

## **DLPBH1**

Support the Strategic Centre Boundary and Town Centre Core Area boundaries as identified on the Brierley Hill Strategic Centre Inset Policies Map. Query however as to why the Odeon cinema site is to be excluded from the Core Area, noting it forms an intrinsic part of the Merry Hill complex and efforts have been made to improve linkages between this site and the wider shopping centre complex (note recent applications for full planning permission and advertisement consent which relate specifically to this objective (Applications Refs: P23/0234 and P23/0235 respectively).

Support Bullet 3 of the draft Policy which makes clear that the diversification and re-purposing of Brierley Hill Strategic Centre will be supported by approving development which enhances the viability and vitality of the centre. This is subject to the proposed use being appropriate to its location within the Strategic Centre and in accordance with draft Policy DLP24 (note our comments above in respect of this draft Policy).

Allied to the above, we note and welcome the findings of the Black Country Centres Study which concluded that *“although retail will remain a key part of their overall offer, vitality and viability, helping to generate trips, footfall and spend, it is critical that the strategic policies in the Black Country Plan are supported by policies and strategies developed for each centre (such as through tier-two plans) to help promote greater flexibility and diversity, so that they can respond more effectively and rapidly to future trends”*.