

## **NEWS RELEASE**

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### **West Midlands Regional Assembly backs Longbridge Area Action Plan**

An Area Action Plan drawn up to revitalise Longbridge, following the closure of the famous car manufacturing plant has been fully backed by West Midlands Regional Assembly.

The Longbridge Area Action Plan has been submitted by Birmingham City Council and Bromsgrove District Council. The Assembly has declared that the Action Plan conforms with the West Midlands Regional Spatial Strategy (WMRSS) and this forms one of the key milestones to be passed when the Action Plan is examined by an independent Planning Inspector. Once the Action Plan is adopted, it will be part of the Development Plan for the area concerned and will form the basis for planning decisions that will be made.

Olwen Dutton, chief executive of the Assembly said: "The Assembly welcomes the focus of the Action Plan being employment led with the creation of up to 10,000 employment opportunities that will diversify the areas of economy. In particular the identification of a Regional Investment site will provide a focal point to the Birmingham to Worcestershire High Technology Corridor".

A new mixed use centre comprising retail, office, leisure as well as a new educational facility for Bournville College is promoted in the Action Plan. The identification of land for a minimum of 1,450 new houses on brownfield land supports the objective in the WMRSS whereby Major Urban Area are required to meet an increasing proportion of their own housing needs.

The mixed-use scheme will also see the inclusion of a rail based strategic park and ride site for 1,000 cars, which is has been welcomed by the Assembly as the WMRSS Phase Two Revision Preferred Option specifically identifies Longbridge as a potential location for park and ride.

Olwen added: "The Assembly is pleased that the policies and proposals in the Action Plan are closely aligned with those in the WMRSS given that they support the implementation of the Urban Renaissance objectives for this part of Birmingham".

**ENDS**

**Notes to editors:**

1. The Assembly's membership consists of 100 nominated representatives, with 68 members representing the local authority, 16 representing the business sector and 16 representing other economic and social partners.
2. The Assembly provides a platform for organisations to consider matters of common concern including: regional planning, transport, economic prosperity, sustainability, culture and Europe. It also supports regional policy forums and task groups on social inclusion, faith, housing, life long learning/skills, health, rural and community safety/crime reduction.
3. The Assembly works in partnership with Advantage West Midlands (AWM) the regional development agency (RDA), the Government Office West Midlands (GOWM), Regional Action West Midlands (RAWM) the West Midlands Local Government Association (WMLGA) and other regional and local organisations from across the West Midlands region.
4. The Assembly is the Regional Planning Body, and is also responsible for scrutinising the operation of the region's RDA, Advantage West Midlands.
5. For further information, visit our website [www.wmra.gov.uk](http://www.wmra.gov.uk)

**For any additional information please contact Jay Rana, press officer on 0121245 0181 or [j.rana@wmra.gov.uk](mailto:j.rana@wmra.gov.uk)**

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