

<b>Wolverhampton : Town Centre</b>	<b>BILSTON</b>
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<b>COMPOSITION:</b>		
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Retail Category:	Number of Units:-	Floorspace (Sqm):-
<ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	29 units 70 units 78 units 22 units <b>TOTAL = 199 units</b>	15,394 sqm 11,724 sqm 13,025 sqm 4,106 sqm <b>TOTAL = 44,250 sqm</b>

<b>Foodstores</b>	There is a Morrisons and a Lidl although both are situated outside the PSA. There is also an Iceland, Heron Foods and Sangha Supermarket on Church Street and three bakeries, two grocers and a Pound Freeze.
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<b>Other Retail Provision</b>	The centre has a high level of comparison provision. Multiple retailers present include Boots, Superdrug, Peacocks, Holland & Barrett, Argos and several well-known charity shops. Most of the multiples occupy space within the covered Market Centre. There are also a number of independent retailers offering a diverse range of goods including jewellery, clothes, vehicle accessories, sports equipment, household goods and home furnishings. In addition there is also a large indoor market (to the rear of Market Centre) as well as an outdoor market directly adjacent.
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<b>Other Uses</b>	There is good service provision including a number of high street banks and building societies, a post office, estate agents, bookmakers and amusement arcades. There is also a night club, numerous pubs, several fast food outlets and a small number of Indian restaurants.
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<b>Description of Unit Sizes</b>	Unit sizes vary but are generally small-medium. Morrisons and Lidl occupy the largest units. Other larger units include those occupied by Iceland, Peacocks, Superdrug and the now vacant Woolworths unit.
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<b>ACCESSIBILITY:</b>	
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<b>Public Transport</b>	Bilston Central Metro Station, situated just off Church Street, is served by the Midland Metro light rail system which runs between Birmingham and Wolverhampton. At peaks time trams run as frequent as every 8 minutes. The centre is also well served by bus and the bus station is also centrally located just off Church Street. 11 routes serve the centre, with destinations including Dudley, Merry Hill, Walsall, West Bromwich and Wolverhampton.
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<b>Pedestrian Linkages</b>	The main high street is pedestrianised and there are several pathways and linkages creating good access from surrounding streets.
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<b>Car Parking</b>	There are car parks situated at all four corners of the centre, including a 600 space car park at Morrisons and a 300 space car park at Lidl.
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<b>ENVIRONMENTAL QUALITY:</b>	
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<b>Built Environment &amp; Landscaping</b>	This centre has an attractive pedestrianised high street. The Market Centre offers a modern development with well-maintained high quality shop frontages. There is plenty of good quality street furniture including bicycle stands, bins, signs, decorative banners, a variety of seating and several interesting sculptures. There are several vacant units distributed across the centre, some of which are in very poor condition and undermine the otherwise pleasant environment.
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<b>DEVELOPMENT OPPORTUNITIES:</b>	
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There are several vacant units, including the former Woolworths store which should be prioritised and brought back into retail use where possible; and a vacant site on the junction between Church Street, High Street and Dudley Street which could pose potential for future development. We are informed by the Council of proposals for Bilston Urban Village/High Street Link; small scale retail development in the Orchard area which will be subject to a Masterplan; and reconfiguration of Market Way and the markets & Western Gateway. There is also the possibility to extend existing foodstores.
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<b>SUMMARY &amp; RECOMMENDATIONS:</b>	
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Bilston is an attractive centre, with a good quality retail and service offer. Units are generally well-maintained with modern fascias. There is a variety of street furniture including several interesting sculptures contributing to the overall shopping environment. There are several vacant units which are unattractive but aside from these the centre is considered to be performing well and in good health with a number of identified opportunities for future development.
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Sources: Experian Category Report (Jan 2006) / GVA site visit (Feb 2009) / Wolverhampton City Council (2009)

<b>Wolverhampton : Village Centre</b>	<b>WEDNESFIELD</b>
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<b>COMPOSITION:</b>
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<b>Retail Category:</b>	<b>Number of Units:-</b>	<b>Floorspace (Sqm):-</b>
▪ Convenience	11 units	1,923 sqm
▪ Comparison	20 units	2,406 sqm
▪ Services	39 units	5,138 sqm
▪ Vacant	4 units	362 sqm
	<b>TOTAL = 74 units</b>	<b>TOTAL = 9,829 sqm</b>

<b>Foodstores</b>	The main foodstore within the PSA is Somerfield although there is a large Sainsbury's store in close proximity adjacent to the nearby Bentley Bridge retail park. Other stores within the PSA include a Costcutter, three butchers, two bakeries and a green grocer.
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<b>Other Retail Provision</b>	Multiple retailers in the centre include Boots, Shoefayre, Blockbuster and a selection of well-known charity shop operators. The retail offer is enhanced by several independent stores offering a range of goods including jewellery, shoes, clothes, toys, gifts and pet supplies. Market stalls line the high street and supplement the overall retail offer. The market operates on Tuesdays, Fridays and Saturdays with a special bric-a-brac market on Wednesdays.
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<b>Other Uses</b>	There is a Post Office and several well known banks and building societies. There are also several estate agents, travel agents, opticians, bookmakers and a Quicksilver Gaming Centre as well as a number of pubs and independent fast food outlets, but no restaurants.
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<b>Description of Unit Sizes</b>	Units are generally small with Somerfield and the newly vacated Woolworths store being the largest units.
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<b>ACCESSIBILITY:</b>
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<b>Public Transport</b>	There are several bus shelters situated along High Street, serving the four bus routes, on which Wolverhampton is the major destination.
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<b>Pedestrian Linkages</b>	The centre is semi pedestrianised with restricted traffic along High Street. There are several pedestrian crossings to facilitate movement across the centre.
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<b>Car Parking</b>	There is good provision for on-street parking in addition to c.600 spaces distributed across car parks within the centre.
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<b>ENVIRONMENTAL QUALITY:</b>
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<b>Built Environment &amp; Landscaping</b>	The centre has attractive village qualities with well-maintained brick work pavements and a variety of street furniture including bins, bike racks and attractive street lighting. The permanent market stalls which line the High Street add to the quaintness of the centre and the village appearance. Shop units appear well maintained and there are few vacant units.
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<b>DEVELOPMENT OPPORTUNITIES:</b>
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There are a number of vacant units, including the former Woolworths store which should be prioritised and brought back into use where possible. There are also opportunities to provide integration between the PSA from High Street to Sainsbury's through the Wednesfield Link Project and to the entrance of the mall units of Bentley Bridge retail park. There is also the possibility to extend existing foodstores.

<b>SUMMARY &amp; RECOMMENDATIONS:</b>
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Wednesfield is an attractive village offering a diverse range of retail goods and services. The street market adds to the retail offer and is an attractive and popular feature of the centre. Restricted traffic along High Street supports good pedestrian permeability across the centre. However, whilst Wednesfield is currently performing well, it is reasonably small in scale and has a strong reliance on convenience retail. It is also in close proximity to the Bentley Bridge retail park which has recently secured permission for a new Aldi and bulky goods provision. Consequently, any further growth at the retail park or other edge/out-of-centre locations not identified as development opportunities, could undermine the centre's future vitality and viability and make it more vulnerable.

Sources: Experian Category Report February 2007 and GVA Grimley Site visits February 2009 / Wolverhampton City Council (2009)

<b>Walsall : District Centre</b>	<b>ALDRIDGE</b>
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<b>COMPOSITION:</b>		
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<b>Retail Category:</b>	<b>Number of Units:-</b>	<b>Floorspace (Sqm):-</b>
<ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	15 units 33 units 56 units 10 units <b>TOTAL = 114 units</b>	6,540 sqm 5,203 sqm 8,789 sqm 1,022 sqm <b>TOTAL = 21,554 sqm</b>

<b>Foodstores</b>	Morrisons is the main foodstore situated adjacent to the shopping centre precinct. Within the precinct there is an Iceland, two butchers, two bakeries and a green grocer.
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<b>Other Retail Provision</b>	There are several multiple retailers present including Boots, Ethel Austin, Lloyds Pharmacy, Oxfam, Threshers and WHSmith. There are many independent retailers, including several high quality stores, offering a range of goods such as flowers, carpets & flooring, computer games, domestic appliances, furniture, health food, home entertainment, household goods, jewellery and clothing. There are also two newsagents, two off licences, two charity shops and a Market Hall within the shopping centre.
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<b>Other Uses</b>	The centre has a good level of service provision including a post office, estate agents, hair & beauty salons, opticians, a photographer, travel agents and several high street banks and building societies amongst others. There are also five Indian restaurants and selection of takeaways, a wine bar, a large pub, the Aldridge Social Club and a Gala Bingo.
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<b>Description of Unit Sizes</b>	Aside from the large Morrisons store, units are generally small to medium sized. Home Bargains and Iceland occupy the two largest units within the shopping centre precinct.
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<b>ACCESSIBILITY:</b>	
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<b>Public Transport</b>	There is good provision of bus stops situated along Anchor Road and the centre is served by 13 bus routes, with destinations including Birmingham and Walsall.
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<b>Pedestrian Linkages</b>	The majority of shops are located within the shopping centre precinct, which is accessible from several access points. Linkages to the stores across Anchor Road and the Morrisons could be improved.
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<b>Car Parking</b>	Morrisons' car park provides c.300 spaces. The shopping centre car park provides a further c.200 spaces in addition to c.250 spaces around the centre, most of which are free of charge.
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<b>ENVIRONMENTAL QUALITY:</b>	
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<b>Built Environment &amp; Landscaping</b>	The shopping centre comprises a 1960s precinct-style development and despite being somewhat out-dated it has been well maintained. Shop frontages are generally modern in design and of a good quality. There is plenty of seating within the main square of the precinct and provision of trees and raised flowerbeds contribute to a more attractive environment. There are bins and sufficient lighting placed around the centre. There is a selection of vacant units but these do not unduly detract from the overall quality of the environment.
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<b>DEVELOPMENT OPPORTUNITIES:</b>	
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There is a large vacant site situated north of High Street on the roundabout junction with Little Aston Road which is a potential future development opportunity.

<b>SUMMARY &amp; RECOMMENDATIONS:</b>	
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Aldridge is an interesting centre. The shopping precinct is very out-dated but remains in good condition and comprises a good range of retail shops and services, including some high quality independent retailers as well as several multiples. The restaurant offer is limited to Indian cuisine and there is just one public house offering a limited night time economy offer. There is a good level of parking provision and public transport accessibility. The fully pedestrianised precinct has good provision of street furniture and planting which add to create a generally pleasant shopping environment. Overall the centre appears to be performing well and is considered vital and viable.

Sources: Experian Category Report (Sept, 2007) / GVA site visit (Feb, 2009)

**COMPOSITION:**

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ Convenience	16 units	6,578 sqm
▪ Comparison	45 units	10,322 sqm
▪ Services	71 units	12,430 sqm
▪ Vacant	17 units	1,895 sqm
	<b>TOTAL = 149 units</b>	<b>TOTAL = 31,225 sqm</b>

**Foodstores**  
The primary foodstore is a large but somewhat dated Asda situated outside the PSA towards the south of High Street. There is a Cool Trader, a fishmonger and a green grocer located at the Market Centre as well as a Greggs, Firkins, two independent bakers and three butchers all within the PSA.

**Other Retail Provision**  
There are some multiple retailers present including a large Wilkinson, Ethel Austin, Lloyds Pharmacy, QS, Savers and several high street charity shop operators. There are numerous independent retailers offering a diverse range of goods including gifts and cards, carpets & flooring, DIY goods, domestic appliances, furniture, household goods, party goods, pet supplies, pharmaceuticals, phones and sports equipment. Bloxwich Market operates under permanent awnings located on the Market Centre square on Tuesdays, Fridays and Saturdays.

**Other Uses**  
There are several high street banks and building societies, estate agents, hairdressers & beauty salons, opticians, a post office, travel agents, bookmakers and two amusement arcades. There are also several cafes, a Subway and various other take-away outlets. There are also two Indian restaurants, several pubs and Bloxwich Social Club, a theatre and library are also present within the centre.

**Description of Unit Sizes**  
Unit size varies widely from very small to reasonably large. Asda occupies by far the largest unit, with Home Bargains and Wilkinson both occupying large units within the PSA.

**ACCESSIBILITY:**

**Public Transport**  
There are many bus stops and shelters situated along the High Street, with 20 services to destinations including Birmingham, Walsall and Wolverhampton. Bloxwich rail station is situated on the edge of the centre with trains running between Birmingham and Rugeley Trent Valley.

**Pedestrian Linkages**  
The centre is linear, with shops distributed along High Street. There are several pedestrian crossings but the road is very much traffic dominated.

**Car Parking**  
Asda car park has c.350 spaces, with c.170 spaces around the Market Centre. There is also some provision of on-street parking.

**ENVIRONMENTAL QUALITY:**

**Built Environment & Landscaping**  
High Street comprises many attractive terrace units, although there are some less attractive post-war units, including Queens Parade. The pavements are a mixture of tarmac and brick work and in places are uneven and in need of upgrading. There is some street furniture but an overall lack of seating. Shop fascias include a mixture of old and new and overall the centre has a good level of cleanliness.


**DEVELOPMENT OPPORTUNITIES:**

Three sites within the PSA, including the Market Centre are identified as potential development opportunities for future retail development in the UDP. Aside from these we have not identified any further specific sites as future development opportunities although we do recognise that there are a number of vacant buildings, including several pubs, which should be prioritised for investment.


**SUMMARY & RECOMMENDATIONS:**


Bloxwich is a reasonably extensive centre with retail uses distributed along the length of High Street from the Asda in the south up to Wolverhampton Road in the north. The centre offers a diverse range of retail goods and services and appeared busy at the time of our site visit. The quality of the environment varies with a combination of some more attractive architectural buildings and well-maintained shop frontages arranged with units that are of a poorer condition. The Asda is noticeably dated and in need of modernisation. The centre has good public transport accessibility and parking provision. Aside from some investment to raise the quality of the shopping environment in parts, Bloxwich appears to be performing in line with its role as a non-strategic centre.

Walsall : District Centre		BROWNHILLS	
			
<b>COMPOSITION:</b>			
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul> <small>*not including the recent Wilkinson's development</small>	<b>Number of Units*:-</b> 17 units 37 units 61 units 21 units <b>TOTAL = 136 units</b>	<b>Floorspace (Sqm)*:-</b> 8,315 sqm 7,469 sqm 7,971 sqm 3,270 sqm <b>TOTAL = 27,025 sqm</b>	
<b>Foodstores</b>	Tesco is the primary foodstore. There is also an Aldi supermarket and a Farm Foods in addition to two convenience stores, two independent butchers, a combined butcher & grocer, a grocer and a Greggs bakery.		
<b>Other Retail Provision</b>	There is some representation from multiple retailers including a new Wilkinson store, Savers, Shoe Zone, and Cancer Research. The majority of retailers are independent with a range of goods on offer such as cards & gifts, computer equipment, electric and gas supplies, furniture, jewellery, household goods, ladies fashion, mobile telephone shops, pet supplies, photographic equipment and sports equipment. There is also an 'inshops' centre (a collection of 30 small units), and a Kwik Freeze store. A popular market operates on Tuesday and Saturdays, although its long term future is in doubt.		
<b>Other Uses</b>	There is a good range of service outlets including three high street banks, a Blockbuster, two Carousel amusement arcades in addition to several estate agents, a haberdashery shop, hairdressers & beauty salons, laundrettes, opticians, solariums, solicitors, travel agents and an undertakers, amongst others. There are a few independent cafes, two Indian restaurants and two Indian takeaways, several other takeaways and a pub.		
<b>Description of Unit Sizes</b>	There is a variety of unit shapes and sizes, from small to large. Tesco, Focus, Aldi and Wilkinson all occupy large units.		
<b>ACCESSIBILITY:</b>			
<b>Public Transport</b>	There are several bus stops located along the length of the High Street providing good accessibility by public transport. Five bus routes serve the centre and destinations include Birmingham and Walsall.		
<b>Pedestrian Linkages</b>	The centre is linear, running along High Street and there are three pedestrian crossings facilitating safe pedestrian movement. The main entrance to the Tesco is on Silver Street, but there is also a pedestrian walk way through from the High Street.		
<b>Car Parking</b>	The Tesco car park provides 435 spaces, Aldi provides 67 spaces and Farm Foods a further 54 spaces. There are 31 spaces in front of Silver Court at the southern end of the High Street and some provision for on-street parking.		
<b>ENVIRONMENTAL QUALITY:</b>			
<b>Built Environment &amp; Landscaping</b>	Most of the shop frontages are well-maintained but some units would benefit from further investment. Aside from the larger units occupied by multiple retailers, shops largely comprise outdated ground floor terraces. The pavements are quite narrow, uneven and of a low quality. The street lighting is attractive but there is little other street furniture. Traffic along High Street is heavy and congested.		
<b>DEVELOPMENT OPPORTUNITIES:</b>			
There is a large vacant site adjacent to the Kwik Fit and Pier Street which is a potential future development site.			
<b>SUMMARY &amp; RECOMMENDATIONS:</b>			
Brownhills has a diverse range of retail goods and services on offer anchored by a Focus, Aldi and a new Wilkinson store in addition to the Tesco foodstore situated just off High Street. The majority of shop fronts are well maintained although some would benefit from further improvement. The High Street is dominated by heavy traffic but overall the centre is considered to be in a reasonable condition. The new Wilkinson development contributes a more modern development and enhances the standard of the retail offer. At the time of our visit the centre appeared busy and is considered to be performing in line with its role as a non-strategic centre.			


Walsall : District Centre	DARLASTON	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 4 units 19 units 35 units 23 units <b>TOTAL = 81 units</b>	<b>Floorspace (Sqm):-</b> 5,769 sqm 2,211 sqm 5,147 sqm 2,248 sqm <b>TOTAL = 15,375 sqm</b>
<b>Foodstores</b>	The main foodstore is the large Asda which dominates King Street. There is also a newsagent and a Firkins bakery.	
<b>Other Retail Provision</b>	There are few retail shops in the centre. Boots and Ethel Austin are the only multiples present. Independent stores include a shoe shop, clothes shop, card shop, florist, charity shop, photographers and a discount furniture outlet. There is also a 20 stall market every Friday and Saturday along the pedestrianised area of King Street and High Street.	
<b>Other Uses</b>	Service provision includes a post office, two banks, several bookmakers, hair and beauty salons, opticians and a Carousel Amusement arcade amongst others. There are a small number cafes, takeaway outlets and an Indian restaurant as well as a pub in the north of Centre.	
<b>Description of Unit Sizes</b>	Aside from the Asda store, units in the centre are generally small.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	There are several bus stops adjacent to the Asda car park, which serve four bus routes and include Birmingham, Walsall, West Bromwich and Wolverhampton within their destinations.	
<b>Pedestrian Linkages</b>	King Street is closed to vehicles Monday to Saturday between 10am and 4pm creating a more pedestrian-friendly environment for shoppers. There are several pedestrian crossings which provide good linkages across surrounding roads.	
<b>Car Parking</b>	The Asda supermarket car park provides c.350 spaces. There is also some provision for on-street parking in nearby surrounding roads.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	King Street is attractively paved, clean and benefits from restricted vehicular access. Shop frontages are well-maintained and the street furniture, although limited to lighting and bicycle racks, is in good condition and attractive. There are a number of vacancies towards the northern end of the street which are less attractive. Away from King Street, shops are less well-kept with many frontages in need of investment.	
<b>DEVELOPMENT OPPORTUNITIES:</b>		
We have not identified any obvious, available sites as potential development opportunities in Darlaston.		
<b>SUMMARY &amp; RECOMMENDATIONS:</b>		
The centre is very much dominated by the Asda, which at the time of the site visit was very busy in contrast to limited activity observed in other parts of the centre. A proportion of the Asda is dedicated to non-food products and although the store has led to regeneration of the area, its effect on the long term viability of the centre is questionable. Aside from the Asda there is limited additional retail on offer and the environmental quality lessens away from King Street. There are several vacant units which should be prioritised for investment.		




Sources: Experian Category Report (March 2007) / GVA site visits (Feb 2009)

Walsall : District Centre	WILLENHALL	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 46 units 23 units 85 units 27 units <b>TOTAL = 181 units</b>	<b>Floorspace (Sqm):-</b> 4,478 sqm 6,587 sqm 12,718 sqm 3,279 sqm <b>TOTAL = 27,063 sqm</b>
<b>Foodstores</b>	Within the PSA are Costcutter, four butchers, three bakeries, two green grocers, a general store and a convenience store. Outside the PSA there is also a Lidl and a Somerfield foodstore.	
<b>Other Retail Provision</b>	There are a limited number of multiple retailers present which are Superdrug, Boots and three well-known charity shop operators. There are a range of independent stores which offer a diverse selection of goods including sports equipment, clothes, shoes, cards and gifts, household goods and home furnishings. Willenhall Market operates on Wednesdays, Fridays and Saturdays and comprises almost 70 stalls selling various goods supplementing the overall retail offer.	
<b>Other Uses</b>	There is a high level of service provision including a number of high street bank operators, several hair and beauty salons, travel agents, opticians, several bookmakers and two amusement arcades amongst others. There are also various fast food outlets, of which Subway is the only multiple operator. There are a number of pubs situated on the edge of the PSA, but those pubs within it have become vacant.	
<b>Description of Unit Sizes</b>	Highly differing store layouts, although the majority are generally small. Aside from the Somerfield and Lidl, Superdrug occupies the largest unit.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	There are several bus stops situated on the edge of the PSA, served by nine routes with destinations including Walsall and Wolverhampton.	
<b>Pedestrian Linkages</b>	Market Place is the main shopping street which operates restricted vehicular access during times when the market operates.	
<b>Car Parking</b>	Car parks surrounding the PSA provide c. 350 spaces. The supermarkets also have their own car parks and there is some on street parking, although it appears to be unregulated.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	The majority of shop frontages, including the Boots and Superdrug, are dated, of poor condition and very much in need of investment. Only the amusement centres and bookmakers have modern, well-maintained frontages. There are benches, bins, bollards, bicycle racks, street lighting, security cameras, signage and various sculptures celebrating Willenhall's history of lock making. However, these are falling into disrepair and could benefit greatly from refurbishment and on-going maintenance. In addition there are several vacant units and so overall the environment is considered to be poor.	
<b>DEVELOPMENT OPPORTUNITIES:</b>		
There are several vacant units, some of which are of sizeable, that would benefit from refurbishment or redevelopment. The centre is heavily out-dated, run-down and in need of regeneration to uplift the current offer.		
<b>SUMMARY &amp; RECOMMENDATIONS:</b>		
Willenhall is considered a centre in decline. There is a reasonable range of shops and services on offer but the overall quality of the centre is poor and in need of improvement. The few multiple retailers present occupy similarly run-down units and the only signs of investment appear to be from the bookmakers and amusement arcades. There are a high number of vacant units which contribute to the run-down appearance. Overall the centre is considered to lack vitality and viability and should be prioritised for regeneration.		

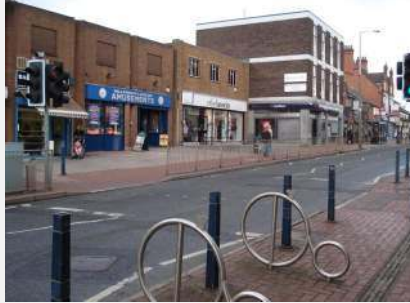


Sandwell : Town Centre	BEARWOOD	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 30 units 76 units 130 units 28 units <b><u>TOTAL = 265 units</u></b>	<b>Floorspace (Sqm):-</b> 7,089 sqm 11,585 sqm 18,720 sqm 3,995 sqm <b><u>TOTAL = 41,389 sqm</u></b>
<b>Foodstores</b>	The main foodstores are a dated Somerfield and a larger and more modern Aldi which anchors the Bearwood Shopping Centre. Other multiples include Iceland, Heron Foods and bakers, Firkins, Greggs, & Bakers Oven. There is also an independent delicatessen, two butchers and three grocers.	
<b>Other Retail Provision</b>	There are some multiple retailers present including Boots, Ethel Austin, Shoe Zone, Argos, Clintons and Superdrug. These are supplemented by a number of independently-operated stores, selling a variety of goods including clothes, home furnishings and household goods. There is also a noticeable number of charity shops. An indoor market hall is situated next to the Somerfield supermarket and there is a farmer's market next to the bus station on the third Saturday of every month.	
<b>Other Uses</b>	Service providers are concentrated in the north and south-east sections of the retail core. There are a number of estate agents, restaurants and takeaways, most of which are independently-operated. The main high street banks including Halifax, Lloyds TSB, Barclays, Nat West and HSBC are all present.	
<b>Description of Unit Sizes</b>	Units and generally small occupying the ground floor of 2-storey terraced buildings. The Bearwood Shopping Centre is a more modern development comprising some larger units.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	There are modern bus shelters situated along Bearwood Road providing good facilities for visitors travelling by bus. 15 bus routes serve the centre, with destinations including Birmingham, Dudley, West Bromwich and Wolverhampton.	
<b>Pedestrian Linkages</b>	The Centre is a traditional linear high street layout, with shops distributed along Bearwood Road. Seven separate pedestrian crossings facilitate movement between either sides of the road.	
<b>Car Parking</b>	There is a 120 space car park at the rear of the Bearwood Shopping Centre and some provision for on-street parking.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	Pavements are wide but there is limited street furniture and planting. Bearwood Road is heavily congested with traffic which detracts from the overall environment. There appears to be an increasing number of vacant retail units within the central area, which undermine the otherwise generally well-maintained shop frontages.	
<b>DEVELOPMENT OPPORTUNITIES:</b>		
The centre is rather constrained by surrounding residential areas and we did not identify any available sites as potential development opportunities.		
<b>SUMMARY &amp; RECOMMENDATIONS:</b>		
Bearwood is characteristic of a linear centre developed along a busy traffic route. Congested traffic is not a pleasant attribute but the centre is otherwise reasonably well-maintained with some modern shops frontages, a number of key multiple retailers supplemented by a range of independent stores offering a wide range of goods and services. More recent developments are well-integrated and provide larger format units more suitable to modern retailer requirements. Bearwood Road is well served by buses and there is good provision of parking relative to the size of the centre. At the time of our site visit the centre was busy both in terms of traffic and pedestrian activity. Overall we consider Bearwood to be performing well in line with its status as a non-strategic centre.		



Sandwell : Town Centre	BLACKHEATH	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 17 units 47 units 76 units 18 units <b>TOTAL = 158 units</b>	<b>Floorspace (Sqm):-</b> 12,319 sqm 6,122 sqm 10,164 sqm 1,951 sqm <b>TOTAL = 30,556 sqm</b>
<b>Foodstores</b>	Sainsbury's is the main foodstore. There is also an Iceland, Michael Supermarket, Nice 'N' lcey frozen food store, Carter's convenience store, Firkins, Greggs, two butchers as well as a Lidl supermarket which is located on an edge-of-centre site.	
<b>Other Retail Provision</b>	There is some multiple retailer representation such as Boots, Ethel Austin, Lloyds Pharmacy, Savers and several well-known charity shops. The majority of retailers are independents, offering a range of retail goods including cards & gifts, pet clothes, garden supplies, household goods, pet supplies, shoes, stationary and wine. A large market hall operates on Monday, Friday and Saturday.	
<b>Other Uses</b>	The centre has a high level of service provision including many of the main high street bank/building society operators, a post office, bookmakers, video rental, opticians and several health and beauty salons amongst others. There are also several cafes and fast food take-aways (including Subway and Pizza Hut Takeaway), three pubs and two restaurants.	
<b>Description of Unit Sizes</b>	The majority of units are small, mostly occupying the ground floor level of terraced buildings. Sainsbury's occupies the largest unit, followed by the vacant Kwiksave supermarket.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	There are a number of bus stops distributed across the centre, with 13 routes serving the centre. Destinations include: Birmingham, Dudley, Merry Hill, Walsall and West Bromwich.	
<b>Pedestrian Linkages</b>	There is some provision of pedestrian crossings, but none on the High Street. However, as traffic along High Street is restricted to one-way this should facilitate pedestrian movement.	
<b>Car Parking</b>	Sainsbury's car park has 300 spaces, there are 100 spaces in Lidl's car park and a further 200 spaces in other car parks in the centre. There is also some provision for on-street parking.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	Units vary in style and most of the shop frontages are considered dated and in need of refurbishment. The pavements are narrow and there is limited street furniture. The centre has many vacant units (including the large Woolworths store) and the overall appearance is run down.	
<b>DEVELOPMENT OPPORTUNITIES:</b>		
The UDP identifies three sites for proposed retail development which could continue to be considered as potential development opportunities. There is also potential retail opportunity for the former Kwik Save store which occupies a sizeable site in a key, central location.		
<b>SUMMARY &amp; RECOMMENDATIONS:</b>		
Blackheath offers a reasonable range of retail goods and services, anchored by the large Sainsbury's foodstore to the south. There are several vacant units and many shop fronts look tired and would benefit from refurbishment. Similarly the public realm is lacking investment and could be further enhanced. Traffic moves through the centre but is limited to one-way which eases congestion and facilitates pedestrian movement. There are several sites posing opportunity for future retail development which could further enhance the overall retail offer and perhaps bring about environmental improvements in the wider public realm.		

Sandwell : Town Centre	CAPE HILL	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 29 units 69 units 73 units 27 units <b>TOTAL = 198 Units</b>	<b>Floorspace (Sqm):-</b> 11,362 sqm 14,186 sqm 8,724 sqm 2,313 sqm <b>TOTAL = 36,585 sqm</b>
<b>Foodstores</b>	<p>The large Asda at the Windmills Centre is the main foodstore. There is also an Aldi, a Farmfoods and an independent butcher located at the eastern edge of the Centre. Greggs the baker is also present. There is a strong ethnic foodstore offering with Pak Supermarket, Sada Superstore, Samra Supermarket and three halal butchers. The Windmills Centre includes a covered market which has two Caribbean grocers, a fishmonger and a baker.</p>	
<b>Other Retail Provision</b>	<p>The Windmills Centre includes a number of large multiple retailers, including the Carphone Warehouse, Matalan, Peacocks and JJB. The only multiple retailers present in the rest of the centre are Lloyds Pharmacy and Shoe Zone. There are many small independent shops, several of an ethnic nature. Clothes, fashion and household goods are all very prevalent.</p>	
<b>Other Uses</b>	<p>Various service providers are situated throughout with a noticeable number of takeaways and fast food outlets including KFC and Subway. There is a post office but Lloyds TSB and Barclays are the only banks present.</p>	
<b>Description of Unit Sizes</b>	<p>The Windmills Centre and, to a lesser extent, the Cape Hill Retail Centre both provide large retail units. Across the rest of the centre, units vary in size but are generally small.</p>	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	<p>Seven bus routes pass through the centre, with destinations including Dudley, Walsall, West Bromwich and Wolverhampton.</p>	
<b>Pedestrian Linkages</b>	<p>There are many pedestrian crossings in the area around the Windmills Centre, but very few in the rest of the Centre.</p>	
<b>Car Parking</b>	<p>A 450 space car park is located at the Windmills Centre and a further 130 spaces are provided at the Cape Hill Retail Centre. There are also 100 spaces located in car parks around the south-west of the Centre and some provision for on-street parking.</p>	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	<p>Aside from the area directly around the Windmills Centre the environmental upkeep is generally poor. Shop fronts are in need of modernisation and greater maintenance. There are many vacant units, especially towards the edges of the centre which are also in a very poor condition.</p>	
<b>DEVELOPMENT OPPORTUNITIES:</b>		
<p>The centre is relatively constrained by surrounding residential areas and we did not identify any available sites as potential development opportunities.</p>		
<b>SUMMARY &amp; RECOMMENDATIONS:</b>		
<p>Cape Hill is an extensive centre with a good level of retail goods and services on offer. The centre is anchored by the Windmills Centre which comprises large format stores occupied by key multiple retailers. The surrounding retail areas are more secondary in nature with many specialist and ethnic stores. The environmental quality varies across the centre and in many areas could be improved with some additional maintenance and modernisation. Heavy traffic through the centre also detracts from the overall environment and hinders pedestrian movement. The centre appears to cater well to the needs of the immediate population and despite some improvements in the quality of shops and the wider public realm, we consider it likely to be performing to expectation.</p>		

Sources: Experian Category Report (April 2007) / GVA site visits (Feb 2009)

Sandwell: Town Centre	CRADLEY HEATH	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul> <small>*includes 8,950 sqm gross Tesco Extra</small>	<b>Number of Units*:-</b> 18 units 36 units 60 units 20 units <b><u>TOTAL = 134 units</u></b>	<b>Floorspace (Sqm)*:-</b> 14,088 sqm 4,394 sqm 8,408 sqm 2,118 sqm <b><u>TOTAL = 29,008 sqm</u></b>
<b>Foodstores</b>	The new, large, Tesco Extra is the primary foodstore. There is an Iceland and a Premier Convenience Store on the High Street and a Cool Trader in the Market Square. Also present are two butchers, Firkins, Greggs, an independent baker, a green grocer and a convenience store. A new Lidl store is located on Lower High Street on an edge-of-centre site.	
<b>Other Retail Provision</b>	Multiple retailers present include Ethel Austin, Lloyds Pharmacy and several known charity shop operators. The majority of retailers are independents offering a range of comparison goods and services including antiques, cards & gifts, clothing, computer equipment, jewellery, furniture, household goods and pharmaceuticals. There is a Central Market Hall situated off High Street, as well as a further indoor market adjacent to the Iceland in Market Square. The latter operates on Tuesday, Wednesday, Friday and Saturday.	
<b>Other Uses</b>	There is a good range of services on offer including various high street banks and building societies, in addition to insurance providers, betting offices, travel agents, amusement arcades, solicitors and an undertakers. There is also a Choices Video Rental, a post office, a Labour Social Club, and a selection of hairdressers and beauty salons. There are a number of cafes and takeaways (including Subway) as well as three pubs, but just one restaurant.	
<b>Description of Unit Sizes</b>	Units are generally small. The Tesco Extra occupies by far the largest unit. The Iceland store and vacant Kwik Save units are also large in comparison to the majority.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	Cradley Heath Interchange at the western end of the town includes Cradley heath railway station and a bus station. The railway station is on the Birmingham, Snow Hill-Stourbridge junction Line, while the bus station is served by some of the main bus routes between Birmingham and Merry Hill. There are two bus shelters on the High Street directly adjacent to the Tesco Extra. A further bus shelter is situated along the High Street close to Market Square. 9 routes serve the centre, with destinations including Birmingham, Dudley, Merry Hill, Walsall and West Bromwich.	
<b>Pedestrian Linkages</b>	Cradley Heath is a traditional linear centre. There are several pedestrian crossings at the Five Ways junction but only one along the High Street. There are no crossing facilities adjacent to the Tesco Extra.	
<b>Car Parking</b>	Tesco Extra has a large car park for use by customers and those visiting the rest of the centre. There is also on-street parking along High Street.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	The quality of the environment around Tesco is good but the rest of the centre is somewhat tired and rundown and there are several vacant units in poor condition. The pavements are a mixture of styles, but mainly brickwork. Shop units are generally two-storey terraced buildings with some exceptions, including Market Square, a 1960s precinct development. The centre was busy during the time of the site visit, but would benefit from some further enhancement and on-going maintenance of the public realm, consistent with that near the Tesco.	



**DEVELOPMENT OPPORTUNITIES:**

The high number of vacant units and dated appearance of Market Square poses some opportunity for the redevelopment or modernisation of this central part of the centre.

**SUMMARY & RECOMMENDATIONS:**

The Tesco Extra is considered a key anchor for Cradley Heath. The development has significantly enhanced the retail provision and brought about improvements to the adjacent public realm although it is unfortunate that this enhancement does not extend further along the High Street. The quality of the environment along High Street is in general quite poor but there is a good selection of shops and services on offer and the centre was busy at the time of our site visit suggesting that visitors do not just visit the Tesco at the north. We identified a high number of vacant units in the centre, particularly along Market Square which suggests there may be some opportunity to redevelop this area to provide a more modern shopping facility.

Sources: Experian Category Report (Nov 2006) / GL Hearn Planning & Retail Statement (Aug 2005) / GVA site visits, (Feb 2009)

Sandwell : Town Centre		GREAT BRIDGE	
			
<b>COMPOSITION:</b>			
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul> *includes Great Bridge Retail Park	<b>Number of Units*:-</b> 12 units 28 units 46 units 4 units <b>TOTAL = 90 units</b>	<b>Floorspace (Sqm)*:-</b> 10,356 sqm 12,365 sqm 5,340 sqm 170 sqm <b>TOTAL = 28,231 sqm</b>	
<b>Foodstores</b>	The large Asda superstore within the Great Bridge Retail Park is the primary foodstore. There are also two bakeries and two butchers within the traditional centre. A Lidl is also present, situated towards the edge of centre to the west.		
<b>Other Retail Provision</b>	The retail park has three large units adjacent to the Asda, which are occupied by Boots, Instore and JJB Sports. In the traditional centre there is a large Wilkinson, a Co-op Pharmacy and a Hallmark card shop which are the main multiples. Independent stores offer a variety of goods including bikes and toys, furniture, flowers, jeweller, household goods & vehicle accessories. There is a council-operated outdoor market on Wednesdays and Saturdays in addition to the private indoor market which fronts on to Great Bridge.		
<b>Other Uses</b>	There are several high street banks, estate agents, hair and beauty salons, opticians, a post office, bookmakers and an amusement arcade amongst other services. There are also several fast food takeaways, two pubs and two restaurants. There are just four vacant units which is minimal for a centre this size.		
<b>Description of Unit Sizes</b>	Aside from the retail park, units are mainly small and occupy the ground floor of two-story terraces.		
<b>ACCESSIBILITY:</b>			
<b>Public Transport</b>	There are several bus stops along Great Bridge and a bus station at the western end of the centre. 6 routes serve the centre, with destinations including Birmingham, Dudley, Walsall and West Bromwich.		
<b>Pedestrian Linkages</b>	A bridge over the canal connects the retail park with the traditional linear centre on Great Bridge.		
<b>Car Parking</b>	There is a large car park at the retail park in addition to a public car park at the eastern end of Great Bridge Road and further car parks at the eastern end adjoining the bus station and on Mill Road. The Wilkinson store also has a customer car park. There is restricted parking along Great Bridge and Market Place.		
<b>ENVIRONMENTAL QUALITY:</b>			
<b>Built Environment &amp; Landscaping</b>	In parts, the pavement is in poor condition and several shop frontages and buildings are in need of repair and updating. There is minimal street furniture consisting of street lighting, roadside railings at the eastern end of Great Bridge Road and some bike stands on Market Street. Congested traffic through the traditional centre further detracts from the environment.		
<b>DEVELOPMENT OPPORTUNITIES:</b>			
We have not identified any obvious available sites as potential development opportunities in Great Bridge.			
<b>SUMMARY &amp; RECOMMENDATIONS:</b>			
The Asda/Walmart complex performs a key anchor role and provides the main convenience provision for the surrounding catchment area. The traditional centre is characteristic of a linear centre developed on a busy road, the buildings and shop frontages are somewhat tired and in need of improvement but overall the centre appears popular. There is a good range of comparison goods on offer, including some more specialist retailers, and a plethora of service operators including a noticeably high number of fast food take-aways. The centre has good level of parking provision and accessibility by public transport. The overall environment could be improved with some investment in shop frontages and the public realm.			

<b>Sandwell : Town Centre</b>	<b>OLDBURY</b>
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<b>COMPOSITION:</b>		
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Retail Category:	Number of Units:-	Floorspace (Sqm):-
<ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	5 units 10 units 57 units 6 units <b>TOTAL = 78 units</b>	11,743 sqm 1,421 sqm 8,398 sqm 1,031 sqm <b>TOTAL = 22,594 sqm</b>

<b>Foodstores</b>	The Sainsbury's Savacentre is the main foodstore. There is a small independent baker and a newsagent along Birmingham Street but aside from these there is little other convenience goods provision.
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<b>Other Retail Provision</b>	Retail provision is generally very limited and Lloyds Pharmacy is the single multiple retailer represented. Other independent shops include a chemist, a furniture shop, a household goods shop, a sports shop and a clothing and shoe shop. A market operates on Civic Square, next to the Sainsbury's, on Tuesdays and Fridays.
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<b>Other Uses</b>	There is a significantly high level of service provision which includes several high street banks and building societies and other financial and property service providers. There is also a dry cleaners, several bookmakers, hairdressers & beauty salons, locksmith, opticians, post office, recruitment agency and an undertakers amongst others. There are four pubs in the centre and two takeaways (include a Subway). There is also a Subway and a McDonalds next to the Sainsbury's car park.
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<b>Description of Unit Sizes</b>	Aside from the Sainsbury's, the majority of units are small with the public houses tending to occupy the few which are larger.
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<b>ACCESSIBILITY:</b>	
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<b>Public Transport</b>	There is access by public transport with bus shelters and stops located along Halesowen Road directly in front of the Sainsbury's. 8 routes serve the centre with destinations including, Birmingham, Dudley, Merry Hill, Walsall and West Bromwich.
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<b>Pedestrian Linkages</b>	The traditional centre consists of Birmingham Street with the large Sainsbury's situated at the western end across Halesowen Street. There are three pedestrian crossings linking Sainsbury's to the rest of the centre and a further three crossings along Birmingham Street.
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<b>Car Parking</b>	There are c. 700 spaces adjacent to the Sainsbury's and a further car park to the south of the high street.
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<b>ENVIRONMENTAL QUALITY:</b>	
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<b>Built Environment &amp; Landscaping</b>	The overall environment is of an average quality. Some shop frontages are modern and well kept whilst others in need of improvement. The pavements along Birmingham Street are clean but narrow and provide little room for street furniture and there are only a few bins present.
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<b>DEVELOPMENT OPPORTUNITIES:</b>	
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The traditional part of the centre is relatively constrained by the surrounding network and residential dwellings, although there is opportunity for further investment to enhance this part of the centre and build on the traditional characteristics in contrast to the Sainsbury's development. There is an outstanding UDP allocation (OL6) and planning proposals for additional retail floorspace on an edge-of-centre site situated to the north west of the Sainsbury's.

<b>SUMMARY &amp; RECOMMENDATIONS:</b>	
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The traditional part of the centre is heavily service-dominated and what retail provision there is, is fragmented along Birmingham Road with no central focus. The adjacent Sainsbury's development provides a wide range of convenience goods in addition to some comparison provision and is likely to be the main attractor to the centre. There are pedestrian linkages between the foodstore and the traditional centre although the level of linked trips between the two is not known. Traffic flows along Birmingham Road were busy at the time of our site visit but there appeared to be little pedestrian activity. There are proposals for a significant amount of additional retail floorspace to the north west of the Sainsbury's largely relating to A1 bulky goods. This would be unsuitable for any existing retailers in the centre to relocate to and we believe the presence and draw of the Sainsbury's will continue to maintain a level of pedestrian activity towards the east of the centre to support existing shops and services along Birmingham Street.

Sandwell : Town Centre		WEDNESBURY	
			
			
<b>COMPOSITION:</b>			
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul> *Morrisons not included	<b>Number of Units:-</b> 23 units 58 units 84 units 18 units <b>TOTAL = 183 units</b>	<b>Floorspace (Sqm)*:-</b> 5,779 sqm 8,594 sqm 12,867 sqm 1,914 sqm <b>TOTAL = 29,154 sqm</b>	
<b>Foodstores</b>	The primary Foodstore is the large new Morrisons. Opposite the Morrisons there is a Farmfoods and also an Iceland and Heron Foods on Union Street. These multiples are supplemented by a selection of smaller independent supermarkets, five butchers, three grocers, two bakeries and two off licences.		
<b>Other Retail Provision</b>	The centre has some provision from multiple retailers including Superdrug, Peacocks, Poundland, Ethel Austin, Savers, Co-op pharmacy and several charity shops. There are also a range of independent retailers offering a variety of goods such as clothes, shoes, cards, flowers, electronics and furniture. There is also a market area at the western end of Union Street, which operates at weekends.		
<b>Other Uses</b>	There is a high level of service provision including several high street banks and building societies, opticians, estate agents, travel agents, hair and beauty salons as well as several bookmakers, two amusement arcades and a bingo hall. There are four pubs, numerous takeaways and cafes but very few restaurants. JD Wetherspoon and Subway are two multiples present in this service category.		
<b>Description of Unit Sizes</b>	Unit size and shape widely vary. There are several very small units and a small number of large units. The Morrisons store is by far the largest unit, followed by those occupied by Walkers Bingo and the Peacocks store.		
<b>ACCESSIBILITY:</b>			
<b>Public Transport</b>	The new bus station was opened in 2006 and is situated next to the Morrisons. It provides modern facilities and good access to the centre by bus, with 7 routes and destinations including Birmingham, Walsall and Wolverhampton.		
<b>Pedestrian Linkages</b>	The Morrisons and the bus station are well linked to Union Street via a modern plaza and Union Street itself is pedestrianised.		
<b>Car Parking</b>	Morrisons has a large car park and a further c. 350 spaces are provided in car parks situated around the centre. There is some on-street parking.		
<b>ENVIRONMENTAL QUALITY:</b>			
<b>Built Environment &amp; Landscaping</b>	The area between the new Morrisons, the bus station and Union Street is attractively paved as is Union Street itself. The western area of Union Street has two vacant, rundown units, but otherwise the street has a good environmental quality. Shop frontages in this section appear well maintained and the street furnishings are a good quality. Many shop frontages in the rest of the centre would benefit from some further investment to raise their standard. Some of the vacant units along Upper High Street are in particularly poor condition.		
<b>DEVELOPMENT OPPORTUNITIES:</b>			
We have not identified any further development opportunities in Wednesbury.			
<b>SUMMARY &amp; RECOMMENDATIONS:</b>			
The centre has good level of retail and service provision. There are several multiple operators albeit mainly budget/discount retailers. The new Morrisons development provides a high quality, modern environment and a contrast to other parts of the centre, which would benefit from further improvement to raise the overall standard. The new bus station has good links to Morrisons and the wider centre. We have not identified any further development opportunities but would recommend that some further investment is directed towards those parts of the centre which are looking tired and run-down.			

Dudley : Town Centre	DUDLEY	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 34 units 111 units 147 units 75 units <b>TOTAL = 367 units</b>	<b>Floorspace (Sqm):-</b> 6,159 sqm 33,055 sqm 20,587 sqm 12,207 sqm <b>TOTAL = 72,009 sqm</b>
<b>Foodstores</b>	<p>The main foodstores are Somerfield and Farm Foods which share a unit next to the Churchill Shopping Centre. A Netto supermarket is located at the western end of the High Street. Other outlets include Heron Foods, Select and Save convenience store, Bargain Foods and Michael Supermarket. There are two branches of Firkins bakers, a Greggs, a Bakers Oven, an independent baker, four butchers, a fish monger and a green grocer.</p>	
<b>Other Retail Provision</b>	<p>There are two shopping centres. House of Fraser 'Beatties' department store anchors the Churchill Shopping Centre. B&amp;M Bargains anchors the Trident Centre. There are a number of other multiple retailers, almost all of whom are located along the pedestrianised section of the High Street or within one of the two shopping centres. Retailers include: Wilkinsons, WHSmith, Peacocks, New Look, Ethel Austin, QS, Shoe Zone, Boots, Superdrug. A large Cousins Furniture store is located to the east of the Churchill Shopping Centre. There is a permanent market in the middle of the pedestrianised section of the High Street, with goods ranging from clothing, to fresh meat and vegetables to household goods, although many stalls are vacant. There is also a selection of indoor stalls within Spencers Instore, and several charity shops are also present.</p>	
<b>Other Uses</b>	<p>A large number of national and regional banks and building societies are all represented. There are several betting shops, two outlets of Shipley's Amusements, as well as a Quicksilver Gaming Centre. Away from the High Street there are a range of professional service providers such as solicitors and estate agents, as well as hair and beauty salons. There are several coffee shops, fast food outlets and takeaways, with the vast majority being independently operated. Public houses are spread through out the Centre, with no obvious focus for a night time economy.</p>	
<b>Description of Unit Sizes</b>	<p>A very mixed array of unit sizes. There are many small units, such as those within the Fountain Arcade, with some large units along the High Street and within the two shopping centres.</p>	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	<p>The nearest train station is Dudley Port, which is approximately 1.75 miles from the centre of Dudley. The bus station is situated at the northern end of the High Street and is easily accessible from the Retail Core. 52 bus services with destinations including, Birmingham, Merry Hill, Walsall, West Bromwich and Wolverhampton.</p>	
<b>Pedestrian Linkages</b>	<p>Much of the Retail Core is located around the pedestrianised section of the High Street allowing easy movement between stores. A footbridge behind the Churchill Centre connects the main shopping area to the Cousins Furniture store and the many car parks in the south.</p>	
<b>Car Parking</b>	<p>C. 750 spaces are located within the car parks to the south of the core retail area. Both Somerfield and Netto provide spaces for c. 80 cars, with a 380 space car park located to the north of the Netto. There is also some on-street parking.</p>	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	<p>A historic character market town, with key attractions including a castle and a zoo. There is some need of environmental improvement in the area around the Trident Centre. A relatively high percentage of vacant units, including the large Woolworths store. The market area dominates the high street but also adds vibrancy and an active street scene.</p>	



**DEVELOPMENT OPPORTUNITIES:**

The area of King Street/Flood Street has a 5,000 to 8,000 sqm foodstore allocation, with some tentative interest from Asda and a c. 15,000 sqm allocation for comparison goods redevelopment. There are proposals to re-locate Dudley College and for out-of-centre bulky goods development, especially around Castlegate and Towngate retail parks. There have also been pre-application discussions with 99p Store and Iceland. The Townscape Heritage Initiative plans to spend £2 million, mainly along the High Street, to enhance and preserve the historic character of the town.

**SUMMARY & RECOMMENDATIONS:**

Dudley has a distinctive market town character with strong leisure attractions around the Castle and Zoo area. The importance of the local market could be enhanced by a greater variety of traders. Those multiple retailers present tend to be at the discount end and there are development opportunities to enhance the retail offer of the centre and to improve frontages, especially that of Beatties, which is masked at present. Generally the centre appears popular and exhibits good vitality and viability.

Sources: Experian Category Report (Aug, 2008) / GVA site visit (Feb, 2009)

**Dudley : Town Centre**

**HALESOWEN**



**COMPOSITION:**

Retail Category:	Number of Units:-	Floorspace (Sqm):-
▪ Convenience	20 units	3,605 sqm
▪ Comparison	64 units	11,353 sqm
▪ Services	68 units	7,534 sqm
▪ Vacant	23 units	3,605 sqm
	<b>TOTAL = 175 units</b>	<b>TOTAL = 26,097 sqm</b>

**Foodstores**  
The primary foodstore is the new, two-floor Asda which anchors the Cornbow shopping centre. Iceland is situated on Hagley Street next to the Cornbow entrance. Also present in the Centre are a Premier Convenience Store, an independent convenience store, Firkins, Greggs, an independent baker, two butchers, a green grocer and a combined butcher & fishmonger.

**Other Retail Provision**  
Halesowen has a number of multiple retailers present, most of whom are located within the Cornbow Centre. Those present include Boots, Claire's Accessories, Clinton Cards, Dorothy Perkins, Game Station, Holland & Barratt, Lloyds Pharmacy, New Look, O2, Peacocks, Thorntons, Shoe Zone, Superdrug, Wilkinson, WHSmith and eight charity shops. There are many independent retailers offering a range of goods such as clothes, cards & gifts, film developing, furniture, jewellery, household goods, pet supplies, stationary and other goods. On Saturdays there is a market on Hagley Street.

**Other Uses**  
Many high street banks and building societies are present. There is a good level of service provision comprising a post office, several estate agents, solicitors, travel agents, bookmakers, opticians, hairdressers and beauty salons. There are a small number of takeaway, cafes, restaurant and pubs, including a Subway and a Wetherspoon.

**Description of Unit Sizes**  
The majority of units are relatively uniform sizes and dimensions. The Asda and Wilkinson stores occupy the largest units.

**ACCESSIBILITY:**

**Public Transport**  
The Halesowen bus station is a new, modern development which opened in December 2008 and provides over 4,600 bus services per week across 10 routes. Destinations include Birmingham, Dudley and Merry Hill.

**Pedestrian Linkages**  
The main shopping area of Hagley Street, High Street and Peckingham Street is pedestrianised. Together with the Cornbow this creates a retail core 'island'. Busy roads circulate the 'island' and there are few pedestrian linkages to the wider surroundings.

**Car Parking**  
Adjacent to the Cornbow is a c. 400 space multi-storey car park, with a similar car park also next to the Wilkinson. There is also some on-street parking on the roads around the pedestrianised area.

**ENVIRONMENTAL QUALITY:**




**Built Environment & Landscaping**  
The pedestrianised area is paved with brick and contains much street furniture, including bike stands, bins, seating, lighting and a clock feature. The plaza on Hagley Street is a large open space with trees and stone seats, steps and ornaments. This area appears well maintained and the street furniture is of a good quality. The surrounding streets are not so well kept and would benefit from additional investment. The majority of shop frontages are clean and well maintained although some are very dated. The architecture displays a mix of ages and styles.

**DEVELOPMENT OPPORTUNITIES:**


At the end of 2008 the £30 million regeneration of the Cornbow area was completed. It comprises the new Asda store, new units in the Cornbow, road improvements, a multi-storey car-park and a new, modern bus station.

**SUMMARY & RECOMMENDATIONS:**

Generally a popular centre which has been greatly enhanced by the recent Cornbow re-development and associated improvements in the public realm. The Cornbow Centre has a good retail offer and few vacant units. Elsewhere the centre has some attractive elements along the pedestrianised high street and around the plaza. Other areas, particularly towards the north of high street have not been updated and appear unattractive in comparison. Aside from some additional aesthetic improvements to raise the standard of certain areas, the centre is considered to be performing well, in-line with its position in the retail hierarchy.

Dudley : District Centre		KINGSWINFORD	
			
			
<b>COMPOSITION:</b>			
<b>Retail Category:</b>	<b>Number of Units:-</b>	<b>Floorspace (Sqm):-</b>	
<ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	9 units 30 units 49 units 0 units <b>TOTAL = 88 units</b>	2,564 sqm 4,078 sqm 6,141 sqm 0 sqm <b>TOTAL = 12,783 sqm</b>	
<b>Foodstores</b>	The main foodstore is Somerfield. Also present are Costcutter, a convenience store with post office, a Greggs, Firkins, a butcher and a green grocer.		
<b>Other Retail Provision</b>	The only multiple retailers present are Boots, Savers, Motor World and three charity shops. There are several independent stores selling clothes, (ladies and men's) as well as a jeweller, newsagent, cards and gift shops, a furniture store and a domestic appliance store. A market operates on Fridays at the precinct area by the cross roads.		
<b>Other Uses</b>	Seven banks and building societies are represented. Other services present include two bookmakers (Wilf Gilbert, William Hill), an insurance office, many estate agents, solicitors, a health club, hair dressers, beauty salons, a library, an optician, a post office, travel agents, and undertakers. There are several restaurants, mostly offering Asian cuisine, four pubs, a fish bar and several cafes, all of which are independently operated.		
<b>Description of Unit Sizes</b>	Most units could be classed as small or very small. After the Somerfield, the next largest unit is the now vacant Woolworths store.		
<b>ACCESSIBILITY:</b>			
<b>Public Transport</b>	Seven bus routes currently pass through Kingswinford, each with a c. 30 minute frequency. The buses go to places including Audnam and Amblecote, Brierley Hill, Dudley, Merry Hill, Stourbridge and Wolverhampton.		
<b>Pedestrian Linkages</b>	There is heavy traffic along the roads, and only two pedestrian crossings. A cut-through links the Somerfield car park to Market Street.		
<b>Car Parking</b>	There is a car park behind Somerfield which had c. 100 spaces. There are two smaller car parks in the Centre, each with c. 40 spaces.		
<b>ENVIRONMENTAL QUALITY:</b>			
<b>Built Environment &amp; Landscaping</b>	The shops are well maintained and the pavements are wide and of good quality. There is little street furniture although there are bike racks, bins and some seating at the precinct area, all of which would benefit from some investment. There is a very low level of vacancies.		
<b>DEVELOPMENT OPPORTUNITIES:</b>			
We have not identified any development opportunities for Kingswinford.			
<b>SUMMARY &amp; RECOMMENDATIONS:</b>			
Kingswinford offers a good selection of shops and services, including several pubs and restaurants. The centre was busy at the time of our site visit and demonstrates a level of vitality and viability. The centre is well maintained and should continue to be so to prevent deterioration in the future.			




Sources: Experian Category Report (March, 2007) / GVA site visit (Feb, 2009)

Dudley : District Centre	LYE	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 5 units 26 units 61 units 15 units <b><u>TOTAL = 107 units</u></b>	<b>Floorspace (Sqm):-</b> 1,273 sqm 2,824 sqm 6,317 sqm 1,431 sqm <b><u>TOTAL = 11,845 sqm</u></b>
<b>Foodstores</b>	Multiple food stores include a Spar and a Nisa convenience store, both situated towards the western end of the High Street. There is also a Food City (grocer and off-licence) situated at the very eastern end of the Centre on the High Street.	
<b>Other Retail Provision</b>	The only multiple retailer present is Lloyds Pharmacy, which has two outlets (one adjoining the local medical centre).	
<b>Other Uses</b>	There is a post office, Cheques Cashed, beauty salon and a high number of takeaways amongst other service providers.	
<b>Description of Unit Sizes</b>	Units are generally small and constrained.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	Lye railway station is situated approximately 100 metres north of the Centre boundary and is part of the Birmingham-Stourbridge Line. Usually services run every half-hour. There is a bus shelter at the eastern end of the High Street where a bus stops every approximately 15 minutes through out the day, en route to Birmingham or Stourbridge.	
<b>Pedestrian Linkages</b>	The Centre is linear, running along both sides of the High Street, with two pedestrian crossings facilitating linkages. The railway station is easily accessible via two short side-roads.	
<b>Car Parking</b>	There is a 20 space car park behind both the Spar and the Nisa. A 50 space car park is located in the north-west of the Centre, off Jackson Street, with a further 65 spaces available next to the Church grounds, accessed from the Lye By-pass. The car park behind Food City has c. 25 spaces and 40 on-street parking spaces are available on the High Street.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	The High Street is one-way traffic, running east to west. The area around the Church offers a pleasant environment, with an open lawn and trees on the High Street side and Christchurch Park on the Lye By-pass side. There is a small open area on the opposite side of the High Street which is called Pocket Park and opened in May 2007. The pavements are a mixture of paving slabs and brickwork and are in a reasonable condition. They are quite narrow and both sides are lined with bollards, which create unnecessary obstruction in some sections. Bins are situated at various places along the High Street and seating can be found in both parks. Shop fascias are dated but mostly well maintained, with some of the buildings in need of investment, while the street lighting adds little aesthetic value.	
<b>DEVELOPMENT OPPORTUNITIES:</b>		
We are aware of some interest from discount food providers for a new store in the centre, however there are also various development constraints including highways and ecological issues that need to be overcome.		
<b>SUMMARY &amp; RECOMMENDATIONS:</b>		
The centre is somewhat disadvantaged with a limited convenience offer and no main foodstore operator. Heavy traffic dominates the High Street and there are a number of vacancies which both detract from the environment. Shop units are small and constrained and the centre is somewhat dated in parts, with a high number of service operators dominating the main retail core. Whilst there is significant scope for enhancement, the centre would appear to be function well in a more local centre role.		

Sources: Experian Category Report (Feb, 2008) / GVA site visit (Feb, 2009)

Dudley : District Centre		SEDGLEY	
<b>COMPOSITION:</b>			
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 11 units 21 units 58 units 3 units <b>TOTAL = 93 units</b>	<b>Floorspace (Sqm):-</b> 4,998 sqm 1,839 sqm 6,475 sqm 344 sqm <b>TOTAL = 13,656 sqm</b>	
<b>Foodstores</b>	The primary foodstore is a large Co-op Superstore. There is also a Somerfield and a Firkins bakery present.		
<b>Other Retail Provision</b>	There is a range of comparison retail provision but just one multiple retailer in this category, Lloyds Pharmacies which operates two branches in the centre. Other provision is provided by independent retailers and includes a picture framers and a cake shop amongst others.		
<b>Other Uses</b>	There is a high level of service provision comprising several high street banks, dry cleaners, estate agents, hair & beauty salons, opticians, post office, travel agents and an undertakers amongst others. There are various cafés, a Subway and four pubs, including a large Wetherspoon in The Clifton building.		
<b>Description of Unit Sizes</b>	The Co-op occupies the largest unit in the centre. The Wetherspoon pub, the Somerfield unit and the unit opposite the bus stop on Dudley Street are also large in comparison to the vast majority which are relatively small.		
<b>ACCESSIBILITY:</b>			
<b>Public Transport</b>	There is a bus shelter with lay-by on Dudley Street from where 6 buses serve the centre, with destinations including Dudley, Merry Hill and Wolverhampton.		
<b>Pedestrian Linkages</b>	There are pelican crossings along Dudley street and zebra crossings on the Bull Ring roundabout.		
<b>Car Parking</b>	Adjoining the Co-op is a pay & display car park for c. 240 spaces, Somerfield has 45 spaces at the rear and a large car park off the High Street has 100 spaces. There are many other smaller car parks within the Centre, which together provide around 275 spaces.		
<b>ENVIRONMENTAL QUALITY:</b>			
<b>Built Environment &amp; Landscaping</b>	The Co-op Superstore fascia is dated, as are most of the independent stores, with other multiple retailers and service providers displaying more modern and well kept fascia and shop fronts. The majority of the retail units are unattractive post-war buildings, with a number of historical buildings situated around the Bull Ring. The pavements are composed of both brick and tarmac, with both areas being uneven in many places and in need of investment. Street furniture includes several areas of bollards and long sections of railings at road junctions, upon which sit a number flower boxes. There is a relatively small open paved area in front of the Somerfield, which is cluttered with advertising signs, telephone boxes, bins and seating. A large public garden is located between the Co-op and Somerfield.		
<b>DEVELOPMENT OPPORTUNITIES:</b>			
We have not identified any obvious, available sites as potential development opportunities.			
<b>SUMMARY &amp; RECOMMENDATIONS:</b>			
At the time of our visit the centre was busy in terms of both traffic and pedestrians. The retail offer is relatively limited and orientated towards meeting local community needs, although there is some specialist retail provision that may attract visitors from further a field. The parks and greenery around the centre are attractive but many of the buildings are dated and unattractive. Notwithstanding a number of opportunities to further enhance the centre, it presently appears to be functioning well and is considered healthy in this respect.			

Sources: Experian Category Report (Jan, 2008) / GVA site visit (Feb, 2009)

Dudley : Town Centre	STOURBRIDGE	
		
<b>COMPOSITION:</b>		
<b>Retail Category:</b> <ul style="list-style-type: none"> <li>▪ Convenience</li> <li>▪ Comparison</li> <li>▪ Services</li> <li>▪ Vacant</li> </ul>	<b>Number of Units:-</b> 28 units 91 units 128 units 39 units <b>TOTAL = 286 units</b>	<b>Floorspace (Sqm):-</b> 6,828 sqm 23,439 sqm 27,016 sqm 9,160 sqm <b>TOTAL = 66,443 sqm</b>
<b>Foodstores</b>	The main foodstore is Waitrose which anchors the Ryemarket Shopping Centre. There is also a Somerfield, Iceland and Cool Trader. Other provision includes Greggs, Firkins, two independent bakeries, two butchers, two green grocers, a deli, two small convenience stores and several off licenses.	
<b>Other Retail Provision</b>	There are several multiple retailers represented, most of which are located in or very close to the Ryemarket. They include: Boots, B&Q, Carphone Warehouse, Dorothy Perkins, Bon Marche, Ethel Austin, QS, Superdrug, WHSmith, Wilkinson and several charity shops. There are also a range of independent retailers. There is also a large covered market within the Crown Centre, from where the monthly farmers operated, although due to redevelopment the venue will be changed to Coventry Street from February 2009*.	
<b>Other Uses</b>	All the main high street banks are represented, as are many building societies. Other services providers present include several bookmakers, accountants, estate agents, insurance office, solicitors, job centre, car sales, two nightclubs, hairdressers, a health club, opticians and undertakers. Hagley Road has a particular concentration of property and legal services on offer. There are several cafes, fast-food establishments and pubs, but very few restaurants. Multiple operators include Café Nero, Chicago Rock Café, Pizza Express and Que pasa.	
<b>Description of Unit Sizes</b>	Outside of the Ryemarket the units are of vastly differing sizes and shapes. The largest unit in the retail core are the Wilkinson unit, the now vacant Woolworths in the Ryemarket and a large vacant unit in The Crown Centre. B&Q occupy a large unit just outside of the retail core.	
<b>ACCESSIBILITY:</b>		
<b>Public Transport</b>	There is a bus station located to the south-west of the Retail Core and there are bus stops situated around and within the Retail Core. 18 bus routes pass through Stourbridge. Stourbridge Town train station is situated next to the bus station and is the only stop on a branch line which runs from Stourbridge Junction.	
<b>Pedestrian Linkages</b>	Passages, cut-throughs, subways and one way streets make it relatively easy to walk around the main shopping streets and surrounding areas. However, the pavements are very narrow, with on-street parking creating further difficulties for pedestrian movement. The various linkages are also poorly signposted in parts.	
<b>Car Parking</b>	C. 550 spaces are provided in the Crown Centre car parks, a further 40 behind Wilkinson and a further c. 50 at the B&Q. There is also on-street parking.	
<b>ENVIRONMENTAL QUALITY:</b>		
<b>Built Environment &amp; Landscaping</b>	The High Street was very busy at the time of the visit, and felt cramped and cluttered as it is very narrow, with narrow pavements and on-street parking. The pavements themselves are of a poor quality. There is little street furniture except at the High Street entrance to the Ryemarket, where there is seating, bike racks and open public space.	

**DEVELOPMENT OPPORTUNITIES:**

The planned redevelopment of The Crown Centre is set to commence in 2009, which includes consent for a foodstore (possibly c. 8,000sqm Tesco) and a hotel (OS)B. Angel passage is allocated for a 2,300 sqm foodstore and 4,500 sqm of comparison goods floorspace (OS)D.

**SUMMARY & RECOMMENDATIONS:**

Overall Stourbridge is a popular centre with an affluent catchment population. The centre has good provision of a range of retail goods and services and was busy at the time of our site visit. There are a number of vacant units, including many in the Ryemarket Centre and the high street is narrow, cluttered and would generally benefit from some investment in the public realm. Cars dominate both in terms of traffic and parking. Notwithstanding these, the centre is considered vital and viable. New developments will provide further enhancement and ensure the centre maintains a good level of health.

Sources: Experian Category Report (Aug, 2008) / GVA site visit (Feb, 2009) / Dudley MBC (Feb, 2008)  
\*[www.Birminghammail.net](http://www.Birminghammail.net)