

# West Bromwich, Smethwick and Rowley Regis TIP Overview



# West Bromwich TIP Overview

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## The West Bromwich Vision

Our vision is for each of our towns to be thriving, optimistic with resilient communities. West Bromwich is the strategic heart of Sandwell, a destination town, a place where the people of Sandwell and the wider West Midlands come to shop and relax; it is a gateway into higher education, where students choose to come to study; and a safe place where people want to live, with high quality housing available for people of all ages.



# West Bromwich priorities



## Reinvigorate the town centre

*Reinvigorating the High Street encouraging new uses of infrastructure by providing new homes, addressing declining retail and supporting education.*



## Unlock land to aid regeneration

*Delivering regeneration through land acquisition, remediation and re-developing town assets.*



## Support good quality jobs

*Improving skills via new education facilities and supporting people into new jobs.*



## Stimulate COVID Recovery

*COVID has hit the economy hard. Kickstarting retail and business once again with new capital investments is key to West Bromwich recovery.*



# Proposed Prioritised Projects



Project Name	Description	Provisional Ask of the TIP	Match Funding Identified
<b>Securing Sandwell's Engineering: Sandwell's Centre for Civil &amp; Mechanical Engineering Skills</b>	The project will regenerate Sandwell' College's 'Engineering Centre', based in Phoenix Street in West Bromwich. A centre offering opportunity in Construction and Engineering for Adults and young people in programmes for the unemployed, reskilling of the workforce and apprenticeships	£2.2m - £3.7m	Sandwell College c.£330,000
<b>Digital Den</b>	This project creates free to use and supported access to digital and online service, training and qualifications and careers and education support. The overall aim is to reduce digital exclusion and in doing so, reduce financial exclusion.	£42.6k	
<b>West Bromwich Town Centre Development</b>	This project aims to deliver comprehensive regeneration and transformation of the West Bromwich retail submarket through major site assembly and demolition works.  It involves the potential acquisition of Queens Square and Kings Square shopping centre and the demolition of underperforming sites. This is to deliver a significant number of town centre homes, improve the towns declining retail offer, re-purposing surplus accommodation and unlocking large areas of brownfield land for planned regeneration.	£15m	
<b>West Bromwich Green Corridor</b>	An urban greening proposal that fall into 4 sections that begin with a central linear park and form a route past and through new and existing development through to Dartmouth Park, supported by a wider cultural arts programme.	£2.2m	Arts Council (amount tbc)
<b>West Bromwich Travel Scheme</b>	Improved Cycle routes better connecting residents across West Bromwich to Sandwell Valley, Dartmouth Park, the town centre and creating improved cycle provision and crossing facilities.	£3.2m	
<b>West Bromwich Town Hall Quarter</b>	The council is looking to relocate public into the Town Hall and Central Library, creating a public services zone across multiple assets. This involves building a significant extension built on the side of the town hall and renovation of existing buildings.	£8.1m	Council disability access budget - £100,000  From partner (tbc) £250,000



# Accelerated funding Projects



As part of the Towns Fund process, we were invited to bid for an additional £750k for accelerated projects that could be delivered within 12 months. Below are the two projects we have applied for and are an important part in kickstarting the regeneration of West Bromwich.

Project Name	Description	Funding
<b>Outdoor Market Redevelopment</b>	It is evident, simply looking at the High Street, that its most prominent, and also most detractive feature, is the street market structure located centrally down the promenade. SMBC proposes to undertake a programme of inventive, comprehensive and transformational improvement works to these to ensure that they are fit for purpose and no longer detract from the area.	£440,000
<b>Improvements to WB Town Hall</b>	To complete the refurbishment of the Tower of West Bromwich town hall. Refurbishing this local landmark is the initial part of a much wider renovation and will symbolise the beginning of that process.	£310,000



## Spatial Strategy – Project Pipeline

Alongside the TIP, a project pipeline of future investments has been developed. This includes:

1. West Bromwich town masterplan
2. Investment into Sandwell Valley ahead of 2020 Commonwealth Games
3. Tourism and visitor growth strategy for a ‘destination place’
4. Ongoing Heat Network proposal & Verus Energy Waste to Energy Plant
5. Expansion of education hub with a new, high quality music school



# Smethwick TIP Overview

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## The Smethwick Vision

We want to build on Smethwick's strengths as a diverse town with a young, growing and aspirational population, improving quality of life in the town and creating quality jobs and opportunities for our residents and businesses.

The TIP is the opportunity to join up and enhance the various existing investments –and open the door to many more.



# Smethwick priorities



Maximise local impact of major investments in hospital and Aquatics Centre

*Ensuring that the Midland Metropolitan University Hospital and the Sandwell Aquatics Centre –two major developments due for completion in Smethwick in the next few years –provide opportunities and investment for local people*



Deliver more housing

*Build new, quality homes in Smethwick, prepared brownfield sites for development*



Regenerate and upgrade local assets

*Improve the public realm and buildings in Smethwick to improve the appearance of the town*



Support good quality jobs

*Increase the opportunities for residents to find fulfilling work in Smethwick through skills training*



# Proposed Prioritised Projects



Project Name	Description	Provisional Ask of the TIP	Match Funding Identified
<b>Smethwick Travel Scheme: Cycle and Walking Provision</b>	Creating cycle and pedestrian links from two railway stations to the town centre and local hospital. The scheme aims to improve access and connectivity within Smethwick by delivering cycling and walking infrastructure improvements and improving safety	£4.8m	TBC - AQ Centre LEP Transforming Cities Fund – WMCA
<b>Grove Lane Regeneration: Housing Development</b>	Acquisition and remediation of selected sites within the Grove Lane area to accelerate regeneration for housing delivery, the first phase of a comprehensive major regeneration project to deliver in excess of 800 new homes and associated infrastructure.	£4.35m	TBC – WMCA, Homes England
<b>Youth, Community and Sports Smethwick: Albion Family in the Park</b>	A dedicated Youth, Community, Sport and Education Space in the renovated West Smethwick Park, creating a financially sustainable, all-year youth, community, sport and education offer for Smethwick.	£1.25m	Heritage Lottery £5m FA Premier League & Football Foundation £1.5m
<b>Rolfe Street Regeneration</b>	Demolition and remediation to provide a stand-alone development ready site, which will provide much needed housing and potential space for small enterprises, to support the wider regeneration of the Town and link to the opportunities around the Hospital.	£2m	Potential source that could be approached for 10% Potential match funding opportunity from WMCA
<b>Centre for Health Education</b>	Major new skills resource, covering training from entry level to L7 skills, linked to the hospital development. Providing a university presence in Smethwick	£14m	Amounts TBC
<b>Sandwell Adult Family Learning: Ron Davis Centre</b>	The expansion of the Ron Davis centre through the addition of three extra classrooms, enabling the expansion of the successful Sandwell Adult Family Learning services	£300k	



# Accelerated funding Projects



As part of the Towns Fund process, we were invited to bid for an additional £750k for accelerated projects that could be delivered within 12 months. Below are the two projects we have applied for and are an important part in kickstarting the regeneration of Smethwick

Project Name	Description	Funding
<b>Tollhouse Way Cycle and Walking Scheme</b>	To deliver a cycle path along A457 Tollhouse Way to Smethwick Galton Bridge station with improved crossing points and footway enhancements along the High Street, including pedestrian footway improvements to the entrance of all side roads.	£750,000



# Spatial Strategy - – Project Pipeline

Alongside the TIP, a project pipeline of future investments has been developed. This includes:

1. Investment in mixed-use and heritage assets, including Chance Glassworks, Soho Foundry and Bearwood Community Hub
2. Investment in parks and open spaces
3. Investment in connectivity, including Cape Arm Canal Bridge and Towpath Works and Bearwood Active Travel
4. Development of a masterplan for Grove Lane



# Rowley Regis TIP Overview

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## The Rowley Regis Vision

The vision is for Rowley Regis to be a location which is fit for the future and home to resilient, connected communities where all residents have access to local centres, to useable, good quality open spaces and to opportunities which will support their education, skills development and health needs.



# Rowley Regis priorities



## Connectivity within and between the communities

*Improving walking and cycling connectivity between key transport hubs and town centres and connections from communities to open spaces*



## Making town centres more inclusive

*Interventions that attract people back into the high streets of Cradley Heath, Blackheath and Oldbury, taking away barriers which are preventing access and desire to return to the high street. Themes include: -*

- *Making the town work better for public transport users, pedestrians and cyclists*
- *Improving public realm and redirecting traffic movement*
  - *Enabling and supporting innovative business opportunities*



## Raising education and skill aspirations

*With Sandwell's tertiary education consolidated in West Bromwich, there is an opportunity to develop satellite facilities in Cradley Heath town centre to extend opportunities across Rowley Regis to upskill residents further*



## Improving asset base

*Three themes have been explored that will improve asset base with a particular focus on: -*

- *Housing fabric*
- *Green space and;*
- *Digital connectivity*



## Stalled sites

*There are several stalled sites identified throughout Rowley Regis with potential to contribute to regenerating the area but they need support to realise the opportunity. These provide opportunity for residential sites in key locations.*



# Proposed Prioritised Projects



Project Name	Description	Provisional Ask of the TIP	Match Funding Identified
<b>Britannia Park Project</b>	The construction of new changing room and centre facilities, general improvements to park entrances, walkways and cycle routes throughout the park, improved lighting and security to make it a more attractive venue.	£1.5m	
<b>Rowley Regis- Education Facility</b>	The construction of a satellite education facility located in Cradley Heath through a partnership between Sandwell College and SMBC. The project will provide options for three groups of learners: 16-18-year olds; 19-24-year-old NEET; 25+ (un)employed adults.	£11.2m	Amount TBC
<b>Canal Network Improvement: Dudley No2</b>	Tow path improvements along Dudley No.2 Canal (between Windmill Edge Bridge and access to Old Hill Train Station) to improve walking and cycling along this route and access improvements to estate areas.	£750k	
<b>Canal Network Improvement: Old Mainline</b>	Tow path improvements along Old Mainline and Gower Branch canal from Tividale Aqueduct (Netherton Tunnel) to High Bridge (Rounds Green Road) to improve walking and cycling along this route and access improvements to estate areas. This includes Rose Lane and John's Lane tunnels and building connections to Rattlechain TIP development site.	£1.4m	Greener Cities Fund £120k
<b>Rowley Regis Travel Scheme</b>	Improvement of walking and cycling routes within Blackheath, Cradley Heath and Oldbury improving pedestrian mobility via sustainable modes of transport.	£1.3m	
<b>Energy Efficiency Scheme</b>	Installing air source heat pumps at Darley House, Addenbrooke Court, Wesley Court and nearby blocks, improving fuel efficiency, reducing fuel poverty and replacing outdated heating systems. Utilising this first of kind project in Sandwell to upskill young residents and those seeking new opportunities to train and learn new skills in a growing and sustainable industry.	£5m	TBC
<b>Blackheath Bus Interchange and Social Space</b>	Pedestrianisation of Blackheath Town Centre, creation of new bus interchange and social space for improved pedestrian mobility.	£3.7m	



# Accelerated funding Projects



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Project Name	Description	Funding
<b>Blackheath Town Centre Pedestrian and Cyclist connectivity to Rowley Regis Train Station.</b>	Avenue Road link from Blackheath town centre to Rowley Regis Station improved for pedestrians/cyclists: new lighting on re-sited columns, side-road crossings, resurfacing, signs and lines	£176,508
<b>Oldbury Town Centre Pedestrian and Cyclist connectivity</b>	Upgrade Ringway crossing to toucan spec, install tiger crossing on Rounds Green Rd; add marked cycle paths around Ringway to build on recent traffic calming, pedestrian and cycle priority schemes	£213,141
<b>Tividale Park Improvements</b>	Renovate disused changing rooms; accessibility improvements to adjoining community hub; create new car park, lighting, security bollards	£133,949
<b>Bearmore Open Space Improvements</b>	Install play equipment to complement existing infrastructure	£45,980



# Accelerated funding Projects



Project Name	Description	Funding
<b>Britannia Park Phase 1 Improvements</b>	Phase 1: Demolition of changing rooms. (Phase 2: Replacement to form part of TIP proposals).	£54,750
<b>Warrens Hall Improvements</b>	Upgrade key paths around site to all-weather surfaces; improve entrances; create fishing platforms at Swan Pool	£66,550
<b>Haden Hill Park Improvements</b>	Create sensory garden with several new access paths, various species of plants, raised planters and a picnic area with accessible picnic benches.	£57,200



# Spatial Strategy - – Project Pipeline

Alongside the TIP, a project pipeline of future investments has been developed. This includes:

1. Investment in connectivity; supporting voluntary sector, community organisations and residents to become digitally inclusive.
2. Investment in improving fuel efficiency for further units across the town
3. Investment in developing multi-use community spaces for organisations, schools and residents
4. Regeneration opportunities of stalled sites

