



SANDWELL LOCAL PLAN - EXAMINATION IN PUBLIC

March 2025

TOPIC PAPER – THE LYNG ESTATE

Introduction

1. The Black Country was awarded Growth Point Status in 2008, to support the accelerated growth of 32,000 new dwellings up to 2017. This programme was intended to speed delivery of new homes and quality environments by assisting with land assembly, relocations and remediation to create sustainable development areas. The Black Country Core Strategy¹ (2011) (BCCS) was the joint plan produced by the four Black Country authorities that set out strategic policies designed to promote the ongoing regeneration and growth of the sub-region, including a significant increase in the amount of new housing being offered in the area.
2. Prior to the emergence of the draft Black Country Plan² (BCP; work ceased on it in October 2022), which was intended as a replacement for the BCCS, work was undertaken at a sub-regional level to establish the levels of housing and employment land need across Birmingham and the wider housing market area. The housing shortfall was highlighted in an independent report (Greater Birmingham and Black Country HMA Strategic Growth Study 2018³), which considered the housing need across the wider Housing Market Area and examined scenarios for addressing / distributing the identified housing shortfall.
3. While there was some evidence of brownfield / employment sites becoming available for housing, the report stated at paragraph 5.21:

... it seems likely that the scale of supply from this source will be modest. GL Hearn notes that for instance within the Black Country the evidence base points to the need to identify further employment land provision, which could limit the potential for the employment land releases.

Overall, the evidence pointed to a growing economy with its needs balanced against a significant housing shortfall.

4. Separate evidence (the 2017 Black Country Economic Development Needs Assessment and its update in 2021⁴) also pointed to the need for more employment land. This increased and sustained demand arose because of the growing requirement to meet additional industrial and warehousing needs that had not been anticipated or planned for in the BCCS.
5. In the previous Strategy, it was anticipated that industry would continue to decline as employment shifted to the office and service sectors, which generally requires less land in different locations. Much of the employment land was expected to become surplus to requirements, and thus available for reallocation to meet housing needs. This shift did not occur and many of the employment sites allocated for housing have continued in profitable employment-related use.
6. This is very apparent in Sandwell in particular, where many of the sites allocated for housing in the current local plan (Sandwell Site Allocations and Delivery Development Plan Document⁵, 2012) have remained in active economic use. Following consultation specifically aimed at local businesses when the draft Sandwell Local Plan was being drawn up, a number of business owners have confirmed a commitment to both continue and, in some cases, expand operations on those sites.
7. As part of the evidence gathered for the BCP, and in response to queries around the capacity of the Black Country to deliver additional housing on brownfield sites, an independent study was commissioned by the West Midlands Combined Authority that considered the approach to land allocation undertaken by the four authorities⁶. It looked at the following:
 - whether all suitable and available brownfield sites in the sub-region had been investigated,
 - whether additional brownfield land could be made available,
 - whether the density assumptions used in the BCP were appropriate,
 - To review the discount rates for non-delivery given past trends and those around viability and deliverability, and
 - to advise on whether additional housing could be located within strategic and town centres.

¹ <https://www.sandwell.gov.uk/downloads/download/347/black-country-core-strategy>

² <https://blackcountryplan.dudley.gov.uk/t2/>

³ https://blackcountryplan.dudley.gov.uk/media/11537/greater-birmingham-hma_strategic-growth-study_lowres.pdf

⁴ <https://blackcountryplan.dudley.gov.uk/media/18578/edna2-report-2021.pdf>

⁵ <https://www.sandwell.gov.uk/downloads/file/773/sandwell-site-allocations-and-delivery-dpd-sad->

⁶ <https://blackcountryplan.dudley.gov.uk/t2/p4/t2p4m/>

8. The study looked at the four Black Country authorities' current and future needs and land supply and examined in detail its capacity related to the amount of previously developed land that was available. The conclusions of the study are set out below:
 - The approach used to select brownfield sites for development in the BCP was appropriate. The assessment of other brownfield sites that had not been identified in the Plan was also appropriate. The density assumptions used in the Black Country Plan were reasonable. The approach used to identify 'windfall' development – sites that were not specifically identified in the Plan, but that could come forward over the Plan period - was appropriate.
 - Some lower-quality employment sites could be redeveloped for housing using a more interventionist strategy. However, given the challenges of land assembly, viability and the need to support the existing and potential business base of the area, the study acknowledged that the experience gained from the delivery of the current Core Strategy showed that the housing capacity generated from such sites was likely to be limited.
 - The study also acknowledged the key barriers to unlocking challenging sites in terms of landowner / occupier intentions and the lack of viability for re-development that is prevalent across much of the Black Country.
9. This work effectively demonstrated that there was little, if any, capacity within the Black Country able to provide additional housing at the scale required to meet the shortfall. This situation has not changed during the preparation of the SLP, as evidenced by the results from new and updated evidence on housing and employment demands, supply and site assessments.
10. There is currently around 3,300ha of employment land in the Black Country in total. Sandwell contains more employment land than the other three boroughs individually, with around 1,200ha.

Background - The Lyng

11. The Lyng has been the focus of proposals for regeneration and redevelopment, both for housing and to support the ongoing revitalisation of West Bromwich, for several decades. This has been reflected in the number of initiatives and development briefs / documents that have centred on the area.
12. The Lyng is located immediately to the south of West Bromwich town centre and is a neighbourhood comprised predominantly of housing, with a well-established industrial area to the north and east. Dartmouth Park is approximately two miles away to the northeast of the area, which provides a valuable recreational amenity and links to the wider Sandwell Valley Country Park.
13. As the Lyng is located so close to the town centre, it benefits from neighbouring shops and amenities, making it easily accessible, well-connected and a sustainable location for both housing and employment development.
14. The Midland Metro line along the northern boundary of the area runs from Birmingham to Wolverhampton, with a stop to the north of The Lyng (West Bromwich Central), whilst the bus interchange is a short walk away, providing travel around the town and beyond. While the area is partly cut off from the Town Centre by the Metro Line, there are connecting links to the town centre via Moor Lane, Lyng Lane and Oak Road.
15. The wider area has undergone a significant amount of change, including the development of the new Lyng Health Centre, the refurbishment of existing high-rise housing and the redevelopment of the original Lyng housing estate to provide high quality, sustainable housing.

Timeline of Key Outcomes

2006 – The Lyng SPD:

- Proposed 500 homes with public-private funding strategies.
- Expected land acquisitions over time.

2011 – Lyng Phase I Completed:

- Successful housing development increased demand for further phases.

2021 – Lyng Phase II Review:

- Financially unviable without subsidies due to high land acquisition and infrastructure costs.

- Industrial use retention considered due to its economic contribution (£59M GVA/year).
- Market demand favours family housing over high-density apartments.

2022 – West Bromwich Masterplan and Interim Planning Statement

- Considered ongoing regeneration of West Bromwich and areas for development / improvement
- The Lyng was recognised as a location with potential for further regeneration and redevelopment but the issues around delivery were noted and no detailed consideration of this potential was undertaken.

2024 - The draft Sandwell Local Plan

- As The Lyng is occupied employment land, it was assessed as part of the Black Country Employment Area Review⁷ (BEAR) which considered and gave a score to all active employment sites. This enabled the Black Country authorities to consider whether poorer scoring sites could be brought forward for alternative (non-employment) uses, including housing.
- The site scored 24, which identified it as suitable for allocation as a site under Policy SEC3 - Local Employment Land, and thus effectively retained it for employment uses only.
- However, it was decided to allocate the Lyng Industrial Estate as a site to which Policy SEC4 - Other Employment Land – would apply. This allocation would mean that going forward it would be easier to effect a change from employment land to residential, assuming the industrial land was no longer required for employment use and the industrial occupiers could be successfully relocated.

⁷ See also the Employment Topic Paper for further information on the BEAR

The Lyng Phase 1

Background

16. The original Lyng housing estate was built in the 1960s and by the turn of the century needed improvement and regeneration. Work to demolish nearly 1,000 1960s properties on the estate began in 1999. In 2004, Phase 1 of the work to build new homes started.

The Lyng SPD⁸ (2006)

17. The Lyng Supplementary Planning Document (SPD) (2006) outlined the redevelopment strategy for The Lyng, with the aim to transform it into a high-quality, mixed-use residential area. The document set out policies, design guidelines, and financial considerations for the site's transformation.

Planned Housing Development

18. 500 dwellings were proposed, to provide a mix of high-density apartments (near the town centre) and family homes (towards the south of the site). An initial 114 affordable homes were secured via a legal agreement with the Lyng Community Association (LCA). Housing types included a mix of market-rate, social housing, and low-cost starter homes.

Challenges Identified

19. Site fragmentation and ownership complexity meant that comprehensive redevelopment was difficult. There was a need for infrastructure investment; roads, drainage, and public spaces all required upgrades. Integration with West Bromwich town centre also required improvement, to provide stronger pedestrian and transport links. There were concerns around the levels of market demand and ensuring the right mix of homes were proposed to attract a diverse community.

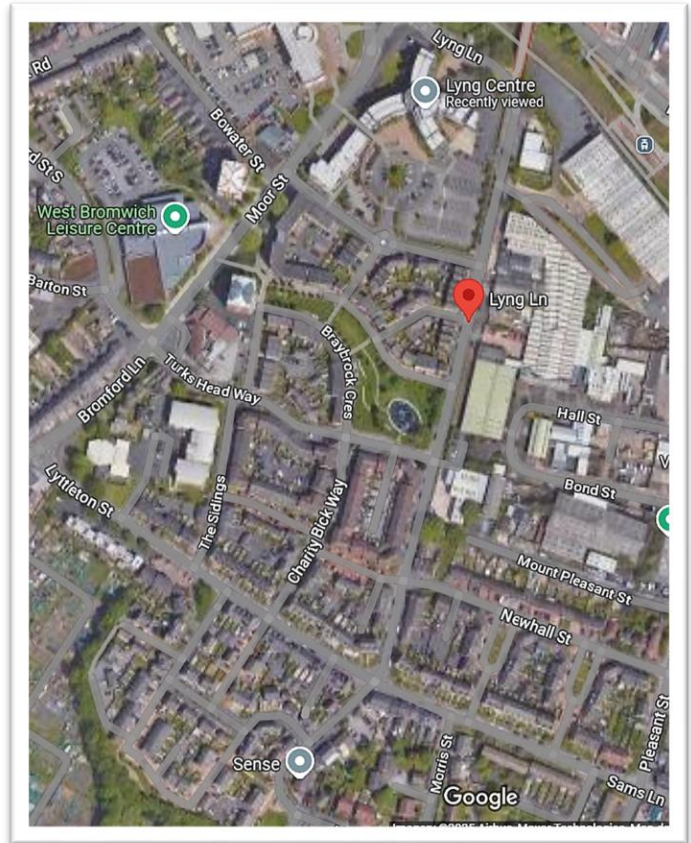
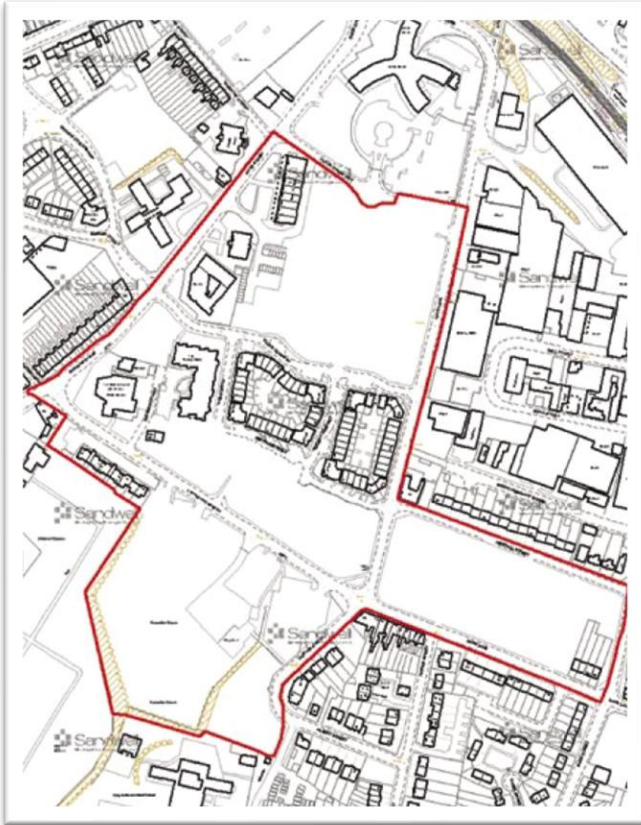
Financial Viability

20. The cost of land acquisition and infrastructure investment was a key concern. Funding sources included:
 - Public sector grants (Urban Living, Greets Green New Deal for Communities).
 - Private investment from developers.
 - Affordable housing contributions via Section 106 agreements.
21. Viability relied on phased development, allowing for infrastructure improvements to take place and for a more gradual land assembly process.

The Development

22. Lyng Phase I is situated to the western edge of the area. The site covers an area of approximately 11ha, lying to the south of West Bromwich town centre.
23. It is bounded by Moor Street, Lyng Lane, Newhall Street and Pleasant Street, Sams Lane, Horton Street, the Lyng Primary School and allotment gardens, and Lyttleton Street. To the west and south of the site are residential areas. Immediately to the east, Newhall Street is a residential street, in addition to industrial uses fronting the east side of Lyng Lane.
24. Most of the site is in Council ownership. Land occupied by Vantage Point is leased to Black Country Housing Association. Land south of Lyttleton Street and west of Horton Street is also Council-owned.

⁸ <https://www.sandwell.gov.uk/downloads/download/368/the-lyng-supplementary-planning-document>



Lyng Phase 1 boundary (from The Lyng SPD 2006) and as built out (2025)

25. The Lyng was identified in the Sandwell UDP (adopted 2004) as a site with the potential to deliver significant opportunities for redevelopment. Policy H2 – Principal Housing Sites – allocated it for housing. The UDP identified an estimated capacity of around 500 dwellings for the site.
26. The timeline for the area’s redevelopment was as follows:
 - 2006 – Planning and design work undertaken
 - 2011 – Construction began
 - 2012 – Tenants moved into affordable houses
 - 2016 – Completion of final affordable houses
 - 2017 – Completion of private homes for market sale
27. The regeneration project saw a mixture of affordable houses and apartments being built in phases between 2011 and 2016. By the end of the site’s development, it had supplied 200 affordable homes and provided management services to others across the estate, via the Lyng Community Association (LCA)⁹. The LCA was formed by residents to facilitate the redevelopment and led on the provision of affordable housing on the site. It is a registered social landlord (RSL), and via legal agreements with the Council, provides and manages the affordable homes for rent on The Lyng.
28. In 2013, the Lyng Phase 1 redevelopment won a Made20 award, which recognised it as one of the 20 best Midlands building projects of the last five years. It was also named as the Best Regeneration Scheme in the 2014 Housing Excellence Awards¹⁰. This was followed in November 2014 by the Builder and Engineer Award for Residential Project of the Year.
29. The project helped to reduce local levels of deprivation by lowering opportunities for antisocial behaviour and crime and establishing a strong community; it also contributed to population growth in the town centre. 250 homes were built for sale on the private market alongside the 200 homes for affordable rent managed

⁹ [About us - Lyng Community Association](#)

¹⁰ [Eco2Solar customer Lyng Community Association wins Best Regeneration Scheme award -](#)

by the LCA. These were a mix of property types, including family homes, townhouses, and apartments and were designed to be high-quality, and energy efficient.

30. Community and infrastructure improvements included: -

- Lyng Health Centre, built to serve new and existing residents, to the immediate north of the new housing;
- improved public spaces, landscaping, and street layouts;
- a focus on crime reduction, with better lighting, safe pedestrian pathways, and natural surveillance;
- integration with West Bromwich town centre by improving accessibility to shops and transport.

31. Lyng Phase 1 was regarded as a highly successful regeneration project, evidencing a demand for high-quality housing in West Bromwich. However, subsequent proposals have faced financial challenges, particularly regarding land acquisition and infrastructure costs.

32. Other completed local projects included:

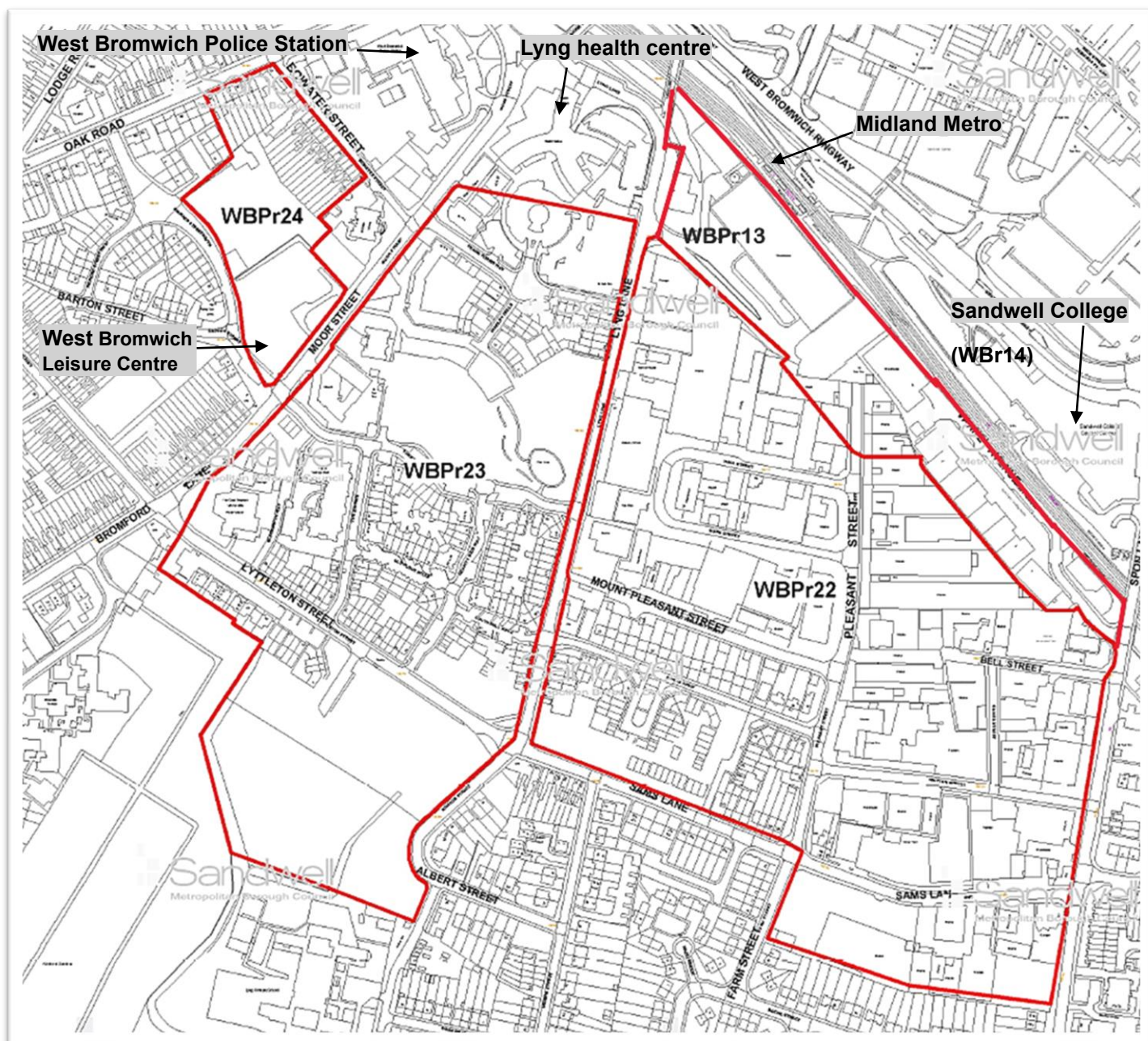
- Integer Development – 12 sustainable apartments and three houses¹¹.
- Vantage Point – extra care accommodation for the frail elderly¹².

33. Albion House / Bromford House Redevelopment (WBPr24) – completed in 2014

- Site was originally planned for housing but was later reallocated for a swimming pool and fitness facility.
- It was chosen due to its proximity to public transport (Metro and bus station).
- Improved road layout was designed to accommodate buses, cars, and cyclists.
- The refurbishment of existing high-rise accommodation was also undertaken, which improved existing housing quality.

¹¹ [INTEGER Intelligent and Green Housing Project, Lyttleton Street, West Bromwich - World Habitat](#)

¹² <https://housingcare.org/housing-care/facility-info-85727-vantage-point-the-lyng-england>



Composite plan identifying the various Lyng sites, extracted from the WBAAP

34. The West Bromwich Area Action Plan was adopted in December 2012 and served as a strategic framework to guide the town's development over a ten to 15-year period. Its primary aim was to establish West Bromwich as a key Strategic Centre within the region and to facilitate growth and investment.
35. The WBAAP forms part of the current Sandwell Development Plan and will be replaced once the new SLP is adopted.
36. Sites identified in the document include the following (shown on the plan above):
 - WBPr13 – North Lyng - 2.6ha - allocated for B1 offices
 - WBPr22 – Lyng Industrial Estate – 11.9ha – identified for new housing / redevelopment
 - WBPr23 – The Lyng Phase 1 – housing (completed, including housing on Newhall Street)
 - WBPr24 - Albion House / Bromford House - 1.4 ha - swimming pool and gym (completed)

Housing Development

¹³ <https://www.sandwell.gov.uk/planning-planning-policy/west-bromwich-area-action-plan>

37. The Lyng was proposed for redevelopment as a residential expansion to the adjacent town centre, replacing the existing industrial uses and outdated housing. Planned projects included:
- Lyng Industrial Estate (WBPr22) - redeveloped to provide 300 - 430 new homes.
 - North Lyng (WBPr13) - proposed for mixed-use development with housing and office spaces.
38. The Phase 1 Lyng regeneration area (WBPr23) is now complete and has provided c450 new dwellings over several phases.

Density and design

39. Proposals for the Lyng included focussing on higher-density housing (50 -70 dwellings per hectare), to provide a mix of apartments and family homes. The intention was to focus on sustainability, public realm improvements, and to improve connectivity between the area and the adjacent town centre.
40. It was proposed to redevelop the Lyng Industrial Estate to provide additional housing and realign employment with office-based activities and sectors. The North Lyng site was identified for new office space and incubation units, given its proximity to Sandwell College.
41. An increase in local spending and business opportunities was anticipated, due to population growth. Affordable housing (up to 25%) was also proposed, to ensure community and economic diversity were promoted.

Infrastructure and Connectivity

42. Pedestrian and public transport links between The Lyng and West Bromwich town centre were proposed for improvement, together with streetscape enhancements designed to increase walkability and the quality of public spaces. Developers would be expected to make contributions towards public transport improvements.

North Lyng Development (WBPr13) – Medium Term

- 2.6 ha site allocated for office and mixed-use development, supporting the residential growth of The Lyng to extend the town centre southwards, increasing housing demand.
- The proximity of new housing to commercial areas to support workforce housing needs.
- Creation of a commercial buffer zone between the Metro Line and new housing.
- Provision of new office spaces and incubation units.
- Integration with Sandwell College's digital skills and gaming/esports programs may attract tech startups.
- Requires land acquisition / negotiations due to multiple ownerships.

The Lyng Industrial Estate redevelopment would shift land use from industry to housing. There would be a loss of local employment in manufacturing and logistics, but:

- Jobs would be relocated to more suitable industrial sites outside town centre.
- New office and commercial developments would offset employment losses.

Public Investment and Funding Opportunities:

- The site was part of the Black Country Growth Point funding program.
- Funding available for environmental remediation, infrastructure, and public spaces.
- Private sector investment was expected from developers, with contributions towards affordable housing and public transport improvements.



The Lyng Phase 2 location (incorporating WBPr13 and 23) as of 2025

43. This report¹⁴ assessed the feasibility of transforming Lyng Industrial Estate via a residentially-led redevelopment, updating the original Lyng Industrial Estate Development Framework (2011)¹⁵. The study evaluated market demand, financial viability, and economic impact to determine whether housing-led redevelopment was feasible. It was commissioned and produced in the knowledge that the West Bromwich Masterplan was being prepared and would use information from this report to inform its approach.

Existing Uses

44. The Lyng Industrial Estate was and is actively used by multiple occupiers, for a significant range of predominantly industrial uses, often vehicle-related and generally within buildings that are approaching the end of their economic life. In broad terms, warehousing and associated premises occupied around 28% of the site area, followed by factories at c16% and vehicle repair activities at c15%. Identified non-industrial

¹⁴ Please see appendix to this paper for the report itself.

¹⁵ See appendix to this paper

uses included a post office sorting depot, gyms, vehicle sales, offices, religious and community uses and storage.

45. The existing industrial estate contained only a small number of vacant units, though the specification and condition of the units varied considerably across the estate. Whilst it was considered that the location offered redevelopment potential, the values achieved for units on the estate demonstrated that it remained popular with industrial users.

Ground Contamination

46. The area has a long history of industrial and commercial activities, including multiple land uses that could have resulted in the contamination of shallow soils and groundwater. Many of the current site uses could also be resulting in contaminant releases. Contaminants of concern are likely to include heavy metals, polycyclic aromatic hydrocarbons, petroleum hydrocarbons, phenols, volatile organic compounds, acids and alkalis, and asbestos.

Relevant Site Allocations

47. The site is currently allocated for residential uses within the West Bromwich Area Action Plan (2012). The site is divided into separate allocations. The allocation reference **WBPr22** covers the majority of the Lyng Industrial Estate. The area to the north of the site is subject to separate allocations as part of the West Bromwich Area Action Plan and is referenced as **WBPr13** – North Lyng and **WBPr14** – New College (now occupied by Sandwell College). WBPr13 is allocated specifically for B1 office use and incubation units, with an aspiration to extend the town centre south and define an important gateway.

Issues for Lyng Phase II

Key Viability Issues

48. Site acquisition costs were estimated at £36.6 million due to the area's fragmented land ownership. Preparation costs (land remediation, infrastructure) were estimated at £10.2 million. Development would not be financially viable under current market conditions, as the projected land value from residential redevelopment would not offset those costs. Market demand for apartments was low, meaning high-density flatted development would be difficult to sell. The form of redevelopment that would generate most land value would still relate to residential use, but lower density traditional housing would be most in demand and would derive the highest development value.
49. The proposed redevelopment was evaluated as a multi-phase process. Phase 1 would provide around 107 dwellings while Phase 2 would provide 616 units. Over both phases, a viability gap was identified that totalled around £62m, given the costs of site assembly, development and abnormal costs.

Economic Impact of Retaining Industrial Use

50. At the time the report was drafted, the industrial estate was generating an estimated £59 million Gross Value Added per year. Business retention was seen as an economic benefit to the borough and beyond, making a redevelopment for housing less justifiable. Displacing businesses for residential use would require substantial funding and strategic relocation plans, including the identification of suitable receptor sites for the displaced occupants, which remain unavailable in the borough.

Issues around relocation of extant businesses

51. The report considered potential relocation sites for businesses currently occupying units in the Lyng area and looked at properties available for sale or lease. It looked at the proposed phase 1 of the redevelopment plan, which covered 22 properties across 2.63 hectares; units varied in size and usage (industrial, light industrial, and retail). Research undertaken at the time (2021) identified 18 alternative units within a two-mile radius, but not all businesses are likely to find suitable relocation options due to factors like size, cost, and location preferences.
52. The Lyng's proximity to West Bromwich town centre and its excellent transport links were positive factors for many companies in the area, which tend to draw their workforces from very local catchments. Although new industrial stock is developed in Sandwell, much of it is purpose-built rather than speculative. A key

challenge therefore relates to overcoming occupiers' reluctance to relocate, as the Lyng's location is ideal for many businesses.

Alternative Development Options

- Retain industrial uses with targeted investment (e.g., modernizing existing units).
- Partial residential conversion, prioritizing lower-density housing where feasible.
- Council-led land acquisitions over time to gradually facilitate a mixed-use transformation.

Conclusion

53. Around 723 new homes (of which c.499 would be apartments) were planned for the redevelopment of the Lyng Industrial estate, generally including higher density units, but market conditions were demonstrated to favour lower-density development – family homes with gardens rather than apartments. In addition, the industrial estate generates c.£59M annually, making full residential redevelopment economically doubtful.
54. Housing development was therefore not considered to be financially viable due to the high costs of land acquisition and infrastructure provision. These costs were in the region of £36.6m for acquisition and a further £10.2m for preparation; given the predicted low levels of interest in higher density housing, the scheme was found to be financially unviable without funding support. The Council would therefore need to explore alternative funding mechanisms (grants, public-private partnerships) to bridge the financial gap.
55. Consultation with the current owners / occupiers of the industrial estate was recommended, to assess the potential for retaining and improving business activities instead of pursuing full residential redevelopment. This would go some way to improving the environment and amenity value of the industrial area, which is generally physically degraded and unattractive. Strategic site acquisitions over time could also reduce overall costs and enable phased redevelopment in due course.
56. In addition, a mixed-use approach to redevelopment would help to retain successful and thriving occupiers while potentially generating sufficient funding to undertake wider environmental improvements through the sale of suitable housing. Investing in improvements to local industry and business premises would also result in a higher quality of life for residents living nearby.

Summary

57. Current site challenges include the following:
 - Existing industrial use: despite being earmarked for residential use, the site remains an active and successful industrial estate.
 - Complex ownership: the wider site is subject to many different freehold interests, making site acquisition difficult and expensive.
 - Environmental constraints: contaminated land, made ground of mixed thickness, and potential unexploded ordnance risks all require further investigation.
 - Infrastructure limitations: a surface water drainage easement restricts development in certain areas but could be used for green space.
58. Proposed housing development:
 - The masterplan envisioned up to 723 residential units, including 499 apartments (high-density, 3-4 storeys near the town centre). Lower-density traditional housing (family homes further from the centre) was also proposed, as set out in the AAP.
 - Challenges to achieving this housing mix include - market demand favouring traditional housing over high-density apartments; both local and national planning policy requiring higher density housing, creating conflicts with financial viability; and infrastructure and relocation costs for extant businesses reducing project feasibility.

Comparison of The Lyng SPD (2006) and Lyng Phase II Review (2021)

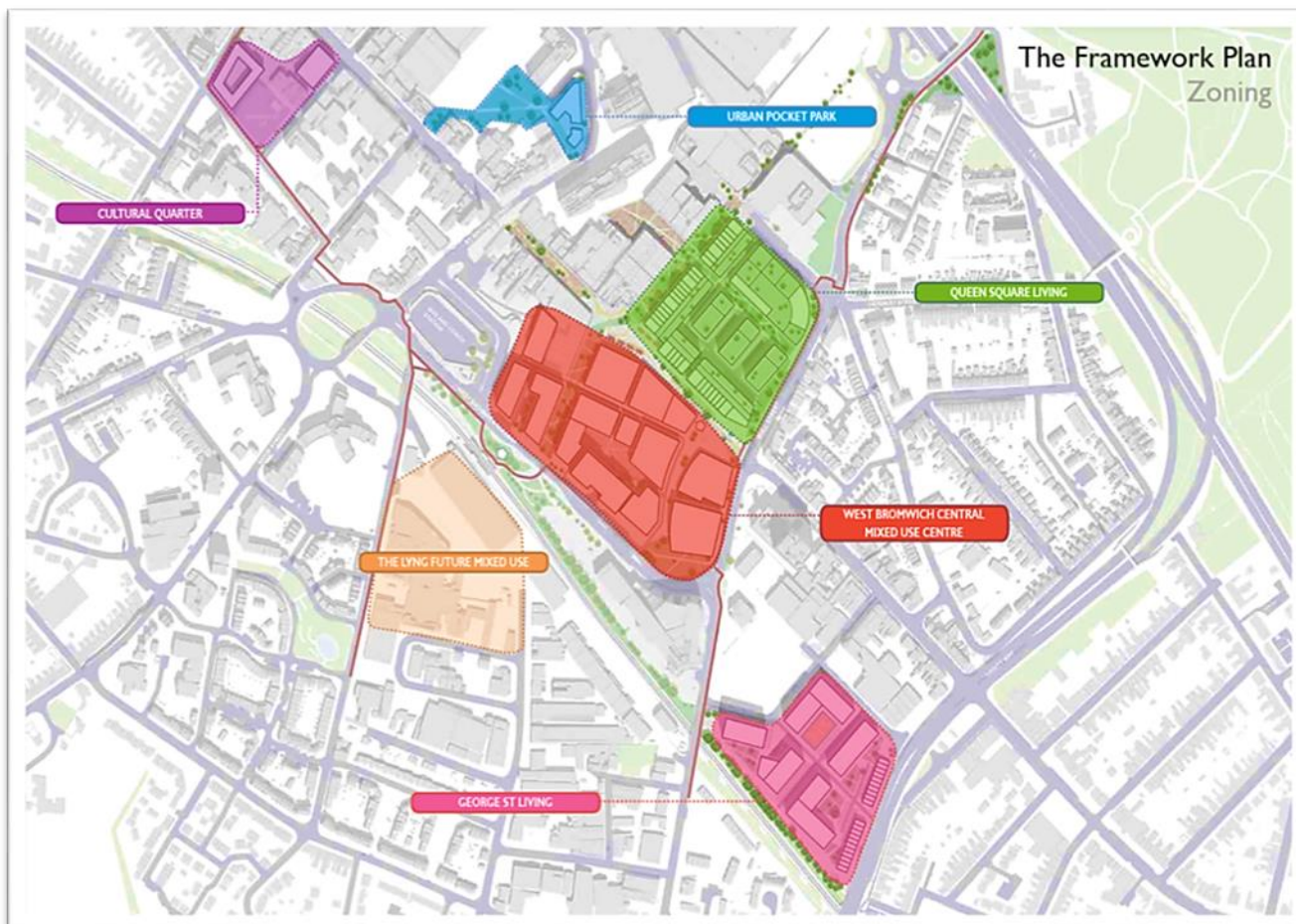
59. The 2006 SPD envisioned a large-scale residential transformation, but by 2021, high costs and economic factors made full redevelopment impractical. Industrial use remains a financially stronger option, delaying a

complete shift to housing. Any future proposals may need to involve gradual land acquisition, partial redevelopment, or alternative funding strategies to enable residential development to come forward.

Comparison of The Lyng Phase 1 and Phase 2

60. The Lyng regeneration project was planned in phases to replace outdated housing, improve infrastructure, and create a modern residential community. While Phase 1 was successful, Phase 2 has faced significant challenges, particularly in terms of financial viability and site constraints.

Aspect	Lyng Phase 1 (2006-2017)	Lyng Phase 2 (ongoing, 2021 review)
Project scope	c450 new homes (mix of private and affordable housing).	Planned up to 723 homes, but viability concerns.
Housing type	Family homes, townhouses and apartments.	High-density apartments and townhouses.
Affordable housing	200 homes delivered via Lyng Community Association.	No clear affordable housing commitments due to financial constraints.
Land ownership	Publicly owned land, allowing easier redevelopment.	88 separate freehold owners, making acquisition costly (£36.6m).
Site challenges	Relatively clear site, minimal contamination.	Industrial estate with contaminated land and drainage issues.
Infrastructure costs	Moderate infrastructure investment required.	≥£10.2m needed for land remediation, drainage, and utilities.
Market demand	Strong demand for family homes and mixed-tenure housing.	Low demand for high-density apartments, affecting viability.
Crime and social issues	Addressed through urban design and community policing.	No major social issues but planning conflicts over industrial land use.
Economic impact	Boosted local economy, improved community services (health centre, leisure and fitness facility, college, public spaces).	Industrial estate currently generates £59m GVA / year, making full residential conversion questionable.
Viability and funding	Public-private partnerships made project feasible.	Not financially viable without significant subsidies or alternative funding.
Outcome	Successful regeneration—created a thriving, modern community.	Delayed and uncertain future—may require partial redevelopment instead of full housing conversion.



61. West Bromwich is identified for major regeneration as part of the long-term plan to create a more inclusive, mixed-use urban environment. The Lyng has been a key focus for residential and commercial redevelopment in previous plans and proposals, but given the outcome of the viability work, it has not been addressed in detail in the Masterplan. The Lyng area is mentioned in the overall Masterplan as follows:

The Lyng Future Mixed Use Development Zone - This area has been highlighted as a long-term mixed-use future development zone. The complexity inherent with the future delivery of this site and the surrounding area means we have not considered the same level of detail as provided for the masterplan.

Connectivity and Access:

62. The masterplan aims to improve connectivity by delivering direct routes for pedestrians within the town centre, including improved links to the Lyng. The Lyng is an important area for ensuring better integration and accessibility between the town centre and the wider area to the south.

Residential Demand and Success:

63. The Lyng Phase I is cited as one of the most successful residential developments in the Midlands, demonstrating the area's potential to meet residential demand and increase the local population. This is used to highlight the potential for further residential developments in the town centre in the future.

Framework Plan Vision:

64. The masterplan includes new green routes that connect the "live and play" area in the south to Dartmouth Park in the north, enhancing the relationship between new developments and nature. The Lyng is part of this vision, emphasizing the importance of interconnected public realms and green routes.

¹⁶ <https://regeneratingsandwell.co.uk/wp-content/uploads/2022/09/West-Bromwich-Masterplan-Main-Document.pdf>

65. In summary, the Lyng is seen as a significant location for future development, with a focus on improving connectivity and leveraging its past successes in delivering residential projects to contribute to the overall vision of a vibrant, well-connected, and sustainable town centre. However, the difficulty of bringing it forward given the issues outlined in the viability work means it has not been the subject of detailed consideration in the Masterplan itself.