

**Sandwell Towns Fund Superboard  
Towns Fund Consultation and Engagement Plans for Tranche 2 and 3 Projects**

**22 July 2021**

<b>Subject:</b>	Towns Fund Consultation and Engagement Plans for Tranche 2 and 3 Projects
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**1. Recommendations**

- 1.1. To receive and approve Consultation and Engagement Plans for Tranche 2 and 3 projects.

**2. Purpose of the report**

- 2.1. To outline the background to the development of project level Consultation and Engagement Plans for Tranche 2 and 3 projects including input from Local Board discussions.
- 2.2. To present the project level consultation and engagement plans for consideration.

**3. Background and Main Considerations**

- 3.1. At the meeting held on 17 May 2021, Superboard agreed the Stakeholder and Engagement Approach for Phase 2 of the Towns Fund Programme.
- 3.2. The approach outlined that each project should develop a tailored consultation and engagement plan to aid the development of the Full Business Cases for each project, and that a specific young people's engagement workstream should continue.
- 3.3. It was also outlined that the Tranche 1 projects (Ron Davis Centre, Digital Den, and Mechanical Engineering Centre) would proceed to finalise their Full Business Cases on the basis of the consultation and engagement undertaken to date.
- 3.4. All of the tranche 2 and tranche 3 projects have developed a tailored consultation and engagement plan. This contains details of the stakeholder groups relevant to the project and the planned engagement to prepare the Full Business Case for the project.

- 3.5. The consultation and engagement plans have been received by the relevant Local Board for consideration and input ahead of Superboard’s consideration.
- 3.6. When Superboard give consideration to final versions of project Full Business Cases, the business case will include a summary of the consultation activity undertaken, findings from this and how it has informed the Full Business Case. The business case will also identify any consultation and engagement that will take place after the FBC approval (e.g. statutory consultations connected with Planning Approvals may be sequenced following FBC submission).

**Young Peoples Engagement**

- 3.7. As we progress through tranche 2 and 3 projects of the Towns Fund, ongoing engagement and consultation with young people remains integral to the development of key projects. Young people will continue to be consulted as stakeholders where project sponsors and young people themselves feel this is relevant and will add value to the development of projects. The Shape Youth Forum, as the boroughwide representatives for young people’s voices in Sandwell, will be provided with regular updates on the progression of the overall Town’s Fund programme.

**Elected Members Engagement**

- 3.8. In response to lessons learnt from Phase 1 of the Towns Fund Programme, there has been ongoing consultation and engagement with elected members for Towns Fund projects within the 3 towns.
- 3.9. Following Cabinet approval of the Towns Fund Governance Arrangements on 16 June 2021, the Deputy Town Lead for West Bromwich, Smethwick and Rowley Regis have been asked to join the relevant Local Board, to accompany the Town Lead and Local Cabinet Member.
- 3.10. A series of meetings have been arranged with all elected members over the next three months to ensure discussions are timely and relevant in line with the decision and approval making process. Meetings will provide an opportunity for elected members to discuss and input into projects. Relevant ward members have also been included as key stakeholders in project engagement plans, ensuring their views are included within the consultation for each of the projects.
- 3.11. All elected members can continue to raise questions relating to Town Funds projects with the Town Lead and Deputy Town Lead, who can feedback directly during Local Board meetings.
- 3.12. **West Bromwich Project Consultation and Engagement Plans**

<b>Project Title</b>	<b>Local Board Feedback</b>
Urban Greening	Local board members were satisfied with the draft Consultation and Engagement Plan and no suggestions were forthcoming.
Walking and Cycling Infrastructure	Suggestions from Local Board included: -

<b>Project Title</b>	<b>Local Board Feedback</b>
	<ul style="list-style-type: none"> <li>• There are several Facebook groups that could be utilised e.g. 'I live in West Bromwich' and 'Walking to Wellness'.</li> <li>• Consideration for mobility action groups to be included within consultation and engagement activities. Town Lead Councillor Melia offered to support the liaison.</li> <li>• Consideration to consult with the cycling franchise located within Dartmouth Park.</li> </ul>
Retail Diversification Programme	Local board members were satisfied with the draft Consultation and Engagement Plan.
Town Hall Quarter	Local board members were satisfied with the draft Consultation and Engagement Plan and emphasised the importance of consultation and engagement with current users, specifically the organisations/ services currently located in the Town Hall.

### 3.13. Smethwick Project Consultation and Engagement Plans

<b>Project Title</b>	<b>Local Board Feedback</b>
Walking and Cycling Infrastructure	Local Board members suggested joint engagement sessions across the Smethwick projects would be beneficial to raise awareness, showcase plans and seek design input on all Smethwick projects.
Midland Met Learning Campus	<p>Local board members were satisfied with the draft Consultation and Engagement Plan and suggested the following: -</p> <ul style="list-style-type: none"> <li>• The council has many networks and existing structures that the NHS Trust could be linked into and utilise, to ensure local people are engaged and involved.</li> <li>• Elected Members can have a key role in the engagement activities, to ensure their contacts are engaged with.</li> <li>• The project is aspirational and is key for people to understand what this project could do for them, their families and the next generation.</li> <li>• During the partner co-creation workshops held by NHS Trust, a lot of the focus has been around the sense of welcome into the building. The facility is not only for those who are working through curriculum with partners but is for members of the public to visit and understand what education and training is available for them. The accessibility message needs to be part of the earliest stage of consultation but also consistently throughout.</li> </ul>

<b>Project Title</b>	<b>Local Board Feedback</b>
Grove Lane Regeneration	Local board members were satisfied with the draft Consultation and Engagement Plan.
Rolfe Street Canalside Regeneration	Local board members were satisfied with the draft Consultation and Engagement Plan.
Albion Family in the Park	<p>Local Board members suggested the following: -</p> <ul style="list-style-type: none"> <li>• In principle, the draft consultation and engagement plan is satisfactory, however given the project status, consultation and engagement with local residents and the Smethwick community is key but must be approached sensitively.</li> <li>• The perception of residents is that the council have plans in place that are set in stone ahead of engagement. As a result, residents feel they are left out.</li> <li>• It was suggested consultation will begin once there is a preferred location option to ensure the right consultation takes place.</li> <li>• The Smethwick Town Lead and Deputy Town Lead offered to directly support consultation activities, by meeting with members of the public to share project progress and obtain feedback.</li> <li>• The Local Board network and links to the community are key and should be utilised to share project development and promote engagement activities</li> <li>• Consideration to methods of engagement including face to face, MS Teams, social media live events, summer holiday planned activities, use of community centres and Local Board networks.</li> </ul>

### 3.14. Rowley Regis Project Consultation and Engagement Plans

<b>Project Title</b>	<b>Local Board Feedback</b>
Walking and cycling Infrastructure	<p>Local Board members suggested the following: -</p> <ul style="list-style-type: none"> <li>• Consideration to the wider network and how this project links to Smethwick and West Bromwich Walking and Cycling projects.</li> <li>• To incorporate user experience within consultation and engagement including disability access.</li> <li>• Andy Miller, project lead, to be invited to Ward Member meetings.</li> </ul>
Canal Network Connectivity	<p>Local Board members suggested the following: -</p> <ul style="list-style-type: none"> <li>• Consideration to involve the disability centre as representatives of people with disabilities</li> <li>• Involvement of any volunteers that are associated with the canals</li> </ul>

Project Title	Local Board Feedback
	<ul style="list-style-type: none"> <li>• Young people’s engagement to be considered through the group established at St Michael’s as part of the TIP development</li> <li>• Consideration to engage with WASUP (World Against Single Use Plastic) following local board concerns around the volume of litter along the canals.</li> <li>• James Dennison, project lead, to be invited to Ward Member meetings.</li> </ul>
Blackheath Bus Interchange and Public Realm	<p>Local Board members suggested the following: -</p> <ul style="list-style-type: none"> <li>• Consideration to include a public toilets facility within the project following feedback from town users.</li> </ul>
Britannia Park Community Hub and Greenspace	<p>Local Board members suggested the following: -</p> <ul style="list-style-type: none"> <li>• Consideration of specific engagement with residents whose homes/ gardens back onto the park grounds as their needs and requirements are different to those who visit the park for a duration of time.</li> <li>• Specific engagement is required around lighting for the 3G pitch, to ensure residents are not disturbed by the impact of new lights.</li> <li>• There is a holiday activity programme scheduled in the park for young people during August 2021. This is an opportunity for consultation and engagement with young people.</li> <li>• Consideration to include engagement with young people around facilities in the park e.g. café, youth club.</li> </ul>
Rowley Regis Education Hub	<p>Local board members were satisfied with the draft Consultation and Engagement Plan and emphasised the importance of engaging with local community organisations in the development of this project.</p>

## Appendices

West Bromwich Consultation Plans

Smethwick Consultation Plans

Rowley Regis Consultation Plans

Public Consultation Gantt Chart

## Source Documents

Sandwell Towns Fund Phase 2 Stakeholder and Engagement Approach  
Phase 2 Programme Consultation and Engagement Timeline