

# *Hearing Statement for the Shropshire Council Local Plan Examination*

## **Matter 9 – Place Plan Areas and Site Allocations - Bridgenorth**

Statement on Behalf Bridgnorth Aluminium ref B-A310

**ID 10**

### **SHROPSHIRE LOCAL PLAN EXAMINATION**

<b>Representor Unique Part A Ref:</b>	<b>B-A310</b>
<b>Matter</b>	<b>9</b>
<b>Relevant Question No.s</b>	<b>N/A</b>

**Stage II - Hearing Statement**

## Contents

1. Introduction .....	2
2. Matter 9 – Place Plan Areas and Site Allocations - Bridgenorth.....	3

# 1. Introduction

---

- 1.1. Our client, Bridgnorth Aluminium, operates a large industrial site at Bridgnorth. The business has operated in the town since the 1950s and is a major employer in its own right as well as supporting a substantial number of jobs locally and indirectly across the County, within the wider region in supply chain, maintenance and associated businesses. The business undertakes casting, rolling and finishing operations at the site and produces over 100,000 tonnes of flat rolled aluminium products per annum and is considering expanding that capacity in the coming years to cover additional opportunities.
- 1.2. More than 90% of the products are exported to various customers in Europe, US, India and other global regions. Bridgnorth Aluminium is for certain products like lithographic coils for the printing industries one of the top market leaders. The business is serving into other key global markets like EV market, packaging sector, automotive, building and construction and other industries with further growing potential.
- 1.3. The business also undertakes R&D operations from the site. Bridgnorth Aluminium is committed to its operation in the town, from which it draws a highly experienced workforce, including specialist and engineering roles. The business has approximately 350 employees at the site in addition to other roles supported as part of the supply chain both in Bridgnorth and elsewhere within the County. Indeed, the business is constantly considering opportunities to diversify and expand its operations in order to secure its future and grow within the town and be an economic driver for the wider county.
- 1.4. The site is located to the south-east of Bridgnorth, to the east of the River Severn. Bounded to the west and north by the urban form of the town and to the south and east by the Green Belt.

## 2. Matter 9 – Place Plan Areas and Site Allocations - Bridgenorth

---

- 2.1. As set out in our earlier representations and in response to other Matters, our client has a number of concerns relating to the provision of employment land in the current iteration of the Plan.
- 2.2. As a well established major employer in the County and with plans to expand, it is concerning that no apparent consideration has been made of opportunities of Bridgnorth Aluminium to expand. The nature of a manufacturing requires land to be available adjacent to existing operations to avoid excessive handling of product and materials and excessive highways movements. Operators such as Bridgenorth Aluminium also rely on a highly skilled specialised workforce and associated, often co-located supply chain businesses, in this case located in and around Bridgenorth.
- 2.3. At present there is no allocation or safeguarded land adjacent to Bridgnorth Aluminium’s site onto which the business can expand.
- 2.4. As a result the Plan as proposed presents a number of challenges to Bridgenorth Aluminium’s ability to plan for future expansion. As a major employer in the County, offering a key element of diversity to a predominantly services and agri-food dominated economy and with significant number of upstream and downstream jobs supported in associated business, it is important that Bridgenorth Aluminium is afforded the space and opportunity to grow if market forces require. As such we strongly advise that land adjacent to the existing Bridgenorth Aluminium is allocated for future employment development or at the very least safeguarded to allow for future expansion in future plan periods.



**JLL**

Landmark  
1 Oxford St, Manchester M1 4PB

**Mike Hopkins**  
Director

M: 07792014578  
D: 01612387411  
mike.hopkins@eu.jll.com

**JLL**

Landmark  
1 Oxford St, Manchester M1 4PB

**Tom Robinson**  
Associate

M: 01618286437  
M: 07841 860930  
tom.robinson@eu.jll.com  
ap