

# BIG.

**Birmingham International Gateway**

**Birmingham Development Plan  
Examination Hearing Statement: Matter B  
September 2014**

**The BIG delivery partnership**



**PROLOGIS.**



**ASHFORD  
DEVELOPMENT**

**This response should be read in conjunction with the representations submitted by Ashford Developments and Prologis in February 2014**

## **Matter B – Employment Land and retail provision – policies PG1 and TP16**

1) Is the Plan based on a clear economic vision and strategy to encourage sustainable economic growth?

The Draft Birmingham Development Plan<sup>1</sup> includes 11 objectives. Two of these include “*promoting Birmingham’s national and international role*” and “*to ensure that the City has the infrastructure in place to support its future growth and prosperity*”. Ashford Developments and Prologis considers that the promotion of 80Ha of employment at Peddimore (GA6) and a new roundabout off the A38 to meet part of the City’s requirements to be a welcome approach. However, we consider that this proposal only goes part way towards creating the critical mass, environment and infrastructure that will provide the most appropriate and suitable opportunities to meet Birmingham’s employment need and attract inward investment, on a national and international scale.

The strategy<sup>2</sup> set out in the BDP is written on the basis that “***developing Birmingham’s international role will be an important part of its economic success, attracting inward investment and visitors and supporting the delivery of the growth agenda***”. Whilst we consider that the Plan is based on a clear strategy and its encouragement for sustainable economic growth, the BDP does not go far enough to ensuring it provides the scale and quality of economic opportunity and associated infrastructure that will enable it to fulfil the two objectives referred to above. This issue is explored further within our responses to the other questions we have responded to under Matter B below.

The Strategy<sup>3</sup> promotes “*A continuous supply (our underlining) of land ....will be made available... to attract investment from both within the UK and internationally*”. Whilst this strategy is clear, the mechanisms for delivering this through the BDP are not clear and fail to identify sufficient land to meet its identified requirement of 407Ha. Even with Peddimore there is a shortfall of 164ha best urban sites. Given that the remaining areas of Green Belt in Birmingham’s administrative area are not considered suitable for large scale employment, there will be a need for the employment shortfall to be met outside of the Birmingham administrative boundary (see answer to Q3).

Ashford Developments and Prologis consider that the most logical and sustainable location for a significant element of the employment land shortfall to go is east of the Peddimore allocation. An illustrative masterplan for these proposals is provided at **Appendix 1**. Further responses are provided on transport/ highways and landscape matters are provided at **Appendices 2 and 3** respectively.

2) Are the overall requirements of Policy PG1 for employment land and office floorspace soundly based on evidence, and appropriate to meet the needs that are likely to arise over the Plan period?

We consider that some of the evidence base that has been prepared in support of the BDP to be unclear and confusing, and therefore not a sound basis from which to base the conclusions the BDP is based. As we have set out in our representations to the Pre-Submission Consultation, there is no clear link or explanation between the evidence base documents and the requirements set out in PG1. This is particularly the case when trying to reconcile the proposals set out in PG1 against the employment land evidence base reports and the TP policies (TP16 and TP17) which deal with employment land. We provide further details on these issues in our response to questions 4-6 below.

---

<sup>1</sup> BDP Paragraph 3.5 4<sup>th</sup> bullet

<sup>2</sup> BDP Paragraphs 3.6-3.37

<sup>3</sup> BDP Paragraph 3.12

Whilst we are aware that there is a wider West Midlands Land Study currently being prepared, this is not available as evidence to support the BDP Examination and as such cannot be taken into account at this stage.

3) If housing provision is made outside the Plan area to meet Birmingham's needs, is there a need for employment land to be allocated outside the Plan area to complement that housing provision?

The BDP requires the provision of 407Ha employment land. Whilst the question being raised relates to housing provision outside of the Plan area, Ashford Developments and Prologis consider that the consideration of employment land outside of the Plan area should be related to the proposed residential Green Belt release at Langley and ensure consideration of where major employment allocations are best located in the context of existing employment sites and supporting infrastructure.

Whilst the residential shortfall will have to be met on sites within a number of the neighbouring authorities, Ashford Developments and Prologis, contend that the most obvious and sustainable location that major employment should be directed, is to the east of the Peddimore allocation. This approach can also be supported by the fact that no other major employment sites are being promoted close to Birmingham's administrative boundary. Therefore the issue of additional employment land provision should be considered less complex than the need to secure additional housing allocations via neighbouring authority support.

The Birmingham International Gateway (BIG) proposals being promoted by Ashford Developments and Prologis would also complement the UK Central proposals that are being developed around junction 6 of the M42. A copy of the vision document is contained at **Appendix 4**.

Ashford Developments and Prologis consider that the BDP should have sought to address ways in which the shortfall in employment land could be met, including cross border allocations. As Peddimore is the only realistic major employment allocation that can be secured from the Birmingham Green Belt, it is considered that this presents the most natural starting point for considering further opportunities to meet the employment requirement. Whilst dialogue has been undertaken with North Warwickshire BC, it is not clear that any attempt has been made to secure additional employment delivery on land east of Peddimore, within the NWBC administrative area. We consider that this land holds a sustainable, deliverable and logical opportunity for at least 100 hectares of additional employment land.

4) Does the categorisation of employment land into Regional Investment Sites and three other quality categories appropriately reflect future business needs?

For Best, Good and Other quality employment land, the categorisation is based upon scale and quality. RIS are subject to the largest minimum size criteria but are also subject to additional criteria to ensure that they effectively serve the areas of greatest need. The current categorisation is a convenient way of analysing land supply and monitoring availability, but it isn't the way in which occupiers approach site selection.

Occupiers will consider sites according to their own locational requirements, which will be a combination of:

- Accessibility defined by the quality of infrastructure (roads, rail freight facilities, public transport, utilities – particularly power, and broadband);
- Access to labour - defined by simple availability and skill levels;
- Access to markets – suppliers and customers;
- Quality of environment – on-site and off-site;
- Scale – sites need to be sufficiently large to deliver plots of sufficient size to accommodate the largest requirements, and provide expansion space.

For example, it is stated in the WECD 2013 report<sup>4</sup> that there is no further requirement for a RIS, as current supply matches demand. However, in practice, occupiers will seek a high quality site which meets their requirements and both RIS and Best Urban sites would be considered. It is not possible to distinguish between demand for RIS and demand for Best Urban sites.

Birmingham has to compete for investment, both to retain and attract business, and it needs to deliver sufficient employment land of a sufficiently high quality to succeed. What the City requires is an appropriate supply of large employment sites capable of retaining existing occupiers and attracting footloose investment, and able to compete on a regional, national and international stage to do so.

Whilst the categorisation does not reflect occupiers' site selection, the employment land portfolio could reflect future business needs, if there was sufficient land in each category to meet demand.

## 5) Does the Plan make appropriate provision to support existing business sectors and new emerging sectors?

### What is required to support existing businesses and emerging sectors?

The socio-economic assessment<sup>5</sup> undertaken by WECD confirmed the importance of the manufacturing sector and found that it is expected to see a 7% increase in employment over the Plan period. The automotive sector is of significant importance to Birmingham's economy and is the key driver of growth in the manufacturing sector. In order to support the City's economy and ensure increased employment in the manufacturing sector, it is vital that sufficient land is provided to enable firms to locate in Birmingham and to enable firms already in the City to expand.

The Study also found that the City has a relatively high proportion of medium and large companies. Many of companies will require sites of significant scale for expansion in the future.

PA Consulting (Marketing Birmingham, Key Sectors for Investment, June 2012) considered emerging sectors and identified seven key target sectors for inward investment: advanced manufacturing (particularly automotive and aerospace); financial services; business and professional services; food and drink; computer services and software; digital media; and life sciences. The logistics sector is also identified as being central to the local economy, underpinning the City's strengths in production and manufacturing, which is critical for the advanced manufacturing; food and drink and life sciences sectors.

The 2012 Employment Land Study<sup>6</sup> prepared by WECD considered the property requirements of the target sectors. The advanced manufacturing sector has a particular requirement for large sites for purpose built, capital intensive investments but these large, high quality sites are also required to meet demand from the food and drink sector (process and production) and from the life science sector (medical and pharmaceuticals manufacture).

The study<sup>7</sup> also found that advanced engineering firms want to stay in Birmingham due to the skilled workforce and supply chain but they are severely constrained by lack of appropriate space. Typically demand is for existing, modern industrial units of 100,000 sq. ft or more, suitable for intensive energy users.

The manufacturing and logistics sectors are currently very important to Birmingham's economy. This will continue going forward, with a focus on advanced manufacturing, logistics and production within the other growth sectors. Existing businesses and the identified emerging sectors both require high quality manufacturing and logistics sites of sufficient scale to enable significant investment and/or expansion i.e. RIS and Best Urban land. A sufficient supply of RIS and Best Urban land is essential to enable economic growth and support existing businesses.

---

<sup>4</sup> Paragraph 8.6 1<sup>st</sup> bullet

<sup>5</sup> Employment Land and Office Targets Study, 2013, p.13

<sup>6</sup> Zones and Key Sectors in Birmingham (2012) – Figure 3.5

<sup>7</sup> WECD, 2012, paragraph 3.13



### What provision is made in the Plan?

The draft BDP does not make appropriate provision of employment land and that is acknowledged by the City Council. There is a particularly acute shortage of the highest quality land (traditionally Best Urban). Draft Policy TP16 makes provision for a minimum of 96 ha reservoir of readily available land (including 60 ha of Best Quality/Best Urban land) and one Regional Investment Site (RIS).

The Employment Land Review (ELR) (WECD, 2012) concludes that there is a total supply of 77 ha of Best Urban employment land, including c. 58 ha of readily available land. There are only very minor changes to these figures in the 2013 Annual Monitoring Report (AMR) (Table 3.5). The reservoir of readily available land in the Best Urban category is therefore already insufficient.

The Employment Land and Office Targets Study (WECD, 2013) concluded that the most likely requirement for Best Urban land over the Plan period is 224 ha. This understates the true requirement as it does not take account of the additional 37 ha which will be required to allow for relocations from the Washwood Heath area necessary due to HS2. On this basis, the actual demand will be for 261 ha, which equates to a five year reservoir of 69 ha. This means that, if HS2 goes ahead, there is a shortage of 11 ha in the Best Urban readily available five year reservoir.

Furthermore, a number of the readily available sites are below the 10 ha threshold, being the remaining plots on larger schemes and are therefore not capable of meeting the demand from existing and emerging sectors for large plots and units. A simple quantitative approach ignores the issue that Birmingham now has with supply being concentrated in small plots in residual elements of larger schemes; the capacity to attract and accommodate larger buildings is very limited.

There is insufficient readily available land to meet demand for five years but the actual requirement over the Plan period is much larger. Even on the basis of WECD's figures of 224 ha requirement, it is necessary to find 164 ha of Best Urban land over the Plan period, in addition to the 58 ha of identified readily available land. This land will either need to be generated from the supply of not readily available land or through windfalls of significant, well-located employment sites.

Historically the City has relied on the recycling of large (windfall) brownfield sites from the restructuring of major industrial companies (e.g. IMI, GKN, Dunlop, British Steel). However, as stated in the ELR, it is not anticipated that any significant brownfield sites will become available in the near future (paragraph 5.6). Now that the Washwood Heath sites are safeguarded for HS2, the only major brownfield site remaining is The Wheels site, which needs to be brought forward but has significant technical problems to overcome.

It is therefore essential that there is sufficient supply of not readily available land to meet the requirement of 164 ha (or 205 ha assuming HS2 goes ahead). The AMR (2013) states that there is 30.63 ha of not readily available land, leaving a significant shortfall of c. 135 ha (or 172 ha assuming HS2 goes ahead) to find over the Plan Period. Draft Policy GA6 allocates 80 ha of land at Peddimore for employment uses. **This leaves a shortfall of 55 ha (or 92 ha if HS2 proceeds).**

### Conclusion

- Best Urban land is essential to meet the requirements of existing business sectors important to the economy, as well as to meet the needs of the growth sectors.
- The readily available Best Urban land supply is insufficient to provide a five-year reservoir and a number of the sites are too small to meet occupier requirements for large units;
- It is very unlikely that any windfall sites will come forward within the Best Urban category;
- The not readily available land supply is insufficient to meet the land requirement over the Plan period;
- Taking into account the allocation at Peddimore there is still a shortfall of 55 – 92 ha of Best Urban land;
- The consequence of under-provision is loss of growth and investment, and significant damage to the economy. That problem is immediate, made more acute by the growth of the economy out of recession and the positive investment decisions now being considered by the corporate sector.

6) Does the “5 year reservoir” approach set out in policy TP16 provide adequate certainty that sufficient appropriate employment land will come forward to meet business needs throughout the Plan period?

In order for a reservoir approach to be appropriate, there must be sufficient land in the pipeline to ensure that the reservoir can be replenished throughout the Plan period to provide enough land to meet the total requirement by 2031.

This is not the case in Birmingham. As set out above (see answer to Q5), there are no windfall opportunities which are likely to come forward and the supply of not readily available land (even with the allocation of 80 ha at Peddimore) is insufficient to meet the requirement for Best Urban land, leaving a shortfall of 55 – 92 ha.

The nature of demand for this type of site means that it will often only take a small number of requirements to significantly reduce land supply. Furthermore, there is a substantial lead-in period to deliver large sites to the market due to acquisition, remediation, planning and infrastructure works. It is therefore hard to implement a plan, monitor, manage approach effectively, particularly on the basis of only 58 ha of land currently readily available.

The economy is entering a period of growth, and take-up may well be in excess of historic average figures. For example, there was 75 ha of Best Urban land developed in the five years between 2002 and 2007 (AMR, 2013, Table 3.2).

The five year reservoir of readily available land is not sufficient to ensure that business needs can be met throughout the Plan period, and may not be sufficient for even the next five years, depending on demand. This results in a position in which there will be insufficient land in the short term and the system does not have the capacity to respond to take-up.

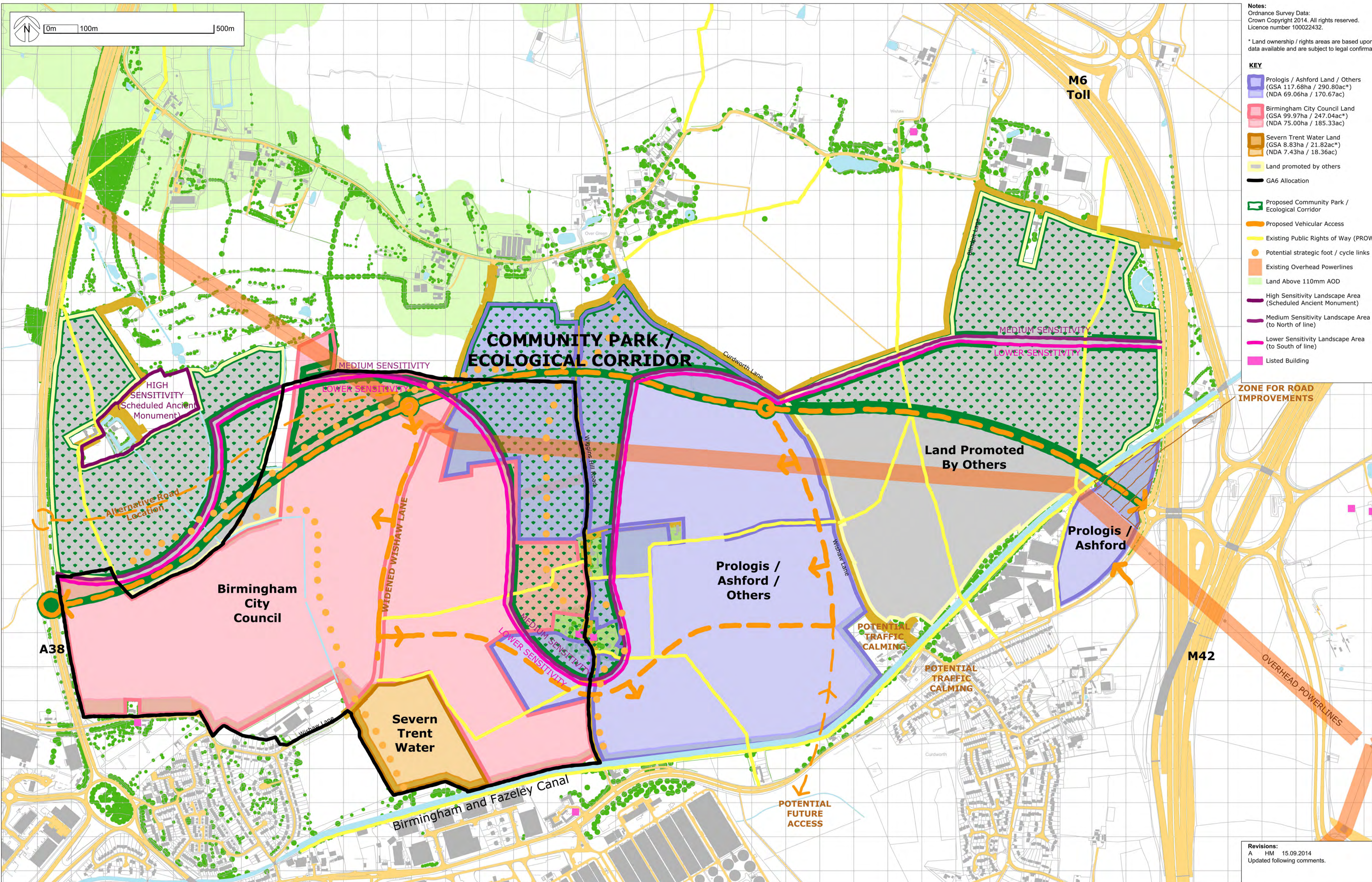
7) If not, what alternative approach should be followed?

Ashford Developments and Prologis consider that sufficient land should be allocated to meet the needs identified in the BDP. Given that major employment sites can take several years to come forward, the Plan should seek to maximise the opportunities for occupiers and set out a deliverable suite of sites which meets the aspirations of the employment strategy the BDP is proposing to support. On its own the Peddimore allocation will fail to deliver the widest range of employment opportunities with appropriate access to meet the requirements of both national and international occupiers. The Illustrative Masterplan (**Appendix 1**) provides an alternative approach to Peddimore which Ashford Development and Prologis wish to promote in conjunction with the Peddimore proposals. These proposals should be read as being promoted in addition to Peddimore and not as an alternative. Peddimore could be brought forward as the first / earlier phase, with the land to the east brought forward as a subsequent / second phase, with the new road providing the strategic link between the two areas.

The Illustrative Plan shows how circa 150 ha of employment land could be provided. Additional land could also come from land being promoted by other, east of the land being promoted by Ashford Developments and Prologis. In addition to the 150 ha employment proposal, a major area of land could be brought forward for a community park / ecological corridor. Examples of comparable schemes can be provided should the Examiner find these helpful to the consideration of proposals ranging from 80-150 hectares.

This offer could be added to with further employment land being promoted by others which lies to the east of the main land parcel being promoted by Ashford Developments and Prologis. As set out in our response to Q with Peddimore there is still a shortfall of circa 55-92ha of Best Urban employment land. It is clear that with the BIG proposals that the majority of this shortfall in Best Urban employment land could be met with significantly greater infrastructure, community, social, biodiversity and Green Belt benefits being achieved.





**Notes:**  
 Ordnance Survey Data:  
 Crown Copyright 2014. All rights reserved.  
 Licence number 100022432.

\* Land ownership / rights areas are based upon data available and are subject to legal confirmation.

**KEY**

- Prologis / Ashford Land / Others (GSA 117.68ha / 290.80ac\*) (NDA 69.06ha / 170.67ac)
- Birmingham City Council Land (GSA 99.97ha / 247.04ac\*) (NDA 75.00ha / 185.33ac)
- Severn Trent Water Land (GSA 8.83ha / 21.82ac\*) (NDA 7.43ha / 18.36ac)
- Land promoted by others
- GA6 Allocation
- Proposed Community Park / Ecological Corridor
- Proposed Vehicular Access
- Existing Public Rights of Way (PROW)
- Potential strategic foot / cycle links
- Existing Overhead Powerlines
- Land Above 110mm AOD
- High Sensitivity Landscape Area (Scheduled Ancient Monument)
- Medium Sensitivity Landscape Area (to North of line)
- Lower Sensitivity Landscape Area (to South of line)
- Listed Building

**Revisions:**  
 A HM 15.09.2014  
 Updated following comments.



# **Birmingham Development Plan Representation** Highways

Prologis

15 September 2014

Final Report

PB2873



5th Floor, Newwater House  
11 Newhall Street  
Birmingham B3 3NY  
United Kingdom

+44 121 236 6555 Telephone  
Fax

info@birmingham.royalhaskoning.com E-mail  
www.royalhaskoningdhv.com Internet

Document title Birmingham Development Plan  
Representation  
Highways  
Document short title BDP Highways Reps  
Status Final Report  
Date 15 September 2014  
Project name BIG  
Project number PB2873  
Client Prologis  
Reference PB2873/R001/310066/Birm

Drafted by Paul Stephens  
Checked by Paul Hanafin  
Date/initials check 15/09/2014 PSH  
Approved by Paul Hanafin  
Date/initials approval 15/09/2014 PSH

## CONTENTS

	Page
1 INTRODUCTION	1
1.1 Background	1
1.2 Purpose of Report	1
2 EVIDENCE BASE REVIEW	2
2.1 Introduction	2
2.2 Transport Evidence Base: Scoping and Methodology Report	2
2.3 Transport Modelling Assessment Initial Output Report	3
2.4 Transport Evidence Base Context Report	3
2.5 Transport Analysis of Green Belt Options	3
2.6 Green Belt Development Movement Infrastructure Plan	3
2.7 Green Belt Development Travel Demand Report	4
2.8 Minworth Roundabout – Option Development and Appraisal Report	4
2.9 Peddimore Access Modelling	4
2.10 Peddimore Access Modelling – Access Option 2	4
2.11 M42 Junction 9 – 2014 Base Model – Local Model Validation Report	5
2.12 2031 M42 Junction 9 Model Assessment	5
2.13 Further Work	5
2.14 Summary	5
3 OPPORTUNITIES	7
3.1 Land Allocation	7
3.2 Strategic Link Road	7
3.3 Mitigation Enhancements	7
3.4 Complementary Opportunities	9
3.5 Traffic Flow Benefits	9
4 SUMMARY & CONCLUSION	11
4.1 Summary	11
4.2 Conclusion	12

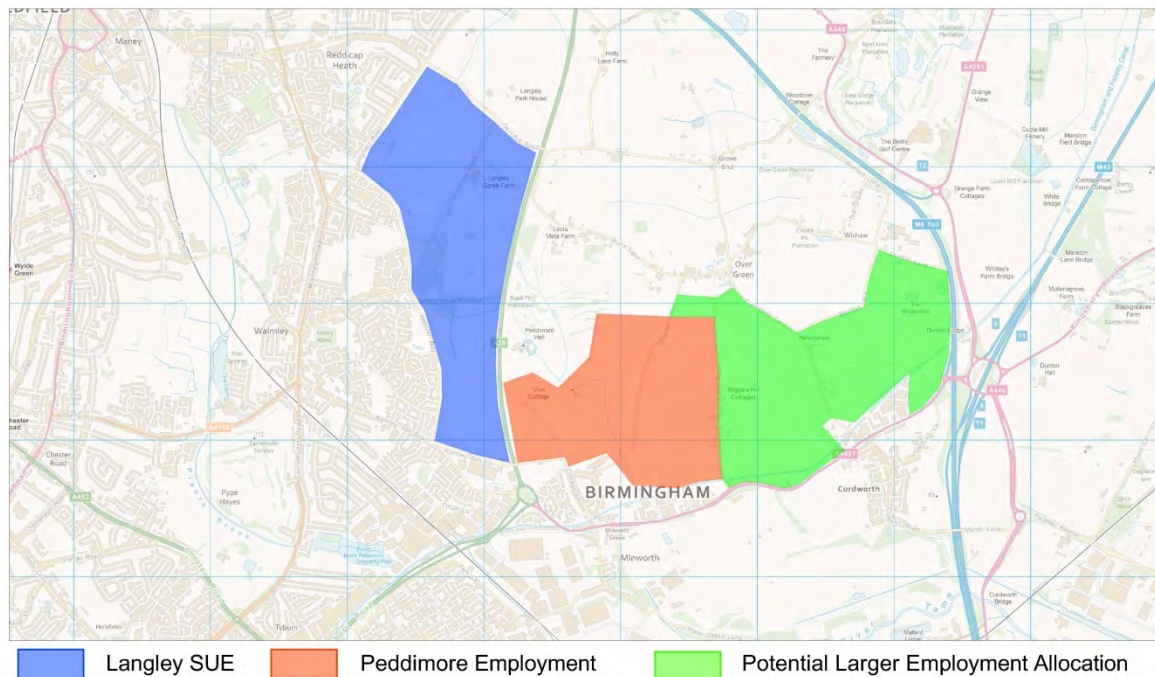
## FIGURES

Figure 1 – Highways Context Plan

# 1 INTRODUCTION

## 1.1 Background

- 1.1.1 Royal Haskoning DHV (RHDHV) has been commissioned by Ashford Developments and Prologis to provide transport advice as part of their response to Birmingham City Council's (BCC) Birmingham Development Plan (BDP).
- 1.1.2 The BDP currently identifies two sites that are subject to Green Belt removal that lie to the north of Minworth adjacent to each other and separated by the A38. The Langley site lies to the west of the A38 and will be treated as a Sustainable Urban Extension (SUE) to deliver additional housing to accommodate Birmingham's requirements. The Peddimore site lies to the east of the A38 and is proposed to deliver the additional employment land.
- 1.1.3 Ashford Developments and Prologis are promoting circa 100 hectares as part of a much larger extension to the east of the proposed Peddimore site. This larger extension would allow BCC to better meet the forecast shortfall in employment land. Part of the Ashford Developments and Prologis promotion is the inclusion of a new strategic link road that would connect the A38 to the M42 J9; which would better serve the employment site and provide strategic links with nearby employment sites such as Hams Hall and Birmingham Airport.



**Extract 1: Site Context**

## 1.2 Purpose of Report

- 1.2.1 The purpose of this report is to review the evidence provided to support the BDP and to consider the opportunities that the extended employment site and associated strategic link road could bring. Figure 1 sets-out the development site in the context of the surrounding highway network.

## 2 EVIDENCE BASE REVIEW

### 2.1 Introduction

2.1.1 The impact that the Green Belt removal and associated residential and employment uses would have on the transport networks in the city has been explored in order to provide an evidence base to support the BDP. This evidence base is provided in a number of technical reports prepared by various consultants on behalf of BCC that consider the impact at a range of levels. A review of these technical reports forms the basis of the findings of this report.

2.1.2 The reports that have been reviewed from the evidence base are listed below followed by a brief summary of each one:

- Transport Evidence Base: Scoping and Methodology Report  
*Mott MacDonald, September 2012*
- Transport Modelling Assessment Initial Output Report  
*Mott MacDonald, January 2014*
- Transport Evidence Base Context Report  
*Mott MacDonald – January 2014*
- Transport Analysis of Green Belt Options  
*Phil Jones Associates, September 2013*
- Green Belt Development Movement Infrastructure Plan  
*Phil Jones Associates, January 2014*
- Green Belt Travel Demand Model Report  
*Phil Jones Associates, June 2014*
- Minworth Roundabout – Option Development and Appraisal Report  
*AECOM, February 2014*
- Peddimore Access Modelling  
*AECOM, June 2014*
- Peddimore Access Modelling – Access Option 2  
*AECOM, June 2014*
- M42 Junction 9 - Local Model Validation Report  
*JMP, April 2014*
- M42 Junction 9 – 2031 Model Assessment Technical Note  
*JMP, April 2014*

### 2.2 Transport Evidence Base: Scoping and Methodology Report

2.2.1 This report sets out how the Transport Evidence Base to support the 2031 Development Plan would be prepared. The document describes the scope of the evidence base, regarding the assessment years, scenarios, infrastructure changes and sensitivity tests, to be tested using the PRISM model.



## **2.3 Transport Modelling Assessment Initial Output Report**

2.3.1 This report provides the initial results quantifying the Birmingham Development Plan's transport impacts.

2.3.2 With regards to the Green Belt development, the impacts arising directly from the development are centred on the A38 corridor between the Green Belt proposals area and the city centre. In addition, some impact is forecast on Chester Road and towards M42 Junction 9 (along A4097 Kingsbury Road).

## **2.4 Transport Evidence Base Context Report**

2.4.1 The purpose of this report is to provide a context to the PRISM strategic modelling undertaken to provide an evidence base for the Development Plan. The report notes that improvements to the Minworth Roundabout and along the A38 corridor are included within the strategic model in conjunction with the Green Belt proposals. Despite these improvements, as described in the Initial Output Report, junctions along this corridor are still forecast to operate over capacity.

## **2.5 Transport Analysis of Green Belt Options**

2.5.1 This report considers the potential development of four green belt sites to the north-east of the Birmingham urban area. The document identifies that the area to the west of the Sutton Coldfield by-pass, which is proposed for the Langley SUE, would be most suited in terms of accessibility and connectivity.

2.5.2 The document then goes on to identify that the land to the east of the by-pass, currently proposed for the Peddimore employment development, could be suitably accessible and well-connected if considered in conjunction with the land to the west. The development of these areas would be subject to further assessment, particularly in terms of highway capacity and impact.

## **2.6 Green Belt Development Movement Infrastructure Plan**

2.6.1 This report was produced to develop a more detailed Movement Strategy for the Peddimore and Langley development sites. The document identifies the key movement corridors to and from the proposed developments across all-modes.

2.6.2 The report sets out the overarching transport strategy and key principles that the development sites would be subject to. These include the provision of public transport improvements such as bus priority measures at key junctions; and high quality cycling routes such as a segregated cycle tracks between the two sites and improved connections to the wider cycle route network. In addition, the report sets an objective of providing sufficient capacity for all transport modes to accommodate the increase in travel-to-work and the need to connect Peddimore to the M42 J9.

2.6.3 With regards to motor vehicles, the proposed access location on the A38, 400m to the north of the Minworth Roundabout is identified as potentially being suitable.

2.6.4 It is acknowledged that improvements are likely to be required along the A38 corridor, along the A4097, and at the M42 Junction 9 to accommodate development traffic and future growth. For the A4097 Kingsbury Road, the report identifies the need to consider

improvements at Minworth Roundabout, Kingsbury Road/Water Orton Lane, Kingsbury Road/Coleshill Road, M42 J9 and traffic management to discourage through traffic using Curdworth Village.

## **2.7 Green Belt Development Travel Demand Report**

2.7.1 The purpose of this document is to produce a travel demand model for the proposed Green Belt development. The report contains the following principle forecasts for the Langley and Peddimore proposals:

- Number of external trips by all modes;
- Start/finish destinations of the trips and principal routes;
- Modal share of trips split by destination.

2.7.2 This data provides the total number of external trips by car from the proposed Green Belt development. Using this, the model predicts how many cars would use a particular route or corridor in the AM and PM peak hours.

## **2.8 Minworth Roundabout – Option Development and Appraisal Report**

2.8.1 The document reviewed the existing operation of the A38 / A4097 Minworth Roundabout, with a view to developing a preferred scheme to support the traffic generation arising from the proposed Langley and Peddimore developments to 2031.

2.8.2 An option to increase capacity was recommended, based on widening of approaches and the circulatory, and partial signalisation. The resulting junction would operate just within capacity in 2031 at an estimated cost of £3.1 million.

## **2.9 Peddimore Access Modelling**

2.9.1 This document considered access options to the Langley and Peddimore developments, building on the February 2014 report which recommended improvements at the Minworth Roundabout. The report recommends an at-grade signalised roundabout on the A38, 400m to the north of the Minworth roundabout, at a cost of £12.7 million.

2.9.2 The junction would still be over capacity in 2031, however the operation is improved compared to the other options considered. In addition, improvements at the A4097 / Water Orton Lane junction would be required at a cost of £0.6 million.

2.9.3 The report then goes on to note that consideration should be given to how demand could be accommodated on the wider highway network, as junctions along the A38 corridor are at capacity under current conditions.

## **2.10 Peddimore Access Modelling – Access Option 2**

2.10.1 This report considered an alternative access option to the Langley and Peddimore developments. Rather than building a new roundabout on the A38, the residential (Langley) development traffic would gain access onto Walmey Ash Road and the employment (Peddimore) development traffic would gain access via a new arm onto the Minworth Roundabout.

2.10.2 The analysis identifies that this may offer a viable access solution at the Minworth Roundabout, partly due to the re-routing of traffic away from this location. At least 700

fewer trips would be made through this junction in the peak hours, as vehicles would re-route through residential areas. The ability of the network to accommodate this traffic and the associated mitigation costs would need to be determined to support this approach.

## **2.11 M42 Junction 9 – 2014 Base Model – Local Model Validation Report**

2.11.1 JMP were commissioned by the Highways Agency and Warwickshire County Council to produce a validated 2014 base model of the M42 Junction 9 and adjoining local network. The model was produced using the micro-simulation package, S-Paramics for the AM and PM peak periods.

2.11.2 Following validation and calibration of the model, this provides a suitable model to assess future traffic demands and any network enhancements.

## **2.12 2031 M42 Junction 9 Model Assessment**

2.12.1 This technical note considers the impact of the proposed Langley and Peddimore developments on Junction 9 and the immediately surrounding highway network. The impact is compared to the 2031 (Do Minimum) scenario, whereby the Green Belt development is not included within the Development Plan.

2.12.2 The direct impact of the Green Belt development would be to cause a significant increase in queuing eastbound on A4097 on Kingsbury Road.

2.12.3 In addition, significant queuing would be observed on A446 Lichfield Road, both north and south of the junction, which would be exacerbated by the Green Belt development.

2.12.4 The note concludes by recommending that further potential capacity enhancements at this location should be considered.

## **2.13 Further Work**

2.13.1 RHDHV met with JMP in September 2014 to observe further progress that had been made to the S-Paramics model. Since the May 2014 technical note, a potential mitigation package had been developed comprising:

- Signal optimisation;
- White line amendments and re-designation of lanes on the A4097 Kingsbury Road approach and roundabout circulatory;
- Removal of 'lane drop' along the A446 northbound from Junction 9, likely to require carriageway duelling.

2.13.2 Overall this would provide a much improved situation compared to the 'Do Minimum' scenario, with significant queuing remaining towards the Hams Hall access.

## **2.14 Summary**

2.14.1 It is clear that a substantial amount of technical assessments have been carried out to determine the mitigation measures required to accommodate the traffic associated with the two development sites.

- 2.14.2 However, whilst the major junctions in the immediate vicinity of the sites have been assessed, the wider highway network has yet to be tested to the same level of detail. This is particularly important on arterial routes where congestion at one particular junction has the potential to effect the operation of the junctions up and down stream.
- 2.14.3 In addition, the initial improvement options put forward at this stage are subject to various conditions and caveats such as securing the necessary third party land and statutory undertakers diversions. Furthermore, it is noted that the recommended mitigation options developed as part of the detailed modelling have been adapted from the initial options set out in the Development Movement Infrastructure Plan. The initial options were developed with the overarching principles of delivering and encouraging sustainable transport choices. The revised layouts have been developed with vehicular capacity as its primary concern, and as such it remains unclear if the recommended options still support and encourage the sustainable transport objectives that have been set for the development sites.

### **3 OPPORTUNITIES**

#### **3.1 Land Allocation**

3.1.1 Ashford Developments and Prologis are promoting circa 100 hectares as part of a much larger extension to the east of the proposed Peddimore site. This larger extension would allow BCC to better meet the shortfall in employment land.

#### **3.2 Strategic Link Road**

3.2.1 Part of the Ashford Developments and Prologis promotion is the inclusion of a new strategic link road that would connect the A38 to the M42 J9 which would better serve the employment site and provide better strategic links with nearby employment sites such as Hams Hall and Birmingham Airport.

3.2.2 The link road is envisaged to form part of a Gateway feature direct from the M42 J9 interchange that would better serve an international employment site than the existing Kingsbury Road corridor.

3.2.3 Such a link road has the potential to provide significant benefits not only to the development plots that are being considered but also to the existing highway network in the area, particularly Minworth Roundabout and A4097 Kingsbury Road.

3.2.4 The link road would not only complement the current proposals for the Langley and Peddimore sites but would enhance the opportunities to mitigate the traffic impact of the developments. The benefits to the mitigation measures that the link road would bring are discussed below.

#### **3.3 Mitigation Enhancements**

3.3.1 As identified in the technical reports that serve as part of the evidence base, a major focus of the assessments has been to identify what mitigation measures are required to accommodate the additional trips on the transport networks. Whilst the need to develop sustainable travel options such as high quality walking and cycling routes and improved public transport provision as part of the developments is strongly acknowledged in the evidence base; the primary focus of the assessments has been on the highway network and the impact on the already congested junctions in the area.

3.3.2 The junctions that have been assessed for mitigation measures are:

- Proposed site access (options)
- Minworth Roundabout
- A4097 Kingsbury Road / Water Orton Lane
- M42 Junction 9

##### Proposed Site Access

3.3.3 One of the options put forward initially for the site access on the A38 was a roundabout that provided all movements for both sites and included a segregated pedestrian / cycle crossing of the A38 as well as bus priority features. However, the access modelling report determined that the layout didn't provide enough capacity and recommended an alternative layout that removed the bus priority features.

- 3.3.4 The link road would enable a significant proportion of traffic that would use the access junction under the current plans to be redistributed directly onto the M42 J9 junction, thus avoiding the need to use the A38 junction both arriving and departing the site.
- 3.3.5 This resultant reduction in traffic flow that the junction needs to accommodate allows for alternative options to be explored that could include those originally proposed that included the bus priority measures.

#### Minworth Roundabout

- 3.3.6 Whilst a number of potential options have been developed based on various scenarios, they all require widening of the A38 carriageway, the circulatory of the roundabout and signalling of various arms. In addition to the infrastructure works, it is not clear whether the land required is within the control of BCC which could create difficulties in delivering the recommended layout. Furthermore, there is significant statutory undertakers' equipment in the vicinity of the roundabout including a high pressure oil pipeline that could significantly increase the cost of its construction. As such, the ability to deliver the recommended layout is uncertain and is likely to require significant construction works and associated costs.
- 3.3.7 As with the site access, the link road would facilitate a lower demand of traffic that is required to use the Minworth Roundabout, and as such opportunities to explore more cost-efficient options would be created.

#### A4097 Kingsbury Road / Water Orton Lane

- 3.3.8 The Peddimore Access Modelling report proposes an improvement option for this junction to alleviate the potential capacity issues. The improvement option consists of widening into the northern side of the carriageway which would reduce the existing footway width by approximately half in order to increase the traffic lanes from three to four in the vicinity of the junction.
- 3.3.9 It remains unclear whether the resultant footway widths can be provided to the minimum standard, but nonetheless, the proposal to reallocate pedestrian footway space in favour of additional vehicular space is likely to affect the environment of the road. There is currently only a footway on the northern side of the road, so reducing its current width in favour of an additional traffic lane could lead to increased severance issues and the road would generally become less favourable to both pedestrians and cyclists.
- 3.3.10 Furthermore, the Minworth Parkway was provided initially to serve as a bypass for Minworth Village with the intention of closing off Water Orton Road to through traffic. The proposals could lead to an increase of traffic travelling through the village.
- 3.3.11 The link road would again result in lower levels of traffic at this junction and the remainder of the Kingsbury Road. As such, this would bring the benefit of being able to reconsider the options at this junction that may better serve all road-users rather than focussing on vehicular capacity provision.

#### M42 Junction 9

- 3.3.12 The junction currently experiences congestion particularly on the Kingsbury Road approach. In addition, queues on the A446 Lichfield Road block back into the

roundabout circulatory as a result of the lane drop from two lanes into one and the impact of the BDP traffic would exacerbate this congestion. Whilst no formal reporting is available at this time, anecdotal observation of the model suggest that the mitigation package offsets the impact sufficiently.

- 3.3.13 The link road would tie into the M42 J9 interchange utilising the land available within the site to provide an upgraded junction with the M6 Toll road roundabout. This would enable the flow of traffic at the junction to be better managed in a controlled manner and removes the need for the development-related traffic to be accommodated on top of the existing traffic that uses the Kingsbury Road arm of the junction. As such, the potential to provide an upgraded link at the junction allows for more options to be considered.

#### Summary

- 3.3.14 As described above, the link road also has significant potential to relieve the impact on the four key junctions along the Kingsbury Road corridor. It also has the potential, depending on its design and purpose, to effectively serve as a bypass to the Kingsbury Road corridor that could encourage traffic using the corridor to divert. This creates the opportunity to fully reconsider the proposals and function of the corridor and allows for more public transport, cyclist and pedestrian-friendly infrastructure to be considered, which would be in line with the overarching strategy of the development sites.

### **3.4 Complementary Opportunities**

- 3.4.1 A key objective of the Green Belt Development Movement Infrastructure Plan is to provide improved cycling routes in the area and particularly between the Langley site through to the Peddimore site and onwards to the other employment sites in the area including Hams Hall. The wider development plot would help deliver the aspirations for high quality cycle routes through the site and along the Birmingham-Fazeley Canal and thus would better link the Langley site with the wider employment areas.
- 3.4.2 The link road would also create better links between the site and the surrounding major employment sites such as Hams Hall and Birmingham International Airport. By connecting the site directly into the M42 J9 interchange, the site will be positioned strategically adjacent to the M42, the M6 Toll Road, Hams Hall Rail Freight Terminal and the forthcoming HS2 railway station at Birmingham International Airport. As such, it is likely to become more attractive to businesses due to its excellent transport links.

### **3.5 Traffic Flow Benefits**

- 3.5.1 In order to set out the benefits that the link road could deliver into context, a high level assessment has been carried out of the changes in traffic along the Kingsbury Road corridor.
- 3.5.2 In 2013 the traffic flows on Kingsbury Road were approximately 1,800 two way movements in both peak hour periods. The Langley and Peddimore developments are expected to generate a total of around 3,000 trips in both peaks. Of those 3,000, around 700 will be expected to use the Kingsbury Road corridor. This equates to a 39% increase in traffic levels along the Kingsbury Road corridor.
- 3.5.3 The development traffic increase associated with the potential larger employment site would result in around 250 additional trips on the Kingsbury Road corridor. It is important



to note that the majority of the trips in the peak hours are associated with the residential element of the BDP, due to the majority of employment based trips typically occurring outside of the peak hours. As such, the increase in employment land allocation will not necessarily result in a directly proportional increase in the level of traffic that has already been assessed in the various traffic assessments.

- 3.5.4 Whilst a range of traffic assessment would need to be carried out, it is considered that in combination with the delivery of the strategic link road, the additional traffic associated with the larger development can be accommodated on the highway network and is likely to require less mitigation measures along the Kingsbury Road corridor.
- 3.5.5 The link road would not only remove the need for this development traffic to use the Kingsbury Road corridor, if designed appropriately it also has the potential to serve as a bypass and subsequently result in existing traffic to divert away from the Kingsbury Road and ultimately lead to a reduction in traffic flow. This then opens up a wide range of possibilities to reconsider the design and function of Kingsbury Road that could include priority measures for public transport, cyclists and pedestrians over motor vehicles; and this could lead to a high quality sustainable transport corridor that connects Minworth, Castle Vale, Walmley, Erdington and the proposed Langley residential site to the wide range of employment units in the area.



## 4 SUMMARY & CONCLUSION

### 4.1 Summary

- 4.1.1 The BDP currently identifies two sites that are subject to Green Belt removal that lie to the north of Minworth adjacent to each other and separated by the A38. The Langley site lies to the west of the A38 and will be treated as a Sustainable Urban Extension (SUE) to deliver the additional housing. The Peddimore site lies to the east of the A38 and is proposed to deliver the additional employment land.
- 4.1.2 Ashford Developments and Prologis are promoting circa 100 hectares as part of a much larger extension to the east of the proposed Peddimore site. This larger extension would allow BCC to better meet the shortfall in employment land. As part of the Ashford Developments and Prologis promotion is the inclusion of a new strategic link road that would connect the A38 to the M42 J9 which would better serve the employment site and provide better strategic links with nearby employment sites such as Hams Hall and Birmingham Airport.
- 4.1.3 A review of the traffic and transport elements of the evidence base that supports the BDP has been carried out. The review has identified some potential difficulties and uncertainties with delivering the mitigation measures that have been developed to accommodate the additional traffic. Furthermore, it is noted that the recommended mitigation options developed as part of the detailed modelling have been adapted from the initial options set out in the Development Movement Infrastructure Plan. The initial options were developed with the overarching principles of delivering and encouraging sustainable transport choices. The revised layouts have been developed with vehicular capacity as its primary concern, and as such it remains unclear if the recommended options still support and encourage the sustainable transport objectives that have been set for the development sites.
- 4.1.4 An assessment of the benefits to the proposed mitigation measures as well as the existing highway infrastructure has been carried out and demonstrates how the link road, by providing a better and more direct connection with the M42 J9 interchange would:
- Better accommodate the development traffic
  - Better serve surrounding residential sites with the various employment centres
  - Reduce the level of mitigation measures required
  - Relieve some of the existing traffic congestion issues
  - Create better opportunities for more sustainable transport options to be considered along the Kingsbury Road corridor
  - Provide better connections to surrounding employment sites such as Hams Hall
  - Provide the opportunity to form part of a gateway feature to an international business park directly off the M42

## 4.2 Conclusion

- 4.2.1 It is concluded that the opportunity to provide a larger employment site together with a new strategic link road would bring with it a range of benefits to the area and would deliver a unique opportunity to provide a more comprehensive and integrated sustainable transport network.

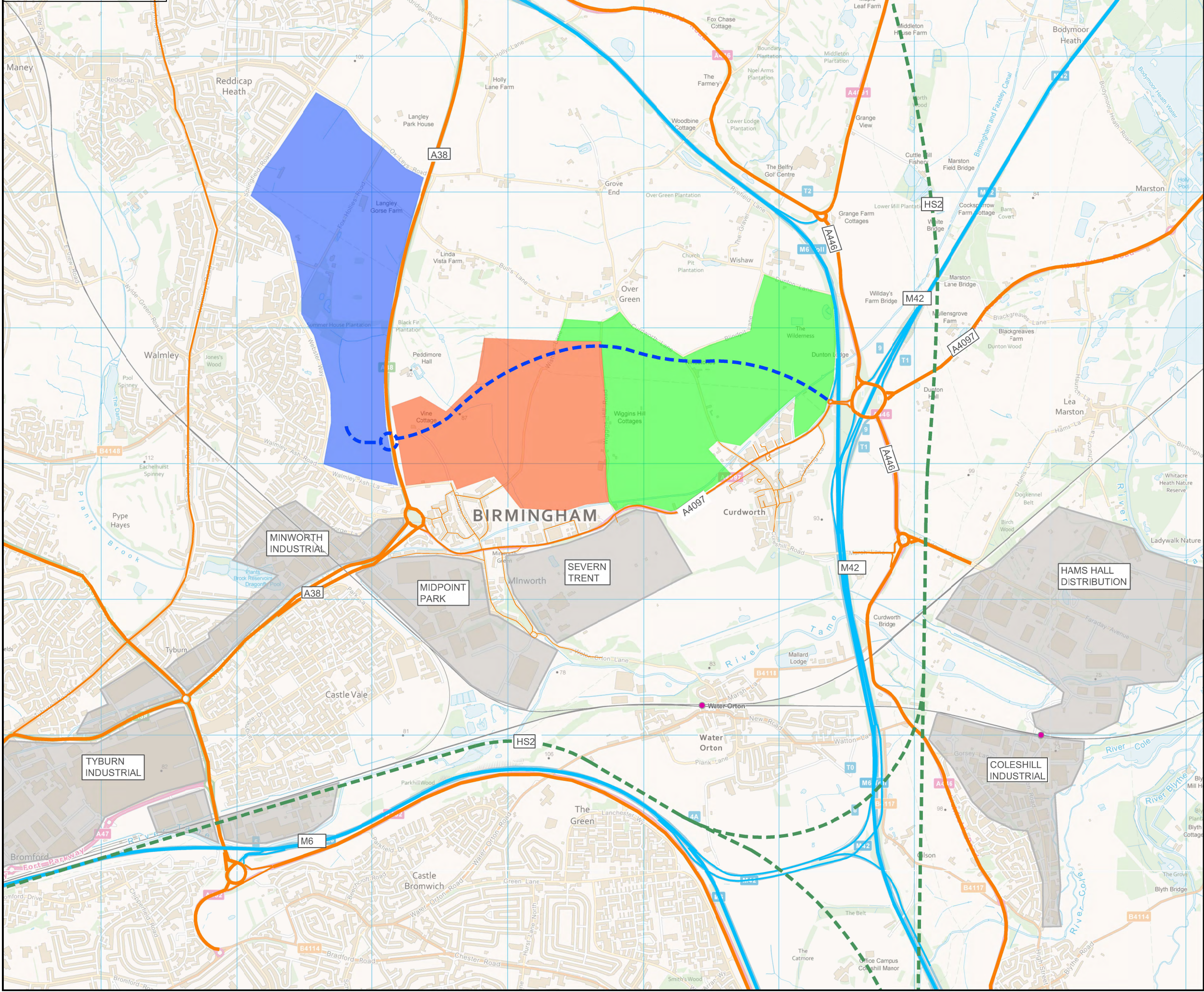
=O=O=O=

## Figures

Figure 1 – Highway Context Plan



DO NOT SCALE



**Key**

- Langley SUE
- Peddimore Employment
- Potential Larger Employment Allocation
- Potential Strategic Link Road



BIRMINGHAM INTERNATIONAL GATEWAY

FIGURE 1

HIGHWAYS CONTEXT PLAN





Prologis and Ashford Developments

**Birmingham International Gateway**

**Landscape and Visual Appraisal**

September 2014

**FPCR Environment and Design Ltd**

Registered Office: Lockington Hall, Lockington, Derby DE74 2RH

Company No. 07128076. [T] 01509 672772 [F] 01509 674565 [E] [mail@fpcr.co.uk](mailto:mail@fpcr.co.uk) [W] [www.fpcr.co.uk](http://www.fpcr.co.uk)

This report is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without the written consent of FPCR Environment and Design Ltd. Ordnance Survey material is used with permission of The Controller of HMSO, Crown copyright 100018896.

Rev	Issue Status	Prepared / Date	Approved/Date
-	Draft 1	SLS / 10.09.2014	SLS / 10.09.2014
A	Draft 2	SLS / 12.09.2014	SLS / 12.09.2014
B	Final	SLS / 15.09.2014	SLS / 15.09.2014

**CONTENTS**

1.0 INTRODUCTION..... 2

2.0 ANALYSIS OF PUBLISHED LANDSCAPE ASSESSMENT DOCUMENTS..... 2

3.0 LANDSCAPE AND VISUAL ANALYSIS..... 8

4.0 GREEN INFRASTRUCTURE PRINCIPLES.....11

**FIGURES**

Figure 1: Study Area

Figure 2: Landscape Character Areas (published studies)

Figure 3: Landscape Analysis

Figure 4: Visual Analysis

Figure 5: Green Infrastructure Principles

## 1.0 INTRODUCTION

- 1.1 A preliminary landscape and visual appraisal of land at the north eastern edge of the Birmingham conurbation, between the A38 and the M6 toll, has been undertaken by FPCR Environment and Design Ltd on behalf of Prologis and Ashford Development.
- 1.2 The appraisal considers the feasibility in landscape and visual terms of land within a defined study area for a proposed employment allocation currently promoted by Prologis and Ashford Development as 'Birmingham International Gateway'.
- 1.3 The study area is clearly defined by existing peripheral landscape and urban features. West to east it comprises land between the A38 and the M6 toll, and north to south, between higher land to the north defined by Bull's Lane and Church Lane and to the south by the lower lying Birmingham and Fazeley Canal. The study area is illustrated on **Figure 1**.
- 1.4 The study area is located within Green Belt. However the Birmingham City Council (BCC) Evidence Base documents already demonstrate an exceptional case for the release of Green Belt land within the BCC administrative boundary.
- 1.5 This appraisal provides an overview of published landscape character assessment reports applicable to the study area and a preliminary analysis of the landscape and visual characteristics of the study area as a whole. It then identifies opportunities for delivery of a comprehensive framework of new green infrastructure across the study area that would define the extents of a large scale employment development in this location. The green infrastructure proposals in combination with the provision of a new relief road can be used to define a robust future Green Belt boundary.

## 2.0 ANALYSIS OF PUBLISHED LANDSCAPE ASSESSMENT DOCUMENTS

- 2.1 A number of landscape character assessments have been published that are of relevance to the study area. These comprise:
  - Natural England Character Area profile No.97 Arden, July 2012;
  - Landscape Character Assessment (BDP 2031), Arup for Birmingham City Council, June 2013; and
  - North Warwickshire Landscape Character Assessment and Capacity Study, August 2010.
- 2.2 The landscape character areas defined by each study are shown on **Figure 2**.
- 2.3 The only published assessment that provides a complete overview of the landscape of the study area is the Natural Character Area (NCA) profile description for Arden (NCA: 97).

### **Natural England Character Area Profile 97: Arden**

- 2.4 **The Natural England publication provides a broad assessment that includes the landscape character of the study area as a whole and its wider context. The study area, Birmingham and elevated land just to the north lie within the 'Arden' National Character Area (NCA) No.97. This demonstrates that at a broad level all of the land within the study area shares common characteristics. In contrast the landscape to north of this and to the east of the M6 toll is located within adjacent NCAs 67: 'Cannock Chase and Cank Wood' and 69: 'Trent Valley Washlands' respectively.**



2.5 The Summary description for Arden is as follows:-

*“Arden comprises farmland and former wood-pasture lying to the south and east of Birmingham, including part of the West Midlands conurbation. Traditionally regarded as the land lying between the River Tame and the River Avon in Warwickshire, the Arden landscape also extends into north Worcestershire to abut the Severn and Avon Vales. To the north and north-east it drops down to the open landscape of the Mease/Sence Lowlands. The eastern part of the NCA abuts and surrounds Coventry, with the fringes of Warwick and Stratford-upon-Avon to the south. This NCA has higher ground to the west, the Clent and Lickey Hills and to the east, the Nuneaton ridge. The landscape of the lower lying central area is gently rolling with small fragmented semi natural and ancient woodlands. Mature oaks set in hedgerows, distinctive field boundaries, historic parklands and narrow river corridors are key features, all on the doorstep of a heavily urbanised area. Land use throughout the area is mainly, residential, agricultural and industrial including coal mining which is still active in the north east of the NCA. Numerous transport corridors; road, rail, air and canal run through the area. There is likely to be increased development and greater pressure upon the existing infrastructure, particularly around Birmingham, Coventry and the main towns. This pressure could lead to the creation of a new Green Infrastructure linking the urban areas out into the more rural areas. This NCA is among the most geologically diverse. This has had a strong impact on the landscape’s character and development and is further reflected in the range of locally and nationally important geological assets across the NCA. There are also many local biodiversity assets and strong cultural links with William Shakespeare and his ‘Forest of Arden’”.*

2.6 The Character Area Profile identifies four ‘Statements of Environmental Opportunity’, these include:-

*SEO2: Create new networks of woodlands, heaths and green infrastructure, linking urban areas like Birmingham and Coventry with the wider countryside to increase biodiversity, recreation and the potential for biomass and the regulation of climate change.*

*For example by:*

- ...Planting new hedgerows, especially in the north-eastern part of the NCA, using species of local provenance, planting standard hedgerow trees primarily oak, to maintain the distinctive character of the area. Maintain associated grassland buffer strips and improve habitat connectivity, particularly where this can assist in regulating soil erosion,*
- Planning and creating new and improved links between urban areas, green belt and the wider countryside or major open spaces within and/or near the conurbation especially in and around Birmingham, Coventry and north Solihull,*
- Enhance urban areas and fringes through sympathetic building and landscape design, Creation of new green infrastructure with associated habitat creation and new public access especially around old mining and quarry sites in the central and north east areas of the NCA, Maintaining and improving the existing rights of way network such as the Heart of England Way, cycle routes and access land, Improving links to or within the wider network of canal towpaths such as the Grand Union and Avon canal walks and cycle routes.*

2.7 Under the heading ‘Landscape Change’ the document recognises that

*There is development pressure throughout the area. The majority of the NCA falls within the southern half of the West Midlands Green Belt which extends around Coventry and Redditch and*

south to Stratford. Growth proposals seem to be focussed around the East of Birmingham and North Solihull. Coventry is an area previously designated as a growth point and there has been consideration of sustainable urban extensions into the green belt.

2.8 'Future opportunities' include:

- *...Continuing development pressure in and around the Birmingham and Coventry conurbations and outlying towns. **Opportunities for good, sustainable design reflecting local settlement patterns, green infrastructure and local character reflected in design and materials.***
- ***Potential for new transport infrastructure including railways. There may be an opportunity to manage proposals to ensure best outcomes for the environment.***
- ***Associated potential for new green infrastructure building upon the network of sites in the urban fringe...***

2.9 'Landscape opportunities' include:

- *Conserve, enhance and restore the area's ancient landscape pattern of field boundaries, historic (including farm) buildings, moated sites, parkland and pasture and reinforce its well wooded character.*

2.10 **Essentially Natural England recognises opportunities with development for new green infrastructure to link the urban areas to the countryside.**

#### **Landscape Character Assessment (BDP 2031), Arup for Birmingham City Council, June 2013**

2.11 **This assessment only applies to a defined area of search (identified as areas A-D in the BCC Green Belt Assessment, October 2013) within the BCC boundaries and therefore only considers the landscape and visual character and sensitivity of land west of Wiggins Hill Road.**

2.12 The purpose of the BCC Landscape Character Assessment is to inform the development of the BDP 2031 and is described in the report as:

- *To more fully understand the local landscape and visual resource within the Green Belt area*
- *To identify the relative sensitivity of the landscape within the Birmingham Green Belt to development*
- *To inform decision making for changes to the Green Belt and future land allocations in the BDP and any supporting supplementary planning documents*

2.13 **Whilst the methodology described within the report appears robust, there is a gap in the evidence base where the landscape and visual character of land east of Wiggins Hill Road and up to the BCC administrative boundary is not assessed. The area excluded from the assessment is clearly identified on Figure 2 as a white strip of undeveloped land to the west of the administrative boundary.**

2.14 Within the BCC Landscape Character Assessment, Landscape Character Areas (LCA) 14-19 are located within the defined study area.

- 2.15 LCA 14 (Peddimore Hall Lowland Basin) applies to the majority of the land within the west of the study area and extends to the west of the A38. Key characteristics include Peddimore Hall and moat (at northern edge of the area), large open fields, lack of vegetation coverage, and basin of low lying land. Key views are identified as open 360 views from Wishaw Lane. Peddimore Brook passes through this basin and is described as being difficult to discern. Peddimore Hall is Grade II Listed and there are also Grade II listed farm buildings in this area. The earthwork and buried remains of the moated site, fishpond and ridge and furrow cultivation are designated as a Scheduled Monument.
- 2.16 LCAs 14, 15, 17 and 19 are assessed as having a low sensitivity overall to residential development. LCAs 14 and 17 are assessed as having low landscape and visual sensitivity. LCAs 15 and 19 have low landscape but medium visual sensitivity.
- 2.17 LCAs 16 and 18 are assessed as having a medium sensitivity overall. LCA 16 has medium landscape and low visual sensitivity and LCA 18 has medium landscape and visual sensitivity.
- 2.18 At page 9 the following statement is made on the assessment of sensitivity:-
- “Through mapping, identifying and describing key characteristics and linking them to landscape and visual sensitivity a measure of Relative Sensitivity to Housing Development has been arrived at for each LCA and is mapped on Figure 04. The sensitivity of each LCA to employment development is judged to be high, with the exception of LCA14 due to its large scale nature and lack of landscape components and visual receptors (with the exception of Peddimore Hall and its surroundings). This is due to the larger scale of building heights and footprints which results in reduced flexibility to design around existing landscape components and increased visibility from surrounding areas”.*
- 2.19 Some indication of assessed sensitivity to employment development is given in the written analysis for LCA 14 only. This says:
- “Due to the scale of the area and the visual containment provided by surrounding topography it is judged that the relative sensitivity of this area to employment development would also be low. This is due to the potential to accommodate this type of development without the loss of many landscape components and the opportunities to mitigate visual impact”.***
- 2.20 ‘Enhancement / Mitigation Options’ are given for development within each LCA. Those of relevance to our defined study area are given below:-
- *Reinstatement of historic field structures (LCA14);*
  - *An increase in natural and landscape diversity across the area especially reinstating and upgrading hedgerows alongside Wishaw Lane (LCA14);*
  - *Any development to the west of Wishaw Lane could be mitigated by appropriately designed blocks of woodland and native hedgerow planting along its edge. This would filter views towards development and retain more rural views to the east (LCA14);*
  - *Reinstatement of historic field patterns around Peddimore Hall could help to mitigate visual impacts from this location (LCA14);*
  - *Additional tree planting along the southern boundary of the sports pitches and management of vegetation surrounding the allotments (LCA15);*

- *Screen planting around the boundaries of the area where possible (LCA15);*
- *The creation of more woodland in the northern section of the area and providing additional biodiversity opportunities (LCA16);*
- *Retention and protection of the woodland block and mitigation could take the form of shelter/ screen planting around the perimeter (LCA16);*
- *Landscape and biodiversity enhancements could focus on Peddimore Brook and the PRow corridors and possibly the biodiversity of the golf course (LCA17);*
- *A further enhancement option would be to provide additional screen planting alongside the A38 corridor (LCA17);*
- *Enhancement of field boundaries, increased public accessibility and the promotion of available views (LCA18);*
- *Mitigation could take place around the boundaries of the area or individual properties to reduce visual impact (LCA18);*
- *Landscape enhancements could include increasing biodiversity within the area, reinstating historic field patterns and reinstate hedgerow planting alongside Wishaw Road (LCA19)*
- *Mitigation could include the creation of a green corridor along the PRow, retention of distant views from Wiggins Hill Road and the PRow. The setting of the cluster of Listed buildings should also be preserved (LCA19).*

2.21 **The ‘*enhancement and mitigation options*’, appropriate to each LCA, could be incorporated into a comprehensive green infrastructure strategy prepared for development of land within these LCAs. Alone however the recommended mitigation and enhancement proposals would not be sufficient to provide containment of a large scale employment development. A more ambitious and robust Green Infrastructure strategy that incorporates large-scale woodland planting would be necessary to provide containment of the development and to provide an enduring future Green Belt boundary.**

### **North Warwickshire Landscape Character Assessment and Capacity Study, August 2010**

2.22 This assessment was prepared on behalf of North Warwickshire Council by FPCR Environment and Design Ltd to:

*“... provide a better understanding of the District’s landscapes in order to;*

- *provide the context for policies and proposals within the forthcoming Local Development Framework (LDF) for North Warwickshire*
- *inform the preparation of the Core Strategy of the Borough*
- *provide a robust evidence base to justify any future policy decisions*

2.23 The assessment provided an overview of the landscape character of the District and a landscape capacity study of the main settlements and service centres within the district. Curdworth was not assessed. The assessment applies to land within the east of the study area. It locates this land within LCA 12 (Langley Heath Agricultural Lowlands). This LCA covers an extensive area of land

which extends to the east and north east of the study area. Land adjoining the study area to the north falls within LCA 13 (Fox Hollies Wooded Ridge).

2.24 Within the context of the site the description of LCA 12 includes the following references:

*“Several busier A roads pass through the area and connect to the busy and exposed A42 / M6 toll junction to the south. These busy transport corridors connect to nearby industrial areas to the south around Hams Hall and have an urbanising influence, particularly on the south part of this landscape area. The settlement of Curdworth is located just beyond the junction at the fringe of the area. Lines of pylons also cut through this landscape...”*

*The Birmingham and Fazeley Canal passes through the landscape but is not a clearly discernible landscape feature except in locations such Bodymoor Heath where the road passes over a humped back bridge and a collection of historic buildings located at the canalside...*

*A general lack of woodland and tree cover in combination with the sloping landform creates an open empty feel to this landscape, except within the immediate vicinity of the small villages/hamlets. As land becomes more elevated some parts are very open with long panoramic views east across the arable landscape to distant wooded scarps”.*

2.25 Under the heading pressures for change/key issues:

*This is a wide open landscape that has been subject to considerable agricultural intensification, this has resulted in loss of hedgerows and landscape features. Historic Parkland areas such as the Belfry have been converted to golf course use and golf courses are dominant landscape elements within this open landscape. Busy motorways and A roads on higher land have a significant urbanising effect on this landscape combined with peripheral industrial uses to the south.*

2.26 Recommended management strategies of most relevance to the study area are:

- *The design and management of new and enhancement of existing recreational and golf course facilities should be in keeping with the landscape character of the area and seek to assimilate the facility within the wider landscape. Consider peripheral woodland planting blocks to better assimilate the Belfry golf course within the wider landscape;*
- *Conserve and strengthen primary hedge lines and manage these more positively as landscape features;*
- *Enhance tree cover through planting of hedgerow oaks;*
- *Encourage woodland planting on rising ground and particularly in the vicinity of the M42/M6 toll junction; new woodland planting should complement the shape and scale of the surrounding landscape pattern and use native locally occurring broadleaved species, predominantly oak;*
- *Encourage natural regeneration of trees and vegetation alongside watercourses and promote small areas of wetland planting in areas currently lacking in habitats;*
- *Encourage ecological management of grassland areas and wetlands.*

2.27 **This assessment clearly describes a number of existing urbanising landscape detractors in the local context of the site and irrespective of the potential for future employment development within the study area recommends woodland planting on rising ground in the vicinity of the M42/M6 toll junction.**

### 3.0 LANDSCAPE AND VISUAL ANALYSIS

3.1 In the absence of a comprehensive local assessment of landscape character and sensitivity across the study area as a whole, FPCR has undertaken an assessment of local landscape character and visibility. This section should be read in conjunction with **Figure 3: Preliminary Landscape Analysis** and **Figure 4: Visual Analysis**.

3.2 The landscape of the study area can be divided into three distinct areas:

A: Open farmland north of the Birmingham and Fazeley Canal

B: Wishaw Golf Course

C: Settlement and farmland alongside Bull's Lane and Church Lane

3.3 The undulating landform and presence (or absence) of trees and landscape structure play a significant role in defining these local character areas.

#### Area A

Landscape Character:

3.4 The majority of the study area comprises an unremarkable intensively farmed arable landscape, this is defined as Area A at **Figure 3**. Within this area much of the historic field structure has been removed, there are few remaining hedgerows and these are often gappy and heavily trimmed. Occasional hedgerow oaks, along with trees and taller hedgerows around a small number of properties, provide very limited tree cover. A number of lanes pass through this area. The majority of hedgerows have been removed alongside the lanes, allowing open views across the farmland.

3.5 Stretches of trees bordering the southern edge of the area are associated with the Birmingham and Fazeley Canal. At the eastern edge of the area there are trees around two water storage areas close to the M6 toll. The M6 toll passes the study area on embankment and is an elevated visual detractor within the local landscape. Planting on the motorway embankments is yet to mature. Adjacent to the western boundary, tree cover alongside the A38 is more established.

3.6 Landscape features of higher sensitivity are limited to Peddimore Hall and moat (Scheduled Monument) within the north west of the area and a central cluster of Grade II listed buildings alongside Wiggin's Hill Road. The Birmingham and Fazeley Canal passes through the Curdworth Tunnel, which is a Grade II listed structure. The Peddimore Brook passes through the fields within the western part of this area and is barely discernible within the landscape.

3.7 Pylons pass through this area and cross to the south east towards Hams Hall industrial area.

3.8 The landscape sensitivity of this area to change has been assessed as low. It retains few landscape features and would benefit from creation of new landscape structure as part of a comprehensive green infrastructure strategy.

Visual Character:

3.9 The visual character of Area A varies depending upon the orientation of the undulating landform. Area A1 comprises lower lying land which generally slopes towards the Birmingham and Fazeley Canal to the south. Within the west of the area land is orientated to the south west towards Birmingham city centre and within the east to the south east towards the Hams Hall employment areas.

- 3.10 Applying the BCC methodology, area A1 as a whole would have a low visual sensitivity to change. Low visual sensitivity is defined within the BCC assessment as:

*“Limited views into the area or views from a small number of higher sensitivity receptors. Views across the area from commercial property or transport routes. Limited and short distance views that are readily obtained elsewhere within the wider area. Visual impacts could be mitigated”.*

- 3.11 Area A2 comprises higher land defined by Wiggin’s Hill Road. From here there are wide views to the south west towards Birmingham City Centre and to the south east towards Hams Hall. Although it has the same landscape characteristics as area A1, applying the BCC methodology it has been assessed as having a medium visual sensitivity to change. A medium visual sensitivity is defined within the BCC assessment as:-

*“Views across the area from public property or users of recreational facilities such as sports pitches. Middle distance views from within the area that have some rarity or are specific feature/s within the landscape. Some opportunities to mitigate visual impact”.*

- 3.12 Area A3 comprises higher ground adjacent to Wishaw and Over Green. It forms the landscape context to the south of this settlement area and is overlooked from properties along Church Lane and Dunton Lane. This area has also been assessed as having a medium visual sensitivity to change.

#### **Area B**

Landscape Character:

- 3.13 This area is dominated by the Wishaw Golf Course. The BCC landscape character assessment describes the character of this area as:-

*“...distinguished by the simple designed landscape and visual components of its primary land use as an 18-hole golf course. These include a pattern of greens and fairways with isolated stands of semi-natural vegetation that along with the golf house itself convey an urbanising impression to the local area...There is little ecological diversity or surface landscape heritage although the area has a degree of time depth where the golf course development has not disturbed natural features in the south west limit of the golf course where a field of ridge and furrow is visible and forms part of the Scheduled Monument or Peddimore Hall”*

- 3.14 Peddimore Hall adjoins the golf course in the south west corner of this area, and properties adjacent to the hall appear to be occupied by users of the golf course. Golf buggies are parked alongside the properties. This gives an overall impression that the Hall and adjacent grounds form a part of the golf course landscape.

- 3.15 The sensitivity of the golf course landscape to change has been assessed as low due to it being a recently man made landscape with relatively young vegetation structure. However the landscape sensitivity of Peddimore Hall and moat itself is higher. It is located within an area of transitional landscape between the golf course and the open arable landscape to the south. A detailed heritage assessment will be necessary prior to detailing of any employment proposals to establish the remaining extent of the setting of the hall within the landscape and to determine an appropriate mitigation and enhancement strategy.

Visual Character:

- 3.16 The visual sensitivity of area B as a whole is assessed as low. This is a result of the relatively contained nature of the landscape.

### **Area C**

#### Landscape Character:

- 3.17 The landscape alongside Bull's Lane and Church Lane is relatively intimate, with smaller fields enclosed by taller hedgerows and tree groups and clusters of properties including at Wishaw and Over Green. St Chad's Church at Wishaw is Grade II listed and provides a local landscape feature. Area C is located on a ridge of land, which falls gradually from west to east. In places there are open views across large arable fields to the south.
- 3.18 This area is more distant from the main transport routes and although in places there are long views towards the Birmingham conurbation it has a distinctly rural feel. Overall the area is assessed as having a medium landscape sensitivity to change.

#### Visual Character:

- 3.19 Much of this area is enclosed by trees and hedgerows, however due to its elevation where vegetation cover is absent there are long views to the south. Visual sensitivity has therefore been assessed as medium.

### **Discussion**

- 3.20 The study area as a whole displays a lack of landscape structure and is influenced by existing urban influences at the fringe of the Birmingham conurbation. These include the A38 and M6 toll corridors, pylons both across the site and distantly to the south east associated with Hams Hall and various views towards the Minworth and Hams Hall industrial estates and Birmingham City Centre.
- 3.21 The landscape of the study area would benefit from the creation of new green infrastructure. Opportunities for creation of urban fringe green infrastructure are recognised in the Natural England Character Area profile description for NCA 97 Arden. The North Warwickshire Landscape Character Assessment recommends woodland planting on higher ground and within the vicinity of the M42/M6 toll junction. The BCC Landscape Character Assessment recommends measures to enhance the existing landscape structure and mitigation against development. However these measures alone wouldn't go far enough to mitigate against large scale employment or to provide a future enduring Green Belt boundary.
- 3.22 Sensitive landscape elements identified within the study area are limited to Peddimore Hall and moat (Scheduled Monument) and to a small number of listed buildings. Prior to the detailing of any employment proposals a detailed heritage assessment is recommended to identify the setting of these elements and to identify opportunities for mitigation and enhancement as part of any overall masterplan. Additionally mitigation and enhancement of the landscape corridor associated with the Birmingham and Fazeley Canal should be considered.
- 3.23 In visual terms the higher ground alongside Bull's Lane and Church Lane includes significant tree cover and provides containment of the study area to the north, it is this ground which truly contains the Birmingham conurbation. In contrast land along Wiggin's Hill Road (Area A2), although elevated is visually open due to a lack of landscape structure. Along much of the road there are no hedgerows even to provide enclosure. This north-south subdivision between the eastern and western bowls of area A is very much a subsidiary feature of local importance only.



3.24 Whilst much of the study area has been assessed as low landscape sensitivity, it is recognised that the higher ground and land that provides the setting to the rural settlements of Wishaw and Over Green is of relatively higher visual sensitivity. Therefore it is recommended that areas A2, A3 and B, C are excluded from any built development proposals, however opportunities should be explored for enhancement of the landscape within these areas as part of the development of a green infrastructure strategy associated with a large scale employment development. A new relief road can however be discretely accommodated through area A2 within cutting, passing below Wiggin's Hill Road.

3.25 **In summary new large scale employment development should:**

- **Protect higher ground from built development and include for significant areas of new woodland planting on this higher ground;**
- **Protect and enhance remaining hedgerows wherever possible;**
- **Protect remaining hedgerow oaks wherever possible and incorporate extensive new tree planting, particularly oaks;**
- **Protect the Birmingham and Fazeley canal corridor (including the Grade II listed Curdworth Tunnel) and seek to introduce landscape enhancements;**
- **Enhance the Peddimore Brook Corridor, which is currently barely discernible within the landscape**
- **Protect the landscape around Over Green and Wishaw (including the Grade II listed St Chad's Church at Wishaw) from built development;**
- **Protect and enhance the landscape around Peddimore Hall from built development. A buffer zone will need to be defined following detailed assessment; and**
- **Protect and enhance the landscape around the listed buildings on Wiggins Hill Road.**

#### **4.0 GREEN INFRASTRUCTURE PRINCIPLES**

4.1 The landscape and visual appraisal establishes that land within the north of the study area is elevated, rising to meet a ridge of higher land at Over Green and includes tree cover along the ridge. It is this east-west orientated ridge line which truly contains the Birmingham conurbation.

4.2 To the south of this, the landform descends towards the Birmingham and Fazeley Canal which defines the southern edge of the study area. Although the landform crests across Wiggin's Hill Road within the centre of this area, the landscape across this undulation within the landform reads as one open intensively farmed arable landscape, with few remaining landscape features and is assessed as being of low landscape sensitivity.

4.3 With any proposals for large scale employment in this area a comprehensive Green Infrastructure Strategy will be required. This will need to address existing landscape features (Peddimore Hall and moat Scheduled Monument, listed buildings, the Birmingham and Fazeley Canal and the Peddimore Brook), seeking opportunities to retain and enhance what is present within a new and more robust landscape framework that incorporates significant areas of woodland planting to provide an enduring future Green Belt boundary. The Preliminary Green Infrastructure Principles Plan (**Figure 5**) illustrates how this could be provided.



- 4.4 A new relief road that links the A38 and M6 toll / M42 junction would provide the access to the employment land and a clear defined Green Belt boundary. The relief road would be within cutting as it passes through the centre of the site, retaining Wiggin's Hill Road and minimising landscape and visual effects on the higher ground.
- 4.5 There is the opportunity with this large scale approach to deliver substantial new green infrastructure to the fringes of the Birmingham conurbation in an area lacking in landscape structure. A major accessible Over Green - Wishaw Green Infrastructure Corridor would ensure long term robust protection to the more sensitive settlement and landscape character components found along the Over Green – Wishaw ridge line. This strategic corridor would then be linked southward via subsidiary GI routes using Wishaw Lane (west and east arms), Wiggins Hill Road (the main north south link) to the Birmingham and Fazeley Canal corridor along the southern boundary.
- 4.6 As part of this there is the opportunity for substantial woodland planting and delivery of a new Community Park. New recreational routes associated with the Community Park would connect into a retained network of public footpaths that link between the settlements and identified landscape features, including to the Langley SUE to the west of the A38.
- 4.7 There is the opportunity to enhance the landscape, ecological and recreational resource of local waterways including the Birmingham and Fazeley Canal, where there is an opportunity to create a high quality walking and cycling route, and the Peddimore Brook, which is currently barely perceptible within the local landscape.
- 4.8 The creation of extensive green infrastructure at the fringes of the Birmingham conurbation would deliver not only significant landscape and recreational benefits but also major biodiversity gains. As well as delivering the recommendations of the published landscape character assessments, there are opportunities to deliver many national and city wide objectives relating to green infrastructure, biodiversity, recreation and health.

FIGURES




This drawing is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without written consent of FPCR Environment and Design Ltd.



-  Study area
-  Birmingham and Fazeley Canal

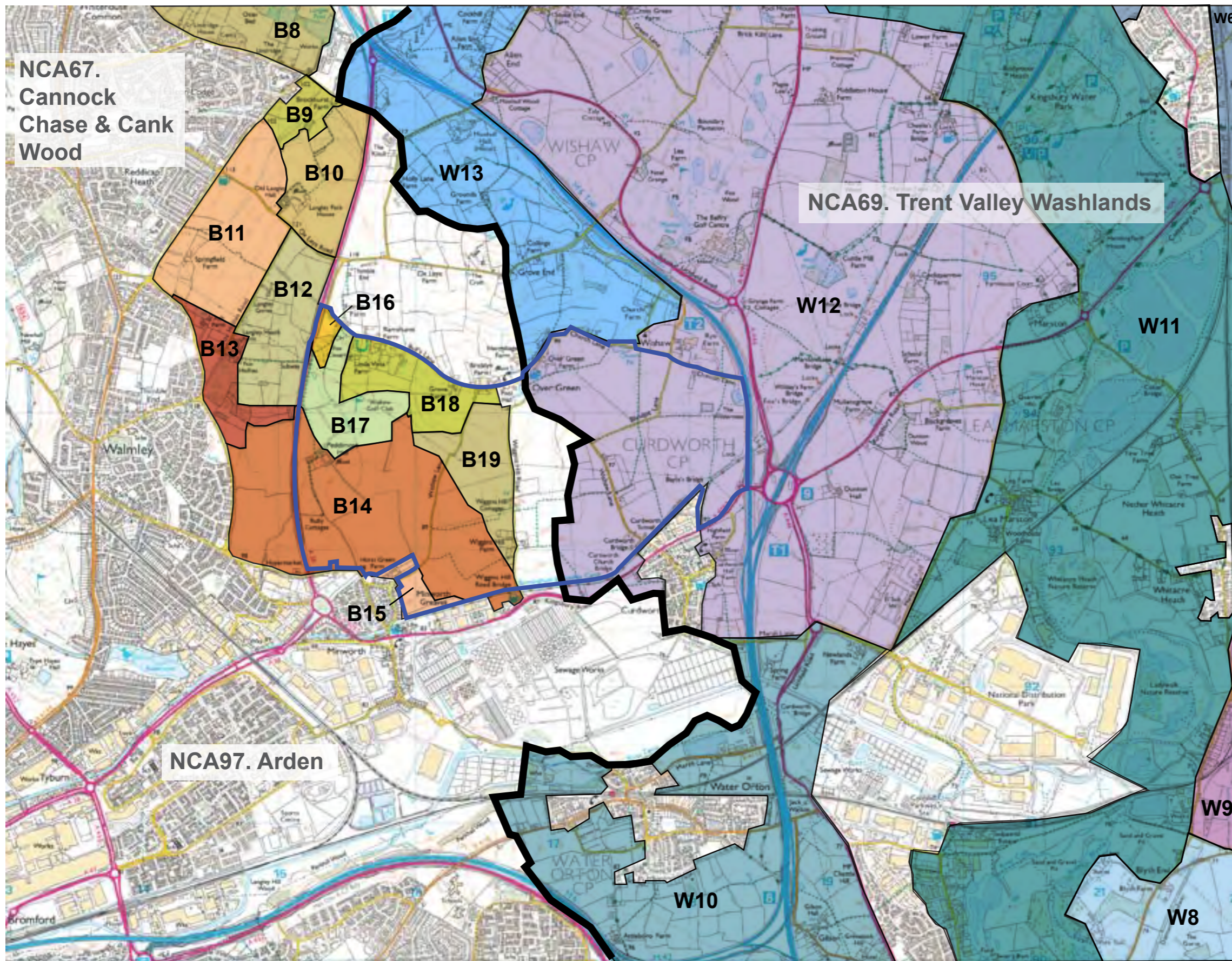
Prologis & Ashford Development  
Birmingham International Gateway

 STUDY AREA




 NTS @ A3 GJH / SLS September 2014

**Figure 1**





This drawing is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without written consent of FPCR Environment and Design Ltd.

-  Administrative boundary
-  Natural England National Character Areas
-  Study Area

**Birmingham City Council Landscape Character Assessment**

- B8 Lindridge Valley Farmland
- B9 Langley Brook Lowland
- B10 Langley Hall Farm Lowlands
- B11 Springfield Agricultural Lowlands
- B12 Langley Heath Agricultural Lowlands
- B13 Fox Hollies Woodland Ridge
- B14 Peddimore Hall Lowland Basin
- B15 Minworth Lowland Urban Fringe
- B16 Fox Covert Hillside Woodland
- B17 Wishaw Golf Course
- B18 Bull's Lane Ridgeline Farmland
- B19 Wiggins Hill Lowland Farmland

**North Warwickshire Council Landscape Character Assessment**

- W6 Wood End to Whitacre Upper Tame Valley Farmlands
- W8 Blythe Valley Parkland Farmland
- W9 Hoggrill's to Furnace End Hamlets
- W10 Cole Valley
- W11 Tame Valley Wetlands
- W12 Middleton to Curdworth Tame Valley Farmlands
- W13 Wishaw to Trickle Coppice Woodland

Prologis & Ashford Development  
Birmingham International Gateway

**fpcr** LANDSCAPE CHARACTER AREAS  
(PUBLISHED STUDIES)

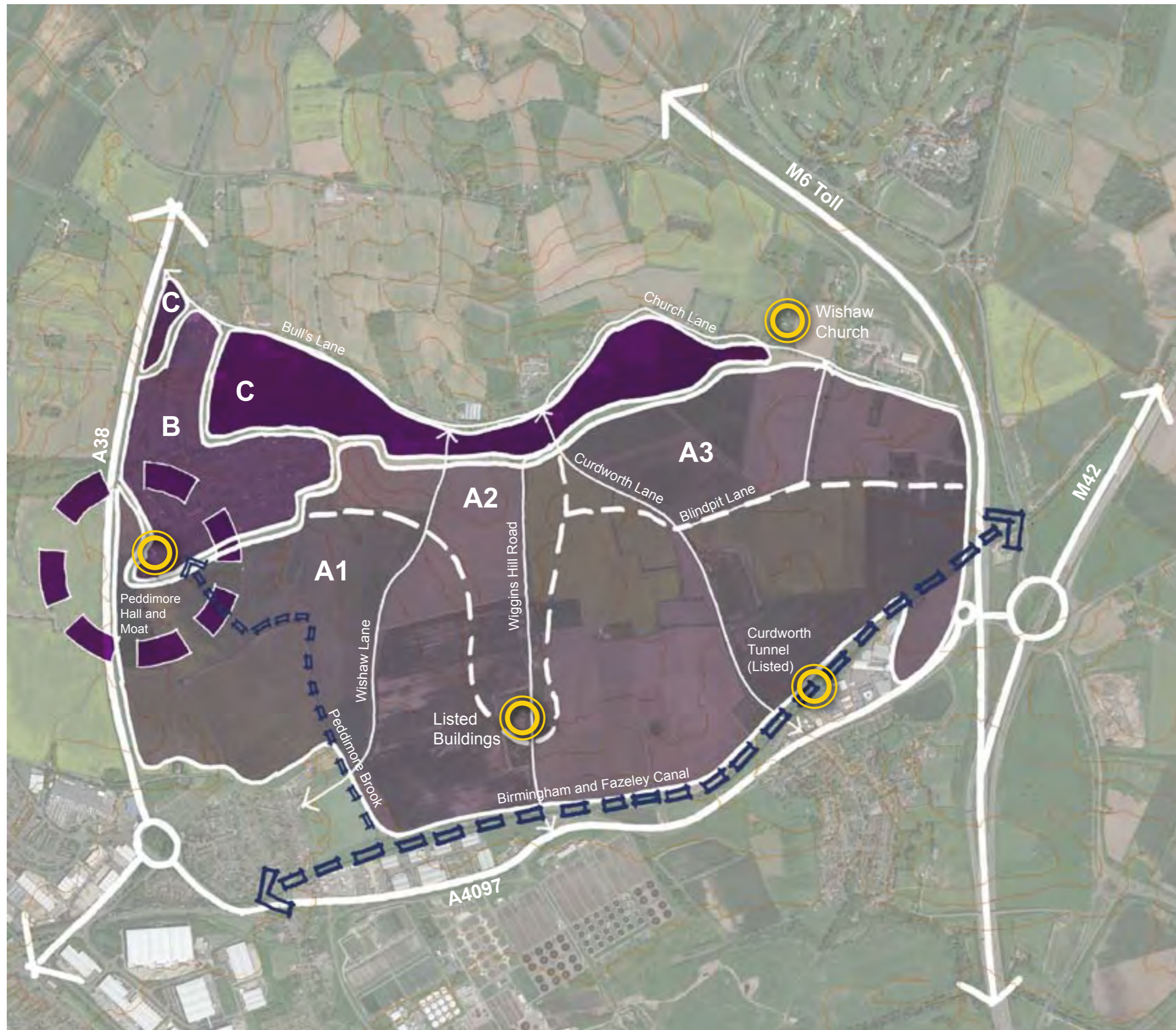
NTS @ A3 GJH / SLS September 2014





**Figure 2**

500m 1000m





**Landscape Character Areas**

- A1** Birmingham & Fazeley Canal Basin  
Landscape sensitivity: Low  
Visual sensitivity: Low
- A2** Wiggins Hill Road  
Landscape sensitivity: Low  
Visual sensitivity: Medium
- A3** Blindpit Lane  
Landscape sensitivity: Low  
Visual sensitivity: Medium
- B** Wishaw Golf Club  
Landscape sensitivity: Low  
Visual sensitivity: Low
- C** Bull's Lane to Wishaw Church  
Landscape sensitivity: Medium  
Visual sensitivity: Medium
-  Local landscape of higher sensitivity
-  Further detailed assessment required to establish the sensitivity and extent of the setting to Peddimore Hall and Moat (Scheduled Monument).

Prologis & Ashford Development  
Birmingham International Gateway







**fpcr** PRELIMINARY LANDSCAPE ANALYSIS

NTS @ A3 GJH / SLS September 2014  
**Figure 3**



This drawing is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without written consent of FPCR Environment and Design Ltd.



-  Land above 110 metres elevation provides visual containment
-  Landform & trees provide visual containment
-  Visually open but relatively elevated land provides local visual separation only
-  Local Visual Features
-  Visually open farmland with limited landscape structure
-  Birmingham and Fazeley Canal

Prologis & Ashford Development  
Birmingham International Gateway

**fpcr** VISUAL ANALYSIS



NTS @ A3

GJH / SLS

September 2014

**Figure 4**



This drawing is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without written consent of FPCR Environment and Design Ltd.



-  Overgreen - Wishaw Green Infrastructure Corridor
-  Existing tree cover
-  Potential woodland planting
-  Key existing public rights of way
-  Potential strategic foot / cycle links
-  Blueways (Birmingham & Fazeley Canal and Peddimore Brook)
-  Local landscape features

Prologis & Ashford Development  
 Birmingham International Gateway  
**fpcr** GREEN INFRASTRUCTURE PRINCIPLES

NTS @ A3 GJH / SLS September 2014  
**Figure 5**



# UKC

UK Central is:  
*connected aspiration*  
*connected locations*  
*connected assets*  
*connected identity*







# Foreword

UKC - the unique concentration of strategic economic assets in Solihull that includes Jaguar Land Rover, Birmingham Airport and the NEC - offers an opportunity for growth on a scale that is of national significance. The Government's agenda to create jobs and economic growth can be sustained here over a long period, with UKC in pole position to be the engine room of the West Midlands economy.

A strategic Masterplan has provided us with a clear roadmap for realising this potential in a managed way **building on the qualities and assets that make UKC a location of choice - creating employment as well as economic growth.**

In realising the potential of UKC, the Masterplan looks at transport, development, clusters of emerging sectors, and the green infrastructure which plays such a vital role in UKC's success. It shows that careful planning, detailed design and ambitious strategies will provide an economically exciting future whilst celebrating our beautiful and inspiring landscape.

UKC's place on the national and international map looks firmly set for the future - as a place to live, work and invest.



**Councillor Ken Meeson**  
Leader of the Council



**Councillor Ian Courts**  
Cabinet Member for  
Economic Development  
and Regeneration



Solihull and its surrounding environs has a new name, and that name is **UK Central**. UKC is the place to invest and it is the place to do business. Why? Because UKC is on a tipping point, it is geared up and ready to deliver 100,000 new jobs and economic growth on a scale that is nationally significant.

At the heart of the UKC proposition is the notion that by capitalising on one of the strongest economic bases in the UK today and targeting investment in local infrastructure, UKC will dominate. UKC will be the powerhouse of the West Midlands economy and will drive a national economic resurgence.

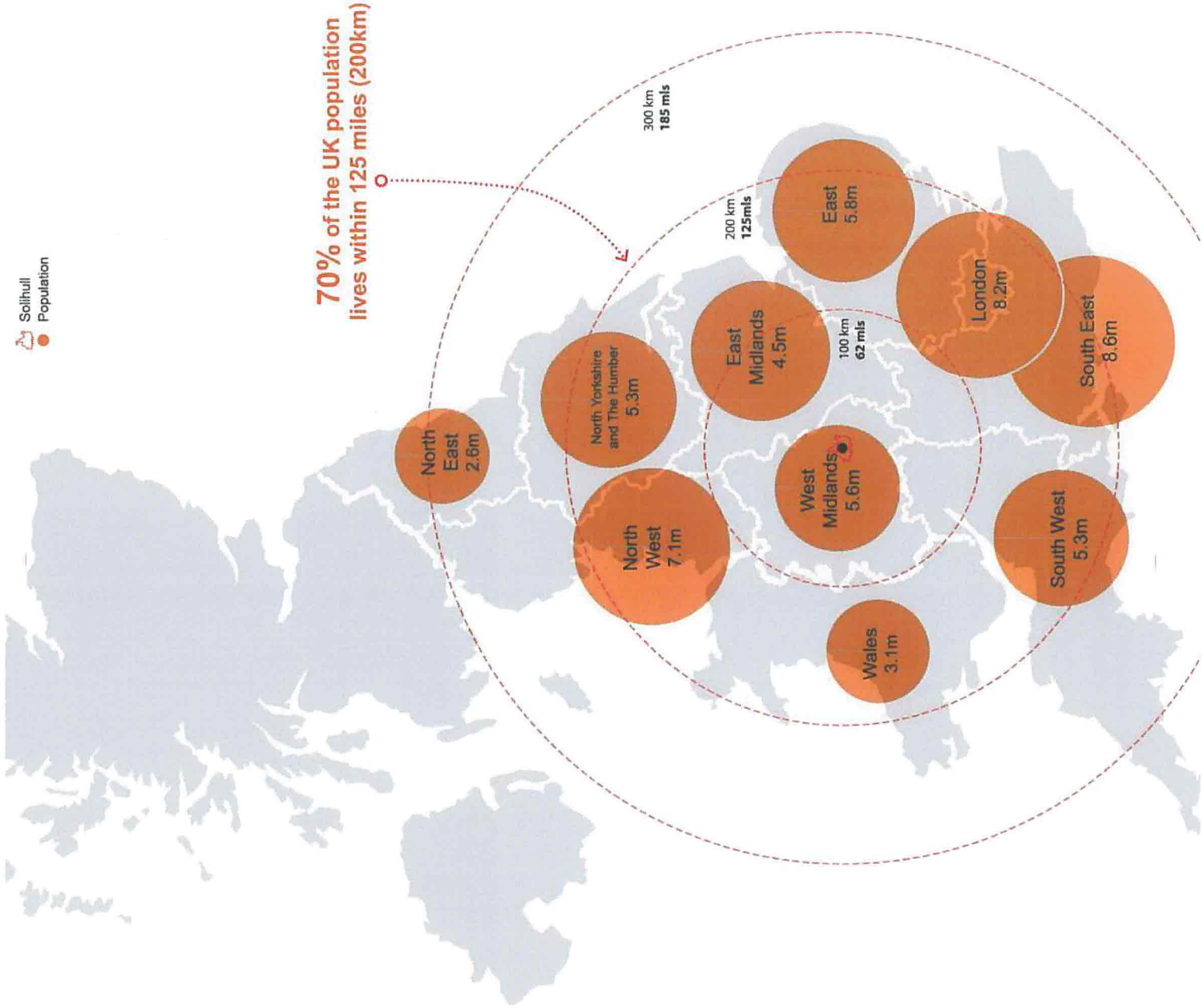
UKC represents a **sub-regional network of connected locations** at the centre of the UK's highly skilled advanced manufacturing heartland. It is the point at which new routes to Indian and Chinese markets are realised through Birmingham Airport, north meets south through high speed rail, and the most populous conurbations of the Midlands, Sheffield, Nottingham, Derby, Coventry, Oxford and Birmingham intersect through the connectivity of the M42 to the national motorway network. It is also the point at which the regeneration initiatives of North Solihull and East Birmingham take advantage of the economic success of nearby companies such as Jaguar Land Rover, AEC, Arup, Monarch, TRW and Fujitsu and the growth capacity of assets such as the NEC, Solihull Town Centre and the business parks of the M42 corridor.

The case for investment here is clear and compelling. National investment in High Speed rail combined with the early, bold, locally led delivery of regional transport connectivity will make this *the* best location in the country. Alongside investment in local energy, super fast digital connectivity, data store and emerging innovative sectors, the opportunity is ripe to create a **thriving multi-sector ecosystem** of a business led growth network.

The vision is to create a network so well connected that any company or employee location anywhere within the network gives immediate, affordable access to all the other complementary skills, education, leisure, housing, and investment activities elsewhere in the network. Within UKC, no one sector or place need dominate. Instead it is the **synergies between activities** and the development of people and skills that promote growth, development and attract further investment.







## Central location

Solihull is geographically placed in the centre of the country naturally forming UKC. This location provides quick and easy access to the national road network, including the M42 and M6. **To reach the international markets of Europe, the Middle East, USA and Asia, Birmingham Airport is just moments away.**

With the emergence of high speed rail, connecting the area with a faster link to both London and the major cities of the North, this area could not be in a more advantageous place.

Solihull has direct links to major cities and towns including Birmingham, Coventry and towns across the Greater Birmingham and Solihull Local Enterprise Partnership, and wider region.

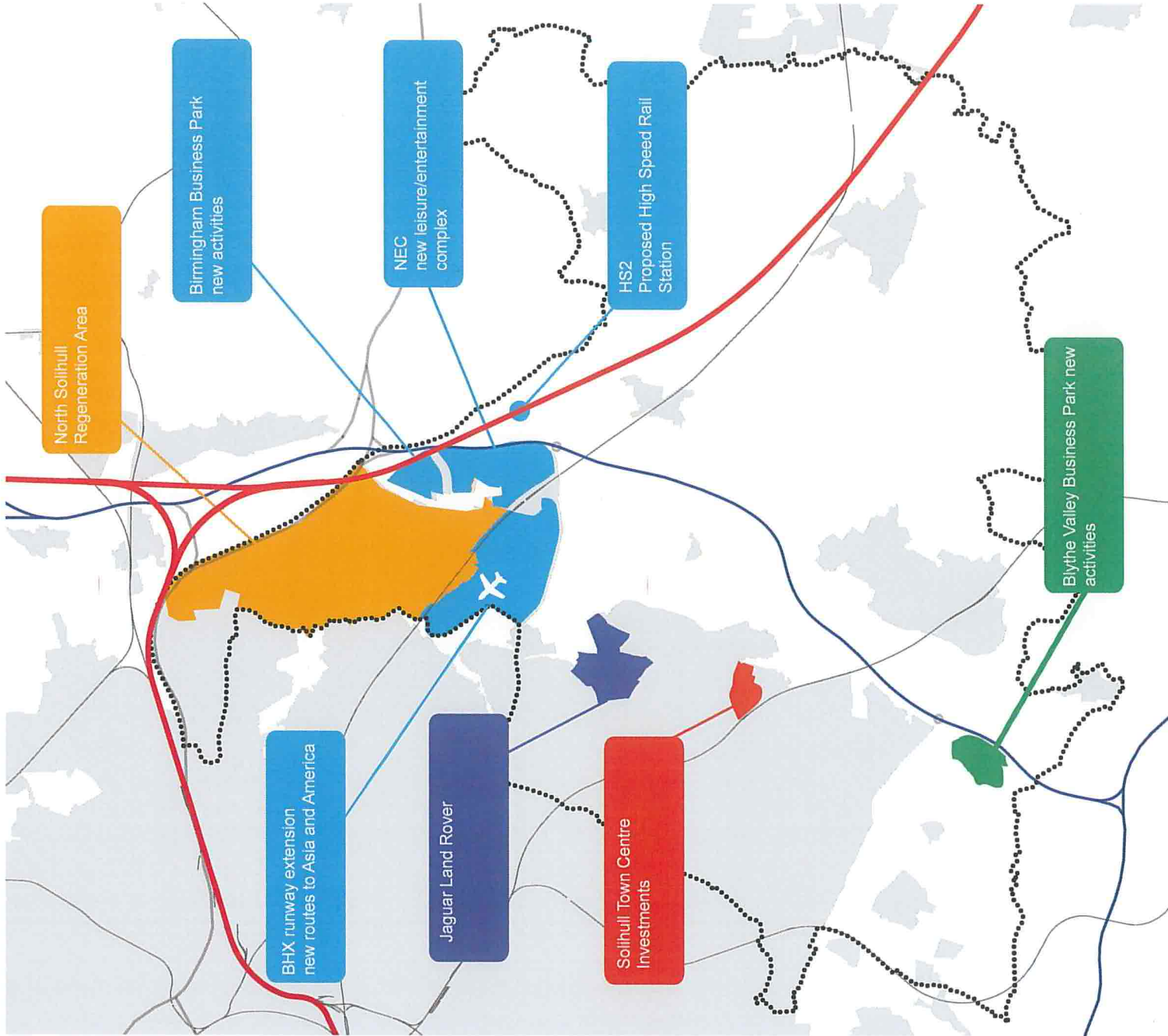
Within a unique setting, surrounded by beautiful green landscape and Shropshire Country, **UKC is the premier destination for businesses both large and small.**



# Gateway

UKC is the gateway to the West Midlands and home to: **Proposed High Speed Rail Birmingham Airport; the National Exhibition Centre; Jaguar Land Rover; Birmingham and Blythe Valley Regional Investment sites; and Solihull Town Centre.**

Alongside these major players, the area can offer excellent transport links – regionally, locally and nationally, a highly skilled workforce (with five universities in close proximity) and a very successful Local Enterprise Partnership (LEP). With the future expansion of the Airport and the potential introduction of a high speed rail network, UKC can see businesses connected not just to the major cities of the UK, but also to European business capitals and then further afield to the major emerging markets of the **BRIC** (Brazil, Russia, India and China) **economies.**





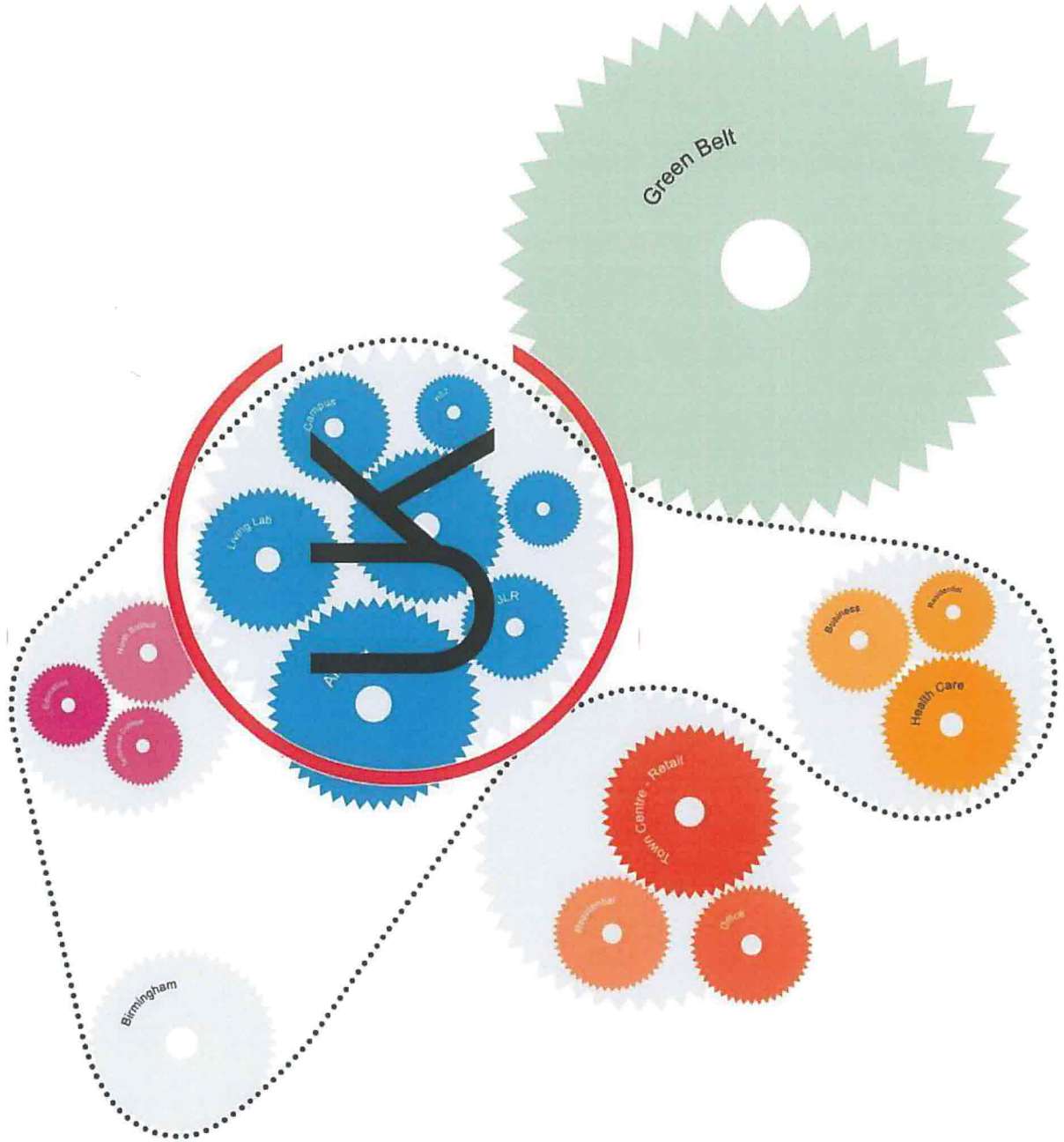


# Talent

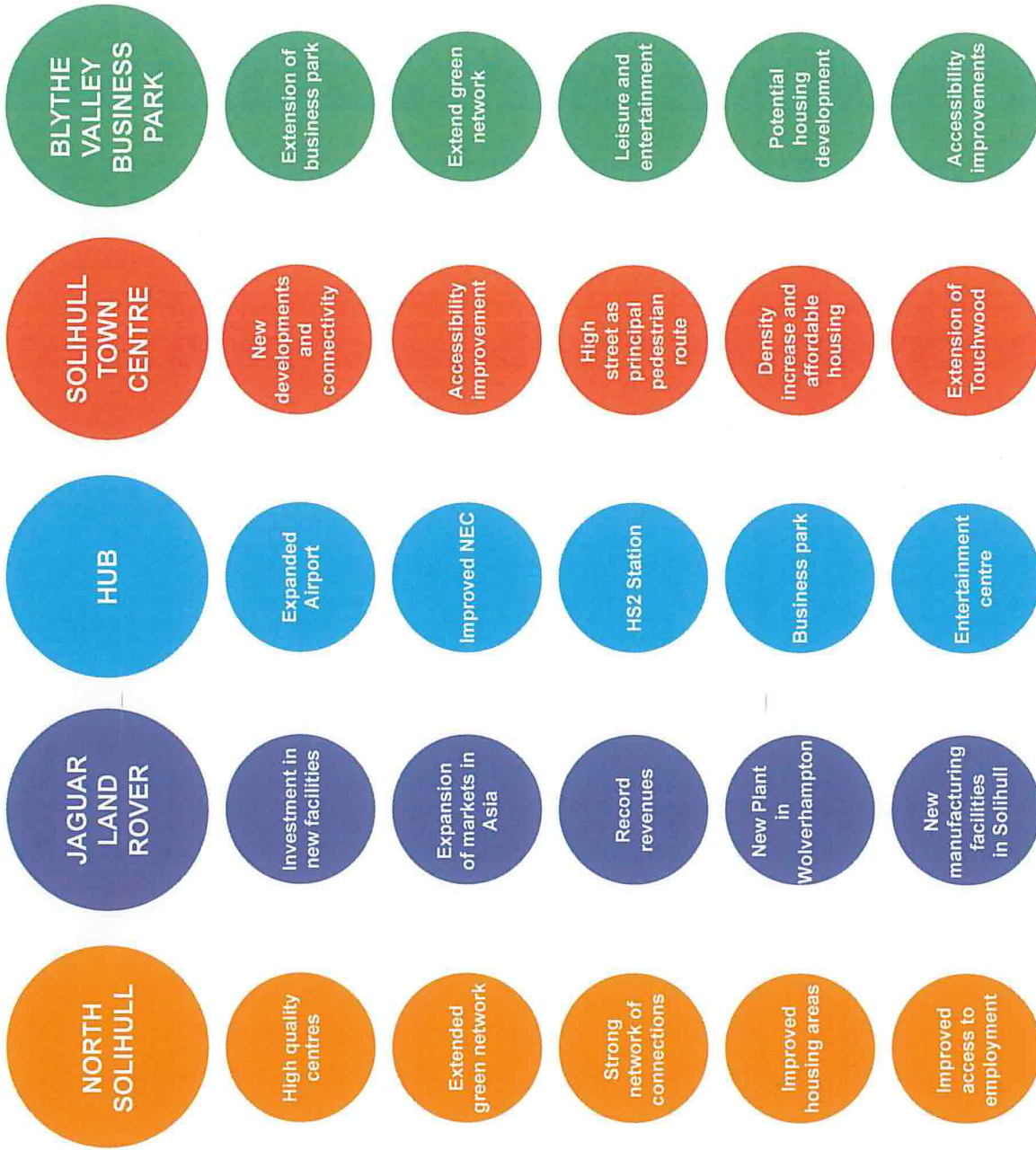
UKC is rich in talent and skills. It is the centre of the country's manufacturing heartland with a world class workforce harnessing the talent of brilliant and innovative minds. Some of the world's best known manufacturing companies are rooted here including Jaguar Land Rover, with Aerospace being another dominant sector.

**New and emerging industries** are also clustering here, including green technologies, ICT, design and life sciences and medical technologies. They are growing amongst the well established financial, legal and other professional services companies which underpin the local economy.

Solihull already bucks national trends with one of the fastest growing economies outside London; UKC has the capacity to generate in excess of **100,000 new jobs**. With the focus on growth generating activity at its core, UKC will see the benefits of this employment spread to the housing and regeneration priority areas within the network, including the regeneration areas of East Birmingham and North Solihull, Nottingham, Sheffield, Coventry and Derby.







# Opportunity

UKC has a number of existing assets which individually act as levers to create jobs, growth and economic opportunity. Taken together they offer a **rich and dynamic mix for businesses** to choose UKC as their home.

UKC offers employment and investment zones including the Hub, Solihull Town Centre and Blythe Valley Business Park and owing to its significance to the local and indeed national economy, Jaguar Land Rover.

Each of these zones provide **innovation, quality, accessibility, connectivity** and multiple sectors. They also provide a springboard for new and emerging businesses seeking to set up or expand.

The opportunities here will continue to grow as new developments start and company expansion reaches new heights. The vision for UKC allows for rapid and high levels of growth. All investors can benefit from this exceptional place and access the unparalleled opportunities.



**With upfront investment and the creation of a governance structure and infrastructure network UKC has the capacity to buck national trends and generate in excess of 100,000 new jobs and more than £15.5bn - £19.5bn per annum by 2040.**

The main economic driver in UKC is known as The Hub. It is where transport links weave together providing access to Birmingham, Coventry, Warwick and the surrounding environs. The Hub provides access to all that Solihull has to offer: its high quality housing, expanding town centre with an excellent retail offer, high performing schools and lots of green space, maintaining Solihull's reputation as a 'town in the country'.

Solihull has just been **ranked 3rd for enterprise** in the 2013 annual index of towns and cities conducted by Santander. It won this prestigious position for its strong and innovative business base. The vision is to become number one. UKC is creating a bigger and better international business hub also combining tourism and leisure for the best combined offer.

Overall **the whole Hub area offers a range of opportunities**, from the redevelopment of existing sites to new opportunities in both the Hub and beyond. The time to invest is now, there is a real opportunity to drive the growth of UK Central and reap the benefits in one of the most exciting and expanding business districts in the West Midlands.







## The Hub

The Hub is the **epicentre of the region**; it will be one of the highest performing economic locations in the UK.

The Hub offers five clusters, all with independent strengths; a flexible event space in the form of the NEC; an advanced manufacturing and technology centre focused to the north at the business park; an International Airport; an advanced office and commercial area adjacent to the potential High Speed rail station; and the Jaguar Land Rover facility, a beacon of manufacturing excellence.





# Growth

Investment is coming to the West Midlands and it will have a catalytic effect on the economy. The region is seizing this opportunity and will capitalise on all infrastructure investment to create an interconnected network of employment zones, cultural areas and residential neighbourhoods.

**The ambition to create 100,000 jobs and an uplift in the local economy will be realised through a well-defined masterplan and the clear leadership of the Greater Birmingham and Solihull Local Enterprise Partnership.**

New and emerging sectors such as green technologies, medical sciences, IT and creative industries are moving in alongside the well-established and highly regarded advanced engineering and manufacturing leaders.

**Taken together, they will create a connected network of multi sectors,** with the highly skilled working together, to create one of the most exciting and varied employment zones in the region. The ambition is for world leaders to cluster here, procuring locally to create wealth and economic opportunity.



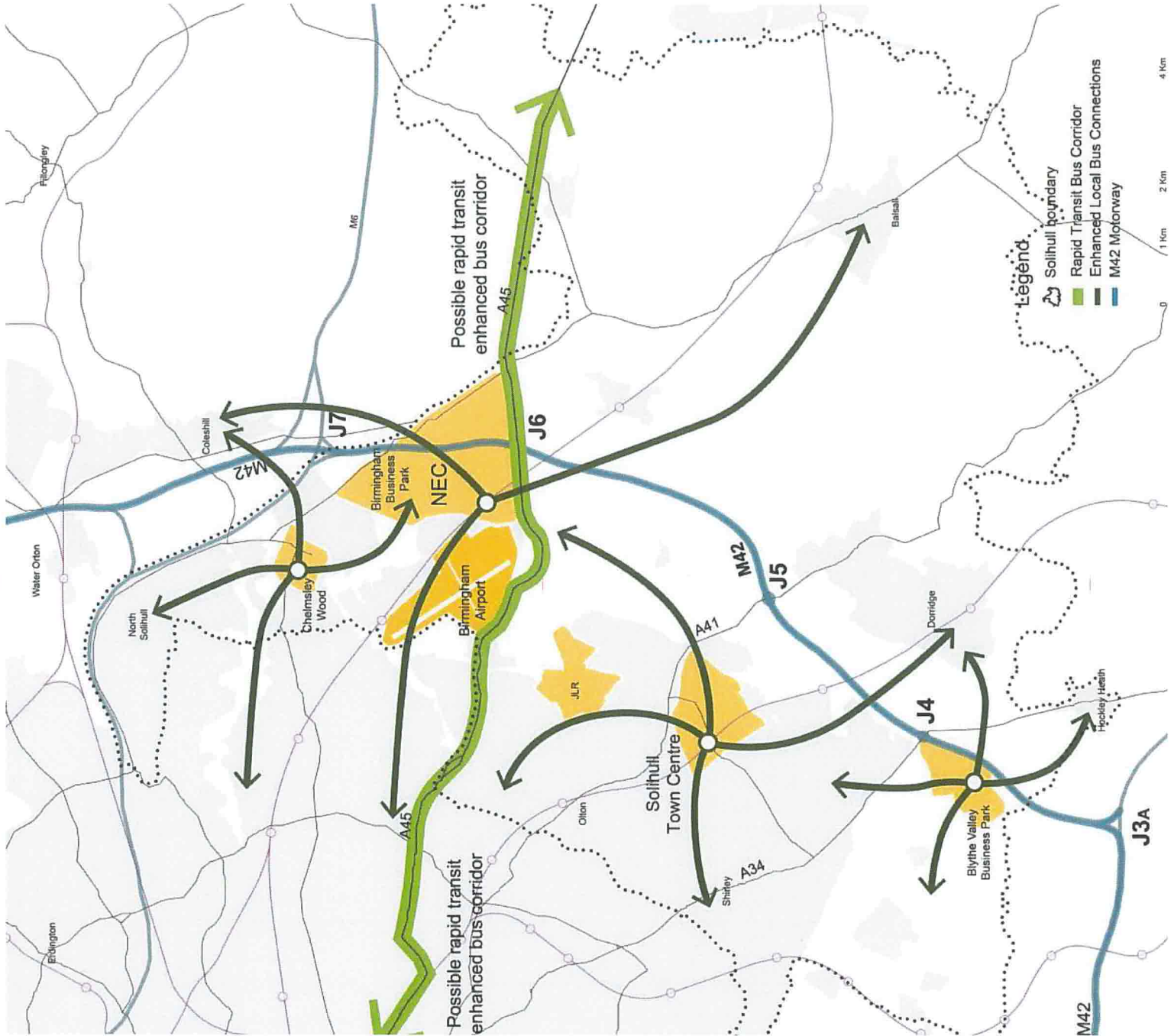


# Connectivity

UKC capitalises on its connectivity. It has some of the **best road, rail and air links** on offer and has a long-term strategic vision to continue to improve the capacity, speed and quality of its transport network over the next twenty years.

UKC is an area which is so well connected that a company locating anywhere in the network will not just have immediate access to transport, but also to all the other complementary skills, education, leisure, housing and investment activities found there. Within UKC, no one sector need dominate. It is the synergies between these sectors which will create growth, attracting even more development and further investment.

From UKC, you can use every mode of transport there is within moments. Whether it's by bike, car, bus, train or plane, UKC has it all.







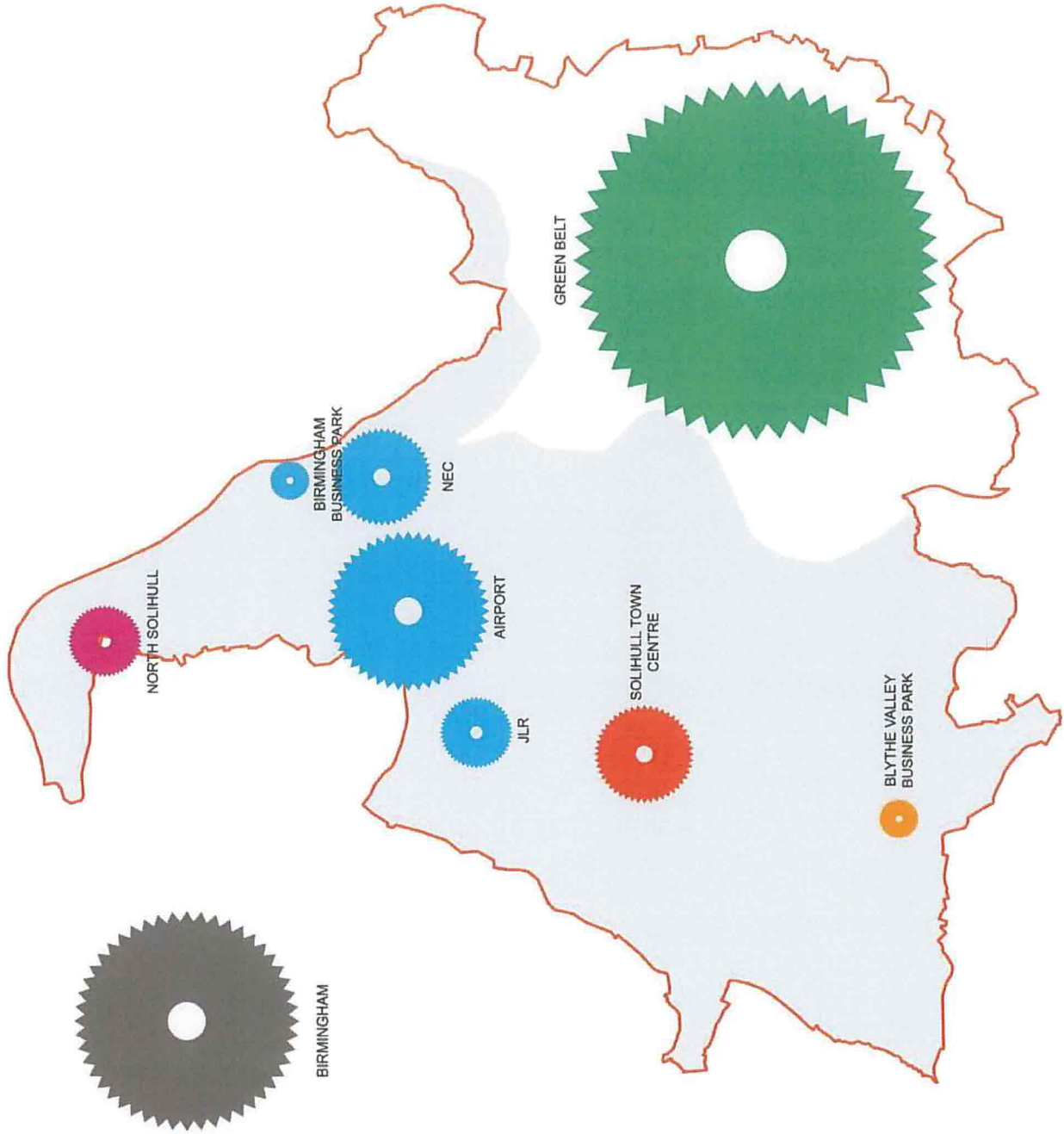
# The green economy and landscape

The emergence of the green economy in UKC is not just demonstrated through the introduction of new high tech green technology companies, but also through the commitment of major players in the area to **move towards a low carbon economy.**

The agglomeration of advanced engineering and manufacturing in the region creates an attractive marketplace for the burgeoning green sectors as the complementary nature of the industries works well, and provides a solid foundation for green growth.

UKC has aspirations to become nationally renowned for green industries. Clean technology and renewable energy are tipped to be among the fastest growing sectors to 2020 and innovative companies working in this field will be rooted here.

And what better place to create green jobs than in **one of the greenest environments in the country** with beautiful landscape, natural habitats and a commitment to maintain and invest in the area's green infrastructure.





# Developing UKC

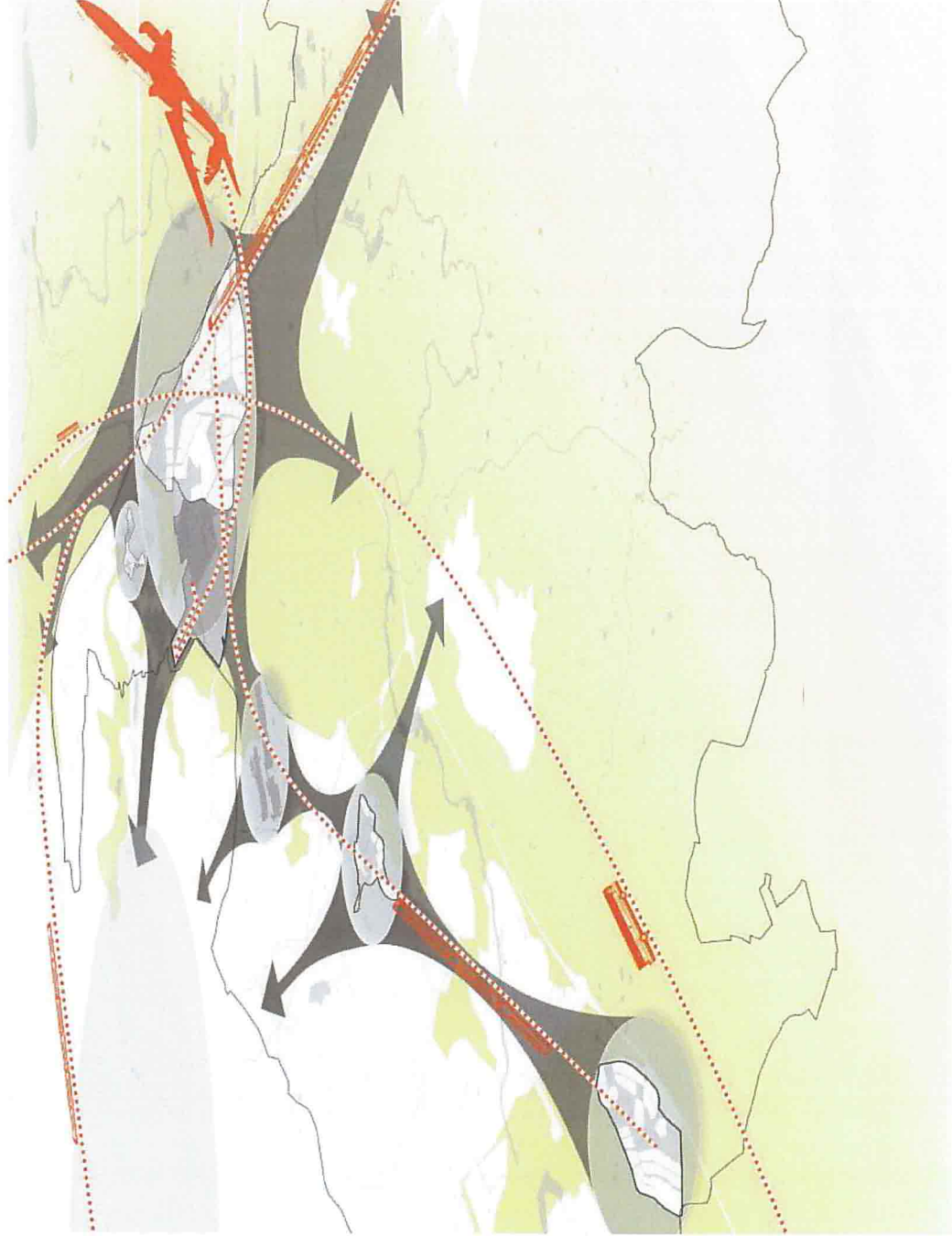
UKC is one of the most exciting places in the UK. It is a place which can drive the ambitions of the national agenda to create jobs and **long-term sustainable growth**.

The ambitions for the area create the most exciting place to invest. By capitalising on its excellent location and focusing on infrastructure as a top priority, **the potential here is second to none**.

The local authority will take a positive approach to new development proposals harnessing the areas strengths to create jobs and growth. There is a **compelling case to invest here**; the long established business of Jaguar Land Rover and others is testimony to the excellent business environment that has been created.

UKC will be the place to develop and invest in the next five years. It will have the eyes of the country upon it when it provides the springboard for a major economic resurgence.

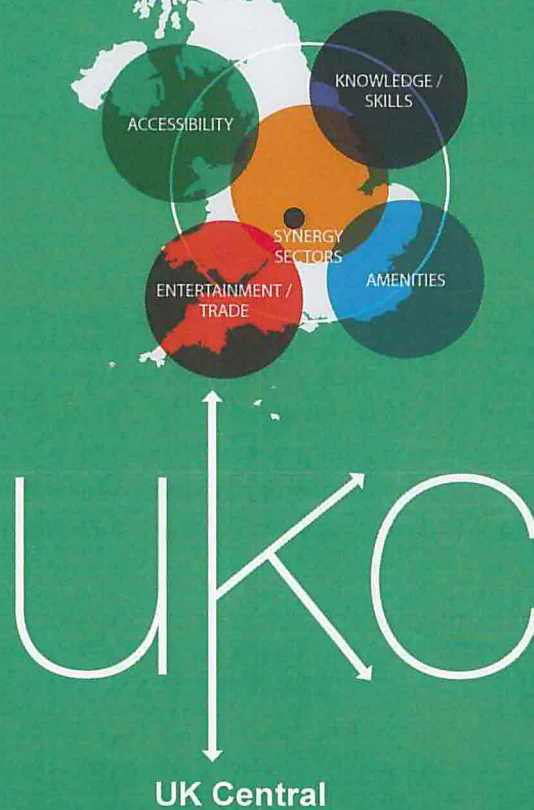
UKC looks forward to welcoming its new success stories.











For further information and to discuss the opportunities presented here,  
please contact:

- *Future Plans and Development Opportunities* – Anne Brereton, Director for Places, Solihull MBC / Lynda Hackwell, Head of Economic Development & Regeneration, Solihull MBC
- *Inward Investment* – Lynda Hackwell, Head of Economic Development & Regeneration, Solihull MBC
- *Funding and Investment* – Paul Johnson, Director of Resources, Solihull MBC
- *Governance* – Philip Lloyd-Williams, Director of Governance, Solihull MBC

+44 (0)121 704 8081

ukcentral@solihull.gov.uk

www.uk-c.com or www.solihullforsuccess.com



ARUP