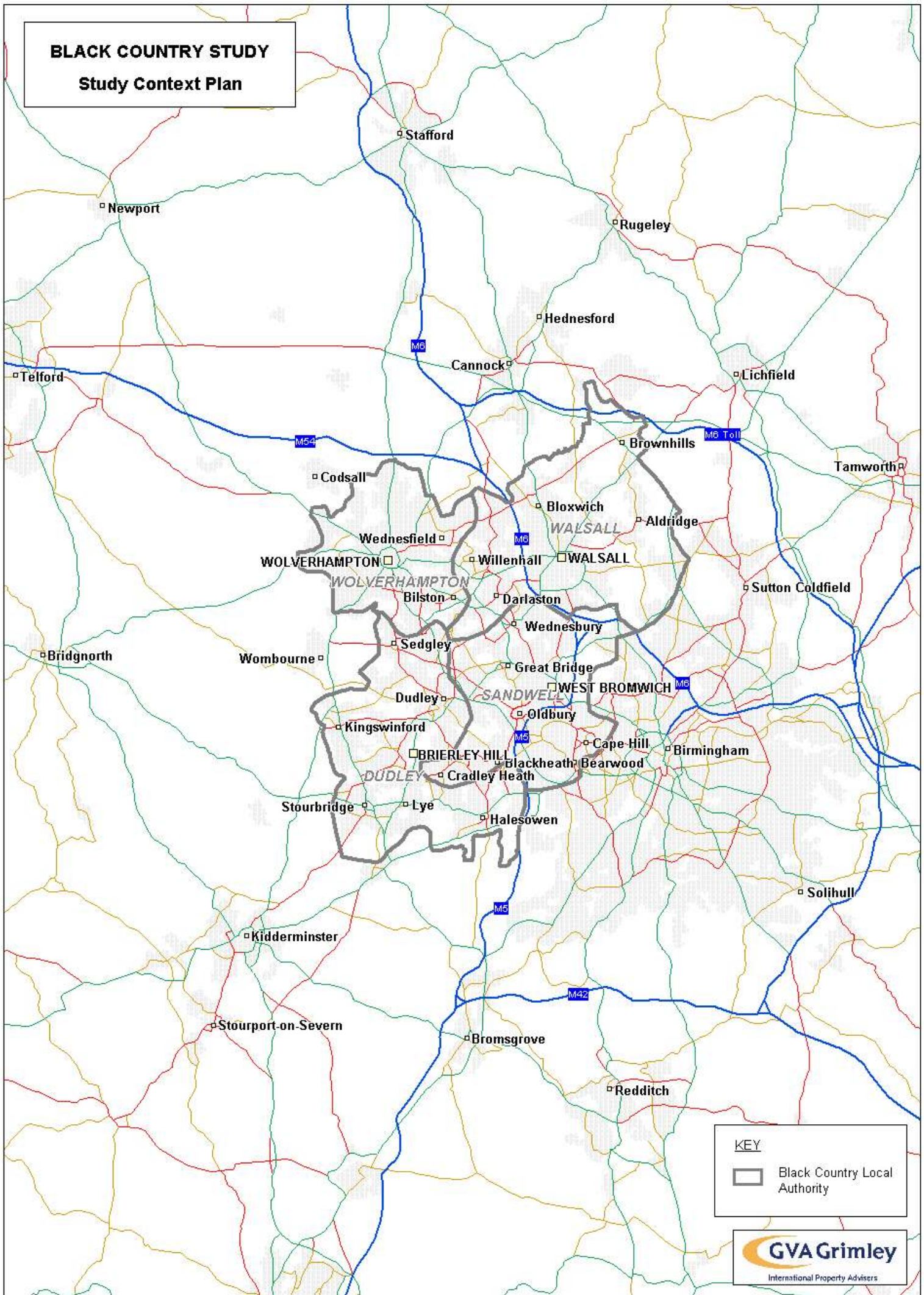

PLAN 1

BLACK COUNTRY STUDY AREA CONTEXT PLAN

BLACK COUNTRY STUDY
Study Context Plan



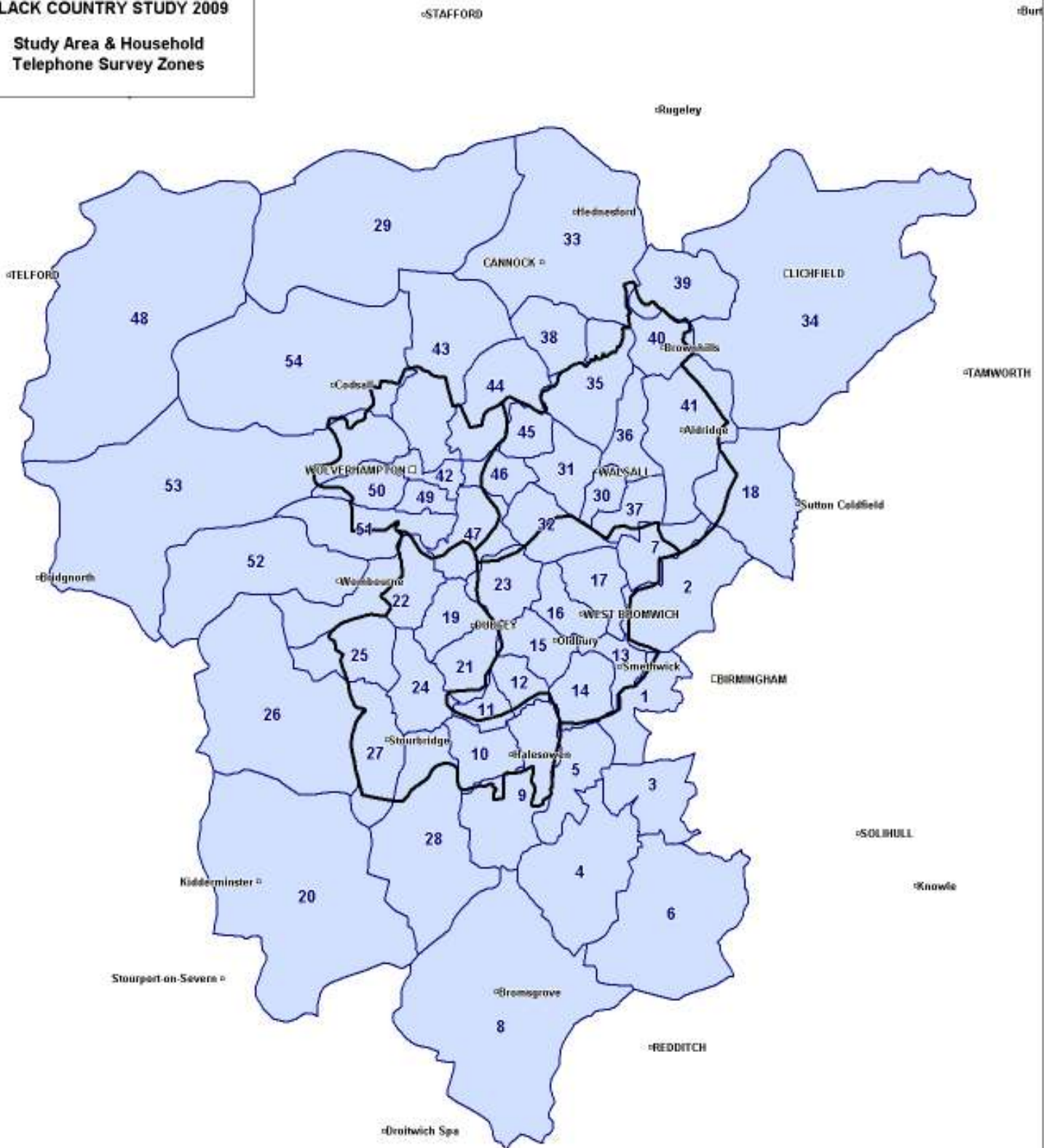
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PLAN 2

HOUSEHOLD TELEPHONE SURVEY AREA ZONES

BLACK COUNTRY STUDY 2009

Study Area & Household Telephone Survey Zones



KEY

- Household Survey Zone
- Local Authority Boundary

Postal Districts Composing Zones

1 B16 / B17 / B18	13 B66	25 DY6	37 W55	49 W2
2 E20 / B21 / B42 / B44	14 B67 / B68	26 DY7	38 W56	50 W3
3 E29 / B30	15 B69	27 DY8	39 W57	51 W4
4 B31 / B45	16 B70	28 DY9	40 W58	52 W5
5 B32	17 B71	29 ST19	41 W59	53 W6 / W15.5 (Postal Sector)
6 B33 / B47 / B48	18 B73 / B74	30 W51	42 W1	54 W7 / W8 / W9
7 B43	19 DY1	31 W52	43 W10	
8 B60 / B61	20 DY10 / DY11	32 W510	44 W11	
9 B62	21 DY2	33 W511 / W512	45 W12	
10 B63	22 DY3	34 W513 / W514	46 W13	
11 B64	23 DY4	35 W53	47 W14	
12 B65	24 DY5	36 W54	48 TF11	

PLAN 3

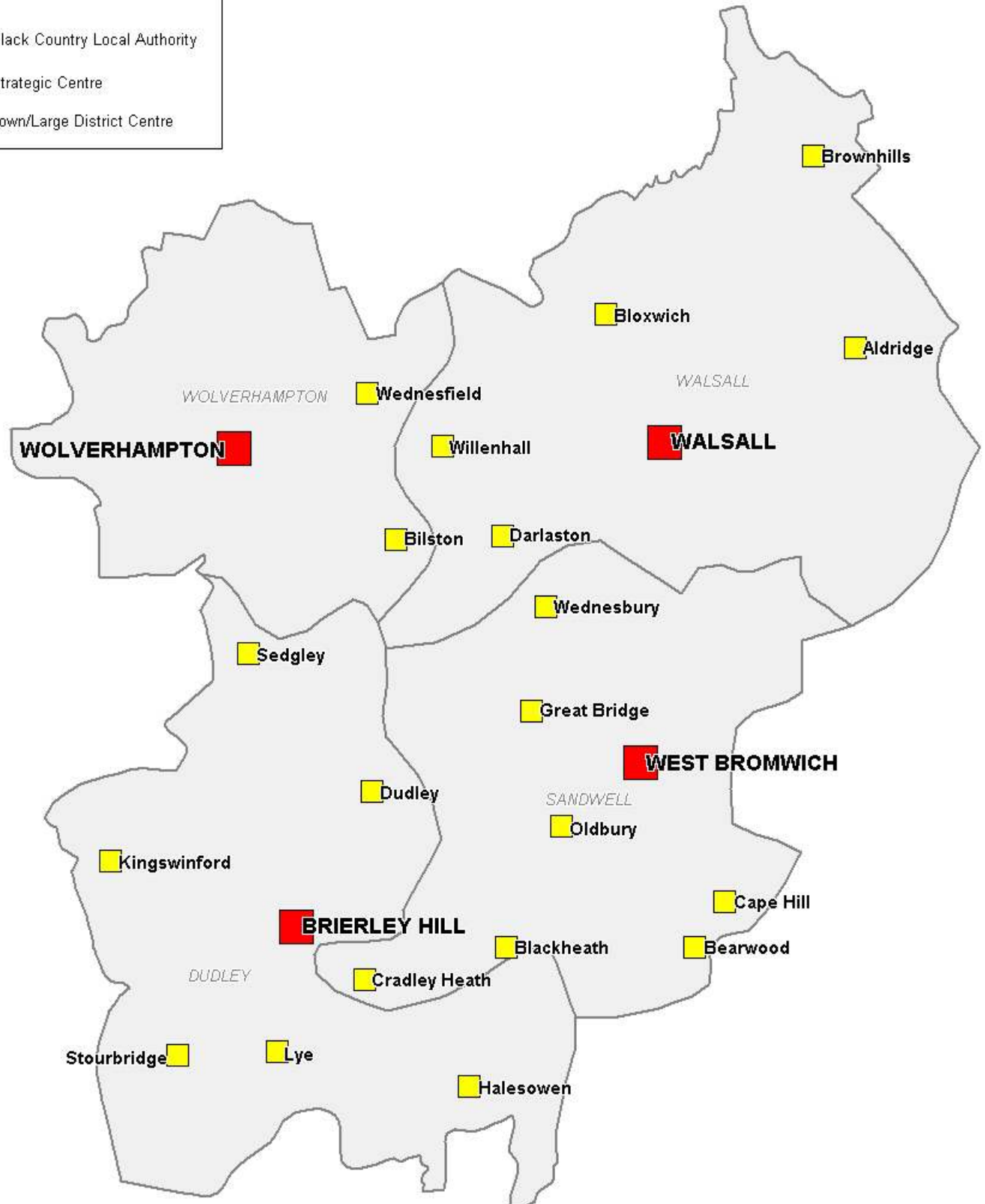
BLACK COUNTRY KEY CENTRES

BLACK COUNTRY STUDY

Key Centres Plan

KEY

- Black Country Local Authority
- Strategic Centre
- Town/Large District Centre



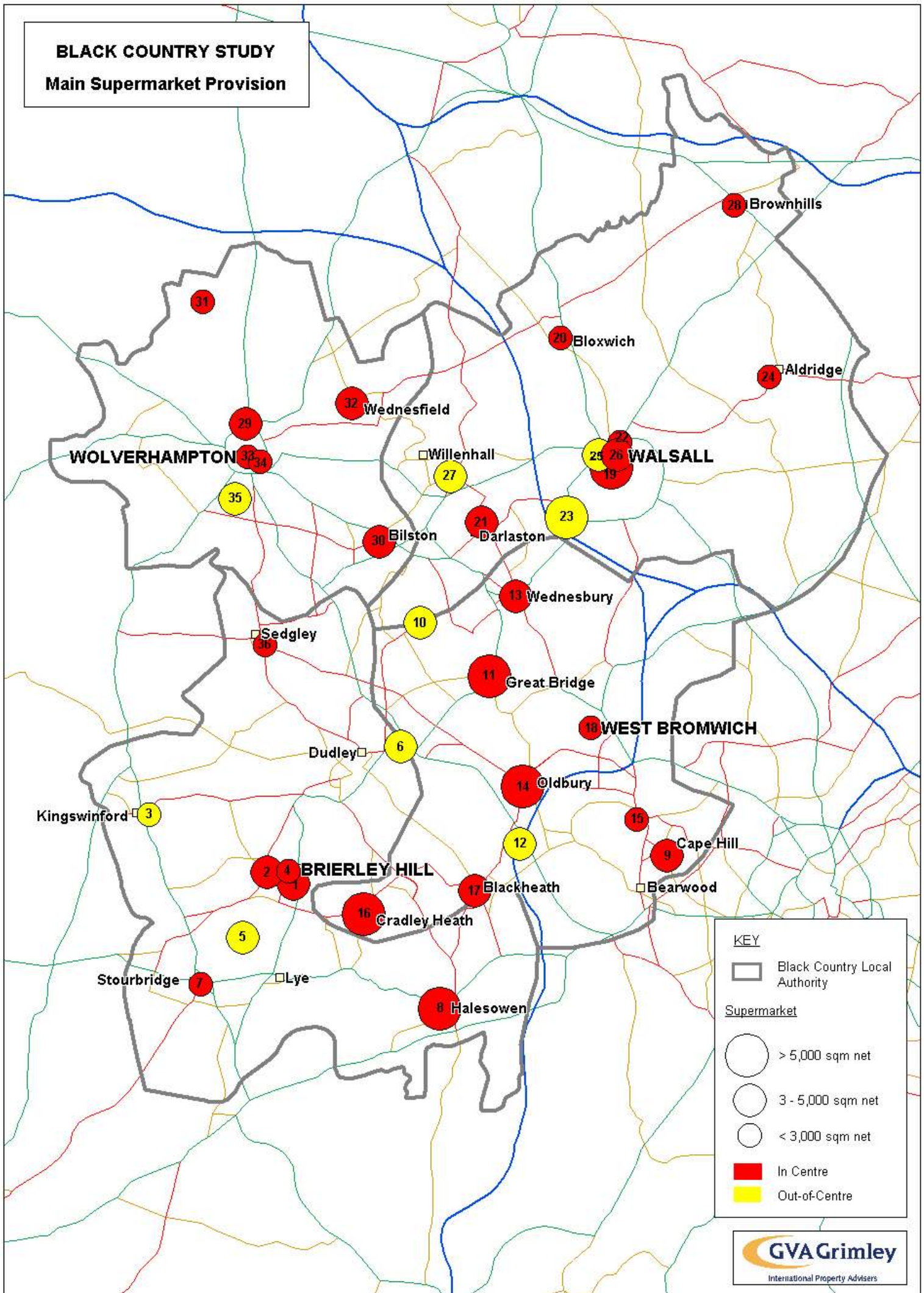
PLAN 4

BLACK COUNTRY MAIN FOODSTORE PROVISION

PLAN 4 REFERENCES

Reference Number	Store	Address
1	Asda	The Merry Hill Centre
2	Asda	Pearson St., Brierley Hill
3	Morrisons	Charterfield Shopping Centre, Kingswinford
4	J Sainsbury	The Merry Hill Centre
5	J Sainsbury	Sandringham Way, Brierley Hill
6	Tesco	Birmingham Road
7	Waitrose	Ryemarket, Stourbridge
8	Asda	Cornbow Centre, Halesowen
9	Asda	Windmill Lane, Cape Hill
10	Asda	Wednesbury Oak Road, Tipton
11	Asda	Brickhouse Lane South, Great Bridge
12	Asda	Wolverhampton Road, Oldbury
13	Morrisons	239 Holyhead Road, Wednesbury
14	J Sainsbury	Freeth St., Oldbury
15	Tesco	Tollgate Precinct, Smethwick
16	Tesco	Foxoak St., Cradley Heath
17	J Sainsbury	Halesowen St., Blackheath
18	Tesco	The Sandwell Centre, West Bromwich
19	Asda	George St., Walsall
20	Asda	Woodhall Street, Bloxwich
21	Asda	St. Lawrence Way, Darlaston
22	Morrisons	125 Lichfield St., Walsall
23	Morrisons	Wallows Lane, Walsall
24	Morrisons	Anchor Road, Aldridge
25	J Sainsbury	Reedswood Way, Walsall
26	Tesco	10 Old Square, Walsall
27	Tesco	Neptune Industrial Estate, Willenhall
28	Tesco	High Street, Brownhills
29	Asda	Molineux Way, Wolverhampton
30	Morrisons	Market Street, Bilston
31	Morrisons	Pendeford Park Shopping Centre, Pendford
32	J Sainsbury	Rookery St., Wednesfield
33	Tesco	The Gallery, Wolverhampton
34	J Sainsbury	20 St George's Parade, Wolverhampton
35	Waitrose	Marston Road, Wolverhampton

BLACK COUNTRY STUDY
Main Supermarket Provision



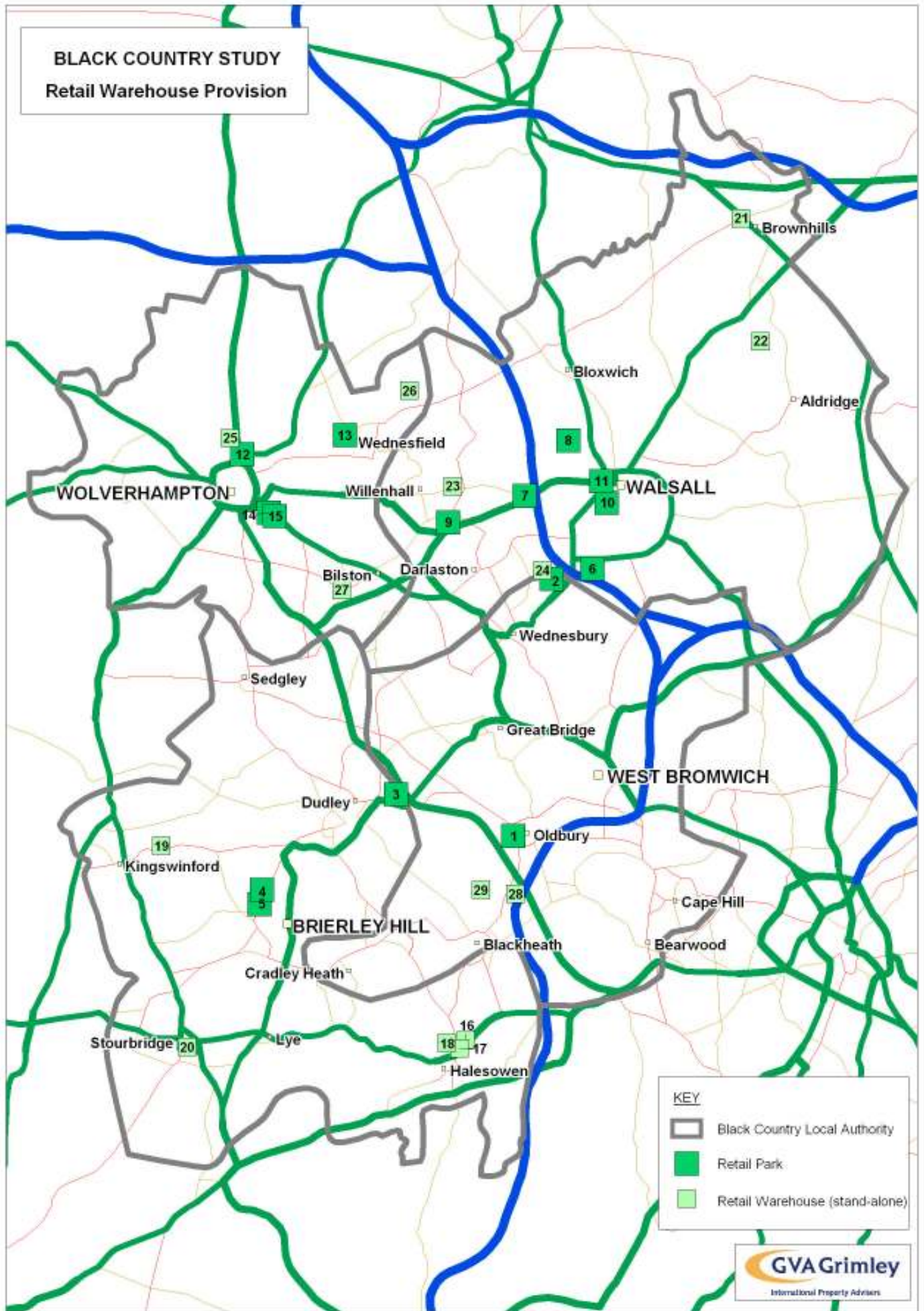
PLAN 5

BLACK COUNTRY RETAIL WAREHOUSE PROVISION

PLAN 5 REFERENCES

Reference Number	Store	Address
1	Oldbury Green Retail Park	Oldbury Ringway
2	Gallagher Retail Park	Axletree Way
3	Towngate Retail Park	Burnt Tree Island
4	Oak Retail Park	Dudley Road
5	Port West	Dudley Road
6	Broadwalk Retail Park	Bescot Crescent
7	Junction 10 Retail Park	Bentley Mill Way
8	Reedwood Retail Park	Reedwood Way
9	Keyway Retail Park	Armstrong Way
10	Jerome Retail Park	Mildlans Road
11	Crown Wharf Retail Park	Wolverhampton Street
12	The Peel Centre Retail Park	Stafford Street
13	Bentley Bridge Retail Park	Wednesfield Way
14	Bilston Road Retail Park	Bilston Road
15	Mitre Retail Park	Bilston Road / Eagle Street
16	B & Q unit	Mucklow Hill
17	Wickes Unit	Prospect Road
18	Comet unit	91 - 107 Dudley Road
19	Focus unit	45 Dudley Road
20	B & Q unit	New Road
21	Focus unit	Ferrie Grove, High Street
22	Focus unit	Coppice Lane
23	Comet unit	Wallsall Road
24	IKEA	Park Lane
25	Wickes unit	West Street, Stafford Road
26	Focus unit	367 Lichfield Road
27	B & Q unit	Spring Vale Business Park
28	Toys R Us	Wolverhampton Road
29	Dunelm Mill	Birchley Industrial Estate

BLACK COUNTRY STUDY
Retail Warehouse Provision

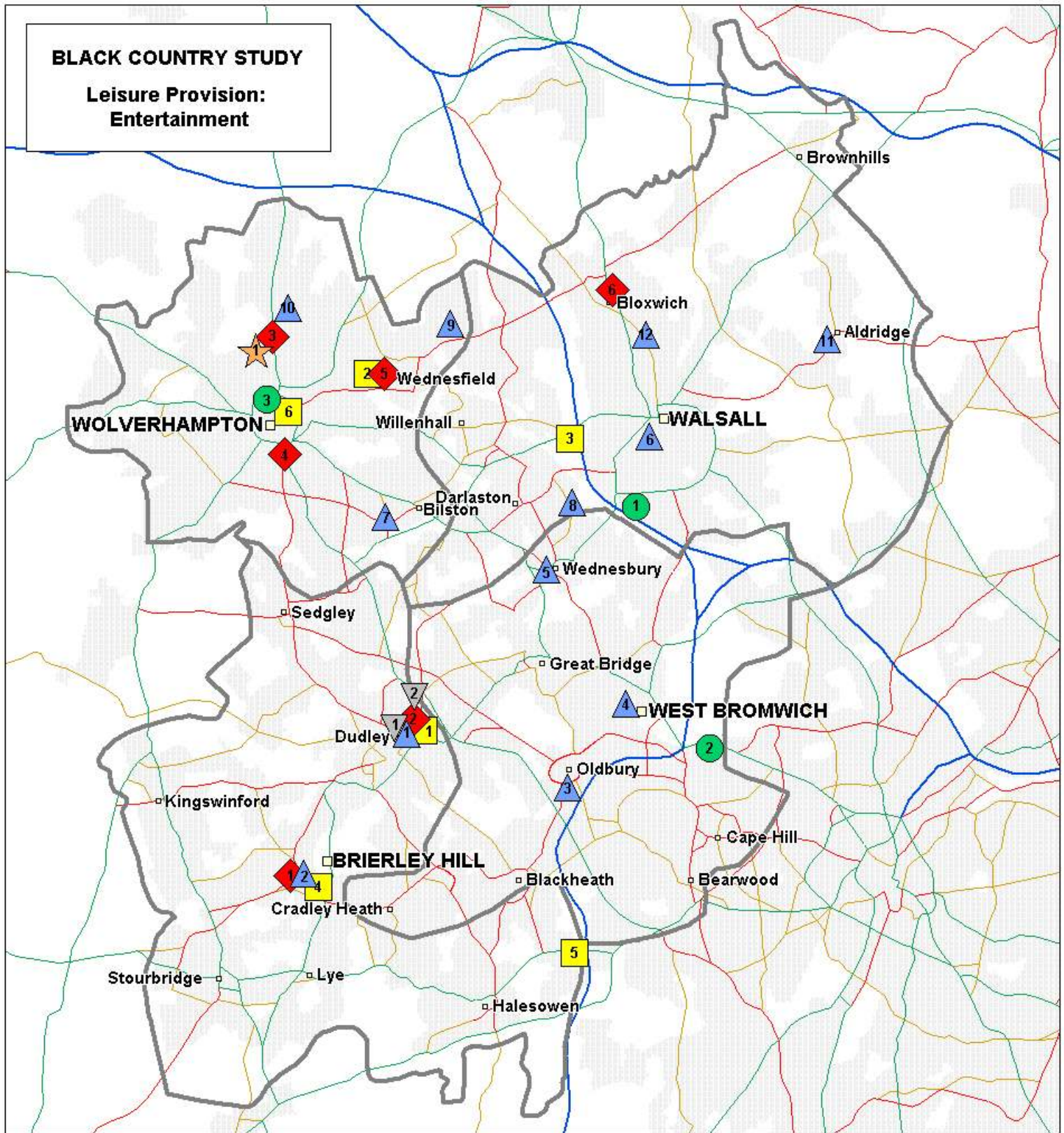


PLAN 6

LEISURE PROVISION: ENTERTAINMENT

BLACK COUNTRY STUDY

Leisure Provision: Entertainment



KEY

Black Country Local Authority

Cinema

- 1 Showcase Cinema, Dudley
- 2 Cineworld, Wednesfield
- 3 Showcase Cinema, Walsall
- 4 Odeon, Merry Hill Shopping Centre
- 5 Reel Cinema, Halesowen
- 6 Light House Cinema, Wolverhampton

Football Club

- 1 Walsall FC
- 2 West Bromwich Albion FC
- 3 Wolverhampton Wanderers FC

Bingo

- 1 Gala Bingo, Dudley
- 2 Mecca Bingo, Brierley Hill
- 3 Mecca Bingo, Oldbury
- 4 Mecca Bingo, West Bromwich
- 5 Mecca Bingo, Wednesbury
- 6 Gala Bingo, Jerome Retail Park, Walsall
- 7 Mecca Bingo, Bilston
- 8 Gala Bingo, Wednesbury
- 9 Gala Bingo, Wolverhampton Ashmore Park
- 10 Gala Bingo, Wolverhampton
- 11 Gala Bingo, Aldridge
- 12 Gala Bingo, Leamore

Racecourse

- 1 Dunstall Park Racecourse, Wolverhampton

Bowling

- 1 Megabowl, Brierley Hill
- 2 Bowlplex, Dudley
- 3 Strykers Pleasure Bowl, Bushbury
- 4 AMF Bowling Express, Wolverhampton
- 5 AMF Bentley Bridge, Wednesfield
- 6 GT Leisure Bowl, Bloxwich

Other Attraction

- 1 Dudley Castle & Dudley Zoo
- 2 Black Country Museum, Dudley

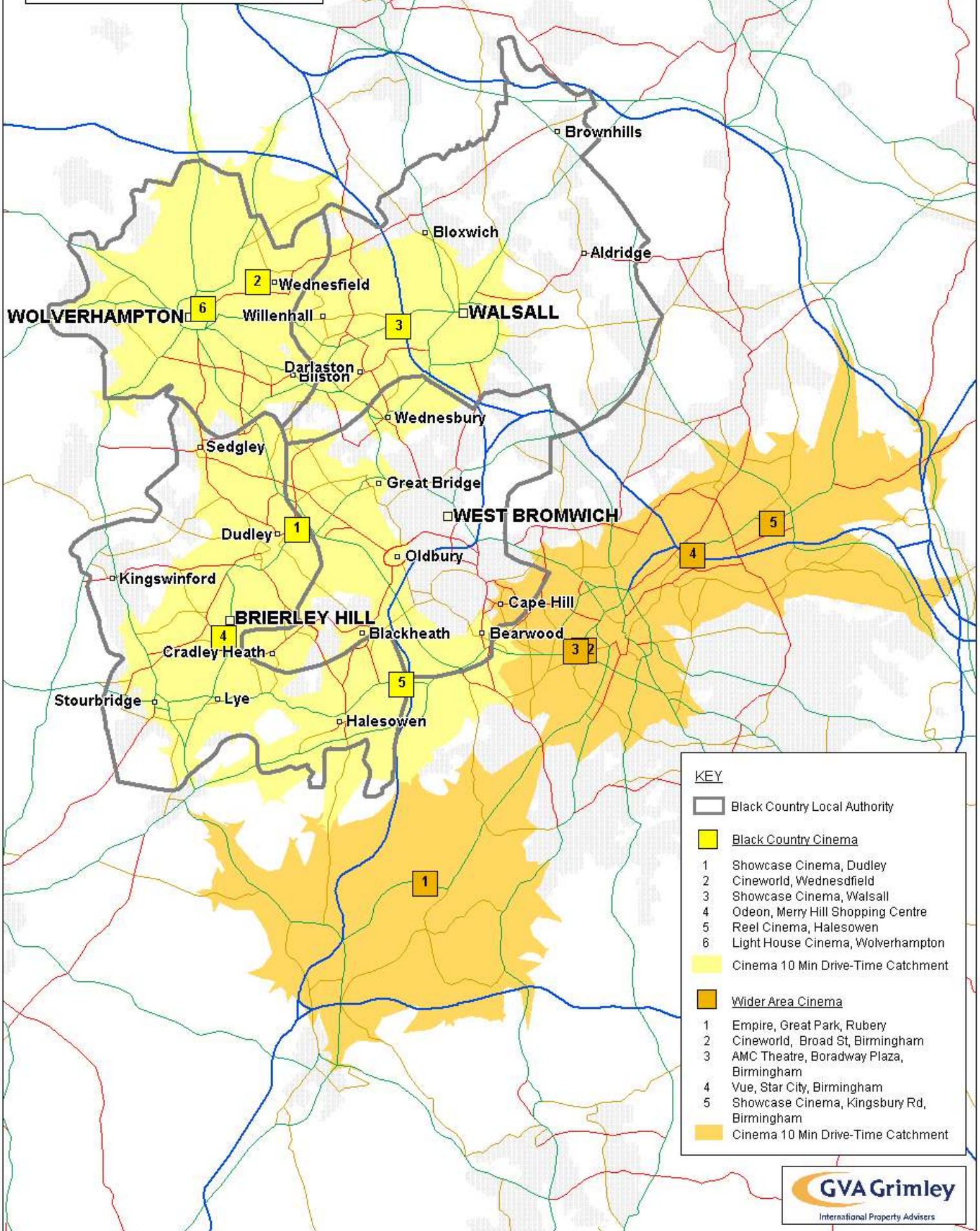


PLAN 7

LEISURE PROVISION: CINEMAS WITH DRIVE-TIME CATCHMENTS

BLACK COUNTRY STUDY

Leisure Provision: Cinemas with Drive-Time Catchments

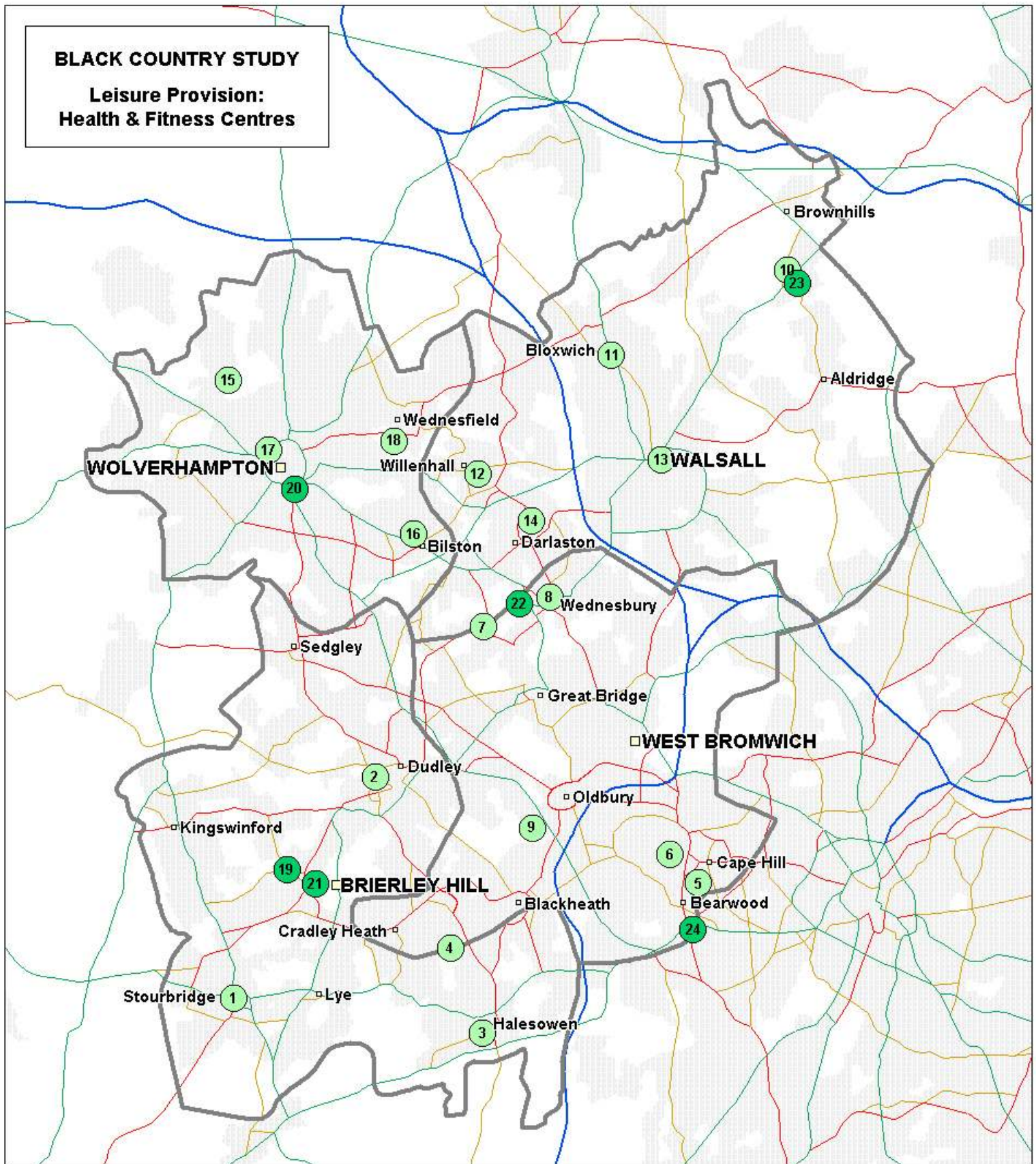


PLAN 8

LEISURE PROVISION: HEALTH & FITNESS

BLACK COUNTRY STUDY

Leisure Provision: Health & Fitness Centres



KEY

Black Country Local Authority

Public Health & Fitness Centre

Private Health & Fitness Centre

- | | | |
|--|--|--|
| 1 Crystal Leisure Centre, Stourbridge | 11 Bloxwich Leisure Centre, Bloxwich | 19 David Lloyd, Pensnett Rd, Brierley Hill |
| 2 Dudley Leisure Centre, Dudley | 12 Willenhall Leisure Centre, Willenhall | 20 Fitness First, Birmingham Rd, Wolverhampton |
| 3 Halesowen Leisure Centre, Halesowen | 13 Walsall Gala Bath, Walsall | 21 Fitness First, Level St, Brierley Hill |
| 4 Haden Hill Leisure Centre, Cradley Heath | 14 Darlaston Leisure Centre, Darlaston | 22 Fitness First, Hallens Drive, Wednesbury |
| 5 Hadley Stadium, Smethwick | 15 Aldersley Leisure Village, Wolverhampton | 23 Fitness First, Lichfield Rd, Walsall Wood |
| 6 Harry Mitchell Leisure Centre, Smethwick | 16 Bilston Leisure Village, Bilston | 24 Fitness First, Hagley Rd, Smethwick |
| 7 Tipton Sports Academy, Tipton | 17 Central Baths, Wolverhampton | |
| 8 Wednesbury Leisure Centre, Wednesbury | 18 Wolverhampton Swimming & Fitness Centre, Bentley Bridge | |
| 9 Oldbury Leisure Centre, Oldbury | | |
| 10 Oak Park Leisure Centre, Walsall Wood | | |