sites every year between 0.4-1ha
- 2 sites every year between 1-3ha
- 2 single occupancy sites between 3-5ha before 2026
- 1 single occupancy site over 5ha before 2026

E5 The immediate requirement will fluctuate; at the moment there are boom conditions and we are struggling to supply this demand with the suitable site). However there are a set of larger (3ha plus) opportunities that could provide for several small units. The Council is working with owners and developers to bring these forward and secure funding where necessary. These extra opportunities are set out below in the 3-5ha and 5ha+ list below.

#### **The strategy**

E6 The strategy in the short term is to progress the four priority sites to meet demand (one of which is an EZ site), and concentrated on the rest of the EZ sites, which will be needed to meet demand from 2019 onwards. In the medium term (2020-25) we expect the

focus to shift towards bringing other current bon EZ sites forward, such as the Casino/Cinema site on Bentley Mill Way, will benefit from the DSDA Access Project, and Willenhall Sewage Works, which will require highway access improvements but are prominent opportunities for high quality development alongside the Black Country Route. The track record of development in the area strongly suggests that they could be highly competitive

E7 In providing enough sites to meet demand it is necessary firstly to take account of some sites that are in progress or in the pipeline, at the planning application or pre-submission stage. These are being provided by the private sector. In the 0.4-1ha category this caters for demand up to 2020, and in the 1-3ha category to 2019. Secondly, following these identified sites in the pipeline, we expect, based on past experience, that the private sector will continue to provide the following as yet unidentified developments:

0.0-0.4ha	0.4 – 1 ha	1 – 3 ha	3-5ha	5ha+
5 cases every year	1 case every year	1 case every year	-	-

These figures are based on eliminating cases where there was a direct or indirect public sector intervention ( for the most part highway and access improvements such as Ashmore Lake Way and the BCR, or where we know there has been an element of grant funding to progress the site), and based on take up figures (discounting parking and storage) that the private sector delivered unaided between 2001 and 2013, a period that included a severe recession. The development might be extensions in situ on expansion land, redevelopment of existing stock or developing vacant sites.

### **The Darlaston Strategic Development Area**

E8 The EZ sites consist of 3 small sites (Tempus 10 North and South and Rear of Globe/Parallel 9-10), two larger sites (Aspect 2000 and James Bridge Gasholders) and one very large site (Phoenix 10). All of these are expected to come forward to meet demand in the next five years. All of them have been subject to a detailed viability and deliverability assessment and this is contained in the Viability and Deliverability study, produced by the consultants DTZ. They all have abnormal costs as the legacy of heavy industry, but they are very well located on the M6 corridor, which is an area of high demand for both logistics and manufacturing industry, both from indigenous and inward investment sources. The Gasholder site could function as a ‘combination’ site to provide a number of smaller units, going some way to close a gap between supply and demand – ie demand for sites and premises between 0.4ha and 3ha that we have identified. Phoenix 10 is large enough to cater for a large single occupier and other smaller users, particularly if other adjacent industrial areas alongside the current vacant part are redeveloped.

E9 One of the biggest problems that have been holding back development in the EZ area is that, though the sites are prominent and alongside the M6, and close to Junctions 9 and 10, they have poor local access. Where access has been improved, as with the Black Country Route which was completed in 1995, connecting the north Darlaston and Willenhall areas with M6 Junction 10, this has been followed by followed by an upsurge in industrial development, bringing jobs and improving prosperity in an area of high unemployment. This area now ranks as Walsall’s highest quality and most competitive development location (see

the section on East Willenhall, North Darlaston and the BCR Corridor in Chapter 5) The DSDA Access project is now under construction, with completion in 2016, improving access to several sites in the EZ area that are currently constrained in this respect.

### Non EZ sites

E10 Secondly there is a group of smaller sites across the Borough. These are likely to be developed by expanding local companies. There is a good track record of provision based on past performance in all these areas. On a conventional site viability appraisal, they are all marginal or not viable, but other considerations will apply for an occupier who needs space to expand. Value assumptions related to rents and yields are irrelevant, but revenue foregone from lost output if the development does not go ahead can be a consideration. The funding can come from cash that the company holds already or from that allocated by a parent company, either in the UK or abroad. (Many of Walsall's industrial companies are foreign owned, especially German). Typically, an option is acquired subject to planning, then the site gets developed, often without having been on the market. This is of course aside from companies that will use their own expansion land to extend their premises. The Council's analysis of industrial take-up since 1998 shows that such occupier led schemes have in fact been the mainstay of industrial development in the Borough, and roughly for every 1ha that was developed speculatively, 3ha was brought forward through an occupier led solution (leaving aside parking /storage and other miscellaneous cases). The table below show this in more detail.

Industrial Development 1998-2015	hectares	%
<b>Total Spec schemes</b>	<b>25.42</b>	<b>14.4</b>
Occupier schemes	45.86	25.9
Occupier redevelopments	31.08	17.6
Occupier develops site next door	10.55	6.0
<b>Total occupier schemes, redevelopments and development of adjoining sites (ie involving some sort of financial appraisal and acquisition of land)</b>	<b>87.49</b>	<b>49.4</b>
Occupier extension in situ (ie using expansion land)	13.15	7.4
Other miscellaneous cases (rail related, scrapyards, etc)	18.2	10.3
<b>Total other schemes</b>	<b>31.35</b>	<b>17.7</b>
<b>Parking/storage</b>	<b>32.24</b>	<b>18.2</b>
<b>Total</b>	<b>176.98</b>	<b>100</b>

We consider therefore, based on previous experience, that these sites will come forward either on their own or through the Council matching up enquiries with the supply of opportunities, in many cases working with the landowner to progress the opportunities.

E11 Other sites are those that are not in the EZ area and not small sites likely to be brought forward by an occupier. These are not necessary as a contribution to the ongoing supply requirement but could provide for further large inward investment opportunities for single occupiers (Moxley Tip, Former Willenhall Sewage Works), thus expanding the portfolio of sites; a combination of smaller uses (Former Mckechnies) or either option (Reedswood Way, Hughes Rd/Dale Street, Bentley Mill Way). They also would provide more opportunities to reach the High Quality Core Strategy target when developed (see further below).

E12 In specific terms, delivering the sites involves funding support where necessary through the Black Country Growth Deal (capital grants for gap funding) and the Black Country Investment Loan Fund (to cover remediation of employment sites) and the European Structural and Investment Fund (to support SMEs in the Black Country) These funding mechanisms are available throughout the Black Country and can therefore be utilised across the whole borough of Walsall.

E13 Other delivery interventions are where the Council could establish a joint venture to support the delivery of particular sites, through the Tax Increment Finance (TIF) model, where the Council provides initial funding and receives the return through increased business rate support; and through acquisitions and Compulsory Purchase procedure. There is more on this in the SAD CIL Delivery and Viability Study.

E14 In a wider context the proposed West Midlands Combined Authority will provide the opportunity for a fresh look at the way in which the constituent LEPs and local authorities each source investment finance for the delivery of major regeneration and development proposals. It will focus on driving co-ordinated investment from both the public and private sectors. A range of investment mechanisms will be devised including the Combined Authority's Collective Investment Vehicle. Other investment mechanisms are also under consideration including one to bring economic benefit from re-using brownfield sites.

## The immediate requirement

E15 The immediate requirement to cater for current demand as of Q1 2016 amounts to 26ha, broken down as follows:

6ha of this is for 8 companies requiring sites between 0.4-1ha.

6 companies require sites between 1-3ha, amounting to around 16ha. .

1 company needs a site of around 4ha.

To cater for this immediate demand the Council is progressing the following priority sites:

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN58	Reedswood Way, North Walsall	4.07	now	This is a clean, well located site that has development interest. Contract exchange between owner and developer imminent. Planning application for speculative development expected in summer 2016; development 2017/18.
IN104	Phoenix 10, James Bridge, Darlaston	16	now	EZ site. An OJEU procurement exercise to appoint a development partner is underway. It is anticipated that the Preferred Bidder will be identified in mid to late 2016. At this stage, funding support is expected to be agreed by late 2016; planning permission during 2017, with the remediation works starting in 2018. Depending on the remediation approach, development will start in phases from 2018, and the first units will be available in 2019.
IN12.8	FMR Mckechnie's, Middlemore Lane, Aldridge	6.34	now	Council working with the owner to procure funding. EIA screening complete. Planning application summer 2016; Funding expected 2016; remediation and demolition late 2016/early 2017; Development of phase 1 2017, phase 2 2018.

IN122	FMR Moxley Tip, Moxley Rd	10.37	now	This site is expected to be allocated for industrial land, with an open space element, following the SAD adoption, late 2016/early 2017. Funding is being sought through the Black Country LEP for site investigation to inform the development strategy for the site. Following allocation, development funding and planning consent in 2017, development is expected between 2018 and 2020.
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E17 Together, these sites can supply the current demand. They are large enough either to accommodate single occupiers or – more likely – for a mixture of industrial units. They have been selected to provide for development opportunities across the Borough. However the problem is that three of them are not available immediately for the reasons detailed in the table. Nevertheless, the Council sees these as priority sites and wishes to bring them forward at the earliest possible opportunity, working with the landowner.

## The ongoing requirement

### Small sites below 0.4ha

E18 Development of small sites consists mostly of small scale extensions onto expansion land or site redevelopments. Generally speaking there is a surplus of small sites or premises available in the borough, though this is diminishing (see chart 7). At the moment there is around 0.57ha of development happening on small sites, and we expect this level of development to continue throughout the plan period.

### Sites between 0.4ha-1ha

E19 Sites in italics are already being delivered or are in prospect. The Council and the private sector need to bring forward further sites from 2020 onwards to meet demand.

Site ID	Site name	Size, ha	Required by	Strategy and timeline
<i>IN12.11</i>	<i>Westgate North/Linley Lodge, Aldridge</i>	<i>0.8</i>	<i>2016</i>	<i>New truck repairs &amp; storage, new workshop; under construction. Expected completion late 2016. The site was in the DTZ Delivery Study 5-10 year requirement, but has progressed more quickly than anticipated.</i>
<i>IN1.4</i>	<i>Castings, Brownhills</i>	<i>0.6</i>	<i>2016</i>	<i>Extension of B2 on expansion land in situ for manufacturing company. Planning permission 2015, under construction, completion expected late 2016</i>
<i>n/a</i>	<i>Cromwell Commercial Services, Brownhills</i>	<i>0.5</i>	<i>2017</i>	<i>Redevelopment of Truck Repair site. Planning permission 2015, start 2016, expected completion 2017</i>
<i>IN52.3</i>	<i>Superior Sections, Walsall Enterprise Park, Pleck</i>	<i>0.45</i>	<i>2018</i>	<i>Extension of factory onto neighbouring vacant site. Planning permission 2015; start early 2016, expected completion later 2016/early 2017. High quality development.</i>
<i>IN70.7</i>	<i>W H Marren, Temple Bar Willenhall (subject to pp)</i>	<i>0.83</i>	<i>2018</i>	<i>Redevelopment of Waste Management facility. Current Planning application. If successful, start 2017, completion 2018</i>
<i>n/a</i>	<i>Pre-application, industrial scheme, Brownhills (subject to PP)</i>	<i>0.51</i>	<i>2019</i>	<i>Pre-application for vacant site in Brownhills area. Likely planning application expected summer 2016; determination autumn 2016; if successful, work expected to start 2017 with</i>

				<i>completion 2018.</i>
	Private sector scheme	0.4-1ha	2019	
IN 10.2	Adj Shaylor, Wharf Approach, Aldridge	0.75	2020	Site likely to be brought forward soon by the private sector to cater for demand, which is strong in this area. The last unit on the adjacent Lockside development has now been taken. Planning application expected for industrial development 2017/18, construction 2019, completion 2020. This site is in the DTZ Delivery Study as part of the 5-10 year requirement, but is now expected to come forward more quickly.
	Private sector scheme	0.4-1ha	2020	
IN52.2	Walsall Enterprise Park West	0.8	2021	There is development interest in this site. We intend to resolve issues relating to the landowner and help to progress an industrial development. The timescale is likely to be post 2017, with development envisaged to start 2019 and completion 2020/21.
	Private sector scheme	0.4-1ha	2021	
IN56.2	Adjacent to Middletons , Walsall	0.44	2022	This vacant site is owned currently by Highways England and is superfluous to requirements. There is interest in acquiring it from the neighbouring Middleton Paper, an expanding company; effectively this site would serve as expansion land. There are flooding and drainage issues. The company is concentrating on developing other sites in Walsall and Wolverhampton at the moment, and we therefore expect this site to be developed by 2021/2022. This site was not in the original 10 year supply, but is now considered to be a likely completion within the 10 year timescale.
	Private sector scheme	0.4-1ha	2022	
IN5.4	Maybrook Road/Lindon Rd (former Unalco), Brownhills	0.6	2023	Vacant site, likely to be needed to cater for development soon. The Council will work with the landowner to progress development. There is a good track record of development on other vacant sites in this area. We expect this site to be developed by 2022/23
	Private sector scheme	0.4-1ha	2023	
IN317	Millers Close Darlaston	0.8	2024	This site is currently occupied by a restaurant, Cinnamon Court, with two vacant buildings which have been restaurants. It is subject to the Darlaston LDO, under which permission is not needed for conversion to industry. The site is proposed to be allocated for industry in the SAD. The Darlaston Strategic Development Access Project will improve access between this site and the M6 Junction 10; this is under construction with completion in late 2016. Once the SAD is adopted (expected early 2017) the site will be allocated as industrial. The Council will then work with the landowner to bring a scheme forward. There are complex land ownerships and it is likely that any acquisition process, and/or potential relocation of the existing business, will take a considerable amount of time. At this stage it is expected that development could start by 2023

				with completion by 2024.
	Private sector scheme	0.4-1ha	2024	
IN70.2	Adjacent Aspray, Noose Lane, Willenhall	0.73	2025	This site is expansion land for Aspray, a distribution company. There is current permission to extend the Aspray warehouse on it; however we now understand that this is more of a long term scheme for the company, likely to be completed later in the SAD timescale.
	Private sector scheme	0.4-1ha	2025	
IN69.3	Adj Rainbow Business Park Stringes Lane Willenhall	0.45	2026	Current permission for a new workshop for Powertrain. However we understand that this may not go ahead soon, as Powertrain have moved into the adjoining vacant premises. Nevertheless, this is a reasonably good site and there is strong demand; we expect this to be used either by Powertrain as expansion land or by another company in due course.

### Other opportunities

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN9.4	Vigo Place Aldridge	0.8		Owned by Wernick. Was previously in the 5 year supply (see DTZ Delivery Study). Now not marketed for industry and likely to be developed later than envisaged..
IN18.2	Land Opp Mary Elliott School, Leamore Lane, Bloxwich	0.53		Was in the 10 year supply but now likely to be delivered later than envisaged.
IN99.2	Heath Rd/Kendricks Rd	0.4		Poor ground conditions, but this site could be helped by uplift of nearby EZ sites. Could serve as expansion land for Acerinox.
IN9.14	Longleat Rd East	0.65		Landowner has not been marketing this site. Could cater for local demand in the Aldridge area.
IN71.2	North of Watery Lane	0.59		Owned by B E Wedge. Possibly could serve for to accommodate this company in the long run.
IN32.2	FMR Scrap Yard Alma St	0.42		Likely long term opportunity
IN107.3	Adj Ikea Steelmans Rd	0.91		Expansion land for possible Ikea distribution warehouse expansion
IN78.12	Adj Blakemore's Longacres	0.17		Expansion land for Blakemore's
IN78.2	North of Westacre	0.65		Expansion land for Blakemore's

### Sites between 1-3ha

E20 Sites in italics are already being delivered or are in prospect. We need to bring forward further sites from 2019 onwards to meet demand

Site ID	Site name	Size, ha	Required by	Strategy and timeline
<i>IN120.8</i>	<i>FMR Wesson Car Park, Bull Lane. Moxley</i>	<i>1.3</i>	<i>2016</i>	<i>New truck sales/ storage, together with the company hq on vacant site. Completed late 2015</i>
<i>IN51.1</i>	<i>Midland Rail Yard, Fairground way, central Walsall</i>	<i>1.56</i>	<i>2016</i>	<i>Extension to railfreight interchange for aggregates company; part extension in situ, part on expansion land. Completed late 2015</i>
<i>IN84</i>	<i>Central Point</i>	<i>1.72</i>	<i>2017</i>	<i>Planning permission for extension of high quality distribution hub, for lorry parking. Likely to be completed 2016</i>

IN120.3	Former Wesson, Bull Lane, Moxley, Unit 2	1.3	2017	This is the smaller of the two units with planning permission, though still more than 1ha. It is likely that this will be constructed in 2016/17. The Council will help the developer find an occupier as necessary.
IN78.6	FMR PSL site Longacres Willenhall (subject to pp)	3.20	2018	Planning application for phase 1 of an application for warehouse for Middleton Paper, an expanding company. Start likely mid 2016, completion 2017
IN63	Tempus 10 North M6 Jn 10	1.74	2019	EZ site. Permission for remediation in January 2016; as a condition the works need to be completed by 2018. Development likely in 2018, with completion in 2019.
	Private sector scheme	1-3ha	2019	
IN64	Tempus 10 South M6 Jn 10	1.72	2020	EZ site. Permission for remediation in January 2016; as a condition the works need to be completed by 2018. Development likely in 2018, with completion in 2019. EZ site
	Private sector scheme	1-3ha	2020	
IN105	Parallel 9-10 Bentley Mill Way	2.88	2021	EZ site. Currently being marketed, with site investigations being progressed currently. Site access issues to be assessed in 2016. Planning application expected early 2017; remediation by 2019; development 2020/21
	Private sector scheme	1-3ha	2021	
IN109	Boxpool site	1.67	2022	EZ site. Access issues need to be resolved ; there is potential financial assistance through the business rates mechanism. This site can be developed in tandem with the Gasholder site (IN110, see blow) Development likely between 2021/22.
	Private sector scheme	1-3ha	2022	
IN98.1	FMR Junction Works Cemetery Rd	1.3	2023	Site investigations likely 2016, followed by planning application in 2017. Development likely 2018-19. This site was not available at the time of the DTZ viability study but is expected to come forward fairly quickly.
	Private sector scheme	1-3ha	2023	
IN118.2	R of Woods Bank Trading Estate	1.14	2024	Owner looking to bring forward a scheme during 2016/17 with funding support as necessary. Planning late 2016, remediation & development 2017. Was not in the DTZ 10 viability study 10 year supply, but now expected to progress more quickly.
	Private sector scheme	1-3ha	2024	
IN13.2	Aldridge Park	1.38	2025	Developer looking to bring forward a scheme during 2016/17 with funding support as necessary. Planning late 2016, remediation & development 2017. Was not in the DTZ 10 viability study 10 year supply, but now expected to progress more quickly
	Private sector scheme	1-3ha	2025	
IN93.2	Axcess 10 East	1.11	2026	This is an LDO site with permission for a speculative unit. Likely to come forward following EZ site development in the 2020-25 period.
	Private sector scheme	1-3ha	2026	

### Other opportunities

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN5.1	North of Maybrook Rd	1.68		Possible expansion land for Heathyards. Part

	Brownhills			owned by them.
IN3.8	Coppice Lane Aldridge	1.04		Suitable for a waste management use as far from housing.
IN12.6	FMR Jack Allen Aldridge	1.79		Landowner holding site back from industrial development.
IN27.1	FMR Calor Gas Site Walsall	1.00		Landowner holding site back from industrial development
IN27.2	North of Newfield Place Walsall	2.09		Landowner holding site back from industrial development
IN328	FMR Deeleys Castings Leamore Lane Walsall	2.65		Landowner holding site back from industrial development
IN68.1	Monmer Lane Willenhall	2.55		Site needs access through Morgan Close
IN72.2	Rear of Assa Abloy Willenhall	2.23		Expansion land for Assa Abloy
IN2.1	Bullows Road Brownhills	1.47		Expansion land for One Stop
IN9.12	Adj Joberns Tip Aldridge	1.92		Landowner holding site back from industrial development

### Sites between 3-5ha – ongoing requirements

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN17.2	Fryers Rd	3.27	2018	Has planning permission for a gasification plant. Remediation likely 2017, construction 2018, completion 2019.
IN92	Aspect 2000	3.34	2023	EZ site. Currently occupied by truck & trailer storage Site investigation complete, and new access complete as part of the DSDA Access Project. Evaluate development options 2016. Possible acquisition 2017 or work with landowner to bring forward. Planning 2018; business relocation & site remediation 2019; development 2020/21.

### Other opportunities

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN120.3	Bull Lane	4.96		Has planning permission for 2 industrial units. Development expected to start early 2016 with completion in 2017. One of these has already been pre-let.
IN17.1	Focus 10	3.44		Likely opportunity for smaller sized units to cater for local demand.
IN315	Casino & Cinema, Bentley Mill Way	4.5		This is currently occupied by leisure uses, but covered by the industrial LDO. The Walsall town centre cinema opens in 2016 and the future of the cinema here is uncertain. The site is expected to be allocated for industry by early 2017 and though not EZ is expected to benefit as an opportunity by the uplift of the neighbouring EZ sites. The site will need to be remediated and development is expected in 2020-25 period.
IN69.4	Charles Street	4.27		This site has recently become available following after being vacated by Caparo industries.
IN9.10	Joberns Tip	4.31		This site has poor ground conditions but is partly occupied by storage and parking uses. It could continue to provide a resource for this type of development.

## Sites over 5ha – ongoing requirements

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN104	Phoenix 10	18.76	2020-25	EZ site. The site is suitable for a large 5h+ single occupier as well as smaller units catering for immediate demand. An OJEU procurement exercise to appoint a development partner is underway. It is anticipated that the Preferred Bidder will be identified in mid to late 2016. At this stage, funding support is expected to be agreed by late 2016; planning permission during 2017, with the remediation works starting in 2018. Depending on the remediation approach, development will start in phases from 2018, and the first units will be available in 2019. The larger units are likely to follow this in the 2020-25 period.

## Other Opportunities

Site ID	Site name	Size, ha	Required by	Strategy and timeline
IN333	Willenhall Sewage Works	9.7		The site will be allocated for industry in early 2017. It needs an access from the BCR Junction 1. A design has been completed with provisional funding for this through the local growth access programme. If funding is conformed, the access could be built in 2018, followed by remediation in 2019 and development in 2020.
IN341	Hughes Road	4.1		
IN110	Gasholder Site	8.1		Site in 2 ownerships. Demolition and Intrusive site investigation works complete. Access being reviewed, followed by marketing in late 2016. The DSDA Access projected will be complete in Summer 2016. Once a development partner has been obtained, necessary land acquisition and planning consent is expected in 2017/18. Remediation 2018/19; phased development 2020-21.

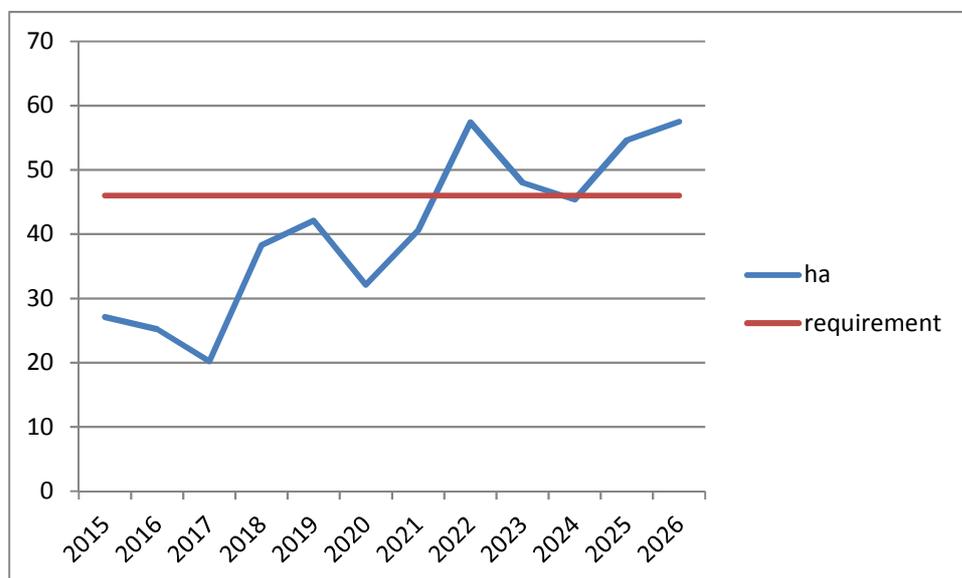
E21 The total demand fluctuates, and the requirement will be updated periodically. For example, the effect of HS2 is likely to raise the requirement in the latter part of the period because it will take a large part of Birmingham's present industrial land supply, resulting in the need for companies to relocate. Some of these relocations will be to neighbouring authorities like Walsall, but it is unclear at this stage how much this will raise the requirement.

E22 It should be borne in mind that this is the situation as of Q1 2016. Although these are the sites we think are most likely to be delivered at this point in time going forward, the exact makeup will almost certainly change, with some sites being delayed and others being brought forward more quickly than presently envisaged. For example, the site at Cemetery Road Darlaston, though not part of the original 10 year list, could come forward quicker than we currently expect, substituting for another site of comparable size listed above that proves to be more difficult. It will therefore be important to be flexible and continuously provide the right selection of sites and opportunities across the Borough, but with a weighting towards

the M6 corridor in the central Walsall and Darlaston areas. The Industrial Development Pipeline spreadsheet is updated every quarter to take account of the progress of schemes. .

## (2) Aim to meet and maintain a supply of readily available land

**Chart E1 – Readily Available Land Trajectory 2015-26**



E23 Core Strategy Policy EMP4 states that the Black Country Authorities will aim to reach and maintain a supply of readily available employment land. In Walsall’s case this amounts to 46ha. Readily available land is defined as land with no major problems and being marketed for industry, or where there is a willing landowner, or with planning permission. As of Q1 2016 there was around 24ha of readily available land, around 10ha of which was composed of small sites and premises on the market. This indicates that there is 22ha deficit compared with the target or 32ha if just readily available vacant sites are considered.

E24 Core Strategy Policy EMP4 expects that initially the reservoir of readily available land will be made up mostly of vacant sites; but further into the 2016-2026 period such readily available land will come forward through the recycling and redevelopment of existing brownfield sites. In fact, in Walsall’s case, virtually all of the identified sites necessary to the delivery are vacant, making development easier than it could have been otherwise.

E25 Chart E1 shows how we expect the readily available land reservoir to change over the time period. Initially we expect some readily available sites to be used up faster than others can be brought forward (or example Adjacent Rainbow Business Park in Willenhall which has planning permission and is about to start), and that the stock of small premises continues to deplete. The total then rises erratically after 2017 as the EZ sites come forward.

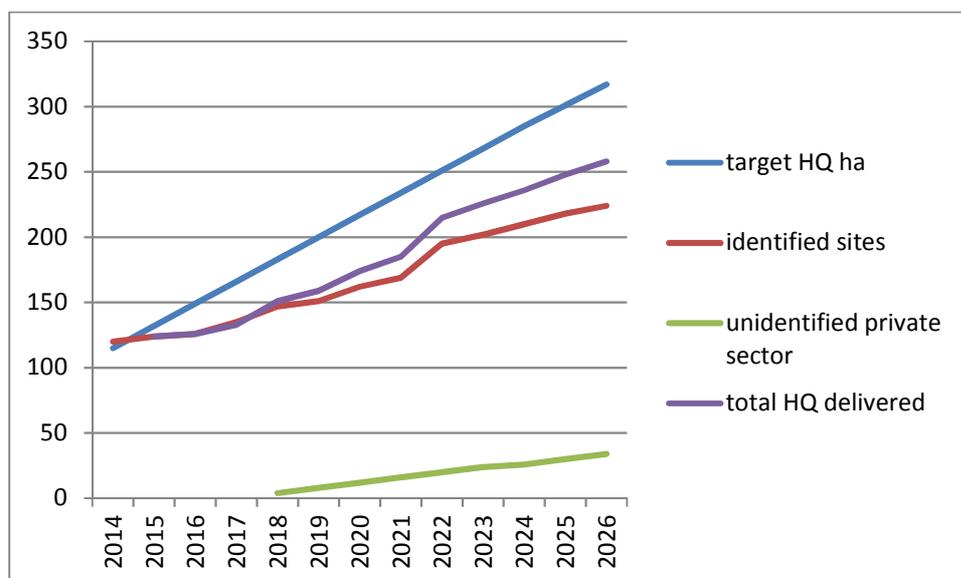
E26 Of course, the actual total readily available will not perform exactly like this and therefore the readily available yearly totals, which are snapshots, should be seen as a best estimate of what is likely to be available on the ground at any one time within the year in question. Some sites may be vacant and available for a longer period of time than others, and some of the larger opportunities will only gradually be taken up – for example this was the case in several large industrial areas in Walsall, notably the Walsall Enterprise Park,

developed in stages between the late 1990s and 2010. This means that readily available land on a large site could decline gradually from, say, 10ha to 0 over a number of years rather than be taken up all at once. On some other sites the redevelopment could be immediate or almost immediate. It is also impossible to forecast exactly when expansion land will be used<sup>27</sup>. We assume this will be in the later period, and the land in question is seen as readily available until it comes into use, unless we know of any problems (as with for example North of Westacre, a site that could be used as expansion land for Blakemore's, which has poor ground conditions). In view of all this the actual readily available total is difficult to forecast with any precision and Chart E1 should be seen as a rough guide.

E27 The Black Country Core Strategy Review, starting in 2016, will provide an opportunity to assess progress on a Black Country level and reassess the requirement as necessary, but at the moment, in regard to Walsall, the trajectory, which is based on delivering the portfolio of site to meet demand, looks achievable over the 2016-26 period, provided in particular that the EZ sites are brought forward according to plan.

### (3) Reaching the High Quality Land Target

**Chart E2 – progress towards High Quality target – update**



E28 Core Strategy policy EMP2 sets out a high quality target of 149ha for Walsall for 2016, rising towards 317ha by 2026. In 2009 GVA produced a Black Country-wide ELR and found only 53ha of high quality employment land in Walsall. Subsequently in 2010 and 2012, Roger Tym & Partners (now Peter Brett) did a more fine-grained analysis for Walsall and considered that the total was nearer to 100ha: almost double the GVA total. As of Q1 2016 there is 122ha of high quality land. About 10ha of the difference between the Roger Tym 2012 findings and this ELR is accounted for by new high quality development since

<sup>27</sup> it is difficult to say exactly when it will be used up: it might last after the plan period, in which case the overall readily available total would be slightly higher. Conversely, some presently vacant sites are remediated as part of the development, and so in practice the site moves straight from non-readily available to development (this was the case for example recently with the Castings development in Brownhills). The effect of this might reduce the overall total significantly, but we cannot know where and by how much. The Development Pipeline spreadsheet shows the trajectory of the readily available land supply in more detail.

2010; the rest is based on a systematic application of the scoring criteria (see Annex B & C for further details), where the score justifies this land being considered as high quality, in the Noose Lane, Longacres, Moxley and Maybrook areas. At the same time some other land that Roger Tym considered potential high quality does not score well according to the criteria and is therefore transferred to the 'local quality' category, notably in the central Darlaston and Brownhills.

E29 These revisions obscure the underlying trend of high quality employment land development, but based on take up in what are now designated as high quality areas there has been 68.74ha of high quality development in the last 16 years, or 4.3ha per annum. This implies that the underlying high quality situation in 2009 was fairly close to the Roger Tym finding, but also that, in a 'do nothing' situation, another 34ha as yet unidentified sites will be completed by 2026 by the private sector. (The private sector high quality sites going through the pipeline at the moment or recently completed, such as the Z F Lemforder redevelopment, are already identified and therefore accounted for). Chart E2 shows progress towards the high quality target.

E30 The expected trajectory is based on the rate of delivery of sites on land identified as potential high quality in the ELR, together with the expected private sector high quality delivery. This cumulates as 258ha high quality development by 2026, at about 80% of the target. This means that the high quality target will not be reached, at projected rates of delivery, until around 2031.

E31 However this trajectory does not include the likely effect of business relocations caused by HS2, which will occupy a large chunk of Birmingham's employment land, necessitating relocations of some industry to neighbouring districts such as Walsall where it is still close to the supply chain and the labour supply. Some of this is likely to be high quality, but it is difficult at this stage to know how much. This issue can be considered further at the Black Country Core Strategy Review. The HS2 effect could raise the actual High Quality total closer to the Core Strategy target. This is an issue for the forthcoming Core Strategy Review agenda.