Wolverhampton Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Opportunity Sites	Development Potential / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Bilston	Town Centre	Morrisons anchor foodstore. Local Market. £63.2m t/o	£38m t/o - £4,421 per sqm. **Strong** performance	Vital and viable	**Plan 17.** Reasonably tight catchment area. Strongest market share in location **Zone 47.** Also strong trade draw from adjacent Zones 49, 51, 42, 46, 23 and 50.	**Plan 42**. Wide but diluted catchment area. Greatest influence in location **Zone 47** and adjacent Zone 42	Greatest leakage to the out of centre **Asda in Tipton**, Sandwell. Modest leakage to the out of centre Tesco on Birmingham Road, Dudley; the Asda in Darlaston; and, to a lesser extent, the Asda at Great Bridge.	Greatest leakage to **Wolverhampton** city centre and to a lesser extent Brierley Hill. Some leakage to 'Other' provision in Wolverhampton and Sandwell.	39.2% service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets, Bookmakers, Mecca Bingo, Amusement Arcade, Doctors, Dentist	Vacant Woolworths unit; vacant site at junction between Church Street, High Street and Dudley Street former; Bilston Urban Village/High Street Link; Orchard area; Market Way and the markets; & Western Gateway. Possible extensions to existing foodstores	Identified development site is located within the **primary shopping area** and therefore represents a sequentially preferable site for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on this site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1 retail.	There are several vacant units distributed across the centre, some of which are in a very poor condition and should be prioritised for improvement.	No Change	No Change	No Change
Wednesfield	Village Centre	Sainsbury's anchor foodstore. £60.7m t/o	£6.3m t/o - £2,730 per sqm Reasonable performance	Vital and viable **but potentially vulnerable**	**Plan 18.** Reasonably tight catchment area. Greatest market share in location **Zone 44** and adjacent Zones 42, 45 and 43	**Plan 43.** Reasonably wide catchment area in north of survey area but diluted. Greatest influence in location **Zone 44**	Greatest leakage to foodstores in **Wolverhampton city centre**, particularly the **Asda on Molineux Way**. Moderate leakage to the Asda stores in Darlaston and Bloxwich.	Greatest leakage to **Wolverhampton** and **'Other'** provision **in Wolverhampton** and **Sandwell** boroughs. Marginal leakage to some other centres in the Black Country and Birmingham and Telford.	**52.7%** service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets, Amusement Arcade, Bookmakers Library	Vacant Woolworths unit. Improved integration between High Street, Sainsbury's & Bentley Bridge through Wednesfield Link Project. Possibility to extend existing stores	Maintain status quo and support future opportunities to recycle existing units and identified development opportunities.	The centre is situated in very close proximity to Bentley Bridge Retail and Leisure Park, which should play a complementary rather than a competing relationship with Wednesfield Centre particularly through encouraging linked trips. The Council should seek to maintain and enhance the centre through exploring opportunities to provide integration between the PSA from the High Street to the Sainsbury's Store through the Wednesfield Link Project and to the entrance of the mall units of the Bentley Bridge Retail Park.	No Change	No Change	No Change

Walsall Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Opportunity Sites	Development Potential / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Aldridge	District Centre	Morrisons anchor foodstore. £45.3m t/o	£13m t/o - £3,165 per sqm Reasonable performance	Vital and viable	**Plan 19.** Tight catchment area. Greatest market share in location **Zone 41** and adjacent Zones 36 and 18	**Plan 44.** Reasonably tight catchment area. Greatest influence in location **Zone 41**	Greatest leakage to **Tesco, Brownhills**. Moderate leakage to foodstores in Walsall town centre and 'Other' stores in Walsall Borough.	Greatest leakage to **Walsall town centre**. Some leakage to 'Other' provision in Walsall and Sandwell and Birmingham city centre.	49.1% service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets, Gala Bingo (subject to closure), Bookmakers Dentist, Vets, Dance School Council Offices, Government Building, Emergency Services	UDP allocations: AL4 The Precinct & AL5 Land at High Street / Little Aston Road	Identified opportunity sites are located within the **primary shopping area** and therefore represent sequentially preferable sites for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on these site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1 retail.		No Change	No Change	No Change
Bloxwich	District Centre	Asda anchor foodstore. £43.1m t/o	£8.1m t/o - £1,084 per sqm **Weak** performance	Vital and viable but **scope to improve**	**Plan 20.** Tight catchment area with greatest market share in **Zone 35** and adjacent Zones 31, 45 and 48	**Plan 45.** Reasonably tight but diluted catchment area. No strong market share in any one zone	Greatest leakage to **Tesco, Brownhills** and **'Other'** stores **in Walsall borough**. Moderate trade leakage from Zone 35 to Walsall town centre, and to a lesser extent, the Morrisons in Aldridge.	Greatest leakage to **Walsall town centre**. Moderate leakage to 'Other' provision in Walsall and Sandwell, Birmingham city centre, Wednesbury and Wolverhampton city centre.	47.6% service units Post Office, Bank/Building Society, Optician, Travel/Estate Agents, Food & Drink outlets, Bookmakers, Sports Club, Community Centre, Dentist, Vets	BX6II Asda extension (UDP allocation)	There is opportunity for an extension to the Asda foodstore, allocated in current policy and may be carried forward through the JCS. The store is currently outdated and modernisation of the store should be encouraged. The Council should maintain and, where possible, seek to enhance linkages between the store and the primary shopping area to the north of the store to facilitate and encourage linked trips.		No Change	No Change	No Change
Brownhills	District Centre	Tesco anchor foodstore. £48.4m t/o	£7.9m t/o - £1,429 per sqm **Weak** performance	Vital and viable	**Plan 21.** Reasonably tight catchment area, very strong market share in location Zone 40. Draws reasonable level of trade from Zones 35, 41 and 39	**Plan 46.** Reasonably tight catchment area. Greatest influence in location **Zone 40**	Moderate leakage to stores in **Walsall town centre**.	Greatest leakage to **Walsall town centre**. Moderate leakage to 'Other' provision in Walsall, Birmingham city centre and Brierley Hill.	44.9% service units Bank/Building Society, Travel/Estate Agents, Optician, Launderette Food & Drink outlets Bookmakers, Video Rental Doctors, Dentist	UDP allocations: BR8I & BR8II Tesco expansion and potential Lidl Also former market site to rear of Tesco.	Identified opportunity sites are located within the **primary shopping area** and therefore represent sequentially preferable sites for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on these site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1.		No Change	No Change	No Change
Darlaston	District Centre	Asda anchor foodstore. £44.6m t/o	£5.6m t/o - £2,212 **Weak** performance	Vital and viable but **scope to improve**	**Plan 22.** Tight catchment area with greatest market share in **Zone 32** and adjacent Zones 45, 46, 31 and 47	**Plan 47.** Reasonably tight but diluted catchment area. No strong market share in any one zone	Greatest leakage to the **Morrisons in Wednesbury**. Moderate leakage to foodstores in Walsall town centre, 'Other' foodstores in Walsall borough (predominantly the Tesco on Owen Road); and the Asda at Great Bridge.	Greatest leakage to **Walsall town centre** and **Gallagher Retail Park** in Sandwell. Moderate leakage to Wednesbury, Brierley Hill, Wolverhampton city centre, West Bromwich and 'Other' provision in Walsall.	43.2% service units Post Office, Bank/Building Society, Chemist, Estate Agent, Food & Drink outlets, Bookmakers, Leisure Centre, Library, Dentist, Doctors, Vets, Council Offices	None	Maintain status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change
Willenhall	District Centre	Somerfield anchor foodstore. £12.8m t/o	£9.9m t/o - £2,178 per sqm **Weak** performance	**In Decline. Needs to improve**	**Plan 23.** Tight catchment area with greatest market share in location **Zone 46** and adjacent Zone 45	**Plan 48.** Reasonably tight catchment area. Greatest influence in location **Zone 46**	Greatest leakage to **'Other'** foodstores in **Walsall**, mainly the **Tesco on Owen Road**. Similar level of leakage to the Asda in Darlaston and the Morrisons in Bilston. Some modest trade draw from Zone 46 to foodstores in Wednesfield and, to a lesser extent, Walsall town centre.	Greatest leakage to **Wolverhampton city centre** and **Walsall town centre**. Moderate leakage to Gallagher Retail Park in Sandwell and 'Other' provision in Wolverhampton and Walsall.	47% service units Post Office, Bank/Building Society, Optician, Travel/Estate Agent, Food & Drink outlets, Library, Dance School	UDP allocation: WH4 vi	Planning consent for major new development comprising new Morrisons foodstore and unit shops.	The centre at present is in a state of decline, however we would expect the delivery of the Morrison's development and associated regeneration to counteract this. The Council should continue to support and, where possible, facilitate the redevelopment of the centre.	No Change	No Change	No Change

Sandwell Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Market Share / Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Sites	Development Options / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Bearwood	Town Centre	Somerfield anchor foodstore. £9.8m t/o	£32.3m t/o - £4,286 per sqm **Strong** performance (BUT poss. survey anomaly)	Vital and viable	**Plan 24.** Limited catchment area. Greatest but still relatively weak market share in location **Zone 13**	**Plan 49.** Reasonably tight catchment area in east of survey area. High market share in location **Zone 13** and adjacent Zones 1 and 14	Significant competition from foodstores in **Cape Hill** (predominantly the **Asda**) which have 44.7% market share in Zone 13. Moderate leakage to West Bromwich and Oldbury.	Greatest leakage to **Birmingham city centre** and, to a lesser extent, West Bromwich and Oldbury. Cape Hill and Brierley Hill also draw moderate trade from the centre's core catchment area.	49.2% service units Bank/Building Society, Travel/Estate Agents, Chemist, Optician, Dry Cleaners, Food & Drink outlets, Bookmakers, Snooker Hall, Fitness Centre, Social Club, Dentist	None	The centre is constrained by surrounding residential areas and there is little opportunity for further expansion. The Council should seek to maintain the current status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change
Blackheath	Town Centre	Sainsbury's anchor foodstore. £54m t/o	£10.7m t/o - £2,330 per sqm **Weak** performance	Vital and viable but **scope to improve**	**Plan 25.** Limited catchment area. Very strong market share in location **Zone 12** and adjacent **Zone 9**. Reasonably strong trade draw from zones 11 and 10	**Plan 50.** Tight market share. Greatest influence in location **Zone 12**	Greatest leakage to the out of centre **Asda on Wolverhampton Road** and, to a marginal lesser extent, the Sainsbury's in Oldbury. Moderate leakage to the Tesco at Cradley Heath, the Asda at Great Bridge and the out of centre Tesco on Birmingham Road in Dudley borough.	Greatest leakage to **Brierley Hill**. Oldbury, Birmingham city centre and West Bromwich also draw a moderate level of trade from the centre's core catchment area.	45.8% service units Post Office, Bank/Building Society, Chemist, Optician, Food & Drink outlets, Bookmakers, Video Rental, Amusement Arcade Dentist	UDP allocations: BHPr5, BHPr11 & BHPr14	Allocated sites are located **within the town centre boundary** towards the fringes of the main shopping area and could therefore be considered appropriate for a **range of town centre uses**, however we would recommend a criteria-based approach to ensure development is complementary and suitable to the scale and function of the centre and will not unduly impact on the vitality and viability of the primary shopping area. In addition to identified opportunity sites there are also several larger vacant units within the PSA which represent sequentially preferable sites for new retail investment.		No Change	No Change	No Change
Cape Hill	Town Centre	Asda anchor foodstore. £44.3m t/o	£6.8m t/o - £681 per sqm **Weak** performance (BUT poss. survey anomaly)	Vital and viable	**Plan 26.** Reasonably limited catchment area. Strong market share in location **Zone 13** (more influential than Bearwood) and adjacent Zone 14	**Plan 51.** Tight catchment area. Greatest market share in location **Zone 13** (but less influence than Bearwood - possible survey error)	Moderate leakage to the **Tesco in West Bromwich** and the **Sainsbury's in Oldbury**.	Greatest leakage to **Birmingham city centre**, **West Bromwich** and **Oldbury**. Bearwood and Brierley Hill also draw moderate trade from the centre's core catchment area.	36.9% service units Post Office, Bank/Building Society, Travel/Estate Agent, Optician, Launderette, Food & Drink outlets, Bookmakers, Amusement Arcade Dentist	None	Maintain status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change
Cradley Heath	Town Centre	Tesco Extra anchor foodstore. £30.6m t/o (BUT poss. Tesco not yet fully established as shopping destination)	£11.5 t/o - £2,146 per sqm **Weak** performance	Vital and viable but **scope to improve**	**Plan 27.** Reasonably wide catchment area strongest draw from location **Zone 11** and adjacent Zones 10 and 21	**Plan 52.** Reasonably wide but diluted catchment area. Greatest market share in location **Zone 11**	Greatest leakage to the **Sainsbury's in Blackheath** with some moderate leakage to foodstores at Brierley Hill.	High level of trade leaking to **Brierley Hill** (55% market share in Zone 11). Moderate leakage to 'Other' provision in Dudley and also Halesowen.	45.1% service units Post Office, Bank/Building Society, Chemist, Optician, Food & Drink outlets, Bookmakers, Amusement Arcade, Video Rental, Social Club Dentist, Doctors	Potential opportunity for redevelopment of Market Square	There is a potential opportunity site located within the primary shopping area which represents a sequentially preferable site for proposals involving A1 retail uses. In the first instance, A1 retail uses should be sought on these site although it would be appropriate to adopt a criteria-based approach to permitting uses other than A1. We consider scope to improve the Market hall facilities to help reinstate the centre's former role as a prominent market destination. The re-development of vacant units at this site has potential to	Parts of the centre where there are several vacant units, particularly towards the southern parts of High Street and around Market Square, should be prioritised for investment.	No Change	No Change	No Change
Great Bridge	Town Centre	Asda anchor foodstore. £60.7m t/o	£12.1m to/ - £1,965 per sqm **Weak** performance	Vital and viable	**Plan 28.** Reasonably wide catchment area with strongest market share in location **Zone 16** and adjacent Zones 17 and 23	**Plan 53.** Tight but diluted catchment area. No strong market share in any one zone	Greatest leakage of trade to the **Tesco in West Bromwich**. Moderate leakage to the Sainsbury's in Oldbury and the new Morrisons in Wednesbury.	Greatest leakage to **Brierley Hill** and **West Bromwich**. Moderate leakage to Oldbury, Gallagher Retail Park, Birmingham and, to a lesser extent, Wednesbury and Walsall.	**51.1%** service units Bank/Building Society, Optician, Chemist, Estate Agent, Dry Cleaner, Food & Drink outlets, Bookmakers, Amusement Arcade, Doctors	UDP allocations: GBPr1& GBPr8	GBPr1 is located within the centre's **Retail Core** and the Council should, in the first instance, set a preference for **A1 retail use** with a strict criteria-based approach to permitting uses other than A1 retail. GBPr8 is located on the edge of the Retail Core and would be considered suitable for a wider range of town centre uses.	The Council should seek to improve, where possible, linkages between the Retail Park and the traditional centre to facilitate linked trips.	No Change	No Change	No Change
Oldbury	Town Centre	Sainsbury's anchor foodstore. £54m t/o	£74.8m t/o - £5,671 per sqm **Strong** performance	Vital and viable	**Plan 29.** Greatest trade draw from location **Zone 15**. Strong trade draw from surrounding Zones 14, 12, 16 and 17	**Plan 54.** Reasonably wide but diluted catchment area. Greatest influence in location **Zone 15** and adjacent Zone 14	Greatest leakage to the out of centre **Tesco on Birmingham Road** in Dudley borough. Modest leakage to the out of centre Asda on Wolverhampton Road and the Asda at Great Bridge.	Greatest leakage to **Brierley Hill**. Moderate leakage to Dudley, West Bromwich, Birmingham and, to a lesser extent, Wolverhampton.	**73%** service units Post Office, Bank/Building Society, Chemist, Estate Agents Food & Drink outlets, Bookmakers, Mecca Bingo, Library Doctors, Council Offices	Oldbury Junction	Olbury Junction is an edge of centre site allocated for mixed use development. There is an outstanding consent for a mixed use scheme involving additional bulky-goods comparison retail floorspace, A3-A5 retail floorspace with community. leisure and recreational uses. We would advise the Council to **resist further comparison A1 floorspace at this site** to safeguard the future vitality and viability of Oldbury and, more critically, to avoid potential undermining of the strategy to enhance the role of nearby West Bromwich.	The traditonal 'high street' performs a limited retail function however, new A1 retail uses should continue to be encouraged to protect the vitality and viability of the centre in the face of new development coming forward at Oldbury Junciton.	No Change	No Change	No Change
Wednesbury	Town Centre	Morrisons anchor foodstore. £36.4m t/o	£43.4m t/o - £6,789 per sqm **Strong** performance	Vital and viable	**Plan 30.** Relatively tight catchment area. Greatest trade drawn from location **Zone 32** and adjacent Zones 17 and 16	**Plan 55.** Extensive but diluted market share. Greatest influence in location **Zone 32** and adjacent **Zone 31**	Moderate leakage to stores in **Walsall town centre** and **'Other'** foodstores in **Walsall borough** and the **Asda at Great Bridge.**	Greatest leakage to **Walsall town centre** and **Gallagher Retail Park** in Sandwell. Moderate leakage to Brierley Hill, Wolverhampton city centre, West Bromwich and 'Other' provision in Walsall.	45.9% service units Bank/Building Society, Chemist, Optician, Estate Agents, Food & Drink outlets, Bookmakers, Amusement Arcade, Mecca Bingo, Doctors, Health Centre, Vets	None	Maintain status quo and support future opportunities to recycle existing units.		No Change	No Change	No Change

Dudley Non-Strategic Centres	Current Position in Hierarchy	Retail Offer / Performance		Current State of Health	Catchment Area		Trade Leakage / Competing Centres		Other Uses (UK Average No. service units: 46%)	Development Opportunity Sites	Development Potential / Recommendations	Other Issues	Policy Recommendations		
		Convenience	Comparison		Convenience	Comparison	Convenience	Comparison					Position in Hierarchy	Town Centre Boundary	Retail Frontages
Dudley	Town Centre	Somerfield/Netto anchor foodstores. £19.1m t/o	£67.6m t/o - £3,146 per sqm Reasonable performance	Vital and viable	**Plan 31.** Relatively tight catchment area with greatest trade drawn from location **Zone 19** and adjacent Zone 21	**Plan 56.** Extensive catchment area covering most central and southern zones in survey area. Strong market share in location **Zone 19,** adjacent **Zone 21** and surrounding Zones 22, 23 and 15	Greatest leakage to **'Other'** foodstores in **Dudley borough**, particularly the **Tesco on Birmingham Road**; and foodstores at **Brierley Hill**. Moderate leakage to the out of centre Asda in Tipton; the Co-op in Sedgley; and the Asda at Great Bridge.	Greatest leakage to **Brierley Hill**. Moderate leakage to Wolverhampton but only marginal leakage to certain other centres in the Black Country.	40.1% service units Post Office, Bank/Building Society, Chemist, Optician, Travel/Estate Agents, Food & Drink outlets **(Pub/Club offer - 2.4% market share)** Bookmakers, Amusement Arcade, Gala Bingo, Dentist, Council Offices Tourist attractions - Dudley Zoo & Castle	UDP allocation: DTC2 (xii) King Street/Flood Street	We have identified a deficiency in the current convenience goods offer in Dudley and **recommend a new anchor foodstore** is provided in the town centre. The current comparison shopping role is more value/discounter orientated but there may be potential for a step-change with the reconguration of existing retail units to attract other key traditional high-street opertors.		No Change	No Change	Potential extension to include frontage of new development at King Street/Flood Street
Halesowen	Town Centre	Asda anchor foodstore. £25.1m t/o	£35.3m t/o - £3,212 per sqm Reasonable performance	Vital and viable	**Plan 32.** Tight catchment area, strong market share in location **Zone 10** and adjacent Zones 9 and 5	**Plan 57.** Reasonably tight catchment area covering zones in south-east of survey area. Strong market share in location **Zone 10** and adjacent Zone 9	Similar modest levels of leakage to the **Sainsbury's in Blackheath**, the **Tesco at Cradley Heath** and foodstores at **Brierley Hill**.	Greatest leakage to **Brierley Hill**. Moderate leakage to Birmingham and 'Other' provision in Dudley borough.	38.9% service units Post Office, Bank/Building Society, Chemist, Travel/Estate Agents, Optician, Food & Drink outlets, Bookmakers, Amusement Arcade, Dentist,	UDP allocations: HTC2 (i-v)	Comparison shopping should continue to be consolidated within the retail core and maintained through protected frontage policies. Other town centre uses would be considered more appropriate towards the edge of the town centre.		No Change	No Change	No Change
Kingswinford	District Centre	Somerfield anchor foodstore. £8.1m t/o	£9.2m t/o - £3,456 per sqm Reasonable performance	Vital and viable	**Plan 33.** Limited catchment area. Greatest trade draw in **Zone 25**	**Plan 58.** Reasonable market share in location **Zone 25** but otherwise minimal influence over reasonably limited catchment area.	Greatest levels of trade leakage to **'Other'** foodstores in **Dudley borough,** (mainly the **Morrison's at Charterfield Shopping Centre**), and foodstores at **Brierley Hill**.	Greatest leakage to **Brierley Hill** (59.5% market share in Zone 25). Moderate leakage to Dudley and to a lesser extent, Stourbridge.	55.7% service units Bank/Building Society, Chemist, Optician, Estate Agents Food & Drink outlets, Bookmakers, Library	None	Maintain status quo and support future opportunities to recycle existing units.		**Option to redesignate to lower tier** based on size and more limited function.	No Change	No Change
Lye	District Centre	No anchor foodstore. £0.2m t/o	£0.5m t/o - £276 per sqm **Weak** performance	**Needs to improve or be relegated to lower tier in retail heirachy**	**Plan 34.** Limited influence in location Zone 28	**Plan 59.** Limited catchment area drawing minimal trade from just three zones: Location Zone 28 and Zones 26 and 9.	Greatest levels of trade leakage to foodstores in **Brierley Hill**. Moderate leakage to the Waitrose in Stourbridge and the out of centre Sainsbury's on Sandringham Way.	Greatest leakage to **Brierley Hill** (57.2% market share in Zone 28). Moderate leakage to Stourbridge and Birmingham.	57% service units Post Office, hair/beauty Salon, Food & Drink outlets	Site bound by Lye by-pass, Jackson Street and Clinic Drive	The idenified opportunity site is situated within the centre boundary to the rear of existing units on the high street. There is developer interest and existing policy support for a **new foodstore** which would meet the identified deficiency in the centre and should conitnue to be supported through the JCS.	The centre is currently performing a more local role compared to other non-strategic centres. There is opportunity for a new foodstore in the centre which we improve the overall offer however, the Council should continue to monitor the role of the centre closely and consider future scope to redesignate it to the lower tier in the hierarchy.	**Option to redesignate to a lower tier** based on size and more limited function. Also dependent on delivery of foodstore development.	No Change	No Change
Sedgley	District Centre	Co-op anchor store. £18.7m t/o	£15.9m t/o - £10,543 per sqm **Strong** performance (BUT likely survey anomaly)	Vital and viable	**Plan 35.** Tight catchment area, strong market share in location **Zone 22** but marginal influence over immediate surrounding zones.	**Plan 60.** Strong market share in location **Zone 22** but otherwise rather limited and diluted catchment are	Greatest leakage to **'Other'** foodstores in **Dudley borough**, particularly the **Tesco on Birmingham Road** and the **Morrisons at Charterfield shopping centre**. Moderate trade leakage to the Asda in Tipton and foodstores at Brierley Hill. Marginal trade leakage to other centres in the Black Country including Wolverhampton city centre, Great Bridge, Bilston and 'Other' provision in Wolverhampton borough.	Greatest leakage to **Brierley Hill** and **Wolverhampton city centre**. Moderate leakage to Dudley and, to a lesser extent, 'Other' provision in Wolverhampton.	62.4% service units Post Office, Bank/Building Society, Dry Cleaner, Estate Agents, Opticians, Travel/Estate agents, Food & Drink outlets	None	Maintain status quo and support future opportunities to recycle existing units.		**Option to redesignate to lower tier** based on size and more limited function.	No Change	No Change
Stourbridge	Town Centre	Waitrose anchor foodstore. £16.3m (but poss. underestimated by survey)	£40.1m t/o - £2,614 per sqm Reasonable performance	Vital and viable	**Plan 36.** Limited catchment area but strong market share in location **Zone 27** and adjacent Zones 26 and 28.	**Plan 61.** Reasonably tight catchment area in south-west part of survey area. Strong market share in location **Zone 27** and adjacent **Zone 26** and also Zone 28	Greatest levels of trade leakage to the out of centre **Sainsbury's on Sandringham Way** and foodstores in **Brierley Hill**.	Greatest leakage to **Brierley Hill** (56.2% market share in Zone 27). Moderate leakage to Birmingham.	44.8% service units Bank/Building Society, Chemist, Opticians, Travel/Estate Agents, Food & Drink outlets **(Pub/Club offer - 2.7% market share)** Bookmakers, Amusement Arcade, Leisure Centre Social Club, Library and Government Buildings	UDP allocation: STC2 (i-viii)	New retail investment should be directed towards the Crown Centre redevelopment currenlty underway and filling the remaining vacant units in the Ryemarket Centre. **Comparison shopping should continue to be consolidated within the retail core** and maintained through protected frontage policies. **Other town centre uses would be considered more appropriate towards the edge of the town centre.**		No Change	No Change	No Change