

Wednesbury Levelling Up Partnership

Key Messages Document

Document Purpose

The purpose of this document is to inform WLUP Board Members and Wednesbury Elected Members of current communication messages about the Levelling Up Partnership. This is to assist WLUP Board Members and Elected Members in sharing key messages across their networks.

Background to the Programme

The Levelling Up Partnership focuses on the Wednesbury area of Sandwell and builds upon regeneration and plans in place to deliver ambitious projects for the community with £20million investment.

‘Levelling up’ is a term used by the Government to refer to a place-based approach to regeneration. It includes a number of initiatives and funding streams including the Towns Fund and Levelling Up Fund.

Sandwell Council is one of the first local authorities in the country to have a Levelling Up Partnership. This follows on from Sandwell gaining over £107million investment from funds including the Towns Fund and the Levelling Up Fund.

The Levelling Up Partnership will help Sandwell Council deliver much-needed new homes, help tackle crime and antisocial behaviour, improve green spaces and Wednesbury town centre, and expand the Millennium Centre so that more can be done to give people the skills they need to secure better jobs.

There are 6 projects agreed as part of the Levelling Up Partnership

- **Wednesbury Town Centre (2 projects)** – making it greener with new trees and planting, and creating long term plans to tackle derelict sites and keep the Town thriving
- **Friar Park Urban Village** - Preparing the land at Friar Park Urban Village ready to build 630 new homes
- **Community Safety** - Helping partners tackle crime and antisocial behaviour with new and improved CCTV, a new business

partnership and making changes in green spaces to discourage nuisance bike activity

- **Greenspaces** - Improving greenspaces at Hydes Road Playing Fields, Balls Hill Open Space, Wyntor Lane Open Space, Lakeside and Norbury Road Open Space
- **Millennium Centre** - Improving the Friar Park Millennium Centre so that more can be done to give people the skills they need to secure better jobs

A partnership group has been formed to oversee the delivery of the programme. The partnership involves Councillors, MPs, representatives of the voluntary sector and young people, the business community, faith group representatives, and partners including Transport for West Midlands and West Midlands Police. The group is called the Wednesbury Levelling Up Partnership Board.

Where can people find more information

Key information and updates about the LUP Programme can be found at: [Wednesbury Levelling Up Partnership - Regenerating Sandwell](#)

At key project milestones, press releases and social media activity will take place. This will come from the Council.

What is taking place at the moment

- Installing new and upgraded CCTV cameras in Wednesbury Town Centre and Friar Park
- Engaging with businesses in Wednesbury Town Centre
- Engaging with residents living near locations for nuisance bike proposals
- Drawing up final plans for improvements in Wednesbury Town Centre

What will be taking place soon

- We will be out to consultation with residents on the Wednesbury Masterplan in May 2024. Please help to signpost people to information about the consultation and how to get involved. When

the consultation is launched, information will be available at [Sandwell Consultation Hub](#) and at [Wednesbury Levelling Up Partnership - Regenerating Sandwell](#)

- Testing CCTV
- Starting work at Lakeside and Norbury Road Open Space, Wyntor Lane Open Space and Balls Hill Open Space

Contact us at: Wednesbury_LUP@sandwell.gov.uk

Document Version Control

Version number	Date	Summary of Changes Made	Circulated to (and date)
1	Feb 24	First version	WLUP Board 29/02/24 Wednesbury Elected Members 18/03/24
2	8 April 2024	Update to what is taking place at the moment Update to what will be taking place soon	WLUP Board 18/04/24