

# Sandwell Towns Fund Superboard

## Agenda

**Wednesday 5 August 2020 at 2pm**

**This meeting will be held online.**

**1. Welcome and Opening Remarks**

The Chair will welcome attendees to the meeting and make opening remarks.

**2. Apologies**

To receive any apologies for absence.

**3. Minutes**

To confirm the minutes of the meeting held on 7 February 2020 as a correct record.

**4. Declarations of Interest**

To receive any declarations of interest from members relating to any item on the agenda.

**5. Towns Fund Guidance Briefing and Town Hub Support**

To receive a briefing on the latest Towns Fund Guidance and to note the availability of support from the Towns Fund Delivery Partner.

**6. Approval of Towns Fund Governance arrangements and Adoption of Code of Conduct**

To consider the governance arrangements for the Towns Fund and to approve the adoption of a Code of Conduct.

**7. Approval of Engagement Strategy**

To consider proposals for an Engagement Strategy for the Towns Fund.

**8. Approval of Project Prioritisation Process and Criteria**

To consider and approve the Project Prioritisation Process and associated criteria.

**9. Programme Update**

To receive verbal updates from each of the Local Board Chairs.

**10. Agreement of Accelerated Funding Projects**

To consider and approve Accelerated Funding Projects.



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**David Stevens**  
**Chief Executive**

Sandwell Council House  
Freeth Street  
Oldbury  
West Midlands

Representative	Organisation	Individual
<b>Chair</b>	Jude Thompson - President of the Black Country Chamber of Commerce	
<b>Board Members</b>	Federation of Small Businesses (FSP) Homes England Rep LEP/Local Business Leader Liberty Group – CEO Jahama Group Local Board Chair – West Bromwich Local Board Chair – Smethwick Local Board Chair – Rowley Regis MP (Halesowen and Rowley Regis) MP (Warley) MP (West Bromwich East) MP (West Bromwich West) Sandwell College CEO SCVO CEO SVCO Board Member SMBC Leader SMBC Cabinet Member for Inclusive Economic Growth Transport for West Midlands WMCA Sandwell Youth Parliament Police Representative	Karen Woolley Philip Farrell Ninder Johal Dilip Awtani Chris Hinson Alan Taylor Adrian Eggington James Morris John Spellar Nicola Richards Shaun Bailey Graham Pennington Mark Davis Geoff Foster Cllr Maria Crompton Cllr Danny Millard Sandeep Shingadia Gareth Bradford Rep to be confirmed Rep to be confirmed
<b>SMBC Officers (attending in advisory capacity)</b>	SMBC CEO SMBC Executive Director, Children Services SMBC Executive Director, Neighbourhoods SMBC Interim Director - Regeneration and Growth SMBC Monitoring Officer	David Stevens Lesley Hagger Alison Knight Tammy Stokes Surjit Tour

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All agenda, reports, minutes for this meeting, member profiles and more are available from our website (<https://cmis.sandwell.gov.uk/cm5/>)

## **Sandwell Towns Fund Superboard Apologies for absence**

The Superboard will receive any apologies for absence from its members.

## SANDWELL TOWNS FUND SUPER BOARD – INITIAL MEETING

### MINUTES

<b>Meeting Title: Sandwell Towns Fund Super Board – Initial Meeting</b>
<b>DATE: 7<sup>th</sup> February 2020</b>
<b>TIME: 10.00am – 12.30pm</b>
<b>VENUE: Ground 1, Sandwell Council House</b>

### ATTENDEES:

- Jude Thompson (Chair) - President of the Black Country Chamber of Commerce
- SMBC Leader- Cllr Yvonne Davies
- SCVO Officer- Mark Davis (CEO)
- SCVO Board Member – Geoff Foster
- Homes England – Helen Wilkes
- Sandwell College- Graham Pennington (CE)
- West Midlands Combined Authority - Patricia Willoughby
- Liberty Group – Dilap Awtani CEO Jahama Group
- SMBC Chief Executive- David Stevens
- SMBC Executive Director, Neighbourhoods- Alison Knight
- SMBC Director- Regeneration and Growth Amy Harhoff
- SMBC Executive Director, Resources- Darren Carter
- SMBC Service Manager Growth & Spatial Planning – Tammy Stokes
- West Bromwich East constituency - Nicola Richards MP + Scott office manager
- West Bromwich West constituency – Shaun Bailey MP + Gail office manager
- Halesowen and Rowley constituency- James Morris MP + Sam office manager
- Linda Price – note taker



**APOLOGIES:**

- LEP/Local Business Leader- Ninder Johal
- Homes England- Paul Gascoine
- West Midlands Combined Authority- Gareth Bradford
- SMBC Executive Director, Children’s Services- Lesley Haggar
- Transport for West Midlands- Sandeep Shingadia
- Chair of West Bromwich Town Deal Local Board- TBC
- Chair of Smethwick Town Deal Local Board- TBC
- Chair of Rowley Regis Town Deal Local Board- TBC
- Warley constituency- John Spellar MP
- Federation of Small Businesses representative – Karen Woolley

Agenda Item	Action/Minute	Action
1.	<p><b><u>Welcome/introductions</u></b></p> <p>Jude Thompson (Chair of this meeting) – President of the Black Country Chamber of Commerce opened the meeting by welcoming everyone and introductions were made by all. Apologies from other invitees, some of whom sent representatives are listed above.</p>	
2.	<p><b><u>Governance and membership</u></b></p> <ul style="list-style-type: none"> <li>• Update on membership of the Super Board</li> <li>• Update on Local Boards</li> </ul> <p>A presentation had been prepared for the meeting and an updated version was circulated.</p> <p>Councillor Yvonne Davies, Leader of SMBC informed the meeting that Bob Lloyd who had been Cabinet Member for Inclusive Economic Growth had died suddenly last week and we will be having a memorial in due course. At Full Council there will be a minutes silence, a book of condolence is also available for people who knew Bob. The Leader paid a small tribute to Bob noting he was a humorous person who was born into a stalwart labour family, he was known for working together and getting things done.</p>	



Agenda Item	Action/Minute	Action
	<p>The Chair explained the role of the Super Board. The Super Board provides leadership and direction and provides consistency across all 3 town's in Sandwell that can access the funding. The Board will shape and approve Town Investment Plans (TIPS) and stakeholder engagement plans. Local Boards (one for each Town) will be charged with developing the TIPS and propose interventions within each town, it will be the vehicle within which the strategy and vision for the towns are defined. This work will be fed up to the Super Board for review.</p>	
<p>3.</p>	<p><b><u>Towns Fund overview</u></b></p> <p>The Leader, Councillor Yvonne Davies then gave an overview the Towns Fund</p> <p>An announcement was made on 6<sup>th</sup> September 2019 which identified those towns across the country invited to submit for funding. 101 towns were identified by Central Government to benefit from up to £3.6bn of funding</p> <p>Three Towns (West Bromwich/ Smethwick/ Rowley Regis) were identified in Sandwell. The Leader expressed that this was extremely positive for Sandwell and confirmed that the Council can submit for up to £25m of funding for each town.</p> <p>The geographical boundaries for each town was originally defined by Government and did not reflect our local geography or in some instances our Local Authority boundaries. Officers have submitted requests to amend boundaries to better reflect our local geography.</p>	
<p>4.</p>	<p><b><u>Current position</u></b></p> <p>Amy Harhoff, SMBC Director Regeneration and Growth provided an update on the current position.</p> <p>She confirmed that the Council is awaiting feedback on readiness checklist submitted to Government on 17<sup>th</sup> December 2019.</p> <p>Members for the three Town Deal local boards have been initially identified. Chairs of the three local boards are to be confirmed.</p>	



Agenda Item	Action/Minute	Action
	<p>AH asked whether there is anyone not invited that the group feel should be?</p> <p>David Stevens asked whether Business Ambassadors should be invited. AH confirmed it was proposed to invite Business Ambassadors to the Local Boards.</p> <p>James Morris MP queried how many Business Ambassadors Sandwell had. AH confirmed in the region of 20.</p> <p>The Leader recognised the input Business Ambassadors could have in the process particularly in relation to the identifying the support local businesses need through the programme.</p> <p>The Chair emphasised that the Local Board representatives put forward to date have a detailed understanding of their area and will add that to the discussions.</p> <p>Pat Willoughby suggested a representative from the police on the Super Board</p> <p>James Morris MP also suggested Lisa from West Brom Bid, although she will be linked in through the local board.</p> <p>James Morris PM requested clarification as to whether the boundary issues at Blackheath &amp; Cradley had been resolved. TS confirmed that the Council had not received feedback since our submission on the 17<sup>th</sup> December. James Morris MP offered to pick this up.</p> <p>James Morris MP asked Ah whether the TIPs would be linked to broader regeneration plan to maximise potential investment. AH confirmed that match funding, both private and public sector would be sought where possible.</p>	
5.	<p><b><u>Potential interventions for each town</u></b></p> <p>Tammy Stokes gave an overview of each Town Centre, key issues identified to date, and potential interventions. These suggestions were based on work already undertaken by the Council but would be revised and revisited following the work with the Local Boards. Board members were asked to comment on the presentation. The following comments were noted.</p>	



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	<p><b>Rowley Regis</b></p> <p>James Morris MP identified the need to look specifically at connectivity to Blackheath Town Centre to increase footfall and to improve wayfinding and the quality of train stations.</p> <p>Cradley Heath– again connectivity was raised as an issue and the impact of Tesco’s on the High Street. It was commented that bringing more residential into Cradley Heath could be part of the solution.</p> <p>With regard to the Brickhouse Estate area it was felt that this area lacks facilities and again connectivity is poor.</p> <p>The Chair noted that in Blackheath there could be potential to look at local heritage. It was also mentioned that mentoring for young people to raise aspirations linked to the skills agenda should be considered. An example in Chelmsley Wood was cited.</p> <p>Graham Pennington commented on disconnect in parts of Blackheath between local facilities and access to adult education. . GP also raised transport connectivity to educational facilities being important to encourage people to take up opportunities for skill development.</p> <p>Alison Knight commented regarding the approach of bringing facilities together in a centralised hub approach in relation to the Blackheath library work the council are doing on transforming local services. The proposal is to bring more services into one building to meet community needs.</p> <p>The potential use of 5G to support local communities and access was suggested.</p> <p><b>Smethwick</b></p> <p>The Chair noted the importance of the Commonwealth Games in 2022 for Smethwick but importantly not just the period during the games but the legacy for Sandwell.</p> <p>DS, raised the need to ensure that the right conversation are happening with Borough Tasking and particularly with the police as there are areas of Smethwick that have significant ASB and criminal issues (one being Smethwick High Street).</p> <p>It was agreed that the police need to form part of the Local Boards.</p>	



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	<p>Mark Davis and Geoff Foster SCVO commented about recognising some of the cultural issues and the fluidity of some of the communities in Smethwick. Brushstrokes may have useful intelligence on this.</p> <p>The Leader commented that it was important to recognise that £25m is a drop in the ocean given the breadth of issues in our towns. The Towns' Fund will need to complement work being done across other parts of the organisation and partner organisations.</p> <p>The Chair asked Board members to contact AH should they require any specific information on projects in the town areas.</p> <p>AK reiterated the Commonwealth Games Legacy was vitally important in relation to culture and education. She also noted that heritage in Smethwick is important and brought to the Boards attention ongoing with Chance Glassworks and Soho Foundry.</p> <p>The Chair linked the heritage assets to the potential for more tourism in the future and the benefits this could bring to the town. Patricia Willoughby CA commented on the need to provide a simple and coherent message if we want to secure private sector investment and also that confidence in the Council was key.</p> <p><b>West Bromwich</b></p> <p>It was noted that West Bromwich has significant potential and that a this is the most developed in terms of possible interventions. £25m of funding will not deliver all the potential initiatives.</p> <p>GP highlighted that there is potential for a new educational facility in West Bromwich building on the success of Sandwell College and this could be a catalyst for regeneration.</p> <p>Nicola Richards MP raised the lack of a night time economy in West Bromwich and noted this would need to be properly understood in order to secure a sustainable night time economy where people wanted to visit. Crime and the fear of crime in also a particular issues in West Bromwich.</p> <p>The Leader commented on the need to shift behaviour away from cars to more sustainable modes of transport such as bikes .</p>	



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	<p>The Leader also agreed with Nicola Richards MP comments on the evening economy and how this could be supported by more residential development within the Town Centre which could transform the feel of the area.</p> <p>AK highlighted existing work streams within the Council looking at the potential for a new CBSO school that would lead in an improved cultural offer in the Town Centre. The Council have also appointed consultants to develop a business plan for Sandwell Valley and this will consider opportunities for more culture in the future. It was noted that Sandwell Valley is very close to the town centre but is not used as a town centre facility.</p> <p>Shaun Bailey MP asked whether consideration will be given to interventions outside of West Bromwich Town Centre given the geographical boundary for the fund is much wider. The Chair confirmed that this should be part of the Local Boards considerations.</p>	
6.	<p><b><u>Stakeholder engagement plan</u></b></p> <p>Tammy Stokes Service Manager – Growth and Spatial Planning presented a separate slide on the Stakeholder Engagement Plan.</p> <p>The purpose is to produce a Strategy to communicate with stakeholders which identifies frequency and type of communication and develops an understanding of the needs.</p> <p>Benefits of Effective Stakeholder Engagement gives:</p> <ul style="list-style-type: none"> <li>• Greater understanding</li> <li>• Inclusiveness</li> <li>• Builds Trust</li> <li>• Effective decision making the plan more robust.t</li> <li>• Commitment - Transparency and openness</li> </ul> <p>The following vision/ Purpose Statement was discussed and agreed:</p> <p><i>This stakeholder engagement plan will clearly outline an inclusive stakeholder list and communication strategy as to ensure a transformational, locally driven and community owned submission to the Town Fund for Sandwell’s three towns.</i></p>	



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7.	<p><b><u>Programme update</u></b></p> <p>Amy Harhoff, Director Regeneration and Growth provided a final programme update on the meeting.</p> <ul style="list-style-type: none"> <li>• Town Investment Plans to be completed by Summer 2020</li> <li>• Town deals 2020/21</li> </ul>	
8.	<p><b><u>Date of next and future meetings –</u></b></p> <p>Frequency of Super Board meetings are to be every 2-3 months ideally April and July 2020. The Local Boards will meet more frequently.</p> <p>Officer Working Groups will meet as required by 2 weekly as minimum.</p> <p>Further Government Guidance is awaited but current guidance suggests that the TIP's do not need to be submitted to Government just approved at the Board.</p> <p>The Chair reminded Board members that they can make suggestions down to the Local Board if required.</p> <p>Geoff Foster commented on the need to ensure some discussion between local boards as there may be cross boundary issues.</p>	
9.	<p><b><u>Final Thoughts - All</u></b></p> <p>The Leader requested that in the future any AOB items should be submitted in advance of the meeting, and that personally she preferred final thoughts. Therefore she asked all to provide their view on the meeting.</p> <p><b>Dilap Awanti – Liberty Group</b> noted that he was a private sector representative on the Board. He considered it an incredible opportunity particularly in relation to taking steps to retain people within the Borough.</p> <p><b>Darren Carter –</b> noted that there was a need to ensure each TIP was tailored as a one size fits all approach would not work.</p> <p><b>Alison Knight</b> highlighted the tremendous opportunity to work with Partners to deliver key objectives.</p> <p><b>Graham Pennington –</b> raised the importance of ensuring we maximised funding opportunities by connecting with others.</p>	



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	<p><b>Nicola Roberts MP</b> – noted that this was an exciting opportunity but we needed to ensure that the community were on board. She noted the Borough’s location – in relation to HS2 connectivity and the positive influence this will have on West Bromwich.</p> <p><b>Tammy Stokes</b> – noted the opportunity to be visionary with the TIPs building on strategies that are in development such as the Inclusive Growth Deal and Climate Change.</p> <p><b>Shaun Bailey MP</b> – highlighted the scale of the opportunity and the need to build on the diversity of our Borough. It is an opportunity and challenge to understand our communities better and communicate with stakeholders</p> <p><b>Mark Davis – SCVO</b> - echoed the comments made by others.</p> <p><b>Geoff Foster – SCVO</b> – confirmed his support to the project.</p> <p><b>Helen Wilkes – Homes England</b> – noted that meeting had provided a useful for Homes England particularly in relation to other conversations and ongoing work that could link in to this.</p> <p><b>David Stevens</b> – recognised the opportunity with the Town Fund but noted that there were a lot of factors to consider including transport and infrastructures and the potential impact of the metro extension in to Merry Hill.</p> <p><b>James Morris MP</b> reaffirmed that working in collaboration is a positive step forward and we need commitment of all parties to make this a success.</p> <p><b>Patricia Willoughby – CA</b> – stated that there needed to be a clear message for example the relationship between West Bromwich and Birmingham</p> <p><b>The Leader</b> – agreed that collaboration is great step forward and asked for the support of the MPs to secure the £75m for Sandwell Towns.</p> <p><b>Amy Harhoff</b> - confirmed that this is an exciting opportunity with Sandwell being the biggest economy in Black Country. She thanked the team for doing all the work on this.</p> <p><b>The Chair, Jude Thompson,</b> - thanked Amy and Tammy for providing him with information and also thanked the MPs for taking the time to attend. The Chair commented that the £25m per town is</p>	



Agenda Item	Action/Minute	Action
	not in our gift yet and we require the support of the MP's to lever this in our direction.	



## **Sandwell Towns Fund Superboard Declarations of interest**

Members to declare any interest in matters to be discussed at the meeting. A form to be completed and returned to [democratic\\_services@sandwell.gov.uk](mailto:democratic_services@sandwell.gov.uk) is attached.

# Report to Sandwell Towns Fund Superboard

**5 August 2020**

<b>Subject:</b>	Towns Fund Guidance Briefing and Town Hub Support
<b>Presenter:</b>	Interim Director Regeneration and Growth – Tammy Stokes Julian Pye – Towns Fund Delivery Partner
<b>Contact:</b>	rebecca_jenkins@sandwell.gov.uk

## 1 Recommendations

That the Superboard notes the contents of the Government's Towns Fund Further Guidance and the availability of support from the Towns Fund Delivery Partner.

## 2 Purpose of the report

- 2.1 The report sets out a summary of the contents of the Towns Fund Further Guidance, which was released in June 2020. The full document can be found on [the gov.uk website](#).
- 2.2 The report also provides an update on the Towns Fund Delivery Partner.

### **3. Background and Main Considerations**

- 3.1 In June 2020 the Government released the Towns Fund Further Guidance document which is intended to enable Towns to finalise their TIPs (Town Investment Plans). It sets out information about interventions in scope, roles of different stakeholders, and the implementation timeline.
- 3.2 The Further Guidance Document contains specific information about:
- The Purpose of the Towns Fund
  - What should be in a Town Deal
  - Preparing a Town Investment Plan
  - Decision Gateway One
  - Developing Detailed Projects and Business Cases
  - Decision Gateway Two
  - Support and Next Steps
- 3.3 Town Deals will cover a period of 5 years and that investment is for up to £25m. In exceptional cases, more than £25m will be considered and this will be subject to additional scrutiny. The Towns Fund is 90% capital.
- 3.4 The Further Guidance provides detailed information about the outcomes and outputs that are expected to be targeted through the Towns Fund.
- 3.5 The guidance emphasises that Towns Fund investments are not intended to target social challenges directly, but suggests that this is incorporated through a focus on inclusive growth.
- 3.6 The guidance states that TIPs should be guided by sustainability – economic, environmental, and social, and that Clean Growth is a core principle of the Towns Fund.
- 3.7 The first phase of the Towns Fund will involve the submission of a Town Investment Plan to Government.

- 3.8 The Further Guidance outlines that there are 3 cohorts to submit TIPs (July, October and January 2021). We are preparing TIPs for submission in Cohort 2 in October.
- 3.9 The Further Guidance contains specific and detailed information around the governance of Town Deal Boards
- 3.10 Town Investment Plan (TIP) templates have been provided by Government.
- 3.11 A briefing note is attached as Appendix A which contains a summary of the Further Guidance Document.

### **Towns Fund Delivery Partner**

- 3.12 MHCLG has committed to support each of the 100 towns shortlisted for the Towns Fund. As part of this commitment, Towns Fund Delivery Partner has been appointed. The Towns Fund Delivery Partner is a multi-disciplinary team of experts drawn from six companies: Arup, Nichols, FutureGov, Copper, Grant Thornton and Savills.
- 3.13 Welcome Meetings have been held between the Towns Fund Delivery Partner and the Chairs of each of the Local Boards to determine support needs. Initial conversations have led to identification of support from the Delivery Partner around sharing outcomes of cohort 1, providing check and challenge sessions, advice on stakeholder engagement, feedback on project prioritisation, advice on economic issues and viability, approaches around Covid-19 impact, and gap analysis on emerging TIP.

## **4. Source Documents**

[Towns Fund Further Guidance](#) (published June 2020).

Towns Fund Website - [Townsfund.org.uk](https://townsfund.org.uk)

Towns Fund FAQs July 2020

TIP Part A and Part B Templates

**Towns Fund Further Guidance June 2020 – Briefing Note**

**Purpose:** This briefing note provides a summary of the contents of the *Towns Fund Further Guidance* released in June 2020. The full document can be found [here](#).

Guidance Section	Summary of Key Messages
1. Introduction	<p>This guidance document is intended to enable Towns to finalise their TIPs (Town Investment Plans). It sets out information about interventions in scope, roles of different stakeholders, and the implementation timeline.</p> <p>The Further Guidance Document contains specific information about:</p> <ul style="list-style-type: none"> <li>• The Purpose of the Towns Fund</li> <li>• What should be in a Town Deal</li> <li>• Preparing a Town Investment Plan</li> <li>• Decision Gateway One</li> <li>• Developing Detailed Projects and Business Cases</li> <li>• Decision Gateway Two</li> <li>• Support and Next Steps</li> </ul> <p>There is a message that Towns Fund is considered as one part of the Government’s wider package to respond to Covid-19. Towns are expected to demonstrate an understanding of how Covid-19 is impacting the/their local economy and use this to shape the/their strategy and prioritisation.</p> <p>There will be support from the MHCLG Town Hub specifically around Covid-19</p> <p>The guidance confirms that the Towns Fund is in two Phases with a decision gateway at the end of each.</p> <p>There are 3 Cohorts (July, October and Jan ’21)</p> <p>If the quality of the TIP is insufficient first time, there will be a second opportunity to submit.</p>
2. Towns Fund purpose	<p>The guidance confirms the Prospectus information that the overarching aim of the Towns Fund is to <b>drive the sustainable economic regeneration of towns to deliver long term economic and productivity growth</b>. This will be done through:</p> <ul style="list-style-type: none"> <li>• <b>Urban Regeneration</b></li> </ul> <p>Ensuring towns are thriving places for people to live and work, including by:</p> <ul style="list-style-type: none"> <li>○ Increasing density in town centres;</li> <li>○ Strengthening local economic assets including local cultural assets;</li> <li>○ Site acquisition, preparation, remediation, and/or development; and</li> <li>○ Making full use of planning tools to bring strategic direction and change.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Skills and Enterprise Infrastructure</b> <ul style="list-style-type: none"> <li>○ Driving private sector investment and small business development; and</li> <li>○ Ensuring towns have the space to support skills and small business development.</li> </ul> </li> <li>• <b>Connectivity</b> <ul style="list-style-type: none"> <li>○ Developing local transport schemes that complement regional and national networks; and</li> <li>○ Supporting the delivery of improved digital connectivity.</li> </ul> </li> </ul> <p>The guidance places more emphasis that Towns Fund investments are not intended to target social challenges directly, but suggests that this is incorporated through a focus on inclusive growth.</p> <p>The guidance states that TIPs should be guided by sustainability – economic, environmental, and social, and that Clean Growth is a core principle of the Towns Fund.</p>
<p>3. What should be in a Town Deal?</p>	<p>The guidance confirms that the Town Deal is an agreement in principle between government, the Lead Council and the Town Deal Board which will be contained in a Heads of Terms document. It will be signed by Secretary of State for Housing, Communities and Local Government, Council Leader / Chief Exec, and Chair of the Town Deal Board.</p> <p>The guidance states that Town Deals will cover a period of 5 years</p> <p><b>Funding</b> Investment is for up to £25m. In exceptional cases, more than £25m will be considered.</p> <p>The fund is 90% capital.</p> <p>Towns Fund is seen as a ‘wrapper’ for other investment. TIPs should indicate where Towns Fund monies will be aligned with other investment. A list of funding programmes is included in Annex B. The minimum expectation is that towns have fully explored investment opportunities and sought to initial discussions with potential investors.</p> <p><b>Future High Streets Fund</b> Where a Town has been shortlisted for FSH, the proposals should be fully aligned building on a clear overall vision and strategy. They should not be used as a match for each other but can fund complementary projects</p> <p><b>Towns Fund Outcomes and Outputs</b></p> <p>Table 3.7 provides details of the specific outcomes that Towns should be targeting next to 6 intervention themes (local transport, digital connectivity, urban regeneration planning and land use, arts culture and heritage, skills infrastructure, enterprise infrastructure)</p> <p>3.17 outlines a list of cost effective interventions to guide the development of our interventions:</p> <p>1 The maximum available is £50 million</p>

	<p><i>In practice, cost effective interventions might include:</i></p> <ul style="list-style-type: none"> <li>• <i>Investment in clean public transport</i></li> <li>• <i>'Gateway' areas around train stations</i></li> <li>• <i>Other clean transport, including cycling infrastructure and electric vehicle charging points</i></li> <li>• <i>Low carbon buildings</i></li> <li>• <i>Infrastructure that reduces emissions from industrial areas</i></li> <li>• <i>Innovative energy efficiency measures, clean heat and power generation, and energy storage</i></li> <li>• <i>Regenerating and retrofitting existing buildings to be as low carbon as possible</i></li> <li>• <i>Carbon offsetting, e.g. planting trees</i></li> <li>• <i>Skills initiatives which support clean growth industries</i></li> <li>• <i>All development should be cognisant of flood risk and coastal erosion where relevant.</i></li> </ul> <p>Annex A contains a full intervention framework which sets out:</p> <ul style="list-style-type: none"> <li>• Spatial focus of interventions</li> <li>• Broad set of acceptable outputs</li> <li>• Policies and strategies that interventions should align with</li> <li>• List of outcomes we would expect interventions to target (incl. progress and success indicators)</li> </ul> <p>Interventions outside this framework may be acceptable but will be subject to additional scrutiny.</p>
<p>4. Phase 1: Preparing a Town Investment Plan</p>	<p><b>TIPs</b></p> <p>The guidance emphasises the long-term strategic nature of the TIP document that should set the direction for the economic turnaround of the town over a decade, including economic recovery from Covid-19.</p> <p>The guidance provides headings and requirements for each section of the TIP document. The Town Hub will provide TIP templates.</p> <p>The guidance outlines 3 Cohorts (July, October and January '21) and will ask Council's to indicate which cohort they want to submit for within 4 weeks of receiving the guidance.</p> <p><b>Town Deal Boards</b></p> <p>Specific requirements set out for Town Deal Boards include membership, publication of agendas and minutes and operating in a transparent way. Roles and responsibilities are outlined for the Board, the Chair and the Council with further detail provided in Appendix D.</p> <p>The Guidance outlines the Council as the Accountable Body for Towns Fund.</p> <p><b>Community Engagement</b></p> <p>The guidance emphasises that interventions should have the support of the community and where possible, communities should be part of originating ideas, setting objectives and visions rather than just giving feedback on proposals that are already some way along.</p> <p>The guidance is not prescriptive around how engagement takes place.</p>

	The guidance outlines that TIPs should include a stakeholder engagement plan.
5. Decision Gateway One	<p>The first decision gateway will review the TIP in its entirety. The standards for the gateway review are outlined in table 5.4 and in Appendix C. All standards must be met to pass to Phase 2.</p> <p>Once progressed to Phase 2, the projects in the TIP will be assessed and an initial funding offer made.</p> <p>At Phase 1- full business cases are not required. Full business case development follows Heads of Terms (which will be in the format of a Memorandum of Understanding).</p> <p>Once a town has agreed to the Heads of Terms, the Town Deal will be announced.</p>
6. Phase 2: Developing Detailed projects and Business Cases	<p>Once Heads of Terms are signed, Towns will have 1 year to develop detailed business cases. These can be brought forward at any point (e.g. there won't be cohorts)</p> <p>A summary document will need to be submitted to MHCLG (details are included of the format)</p> <p>The guidance outlines that there are two routes for agreeing business cases: using MHCLG financial processes or the council's green book compliant assurance process</p>
7. Decision Gateway 2	<p>Gateway 2 will be a high-level assessment of the summary document and assurance that Heads of Terms have been met.</p> <p>Year 1 funding will be released after gateway 2.</p> <p><b>Monitoring and Evaluation</b> Comprehensive data will be required for each Town Deal project (at least every 6months). Returns will need to be signed off by S151 Officer. A list of possible KPIs is included in 7.9.</p> <p>A detailed monitoring and evaluation framework will be released.</p>
8. Support and Next Steps	<p><b>Towns Hub</b> Consists of central teams and the Towns Fund Delivery partnership led by Arup.</p> <p>The Towns hub will provide a range of support and advice.</p> <p>Additional support will be available from other bodies e.g. Arts Council</p> <p><b>Next Steps</b> The guidance outlines that work should commence on developing projects for the Town Investment Plan and should include:</p> <ul style="list-style-type: none"> <li>- Engaging with local communities and businesses to ascertain needs</li> <li>- Identify additional sources of funding</li> <li>- Ensuring robust Town Deal Board governance arrangements</li> <li>- Effectively utilising capacity funding</li> </ul>

# Report to Sandwell Towns Fund Superboard

**5 August 2020**

<b>Subject:</b>	Approval of Towns Fund Governance arrangements and Adoption of Code of Conduct
<b>Presenter:</b>	Director – Law and Governance and Monitoring Officer Surjit Tour
<b>Contact:</b>	<a href="mailto:surjit_tour@sandwell.gov.uk">surjit_tour@sandwell.gov.uk</a>

## 1 Recommendations

- (1) That the Superboard approve the Towns Fund Governance Arrangements.
- (2) That the Superboard approve the adoption of the proposed Code of Conduct.

## 2 Purpose of the report

- 2.1 To outline the proposed Governance arrangements for the Towns Fund Programme including a Code of Conduct for Superboard and Local Board Members.

## 3 Current position/Background Details

- 3.1 Detailed Towns Fund guidance was published in June 2020 which contained a number of specific requirements around the governance of the Towns Fund programme, the responsibilities of the Lead Council and the Town Deal Board.
- 3.2 The guidance details the following roles and responsibilities



### **3.3 Lead Council**

- Upholding the Seven Principles of Public Life (the Nolan Principles)
- Developing a delivery team, delivery arrangements and agreements
- Ensuring that decisions are made by the board in accordance with good governance principles
- Ensuring transparency requirements are met – through publication of information on their website or a Town Deal specific website
- Developing agreed projects in detail and undertaking any necessary feasibility studies
- Undertaking and required Environmental Impact Assessments or Public Sector Equalities Duties
- Helping develop detailed business cases
- Liaising with potential private investors in identified local projects and schemes
- Signing the Heads of Terms Agreement with government
- Monitoring and evaluating the delivery of individual Towns Fund projects
- Submitting regular monitoring reports to Towns Hub
- Receiving and accounting for the Town's funding allocation

### **3.4 Town Deal Board (Sandwell Superboard)**

The Town Deal Board will sign off each stage of a Town Investment Plan and Town Deal. The Board is responsible for:

- Upholding the Seven Principles of Public Life (the Nolan Principles)
- Developing and agreeing an evidence-based Town Investment Plan
- Establishing a clear programme of interventions
- Embedding arrangements in local plans (where appropriate) and undertaking Environmental Impact Assessments and fulfilling duties on public authorities under the Equalities Act, in particular, and the public sector equality duty.
- Coordinating resources and engaging stakeholders
- Ensuring communities' voices are involved in shaping design and decision making at each phase of development
- Ensuring diversity in its engagement with local communities and businesses
- Helping develop detailed business cases
- Overseeing each step of agreeing a Town Deal, and overseeing compliance with the Heads of Terms Agreement with government

3.5 **Membership** The Towns Fund Prospectus and Guidance detailed that Town Deal Board should comprise the following participants:

- A private sector chair
- All tiers of local government
- The MPs representing the town(s)
- The Local Enterprise Partnership
- Local businesses and investors
- Community / local voluntary community sector representatives
- Other relevant local organisations such as FE colleges or Clinical Commissioning Groups

### **Sandwell Towns Fund Governance**

3.6 The Governance arrangements for the Sandwell Towns Fund are outlined in appendix A – Towns Fund Governance Document.

3.7 The Sandwell Superboard will operate as the ‘Town Deal Board’ as defined in the Government’s Towns Fund Guidance.

3.8 The three Local boards (one each for Rowley Regis, Smethwick and West Bromwich will operate as sub-groups of the Superboard and will make recommendations to Superboard.

3.9 The Towns Fund Superboard will be responsible for:

- Leadership/ Direction of Towns Fund - Provide strategic direction across all of the Town Deal Areas
- Coherent Governance - Ensure a coherent approach across all of the Town Deal Areas, maximising cross town initiatives where possible
- Consistency - Ensure interventions are not competitive across the Town Deal Areas and act to build the local economy
- Alignment to Strategic Priorities - Ensure alignment of the Town Investment Plan (T.I.P) to Local, Regional and National strategies
- Shape and Approve Town Investment Plans
- Approve the Stakeholder Engagement Plan

3.10 The Town Deal Local Boards will be responsible for:

- Developing the strategy and vision for the town

- Develop and agree an evidence-based T.I.P and inform the Town Deal, including the amount of investment secured
  - Develop a clear programme of interventions
  - Coordinate resources and influence stakeholders
- 3.11 Scrutiny of the Towns Fund Programme will be provided through the Council's scrutiny arrangements. Economy, Skills, Transport and Environment Scrutiny Board considered an initial presentation on 4 February 2021.

### **Governance Arrangements and Terms of Reference**

- 3.12 The Council will act as the Accountable body for the Towns Fund, through which, if successful, funding will flow.
- 3.13 Following an offer of Heads of Terms from Government, full business cases will be developed for each of the Towns Fund projects which will be subject to the Council's capital appraisal assessment and approval from Cabinet.
- 3.14 Town Deal Boards are required to align with the Council's governance standards and policies. As such, a detailed Terms of Reference Document and Governance Procedure Rules will be produced for members of the Superboard and Local Boards to adopt including a Code of Conduct, adherence to the Seven Principles of Public Life (Nolan principles), declarations of pecuniary and non-pecuniary interests, and a register of gifts and hospitality.
- 3.15 Members of the Superboard and Local Boards will be given support and guidance to fulfil the governance requirements.
- 3.16 In line with the Towns Fund Guidance, agendas of Superboard meetings will be published within 5 clear working days and minutes within 10 clear working days through the Council's CMIS system
- 3.17 The Superboard will abide with the Council's arrangements for the consideration of public reports with the default position being that all papers are open to the public.
- 3.18 On 22 July 2020, the Council's Cabinet considered the governance arrangements for the Towns Fund Programme and:

- 3.18.1 Delegated authority to the Sandwell Towns Fund Superboard to approve the Town Investment Plans for West Bromwich, Smethwick and Rowley Regis for submission to Government
  - 3.18.2 Approved the Member appointments to the Superboard and Local Boards; and
  - 3.18.3 authorised that the Chief Executive, in consultation with the Leader, the Cabinet Member for Inclusive Economy, and the Monitoring Officer, agree arrangements for the Governance of the Towns Fund Programme in accordance with the Government's Towns Funds Guidance
- 3.19 Following the Cabinet decision, a Code of Conduct, Declarations of Interest Form and a Registration Form for Gifts and Hospitality have been drafted for adoption by the Superboard.

#### **4 Appendices**

Appendix A – Towns Fund Governance Document

Appendix B – Code of Conduct

Appendix C – Declarations of Interest Form

Appendix D – Registration Form Gifts and Hospitality

#### **8. Source Documents**

Towns Fund Guidance, June 2020

Report to SMBC Cabinet 22 July 2020, Towns Fund Governance and Member Appointments

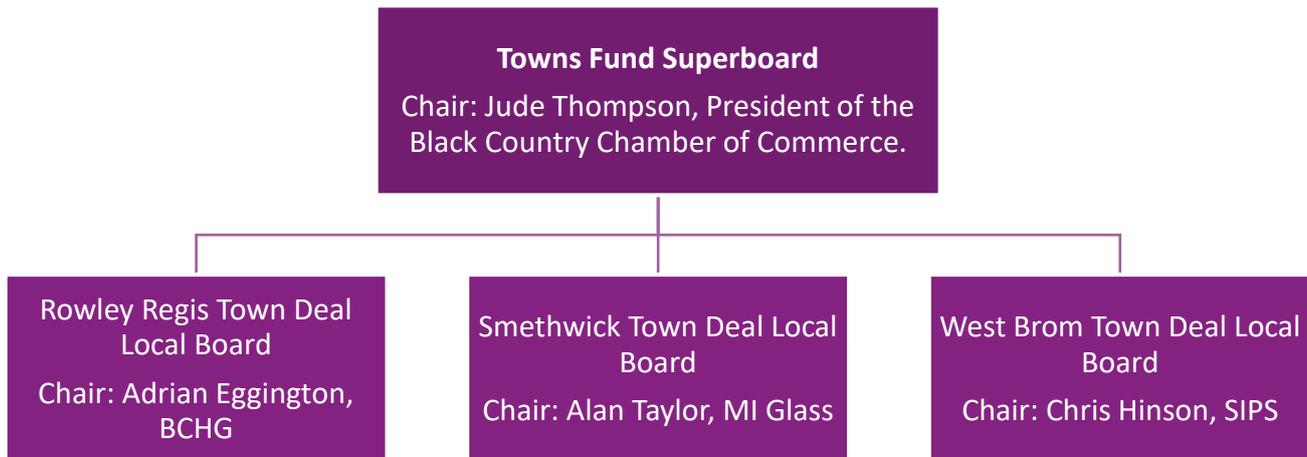
# Towns Fund Governance Document July 2020

## 1. Purpose of Document

- 1.1 The purpose of this document is to outline the governance arrangements for Sandwell’s Towns Fund Programme.
- 1.2 It includes Roles and Responsibilities, Code of Conduct for Board Members, Decision Making arrangements, Scrutiny arrangements, Transparency and Accountability and a List of Members of the Towns Fund Superboard, and three Local Boards

## 2. Governance Diagram

- 2.1 Governance will be provided to this programme through the Towns Fund Superboard, and three Local Boards.



- 2.2 In accordance with the Towns Fund Guidance published June 2020, the Sandwell Superboard will be classed as the *Town Deal Board* and form the body which makes the Towns Fund Agreements with Government. The three Local Boards will be constituted as working groups of the Superboard.

### 3. Roles and Responsibilities

#### 3.1 Towns Fund Superboard

3.1.1 The Superboard will sign off each stage of a Town Investment Plan and Town Deal.

3.1.2 The Sandwell Superboard is classified as the **Town Deal Board** in accordance with the Government's Towns Fund Guidance (June 2020)

3.1.3 The Superboard is responsible for:

- **Leadership/ Direction** - Provide strategic direction across all of the Town Deal Areas
- **Coherent Governance** - Ensure a coherent approach across all of the Town Deal Areas, maximising cross town initiatives where possible
- **Consistency** - Ensure interventions are not competitive across the Town Deal Areas and act to build the local economy
- **Alignment to Strategic Priorities** - Ensure alignment of the Town Investment Plan (T.I.P) to Local, Regional and National strategies
- **Shape and Approve Town Investment Plans**
- **Approve the Stakeholder Engagement Plan** – ensuring that communities' voices are involved in shaping design and decision making at each phase of development, and ensuring diversity in its engagement with local communities and businesses
- **Town Deal** - overseeing each step of agreeing a Town Deal and overseeing compliance with the Heads of Terms Agreement with government.
- **Upholding the Seven Principles of Public Life (Nolan Principles)**

3.1.4 The Chair of the Superboard is responsible for:

- Upholding the Seven Principles of Public Life (Nolan Principles)
- Leading the Superboard to achieve its objectives, maintaining an overview of activity, and championing the supporting partnership working
- Ensuring that decision are made by the Board in accordance with good governance principles
- Signing the Heads of Terms Agreement with government

#### 3.2 Town Deal Local Boards (Rowley Regis, Smethwick and West Bromwich)



3.2.1 The Town Deal Local Boards are constituted as working groups of the Superboard.

3.2.2 The Town Deal Local Boards will be responsible for:

- Developing the strategy and vision for the town
- Develop and agree an evidence-based T.I.P and inform the Town Deal, including the amount of investment secured
- Develop a clear programme of interventions
- Coordinate resources and influence stakeholders
- Helping develop intervention business cases

3.2.3 The Chairs of the Town Deal Local Boards are responsible for:

- Upholding the Seven Principles of Public Life (Nolan Principles)
- Leading the Local Boards to achieve their objectives, maintaining an overview of activity, and championing the supporting partnership working
- Reporting progress to the Superboard

### 3.3 Sandwell Council

3.3.1 Sandwell Council will be the Accountable Body for the Town Deal.

2.3.2 Sandwell Council is responsible for:

- Upholding the Seven Principles of Public Life (Nolan Principles)
- Developing a delivery team, delivery arrangements and agreements
- Ensuring that decisions are made by the Superboard are in accordance with good governance principles.
- Ensuring transparency through the publication of agendas and minutes of the Superboard on CMIS
- Developing agreed projects in detail and undertaking any necessary feasibility studies
- Undertaking any required Environmental Impact Assessments or Public Sector Equality Duties
- Helping develop detailed business cases
- Liaising with potential private investors in identified local projects and schemes
- Signing the Heads of Terms Agreement with Government
- Monitoring and evaluating the delivery of individual Towns Fund projects
- Submitting regular monitoring reports to Towns Hub
- Receiving and Accounting for the Town's funding allocation



## 4. Code of Conduct

All Members of the Superboard and Local Boards will sign the Councillor Code of Conduct which is based on the Seven Principles of Public Life (Nolan Principles) and contained within Article 13 of the Council's constitution.

Members of the Superboard and the Superboard as a whole will be required to declare and register any gifts and/or hospitality which will be maintained by the Council.

## 5. Decision Making

4.1. The Council's Principles of Decision Making will apply to the Superboard, as laid out in article 13 of the Council's Constitution. 'elected member' is taken to refer to Superboard member:

### 13.02 Principles:

- Proportionality (i.e. the action taken is proportionate to the desired outcome);
- Decisions are taken on the basis of due consultation and professional advice from officers (Decisions taken by elected members will be based on information provided in a written report prepared by the responsible officer/s);
- Respect for human rights and giving due regard to the Public Sector Equality Duty;
- A presumption in favour of openness (Reports will only be considered in private where they contain exempt information as defined in Schedule 12A to the Local Government Act 1972 (as amended)(see Part 4 Access to Information Rules – Rule 10);
- Clarity of aims and desired outcomes (The written reports submitted to elected members will contain a clear recommendation of the professional officer for every decision they are asked to take)

4.2 Quorum – the Superboard will be considered quorate with one quarter of voting members present.

4.3 Voting – any matter will be decided upon by a simple majority of those members present in the room and eligible to vote.

4.4 Confirmation of minutes - The Chair presiding shall put the question that the minutes submitted to the meeting be approved as a correct record.

### 4.6 Declarations of Interest

4.6.1 Members shall be required to declare interests in accordance with any relevant statutory provisions and the Members' Code of Conduct as set out in Part 5 of the Constitution.



4.6.2 Where a Superboard member has a disclosable pecuniary interest or pecuniary interest in the business of the authority he/she must withdraw from the room or chamber where the meeting considering the business is being held unless the member has obtained a dispensation from the Council's Monitoring Officer.

## **6. Scrutiny**

Scrutiny of Sandwell's Towns Fund Proposals will be provided by the Council's Overview and Scrutiny Arrangements.

## **7. Transparency and Accountability**

### **7.1 Superboard Agendas and Minutes**

- 7.1.1 The Council will publish Superboard meeting agendas on CMIS 5 clear days before the meeting.
- 7.1.2 Draft minutes of the Superboard will be published within 10 clear working days; and
- 7.1.3 Approved minutes of the Superboard will be published within 10 clear working days

### **7.2 Member profiles**

- 7.2.1 Profiles of Superboard Members will be published on CMIS.

### **7.3 Conflicts of Interest**

- 7.3.1 Members of the Superboard will be required to declare any conflicts of interest (commercial, actual and potential). This will be maintained by the council in a declaration of interest register which will be managed by Sandwell Council.
- 7.3.2 Members should take personal responsibility for declaring their interests before any decision is considered by the Superboard. These will be formally noted within the published minutes of meetings of the Superboard including action taken in response to any declared interest.



## 8. Membership

### 8.1 Towns Fund Superboard

Representative	Organisation	Individual
Chair	Jude Thompson - President of the Black Country Chamber of Commerce	
Board Members	Federation of Small Businesses (FSP)	Karen Woolley
	Homes England Rep	Philip Farrell
	LEP/ Local Business Leader	Ninder Johal
	Liberty Group – CEO Jahama Group	Dilip Awtani
	Local Board Chair – West Bromwich	Chris Hinson
	Local Board Chair – Smethwick	Alan Taylor
	Local Board Chair – Rowley Regis	Adrian Eggington
	MP (Halesowen and Rowley Regis)	James Morris
	MP (Warley)	John Spellar
	MP (West Bromwich East)	Nicola Richards
	MP (West Bromwich West)	Shaun Bailey
	Sandwell College CEO	Graham Pennington
	SCVO CEO	Mark Davis
	SVCO Board Member	Geoff Foster
	SMBC Leader	Cllr Maria Crompton
	SMBC Cabinet Member for Inclusive Economic Growth	Cllr Danny Millard
	Transport for West Midlands	Sandeep Shingadia
	WMCA	Gareth Bradford
	Sandwell Youth Parliament	Rep to be confirmed
	Police Representative	Rep to be confirmed
SMBC Officers (attending in advisory capacity)	SMBC CEO	David Stevens
	SMBC Executive Director, Children Services	Lesley Hagger
	SMBC Executive Director, Neighbourhoods	Alison Knight
		Tammy Stokes

	SMBC Interim Director - Regeneration and Growth SMBC Monitoring Officer	Surjit Tour
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## 8.2 Town Deal Local Boards

<b>West Bromwich</b>		
<b>Representative</b>	<b>Organisation</b>	<b>Individuals</b>
<b>Chair</b>	Chris Hinson (SIPS) – Business Ambassador	
<b>Core Representatives</b>	Local Cabinet Members  Town Lead Member WMCA Officer Level West Bromwich BID West Midlands Police  Sandwell & West Birmingham CCG	Cllr Taylor Cllr Hadley Cllr Underhill Steve Melia Officer Level TBC Lisa Hill Sgt Michael Bradley Sgt Steve Horton Andrew Lawley
<b>Local Community Representatives</b>	Albion Foundation Kaleidoscope	Rob Lake Monica Shafaq (CEO)
<b>Cultural Representative</b>	Multistory	Emma Chetcuti (Manager)
<b>Town Specific</b>	YMCA Sandwell College	Steve Clay (CEO) Simon Griffiths
<b>BME and/or Faith Representative</b>	West Bromwich African Caribbean Centre	Shane Ward
<b>Voluntary Sector Representative</b>	Greets Green Community Enterprise The Gap Centre SCVO	CEO Wendy Brookfield  Andrew Bent Leona Bird
<b>Young People's Representative</b>	Representative tbc	
<b>SMBC Officers attending in an advisory capacity</b>	SMBC Director Town Lead SMBC Employment and Skills SMBC Service Manager for Culture SMBC Interim Director – Regeneration and Growth SMBC Service Manager – Assets	Stuart Lackenby Kelly Thomas Jane Lillystone  Tammy Stokes David Harris



<b>Rowley Regis</b>		
<b>Representative</b>	<b>Organisation</b>	<b>Individuals</b>
<b>Chair</b>	Adrian Eggington – Black Country Housing Group (BCHG)	
<b>Core Representatives</b>	Local Cabinet Members	Cllr Crompton Cllr Millard
	Town Lead Member	Lorraine Ashman
	WMCA Officer level	Officer level TBC
	Business Ambassador	Andy Smith
	Business Rep and Local Resident	Wayne Edwards
	West Midlands Police	Sgt Nicola Rock Sgt Cheryl Reed
	Sandwell and West Birmingham CCG	Andrew Lawley
<b>Local Community Representatives</b>	Lion Farm Big Local	Helen Trueman
	Agewell	Deborah Harrold
	Murray Hall Community Trust	Manjula Patel
<b>Cultural Representative</b>	Black Country Touring	Ruth Harvey
<b>Town Specific</b>	Sandwell College	Graham Pennington
<b>BME and/or Faith Representative</b>	Central Methodist Church	Mrs C Chambers
	Cradley Heath Central Mosque	TBC
<b>Voluntary Sector Representative</b>	Cradley Heath Community Link	Alecia Baker
	SVCO	Leona Bird
<b>Young People's Representative</b>	Representative tbc	
<b>SMBC Officers attending in an advisory capacity</b>	SMBC Employment and Skills	Kelly Thomas
	SMBC Service Manager for Culture	Jane Lillystone
	SMBC Interim Director – Regeneration & Growth	Tammy Stokes
	SMBC Service Manager – Assets	David Harris



<b>Smethwick</b>		
<b>Representative</b>	<b>Organisation</b>	<b>Individuals</b>
<b>Chair</b>	Alan Taylor (MI Glass) – Business Ambassador	
<b>Core Representatives</b>	Local Cabinet Members  Town Lead Member WMCA Officer level Business Rep and Local Resident West Midlands Police  Sandwell and West Birmingham CCG	CLlr Ali CLlr Shaeen Zahoor Ahmed Officer level TBC Omar Rashid Sgt Joanne Parke Sgt Carl Fox Andrew Lawley
<b>Local Community Representatives</b>	Brasshouse Community Centre	Jennifer Harrison
<b>Cultural Representative</b>	Brushstrokes	David Newall
<b>Town Specific</b>	Sandwell College Action for Children Liberty Engineering	David Holden Kerry Hall John Wood
<b>BME and/or Faith Representative</b>	Guru Nanak Gurdwara	Jatinder Singh
<b>Voluntary Sector Representative</b>	St Albans Dorothy Parkes SCVO	Tonia Flannagan Robert Bruce Leona Bird
<b>Young People's Representative</b>	Representative tbc	
<b>SMBC Officers attending in an advisory capacity</b>	SMBC Director Town Lead SMBC Employment and Skills SMBC Service Manager for Culture SMBC Interim Director – Regeneration & Growth SMBC Service Manager – Assets	Lesley Hagger Kelly Thomas Jane Lillystone Tammy Stokes  David Harris



## **Sandwell Town Deal Board/ Rowley Regis, Smethwick and West Bromwich Local Board Code of Conduct**

Sandwell MBC as accountable body for the Town Deal Fund, has a statutory duty under the Localism Act 2011 to promote and maintain high standards of conduct. This code of conduct sets out the expectations placed on all members of the Town Deal Board and the Rowley Regis, Smethwick and West Bromwich Local Boards.

The Code is not intended to be an exhaustive list of all the obligations that are placed on members. It is the responsibility of individual members to comply with the provisions of the Code as well as such other legal obligations as may apply to them from time to time.

### **Definitions**

In this Code “meeting” means any formal meeting of— (a) the Town Deal Board; (b) the Local Boards. It also means any informal meeting, which is not a formal meeting but which has been arranged in advance where business is being discussed between board members or between members and officers.

In this Code a ‘member of your family’ includes the following relationships of the member, the member’s spouse or the member’s civil partner or any person with whom you are living as husband and wife or as if you were civil partners: a son/daughter (including a biological son/daughter, stepson/daughter, adopted son/daughter or male/female child for which the person has custodial responsibilities), mother, father, brother or sister, a niece, nephew, aunt, uncle, grandchild, grandparent

In this Code ‘a person with whom you have a close association’ means someone that you are in either regular contact with over a period of time or a significant contact who is more than an acquaintance or can be considered to be a friend, a colleague, a business associate or someone whom you know through general social contacts.

### **Rules of Conduct**

Sandwell Town Deal Board’s success as a partnership depends on the professionalism of all of its Board Members and officers who support Board activity. This relates to both internal and external dealings and how its Board Members and officers conduct themselves in relation to others, both within work environment and any work-related social event.

Sandwell Town Deal Board expects all its Board Members/Committee Members and employees to be courteous and respectful to clients, suppliers and colleagues and not behave in a discriminatory manner. This code of conduct should be signed by all Town Deal and Local Board Members upon appointment and on annual basis after joining the Board/Committee and upheld at all times.

1. You are a Board Member of the Sandwell Town Deal Board or Town Local Board and hence you always shall have regard to the Seven Principles in Public Life (the Nolan principles) which are –

<i>Selflessness</i>	Holders of public office should act solely in terms of the public interest.
<i>Integrity</i>	Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
<i>Objectivity</i>	Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
<i>Accountability</i>	Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
<i>Openness</i>	Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
<i>Honesty</i>	Holders of public office should be truthful.
<i>Leadership</i>	Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

2. Accordingly, when acting in your capacity as a Board Member of Sandwell Town Deal Board/ Town Local Board:

- You must act solely in the public interest and should never improperly seek to confer an advantage or disadvantage on any person or act to gain financial or other material benefits for yourself, your family, a close associate, an employer or a business carried on by you.

- You must not place yourself under a financial or other obligation to outside individuals or organisations that may influence you in the performance of your duties
- You must not disclose any information given to you as a member in breach of any confidence.
- You must not prevent another person from gaining access to information to which that person is entitled by law.
- You must not bring the Town Deal Board or Local Board into disrepute
- You must treat others with respect and must promote equality by not discriminating unlawfully against any person, and by treating people with respect, regardless of their sex, race, age, religion, gender, sexual orientation or disability
- You must not bully any person
- You must not intimidate or attempt to intimidate any person who is or is likely to be -
  - a complainant,
  - a witness, or
 involved in the administration of any investigation or proceedings, in relation to an allegation that a member (including yourself) of the Board has failed to comply with the code of conduct;
- You must respect the impartiality and integrity of the council's statutory officers and its other employees.
- When carrying out your public duties such as awarding contracts or making appointments, you must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- You must, when using or authorising the use by others of the resources of the Sandwell Town Deal Board, ensure that such resources are not used improperly for political or personal purposes (including party political purposes).
- You must promote and support high standards of conduct when serving as a board member
- You must at all times facilitate and engage with the council and its committees on probity and ethical matters and submit yourself to the scrutiny necessary to ensure this without any undue delay.

## **Registering and declaring pecuniary and non-pecuniary interests**

2. You must, within 28 days of appointment as a Board Member notify the Council's (as the Accountable Body) Monitoring Officer of any disclosable pecuniary interest, where the pecuniary interest is yours, your spouse's or civil partner's, or is the pecuniary interest of somebody with whom you are living with as a spouse, or as if you were civil partners. Where you may have a "sensitive interest" as defined by the Localism Act 2011, you should seek advice from the Monitoring Officer on whether this can be exempt from public disclosure.
3. In addition, you must, within 28 days appointment as a Board Member, notify the Councils Monitoring Officer of any non-pecuniary interest which the Sandwell Town Deal Board has decided should be included in the register or which you consider should be included if you are to fulfil your duty to act in conformity with the Seven Principles of Public Life. These non-pecuniary interests will necessarily include your membership of any Trade Union. Register of Interests forms will be provided for you to do this.
4. You must, within 28 days of becoming aware of it, register with the Monitoring Officer any change to interests or new interests.
5. Board Members should review their individual register of interest before each board meeting or any other meeting where a decision is proposed to be made. If an interest has not been entered onto the Board's register, then the member must disclose the interest at any meeting of the Sandwell Town Deal Board at which they are present, where they have a disclosable interest in any matter being considered and where the matter is not a 'sensitive interest'.
6. Following any disclosure of an interest not on the register or the subject of pending notification, you must notify the Council's Monitoring Officer of the interest within 28 days beginning with the date of disclosure.
7. Unless a dispensation has been granted, you may not participate in any discussion of, vote on, or discharge any function related to any matter in which you have a pecuniary interest. Additionally, you must observe the restrictions the Sandwell Town Deal Board places on your involvement in matters where you have a pecuniary or non pecuniary interest as defined by the Sandwell Town Deal Board.
8. Where a matter arises at a meeting which relates to or affects an other registerable interests you must declare the existence and nature of the interest unless it is a sensitive interest. When acting alone declare the interest and do not take any steps, or any further steps in relation to the matter.

## **Gifts and Hospitality**

## **General Caution**

Treat with extreme caution any offer or gift, favour or hospitality that is made to you personally.

Your personal reputation and that of the Board can be seriously jeopardised by the inappropriate acceptance by you of a gift or hospitality.

The acceptance of gifts and hospitality is not always unlawful or inappropriate. The decision for you in every case is whether or not it is appropriate to accept any gift or hospitality that might be offered to you, having regard to how it might be perceived.

No hard and fast rules can be laid down to cover every circumstance as to what is appropriate or inappropriate. This guidance is intended to enable you to make your own decision.

## **Criminal Law**

It is a criminal offence corruptly to solicit or receive any gift, reward or advantage as an inducement to do or forbear to do anything in respect of any transaction involving the Board or Council as the accountable body.

The onus would be on you to disprove corruption in relation to a gift from a person holding or seeking to obtain a contract from the Board or Council.

## **Limits of Guidance**

This guidance does not apply to:

- Gifts and hospitality you may receive from family and friends (as birthday or other festival presents) that are not related to your position as a member. You should however question any such gift or hospitality offered from an unusual source.
- The acceptance of facilities or hospitality provided to you by the Board or Council.
- Gifts given to the Board that you accept formally on the Board's behalf and are retained by the Board and not by you personally.

## **Meaning of Gifts and Hospitality**

The expressions 'gifts' and 'hospitality' have wide meanings and no conclusive definition is possible.

Gifts and hospitality include:

- The free gift of any goods or services.

- The opportunity to acquire any goods or services at a discount or at terms not available to the general public.
- The opportunity to obtain goods or services not available to the general public.
- The offer of food, drink, accommodation or entertainment or the opportunity to attend any cultural or sporting event.

Common gifts include pens, diaries, calendars and other business stationery, articles of clothing, books, flowers and bouquets. Members should however be cautious when purchasing anything, when additional services, privileges or advantages are offered, which might be related to their position as a member.

### **Appropriate Gifts and Hospitality**

There are some circumstances where you may accept gifts and hospitality as being in the normal course of your duties as a board member.

- hospitality provided by another board or public authority.
- Normal and modest refreshment in connection with any meeting in the course of your work as a member (e.g. tea, coffee and other normal beverages and refreshments).
- Tickets for sporting, cultural and entertainment events which are sponsored or promoted by the Board or bodies to which you have been appointed by the Board, and the tickets are offered in relation to that sponsorship or promotion.
- Small gifts of token value, i.e. estimated to be below £50:
  - (a) given by way of trade advertisement to a wide range of people, e.g. pens, calendars, diaries and key-rings; or
  - (b) given on the occasion of a courtesy visit, e.g. to a factory or other business premises; or
  - (c) received from a recipient of a service, where it would give offence to reject it.
- Drinks or other modest refreshment in the normal course of socialising arising consequentially from Authority business (e.g. inclusion in a round of drinks after a meeting).
- Modest meals provided as a matter of courtesy in the office or meeting place of a person with whom the Board has a business connection.
- Souvenirs and gifts from other public bodies intended as personal gifts (e.g. arising from twin-town and other civic events).

- Invitations to attend functions where you represent the Board (e.g. dinners where you are invited to speak, opening ceremonies and trade shows) or to functions when you attend by virtue of your position on the Board.
- Hospitality provided at public events, where a formal invitation has been received at Council offices and the attendance is in a civic capacity.

### **Inappropriate Gifts and Hospitality**

- Free or subsidised holidays or travel.
- Personal invitations to the theatre, cabaret, light entertainment or sporting events.
- Personal invitations to socialise with representatives from a company or organisation that has business or other dealings with the Council.
- Offers of any free or subsidised accommodation (ie hotel, flat, villa or holiday home).
- Any offer whatsoever of free services.
- Any other hospitality offered by a company or organisation that has business or other dealings with the Council, which is not linked to its normal course of business with the Council (ie not part of business meetings or offered to officers representing the Council at events).

In exceptional circumstances, it may be permissible to accept travel, accommodation and hospitality from a company or organisation, which has or may have business with the Council, when the assessment and evaluation of bids or tenders necessitates visiting reference sites, provided that this facility is also offered/applied to other tenderers. In such a situation, you must be accompanied by an officer of the Council, whose attendance has been approved by his Director/Service Manager or in appropriate cases the Chief Executive.

## **Principles to Apply in Relation to Gifts and Hospitality**

In deciding whether it is appropriate to accept any gift or hospitality you must apply the following principles:

- Do not accept a gift or hospitality as an inducement or reward for anything you do as a member. If you have any suspicion that the motive behind the gift or hospitality is an inducement or reward you must decline it. "Reward" includes remuneration, reimbursement and fee.
  
- Do not accept a gift or hospitality whose value is excessive in the circumstances.
  
- Do not accept a gift or hospitality if acceptance might be open to misinterpretation. Such circumstances will include gifts and hospitality:
  - a) From parties involved with the Authority in a competitive tendering or other procurement process except in the limited circumstances referred to in paragraph 7 above.
  - b) From applicants for planning permission and other applications for licences, consents and approvals.
  - c) From applicants for grants, including voluntary bodies and other organisations applying for public funding.
  - d) From applicants for benefits, claims and dispensations.
  - e) From parties in legal proceedings with the Authority.
  
- Do not accept a gift or hospitality if you believe it will put you under any obligation to the provider as a consequence.
  
- Do not solicit any gift or hospitality and avoid giving any perception of so doing.

## Registration of Gifts and Hospitality

For the purposes of the Code of Conduct for Board Members, you have a personal interest in any business of your authority where it relates to or is likely to affect the interests of any person from whom you have received a gift or hospitality with an estimated value of at least £100.00.

This interest (gifts or hospitality worth £100.00 or over that you receive in connection with your official duties as a member and its source) must be registered in the register of members' interests within 28 days of receiving it.

You should register the interest as soon as possible after acceptance of the gift or hospitality. The registration should include the source and nature of the gift or hospitality.

You should also register any such gift or hospitality, which you decide to refuse or decline.

You do not need to register gifts and hospitality which are not related to your role as a Board member, such as Christmas gifts from your friends and family, or gifts which you do not accept. However, you should always register a gift or hospitality if it could be perceived as something given to you because of your position or if your authority requires you to.

You should ask yourself, would I have been given this if I was not on the Board? If you are in doubt as to the motive behind a gift or hospitality it is recommended that you register it or at least seek advice from the Monitoring Officer. If you have not registered your gift or hospitality in accordance with the requirements set out in your Code of Conduct then you must declare or disclose the existence and nature of the interest arising from a gift or hospitality at a meeting of the authority at which business is considered to which the interest relates. (i.e. business relating to the interests of the person or body giving the gift or hospitality).

Whilst the registration requirement in the Code is limited to gifts or hospitality over the value of £100.00, members are encouraged to register any significant gift or hospitality they receive below this value.

There is no obligation to make a declaration or disclosure in relation to gifts and hospitality on the register which are below £100.00 in value.

The general rule is, if in doubt as to the value of a gift or hospitality, you should register it, as a matter of good practice and in accordance with the principles of openness and accountability in public life.

You may have to estimate how much a gift or hospitality is worth. Also, an accumulation of small gifts you receive from the same source over a short period that add up to £100.00 or over should be registered.

## **Reporting of Inappropriate Gifts and Hospitality offered**

It is a criminal offence for a person corruptly to give or offer any gift, reward or advantage as an inducement or reward to you for doing or forbearing to do anything as a member of the Board.

You must immediately report to the Monitoring Officer any circumstances where an inappropriate gift or hospitality has been offered to you.  
You may thereafter be required to assist the Police in providing evidence.

## **Enforcement**

Allegations of any failure to meet the parameters of the Code of Conduct must be made in writing to the Monitoring Officer.

## **Policy Owner**

This code of conduct is owned and maintained by the Council's Monitoring Officer and Chair of Sandwell Town Deal Board and reviewed annually.

**In accepting my appointment to the Sandwell Town Deal Board/ Town Local Board, I confirm that I have read, understood and agree to abide by the Code of Conduct.**

**Name:**

**Signed:**

**Date:**

### **Guidance and Further Information**

1 For the purposes of this guidance, we are using the definition of a pecuniary interest as set out in the Localism Act 2011 and The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012.

2A Non-Pecuniary interest is any interest which is not listed in the Schedule to The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 (No.1464).

3 A 'sensitive interest' is described in the Localism Act 2011 as a member or co-opted member of an authority having an interest, and the nature of the interest being such that the member or co-opted member, and the authority's monitoring officer, consider that disclosure of the details of the interest could lead to the member or co-opted member, or a person connected with the member or co-opted member, being subject to violence or intimidation.

**Sandwell Town Deal Board/Rowley Regis, Smethwick, West Bromwich  
Local Town Board**

**REGISTER OF BOARD MEMBER INTERESTS**

(Pursuant to the agreed Code of Conduct for Board Members and Part 1,  
Chapter 7 of the Localism Act 2011).

**Please refer to the Code of Conduct and the accompanying  
Notes of Guidance before completing this form.**

I,

An appointed Board member of Sandwell Town Deal Board/Rowley Regis, Smethwick, West Bromwich Local Town Board (Delete as appropriate) give notice that I have set out below my interests and in so far as I am aware of the existence of the interests of my spouse or civil partner or any person with whom I am living as husband and wife or as if we were civil partners (relevant persons).

I have also set out in so far as I am aware of the existence of the names of any members of my family or close associates who either work on behalf of the Board or the Council or have a contractual relationship with the Board or the Council and the nature of that interest.

I have put 'None' where I/we have no such interest under any heading.

**PART A**  
**DISCLOSABLE PECUNIARY INTERESTS**

1. Any employment, office, trade, profession or vocation carried on for profit or gain (Including employment outside of the Borough of Sandwell). Please give details of (i) every employment, job, trade, business or vocation you and/or your partner have, for which you and/or your partner receive any benefit or gain (i.e. profit, salary or benefit in kind) including a short description of the activity e.g. accountant or plumber and (ii) the name of any employer or body, firm or company which you and/or your partner own or in whose securities you and/or your partner have any beneficial interest. This must include remuneration as a director.

- 
2. Sponsorships -any payment or provision of any other financial benefit (other than from the Council) made or provided within the relevant period in respect of any expenses incurred in carrying out duties as a Board member. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.

3. Contracts - any contract which is made between you and/or your partner (or a body in which you and/or your partner have a beneficial interest) and the Council or Town Deal Board (a) under which goods or services are to be provided or works are to be executed; and (b) which has not been fully discharged.

4. Land - any beneficial interest in land which is within the area of the Borough of Sandwell. Please give the address or other description (sufficient to identify the location) of any land or property in the area of the Borough of Sandwell in which you and/or your partner have a beneficial interest, indicating whether you and/or your partner are the owner or lessee or a tenant. Include any house you rent from Sandwell Borough Council.

- 
5. Licences - any licence (alone or jointly with others) to occupy land in the area of the Borough of Sandwell for a month or longer. Please give the address or other description (sufficient to identify the location) of any land or property in the area of the Borough of Sandwell in which you and/or your partner licence.

6. Corporate tenancies -any tenancy where (to your knowledge) (a) the landlord is the Council; and (b) the tenant is a body in which you and/or your partner have a beneficial interest. Please give the address or other description (sufficient to identify the location) of any land leased or licensed from the Council by you and/ or your partner or any body, firm or company by which you are employed or which you own or in which you have a beneficial interest

7. Securities - any beneficial interest in securities of a body where (a) that body (to your knowledge) has a place of business or land in the area of the Borough of Sandwell ; and (b) either (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or (ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class. Note it is not necessary to declare the nature or size of the holding, simply the name of the company or other body.



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PART B  
OTHER REGISTERABLE INTERESTS

8. Any body of which you and/ or your partner are a member or in a position of general control or management and to which you and/ or your partner are appointed or nominated by the Council or Town Deal Board/Local Town Board.

9. Any body of which you and/ or your partner are a member or in a position of general control or management and which
- (a) exercises functions of a public nature;
  - (b) is directed to charitable purposes; or
  - (c) is a body which includes as one of its principal purposes influencing public opinion or policy (this includes any political parties or trade union.

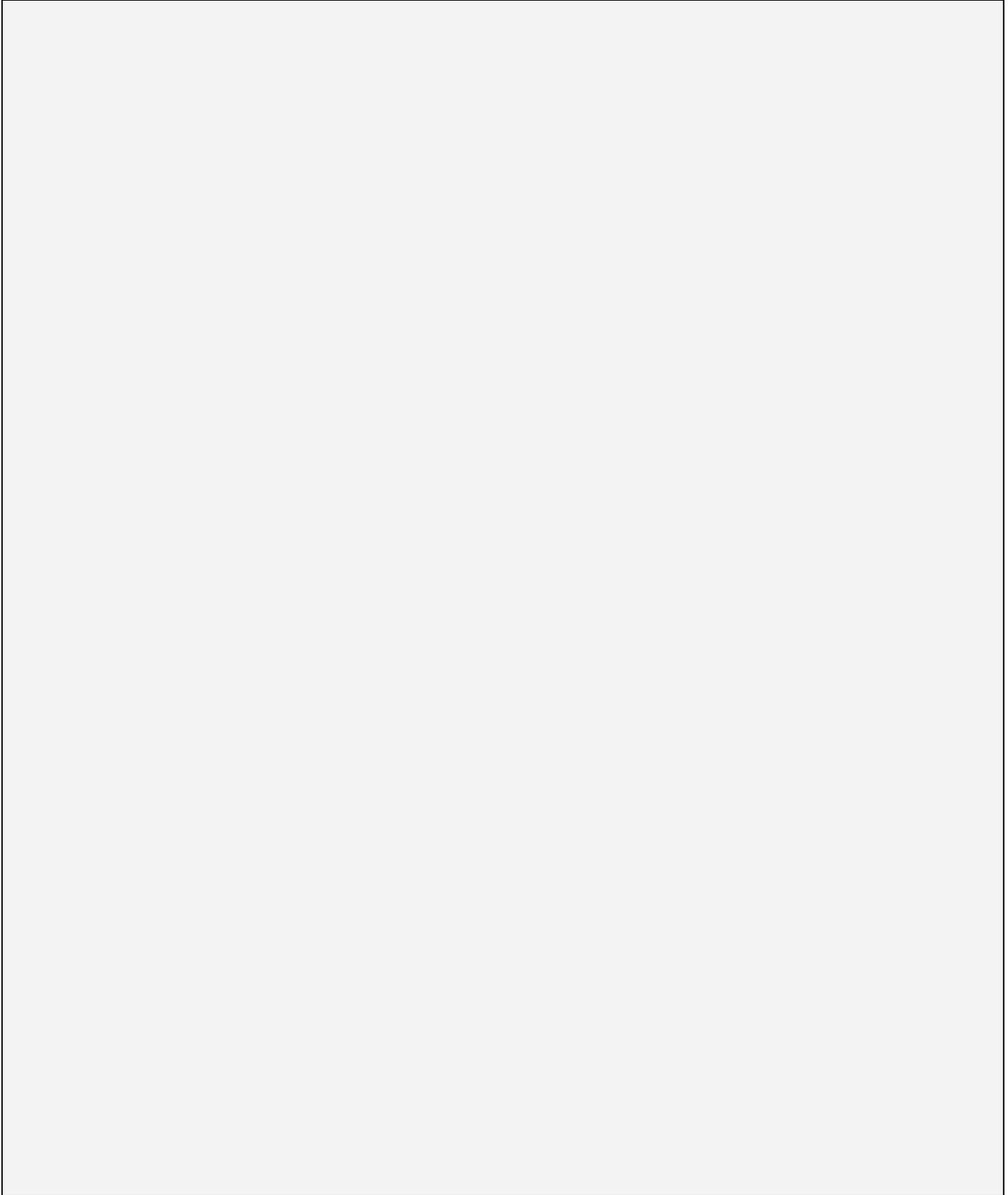
10. Any person from whom you and/or your partner have received a gift, or hospitality with an estimated value of at least £100 (you must register any gifts and hospitality worth over £100 that you receive personally in connection with official duties).

PART C  
MEMBERS OF YOUR FAMILY AND CLOSE ASSOCIATES

11. The names of any members of your family or close associates who either work for the Council or on behalf of the Town Deal Board or have a contractual relationship with the Council or Town Deal Board and the nature of that interest.

## **Voluntary Registration of Other Interests**

Please list below any other interests that you wish to declare in accordance with the General Principles of Conduct as set out in the Code of Conduct or which you think may lead to a conflict of interests between your personal interests and the public interest.



## Confirmation

I understand that:-

- (a) I may be committing a criminal offence if I:-
- (i) fail to register or declare disclosable pecuniary interests as required, without reasonable excuse;
  - (ii) participate or vote or take steps in Council business at meetings or when acting alone when prevented from doing so;
  - (iii) knowingly or recklessly provide information that is false or misleading;

I understand that I must, within 28 days of becoming aware of any new or change in the above interests, provide written notification to the Monitoring Officer.

- (b) I will be in breach of Sandwell Town Deal Board/Local Town Board Council's Code of Conduct for Members if I:-
- (i) fail to meet the requirements in relation to disclosable pecuniary interests;
  - (ii) fail to register or declare other interests as required;
  - (iii) take part in Council business at meetings or when acting alone when prevented from doing so;
  - (iv) provide information that is materially false or misleading;

I understand that I must, within 28 days of becoming aware of any new or change in the above interests provide written notification to the Monitoring Officer.

Signed: .....

Dated: .....

Please sign and return this Notice to the Democratic Services Unit, Sandwell Council House, P.O. Box 2374, Oldbury, West Midlands, B69 3DE.

Date received by the Monitoring Officer: ...../...../.....

## Notes of Guidance to Register of Interests

You should complete the register with sufficient detail to identify clearly what the interest is. Do not use abbreviations, initials or acronyms. You are personally responsible for the accuracy of the contents of the register.

### PART A DISCLOSABLE PECUNIARY INTERESTS

Disclosable Pecuniary interests are prescribed by Regulation. Please refer to Part A of the Code of Conduct when completing questions 1 - 7.

### PART B OTHER REGISTERABLE INTERESTS

8. List all the bodies that are not committees or sub committees of the Council to which you have been appointed by the Council. Give the full name of the body (not acronyms or initials). If in doubt, ask the Monitoring Officer or the Service Manager - Democracy for the list of Outside Bodies. Appointments or nominations may include local committees and charities, partnerships and companies in which the Council is involved, and other related organisations. Include nominations to regional and national bodies such as local authority associations.
9. Include any public bodies of which you are a member (e.g. school governor, health authority, government agency, other non-profit organisation in the public sector, local committee). Include any charity of which you are a trustee or member and any non-profit making body such as a cultural, sporting, environmental or social association, club or organisation. Include the name of any political party of which you are a member, any national or local body operating as a pressure group and any trade union or trade association.
10. This requirement is not intended to cover gifts and hospitality received by you in your private capacity (i.e. when you are not acting as a Board Member). The requirement covers gifts and hospitality received by you as a Board Member. With some hospitality, for example, weddings and special events, you will need to consider in what capacity you are involved. You are advised to register all gifts that you accept, and all hospitality (other than incidental refreshment of a modest nature). You must register the nature and approximate value of the gift and hospitality, and the person or body giving it. You should register it as soon as possible after receiving it. Make sure that you indicate the date when you register as this is important to determine how long you will need to disclose the receipt of the gift or hospitality in the event of any business of the authority relating to it (three years from the date of registration). Please see Guidance on Gifts and Hospitality.

PART C  
MEMBERS OF YOUR FAMILY AND CLOSE ASSOCIATES

11. List the names of any members of your family or close associates who either work for the Council or in supporting the Town Deal Board or Local Board or have a contractual relationship with the Council. Named individuals will need to provide written approval for their personal data to be used or the member will need to sign a statement that they have obtained permission. Any such names will be redacted from the public register.

PLEASE NOTE

In the context of BOTH Disclosable Pecuniary Interests and Other Registerable Interests you are required to set out your own interests AND in so far as you are aware of their existence the interests of your spouse or civil partner or any person with whom you are living as husband and wife or as if you were civil partners.

In circumstances where the interest is not your own, you are not required to identify the interest as being your spouse or civil partner or any person with whom you are living as husband and wife or as if you were civil partners. However, you may wish to do so should you wish to provide further clarity where appropriate.

In this Code a 'member of your family' includes the following relationships of the member, the member's spouse or the member's civil partner or any person with whom you are living as husband and wife or as if you were civil partners: a son/daughter (including a biological son/daughter, stepson/daughter, adopted son/daughter or male/female child for which the person has custodial responsibilities), mother, father, brother or sister, a niece, nephew, aunt, uncle, grandchild, grandparent

In this Code 'a person with whom you have a close association' means someone that you are in either regular contact with over a period of time or a significant contact who is more than an acquaintance or can be considered to be a friend, a colleague, a business associate or someone whom you know through general social contacts.

**Sandwell Town Deal Board/ Local Town Board**

**REGISTRATION OF GIFTS AND HOSPITALITY**

Please read the rules and guidance on Gifts and Hospitality before completing this form. The form should be returned to the Director – Law & Governance, Sandwell Council House, Oldbury, Sandwell, West Midlands, B69 3DE.

Nature of gift/hospitality	
Estimated value of the gift/hospitality.	
Name of individual or organisation arranging/ providing gift/hospitality	
Relationship with the individual/organisation.	
Is the individual/ organisation dealing with you or the Council in relation to any legal, statutory or enforcement matters, such as planning applications? If so, please give details.	
Is the individual/ organisation seeking grants/benefits/ dispensations from the Council? If so, please give details,	
Is the individual/organisation providing goods/services to the Council or hoping to do so in future? If so, please give details.	
Was the gift/hospitality accepted or refused?	
When was the gift/hospitality received/refused?	
Name of Board Member	
Signature	
Date	

# Report to Sandwell Towns Fund Superboard

**5 August 2020**

<b>Subject:</b>	Approval of Engagement Strategy
<b>Presenter:</b>	Interim Director – Regeneration and Growth Tammy Stokes
<b>Contact:</b>	Rebecca Jenkins, Towns Fund Programme Manager <a href="mailto:rebecca_jenkins@sandwell.gov.uk">rebecca_jenkins@sandwell.gov.uk</a>

## 1 Recommendations

That the Superboard approve the Engagement Strategy for Phase 1 of the Towns Fund Programme.

## 2 Purpose of the report

- 2.1 To outline an engagement strategy for Phase 1 of the Towns Fund Programme for consideration and approval by the Superboard

## 3 Current position/Background Details

- 3.1 At its meeting on 7 February 2020, the Superboard considered its priorities for engagement and agreed the following statement:

“This stakeholder engagement plan will clearly outline an inclusive stakeholder list and communication strategy as to ensure a transformational, locally driven and community owned submission to the Town Fund for Sandwell’s three towns.”

- 3.2 A stakeholder mapping exercise has been undertaken to identify stakeholders and select appropriate methods for engagement and consultation. This included a comprehensive mapping of community groups within each Town to aid dialogue with residents.
- 3.3 Key stakeholders have been identified and invited to participate in the governance structure of the Towns Fund through membership of the Superboard and Local Boards.
- 3.4 There was a gap identified in young people's participation within the Towns Fund Programme. Young people have an important contribution to make in decisions that impact their lives, and their communities. A young people's virtual reference group will be established to conduct engagement with young people and to support the work of the Superboard and Local Boards. In addition, a young person's representative will be invited to participate in the Superboard and Local Board meetings.
- 3.5 The attached strategy identifies two stages for engagement and consultation prior to the TIP submission. The first stage focuses on ideas generation, and the second focuses on the development of our interventions.
- 3.6 We have extensive existing data around engagement consultation (e.g. gathered through Vision 2030 consultation, through the formation of the Inclusive Economy Deal and regular survey work). This will be utilised alongside Towns-Fund specific engagement and consultation.

#### **4. Appendices**

Appendix A – proposed Engagement Strategy  
Appendix B – Youth Engagement Proposal

#### **7. Source Documents**

Engagement Strategy  
Youth Engagement Proposal



## SANDWELL TOWNS FUND

### STAKEHOLDER ENGAGEMENT AND INVOLVEMENT STRATEGY

#### Consultation and Engagement Statement

The following statement was agreed by the Towns Fund Superboard:

*This stakeholder engagement plan will clearly outline an inclusive stakeholder list and communication strategy as to ensure a transformational, locally driven and community owned submission to the Town Fund for Sandwell's three towns.*

#### Purpose of Consultation and Engagement Strategy

The purpose of the Consultation and Engagement Strategy is to consider how stakeholders will be involved in the development of the Sandwell Town Funds Programme. The stakeholders will be involved in the design and development of a sustainable future for the towns of Rowley Regis, West Bromwich and Smethwick.

Stakeholders are being engaged to seek their involvement and views to shape and deliver the best solutions to meet the needs of local communities.

The Consultation and Engagement Strategy is aimed at a wide range of businesses and stakeholders; the engagement and consultation techniques used will vary depending on which method would be the most effective for each group involved in the process and the stage of the programme.

#### Town Funds Background

As Sandwell Council embarks on an exciting period of transformation, inward investment and expansion. A significant opportunity has arisen to secure funding from Towns Fund in three of the six towns in Sandwell.

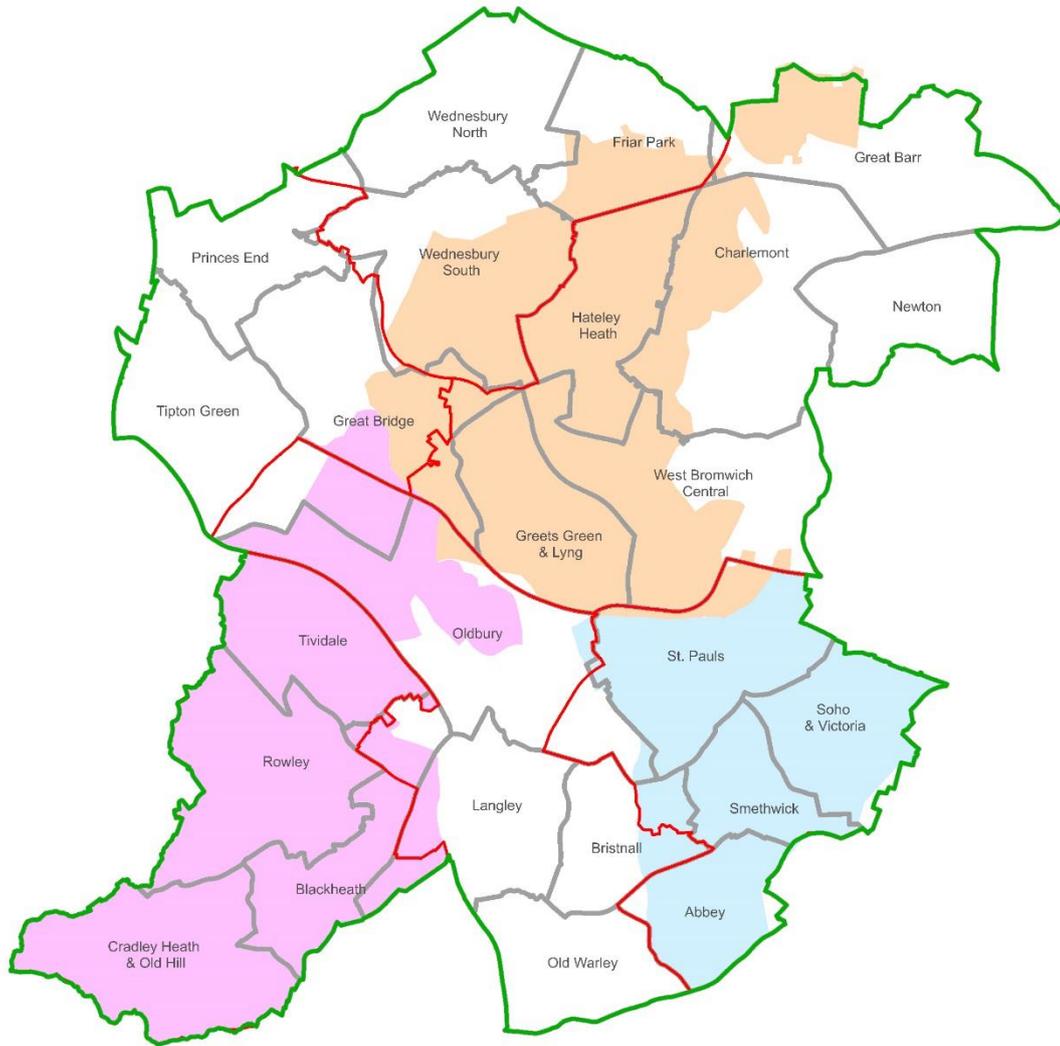
The Government has announced that West Bromwich, Smethwick and Rowley Regis can bid for up to £25m each of funding to deliver interventions in planning and regeneration, skills and enterprise infrastructure, and connectivity (transport and digital).

The benefits of gaining funding from the Programme will contribute to the Sandwell 2030 Vision and economic growth in the towns through linking to existing integrated regeneration strategies. There are also wider benefits to be realised by the towns achieving stronger heritage, a sense of place and by cultural and civic assets benefiting. Leading to increasing tourism and making places more attractive to live, work, visit and invest in.



**Sandwell Towns Fund Boundaries – West Bromwich, Smethwick and Rowley Regis**

**Sandwell Towns - West Bromwich, Smethwick and Rowley Regis**



**Key**

Borough Boundary

Ward Boundaries

Six Towns Boundaries

**Towns Fund Boundaries**

West Bromwich

Smethwick

Rowley Regis



**NORTH**

June 2020

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## STAKEHOLDER ENGAGEMENT AND INVOLVEMENT PRINCIPLES

### Co-deliver

- We will work together to deliver services and make the decisions together.

### Co-design

- We will work together to define issues and design the best responses.

### Engagement Structures

- We will work together through effective and meaningful structures.

### Consultation

- We will consult by completing informal and formal consultations to influence decisions.

### Information

- We will engage by sharing information and utilising social media.

### Compliance

- We will engage in relation to statutory or regulatory requirements

### Social distancing

- All consultations and engagements will be completed within government guidance and guidelines.

## TOWN FUND PRIORITIES AND OUTCOMES

Towns Fund is focused around 3 themes:

- **Urban Regeneration, Planning and Land use:** ensuring towns are thriving places for people to live and work, by: increasing density in town centres; strengthening local economic and cultural assets; site acquisition, remediation, preparation, regeneration and use of planning tools to bring strategic direction and change.
- **Skills and Enterprise Infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
- **Connectivity:** local transport schemes complementing regional and national networks, improved digital connectivity (5G and Fibre).



## STAKEHOLDER CONSULTATION

The programme will follow the Government's Towns Fund Guidance and ensure that planned interventions are consulted with local people and where possible communities are part of producing originating ideas, setting objectives and the longer-term vision.

One of the key elements of the town funds guidance are that there should be ongoing engagement and genuine partnership arrangements. The town boards (Superboard and Local Boards) have a cross-section of people that reflect a broad range of groups and communities across Sandwell.

Evidence from previous Neighbourhood and Regeneration Programmes in Sandwell has demonstrated that consulting with local communities from the outset is likely to lead to a sense of pride and connectivity to projects following their completion. This then positively impacts upon local communities benefiting more widely from the overall outcomes of the programme.

The stakeholder engagement strategy plan has been revised in light of Covid-19 to reflect that there will be a much greater emphasis on completion of engagement through virtual methods and via social media, but where possible we will try to facilitate face to face engagement.

As there has been increased levels of community action and volunteering since the start of the pandemic across Sandwell, it is anticipated that there will be an opportunity to reflect new and emerging priorities in local Neighbourhoods and in the final Town Investment plans. We will ensure that the community consultation and engagement is completed sensitively and appropriately to facilitate physical and social connectivity and diversity across the three towns.

**A stakeholder mapping exercise has been completed to identify stakeholders and select appropriate methods for engagement and consultation.**

Key major stakeholders are brought together within the programme governance as participants of the Towns Fund Superboard, or three Local Boards all of which will be chaired by people independent of the Council.

The first phase of the Towns Fund Programme runs from March 2020 – October 2020. This Phase will lead to the creation of a Town Investment Plan (one for each Town). This Phase of the programme is split into two key stages.

### Stage 1

Ideas Generation (Evidence base compiled, local priorities for Towns Fund identified and Ideas generated for interventions)

### Stage 2

Investment Development (Development of outline business case for Interventions and compilation of Town Investment Plan (TIP))



The nature of consultation and engagement will differ during each of these stages.

### **Stage 1**

During Stage 1, the project team will undertake a broad ranging stakeholder consultation in each of the 3 towns with key identified stakeholders and will listen to local residents and community groups by gaining their views on local priorities and ideas for improvements.

The project team will draw heavily on existing data and consultation (e.g. gathered through Vision 2030 consultation, through the formation of the Inclusive Economy Deal and regular survey work such as the SHAPE survey for young people).

The Government's MyTown website was established at the start of the Towns Fund Programme and many local residents have already engaged with this forum to offer ideas. We will continue to review content on the MyTown website.

### **Stage 2**

During Stage 2, proposed projects will start to become more defined and explored for feasibility and viability. At this stage engagement and consultation will be used in a more targeted way to shape the interventions and test their feasibility and acceptability.

### **Young People's Engagement**

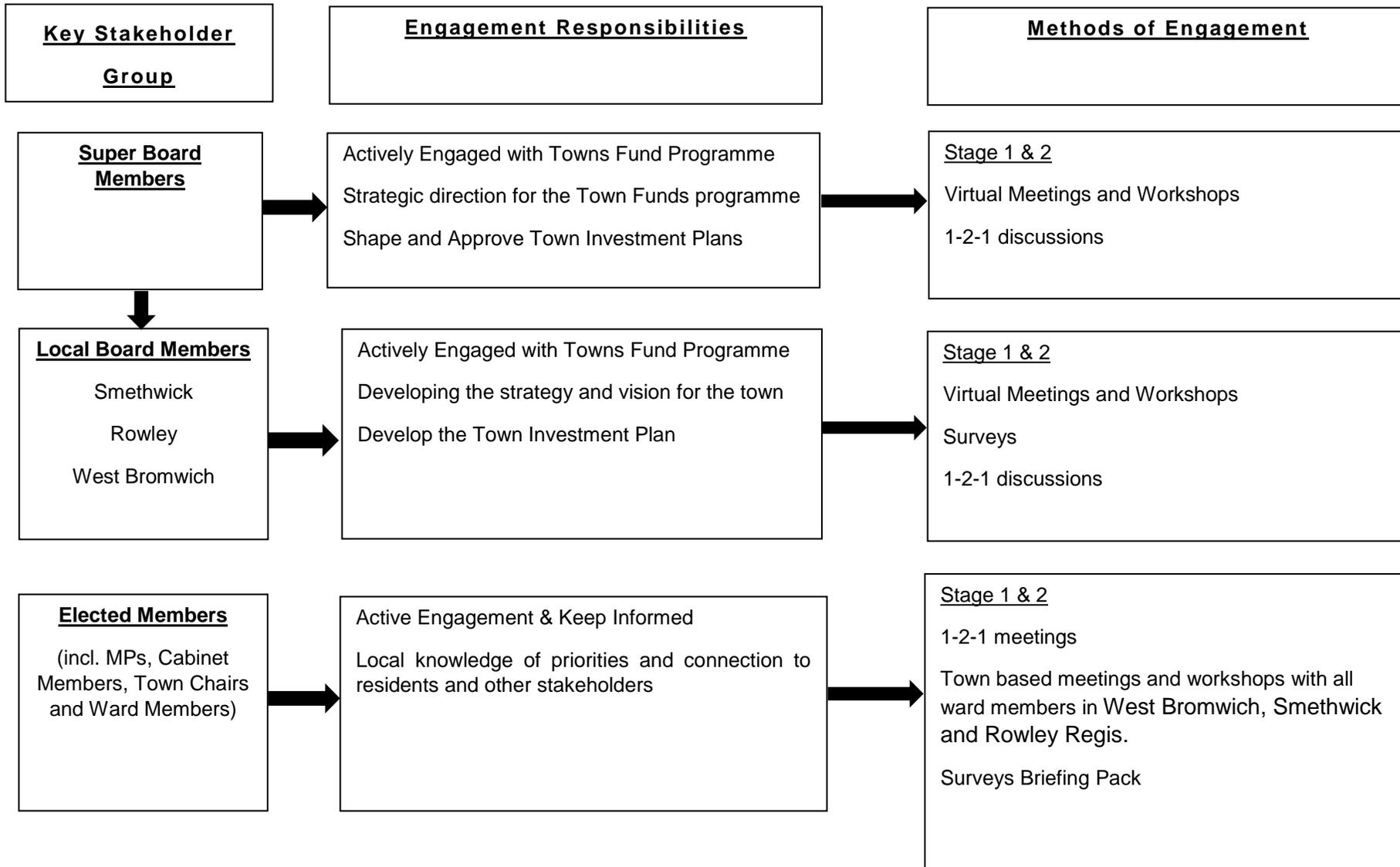
Young people have an important contribution to make in decisions that impact their lives, and their communities. Young People's views will form an integral part of the plans across the three towns. A young people's virtual reference group will be established to conduct engagement with young people and to support the Superboard and Local Boards. In addition, a young person's representative will be supported to participate in the Superboard and Local Board meetings.

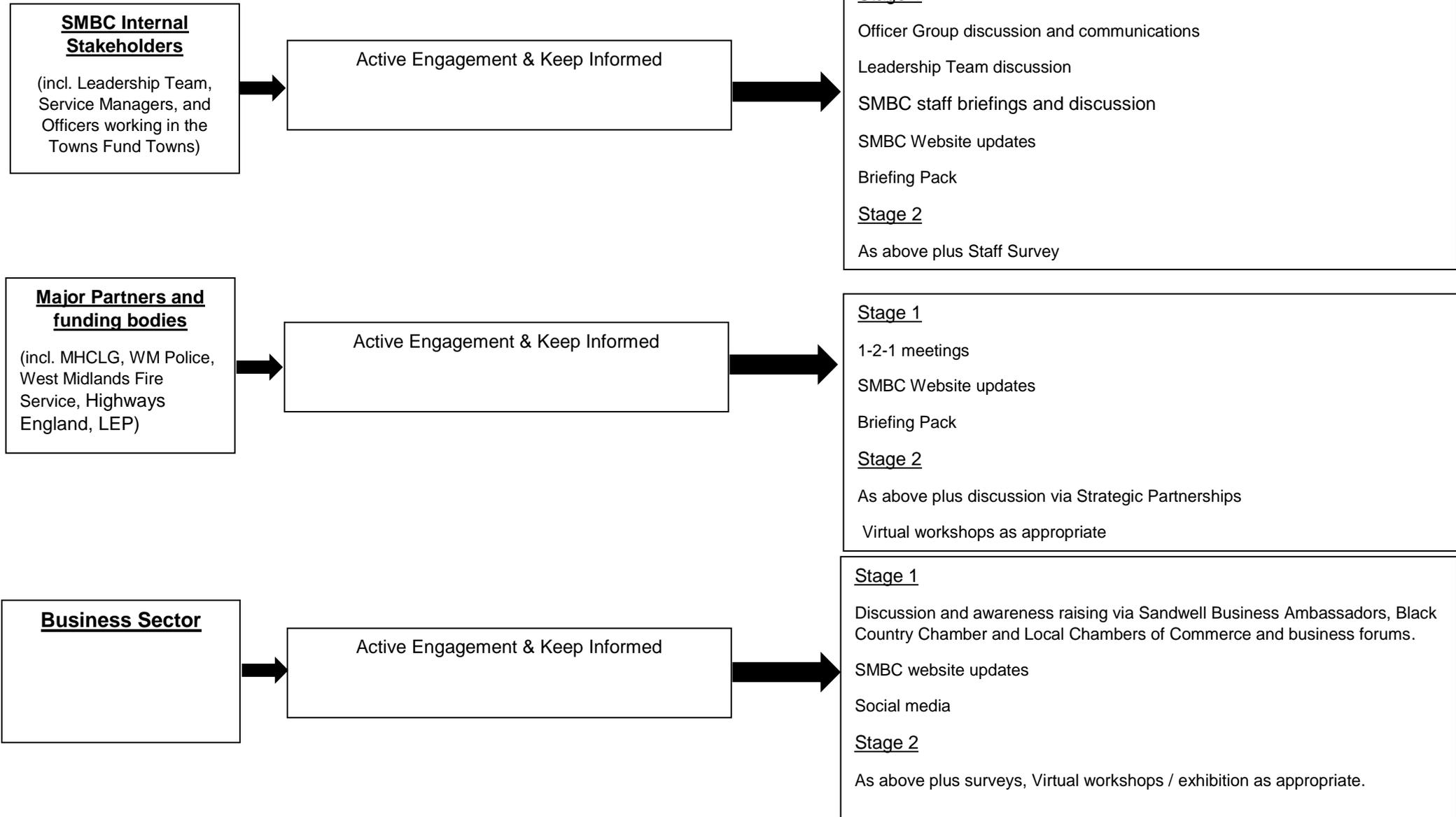
### **Staff briefings**

Virtual staff consultation focus group meetings are to be held in August via Microsoft teams. There will be an opportunity for us to promote the survey at these meetings to engage with SMBC staff around the local priorities that they can identify with through work or by living in West Bromwich, Smethwick and Rowley Regis. This will build upon feedback gained through the 2030 Vision previously and current work on the Council's Big Plans for a Great Place work stream.



## Engagement Plan





**Community & Voluntary Sector Groups**  
(incl. local community groups, SCVO, Sandwell Consortium, Libraries, Religious and Faith Groups) A detailed stakeholder identification exercise has taken place for this group

Active Engagement & Keep Informed

Stage 1  
SMBC website and survey questions  
My Towns Website & #MyTowns  
Press Releases  
Social Media  
Briefing Pack  
Stage 2  
As above plus surveys via key contacts eg SCVO and SCIPs. Virtual workshops as appropriate.

**Local Residents**

Active Engagement & Keep Informed

Stage 1  
Publicity Campaign to raise awareness of Towns Fund incl. press release and social media (July)  
Consultation survey on priorities (August)  
My Towns Website & #MyTowns (ongoing)  
SMBC website (ongoing)  
Information within Towns & signposting to website (JCDecaux)  
Young People's Reference Group engagement  
Stage 2  
Further publicity campaign  
Surveys  
Young People's Reference Group engagement



## Engagement Timeline

	March - June	July	August	September	October	Nov/ Dec
Superboard and Local Boards Engagement	<b>Ongoing (incl. 1:1s, board meetings and briefings)</b>					
Major Partners Engagement	<b>Ongoing (incl. 1:1s, briefings and workshops)</b>					
Business Sector		Awareness raising via social media	Stage 1 survey dissemination via Business Ambassadors, Chamber and Business Forums	Stage 2 survey dissemination via Business Ambassadors, Chamber and Business Forums		<b>Announce Town Deal</b>
Ward Member Briefings		Initial Briefing	Discussion around Town vision, priorities and long list of interventions	Discussion around short list of interventions		<b>Announce Town Deal</b>
Community and Voluntary Sector		1:1s	Stage 1 survey dissemination via SCVO and SCIPS  1:1s	Stage 2 survey dissemination via SCVO and SCIPS		<b>Announce Town Deal</b>
Young People			Reference Group Established and consider priorities and ideas put forwards	Reference Group input into short listed projects	Input views on Draft TIP	<b>Announce Town Deal</b>
Press Release & Social Media		Towns Fund Awareness Raising	Announce launch of stage 1 survey	Announce launch of stage 2 survey	Announce TIP approval at Superboard	<b>Announce Town Deal</b>



	March - June	July	August	September	October	Nov/ Dec
Website		<b>Launch initial website content</b>	Update with survey information and background pack for each Town	Update with proposed interventions and stage 2 survey	Update with TIP summary	<b>Announce Town Deal and process for Phase 2</b>
Survey			Stage 1 Survey Launched (test priorities and gather ideas)	Stage 2 Survey (input into interventions)		
Presence in Towns			JCDecaux		Sandwell Herald Feature	



## **Towns Investment Plan proposals: engagement of children and young people**

### **1. Context**

- 1.1 The Towns Fund Superboard has agreed a Stakeholder Engagement and Involvement Strategy and Plan which states that:

*“This stakeholder engagement plan will clearly outline an inclusive stakeholder list and communication strategy as to ensure a transformational, locally driven and community owned submission to the Town Fund for Sandwell’s three towns.”*

- 1.2 25% of Sandwell’s population is under 18 years of age, and the youth population is increasing. A truly inclusive engagement and involvement approach will ensure that young people contribute to the planning and development for our towns of the future.

### **2. Engagement**

- 2.1 Young people have an important contribution to make in decisions that impact their lives, and their communities. The terms ‘youth voice’ and ‘youth participation’ have been used for a long time, but the phrase ‘youth engagement’ is often overused and misunderstood. Sandwell Council, through its commitment to the SHAPE Youth Forum, enables meaningful engagement to take place with young people, using Hart’s Ladder of Participation as the agreed approach (see the model at the end of this paper). Effective engagement requires the involvement of skilled adults to enable young people’s voices to be truly voiced, heard and responded to, and it’s also important that young people receive feedback regarding their contribution. This proposal recommends that a small part of the funding available to develop the Towns’ bids is used to secure the expertise required to engage young people with skill and integrity.

### **3. What do we already know?**

- 3.1 In 2017, when developing Vision 2030, pupils from Sandwell schools participated in activities that helped to inform the ambitions that were finally agreed; some of those issues are reflected in the Towns Fund documents, including a lack of aspiration and poor education outcomes across the Borough.
- 3.2 Sandwell carries out a bi-annual survey with children and young people. The most recent Survey findings were published in June 2020. The Survey summarises the views of 876 children and young people from years 5 and 6 in primary schools, years 7 to 13 in secondary school, plus the views of parents and professionals. The four extracts below highlight important considerations for the Town Plans:

Along with crime issues and deprivation, it was evident from comments made that Sandwell does not have the best reputation in the eyes of all four groups. Although some of the adults did acknowledge it was improving and developing, the majority felt it was not somewhere where young people could build their future. Those who did want to stay or were unsure, their responses were based on their families living in Sandwell and it being familiar territory rather than the Borough itself.

**...when young people stated where they socialised with friends, many places were located out of Sandwell. The places they socialised in predominantly were parks and food outlets. Adults highlighted Sandwell parks were used for socialising, however the children and young people stated many parks outside of the borough, as they did with entertainment venues, days out and town centres they visit.**

Travel appeared to be a barrier for why young people being able to do activities they like to do, but the biggest barrier was having no-one to go with, and also for the secondary pupils they didn't know what activities were available.

**In terms of development for the future, despite parents feeling young people were educated well about careers, college, university education and apprenticeships, these are what the young people were most interested in learning about, therefore continuing to educate and provide them with information on these is important. Learning how to run your own business was something adults and young people felt they were not educated about, and yet it was something that over 30% of young people were interested in finding out more about. This also was highlighted as an area which all young people felt they were not competent in along with renting or buying their own home.**

3.2 What we haven't yet ascertained from previous engagement with young people is how they think things could be improved, what needs to be done.

#### **4. Proposal**

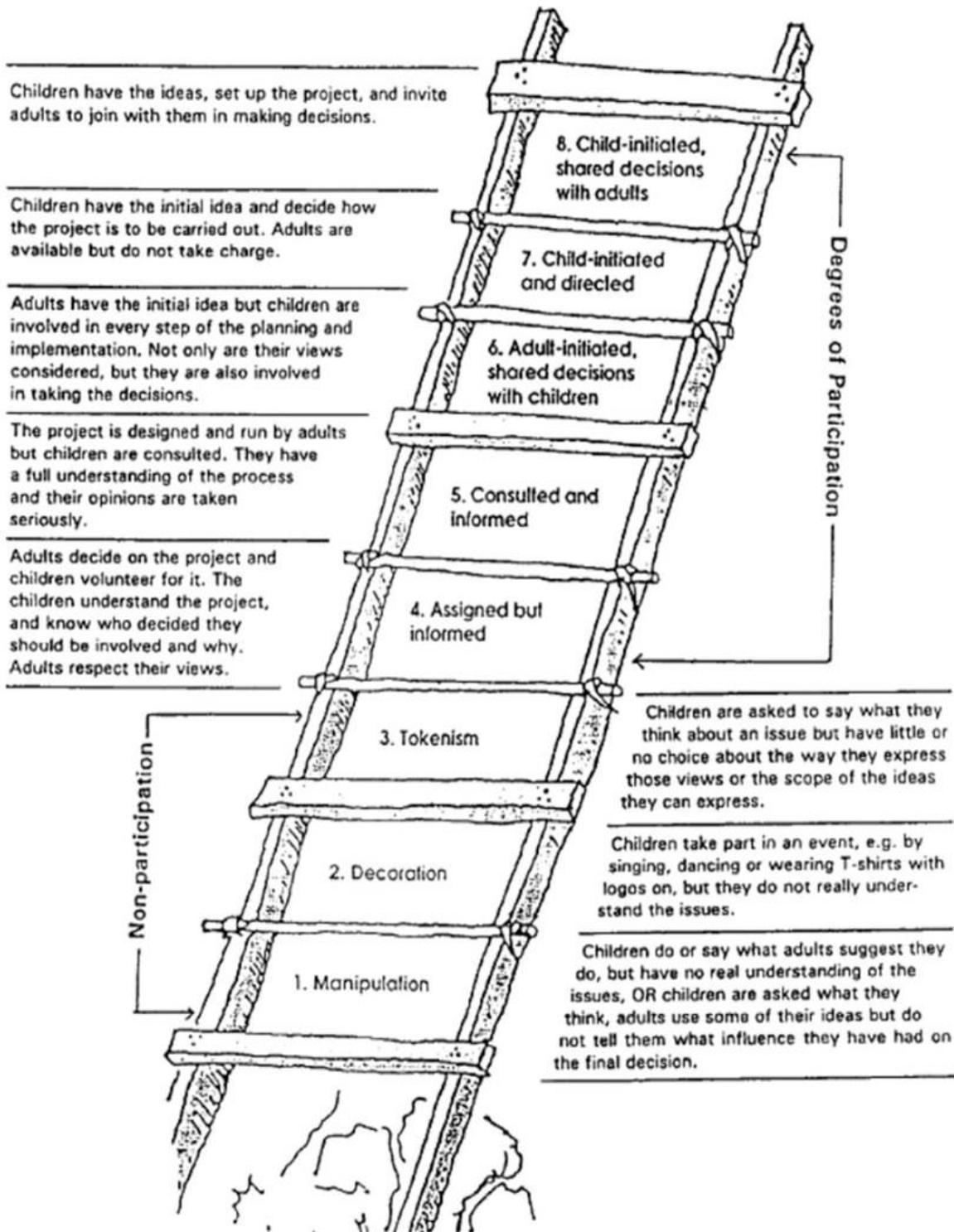
4.1 We have some information from children and young people, but more detailed work is needed to understand how to improve their experience of living in Sandwell so that they can see a bright future for themselves in the Borough.

4.2 The original proposal for young people's engagement in the Towns Fund planning suggested events and activities that would enable those more detailed conversations to take place but the Covid19 lockdown has meant that new ways of working will be needed in the time that remains available before submitting Plans. It is proposed that a young people's reference group is established, operating virtually, and ensuring that a dialogue can take place between the Town Boards, the SuperBoard, and young people. This will

require dedicated project capacity from August to December, prior to the submission deadline, as set out below:

<b>Activity</b>	<b>Capacity</b>
Qualified youth worker time for engagement with the reference group	3 months @ 1 x Senior Youth Officer (SYO) x 6 hours per week
Qualified youth worker time to lead direct work with young people	3 months @ 1 Senior Youth Worker (SYW) x 10 hours per week
Qualified youth worker time to support direct work with young people	3 months @ 1 Youth Worker x 10 hours per week
Qualified youth worker time to support young people's participation in Town Board and/or SuperBoard meetings	3 months @ 1 SYO/SYW x 6 hours per month
Engagement activity resources and recognition for young people (eg book tokens/ high street vouchers)	

- 4.3 The added benefit to the proposal above is that it will enable the Town Boards and SuperBoards to engage directly with young people rather than only having young people's voices relayed by an adult.
- 4.4 Not only would this proposal be good practice, but by engaging young people in this way, we hope that the final Town Investment Plan submissions will have an edge that other areas may not be able to demonstrate.



# Report to Sandwell Towns Fund Superboard

**5 August 2020**

<b>Subject:</b>	Approval of Project Prioritisation Process and Criteria
<b>Presenter:</b>	Interim Director – Regeneration and Growth Tammy Stokes
<b>Contact:</b>	Rebecca Jenkins, Towns Fund Programme Manager <a href="mailto:rebecca_jenkins@sandwell.gov.uk">rebecca_jenkins@sandwell.gov.uk</a>

## 1 Recommendations

That, subject to additional feedback from the Towns Hub Delivery Partner, the Superboard approve the project prioritisation process and scoring criteria for Local Boards to apply.

## 2 Purpose of the report

- 2.1 To outline a process for the Local Boards to adopt to prioritise the project ideas generated into a set of projects within the TIP that represent the best chance to transform the Town's economic prospects and be successful against the Towns Fund criteria

## 3 Current position/Background Details

- 3.1 The Town Investment Plans requires us to identify projects that are to be put forward for the £25m capital funding.
- 3.2 The three Local Boards have been considering the evidence base for each of their Towns and utilising previous engagement activity to identify a vision for their towns and a set of priorities.



3.3 A number of ideas have been put forwards for projects for the £25m funding per Town. The ideas have been generated from engagement activity, discussions with Local Board Members and assessment of the evidence base for each Town.

3.4 The ideas need to be prioritised so that the projects put forward in the TIP have the greatest chance of transforming the Town's economic prospects and being successful against the Town's Fund Criteria.

3.5 There should be a consistent process and methodology used across all three Local Boards to ensure coherence.

3.6 The proposal is for a 4-staged process:

Stage 1 – Sift the ideas generated to ensure that the project is broadly compatible with the criteria outlined in Towns Fund guidance and with Sandwell Council's aspirations as set out in the Vision 2030. This will lead to a long list of projects

Stage 2 – Complete a project proforma for each project on the long list

Stage 3 – Score the long list projects

Stage 4 – Short list the projects based on the scoring to determine which projects will be included within the TIP for investment from Towns Fund.

3.7 The proposal is for the following criteria to be used for the sift stage and scoring stage

3.8 Stage 1 - Sift criteria:

- Vision 2030
- Economic Growth
- The Town's Towns Fund Priorities (as determined by the evidence base)
- Towns Fund objectives as stipulated within the MHCLG guidance
- Clean Growth

- Inclusive Economy Deal and Community Wealth Building Principles
- Potential for Match Funding

### 3.9 Stage 3 – Scoring Criteria (Those marked in bold will be weighted more heavily)

- **Local Need** (*Strategic, evidence based, place focused rationale for the intervention*)
  - **Local Support** (*Does the project have clear and evident stakeholder support?*)
  - **Deliverability** (*Can the project be delivered within 5 years?*)
  - **Longevity** (*What are the long term financial benefits? Are they sustainable?*)
  - **Value for Money** (*Are the costs proportional and represent Value for Money*)
  - Clean Growth (*Contribution to clean growth & environmental sustainability*)
  - Inclusive Economy and Community Wealth Building Principles (*Is the project consistent with Inclusive Economy requirements?*)
  - Match Funding (*Is there potential for match funding*)

## 4. Appendices

None.

## 5. Source Documents

None.

# Report to Sandwell Towns Fund Superboard

**5 August 2020**

<b>Subject:</b>	Sandwell Towns Fund Programme Update
<b>Presenter:</b>	Adrian Eggington – Chair Rowley Regis Local Board Alan Taylor – Chair Smethwick Local Board Chris Hinson – Chair West Bromwich Local Board Rebecca Jenkins - Sandwell Towns Fund Programme Manager
<b>Contact:</b>	rebecca_jenkins@sandwell.gov.uk

## 1 Recommendations

That the Superboard notes the programme update contained in this report and the verbal updates from the Chairs of the Local Boards

## 2 Purpose of the report

- 2.1 To outline the progress of the Towns Fund programme and work to date conducted by the Local Boards

## 3. Background and Main Considerations

- 3.1 On 6 September 2019 it was announced that 101 Towns had been identified by Government to benefit from the Towns Fund. In Sandwell, West Bromwich, Smethwick, and Rowley Regis were identified. On 1<sup>st</sup> November 2019, the Government released the Towns Fund prospectus, providing some additional information about the purpose and scope of the funding as well as setting out key timescales for progressing the Town Fund.
- 3.2 Detailed guidance on the Towns Fund was published in June 2020.

- 3.3 The objective of the fund is to drive the economic regeneration in Towns to deliver long term economic and productive growth through;
- 3.3.1 **Urban regeneration, planning and land use;** ensuring towns are thriving places for people to live and work, including by; increasing density in town centre, strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making the full use of planning tools to bring strategic direction and change.
  - 3.3.2 **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
  - 3.3.3 **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.
- 3.4 The Town Fund comprises £3.6b of funding across 101 towns. Investment of up to £25m in each Town is available. The amount of funding allocated to each Town will be based on the Town Deal agreed with Government. The Government will consider proposals for more than £25m in exceptional circumstances and this will be subject to additional scrutiny and process.
- 3.5 Due to Covid-19, Government Guidance on the Towns Fund programme was delayed and timelines for the Towns Fund Programme pushed back. Detailed guidance was released in June 2020.
- 3.6 In addition, an accelerated funding announcement was made on 30 June 2020 for up to £750,000 for each Town for projects to be delivered in this financial year.
- 3.7 The Superboard and three Local Boards have been established to oversee and shape the Sandwell Towns Fund Programme.
- 3.8 In February 2020, Cabinet approved the award of contracts for consultancy support to deliver the Towns Fund for Smethwick, Rowley Regis and West Bromwich
- 3.9 The first phase of the Towns Fund Programme is to submit a Town Investment Plan (TIP). The Council's Cabinet delegated authority to the Superboard to approve the three Town Investment Plans.

- 3.10 Since the last meeting of the Superboard, the three Local Boards have been convened. The initial work of the Local Boards was conducted through the circulation of information packs and views of Local Board Members gathered via surveys and one to one discussions.
- 3.11 In July 2020, all of the Local Boards met virtually to discuss the evidence base, Towns Fund priorities for each Town, emerging interventions and proposals for the accelerated funding.
- 3.12 The Superboard will receive verbal updates from the Chairs of the Local Boards on the emerging priorities and interventions for Rowley Regis, Smethwick and West Bromwich.

# Report to Sandwell Towns Fund Superboard

**5 August 2020**

<b>Subject:</b>	Agreement of Accelerated Funding Projects
<b>Presenter:</b>	Adrian Eggington – Chair of Rowley Regis Local Board Alan Taylor – Chair of Smethwick Local Board Chris Hinson – Chair of West Bromwich Local Board
<b>Contact:</b>	rebecca_jenkins@sandwell.gov.uk

## 1 Recommendations

That the Superboard recommends the proposals for Towns Fund Accelerated Funding to the Council's S151 Officer for consideration and sign-off.

## 2 Purpose of the report

- 2.1 To outline the accelerated funding offer within Towns Fund Programme and to outline the proposed projects to put forward for each Town.

## 3 Current position/Background Details

- 3.1 On 30 June the Government announced grants of £750,000 to Rowley Regis, Smethwick and West Bromwich to fund capital projects that can be delivered this financial year.
- 3.2 The accelerated funding has been confirmed as additional to the main Towns Fund Programme of up to £25m per Town.

- 3.3 The criteria outlined was to bring forward projects that would respond to immediate challenges, including:
- a. Improvements to or new parks and green spaces and sustainable transport links
  - b. Improvements to town centres including repurposing empty commercial properties
  - c. Demolition or site remediation where this will have an immediate benefit
- 3.4 The Council's S151 Officer is responsible for signing-off the projects and confirming that the proposed spend is in line with the Towns Fund intervention framework, will achieve good value for money and that the project(s) can be delivered this financial year.
- 3.5 The proposal must be submitted to the Cities and Local Growth Unit by 14 August 2020.
- 3.6 Further to the announcement, consideration has been given to suitable projects within each Town that meet the above criteria.
- 3.7 Each Local Board has considered a list of potential projects to be put forwards, pending more detailed work by Officers to explore deliverability within the tight timeframe and to cost the proposals.
- 3.8 The proposed projects will be presented to the Superboard during the meeting by the Chairs of the Local Boards.

## **7. Appendices**

None.

## **8. Source Documents**

None.