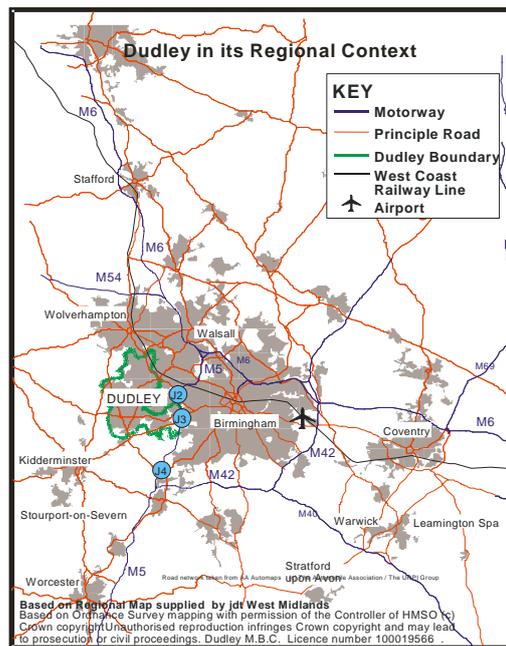


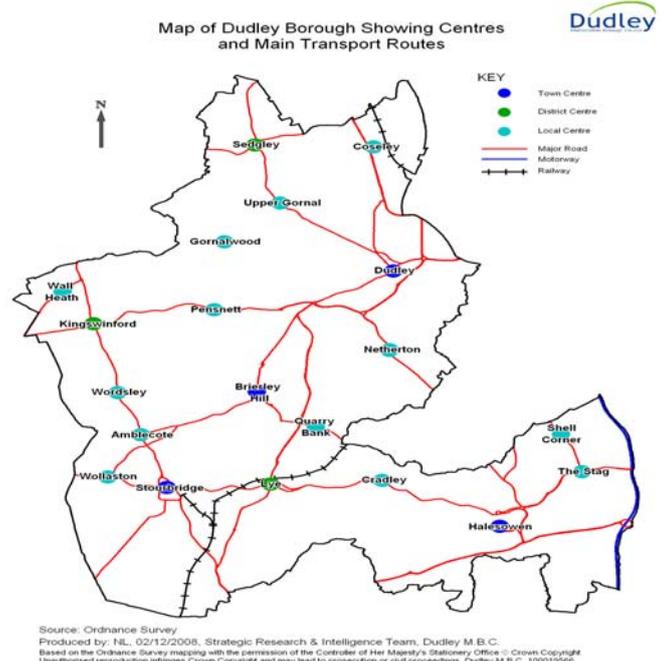
## Dudley Borough - Place Profile

### Location

- Dudley Borough is a large metropolitan borough (98 square kilometres/38 square miles) located on the western part of the West Midlands (WM) conurbation, approximately 9 miles west of Birmingham and 6 miles south of Wolverhampton. To the west lies the urban fringe of South Staffordshire and to the south-west the rural parts of Worcestershire.
- Dudley Borough lies at the heart of the Black Country, which comprises the metropolitan boroughs of Dudley, Sandwell and Walsall and the City of Wolverhampton, a part of England rich in terms of its cultural and economic heritage.



- Dudley Borough is made up of a number of townships, each with its own unique identity and culture. The main town centres are: Dudley, Stourbridge in the south-west, Halesowen to the south and east, and Brierley Hill in the centre. There are 16 district and local centres in the borough.
- In January 2008, the Government officially recognised Brierley Hill as a new strategic centre for the Black Country, opening up the way for major development activity including more shops, leisure facilities, offices and housing. Brierley Hill is situated in the heart of the borough and the nationally known Merry Hill Shopping Centre, the fourth largest centre in the UK, and the Waterfront Business and Leisure complex form part of Brierley Hill town centre. A £26m health and social care centre has recently been constructed in Brierley Hill, providing a high quality health and social care facility for the local community.

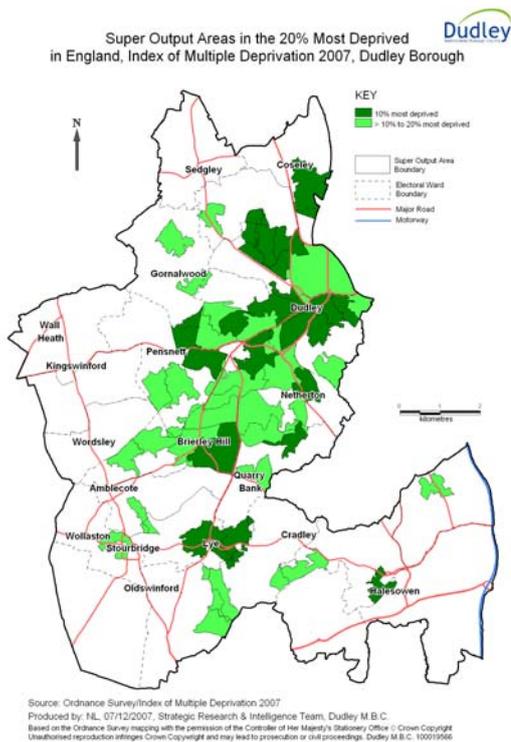


## Population

- Dudley Borough has a population of 306,600, making it the 6<sup>th</sup> largest local authority area in the WM region and the 25<sup>th</sup> largest in England.
- 19% of Dudley Borough's population is aged between 0-15 years. 22% of the Borough's residents are of pension age.
- 91.3% of Dudley Borough's residents are white. The greatest proportion of non-white residents are Asian or Asian British.

## Areas of Deprivation

- The Index of Multiple Deprivation (IMD) 2007 is a measure of multiple deprivation across England. Deprivation for small areas is measured using Super Output Areas (SOA). The IMD contains seven "Domains" which relate to income deprivation, employment deprivation, health deprivation and disability, education skills and training deprivation, barriers to housing and services, living environment deprivation, and crime. When combined these seven domains form the overall IMD.
- Dudley Borough ranks at 100 out of 354 Local Authorities with 1 being the most deprived and 354 being the least deprived. Dudley Borough is the least deprived local authority area in the Black Country.



- Dudley Borough has 202 SOAs and, on average, there are 1,511 people living in each SOA.
- Dudley has 45 SOAs in the 20% most deprived in England and 19 SOAs in the 10% most deprived in England under the overall IMD. This equates to 9.5% of the Borough's population that live in these SOAs.
- The areas in the Borough that are most affected by deprivation are in the wards of Castle and Priory and St Thomas's. 5 SOAs in Castle and Priory ward and 3 SOAs in St Thomas's ward fall within the 10% most deprived areas in England. Both of these wards are in close proximity to Dudley town centre.
- Dudley suffers most in the Education, Skills and Training domain. 36 out of the 202 SOAs in the Borough are in the 10% most deprived in England on this domain, equating to 18% of the Borough's population. 21 out of the 202 SOAs in the Borough are in the 20% most income deprived in England, equating to 25.6% of the Borough's population.

## Businesses

- Dudley Borough plays an important role in the WM economy, with around 10,000 businesses and a workforce of 117,000 people.
- The Borough is home to a large proportion of small and medium sized businesses, but also contains some larger employers such as Sandvik, Rentokil and Manitowoc Beverage Systems.
- Dudley Borough boasts a strong and diverse business base. 15% of jobs in Dudley Borough are in the manufacturing sector. Dudley Borough's strong service sector, accounting for 79% of total jobs in the borough, includes financial services, distribution and retail - most notably the Merry Hill shopping centre near Brierley Hill, the fourth largest centre in the UK.
- Dudley Borough is home to the flagship Pensnett Trading Estate. Comprising some 185 acres (with approx. 25 acres of development land), it is the largest secure industrial estate in Europe.

## Tourism & Leisure

- The Borough's most famous local landmark is Dudley Castle which overlooks Dudley town from its hilltop location. Dudley Castle and Zoological Gardens is a key visitor destination as well as the Black Country Living Museum, which attracts over quarter of a million visitors each year, Dudley Canal Trust and Limestone Mines and Dudley Museum and Art Gallery.
- The Stourbridge Glass Quarter is also a significant visitor destination. Broadfield House Glass Museum, has established a reputation as one of the major glass museums in the world and the Red House Glass Cone is now one of only four complete cones remaining in the UK.
- Dudley Borough is home to 7 Local Nature Reserves, 1 National Nature Reserve (NNR) and 7 Sites of Special Scientific Interest (SSSI).
- Key parks in the Borough include Priory Park, which is listed on the English Heritage Register of Parks and Gardens of Special Historic Interest in England, and Himley Hall and Park. The Leasowes is a historic landscape located near Halesowen town centre which has recently benefited from a £1.3m restoration project.
- Dudley Borough has libraries across the borough as well as a Local History and Archives Services. A £2.6m capital investment programme in the Borough's library service includes a new library for Brierley Hill, in partnership with Stourbridge College, and a major refurbishment of Wordsley and Kingswinford libraries.

## Schools

- Dudley Borough has 107 DMBC maintained schools, made up of 79 primary schools, 21 secondary schools (of which 4 include a sixth form) and 7 special schools. In addition, there are 4 pupil referral units and 1 nursery school.
- Dudley Borough's educational performance at GCSE level has seen a record of continuous improvement putting the Borough well ahead of neighbouring boroughs in the Black Country.
- There are 2 private schools in Dudley Borough. Old Swinford Hospital School is a state maintained boarding school, one of only 34 in the country. It is a high performing specialist school and is included in Ofsted's list of outstanding providers. Elmfield School is an independent school, for children aged 3-17, where pupils follow the international Steiner Waldorf curriculum.

## Further and Higher Education

- The Borough offers three general further education colleges - Dudley College, Halesowen College and Stourbridge College and one sixth form college - King Edward VI College in Stourbridge. There are four school sixth forms in the Borough - Bishop Milner, Ellowes Hall, Old Swinford and Windsor.
- The Ruskin Mill Trust (Glasshouse College) is an independent specialist provider, attended by learners with learning difficulties or disabilities from and outside Dudley Borough for education and learning provision.
- The universities of Wolverhampton, Birmingham, Aston, and Birmingham City are all within easy commuting distance of Dudley Borough.

## Infrastructure & Physical Environment

### Transport

- Dudley Borough has strong accessibility links to Junctions 1, 2, 3 and 4 of the M5 and excellent rail services to Birmingham City Centre and beyond.

- The Council maintains just over 980km of road in the Borough. Recent highway improvement schemes include the £27m Venture Way in Brierley Hill, a new road to reduce congestion and improve access into and around Brierley Hill. £12m major junction improvements at Burnt Tree Island are also underway to improve the road capacity and will play a key role in the movement of people and goods within the Black Country and beyond.
- The borough has an extensive bus network which boasts four bus stations located in Dudley, Halesowen, Merry Hill and Stourbridge. Bus services and routes are designed to serve residential and commercial developments in the borough, with more frequent services operating to and from key destinations such as Russell's Hall Hospital and Merry Hill Shopping Centre. Work on the £7m Stourbridge Interchange is underway and will provide a modern bus based interchange for Stourbridge town centre with improved facilities and passenger information.
- The Worcester to Birmingham rail line serves two borough railway stations (Stourbridge Junction and Lye) while the West Coast Main Line service joining Manchester to London passes through Coseley railway station in the north of the Borough.
- Dudley Borough has a network of cycle routes, with specific on-road cycle lanes and off road shared use paths, as well as recommended routes on quiet and less trafficked roads.

### Housing

- The Local Investment Plan (LIP) (2010-2014) sets out how the Homes and Communities Agency (HCA) and the Council will work together and alongside other public and private sector partners to help deliver the Black Country Joint Core Strategy and Dudley Borough's long term housing and regeneration vision.
- There are 131,879 dwellings in Dudley Borough housing around 305,000 people (2008/9).
- 71% of housing stock in the borough is owner-occupied, which is the highest number in the Black Country sub-region.
- The private rented sector accounts for 4% of the housing stock in the Borough, which is less than half of national average levels and there are opportunities to expand the sector further.
- The Borough's social housing stock (local authority and housing association stock), at 21.8%, is above the national average but lower than the other Black Country Local Authority areas.
- Dudley Borough's housing stock is dominated by 3 bedroom semi-detached houses.
- The average price of a house in the Borough is lower than the West Midlands median house price at just under £138,000 (2008).
- The LIP sets out five key challenges for Dudley Borough in respect of housing development, which are:
  - To meet the housing, care and support needs of a growing elderly population;
  - To reduce levels of inequality between Dudley's communities;
  - To continue to invest in and improve the Borough's existing housing stock including retrofit;
  - To promote economic prosperity; and
  - To provide a mixed housing 'offer' to new and existing residents.

### Employment Land Opportunity Sites

- In September 2010, the Council commissioned ANCER SPA to undertake a study to identify a portfolio of 'site specific' employment opportunities to support the drive to maximise Dudley Borough's inward investment potential.

## Sub-regional context

- The work was set in the context of the approved policies within the Black Country Joint Core Strategy, namely:
  - Policy EMP1 seeks to provide land for at least 75,000 industrial and warehouse jobs within the Black Country in 2026 in order to ensure a sufficient stock of employment land to meet demand and support the growth and diversification of the economy.
  - Policy EMP2 of the Joint Core Strategy provides for a portfolio of High-Quality Employment Land suitable for a 'growing and diversified economy'. The policy notes that there is currently a supply of 158 hectares of 'High-Quality Employment Land' (2009). The policy indicates that by 2016 a supply of 197 hectares is proposed, and a supply of 274 hectares as of 2026. The Joint Core Strategy notes that these sites 'will be protected from redevelopment for other non-employment uses'.
  - Policy EMP3 seeks to provide for a portfolio of Local Quality Employment Land. The policy notes that 'Local Quality Employment Areas' are characterised by 'a critical mass of industrial, warehousing and service activity in fit-for-purpose accommodation with good access to local markets and employees'. It also notes that these areas will provide for the needs of locally-based investment and will be safeguarded for the following uses:
    - Industry and warehousing
    - Motor trade, including car showrooms, garages and vehicle repair
    - Haulage and transfer depots
    - Trade wholesale retailing and builders merchants
    - Scrap metal, timber, construction premises and yards
    - Waste collection, transfer and recycling uses
  - Policy EMP4 aims to have 185 hectares (five years' supply) of employment land across the Black Country at any one time. Readily available is defined as:
    - the site has either a planning permission and/or is allocated for economic development in the development plan and/or is committed by an appropriate council resolution;
    - no major problems of physical condition;
    - no major problems in relation to the scale of development / activity proposed; and
    - the site is being actively marketed.

## Dudley Borough context

- Dudley Borough currently has a total employment land stock of 827 hectares (2009). The policy requires that this supply should not fall below 778 hectares (in 2016), and 648 hectares (by 2026).
- Dudley Borough currently (2009) has a supply of 669 hectares of 'Local Quality Employment Land', and proposes a target of 580 hectares in 2016, and 374 hectares in 2026. The Joint Core Strategy notes that Local Employment Areas are often most vulnerable to pressure for redevelopment to other uses, such as housing. However, the document stresses that the loss of too much local employment land will 'inhibit economic development, endanger the viability of businesses and affect the balance of jobs and workers, so workers would have to travel increased distances to work and the viability of firms would be put at risk'.
- There are 8 employment land sites in Dudley Borough contained within the Regional Employment Land Study (RELS) Site Assessments (2010). This compares to: 32 sites in Walsall Borough; 24 sites in Sandwell Borough; and 22 sites in Wolverhampton.
- The minimum provision of readily available employment land (in addition to retained stock) is 15 hectares (ha) in Dudley Borough, 69ha in Sandwell, 50ha in Walsall and 51ha in Wolverhampton. The limited number of High-Quality sites are located around Pensnett, Peartree Lane, Castlegate

and Coombeswood. The Pensnett area is recognised as being some distance from the principal highway network, but is a large area of existing high-quality employment which provides a 'critical mass' for further high quality employment sites to be developed.

- The Council has agreed a provisional list of approximately 25 sites it wishes to promote for economic development purposes over the short-term (0-5 years), medium-term (6-10 years) and longer-term (11-15 years). With agreement with landowners and/or agents, these sites will be promoted to ensure a balanced portfolio of sites is achieved. Specifically, this will include promoting:
  - Sites that should be retained primarily for employment use
  - Sites suitable for mixed use development
  - High quality sites for medium scale industrial uses
  - Good quality sites for small scale industrial uses
  - Sites suitable for resource recovery uses
  - High quality office sites for inward investment or relocations
  - Good quality office sites for small businesses

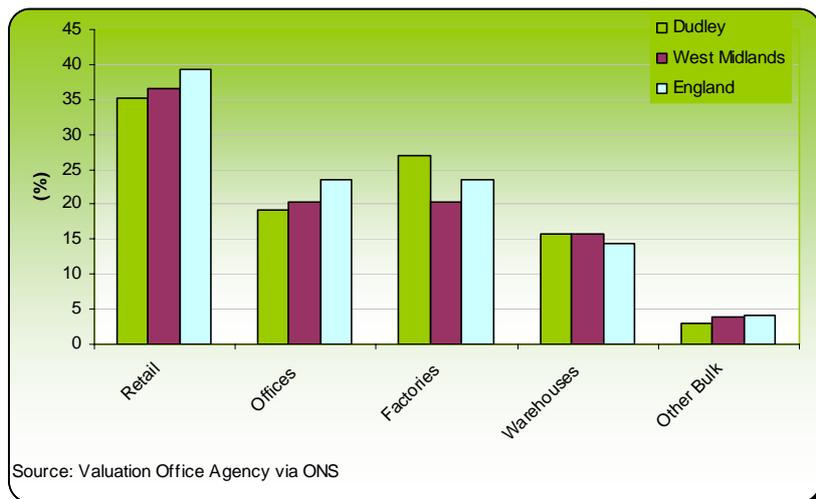
**Commercial and Industrial Floorspace by Bulk Classes**

- In 2008, retail premises had the highest proportion of commercial and industrial floorspace units in Dudley Borough (35.2%) compared with 36.6% in the West Midlands and 39.2% in England.

**Commercial and Industrial Floorspace Units (2005 revaluation) - 2008**

	All Bulk Classes (Count)	Retail Premises (%)	Offices (%)	Factories (%)	Warehouses (%)	Other Bulk (%)
<b>Dudley</b>	<b>8,559</b>	<b>35.2</b>	<b>19.3</b>	<b>26.9</b>	<b>15.7</b>	<b>3</b>
<b>West Midlands</b>	142,055	36.6	20.4	20.4	15.7	3.9
<b>England</b>	1,346,547	39.2	23.6	23.6	14.4	4.1

Source: Valuation Office Agency via ONS



## Rateable Value Statistics

- Commercial and industrial floorspace units in Dudley Borough were overall (all bulk classes) equal to those in West Midlands and cheaper than England's average. The most expensive bulk class in the Borough in 2008 was Retail Premises at £126 per square metre, compared with £112 for West Midlands.

### **Commercial and Industrial Rateable Value Statistics (2005 revaluation), 2008**

	<b>All Bulk Classes (£)</b>	<b>Retail Premises (£)</b>	<b>Offices (£)</b>	<b>Commercial Offices (£)</b>	<b>Other Offices (£)</b>	<b>Factories (£)</b>	<b>Warehouses (£)</b>	<b>Other Bulk Premises (£)</b>
<b>Dudley</b>	<b>49</b>	<b>126</b>	<b>73</b>	<b>75</b>	<b>65</b>	<b>26</b>	<b>32</b>	<b>31</b>
West Midlands	49	112	90	95	70	26	36	33
England	49	130	121	128	84	29	40	32

Source: Valuation Office Agency via ONS