

Agenda

Sandwell Towns Fund Superboard

Thursday, 23 September 2021 at 3.00 pm
At Online Meeting

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

5 - 12

To confirm the minutes of the meeting held on 22 July 2021 as a correct record.

4 Declarations of Interest

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

5 Urban Greening Full Business Case

13 - 82

Agreement of the Full Business Case for the West Bromwich Urban Greening Project.

6 Full Business Cases for Tranche 3 Projects

83 - 98

To discuss and input into the Full Business Cases



for Tranche 3 Projects: -

- i. Rowley Regis Canal Network Connectivity
- ii. Rowley Regis Blackheath Bus Interchange and Public Realm
- iii. Rowley Regis Britannia Park Community Hub and Greenspace Improvements
- iv. Smethwick Albion Family in the Park

Discussion by Exception: -

- West Bromwich Retail Diversification Programme
- West Bromwich Town Hall Quarter
- West Bromwich Walking and Cycling Infrastructure
- Rowley Regis Walking and Cycling Infrastructure
- Rowley Regis Education Hub
- Smethwick Ron Davis Centre Expansion
- Smethwick Walking and Cycling Infrastructure
- Smethwick Grove Lane Regeneration
- Smethwick Rolfe Street Canalside Regeneration
- Smethwick Midland Met Learning Campus

7 **Town Deal Local Boards** 99 - 138

To receive a report outlining the activity of the Town Deal Local Boards.

8 **Towns Fund Programme Update Report** 139 - 142

To receive a report outlining the progress of the Towns Fund Programme, including identification of any project changes.

Kim Bromley-Derry
Interim Chief Executive
Sandwell Council House
Freeth Street
Oldbury
West Midlands

Distribution

J Thompson (Chair)
A Eggington, Taylor, Hinson, I Padda, R Singh, Bradford, Foster, Layer,
Pennington, Morris, Nugent, Bevington, Bromley-Derry, Davis, Richards,
Spellar, Shingadia and Bailey MP

Contact: town_deal@sandwell.gov.uk

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Sandwell Towns Fund Superboard

22 July 2021 at 16:00 hours

Present: Jude Thompson, Black Country Chamber of Commerce (Chair)
Adrian Eggington, Local Board Chair – Rowley Regis
Chris Hinson, Local Board Chair – West Bromwich
Geoff Foster, SCVO
James Morris, MP Halesowen and Rowley Regis
Sandeep Shingadia, Transport for West Midlands

SMBC Officers: Alan Reynolds, Senior Planner
Alex Goddard, Sandwell Council Governance Services
Clinton Felicio, Planning Regeneration Support Officer
Emma Parkes, Towns Fund Programme Management Office
Joshua Singh, Planning Regeneration Officer
Rebecca Jenkins, Towns Fund Programme Manager
Santokh Singh, Neighbourhood Engagement Manager
Tammy Stokes, Interim Director - Regeneration and Growth

Also present: Wendy Brookfield, Greets Green Community Enterprises
Simon Griffiths, Sandwell College
Jane Bailey, Sandwell College
James Dennison, Canal and River Trust
Samantha Hadley, James Morris MP's Office
Shaun Hunt, Sandwell College
Phil Asquith, West Midlands Police
Richard Nicklin, Wolverhampton University
Talvinder Sandhu, Sandwell Council
Kashmir Singh, Sandwell Council

45/21 **Welcome and Opening Remarks**

The Chair welcomed attendees to the meeting of the Sandwell Towns Fund Superboard.

46/21 **Apologies for Absence**

Apologies for absence were received from the following Superboard members: -

Alan Taylor, Chair of Smethwick Local Board
Councillor Rajbir Singh, Sandwell Council Leader
Councillor Iqbal Padda, Sandwell Council Cabinet Member
Gareth Bradford, West Midlands Combined Authority
Geoff Layer, Black Country LEP
Graham Pennington, Sandwell College
Jo Nugent, Homes England
John Spellar, MP Warley
Shaun Bailey, MP West Bromwich West
Karen Woolley, Federation of Small Business
Keeley Bevington, West Midlands Police
Mark Davis, SCVO
Nicola Richards, MP West Bromwich East

Apologies for absence were received from the following Supporting Officers: -

David Stevens, Sandwell Council Chief Executive
Surjit Tour, Director - Law and Governance and Monitoring Officer
Lesley Hagger, Sandwell Council's Executive Director Children's Services
Tariq Karim, Area Manager Youth Service
Hayley Insley, Planning Regeneration Team Leader
Alex Oxley, Planning Regeneration Support Officer
Jenna Langford, Planning Regeneration Manager

47/21 **Minutes**

The minutes of the meeting held on 17 May 2021 were agreed as a correct record.

48/21 **Declarations of Interest**

The following declarations of interests were made at the meeting: -

Adrian Eggington - Interest in Shaftesbury House Site, therefore will refrain from discussion and voting regarding the Sandwell Civil and Mechanical Engineering Centre project.

Shaun Hunt - Interest in any matters relating to Sandwell College, therefore will refrain from discussion and voting regarding the Sandwell Civil and Mechanical Engineering Centre project.

49/21

Digital Den Full Business Case

Superboard are being asked to receive and agree Full Business Case for the West Bromwich Digital Den Project. Jude Thompson invited Chris Hinson, Chair of West Bromwich Local Board, to introduce the item.

Superboard were provided with a reminder of the project description, outcomes and outputs before receiving a summary of the content included within the Digital Den Full Business Case. Chris Hinson outlined the support and appreciation from West Bromwich Local Board Members, who received the final draft of the Digital Den Full Business Case on 14 June 2021 for final input/ comments.

Recognition and special thanks were given to Wendy Brookfield, Project Lead for the Digital Den project, and supporting officers who helped with the development of the Full Business Case.

Agreed: -

- (1) to receive and agree the final Full Business Case for Digital Den, including the project equality impact assessment, environmental impact assessment and monitoring and evaluation plan;
- (2) to recommend the Full Business Case to Cabinet for approval subject to the outcome of the Capital Appraisal review;
- (3) to note that in the event that the Full Business Case appraisal leads to minor amends / points of clarity being required, these will be addressed by the Project Lead in conjunction with the Chair of the Local Board, the Chair of the Superboard and the Council's S151 Officer;
- (4) to note that in the event that the appraisal leads to a recommendation of substantial changes to the Full Business Case, that this will be reported to Superboard with a revised Full Business Case presented for consideration;
- (5) that subject to Cabinet's approval of the Full Business Case, that the Chair of the Superboard sign the Project Summary Document for submission to MHCLG in consultation with the S151 Officer.

50/21

Sandwell Civil and Mechanical Engineering Centre

Superboard are being asked to receive and agree Full Business Case for the Sandwell Civil and Mechanical Engineering Project, including the project location change request. Jude Thompson invited Chris Hinson, Chair of West Bromwich Local Board, to introduce the item.

Superboard were provided with a reminder of the project description, outcomes and outputs before receiving a summary of the content included within the Sandwell Civil and Mechanical Engineering Full Business Case.

Chris Hinson highlighted the change request regarding the project location, outlining the rationale and added outputs/ benefits.

West Bromwich Local Board Members received the final draft of the Sandwell Civil and Mechanical Engineering project Full Business Case on 13 July 2021. Local Board members were satisfied with the development of the Full Business Case documentation and supported the change request for location.

Recognition and special thanks were given to Simon Griffiths and Jane Bailey, Sandwell College Project Leads for the Sandwell Civil and Mechanical Engineering project and supporting offers who helped with the development of the Full Business Case.

Agreed: -

- (1) to agree that a change request be made to MHCLG to amend the project location from Phoenix Street to the former Shaftesbury House location;
- (2) to receive and agree the final Full Business Case for Sandwell Civil and Mechanical Engineering Centre project including the project equality impact assessment, environmental impact assessment and monitoring and evaluation plan;
- (3) to recommend the Full Business Case to Cabinet for approval subject to the outcome of the Capital Appraisal review, and MHCLG consideration of the project location change request;
- (4) to note that in the event that the Full Business Case appraisal leads to minor amends / points of clarity being required, these will be addressed by the Project Lead in conjunction with the Chair of the Local Board, the Chair of the Superboard and the Council's S151 Officer;
- (5) to note that in the event that the appraisal leads to a recommendation of substantial changes to the Full Business Case, that this will be reported to Superboard with a revised Full Business Case presented for consideration;
- (6) that subject to Cabinet's approval of the Full Business Case, that the Chair of the Superboard sign the Project Summary Document for submission to MHCLG in consultation with the S151 Officer.

51/21

Consultation and Engagement Plans for Tranche 2 and 3 Projects

Superboard are being asked to consider and approve Consultation and Engagement Plans for Tranche 2 and 3 projects. Jude Thompson invited Rebecca Jenkins, Towns Fund Programme Manager, to introduce the item.

During the meeting held on 17 May 2021, Superboard considered and agreed the approach for Consultation and Engagement across the Towns Fund Programme. Superboard also agreed the approach to develop project specific Consultation and Engagement Plans to ensure consultation activities are tailored to meet individual project needs.

Tranche 2 and 3 Consultation and Engagement Plans are underpinned both by a Young Peoples workstream and Elected Members workstream and follow a set format outlining the main project stakeholders, beneficiaries, focus of consultation planned and methods that will be used. The plans include a timeline for activity, some of which is planned to take place following Full Business Case approval.

Local Boards have considered all Consultation and Engagement plans and will review them regularly to ensure consultation is robust. Comments raised by Local Board members are included in the covering report and will remain under review by Local Boards to ensure they are acted upon.

Superboard were provided with an overview of the Young Peoples workstream, led by Sandwell Councils Youth Service and the Elected Members workstream.

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 meet with project leads to discuss and input into projects.

Jude Thompson sought questions pertaining to the Consultation and Engagement Plans for Tranche 2 and 3 Projects.

James Morris MP acknowledged the importance of engaging with young people and that this group has been included within Consultation and Engagement Plans, however he queried if there has been consideration to consult with the older demographic within communities. For example, the Britannia Park Community Hub and Greenspace Towns Fund Project is heavily focused on younger people but will have benefits for the older demographic. James Morris MP expressed this community voice is equally important.

Superboard were informed there is no specific workstream for the older demographic at programme level, however there are some specific projects where engagement with this group has been identified. At Local Board level there are community organisations representing this group, for example Agewell. Officers advised they would welcome ideas around having a specific workstream and what this would look like.

The Britannia Park Community Hub and Greenspace Project will provide an inclusive facility for all groups. During Phase 1 of the Towns Fund Programme, young people had expressed that in addition to representing the younger demographic, feedback will be provided with other groups in mind, including the older demographic to ensure an inclusive design and environment.

Adrian Eggington, Chair of Rowley Regis Local Board, advised Agewell are actively involved in the Britannia Park project and key users of the park, e.g. dog walkers and allotment users, will be included in engagement activities.

A recommendation was raised by Santokh Singh, to include Agewell on the project steering group for Britannia Park. This is in addition to being a stakeholder and will enable discussions at a higher level.

Jude Thompson agreed that consideration regarding the interaction with the older demographic is important, particularly digital integration and how residents/ community gain access to information if they are not connected to digital services.

James Morris MP asked officers to clarify If there is a formalised role for MPs to be involved in the process of consultation and engagement within their communities.

Superboard were advised that a formalised role for MPs had not been considered to date, however it is something that can be developed. James Morris MP was asked if he would be happy to work with officers and guide this approach. Further conversations would need to take place to identify the desire for MPs involvement and at what level. James Morris MP agreed to support officers with the approach to ensure consultation works for the local community. Discussions will take place outside of Superboard.

Agreed: to receive and approve Consultation and Engagement Plans for Tranche 2 and 3 projects.

52/21

Full Business Cases for Tranche 2 Projects

Jude Thompson introduced the item and the presenters for each of the three sub-items.

Talvinder Sandhu, Sandwell Council, presented an overview of the Walking and Cycling Infrastructure Projects for West Bromwich, Smethwick and Rowley Regis. This included an overview of the project description, location, outcomes and delivery timeline.

Joshua Singh, Sandwell Council, presented an overview of the West Bromwich Urban Greening Project. The presentation included an overview of the context, vision, outcomes and proposed design ideas. Joshua Singh also provided Superboard with details of Local Board feedback, project related risks, issues and next steps.

James Dennison, Canal and River Trust, provided an overview of the Rowley Regis Canal Network Connectivity Project. The presentation included an overview of project details, outputs, outcomes and consultation feedback. James Dennison also provided Superboard with details of Local Board feedback, project related risks, issues and next steps.

Chris Hinson, Adrian Eggington and Rebecca Jenkins (in the absence of Alan Taylor) outlined the support from West Bromwich, Rowley Regis and Smethwick Local Board on the above projects.

Jude Thompson sought questions pertaining to the Tranche 2 Project Discussions.

James Morris MP asked if the infrastructure plans located around the Midland Met site is dependent on the success of its opening and their timeline.

Superboard were advised the aim is to implement the scheme ahead of the Midland Met opening, which will provide a provision ready for its opening. If Midland Met works are delayed, the provision will be there ready.

James Morris MP advised there is a new friends group set up for Rowley Regis Station who can assist with consultation and reach out to connections within the community for the Rowley Regis Walking and Cycling Infrastructure Project.

Talvinder confirmed connections have been made and Sandwell Council officers are members of the Rowley Regis Station Friends Group.

Geoff Foster raised a query regarding the long-term maintenance of the Walking and Cycle provisions that will be implemented.

Talvinder advised this is a regular topic of discussion with his colleagues. When Cycle lanes are located on roads there is more maintenance due to heavy vehicle/ road markings. By locating them off road and only cyclists use them, maintenance levels reduce significantly.

Phil Asquith, West Midlands Police, acknowledged the aims of the Walking and Cycling projects but asked if secure cycle parking/ locking stations have been considered throughout each of the three town level projects. Phil advised West Midlands Police Crime Advisors can assist the project team with this activity.

Talvinder confirmed secure cycle parking provisions are being considered, for example exploring the provision to implement a secure cycle hub and cycle hire as part of the public realm area outside Rolfe Street Station and cycle parking throughout different points of the cycle network. In addition to the cycle infrastructure works, the projects will include new and improved signage and path surfacing to encourage local use by residents.

No questions were received from board members for the Urban Greening and Canal Network Connectivity Project.

Following today's presentation, projects will proceed with Full Business Case finalisation and will be presented to Superboard at a later date for final sign off.

Jude Thompson expressed his support and thanks for the projects presented and encouraged Superboard members to contribute at any time going forward, including attendance at Local Board meetings.

53/21

Town Level Equality Impact Assessments

Rebecca Jenkins outlined the purpose of an Equality Impact Assessment. The report shared as part of the meeting pack outlines the Equality Impact Assessment requirements of the Towns Fund Programme, individual projects and the outcomes following the completion of town level assessments.

Each Towns Fund Project will also conduct an individual Equality Impact Assessment which will be presented to Superboard alongside the project Full Business Case.

When all projects have completed their individual Equality Impact Assessments, the overarching Town Level Assessment will be reviewed and updated to reflect the expected cumulative impact of delivering the projects. This will provide further opportunity to amend plans, if required.

54/21

Town Deal Local Boards

Rebecca Jenkins provided an update of Towns Fund timeline and major upcoming milestones. Superboard members were asked to specifically note the movement of two projects within tranches.

Details of three potential changes had been included in the covering report, all relating to the location of the projects. Rebecca Jenkins provided context around the rationale for the change requests.

The change relating to the Sandwell Civil and Mechanical Engineering Centre had been agreed during item 2 of this agenda. Further discussion relating to Grove Lane Regeneration Project and Albion Family in the Park Project are underway.

55/21

Closing Comments

Jude Thompson sought final comments or questions from Superboard members. No comments or questions were forthcoming.

Jude thanked members and project leads for their attendance and closed the meeting.

Meeting closed at 17:42

**Sandwell Towns Fund Superboard
Towns Fund Urban Greening Full Business Case Documentation**

23 September 2021

Subject:	Urban Greening Project, West Bromwich, Full Business Case Documentation
Presenter:	Joshua Singh – Sandwell Council Regeneration Officer Chris Hinson – Chair of West Bromwich Local Board
Contact:	Tammy_Stokes@sandwell.gov.uk

1. Recommendations

- 1.1. To receive and agree the final Full Business Case for Urban Greening, including the project equality impact assessment, environmental impact assessment and monitoring and evaluation plan.
- 1.2. To recommend the Full Business Case to Cabinet for approval subject to the outcome of the Capital Appraisal review.
- 1.3. To note that in the event that the Full Business Case appraisal leads to minor amends / points of clarity being required, these will be addressed by the Project Lead in conjunction with the Chair of the Local Board, the Chair of the Superboard and the Council's S151 Officer.
- 1.4. To note that in the event that the appraisal leads to a recommendation of substantial changes to the Full Business Case, that this will be reported to Superboard with a revised Full Business Case presented for consideration.
- 1.5. That subject to Cabinet's approval of the Full Business Case, that the Chair of the Superboard sign the Project Summary Document for submission to MHCLG in consultation with the S151 Officer

2. Purpose of the report

- 2.1. To present the Full Business Case for the Urban Greening project for agreement including an equality impact assessment, environmental impact assessment and monitoring and evaluation plan.
- 2.2. To outline the comments and input from the West Bromwich Local Board.

3. Background and Main Considerations

- 3.1. On 3 March 2021, Heads of Terms for a Town Deal for West Bromwich were offered by Government. This included an offer of an overall funding package of £25m and agreement to the 6 proposed projects for West Bromwich. The Heads of Terms offer is subject to the appraisal and approval of a Full Business Case for each project and the submission of a Summary Document (one per project) by March 2022.
- 3.2. The Town Deal for West Bromwich was signed on 24 March 2021.
- 3.3. Details of the projects put forward for West Bromwich Town Deal were re-confirmed with Government in the form of a Project Confirmation Table. These were considered by Superboard on 17 May and submitted following approval from the Council's S151 Officer.
- 3.4. Collectively, there are 17 Towns Fund projects that have been approved by MHCLG. To co-ordinate the process across the 17 Towns Fund projects, Sandwell's Towns Fund projects were organised into 3 tranches. This will enable projects to proceed to Phase 3 (delivery) when they are ready and to manage the work required to develop and appraise the Full Business Cases in line with the Government's deadlines.
- 3.5. The Urban Greening Project is within tranche 2 and the Full Business Case has been prepared for Superboard's agreement.

Full Business Case Contents

- 3.6. The Towns Fund Business Case Guidance, December 2020, outlined that Towns Fund Full Business Cases should be compliant with the HMT Treasury Green Book (2020). This sets out that Full Business Cases should address five cases; Strategic Case, Economic Case, Commercial Case, Financial Case and Management Case.
- 3.7. Preparing a project business case using the five-case model provides decision makers and stakeholders with a proven framework for structured thinking and assurance that the project: Provides strategic fit and is supported by a compelling case for change, will maximise public value, is commercially viable, is affordable and is funded and can be delivered successfully by the organisation and its partners
- 3.8. Sandwell's Towns Fund Full Business Cases have been prepared according to this model.

Appraisal and Approval of Towns Fund Full Business Cases (FBC)

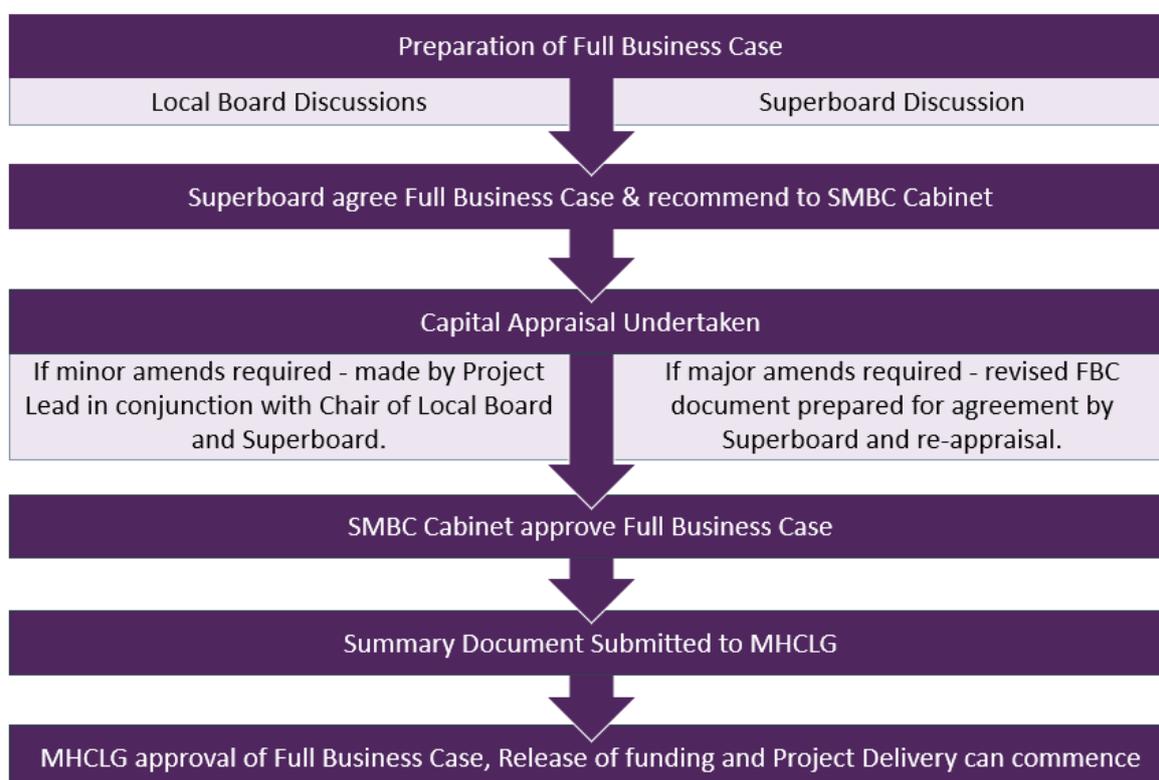
- 3.9. The Towns Fund Business Case Guidance, December 2020 set out that local assurance process should be followed for Towns Fund business case appraisal and approval led by the Council as the Accountable Body for the Towns Fund. In Sandwell, the process is for Full Business Cases to be reviewed by the Council's Strategic Finance Team and put to Cabinet for approval once an appraisal threshold is met.
- 3.10. Following Superboard's consideration and agreement to a project Full Business Case, the project will then be submitted for appraisal by the Council's Strategic

Finance team. This appraisal will include a review of each of the 5 cases contained within the Full Business Case (strategic case, economic case, financial case, management case, commercial case). It will ensure compliance of the Full Business case with the Government's Green Book Standards for business cases, along with ensuring viability, value for money, and deliverability. The Full Business Case will be scored and a threshold must be met for the project to be recommended for approval by SMBC Cabinet.

- 3.11. In the event that the appraisal leads to minor amends / points of clarity being required, these will be addressed by the Project Lead in conjunction with the Chair of the Local Board, the Chair of the Superboard and the Council's S151 Officer.
- 3.12. In the event that the appraisal leads to a recommendation of substantial changes to the Full Business Case, this will be reported to Superboard and a revised Full Business Case presented to Superboard for consideration.

Submission of Full Business Case to MHCLG

- 3.13. Once a Full Business Case has been approved by Cabinet, a Summary Document will be prepared and submitted to MHCLG for review.
- 3.14. The Summary Document contains an overview of each Business Case, how it has been appraised, and confirmation that key conditions from the Heads of Terms have been addressed (where applicable).
- 3.15. The Chair of the Superboard will be a signatory on the Summary Document.
- 3.16. The Summary Document will be assessed by MHCLG before funding is released. MHCLG may require submission of the Full Business Case.
- 3.17. An outline of the process for approval of a project Full Business Case is as follows:



Urban Greening Full Business Case Summary

Project Description

- 3.18. The Urban Greening project is located within West Bromwich Town Centre and West Bromwich Central ward. The project will implement new and enhance existing greenspace to improve the appearance of the town centre, complementing planned infrastructure works and establish a path from the centre to Sandwell Valley.
- 3.19. The project includes delivery of a Cultural Programme alongside the Capital development works. Community involvement and artistic interpretation will be a key component in improving the physical and mental wellbeing of people.

Summary of Strategic Case

- 3.20. West Bromwich town centre is suffering economically and aesthetically. Retail is reducing in size and profitability. This trend is accelerated by the COVID-19 pandemic. The eastern part of West Bromwich town centre is one of the hardest hit areas with decreased footfall and consequent increasing numbers of void retail units. West Bromwich is in the 40% most deprived areas in England. An appointed cultural provider will collaborate with SMBC officers, local communities and artists to create opportunities for local people to engage in and enhance the capital programme of new greenspaces to provide a new outlet for leisure activity.
- 3.21. The COVID-19 pandemic highlighted the importance of local greenspace. Throughout lockdown it had become increasingly clear that having accessible greenspace improves the physical and mental wellbeing of people. Urban greening of the town centre and the creation of a linear park and other ecological assets will contribute positively to physical and mental wellbeing and help address issues of climate change and tackle pollution, offsetting vehicle emissions.
- 3.22. Engagement with residents and business owners have demonstrated clear demand for investment, improvements and modernisation to improve the perception of the town. 73% of respondents cited unattractiveness, in one form or another, as a notable feature.
- 3.23. The project has been brought forward as part of the West Bromwich Town Deal through its contribution to the town priority to reinvigorate the town centre.
- 3.24. The Urban Greening project links to the West Bromwich Masterplan and Sandwell's Tourism & Visitor Growth Strategy. It has the potential to link to the Birmingham 2022 Commonwealth Games Delivery and Legacy mode workstreams through the provision of new signage along the route. This creates a 'destination place' in West Bromwich that can amplify the Games' message and Commonwealth themes, in support of public realm improvements and the delivery of a town-wide cultural 'games' programme. It will also provide a link to the Commonwealth Games Live site proposed at Sandwell Valley.

Economic Case

- 3.25. The Urban Greening project will provide local people with economic, environmental and health benefits in addition to improving the appearance and people's perceptions of the town centre. The demand is clear from consultation activities, that increasing the provision of urban greening is a priority for local residents and businesses.
- 3.26. The main risks have been identified for the project and are being proactively managed through regular risk review and escalation, as required. The main risks are as follows:
- *Cost escalation*
 - *Design and timing of Phase 2 (Public realm delivered along Bull Street) as this is interwoven with the Towns Fund Retail Diversification Programme project*
 - *There may be potential timescale delays/ slippages as a result of approvals and MHCLG approvals*

Management Case

- 3.27. The project management is resourced through existing capacity within the Local Authority and will be overseen by the Project Manager who will report frequently to the Programme Management Office, West Bromwich Local Board and Sandwell Superboard.
- 3.28. The delivery of this project is not dependent upon the delivery of any other TIP projects but will complement the Walking and Cycling Infrastructure Project and the Retail Diversification Programme project, improving the overall connectivity and aesthetic of the town. In addition, the Urban Greening project complements the Accelerated Funding Programme: the delivery of upgraded outdoor market stalls.
- 3.29. The delivery of this project is not dependent upon the delivery of any other TIP projects but will complement the additional skills delivery from the Sandwell Mechanical Engineering Centre and the Town Hall Quarter project, raising the overall standard of education.

Financial Case

- 3.30. The project value is £1,315,000 comprising £1,220,000 from Towns Fund and match funding of £95,000 from Arts Council. Long term running costs will be met by Sandwell Council, however sponsorship opportunities are being explored to increase the revenue income for the project.

Commercial Case

- 3.31. Procurement - Sandwell Council's Highways framework agreement will be used to undertake work for the Urban Greening Project. A tender will be published to award the contract for the Cultural Programme in line with SMBC and national procurement regulations.
- 3.32. Specific social value targets and/ or requirements to be included as part of the contract evaluation. Conditions will include the requirement to use/ engage with local businesses/ schools and labour through subcontractor appointment where possible.

- 3.33. The project value is above the threshold set out in the Public Contracts Regulations 2015 therefore a formal Contract Notice on the Central Government Contracts Finder website is required.

Equality Impact Assessment

- 3.34. An equality impact assessment has been conducted and is appended. The assessment has indicated that there are no anticipated adverse impacts on any groups with protected characteristics as a result of this proposal.
- 3.35. The equality impact assessment has identified specific positive impacts for the following groups with protected characteristics:

Age: Improving social, cultural, educational and economic benefits for young people and adults

Disability: Through improving mobility and accessibility in the public realm and accessible street furniture

Race, Sex, Gender Reassignment and Sexual Orientation: Through creating a welcoming environmental for all residents, creating and maintaining a vibrant high street and an attractive town centre

Environmental Impact Assessment

- 3.36. An Environmental Impact Screening has been undertaken and is appended. The screening has identified that Schedule 1 and 2 of the EIA regulations do not apply to this project and therefore a full assessment is not required.

West Bromwich Local Board Feedback

- 3.37. Local Board Members were satisfied with the development of the Full Business Case and supporting documentation.

Appendices

Urban Greening Full Business Case document including:

- Consultation and Engagement Plan
- Equality Impact Assessment
- Environmental Impact Assessment
- Risk Register
- Monitoring and Evaluation Plan

Source Documents

Urban Greening Project Confirmation Table
West Bromwich Town Deal Heads of Terms
MHCLG Business Case Guidance, December 2020
MHCLG Monitoring and Evaluation Guidance, April 2021

**Sandwell Towns Fund Superboard
Urban Greening Full Business Case Documentation**

- Urban Greening Full Business Case
- Urban Greening Consultation and Engagement Plan
- Urban Greening Equality Impact Assessment
- Urban Greening Environmental Impact Assessment
- Urban Greening Risk Register
- Urban Greening Monitoring and Evaluation Plan

SANDWELL TOWNS FUND

FULL BUSINESS CASE

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

AUGUST 2021

Sandwell Council

Council House
Oldbury
West Midlands
B69 3DE

www.sandwell.gov.uk

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DOCUMENT PURPOSE

Full Business Case Template

This document is a Full Business Case (FBC) template for Towns Fund projects.

FBCs will be submitted to SMBC and appraised by the Council's Strategic Investment Unit in line with the Council's responsibilities as Accountable Body for the Towns Fund.

This document may be requested for review by MHCLG.

Headings marked with (S) indicate sections of this document that are specifically required as part of Sandwell Council's Capital Appraisal Process. Other sections comprise information required by MHCLG, or the Towns Fund Programme.

Partner Organisations

If the proposal is being bought forward by a partner organisation, it is expected that any internal sign off from the partner organisation e.g. commitment of funding has been obtained. (Please see section 'Consultation and Sign Off').

Sandwell Council Officers

Please note completion of this document will replace the need for SMBC officers to submit for SIU appraisal via Firmstep. Completed Full Business Cases will be inputted to the Firmstep Portal by the Programme Management Office (PMO) on your behalf to prevent double-entry.

INTRODUCTION

PROJECT TITLE (S)	Urban Greening
LEAD ORGANISATION	Sandwell Metropolitan Borough Council
DIRECTORATE (S) (SMBC LED PROJECTS ONLY)	Regeneration and Growth
SERVICE AREA (S) (SMBC LED PROJECTS ONLY)	Regeneration
PROJECT LEAD / SPONSOR (S)	Tammy Stokes / Robin Weare
PROJECT MANAGER	Joshua Singh
TOTAL TOWNS FUND GRANT FUNDING	£1.22m
TOTAL OTHER GRANT FUNDING (£) (S)	£0.095m TBC – Arts Council
TOTAL SMBC FUNDING (£) (S)	Nil
TOTAL OTHER FUNDING (£)	Nil
TOTAL PROJECT COST (£) (S)	£1.315m
PROJECT START DATE (S)	Ongoing
PROJECT END DATE (S)	April 2027

Project Conditions

Please set out Project Improvement Conditions as agreed in Heads of Terms (HoT)

No project improvement conditions within Heads of Terms.
 Heads of Terms outlined maximum funding offer from Towns Fund is £1,220,000 (£1.22m) and expected match contribution of £95,000 (£0.95m) provided by Arts Council.

Consultation and Sign Off

SMBC LED PROJECTS:	NAME	HAVE THEY BEEN CONSULTED?	
		YES (DATE)	NO
DIRECTOR (S)	Tony McGovern		
FINANCE OFFICER (S)	Simone Hines		

PARTNER LED PROJECTS ONLY:	NAME	SIGNATURE
Partner Accountable Body Sign Off	N/A	
Towns Fund SMBC Senior Responsible Officer) (Tammy Stokes)	N/A	
Towns Fund SMBC Finance Officer Sign Off	N/A	

VERSION	DATE	DESCRIPTION OF CHANGE	AUTHOR
V1	27.08.21	Version 1 – Draft FBC	Joshua Singh
V2	13.09.21	Version 2 – Updated FBC to include financial case and delivery Gantt Chart	Joshua Singh
V2.1	15.09.21	Version 2.1 – Final revisions made to Financial Case.	Joshua Singh

PREPARED BY (S)	Joshua Singh	TITLE	Senior Planning Regeneration Officer	DATE	27/08/2021
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STRATEGIC CASE

PROJECT SUMMARY

Location(S)

Provide details of project address/ site including postal code, areas/ wards/ neighbourhoods served attaching plans/ site map where available.

The Urban Greening project is located within West Bromwich Town Centre, West Bromwich Central ward and is split into two parts.

Part One – Delivery of the Urban Greening. The delivery is split into 4 phases, delivering greening along 4 distinct routes within the town centre:-

Phase 1: Route 1 – Along the High Street / Princess Parade

Phase 2: Route 2 – Along the edge of Bull Street

Phase 3: Route 3 - New Square Green Space

Phase 4: Route 4 – Green space leading up Reform Street

Route 1 – Princess Parade Linear Park: The linear park along Princess Parade will incorporate street trees, green ecological spaces, seating, lighting and new intergenerational play space. This will involve adding parklets forming vegetable planters & flower boxes, dwell space and the creation of Play Spaces. We are aiming to commence this Phase 1, next Spring 2022, following the confirmation of funding from MHCLG, with preparation works taking place over the Winter where required.

Route 2 – Along the Bull Street edge: From Princess Parade there will be improved greenspaces, increased tree planting with wildflower planting, a rain garden and a dedicated route for pedestrians and cyclists along Bull Street adjacent to emerging development with an avenue/boulevard type approach, linking it to Primark. This Phase 2 will be programmed in line with another Towns Fund project – Retail Diversification Programme (RDP).

Route 3 + 4 – New Square / Primark Greenspace: The Bull Street greening will link to the pedestrian crossing in New Square by utilising an underused mown grass area adjacent to Primark. This area would have a natural wildflower type approach and create a natural pathway leading over the road to Dartmouth Park.

The Towns Fund funding will deliver all routes. Match funding is being sought to add additional value for routes 3 and 4 for any additional capital costs.

Part 2 – Cultural Programme

The second element of the project will be the delivery of a Cultural Programme alongside the Capital development works. Community involvement and artistic interpretation will be a key component in improving the physical and mental wellbeing of people. Through the procurement of a community arts organisation, in the role as the Cultural Programme Partner, new greenspaces will be enhanced through a programme of co-produced community and artist led activities, offering training and apprenticeships.

The programme will be scoped out in full along with the Cultural Programme Provider but a selection of the core component ideas are below:

- Delivery of events and workshop in collaboration with local artists, organisations, community groups and residents.
- Engage with various groups including local schools, showcasing the diversity of the communities within West Bromwich through interactive and digital means.
- Support and add value to the physical works and public realm improvements as part of the programme through wildflower meadow planting and planting.
- Provide opportunity for young people to develop their skills through digital and graphical means.
- Be inclusive, offering engagement opportunities for those with disabilities.

Linking to Sandwell's Tourism & Visitor Growth Strategy for Sandwell, this project also has potential to link to the Birmingham 2022 Commonwealth Games Delivery and Legacy mode workstreams through the provision of new signage along the route.

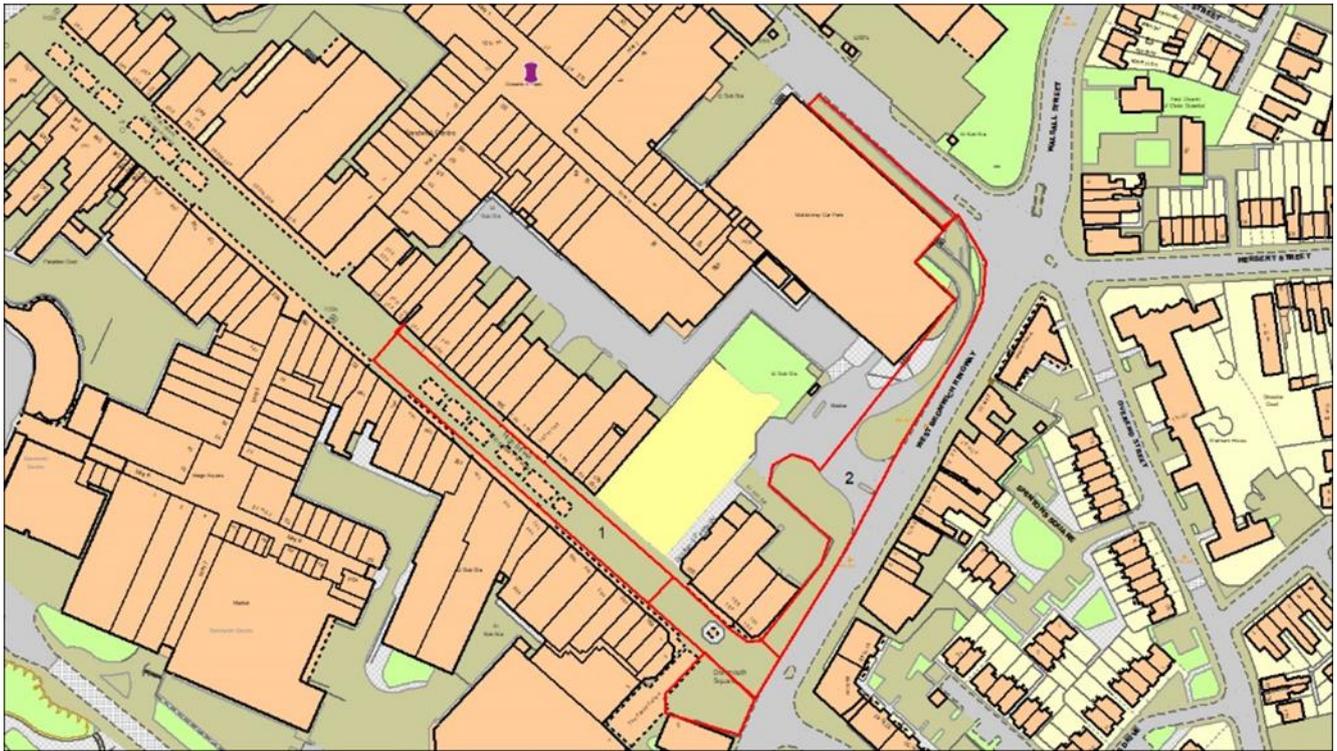
This creates a 'destination place' in West Bromwich that can amplify the Games' message and Commonwealth themes, in support of public realm improvements and the delivery of a town-wide cultural 'games' programme. It will also provide a link to the Commonwealth Games Live site hosted at Sandwell Valley.

Appendix 1: The location of the Urban Greening project and the link to nearby investment opportunities via Towns Fund including the Town Hall Quarter, Walking and Cycling Infrastructure, Retail Diversification Programme and Outdoor Market Redevelopment (Accelerated Funding Scheme).



Appendix 2: The location of each phase of the project.





Indicative designs subject to further detailed development



Princess Parade – emerging design ideas



Introduction of 4x Parklets onto the High Street



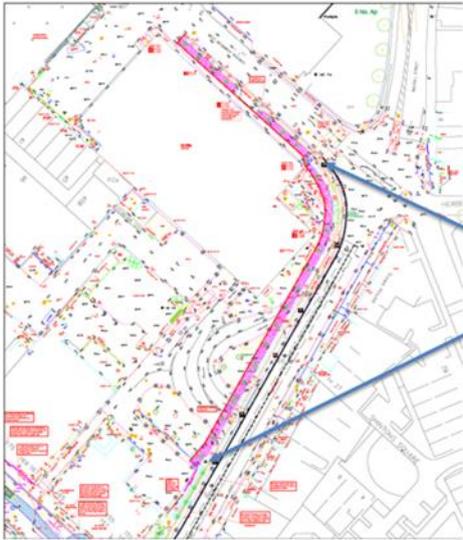
Space for a – toddler / young children play area



Emphasis on Sustainable Drainage features – rain garden



Bull Street – green edge



Wildflower planting avenue with trees

Linear avenue – dedicated pedestrian, cycling and nature corridor

SUDS features – climate change agenda



Emerging design themes

Planters on the edge of Princess Parade



Possible style of a parklet





Rain Garden, planters on the bottom of Princess Parade

A view of a parklet on Princess Parade



Intergenerational Play Spaces



PRINCESS PARADE TODDLER'S PLAY IDEAS



Aims and Objectives(S)

Provide clearly stated aims and objectives of the project and its primary activities. This should demonstrate that the project is SMART (Specific, Measurable, Achievable, Realistic and Time bound).

This project will implement new and enhance existing greenspace to improve the appearance of the town centre, complementing planned infrastructure works and establish a path from the centre to Sandwell Valley.

Access to greenspace is lacking in the town centre, as is a coherent strategy for getting people from the town centre out to the high-quality greenspaces (Dartmouth Park and Sandwell Valley) on the edge of the town centre, which are only 10 – 12 minutes' walk away.

This project aims to address both these issues and provide the necessary 'green' public realm to support new residential development and enhance the town centre's vitality and viability. Towns fund investment will achieve the following over the 5-year programme:

- Removal of existing market stalls.
- Remedial works to paving defects / new paving on Princess Parade (530 m2) & Dartmouth Park (475m2).
- 4 new parklets
- New Intergenerational Play Space incl. new equipment and surface treatment
- Tree planting – 33 new trees
- LED lighting upgrades along Princess Parade and Bull Street
- Heritage Fountain / Clock up upgrades
- New pedestrian (448m2) / cycle (540m2) / wildflower planting (487m2) boulevard along Bull Street.
- Wildflower planting towards Dartmouth Park – (487m2)

As outlined in the previous section the Cultural Programme will be scoped out in full with the Cultural Provider but will aim to deliver the following outputs over the 3 year period:

- Within the parklets - vegetable planters, flower boxes, used to enhance the community involvement with capital infrastructure.
- Growing starter packs for the local schools to encourage learning and understanding about the natural environment, healthy eating, and biodiversity and to contribute to the flower boxes and vegetable planters for the linear park along Princess Parade.
- Foraging for Local Colour – a programme of wildflower planting with community groups and artists to create biodiverse 'stepping-stones' and a visual 'wayfinding' route from West Bromwich town centre to Dartmouth Park.
- A green art trail from West Bromwich town centre to Dartmouth Park to create wayfinding signage and visual coherence between the 4 capital components.
- West Bromwich Green Map with young people and community groups, local artists and the Wildlife Trust to identify local wildlife and geology sites between West Bromwich town centre, Dartmouth Park and Sandwell Valley.

Project Needs(S)

Explain what problem this project will be addressing, the problems with the current situation and supply supporting evidence of the need that the project is to address.

West Bromwich town centre is suffering economically and aesthetically. Throughout the consultation period, most recently an online consultation undertaken during the first two weeks of August, we have received feedback from residents and business owners that the town centre area needs investment, improving and modernising to improve the perception of the town. Retail is reducing in size and profitability, and this trend is being accelerated by the COVID-19 pandemic. In particular, the eastern part of West Bromwich town centre is one of the hardest hit areas with decreased footfall and consequent increasing numbers of void retail units. This project will work with the other Town Investment Plan regeneration projects to develop a sustainable attractive mixed-use town centre.

Princess Parade is currently dominated by urban realm, lacking greenery and green capital. As part of a recent local consultation in this area of West Bromwich, 73% of respondents cited unattractiveness, in one form or another, as a notable feature. When asked to define further what, in particular, was unattractive about the area, responses focused heavily on the dull, dated, untidy appearance, citing a severe need for modernisation and lack of atmosphere. (Attached consultation write up).

Q1- How would you describe this area of West Bromwich?



Another driving factor for the project need is the desire to remove the existing market stalls on Princess Parade - although the market stalls have served the Council well, they look very utilitarian and are now starting to show significant signs of wear and tear. This also aligns with the market strategy of reducing the number of stalls across the length of the High Street and refocuses the provision on Duchess Parade. Their design has also attracted regular incidences of antisocial behaviour and drug dealing as informed by engagement with the Town wardens and West Midlands Police via Project Working Group.

The council has already delivered the replacement of the Duchess Parade market stalls to provide a more concentrated, modern offer through the Towns Fund Accelerated Programme. These new stalls meet the current demand for market stall in West Bromwich and as such the remaining 'old' stalls along Princess Parade are no longer required. Therefore, the introduction of enhanced public realm facilities will reinvigorate this area and complement the residential development proposals that the Council is currently developing as part of the emerging West Bromwich Town Centre Masterplan (This is yet to be adopted and is subject to Cabinet approval within the next few months).

The commercial distribution of retail premises has also changed in the last few years and the Princess Parade end of the High Street has become less attractive for retailers, resulting in a high number of retail premises voids.



Princess Parade is currently dominated by urban realm, lacking greenery and natural capital.

The integration of urban greening in the form of parklets is a direct response to improving the quality of the town centre. Further consultation is ongoing with the younger demographic across West Bromwich, to inform how we will design the new space to appeal to them. Green infrastructure will allow for increased active travel into the town centre in addition to providing links to Dartmouth Park. This area is a pollution hotspot and, as such, greening will reduce levels of harmful emissions in the town, increase opportunities for physical exercise and look to improve health outcomes for residents.

West Bromwich is in the 40% most deprived areas in England as per ONS data statistics. An appointed cultural provider will collaborate with SMBC planners, local communities and artists to create opportunities for local people to engage in and enhance the capital programme of new greenspaces to provide a new outlet for leisure activity. The creation of a linear park and other ecological assets in the proposal will contribute positively to physical and mental wellbeing and help address issues of climate change and tackle pollution, offsetting vehicle emissions. The shade and cooling effect of trees and new greenspace will also help to offset the urban heat island effect. The routes identified in Part One will provide much needed greenspace and recreational space, complementary to the planned high-quality mixed-use development.

The links between access to greenspace and physical and mental wellbeing are well established, as are the links between good quality public realm and new private sector investment. West Bromwich demands a physical uplift and improvement in the public realm; only then will it be seen as a more attractive place for private sector investment.

Project Demand(S)

Identify the demand for the project, supporting evidence along with details of any public/ stakeholder consultation which has been undertaken.

The emerging West Bromwich Masterplan places an emphasis on the creation of new greenspace routes across the Town Centre. The new North – South green heart of West Bromwich will aim to be a new focal point re-framing the route from the Metro into the New Central Square.

This Urban Greening project will be the Council's first stage of delivering on the emerging Masterplan, in terms of improving the green space offer and the legibility of the Town Centre.

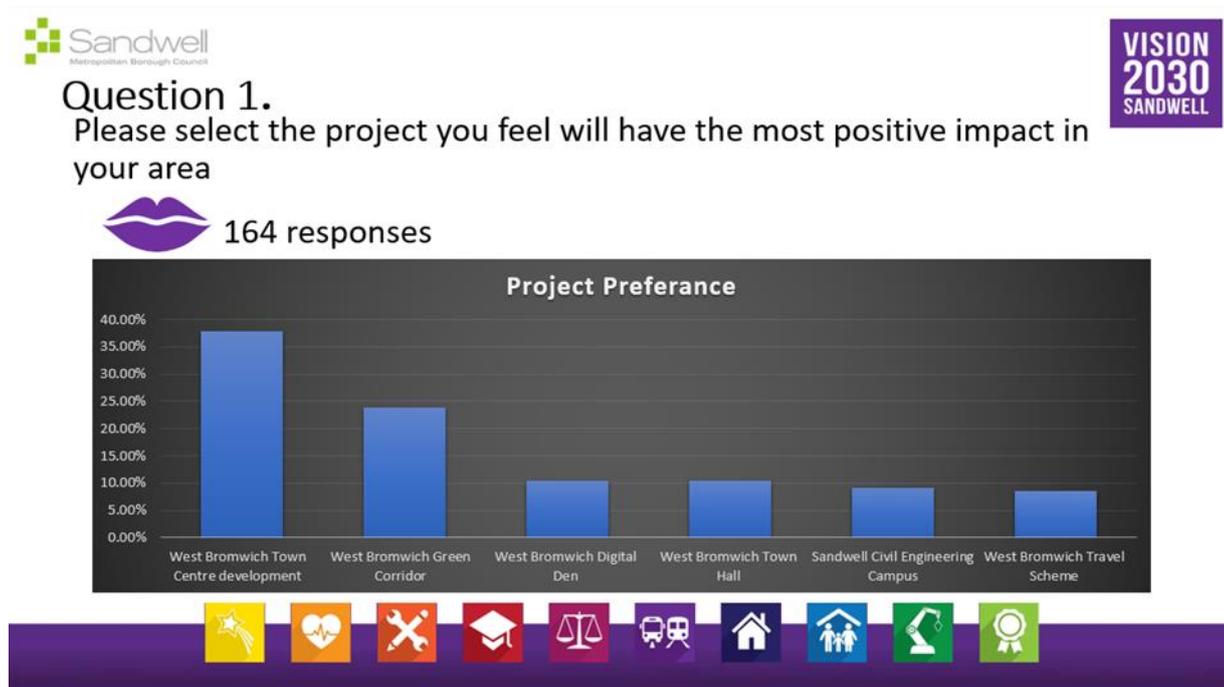
A number of dedicated workshops alongside the Town Deal Resident Survey took place during the Town Investment Plan production. The overwhelming consensus was of support for the Urban Greening ideas with the

Project scoring second in terms of the potential for positive impact in the Town Centre. Town Deal responses below:

Do you have any other comments or suggestions you would like to add?

- More things for young people in the cultural, social and physical spaces that are being created, like events, skate park, outdoor games equipment, events.
- Ensure walking routes are pleasant and lined with wildflowers etc where possible, with interpretation panels that explain important information/ history/ points of interest.
- More green spaces easily accessible by both walking and public transport and to include the tram station from Oldbury to West Bromwich.
- More Trees to be planted and possibly a community orchard in green the corridor.
- Road verges allowed to grow within the green corridor to help pollinators

Online Survey – Town Investment Plan Development



Community Workshop – Town Investment Plan Development

A workshop was held with a selection of business ambassadors, local community members on 30th September 2020 to gather views from a wider selection of businesses and community groups. Feedback included:

- The Urban Greening projects will hopefully create a nicer looking environment and suitable spaces to hold events.
- We need to improve the town centre to make it more of a place where people want to dwell and spend time. Increasing sitting space and making movement and routes much clearer is important. Whilst there is an antisocial behaviour issue if you make the town centre somewhere that people feel proud of they will naturally take better care of it.
- For event space, what about traffic calming to make the high street an event space as well as more pedestrianized zones for cafes and restaurant terraces. A recent residential survey shows that 45% of people feel unsafe in the town centre. The lack of a night-time offer and the ghost town vibe plays into the unsafe feeling, if we rectify this there is an opportunity to increase footfall.

Young People's Workshop – Town Investment Plan Development

A youth workshop took place with a couple of schools in West Bromwich in September 2020 with key findings outlined below:

- More seating and bins.
- Places to play football and other sports, both indoor and outdoor, affordable / free.
- Open access playgrounds for younger children.
- Like ideas of charging points for phones and wifi access built into street furniture.
- Safety, generally during daytime hours, the young people feel safe around the town centre. Concerns start arising once darkness falls, particularly around transport links, mainly poor lighting.

Public Consultation – Full Business Case Development

An online consultation event took place between 26/07/21 – 09/09/21, based on the draft designs produced to date. The consultation was listed on the Council website and shared across Social Media and via youth services. https://www.sandwell.gov.uk/info/200275/planning_and_buildings/4661/west_bromwich_urban_greening.

A breakdown of the formal responses received is attached.

This wider ranging set of consultation responses over the past 18 months, the ideas and insights have all been taken onboard in order to produce the draft designs which accompany this Full Business Case.

Responding to COVID-19

Identify how the project will contribute to COVID-19 recovery.

The COVID-19 pandemic has highlighted the importance of local greenspace. Throughout lockdown it has become increasingly clear that having accessible greenspace improves the physical and mental wellbeing of people. Urban greening of the town centre will improve the air quality and physical appearance of the area, attracting more people to visit and utilise greenspaces. It will provide a space for outdoor socialising and also Intergenerational Play Spaces that will attract and retain people to the High Street.

Without urban greening, many will be inclined to travel to greenspaces further away either elsewhere in Sandwell or the West Midlands, increasing car use, pollution and congestion, as well as increased risk of infection, evidenced by the increase of people in national parks and utilising Sandwell Valley.

Towns and cities are changing with much greater emphasis on local provision of retail, services, entertainment and greenspace. To meet these challenges and provide the quality environment needed for increased residential development, the town centre which is almost devoid of greenery and natural space, must change and through the Urban Greening project we will start that transition, followed by the delivery of the aims of the emerging West Bromwich Masterplan.

VISION

Contribution to Vision 2030(S)

Identify which following priority(s) the proposal will address (Mark 'X' as appropriate): -

Ambition 1 – Raising aspirations and resilience	X
Ambition 2 – Healthier for longer and safer	X
Ambition 3 – Young people have skills for the future	
Ambition 4 – Raising the quality of schools	
Ambition 5 – Lowering crime and ASB	
Ambition 6 – Excellent public transport to the region and beyond	
Ambition 7 – Major new housing along major transport routes and employment sites	
Ambition 8 – Create environments in the 6 towns where people chose to live	X
Ambition 9 – Hosting industries for the future	
Ambition 10 – National reputation for getting things done	

Include the sub heading(s) contained within Sandwell Vision 2030 and explain how this will be achieved. (S)

Ambition 1 – Raising aspirations and resilience

The project will develop an area of underutilised public realm space on Princess Parade to create a more resilient High Street offer for residents, shoppers and businesses in West Bromwich in line with the emerging West Bromwich Masterplan. The diversification of leisure uses through the provision of more functional seating and eating space will offer new space on Princess Parade. The creation of an environment within the Town Centre that people are proud of will assist in raising the aspirations of future generations through functional town centre regeneration and the introduction of playful spaces onto the High Street.

Ambition 2 – Healthier for longer and safer

Through the introduction of green infrastructure onto the High Street the project will contribute to tackling climate change through the improvements to air quality. Creating leisure and play space will contribute to the youth agenda of tackling public health issues in the Early Years age group. Increasing new cycle and pedestrian footways with integrated natural planting will encourage active travel and link directly into another Towns Fund project.

Ambition 8 – Create environments in the 6 towns where people chose to live

By increasing and improving the public realm provision in West Bromwich High Street we will create a more desirable shopping destination, in line with the emerging West Bromwich Masterplan. Through the development of adjacent sites for a large quantum of housing, and through the Urban Greening project we will ensure a much better environment for existing and future residents within West Bromwich Town Centre.

Contribution to funding criteria set by Government (S – S5)

Demonstrate how project activities fit within the Towns Fund funding criteria and criteria for other grants being applied for. In addition, how project objectives align and contribute to the wider strategic objectives of the Towns Fund and the Town-specific objectives as outlined in the Town Investment Plan.

The Urban Greening project aligns to the Towns Fund Intervention Framework strands of Urban Regeneration, Planning and Land Use. The project has been brought forward in line with the priorities set for West Bromwich of Reinvigorating the Town Centre. The project also supports the Arts, Culture and Heritage and specifically provides the output to deliver new public spaces.

In terms of local alignment, the investment delivers three of Sandwell's 2030 ambitions and is complementary with other Town Deal projects

- Links with the Accelerated Funding project – new market stalls.
- Links with the Cycling & Walking Infrastructure project – new cycle / pedestrian routes.
- Links with the Retail Diversification project – Bull Street interface.

SMBC are in dialogue with Arts Council England who are interested to explore how best to support the community engaged cultural programme through supported funding regimes.

Funding from the Towns Fund would be concentrated in routes 1 & 2 of the plan for the area, i.e. the linear urban park along Princess Parade and the Bull Street to Primark section. Routes 3 & 4 leading through to Dartmouth Park have a much more limited capital requirement from the Towns Fund and are where match funding from the Arts Council and other sources will be concentrated to support cultural activities and community development.

It is prudent to state that the project delivery is not dependent on the match funding from the Arts Council, but, it would support additional opportunities to deliver more and to that effect, there are ongoing conversations with the Arts Council around match funding of £95,000, subject to confirmation. We are confident in obtaining this funding. It is also anticipated there will be further opportunities of match funding from both private and public sector, as is the nature of the community aspect of this project, once this has developed into a full business case.

Attached is a letter of support from the Arts Council.

Contribution to Inclusive Economy and Community Wealth Building

Demonstrate how project objectives align and contributes to Inclusive Economy and Community Wealth Building.

The Highways Procurement Framework was procured using the criteria of 60% Price and 40% Quality. Social Value considerations have been included in the quality evaluation to cover environmental considerations, community engagement, local supply, employment opportunities.

Improving the town centre environment will help to support the remaining market traders by helping to contribute to a safer more pleasant shopping experience and therefore helping to retain visitors to the town centre.

Contribution to Climate Change Agenda (S)

Detail how the project will contribute to climate change, sustainable development or reduction of carbon dioxide emissions. For advice and support, contact PMO in first instance.

The project will aim to improve the local amenity and quality of the environment within West Bromwich Town Centre. Through the increase of tree provision along the High Street and Bull Street, along with Wildflower planting and the exploration of the City Breeze solution we will improve air quality. The project team has expanded to include Public Health Officers.

'In 2018, 5.8% of all adult deaths in Sandwell were attributable to the particulate matter produced by human activity'

(Sandwell Metropolitan Borough Council Air Quality Action Plan 2020 – 2025)

The Project Team are also in dialogue with Jo Miskin to ensure that our proposals for wildflower planting and sustainable drainage features across the public realm scheme are aligned to the Climate Change Strategy.

The scheme itself will be designed with sustainable draining as a feature of the public realm and rainwater harvesting solutions also employed through the integration of Rainwater Gardens.

ECONOMIC CASE

ANALYSIS

Options Analysis(S)

Outline the alternative methods that have been considered to achieve the **objectives** outlined above in question 2 'Aims and Objectives' and the reason for choosing this option. Please refer back to Project Prioritisation conducted as part of TIP project selection and seek advice from Regeneration Town Lead if required.

Project Prioritisation

The Urban Greening Project was selected from the initial shortlisted West Bromwich Projects, following the Project Prioritisation Exercise that was carried out during the Town Investment Plan development, August 2020 with a score of 103/150.

Urban Greening	Creating new urban green spaces across West Bromwich, beginning with a central linear park, formulating a route through the town up to Dartmouth Park, alongside a revamped outdoor market offer.	Local need Clean growth Local support
----------------	---	---

(Excerpt from West Bromwich Project Prioritisation Summary, 2020, following the Strategic Prioritisation Tool that was created along with scoring matrix tool)

<p>Option 1 – Do nothing</p>	<p>Not investing in the Urban Greening project will mean local people losing out on the economic, environmental and health benefits this could bring to the town centre, with the town centre remaining in its current, unappealing state.</p> <p>The market stalls will remain and continue to slide into further poor state of disrepair. With the intention to remove the stalls and free up the space, doing nothing will not increase the viability of the town centre and not provide any additional leisure, play and economic functional space.</p> <p>The demand is clear from our consultations that increasing the provision of urban greening is a priority for local residents and businesses. To do nothing would not address this demand for Town Centre Public Realm improvement and not be in line with the extensive consultation findings.</p> <p>Not delivering the project, would also mean that the urban environment is still unappealing for private sector development and risk weakening the council’s investment attractiveness for adjacent development sites such as Bull Street.</p> <p>The council could wait for the Town Centre to decline further before undertaking Public Realm work, but the availability of funding to bring forward public realm investment, is a strong driver for not doing nothing.</p>
<p>Option 2 – Single route development & Town Centre Greening Only</p>	<p>West Bromwich town centre severely lacks greenspace. A single route, such as just focusing on Princess Parade, will not have the necessary impact required to transform the appearance of the town and create new dedicated routes to Dartmouth Park.</p> <p>The driving factor for the scheme is to create not only the conditions for growth on the High Street but also to increase the connectivity to Dartmouth Park and Sandwell Valley.</p> <p>We considered limiting this to the town centre only, however, a key focus of this project is the link to Sandwell Valley, a fantastic greenspace asset that is currently underutilised by residents. Celebrating and linking to this is a fundamental part of improving the wellbeing of residents and perception of the town.</p>
<p>Option 3 – Comprehensive public realm transformation</p>	<p>Officers have considered a comprehensive scheme across Princess Parade, that would include the replacement of all public realm, paving features along the full stretch and green planting within the underground facilities. The rationale behind considering this is the current poor state of repair of the paving and the opportunity to provide extensive greenery along Princess Parade.</p> <p>This option has been discounted due to the extensive utilities footprint under the main High Street and the cost of total replacement of the paving slabs. This has led officers to develop a remedial plan of repair works and replacement of the poorest areas of paving. The rationale has also emerged to focus on planters and over the ground public realm to reduce costs and not impact on the utilities provision underground and expensive total replacement works. The current proposals therefore maximise the impact we can achieve, without leading to complications around infrastructure along Princess Parade and maximising the developable space along Bull Street.</p>

Sensitivity Analysis(S)

Provide an appropriate level of sensitivity analysis on projected costs and benefits, including a 'worst case scenario'.

(Note: Sensitivity analysis should be considered in relation to the growth of wage cost, projected income, demand, prices and the level of risk. The 'appropriate level' of sensitivity analysis will be dependent on the size and scale of the project. Further clarification can be obtained from the Finance team.)

Projected costs and quotations have been obtained utilising existing Highways Frameworks and costs obtained from similar schemes which the local authority have undertaken. Officers have added a 12% tolerance across the costs to account for inflation due to the framework being 5 years old.

The costs for bespoke elements have also been sourced from a range of suppliers, these costs are subject to potential Covid-19 related increases and will be accounted for as part of the contingency that has been built into the budget.

Worst-case scenario – if costs are significantly higher than the budget, the scope of works will be evaluated to take into account delivering a robust solution. There will be an opportunity to review the numbers of trees across the scheme and also value engineering. Consideration may be given to reducing the numbers of parklets to make savings, reduce the maintenance liability and still create a distinctive environment on Princess Parade.

In undertaking the sensitivity analysis it is clear that maintenance and creating a robust maintenance strategy will have the most significant impact on the scheme operational risk, linking back to the overall sensitivity.

Officers have and are continuing to address two critical questions at this design stage. It is worth stressing, that this is a lesson which has been learnt from previous capital development programmes for public realm, where schemes have been delivered and maintenance addressed post implementation. A model which Highways suggest is not effective and the creation of a project working group to pose these questions at the inception has been welcomed:

Who is responsible for maintaining what, and, how will this be budgeted for.

As the scheme is being delivered on the public highway – the assets would ordinarily be included within the Highways Assessment Management Plan (HAMP). This is constantly changing to set the priorities within the budget, across the Highways asset portfolio. An adopted document, which is in line with the Service Area budgets. As the parklet infrastructure and play equipment sits outside of the plan, officers are reviewing how best to attribute maintenance to the scheme, as the parklets fall out of existing scope.

A dedicated revenue fund will be needed to support maintenance, through the expected lifespan. All in line with budgets available, this sits out of the plan.

Pressure on service area budgets to do substantive everyday work, which impacts on maintenance street furniture/ highways assets above and beyond existing normal business as usual.

This would mean parklets etc would fall out of existing scope and a dedicated revenue fund will be needed to support maintenance, through the expected life (25 years). Previously, Highways Management have modelled anticipated maintenance costs on particular infrastructure and sought, through various mechanisms additional funding which is commuted and ringfenced to specific projects.

The £50k revenue attached to the Towns Fund project, we would expect to ring fence this as a commuted sum through the 5-year programme in order to seed the project, with a view (ongoing) to develop a dedicated maintenance strategy for the 25 year lifespan. A costings exercise is being prepared, in order to quantify the maintenance impacts and will be shared internally when complete.

The project working group is already investigating the potential for business involvement through the West Bromwich BID, and sponsorship opportunities to increase the revenue income of the parklets, and we would anticipate working with SMBC accountants to protect any revenue solely for the scheme maintenance in order to increase the longevity and sustainability of this High Street Public Realm project. A methodology that if successful could be adopted elsewhere.

Street trees, wildflower planting would be the responsibility of grounds maintenance and they are involved the project working group.

RISK

Identification and assessment of risk(S)

Complete and **include** a project risk register and the latest Towns Fund Programme Risk Register. (SMBC led projects should utilise the [Strategic Risk Register template](#). Partner led projects may use their own format of risk recording).

NOTE: Risks during the design, build and operational phases of the project should be identified, along with appropriate mitigating actions.

The risks associated with the Urban Greening Project include:-

Ref	Risk Title	Q1 RAG	Q2 RAG	Q3 RAG	Q5 RAG
1	Draft design work is not completed before submission of FBC	6			
2	Costings are not included within FBC	6			
3	FBC unsatisfactory at SIU appraisal stage	8			
4	Insufficient consultation	9			
5	Contractor unavailability to implement scheme	6			
6	Lack of utilities information to inform detailed design work	8			
7	Failure to procure a delivery partner for cultural programme	9			
8	Unforeseen costs at delivery stage	6			
9	Phase 2 Development	12			
10	Timescales	16			

Specific Phase 2 risk – Bull Street

One of the key risks, the wider project team are working through is regarding the second phase public realm delivery along Bull Street, in terms of overall scheme design and timing for delivery, as it is interwoven with the Retail Diversification Programme (RDP).

Draft designs have been included for a number of options taking into consideration the existing access road / access arrangements from Bull Street into the future development RDP development site. Phase 2 of the Urban Greening project encompasses the edge of this development site.

The Bull Street multi-storey car park has now been demolished, so no access is required for this off of Bull Street, however service access currently is retained for a number of shops on Princess Parade. The intention through the RDP is to acquire Queens Square shopping centre, unlock the demolition of the East wing of the Centre, and to re-provide access to the shops on Princess Parade, afforded off the existing northern access road / route (Queens Square). This would allow for the reduction in road widths of both Bull Street and its access road to accommodate the most efficient design of the Phase 2 Urban Greening, in line with the emerging West Bromwich masterplan.

It should be noted that the Phase 2 scheme could be delivered without removing the requirement for the access to the shops on Princess Parade but it would not be a long-term solution, given the position may change in delivering the RDP / Bull Street regeneration scheme, meaning the public realm scheme would be subject to further changes in line with future development proposals and varying road widths subject to further detailed work. Therefore, officers are aligning the two projects together to ensure that delivery is in line with the future regeneration proposals and that they can be phased in partnership with one another. Officers have also provided several different design options for this section to ensure we have the appropriate level of flexibility within the scheme within budget.

Risk Approach

Please describe the risk management approach to be used for the duration of the project (e.g. how you will review, monitor and escalate risks)

Risk management will be undertaken for the duration of the project via the Project Working Group and through existing Highways Contract delivery mechanisms. A risk register has been compiled and is attached. This includes scoring of likelihood and severity and documentation of mitigation. This will be a live document and is regularly reviewed by the Project Team and reported in line with the Council's management framework.

The project risk register will form part of the required reporting to the Town's Fund Programme Management Board for monitoring. Risk escalation will be in line with the Towns Fund Programme risk approach which set out that project level red risks, or where risks, delays or issues that are not easily managed, will be reported to the Towns Fund Programme Management Office and to the West Bromwich Town Deal Local Board and Superboard (as required). This includes risks that have implications on the adherence to Towns Fund Heads of Terms / other Grant Conditions or at the request of the Accountable Body Officers Group.

During the cultural programme delivery, risks will be reported to the Project Working Group and risks will be managed through the provider and the project manager.

Specific Highways Risk mitigation

- CDM 2015 – Health and Safety Plan (document)
- RAMS from each contractor – which are specific risks for operational delivery including – Covid, protection of public.
- Early engagement with contractors and sub-contractors suppliers, utility suppliers and partners to keep risks to a minimum.

VALUE AND BENEFITS

Value for Money(S)

Provide details on how the project presents the best value for money.

MHCLG Towns Fund Guidance states: 'Recognising the diversity of market conditions and the acute nature of the Covid-19 impact in some localities, no minimum value for money threshold is set for Towns Fund projects. However, to follow best practice, all business cases must contain robust value for money assessments. If value for money values are low, then additional justification should be provided. A variety of measures can be used to summarise value for money, this includes estimates for: a. **Net Present Social Value** - defined as the present value of benefits less the present value of costs. It provides a measure of the overall impact of an option; b. **Benefit-Cost Ratios** - defined as the ratio of the present value of benefits to the present value of costs. It provides a measure of the benefits relative to costs

As the Project Needs section outlines – the bulk of our supporting evidence for the value of this project has come from consultation and engagement with the general public and stakeholders, who have outlined the need to invest into the High Street to improve the attractiveness and modernise the area.

The Urban Greening Project therefore is a crucial part of the overall long-term regeneration of the West Bromwich High Street, it's key central location, and the provision of enabling infrastructure to create the conditions needed to unlock growth will be critical as we deliver the Towns Fund and land value uplift via the emerging West Bromwich Masterplan.

A Savills Research Paper from 2016 outlines how investment into the public realm and placing an emphasis on placemaking, positively impacts the uplift in residential sales values, if there is investment to make places more appealing. The sooner the investment is made, the sooner the uplift in sales values can be achieved which is reflected in the land value. Conversely, investing later decreases the potential. Savills also suggest that Early marketing, PR, social media and community engagement all have a part to play in shaping that vision in the public's imagination, gaining support for development, easing the planning process and ultimately boosting values

once homes go on sale. The proposals outlined within this Urban Greening project will form the first phase of showcasing to the wider market, the type of place and destination SMBC are trying to create with improving the core public realm in the Town Centre.

(Savills- RAISING THE GAME - Early investment creates better places and delivers higher returns, 2016)

The public realm will not only act as a catalyst for social growth, increased town centre activity through footfall but crucially will assist in unlocking regeneration growth. By creating and upgrading the public realm environment adjacent to Bull Street / Queens Square development site, the project will contribute to creating the conditions that will attract a major developer to deliver a major residential scheme. The enabling works to improve the Princess Parade and links to Dartmouth Park will ensure that the Town Centre offers a more sustainable offer to support incoming residents.

In any neighbourhood that works, the spaces between the buildings are as important as the buildings themselves. Investing in well-designed good quality public realm makes all the difference when it comes to creating a sense of place and using land effectively. However, prescribing exactly how much ought to be spent on public realm is difficult (Savills Research Note, 2016). The council through the Towns Fund investment will create and invest in improving the public realm adjacent to future large transformational regeneration sites in the Town Centre, to create a new sense of place, and, in the process remove the risk for future development partners in creating that sense of place. The Urban Greening scheme will set the benchmark for the wider aspirations to deliver the emerging West Bromwich Masterplan, as in independent yet integrated public realm scheme.

The positive outcomes being:

- Delivery of new 4 new greenspaces totalling 0.97ha
- Improved connectivity within and around the town centre
- Improved perceptions of the place by residents, visitors and businesses
- Increase in satisfaction as a place to do business or to live
- Increase in footfall

With the anticipated benefits of:

- Supporting mental and physical wellbeing of residents through the Capital Development works and Cultural Programme
- A more attractive place for private sector investment
- Links to Sandwell's Tourism & Visitor Growth Strategy for Sandwell
- Potential link to the Birmingham 2022 Commonwealth Games Delivery and Legacy mode workstreams
- Increase in Gross Added Value (GVA)
- Alignment with delivering Clean Growth and the Governments response to Climate Change.

Cultural Programme

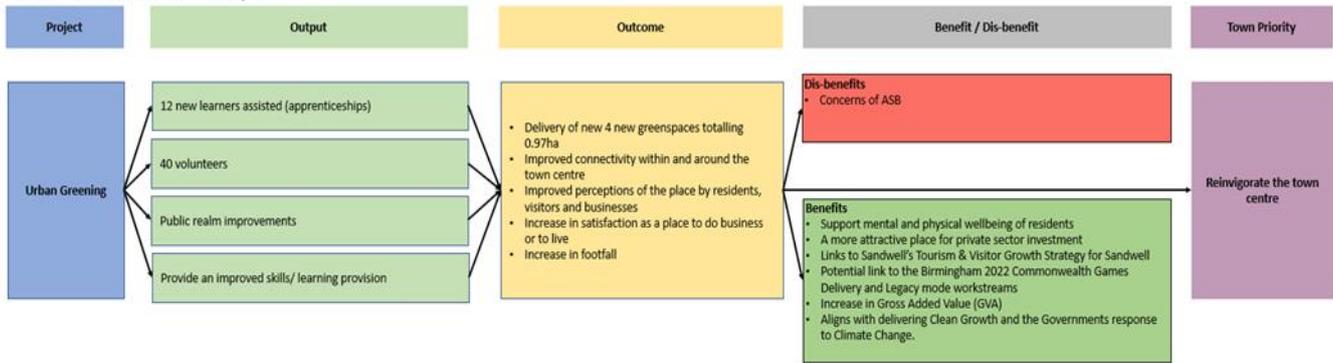
A total of 2,759 participants in planned activities outlined in Part Three over 3 years. As part of the Urban Greening project there are plans to develop, support and sustain a group of up to 40 local volunteers who will take part in the community engaged cultural programme, wider planning initiatives and the conservation apprenticeships with the Wildlife Trust.

Added Value and Benefits(S)

Outline the positive impacts of carrying out the project and how the project will provide additional benefits to the Council in return for the investment made e.g. Revenue savings, service efficiencies, improved public perception or other non-financial benefits such as benefits to residents, fit with existing projects and so on.

Please note: outputs and outcomes to be recorded in section 5 – Management Case.

West Bromwich Benefit Map



A key driver for national and regional growth is the improved function and transformation of our town centres into places people can live, work and visit. This is at the heart of the UK Governments national agenda and investment in Town Centres. It is also a key priority for WMCA who have identified town centres across the region as key growth assets. In Sandwell, West Bromwich Town Centre is identified as an important centre which is in need of significant transformation, to resolve existing challenges but also unlock future opportunities.

The emerging Masterplan for West Bromwich Town Centre presents a transformational vision and plan for the town. This aims to tackle a range of challenges facing the town associated with declining investment, poor quality public realm, poor connectivity, high crime, negative perceptions, high vacancy rates and oversupply of retail uses. It also aims to capture the unique opportunities for the town including the benefits of the metro station to deliver sustainable growth, potential to help accommodate the shortfall in residential development by delivering high density residential development in a well-connected location, and capturing economic growth opportunities in sectors such as education, health, digital and creative industries.

At present the town centre lacks any modern residential development, and yet there are major demand drivers and significant opportunities around the metro station to create sustainable residential and mixed use communities. To deliver new high density residential communities in the town would require a step change in the quality and amenity value of the public realm, as well as improvements to the connectivity across the town. Urban Greening will play a crucial role in creating the conditions to support a new residential communities in the town centre. Without urban greening we anticipate that the quality and environment in the town would not support residential development.

Urban Greening will provide amenity benefits, and quality of environment that will attract people to consider the town as a place to live. This will increase demand and create the market values needed to support viable residential development schemes. Without Urban Greening and other public realm improvements, it is unlikely that values for property would be achieved that could support a deliverable scheme. As such urban greening will have a significant impact on the financial viability of the transformational development of the town centre.

Urban Greening will also provide wider benefits including valuable amenity use for the incoming residential population in high density development, where amenity and green space will be at a premium. It will also provide value amenity space for the local population and visitors more generally, this will help to change perceptions of the town, increase visitation, and vibrancy of the town and could have an impact on spending patterns. Urban Greening will also deliver health and wellbeing outcomes for the community which are difficult to quantify and monetise, but there are well established links between improved environmental conditions and wellbeing and health outcomes. Finally, Urban Greening projects will also present an opportunity to reconfigure the town centre and improve access to public transport nodes such as the Metro Station and Bus Station, as well as to Dartmouth Park. This will encourage access to public transport, reducing car trips, and supporting the area to reduce carbon emission and operate more sustainably. It will also promote more active travel via walking and cycling which will have further health and wellbeing benefits for the community as a whole.

In summary, Urban Greening is a core element of creating an environment in the town that can accommodate residential development, attract visitors, and support more sustainable practices. Without Urban Greening, it is likely that residential development will be unviable

Anticipated Dis-Benefits

Outline any anticipated dis-benefits.

Concerns have been raised about the possibility of the public realm infrastructure being a target for ASB. The project team are working through any concerns through the design phase and ensuring that materials and structures are designed with robustness in place from the outset. The police are also aiding through the design out crime team to assist on this matter also.

IMPACT

Equality Impact Assessment

Complete and include the project's Equality Impact Assessment (EqIA) (support available via PMO) .

An Equality Impact Assessment has been completed and is attached.

Environmental Impact Assessment

Complete and include the project's Environmental Impact Assessment / Screening Tool (as required) (support available via Regeneration Town Lead). Nb. Flow chart and screening will indicate which if any of the schedules are relevant.

- [Towns Hub EIA Guidance and Flow Chart](#)
- [Schedule 1 of the EIA Regulations](#)
- [Scheduled 2 of the EIA Regulations](#)
- [Schedule 3 of the EIA Regulations](#)
- [Environmental Screening Checklist](#)

Environmental Impact Screening has been conducted and Environmental Impact Assessment is not required. The Environmental Impact Screening is attached.

Future Sustainability(S)

Outline how the project will sustain itself after completion or/ and any costs required to close the project.

£50K of Revenue funding is being apportioned as part of the Towns Fund ask across year 3 onwards for a 5-year period.

A maintenance strategy is also being developed in order to design in costs at the beginning of the programme as outlined in the Sensitivity Analysis.

STRATEGIC ASSETS

Strategic Assets Implications (S)

State who owns any existing assets to be utilised in the project e.g. land to be built on, building to be refurbished and whether there are any restrictions which may affect the project e.g. covenants, access rights and previous grant conditions such as ERDG. 20-year rule etc.

- Public Highway – Phase 1 – The adopted highway
- Bull Street – in council ownership but will require phasing in line with the Retail Diversification Programme and the delivery options.
- Phase 3 + 4 – The adopted highway with an area of private land owned by Tesco – dialogue and engagement on-going with Tesco and New Square Management Team.

Outline how the proposed project links to the SMBC corporate landlord (e.g. identified as a requirement, aids a requirement, contributed to rationalisation improves service provision etc.) and cross reference relevant parts of the Corporate Landlord Strategy. (S) (For partner-led projects, please insert comment from SMBC Corporate Landlord).

All on public highway.

MANAGEMENT CASE

PROJECT MANAGEMENT

Management and Monitoring Arrangements (S)

Provide a project management structure, including roles and responsibilities for undertaking the management and monitoring of the project. Confirm how the management and monitoring roles will be resourced i.e. additional costs to be incurred (if so, how is this funded), existing resources etc.

The overall programme management is resourced through existing capacity within the Local Authority. The Urban Greening Project Manager is Joshua Singh, Senior Regeneration Officer.

The project delivery management of the capital development programme will be overseen by Sandwell MBC, Highways Division – Simon Chadwick, Highways Network Development & Road Safety Manager. The scheme project will be cascade down to supporting Officers in the team, Trevor Chatwin, Principal Engineer and Steve Scrivens, Engineer.

The team have support from external landscape architect, Douglas Allen.

All workstreams feed into the established Project Working Group, which includes the monitoring function with key officers.

GOVERNANCE

Project Sponsor / Lead

Identify the project sponsor / Lead and provide detail of their role.

Tammy Stokes – Service Manager Spatial Planning & Growth
Robin Weare – Service Manager Highways

Project Manager

Identify the project manager and provide detail of their role.

Joshua Singh – Senior Regeneration Officer – SMBC – project managing the Urban Greening project across core council directorates within existing role as Senior Officer within the Planning and Regeneration Team.

Project Board and Project Workstreams

Outline the governance arrangements for project board(s) and workstream leads.

PROJECT BOARD	Project Working Group – Internal & External Partners	Fortnightly at present
WORKSTREAM LEADS	Cross Directorate: <ul style="list-style-type: none"> - Regeneration - Highways – delivery - Markets / Town Centre Lead 	Linked to the above – 1-hour fortnightly meetings.

	<ul style="list-style-type: none"> - CCTV - ASB - Playgrounds - Police / Counter Terrorism - Public Health 	
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Project Board Members

Identify the project board members.

e.g. The project board meet monthly and governs the project.

NAME	ORGANISATION/ REPRESENTATIVE
Joshua Singh	Sandwell MBC - Regeneration
Simon Chadwick	Sandwell MBC - Highways
Steve Scrivens	Sandwell MBC - Highways
Barry Ridgway	Sandwell MBC – Highways
Steve Sedgwick	Sandwell MBC - Architects
Darren Jones	Sandwell MBC - Parks
Alex Oxley	Sandwell MBC – Regeneration
Jason Flanagan	Sandwell MBC - CCTV
David Dwyer	Sandwell MBC – Disability
Gerry Ritchie	Sandwell MBC - Markets
Andy Thorpe	Sandwell MBC – Public Health
Mark Silvester	West Midlands Police
Adrian Bartlett	West Midlands Police
Claire Worley	West Midlands Police – Counter Terrorism Unit

Project Workstreams Leads

Identify the project workstream leads.

NAME	ORGANISATION/ REPRESENTATIVE
Joshua Singh	SMBC - Regeneration
Simon Chadwick / Steve Scrivens	SMBC - Highways
Gerry Ritchie	SMBC – Markets / Town Centre
Jason Flanagan	SMBC – CCTV / ASB
Samantha Harman	Go Play Sandwell
Mark Silvester	Police / Counter Terrorism

Stakeholders

Outline the key stakeholders.

<p>Public Realm Scheme (2021 on)</p> <ul style="list-style-type: none"> - SMBC Service areas (Highways, Grounds maintenance, Markets, Architects, Transport Planning) - West Bromwich BID - WM Police - SERCO - Community groups - New Square Shopping centre (Management team of) - Members (Cabinet and local Members) - Sandwell Visually Impaired group - Residents and young people

Cultural scheme (2022)

- West Bromwich Business Improvement District and retailers
- New Square (management team of)
- SMBC Highways (adopted public highway)
- The Wildlife Trust
- Sandwell College
- Local Schools
- Voluntary, faith and Community Groups
- Sandwell Youth Service (young people)

Sandwell Council and Towns Fund Local Board and Superboard

Partnership working will continue with the West Bromwich Towns Fund Local Board and Superboard who will champion the project, act as a critical friend offering on the ground local knowledge and perspective and input into proposed engagement and consultation activities.

Communication and Engagement Plan – Development of FBC

Outline the communications and engagement activities undertaken as part of the development of the FBC.

As outlined in the Project Needs section, extensive consultation has been undertaken during the Town Investment Plan development stage and throughout the past 12 months and during the FBC development stage.

- The overall consultation during the Town Investment Development Stage found: -
- Residents and young people agreed with the Town Priorities for West Bromwich
- Residents expressed what they would like to see incorporated within projects e.g. free parking, climate change and more places for social activities in West Bromwich
- Young people expressed their desire to see cleaner high streets, a new drinks and food hall, a new live entertainment area and more green space within the town centre
- Crime and safety remain high on young people's agenda
- Greater opportunities for the community

In order to test the emerging design direction, the project working group decided to add a stage of formal consultation to the wider Sandwell public in early August 2021. The Group wanted to test the overall direction against the general public's views in order to shape the final draft designs. Initially, the businesses along Princess Parade / Bull Street were consulted in a bespoke exercise. The feedback was positive and supporting information is attached.

The overwhelming response received via email was positive and supportive of the direction for the project, with the majority of social media responses being negative; not critical of the scheme itself but of wider issues around the ongoing investment in West Bromwich at the expense of other towns and the need to tackle the perceived levels of ASB / Crime in the Town Centre.

A sample of the consultation findings are attached.

Communication and Engagement Plan – Project Delivery

Outline the communications and engagement activities planned for project implementation. Please attach the Consultation and Engagement Plan for project delivery when submitting FBC.

The Urban Greening Project Communication and Engagement Plan is attached.

PROJECT DELIVERY

Project Delivery Plan(S)

Provide details of the project timescales.

	MONTH	YEAR
DETAILED DESIGN WORK TO START	Commenced – May	2021
ESTIMATED CONTRACT START DATE	April / May	2022
ESTIMATED LENGTH OF CONTRACT	August/ September	2025
ESTIMATED PHYSICAL COMPLETION DATE	September	2025
ESTIMATED FINANCIAL COMPLETION DATE	September	2025
DATE OF LAND PURCHASE (IF APPLICABLE)	N/A	

Provide a comprehensive project plan/ Gantt Chart to support the delivery of the project, ensuring realistic and deliverable key project milestones are identified. (S)

A detailed Gantt Chart is attached, providing an overview of the deliverable project milestones across the phases.

Commonwealth Games – Project Delivery During Games

Outline what aspects of the project are scheduled to be delivered during the period 27 June 2022 – 28 August 2022 and any impact you might expect this to have on traffic flows within the area (e.g. large delivery vehicles to site), or impact on the streetscene in the local area during construction. *Note: This is relevant to projects in all Towns due to baton relay, cycling routes, increased tourism and traffic flow across the Borough.*

The aim is to commence Phase 1 public realm improvements along Princess Parade, High Street in Spring 2022.

Currently, detailed timescales cannot be given, for the overall programme as indicative designs are still underway.

This scheme will have an impact on the street-scene of the Town Centre during the construction period, where the project will overlap with the Commonwealth Games, careful hoarding along the centre of the High Street will be utilised. This also offers the opportunity for space for branding to also act as a visual buffer.

Subject to the project delivery timetable and completion before the Games. The other opportunity it provides is the possibility to maximise the immediate opportunities during the Games. For instance, the area in front of the Ice Cream Parlour (Dartmouth Square South) could provide a focal point for increasing the Summer activities and the utilisation of the parklets throughout the Games as a focal point for High Street activity.

PROJECT OUTPUTS, OUTCOMES AND IMPACTS

Project Deliverables (S)

Detail project outputs and outcomes, which should be quantifiable and measurable

Notes:

Outputs – direct, measurable consequences of product activities, i.e. no. of houses built.

Outcomes – consequences of wider community benefits of product activities, i.e. health benefits.

Please indicate whether outputs and outcomes are taken from Towns Fund Monitoring and Evaluation Plan for your project / are other identified outputs and outcomes

Where outputs and outcomes will be achieved over a period of time, a profile should also be provided. All quantitative and qualitative outputs should be stated. It is important to state when the outputs can be achieved and to indicate how they will be monitored and who will be responsible.

Outputs, outcomes and impacts should be realistic, and evidence should be provided to justify how they have been estimated.

OUTPUTS	MEANS OF MONITORING & RESPONSIBLE OFFICER	PROFILE OF ACHIEVEMENT					
		2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
Public realm improvements	Progress made against delivery plan/ milestones (Joshua Singh, SMBC)			40%	50%	100%	
Provide an improved skills/ learning provision	Detail for this output will be developed with the Cultural Provider (Cultural Provider, TBC)			70%	95%	100%	
12 new learners assisted	Detail for this output will be developed with the Cultural Provider (Cultural Provider, TBC)			100%	100%	100%	
40 volunteers	Detail for this output will be developed with the Cultural Provider (Cultural Provider, TBC)			100%	100%	100%	
# new trees	Progress made against delivery plan/ milestones (Joshua Singh, SMBC)			40%	60%	100%	

OUTCOMES	MEANS OF MONITORING & RESPONSIBLE OFFICER	PROFILE OF ACHIEVEMENT					
		2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
Delivery of new 4 new greenspaces totalling 0.97ha	Progress made against delivery plan/ milestones (Joshua Singh, SMBC)			40%	50%	100%	
Improved connectivity within and around the town centre	Annual perception survey Footfall Counter Data (Joshua Singh, SMBC)			30%	70%	100%	
Improved perceptions of the place by residents, visitors and businesses	Annual perception survey (Joshua Singh, SMBC)			100%	100%	100%	
Increase in footfall	Footfall Counter Data			50%	50%	100%	

EVALUATION

Post Implementation Evaluation(S)

Identify a responsible officer who will undertake the post implementation evaluation of the project.

Monitoring and evaluation data will be collected by the Project Working Group led by Joshua Singh. Additional monitoring and evaluation will be undertaken by the appointed Cultural Programme provider and has been built into the procurement tendering process and tender documents.

Post implementation evaluation will take the form of a lessons learnt capture, analysis of monitoring and evaluation data and insight, feedback received (e.g. from residents/students/stakeholders) and project close down activities.

Provide detail on how this will be undertaken and an expected date for completion. (S)

- Evaluation of this project will: -
- Record numbers of new learners assisted
- Number of volunteers
- Number of new trees planted
- Delivery of new greenspaces
- Improved connectivity within and around the town centre
- Improved perceptions of the place by residents, visitors and businesses
- Increase in satisfaction as a place to do business or to live
- Increase in footfall

Baseline data will be taken Summer 2021.

Monitoring and evaluation data will be collected on a quarterly basis initially and min. every 6 months thereafter as outlined in the monitoring and evaluation plan. Quarterly report dates will be set from project launch date.

Returns to MHCLG will be signed-off by the SMBC S151 Officer in line with the Towns Fund Monitoring and Evaluation Guidance

Lessons learnt will be documented throughout the project implementation stage and shared within the Towns Fund Programme Management Office including with West Bromwich Town Deal Local Board and the Towns Fund Superboard.

MANAGING OTHER RESOURCES

Implications of not undertaking the project(S)

Detail the risks and implications to the council and delivery partners should the proposals not be supported.

An attempt should be made to address the possible risks and implications of partial support e.g. reduction in funding: part of the scheme could still be completed but not all objectives will be achieved. Failure to meet statutory responsibilities should also be highlighted in this section.

Reduction in funding – value engineering across the scheme.

There would also be dissatisfaction from stakeholders including West Bromwich Town Deal Local Board, and Sandwell Towns Fund Superboard who have supported this project as part of the Town Investment Plan.

COMMERCIAL CASE

PROCUREMENT

Procurement Requirements(S)

Explain how the procurement requirements of the council / details within MoU and any external funding body are being met e.g. approved framework etc. You should include: -

- Confirmation of compliance with Public Contracts Regulations 2015, or any successor legislation
- Route to market
- Evaluation methodology
- Social Value considerations: outcomes sought, weighting in evaluation, process for data collection
- Confirmation that a report of the procurement process and outcome will be submitted to SMBC when contract(s) is/ are awarded

Capital Development

The Highways division has a procurement framework contract for minor works (Sandwell is the lead authority of the contract) and will be used to undertake these works in West Bromwich.

This Contract has completed all the procurement processes and all the contractors have demonstrated they have the financial security and the technical expertise's to undertake this project(s). This Contract is due to be re-tendered in November 2021 and through the re-tendering process will ensure best value is achieved for the project(s).

The Capital Development works will be executed via the new Framework and delivered in the same structured format as Public Realm schemes across the Borough.

Cultural Development Programme

A procurement exercise is currently underway to appoint a delivery partner for the Cultural Programme (Part 2 of the Urban Greening Project). The project team are drafting the Invitation to Tender and Evaluation Criteria with the support of Procurement Services.

This tender process is in line with SMBC and national procurement regulations, within 60 (Quality): 40 (Price) split. Conditions will be included within the tender documentation to require use/ engagement with local businesses/ schools and labour through subcontractor appointment where possible. Within the evaluation we will ensure that there is a dedicated requirement to address social value given that this is a locally led community programme, specifically focused on West Bromwich High Street and surrounding area. We will include these within the KPIs and ongoing measurement of these through the contract timeframe.

The initial aim was to complete the tender exercise and appoint a delivery partner prior to the submission of the FBC to MHCLG. However, the procurement timetable has slipped due to internal resourcing issues. A new programme of work has now been scheduled, with an anticipated return of tenders by the end of September 2021.

Procurement process and results will be shared with PMO team to ensure full alignment with Towns Fund Delivery.

DELIVERY

Delivery Arrangements (S)

Provide details of other bodies involved and the current level of involvement e.g. fully committed, funding negotiated, have expressed an interested, have not been contacted.

Discussions have taken place and are ongoing with Arts Council around the opportunity to bid for funding for the Urban Greening Project. Site visits with Arts Council representatives were conducted around the Town Centre to explain the future opportunities that the Urban Greening project will deliver, of which were well received. The project team are awaiting further guidance from the Arts Council regarding the application to bid for funding. The project team hope to receive this guidance in October 2021. As outlined above, the delivery of the scheme is not dependant on Arts Council funding but will provide further opportunities to increase the scope of the project.

Where the project is to be delivered externally or in partnership, detail the considerations given to the following: -(S)

The below relates to the Cultural Programme element of the project.

Contract Duration	3 years duration
Draft contractual agreement, including key contractual clauses	The contractual agreement will form part of the appointment of the Cultural Provider and can be shared at a later date.
Charging mechanism	
Performance indicators and penalty default clauses	
Personnel implications, including TUPE	
Risk transfer to contractor	
Accountancy treatment on balance sheet	

NOTE: If partners are involved in the project, a written agreement should be obtained clearly stating roles and responsibilities of each partner.

State Aid and Subsidy Control (S)

Identify any potential State Aid/ Subsidy Control implications and detail any advice provided by Legal Services.

NOTE: Information regarding State Aid can be obtained from the [Department for Business Innovation and Skills website](#). Legal advice should be sought for all State Aid issues. Currently awaiting further legal advice.

FINANCIAL CASE

SOURCE OF FUNDING

Funding(S)

All sources of funding should be identified within the table below.

NOTE: If SMBC funding has been secured, evidence is required of either a Cabinet Member Decision (in the form of a Council Minute) or Finance Officer approval, as appropriate. If external grant or partnership funding is being sought, please supply evidence of funding being secured or details of when a decision is expected. If revenue contribution from SMBC budgets is to be used, please detail the relevant cost centre where funding will come from.

FUNDING COSTS	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 (£)	2024/25 (£)	2025/26 (£)	TOTAL COSTS (£)	SECURED* (Y/N)
COUNCIL CAPITAL								
MAIN PROGRAMME								
COUNCIL PRUDENTIAL BORROWING								
REVENUE (COST CENTRE if SMBC Revenue)								
Towns Fund Grant		£0.115	£0.657	£0.309	£0.109m	£0.03m	£1.22m	N
EXTERNAL GRANTS (PROVIDE DETAIL)								
PARTNERSHIP FUNDING (PROVIDE DETAIL)								
OTHER (Arts Council – TBC)			£0.005m (tbc)	£0.03m (tbc)	£0.03m (tbc)	£0.03m (tbc)	£0.095m	N
TOTAL PROJECT COST								

PROJECT COSTS

Project Capital Costs(S)

Provide a budget breakdown of project capital costs.

A detailed scheme cost profile is included which breaks down the Phase 1 and 2 scheme costs and references Phase 3 + 4 which will be developed in detail over the course of the 5-year project development. This is broken down across the financial years.

CAPITAL COSTS	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 (£)	2024/25 (£)	2025/26 (£)	FUNDING SOURCE	SECURED* (Y/N)
LAND/ BUILDING (PURCHASE COSTS)								
CONTRACTOR PAYMENTS - Delivery		£0.115m	£0.511m	£0.225m	£0.059m		Towns Fund	N
UTILITY COSTS							Towns Fund	N
SITE SUPERVISION								
ENGINEERS FEES			£0.041m				Towns Fund	
ARCHITECT FEES								
FURNITURE & EQUIPMENT								
GRANTS								
CONSULTANTS FEES								
LAND COMPENSATION								
CONTINGENCY **			£0.06m	£0.045m	£0.02m		Towns Fund	N

CAPITAL COSTS	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 (£)	2024/25 (£)	2025/26 (£)	FUNDING SOURCE	SECURED* (Y/N)
OTHER COSTS (PROVIDE DETAILS)								
TOTAL CAPITAL EXPENDITURE		£0.115m	£0.611m	£0.27m	£0.079m		Towns Fund	N

Project Revenue Costs(S)

Provide a budget breakdown of project revenue costs.

REVENUE COSTS	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 (£)	2024/25 (£)	2025/26 (£)	FUNDING SOURCE	SECURED* (Y/N)
EMPLOYEES (INCL. SALARIES, REDUNDANT AND OTHER COSTS)								
PREMISES								
TRANSPORT								
SUPPLIES AND SERVICES (Cultural Programme (CP))			£0.046m (CP)	£0.029m (CP)	£0.02m (CP)		Match Funding	N
CAPITAL CHARGES (COST OF BORROWING AND LEASING CHARGES)								
MAINTENANCE IMPLICATIONS				0.01m	0.01m	0.03m	Towns Fund	N
OTHER COSTS (PROVIDE DETAILS)								
TOTAL REVENUE EXPENDITURE			£0.046m	£0.039m	£0.03m	£0.03m	Towns Fund/ Match Funding	N

Total Project Costs(S)

Summary of total project costs.

TOTAL PROJECT COSTS	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 (£)	2024/25 (£)	2025/26 (£)	FUNDING SOURCE	SECURED* (Y/N)
TOTAL PROJECT COST		£0.115m	£0.657m	£0.309m	£0.109m	£0.03m	Towns Fund/ Match Funding	N
INCOME								
SAVINGS								
NET COSTS								

NOTE: The above should be completed and profiled as accurately as possible.

NOTE: All estimated costs should be realistic and fully justified and supporting evidence must be provided in the form of detailed costing spreadsheets, feasibility studies or quotes from potential contractors or stakeholders.

The capital funding requirement specified will form the basis of a cash limited capital approval should the scheme be approved and will subsequently be the expenditure figure on which the schemes progress is monitored.

Please note the SMBC Strategic Finance monitoring officer will request a quarterly expenditure profile at the initial monitoring meeting.

SMBC ongoing revenue costs need to be included, given the overall constraints on local authority funding. Services should bear in mind any additional revenue costs and how they will be met from their existing target budgets since it is unlikely that additional revenue resources will be made available.

If SMBC Prudential borrowing is being considered as a source of funding, estimated costs of borrowing should be calculated, included as a revenue cost and budgets identified. Assistance in calculating costs of borrowing can be obtained from Carl Burke, Corporate Finance.

* If SMBC funding has been secured, evidence is required of either a Cabinet Member Decision (in the form of a Council Minute) or Finance Officer approval, as appropriate.

** The level of contingency included within the estimated cost breakdown will be reviewed for reasonableness in relation to the total cost of the project.

Please ensure that the totals shown within the Source of Funding (4a) and Project Costs (4b) tables agree.

Cashflow Management(S)

Provide detail on how the cashflow of the project will be managed i.e. is the cash for the project readily available, borrowing required, dependent on income generation etc.

Cashflow will be managed in line with the Town Fund Programme Management and internal SMBC finance mechanisms once funding has been allocated via MHCLG.

The maintenance revenue strategy will need to develop a bespoke funding plan, once the initial £50k revenue funding has been utilised over the 5 years outlined within the time profile.

Long-term Investment

Identify any long-term financial investment.

COST IMPLICATIONS

SMBC Revenue Implications(S)

Identify any potential revenue implications.

As outlined within the Sensitivity Analysis section – the public realm infrastructure would fall under Highways and Ground Maintenance portfolio. The main maintenance liability will be the parklets and they fall out of existing scope and a dedicated revenue fund will be needed to support maintenance, through the expected life (25 years). Previously, Highways Management have modelled anticipated maintenance costs on particular infrastructure and sought, through various mechanisms additional funding which is commuted and ringfenced to specific projects.

The £50k revenue attached to the Towns Fund project, we would expect to ring fence this as a commuted sum through the 5-year programme in order to seed the project, with a view (ongoing) to develop a dedicated maintenance strategy for the 25-year lifespan at the outset of the project.

A costings exercise is being prepared, in order to quantify the maintenance impacts and will be shared internally when complete.

SMBC VAT Implications(S)

Identify any potential VAT implications.

N/A

FINANCE REVIEW

Finance Team Review(S)

Confirm the name of the relevant officer within SMBC Finance Team that has assisted/ reviewed the financial data contained in this document.

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Documentation checklist

Document Title	Please type 'Yes' if included with application for appraisal
01. Towns Fund Project Confirmation Table	Yes
02. Towns Fund Heads of Terms Conditions	Yes
03. Towns Fund Project Risk Register	Yes
04. Towns Fund Programme Risk Register	Yes
05. Equality Impact Assessment	Yes
06. Environmental Impact Assessment / Screening	Yes
07. Management Structure Diagram	
08. Communications and Engagement Plan – Delivery Phase	Yes
09. Comprehensive Project Plan/ Gantt Chart	Yes
10. Detailed Budget Spreadsheet	Yes
11. Prudential Borrowing Costs spreadsheet (if applicable)	
12. Towns Fund Monitoring and Evaluation Plan	
13. Towns Fund Governance Arrangements	Yes

Please note: SMBC Cabinet decision is required for all FBCs.

SANDWELL TOWNS FUND

CONSULTATION AND ENGAGEMENT PLAN

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

Sandwell Council

Council House
Oldbury
West Midlands
B69 3DE

www.sandwell.gov.uk

PROJECT DETAILS

PROJECT TITLE	Urban Greening
OFFICER TEAM	OFFICER TEAM MEMBERS: - Alex Oxley Simon Chadwick Steve Scrivins Barry Ridgway Gerry Ritchie Lisa Hill Oliver Ford Darren Jones Jane Lane David Dwyer
PROJECT MANAGER	Joshua Singh

STAKEHOLDER IDENTIFICATION

STAKEHOLDER IDENTIFICATION Please identify the key project stakeholders. Please list in bullet format.
STAKEHOLDERS
Public Realm Scheme (2021) <ul style="list-style-type: none">• SMBC Service areas (Highways, Grounds maintenance, Markets, Architects, Transport Planning)• West Bromwich BID• WM Police• SERCO• Community groups• New Square Shopping centre (Management team of)• Members (Cabinet and local Members)• Sandwell Visually Impaired group• Residents and young people
Cultural scheme (2022) <ul style="list-style-type: none">• West Bromwich Business Improvement District and retailers• New Square (management team of)• SMBC Highways (adopted public highway)• The Wildlife Trust• Sandwell College• Local Schools• Voluntary, faith and Community Groups• Sandwell Youth Service (young people)

PROJECT BENEFICIARIES Who are the major project beneficiaries? Please list in bullet format.
Beneficiaries
<ul style="list-style-type: none">• Residents• Young people• Community, faith and voluntary sector groups• Local businesses• WM Police• Shoppers• Schools

ENGAGEMENT OVERVIEW

SPECIFIC QUESTIONS/ AREAS OF THE FULL BUSINESS CASE THAT REQUIRE ENGAGEMENT ON

Please list questions/ options below in bullet format.

Public Realm Scheme

- Consultation on bespoke prepared plans (informed from town funds consultation) Phase 1 (high street), Phase 2 (Bull street), Phase 4 (Datmouth Park area) e.g. questions around corridor/ parklets / SUDS / play equipment.
- Detailed engagement with stakeholders around Parklets – West Midlands Police – security issues and litter / maintenance – SERCO.
- Specific highways scheme delivery consultation – statutory undertaking
- Promotion of new plans to local people

Cultural scheme

- Engagement/ involvement in schemes within wider cultural programme.
- Involvement/ thoughts around art design work, digital map/trail and wildlife meadow.

ENGAGEMENT APPROACH

Please list all methods of engagement that you plan to use.

(Please only include methods you plan to use; do not include methods that are available to you but won't be utilised).

Public Realm Scheme

- Online feedback
- Face to face consultation
- Steering group
- Meetings

Cultural Scheme

- Face to face
- workshops
- Literature (flyers, signage, posters)
- Website and social media
- Questionnaires
- A drop in information session

ENGAGEMENT WITH KEY PROJECT STAKEHOLDERS

ENGAGEMENT WITH SPECIFIC GROUPS

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KEY PROJECT STAKEHOLDERS <small>(PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)</small>	IMPACT <small>HOW MUCH DOES THIS PROJECT AFFECT THEM?</small> <small>(Low: 1 / Med: 2 / High: 3)</small>	DIFFICULTY <small>HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP?</small> <small>(Low: 1 / Med: 2 / High: 3)</small>	METHODS OF ENGAGEMENT <small>(Please consider and include how the specific groups want to be engaged with)</small>
SMBC Service areas (Highways, Grounds Maintenance, Markets, Architects, Transport Planning, Commonwealth Games Team)	3	1	<ul style="list-style-type: none"> • Face to face consultation • Stering group
West Bromwich BID	3	1	<ul style="list-style-type: none"> • Online feedback • Face to face consultation • Steering group
WM Police	2	1	<ul style="list-style-type: none"> • Face to face consultation • Stering group
Community groups	3	2	<ul style="list-style-type: none"> • Online feedback • Face to face consultation • workshops • Literature (flyers, signage, posters) • Website and social media • Questionnaires
Residents	3	2	<ul style="list-style-type: none"> • Online feedback • Face to face consultation • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session
New Square Shopping centre (Management team of)	3	1	<ul style="list-style-type: none"> • Face to face consultation • Stering group
Members (Cabinet and local Members)	3	2	<ul style="list-style-type: none"> • Face to face consultation • Meetings (Cabinet Member briefings) • Meetings (Quarterly Member briefings) • Meetings (Town Lead and partnership meetings) • Mettings (Town board / Superboard)
The Wildlife Trust	2	3	<ul style="list-style-type: none"> • Face to face • workshops

ENGAGEMENT WITH SPECIFIC GROUPS

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KEY PROJECT STAKEHOLDERS <small>(PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)</small>	IMPACT <small>HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)</small>	DIFFICULTY <small>HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)</small>	METHODS OF ENGAGEMENT <small>(Please consider and include how the specific groups want to be engaged with)</small>
			<ul style="list-style-type: none"> Literature (flyers, signage, posters) Website and social media Questionnaires A drop in information session Cultural Steering group
Sandwell College	2	1	<ul style="list-style-type: none"> Face to face workshops Literature (flyers, signage, posters) Website and social media Questionnaires A drop in information session Cultural Steering Group
Local Schools	2	1	<ul style="list-style-type: none"> Face to face workshops Literature (flyers, signage, posters) Website and social media Questionnaires A drop in information session Cultural Steering Group
Voluntary, Faith and Community Groups inc West Bromwich Local Dance Group	2	3	<ul style="list-style-type: none"> Face to face workshops Literature (flyers, signage, posters) Website and social media Questionnaires A drop in information session Cultural Steering Group
Sandwell Youth Service	2	1	<ul style="list-style-type: none"> Face to face workshops Literature (flyers, signage, posters) Website and social media Questionnaires A drop in information session Cultural Steering Group

TIMELINE

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

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PURPOSE/ OBJECTIVE (ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)	KEY PROJECT STAKEHOLDERS	KEY MESSAGES (TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)	METHOD (CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)	START DATE	FINISH DATE	LEAD OFFICER
Influence/ inform design of public realm plans (Towns fund consultation)	Residents, Community and Voluntary Sector Organisations, local businesses & young people	Design requests /criteria wanted as part of the urban greening project	Existing information review, Online surveys Workshops Consultation	Spring 2020	Winter 2020	Consultants, SMBC Staff
Consultation on bespoke prepared plans (informed from town funds consultation) Phase 1 (high street), Phase 2 (Bull street), Phase 4 (Datmouth Park area)	All	Views on proposed plans and any additional design requests (e.g. play equipment etc)	Online email feedback from council website hosting – pushed via SMBC Social media platforms.	22 nd July	30 th July	Joshua Singh
Specific highways scheme delivery consultation – statutory undertaking	SMBC Service areas (Highways, Grounds maintenance, Markets, Architects, Transport Planning, Commonwealth Games Team)	Provision of formal comments to scheme.	TBD	TBD	TBD	Steve Scrivens
A mapping exercise conducted in partnership with The Wildlife Trust.	The Wildlife Trust, Cultural Programme Provider, SMBC	TBD	TBD	Spring 2022	TBC	Cultural Programme Provider
Summer drop in session on the High Street – 1 day	SMBC	Views on proposed plans and any additional design requests (e.g. play equipment etc)	High Street – pop up boards, direct feedback.	July 2021	July 2021	Joshua Singh
Emerging West Bromwich Masterplan consultation	All	Views on proposed plans and any additional design requests (e.g. play equipment etc)	Online email feedback from council website hosting – pushed via SMBC Social media platforms.	End of July 2021	End of August 2021	Richard Reeve / Joshua Singh

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

PURPOSE/ OBJECTIVE <small>(ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)</small>	KEY PROJECT STAKEHOLDERS	KEY MESSAGES <small>(TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)</small>	METHOD <small>(CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)</small>	START DATE	FINISH DATE	LEAD OFFICER
Engagement/ involvement in schemes within wider cultural programme.	Cultural programme provider, SMBC (Planning, Highways)	TBD	TBD	Spring 2022	TBC	Cultural Programme Provider
Involvement/ thoughts around art design work, digital map/trail and wildlife meadow	Cultural programme provider, SMBC (Planning, Highways)	TBD	TBD	Spring 2022	TBC	Cultural Programme Provider

ASSURANCE

ASSURANCE MECHANISMS

Provide details on how you will ensure that engagement is robust.
E.g. Local Board to review engagement findings or other.

- Local Board / superboard to review.
- Internal Highways / Regen dept to utilise consultation findings to shape scheme.
- Cultural Programme will be ongoing to ensure engagement throughout the 5 year period of scheme development and delivery.

FEEDBACK

How will you feedback to people that have been engaged or consulted with?

Method	Please tick if this method will be used
Sandwell Council's Website (Towns Fund Webpage)	x
Newsletters	x
Social Media	x
Press Office/ Press Release	x
Meetings	x
Planning details availability	x
Other (Please specify below): -	

ANY OTHER INFORMATION

Please provide any other information relevant to your consultation and engagement plans.

- Identification of local community groups (Neighbourhood engagement team to support).
- Publicity/ press release to be undertaken when all approvals have been received (including cabinet).

SANDWELL TOWNS FUND

EQUALITY IMPACT ASSESSMENT

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

AUGUST 2021

Title of proposal	Urban Greening (West Bromwich Towns Fund Project)
Directorate and Service Area	Regeneration and Growth
Name and title of Lead Officer completing this EIA	Joshua Singh
Contact Details	Joshua_singh@sandwell.gov.uk
Names and titles of other officers involved in completing this EIA	
Partners involved with the EIA where jointly completed	Reviewed by Kashmir Singh
Date EIA completed	11 August 2021
Date EIA signed off or agreed by Director or Executive Director	(PMO to action. Signatures to be obtained prior to Cabinet Approval)
Name of Director or Executive Director signing off EIA	(PMO to action. Signatures to be obtained prior to Cabinet Approval)
Date EIA considered by Cabinet Member	(PMO to action. Signatures to be obtained prior to Cabinet Approval)

**1. The purpose of the proposal or decision required
(Please provide as much information as possible)**

The Urban Greening project is located within West Bromwich Town Centre, West Bromwich Central and split between 4 distinct routes and phases.

- Route 1 – Along the High Street / Princess Parade
- Route 2 – Along the edge of Bull Street
- Route 3 - New Square Green Space
- Route 4 – Green space leading up Reform Street

We have identified four routes in the town centre which will have new green infrastructure added in Part 1. The TIP funding will focus on Phase 1 and 2, whilst providing limited investment into Phase 3 and 4 (where match funding is being sought for any additional capital costs).

Route 1 – Princess Parade Linear Park: The linear park along Princess Parade will incorporate street trees, green ecological spaces, seating, lighting and new toddler play space. This will involve adding parklets forming vegetable planters & flower boxes and dwell space. We are aiming to commence this Phase 1, next Spring 2022, following the confirmation of funding from MHCLG.

Route 2 – Along the Bull Street edge: From Princess Parade there will be improved greenspaces, increased tree planting with wildflower planting, a rain garden and a dedicated route for pedestrians and cyclists along Bull Street adjacent to emerging development with an avenue/boulevard type approach, linking it to Primark. This Phase 2 will be programmed in line with another Towns Fund project – Retail Diversification Programme (RDP).

Route 3 + 4 – New Square / Primark Greenspace: The Bull Street greening will link to the pedestrian crossing in New Square by utilising an underused mown grass area adjacent to Primark. This area would have a natural wildflower type approach and create a natural pathway leading over the road to Dartmouth Park.

The second element of the project will be the delivery of a Cultural Programme alongside the Capital development works. Community involvement and artistic interpretation will be a key component in improving the physical and mental wellbeing of people. Through the procurement of a community arts organisation, in the role as the Cultural Programme Partner, new greenspaces will be enhanced through a programme of co-produced community and artist led activities, offering training and apprenticeships.

The programme will be scoped out in full with the Cultural Programme Provider but a selection of the core component ideas are below:

- Delivery of events and workshop in collaboration with local artists, organisations, community groups and residents.
- Engage with various groups including local schools, showcasing the diversity of the communities within West Bromwich through interactive and digital means.
- Support and add value to the physical works and public realm improvements as part of the programme through wildflower meadow planting and planting.
- Provide opportunity for young people to develop their skills through digital and graphical means.
- Be inclusive, offering engagement opportunities for those with disabilities.

Linking to Sandwell's Tourism & Visitor Growth Strategy for Sandwell, this project also has potential to link to the Birmingham 2022 Commonwealth Games Delivery and Legacy mode workstreams through the provision of new signage along the route.

This creates a 'destination place' in West Bromwich that can amplify the Games' message and Commonwealth themes, in support of public realm improvements and the delivery of a town-wide cultural 'games' programme. It will also provide a link to the Commonwealth Games Live site hosted at Sandwell Valley.

2. Evidence used/ considered

A Full Business Case has been developed for this project. The key points highlighted are: -

- Access to greenspace is lacking in the town centre, as is a coherent strategy for getting people from the town centre out to the high-quality greenspaces (Dartmouth Park and Sandwell Valley) on the edge of the town centre, which are only 10 – 12 minutes' walk away. This project aims to address both these issues and provide the necessary 'green' public realm to support new residential development and enhance the town centre's vitality and viability.
- West Bromwich town centre is suffering economically and aesthetically. Consultation with residents, businesses and local community has emphasised the need for investment, improving and modernising to improve the perception of the town.
- Retail is reducing in size and profitability, and this trend is being accelerated by the COVID-19 pandemic. The eastern part of West Bromwich town centre is one of the hardest hit areas with decreased footfall and consequent increasing numbers of void retail units. This project will work with the other Town Investment Plan regeneration projects to develop a sustainable attractive mixed-use town centre.
- Princess Parade is currently dominated by urban realm, lacking greenery and green capital. As part of a recent local consultation in this area of West Bromwich, 73% of respondents cited unattractiveness, in one form or another, as a notable feature
- The creation of a linear park and other ecological assets in the proposal will contribute positively to physical and mental wellbeing and help address issues of climate change and tackle pollution, offsetting vehicle emissions.
- West Bromwich is in the 40% most deprived areas in England as per ONS data statistics. An appointed cultural provider will collaborate with SMBC planners, local communities and artists to create opportunities for local people to engage in and enhance the capital programme of new greenspaces to provide a new outlet for leisure activity.

3. Consultation

The emerging West Bromwich Masterplan places an emphasis on the creation of new greenspace routes across the Town Centre. The new North – South green heart of West Bromwich will aim to be a new focal point re-framing the route from the Metro into the New Central Square.

This Urban Greening project will be the Council's first stage of delivering on the Masterplan, in terms of improving the green space offer and the legibility of the Town Centre.

A number of dedicated workshops alongside the Town Deal Resident Survey took place during the Town Investment Plan production. The overwhelming consensus was of support for the

Urban Greening ideas with the Project scoring second in terms of the potential for positive impact in the Town Centre. Town Deal responses are below: -

Do you have any other comments or suggestions you would like to add?

- More things for young people in the cultural, social and physical spaces that are being created, like events, skate park, outdoor games equipment, events.
- Ensure walking routes are pleasant and lined with wildflowers etc where possible, with interpretation panels that explain important information/ history/ points of interest.
- More green spaces easily accessible by both walking and public transport and to include the tram station from Oldbury to West Bromwich.
- More Trees to be planted and possibly a community orchard in green the corridor.
- Road verges allowed to grow within the green corridor to help pollinators

A workshop was held with a selection of business ambassadors, local community members on 30th September 2020. A selection of the comments are below in relation to the Urban Greening project:

- The greening programme will hopefully create a nicer looking environment and suitable spaces to hold events.
- We need to improve the town centre to make it more of a place where people want to dwell and spend time. Increasing sitting space and making movement and routes much clearer is important. Whilst there is an antisocial behaviour issue if you make the town centre somewhere that people feel proud of they will naturally take better care of it.
- For event space, what about traffic calming to make the high street an event space as well as more pedestrianized zones for cafes and restaurant terraces. A recent residential survey shows that 45% of people feel unsafe in the town centre. The lack of a night-time offer and the ghost town vibe plays into the unsafe feeling, if we rectify this there is an opportunity to increase footfall.

A youth workshop took place with a couple of schools in West Bromwich in September 2020 with key findings outlined below:

- More seating and bins.
- Places to play football and other sports, both indoor and outdoor, affordable / free.
- Open access playgrounds for younger children.
- Like ideas of charging points for phones and wifi access built into street furniture.
- Safety, generally during daytime hours, the young people feel safe around the town centre. Concerns start arising once darkness falls, particularly around transport links, mainly poor lighting.

These consultation responses, ideas and insights have all been taken onboard in order to produce the draft designs which accompany this Full Business Case and are attached.

4. Assess likely impact

We have assessed that there will be no adverse impact on people with protected characteristics as an outcome of the Urban Greening proposals and associated activities.

It is anticipated that there will be a positive impact on people with protected characteristics as the physical work and Cultural Programme will encourage and facilitate engagement and interactions for people with different protected characteristics.

Please complete the table below at 4a to identify the likely impact on specific protected characteristics

4a. Use the table to show:

- Where you think that the strategy, project or policy could have a negative impact on any of the equality strands (protected characteristics), that is it could disadvantage them or if there is no impact, please note the evidence and/or reasons for this.
- Where you think that the strategy, project or policy could have a positive impact on any of the groups or contribute to promoting equality, equal opportunities or improving relationships within equality characteristics.

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Protected Characteristic	Positive Impact	Negative Impact	No Impact	Reason and evidence (Provide details of specific groups affected even for no impact and where negative impact has been identified what mitigating actions can we take?)
	✓	✓	✓	
Age	√			<p>The new public realm will cater for all age groups, there is no definition on age and who can utilise new spaces. The parklets will aim to attract a diverse demographic, with a number integrating play space. The play space which we will create will also attract families and a younger demographic to stay and play on the High Street.</p> <p>The negative impact may be seen through perceptions, through the engagement we've seen that some members of the elderly population have an issue with younger members of society "hanging around". We will mitigate this by creating intergenerational spaces that will be appealing to all ages.</p> <p>We will also integrate more spaces on the Bull Street edge that will appeal to wider age groups – wildflower planting and sensory experiences.</p>
Disability	√			<p>Any public realm which we are creating will be fully inclusive to cater for physical disabilities. The council's disability team are a key part of the Project Working Group.</p>
Gender reassignment			√	<p>The project looks to provide a welcoming environment for all residents and to be fully accessible and therefore would not expect to have a negative impact.</p>

Marriage and civil partnership			√	The project looks to provide a welcoming environment for all residents and to be fully accessible and therefore would not expect to have a negative impact.
Pregnancy and maternity			√	The project looks to provide a welcoming environment for all residents and to be fully accessible and therefore would not expect to have a negative impact.
Race	√			Public realm and the cultural programme will cater for all race and not exclude any race or ethnicities.
Religion or belief	√			Public realm and cultural programme will cater for all religion or beliefs and aim to create inclusive spaces.
Sex			√	The project looks to provide a welcoming environment for all residents and to be fully accessible and therefore would not expect to have a negative impact.
Sexual orientation			√	The project looks to provide a welcoming environment for all residents and to be fully accessible and therefore would not expect to have a negative impact.
Other				

Does this EIA require a full impact assessment? Yes No

If there are no adverse impacts or any issues of concern or you can adequately explain or justify them, then you do not need to go any further. You have completed the screening stage. You must, however, complete sections 7 and 9 and publish the EIA as it stands.

If you have answered yes to the above, please complete the questions below referring to the guidance document.

5. What actions can be taken to mitigate any adverse impacts?

The negative impact may be seen through perceptions, through the engagement we've seen that some members of the elderly population have an issue with younger members of society "hanging around". We will mitigate this by creating intergenerational spaces that will be appealing to all ages.

6. As a result of the EIA what decision or actions are being proposed in relation to the original proposals?

As a result of the EIA, monitoring will evaluate the impact of the Urban Greening project and review the EIA on a quarterly basis to ensure that the anticipated no negative impact for any group identified is accurate and continues to have no negative impact for any group.

7. Monitoring arrangements

Monitoring arrangements for the Urban Greening project are: -

- Record numbers of new learners assisted (including age, sex, disability and race) and their use. (ref to indicator # of learners enrolled in new education and training courses)
- Number of volunteers (including age, sex, disability and race)
- Number of new trees planted (ref to indicator of # of trees planted)
- Delivery of new greenspaces (ha)
- Improved connectivity within and around the town centre
- Improved perceptions of the place by residents, visitors and businesses
- Increase in satisfaction as a place to do business or to live
- Increase in footfall

Reports will be made to the West Bromwich Local Board and Towns Fund Superboard, as required with data returns due to the Towns Fund Programme Management Officer on a 6-monthly basis. Quarterly report dates will be set from project launch date.

8. Action planning

N/A

9. Publish the EIA

This EIA will be published and provided to Superboard and Cabinet in line with the project Full Business Case approval.

SANDWELL TOWNS FUND

ENVIRONMENTAL IMPACT ASSESSMENT SCREENING

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

1. PROJECT DETAILS	
Project Title	Urban Greening
Brief description of the project / development	An urban greening proposal that falls 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. EIA DETAILS	
Is the project Schedule 1 development according to Schedule 1 of the EIA Regulations?	No
If YES, which description of development (THEN GO TO Q4)	N/A
Is the project Schedule 2 development under the EIA Regulations?	No
If YES, under which description of development in Column 1 and Column 2?	N/A
Is the development within, partly within, or near a 'sensitive area' as defined by Regulation 2 of the EIA Regulations?	N/A
If YES, which area?	N/A
Are the applicable thresholds/criteria in Column 2 exceeded/met?	N/A
If yes, which applicable threshold/criteria?	N/A
Towns Fund - Summary of Initial Screening	EIA not required (schedule 1 and 2 not applicable to this project)

NAME	Joshua Singh – Towns Fund West Bromwich Regeneration Lead
DATE	26 August 2021

Supporting Resources

- [Towns Fund Screening Tool](#)
- [Schedule 1 – The Town and Country Planning EIA Regulations 2017](#)
- [Schedule 2 – The Town and Country Planning EIA Regulations 2017](#)
- [Schedule 3 – The Town and Country Planning EIA Regulations 2017](#)

SANDWELL TOWNS FUND

PROJECT LEVEL RISK REGISTER

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

Version Control

Version	Date	Changes made	Changes made by
Version 1	18.7.2021	Version 1 of Risk Register	Joshua Singh

Risk Summary

Ref	Risk Title	Q1 RAG Rating
TFUG 1	Draft Design work not completed before submission of FBC	6
TFUG 2	Costings are not included within FBC	6
TFUG 3	FBC unsatisfactory at SIU appraisal stage	8
TFUG 4	Insufficient consultation	9
TFUG 5	Contractor unavailability to implement scheme	6
TFUG 6	Lack of utilities information to inform detailed design work	8
TFUG 7	Failure to procure a delivery partner for cultural programme	9
TFUG 8	Unforeseen costs at delivery stage	6
TFUG 9	Phase 2 Development	12
TFUG 10	Timescales	12

Risk Scoring

Probability	4	4	8	12	16
	3	3	6	9	12
	2	2	4	6	8
	1	1	2	3	4
		1	2	3	4
		Impact			



Digital Den Project Risks

Ref	Risk Title and Description	Risk Owner	Current Measures in Place to Manage Risk	Current Risk Score			What else do we need to do / Further actions required to manage the Risk	Responsibility for Action	Date for completion of Action(s)	Target Risk Score		
				Impact	Likelihood	Total				Impact	Likelihood	Total
Page 77 TFUG 1	Draft design work is not completed before submission of FBC Failure to complete the design work in a timely fashion to be included within the FBC.	Project Team/PM	<ul style="list-style-type: none"> Project Working Group established, and regular project meetings scheduled. Landscape Architect appointed Public consultation held to get feedback on early design ideas to aid the final designs. 	3	2	6	<ul style="list-style-type: none"> Ensure that project cost code and FBC development finances are in place. 	Steve Scrivens and Joshua Singh	Aug-21	2	1	2
TFUG 2	Costings are not included within FBC Detailed costings are not obtainable due to draft design work not being completed on time.	Project Team/PM	<ul style="list-style-type: none"> Project Working Group established. 	3	2	6	<ul style="list-style-type: none"> Highways Department briefed in terms of capacity and programming Develop a detailed costings plan to support the Full Business Case 	Steve Scrivens and Joshua Singh	Aug-21	2	1	2
TFUG 3	FBC unsatisfactory at SIU appraisal stage A poorly crafted and unconsidered FBC will not comply with SMBC's SIU criteria and will be rejected.	Project Team/PM	<ul style="list-style-type: none"> Additional consultancy support procured West Bromwich Local Board and Sandwell Superboard to consider FBC and recommend for Capital Appraisal Procurement Services to review FBC to ensure robust Procurement plan is in place 	4	2	8	<ul style="list-style-type: none"> Early dialogue with Finance / SIU where risks are identified 	Joshua Singh	Aug-21	3	2	6
TFUG 4	Insufficient Consultation Insufficient levels of stakeholder engagement presents a strategic risk and will prevent buy in from decision makers and residents. Poor engagement will also impact the FBC options appraisal.	Project Team/PM	<ul style="list-style-type: none"> Consultation and Engagement Plan developed and signed off by West Bromwich Local Board and Sandwell Superboard Involvement with West Bromwich Masterplan 	3	3	9	<ul style="list-style-type: none"> Stat consultation due to highways land. 	Joshua Singh	Sep-21	3	2	6
TFUG 5	Contractor unavailability to implement scheme Possible delays in the delivery of the scheme due to Highway's commitments of projects and Framework contractor's delivery programmes.	Highways	<ul style="list-style-type: none"> Procurement through existing Highways Framework 	3	2	6	<ul style="list-style-type: none"> Scheme phasing to manage capacity. 	Steve Scrivens	Apr-21	2	2	4

Ref	Risk Title and Description	Risk Owner	Current Measures in Place to Manage Risk	Current Risk Score			What else do we need to do / Further actions required to manage the Risk	Responsibility for Action	Date for completion of Action(s)	Target Risk Score		
				Impact	Likelihood	Total				Impact	Likelihood	Total
Page 78 TFUG 6	Lack of utilities information to inform detailed design work Impact on the detailed design work and options analysis due to incomplete or up to date utility survey work.	Project Team/PM	<ul style="list-style-type: none"> Procurement of additional survey work as part of FBC development work 	2	4	8	<ul style="list-style-type: none"> Ongoing review of existing plans. Scheme phasing - over ground design. 	Steve Sedgwick	Sep-21	2	2	4
	Failure to procure a delivery partner for Cultural Programme The 3 year cultural programme will only be run with an external partner - failure to procure a partner will limit the opportunity to deliver this element of the scheme.	PM	<ul style="list-style-type: none"> Engagement with Procurement ongoing. Cultural Programme yearly plan in draft. 	3	3	9		Joshua Singh	Sep-21	2	2	4
	Unforeseen costs at delivery stage Additional unforeseen costs will serve to increase overall project costs. Cost of materials increasing.	Project Team/PM	<ul style="list-style-type: none"> Contingency budget to be built in. Costs to be developed by Highways / Design Team. 	3	2	6		Steve Scrivens and Joshua Singh	Summer 22	2	2	4
	Phase 2 development The Bull Street section of the scheme is linked into the Retail Diversification Programme. Delivery of this phase, at this stage, cannot be programmed in until further clarity is given in regards to land ownership issues on Bull Street and removal of access rights to a number of shops along the High Street.	Project Team/PM	<ul style="list-style-type: none"> Retail Diversification Programme Project Manager is part of the Urban Greening Working Group. Design options to cover multiple delivery scenarios being costed. 	4	3	12	<ul style="list-style-type: none"> Alignment with Retail Diversification Programme project and early decision making re. acquisitions of access rights and Queens Square Shopping Centre. 	Joshua Singh and Alex Oxley	Summer 22	3	3	9
TFUG 10	Timescales Project timescale slippage due to process delay or sign off.	Project Team/PM	<ul style="list-style-type: none"> Timescales published and discussed with Superboard and West Bromwich Local Board as part of FBC sign-off. 	4	3	12	<ul style="list-style-type: none"> Where any delays are experienced, effective communication will take place with the project team, West Bromwich Local Board and Superboard. Timescales will then be updated. 	Joshua Singh	October/ November 21	3	3	9
							<ul style="list-style-type: none"> Communication between Towns Fund PMO and Towns Fund adviser to indicate timescales for release of funding for this project 	Towns Fund Programme Manager	Ongoing			

SANDWELL TOWNS FUND

MONITORING AND EVALUATION PLAN

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

Project Summary

Towns Fund Delivery Partner	
Programme	Town Deal
Name of Project	West Bromwich Urban Greening
Fund capital amount	£ 1.075m
Fund revenue amount	£ £0.145m
Co funding public	£ -
Co funding private	£ 0.095m
Total value of project	£ 1.315m

Indicators for submission to MHCLG

Page 81 INDICATORS	Intervention theme:	Target:	Unit of measurement:	Is this an indicator from Annex 1 of the M&E Guidance:	<i>If previous answer is 'Yes' please confirm you agree to the indicator definition and evidence requirements as stated in Annex 1 of the M&E Guidance:</i>	Responsible for collecting (please select):	<i>If previous answer is 'external' please provide name of organisation:</i>	<i>If 'external' please state whether agreement is in place:</i>	Frequency of reporting (please select):	Please confirm you are confident in collecting data for this indicator (please select):	Please confirm you are able to collect the baseline evidence as set out in Annex 1, if required (please select)	If answered 'No' to any questions, please flag the issues here:
£ spent directly on project delivery (either local authority or implementation partners)*	N/A	£1,315,000	£	Yes	Agree	Local Authority			Every 6 months	Yes	Yes	
£ co-funding spent on project delivery (private and public)*	N/A	£95,000	£	Yes	Agree	External	TBC	No	Every 6 months	Yes	Yes	External Organisation subject to contractual agreement.
£ co-funding committed (private and public)*	N/A	£0	£	Yes	Agree	External	TBC	No	Every 6 months	Yes	Yes	
# of temporary FT jobs supported during project implementation*	N/A	TBC	Number	Yes	Agree	Local Authority			Every 6 months	Yes	Yes	
# of full-time equivalent (FTE) permanent jobs created through the projects*	N/A	TBC	Number	Yes	Agree	Local Authority			Annually	Yes	Yes	
# of full-time equivalent (FTE) permanent jobs safeguarded through the projects*	N/A	TBC	Number of FTE jobs	Yes	Agree	Local Authority			Annually	Yes	Yes	
Towns Self-Assessment Questions												
Amount of new parks/greenspace/outdoor space	Urban Regeneration	2480	M2	Yes	Agree	Local Authority			Annually	Yes	Yes	
# of trees planted	Urban Regeneration	33	Number	Yes	Agree	Local Authority			Annually	Yes	Yes	
# of learners enrolled in new education and training courses	Skills and Enterprise Infrastructure	12	Number	Yes	Agree	External	TBC	No	Annually	No		External Organisation subject to contractual agreement.

END

Local measures to be reported

Reference	Indicator	Why relevant	Data collection notes	Frequency of reporting	Target
UGLocal1	Number of volunteers	To encourage local involvement in the Capital Development project and Cultural Programme.	Engagement forms provided by Cultural Programme	6 monthly to Towns Fund Programme.	40
UGLocal2	Beneficiaries report increased skills, understanding of using digital platforms (photography and editing).	Participants improved confidence and recognition of impact to them of participating in the Cultural Programme and the role of nature in the local area.	Collected via monitoring and evaluation forms. Data capture to enable reporting on this indicator by demographic group including age, sex, disability and race	6 monthly to Towns Fund Programme.	12
UGLocal3	Number of learners enrolled by protected characteristics	Repetition of metric E22 but specified here to capture collection of data in relation to groups with protected characteristics following EIA.	To include age, sex, disability and race	6 monthly to Towns Fund Programme.	12
UGLocal4	Improved connectivity within and around the town centre.	To document the benefit of improving connectivity within the town centre.	Annual perception survey	Annual recording (12 months)	100%
UGLocal5	Improved perceptions of the place by residents, visitors and businesses.	To document the response from local residents, visitors and businesses.	Annual perception survey	Annual recording (12 months)	100%

END

**Sandwell Towns Fund Superboard
Towns Fund Projects Discussion – Tranche 3 projects**

23 September 2021

Subject:	Towns Fund Tranche 3 Projects
Presenter:	Local Board Chairs and Project Leads: - <ul style="list-style-type: none"> • West Bromwich Retail Diversification Programme (Alex Oxley - SMBC) • West Bromwich Town Hall Quarter (Jane Lillystone - SMBC) • West Bromwich Walking and Cycling Infrastructure (Andy Miller - SMBC) • Rowley Regis Walking and Cycling Infrastructure (Andy Miller - SMBC) • Rowley Regis Canal Network Connectivity (James Dennison – Canal & River Trust) • Rowley Regis Blackheath Bus Interchange and Public Realm (Andy Miller – SMBC) • Rowley Regis Britannia Park Community Hub and Greenspace Improvements (Alan Reynolds – SMBC) • Rowley Regis Education Hub (Simon Griffiths – Sandwell College) • Smethwick Ron Davis Centre Expansion (Erroll Blackwood – SMBC) • Smethwick Walking and Cycling Infrastructure (Andy Miller – SMBC) • Smethwick Grove Lane Regeneration (Hayley Insley – SMBC) • Smethwick Rolfe Street Canalside Regeneration (Hayley Insley – SMBC) • Smethwick Midland Met Learning Campus (Austin Bell – NHS Trust) • Smethwick Albion Family in the Park (Rob Lake/ Jane Lillystone – Albion Foundation/ SMBC)
Contact:	Tammy_Stokes@sandwell.gov.uk/ Emma_Parkes@sandwell.gov.uk

1. Recommendations

- 1.1. To receive an update on the development of the Full Business Cases for Tranche 3 Projects and provide opportunity for Superboard Members to discuss the developing details and input, as required

2. Purpose of the report

- 2.1. To provide an update on the progress of the development of the Full Business Cases for the following Tranche 3 Towns Fund Projects:
 - West Bromwich Retail Diversification Programme
 - West Bromwich Town Hall Quarter
 - West Bromwich Walking and Cycling Infrastructure
 - Rowley Regis Walking and Cycling Infrastructure
 - Rowley Regis Canal Network Connectivity
 - Rowley Regis Blackheath Bus Interchange and Public Realm
 - Rowley Regis Britannia Park Community Hub and Greenspace Improvements
 - Rowley Regis Education Hub
 - Smethwick Ron Davis Centre Expansion
 - Smethwick Walking and Cycling Infrastructure
 - Smethwick Grove Lane Regeneration

- Smethwick Rolfe Street Canalside Regeneration
- Smethwick Midland Met Learning Campus
- Smethwick Albion Family in the Park

3. Background and Main Considerations

- 3.1. Once Heads of Terms have been agreed, towns have 12 months to develop Full Business Cases for each project and submit a Summary Document to MHCLG. The Summary Document will contain an overview of each Business Case and confirmation that key conditions have been addressed (where applicable). The Summary Document will be assessed by MHCLG before funding is released.
- 3.2. Full Business Cases should address the five cases set out in the HM Treasury Green Book; Strategic Case, Economic Case, Commercial Case, Financial Case and Management Case. The Full Business Cases must pass through the council's assurance process.
- 3.3. Collectively, there are 17 Towns Fund projects in Sandwell that have been approved by MHCLG. To co-ordinate the process, Sandwell's Towns Fund projects were organised into 3 tranches. This will enable projects to proceed for approval and then into delivery) when they are ready.
- 3.4. The Tranche 3 projects have been discussed with the relevant Local Board prior to the Superboard meeting and a summary of the Local Board input is contained within this report.
- 3.5. The Superboard discussion is intended to be exploratory in nature and form part of the engagement around project development. A presentation will be delivered to Superboard by each of the Project Leads explaining the current position of the Full Business Case and the next steps required to finalise the Full Business Case.
- 3.6. The Tranche 3 projects will return to a future Superboard meeting for agreement to the finalised Full Business Cases.

West Bromwich Tranche 3 Projects

3.7. Retail Diversification Programme

Towns Fund Amount	Match Funding Amount	Overall Project Value
£13m	£1.3m	£14.3m
Project Description	<p>This project aims to deliver comprehensive regeneration and transformation of the West Bromwich retail submarket through major site assembly and demolition works.</p> <p>It involves the potential acquisition and demolition of underperforming town centre sites. This is to deliver a significant number of town centre homes, improve the towns declining retail offer, repurposing surplus accommodation and</p>	

	unlocking large areas of brownfield land for planned regeneration.
Outputs	<ul style="list-style-type: none"> Strategic Acquisition: Targeted demolish and remediation of c.4.4 ha town centre land enabling the indirect delivery of c. 650 new homes and c.63,000 sqft. commercial floorspace
Link to Town Vision	<ul style="list-style-type: none"> Reinvigorate the town centre Unlock land to aid regeneration
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> # of sites cleared Amount of rehabilitated land Amount of floorspace rationalised Amount of land brought into public ownership
Discussion Points raised by West Bromwich Local Board	<p><u>August 2021</u></p> <ul style="list-style-type: none"> Comments were raised regarding the excitement of the project and the impact this will have for future regeneration opportunities The Indoor Market is a key asset in the town centre therefore a suitable location for future use is highly important

3.8. Town Hall Quarter

Towns Fund Amount	Match Funding Amount	Overall Project Value
£6.93m	£0.052m	£7.45m
Project Description	Relocating public services into the Town Hall and Central Library, creating a shared cultural and learning hub and performance space. This involves building a significant extension to the rear of the town hall and Renovation/reimagination of existing buildings.	
Outputs	<ul style="list-style-type: none"> Over 700 m2 expansion of the Town Hall and Central Library Refurbishment of 4,120 m2 of space New performance/events and exhibition spaces Creation of community (including cross-agency public services) and enterprise workshops/ rehearsal spaces Improved Town Hall and Central Library with estimated 40,000 to 60,000 visitors a year Concert hall capacity of 1000 to host 130,000 people each year Potential for Private Sector investment to the adjacent cleared site (to the Central Library building) – with potential opportunity to link/add value into the overarching Town Hall Quarter 	
Link to Town Vision	<ul style="list-style-type: none"> Reinvigorate the town centre Stimulate Covid recovery 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> Number of improved community/sports centres # of heritage buildings renovated/restored 	

	<ul style="list-style-type: none"> • Amount of capacity of new or improved training or education facilities • Number of visitors to arts, cultural and heritage events and venues (Local Measure)
Discussion points raised by West Bromwich Local Board	<u>August 2021</u> <ul style="list-style-type: none"> • Consideration to include new electrical items i.e. PA system, internet cables, improved wi-fi to support concerts, events and service delivery. • Consideration to review the central heating management, currently managed by Sandwell Council. • Confirmation that SCBO were being consulted with as a potential user of the Town Hall • Consideration to conduct a detailed survey/ complete repairs to the entire Central Library roof, rather than patching in leaks to prevent the risk of investing money to have the same issues in the foreseeable future • Consideration to have political input into the future use of the Town Hall

3.9. West Bromwich Walking and Cycling Infrastructure

Towns Fund Amount	Match Funding Amount	Overall Project Value
£1.1m	Nil	£1.1m
Project Description	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.	
Outputs	<ul style="list-style-type: none"> • 3 new or upgraded cycle or walking routes • 3 new or upgraded infrastructure • Increased number of trips by bike • Increased number of trips by walking 	
Link to Town Vision	<ul style="list-style-type: none"> • Reinvigorate the town centre 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Total length of resurfaced/improved road • Total length of new cycle ways • Total length of new pedestrian paths • Usage of new walking and cycling routes (Local Measure Proposed) 	
Discussion Points raised by West Bromwich Local Board	<u>July 2021</u> <ul style="list-style-type: none"> • A suggestion was raised to look into 'BikeMap', a website and mobile application that provides bike route information across the world, is a good software to get involved with. Jude has contacted BikeMap's marketing director to see what support they can offer in regard to consultation and providing information to members that are registered within the Sandwell area. Jude to provide an update to Local Board members. 	

	<ul style="list-style-type: none"> • The BikeMap application also allows registered users to provide feedback on routes. It was recommended that feedback via the application is looked at. • Local Board members encouraged to contact their networks of Cycle groups, running clubs etc. to gain input.
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Rowley Regis Tranche 3 Projects

3.10. Rowley Regis Walking and Cycling Infrastructure

Towns Fund Amount	Match Funding Amount	Overall Project Value
£1.5m	Nil	£1.5m
Project Description	Improvement of walking and cycling routes within Blackheath, Cradley Heath and Oldbury improving pedestrian mobility via sustainable modes of transport.	
Outputs	<ul style="list-style-type: none"> • New and upgraded walking and cycling infrastructure • New or upgraded road infrastructure • 2420m new or upgraded cycle or walking paths • Improved perceptions of the place by residents/ businesses/ visitors • Increased number of visitors to arts, cultural and heritage events and venues 	
Link to Town Vision	<ul style="list-style-type: none"> • Connectivity within and between communities 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Total length of resurfaced/improved road • Total length of new cycleways • Total length of new pedestrian paths • Usage of new walking and cycling routes 	
Discussion Points raised by Rowley Regis Local Board	<p><u>July 2021</u></p> <ul style="list-style-type: none"> • A suggestion was raised to look into 'BikeMap', a website and mobile application that provides bike route information across the world, is a good software to get involved with. Jude has contacted BikeMap's marketing director to see what support they can offer in regard to consultation and providing information to members that are registered within the Sandwell area. Jude to provide an update to Local Board members. • The BikeMap application also allows registered users to provide feedback on routes. It was recommended that feedback via the application is looked at. • Consideration of the wider vision linking with West Bromwich and Smethwick to ensure borough wide coverage. <p><u>August 2021</u></p> <ul style="list-style-type: none"> • Local Board Members asked to see detailed designs at the September/ October Local Board. 	

3.11. Rowley Regis Canal Network Connectivity

Towns Fund Amount	Match Funding Amount	Overall Project Value
£2.3m	Nil	£2.3m
Project Description	<p>Dudley No2 - 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.</p> <p>Old Mainline - 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.</p>	
Outputs	<ul style="list-style-type: none"> • 7.13km new or upgraded cycle or walking paths • Increased provision for cycling and walking • More journeys made on foot and/or by bike on canal towpaths • Improved perception of place 	
Link to Town Vision	<ul style="list-style-type: none"> • Connectivity within and between communities 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Total length of pedestrian paths improved • Total length of new cycle ways • Increase in cycling journeys on canal towpath & increase in overall visitor numbers to canal 	
Discussion Points raised by Rowley Regis Local Board	<p><u>July 2021</u></p> <ul style="list-style-type: none"> • Suggestion to install solar lighting, of which would be subject to additional funding and would need to be environmentally friendly. Further discussions to take place subject to consultation outcomes. • A query was raised regarding if there are measures being considered to prevent off road biking. There are motorcycle barriers, but these can block legitimate user access. Police are currently using drones to tackle off road biking. This will need to be picked up in the consultation as we don't have a solution at present. • There are currently no plans in place regarding how the Sandwell and Dudley border is joined up. There will be a line between Sandwell and Dudley with aspirations to improve all towpaths and wider improvements over the next few years. • The project will include upgraded and new signage. Consultation will take place with local residents. Local Board members expressed good signage is essential and local intelligence is key. Links could be made with other travel corridors for a joined-up approach. 	

	<u>August 2021</u> <ul style="list-style-type: none"> • Consideration for Canal and River Trust to identify match funding to reduce the gap in financial shortfall. • Consideration to receive a more detailed report on finances
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3.12. Blackheath Bus Interchange and Public Realm

Towns Fund Amount	Match Funding Amount	Overall Project Value
£3.75m	£0.55m	£4.3m
Project Description	Creation of a central bus interchange around Blackheath Market Place; improved arrangements for pedestrians and cyclists; creation of new public realm and focal point to town centre; rationalisation of delivery arrangements; exclusion of through traffic.	
Outputs	<ul style="list-style-type: none"> • 360m new or upgraded road infrastructure • 10 bus services to interconnect • 390m upgraded cycle route • Delivery of 700sqm new space • 1 bus interchange created 	
Link to Town Vision	<ul style="list-style-type: none"> • Improving the asset base 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Total length of resurfaced road / improved road • # of improved public transport routes • Total length of new cycleways • Amount of public realm improved • # transport nodes with new multimodal connection points • Road traffic flows in corridors of interest (for road schemes) 	
Discussion Points raised by Rowley Regis Local Board	<u>August 2021</u> <ul style="list-style-type: none"> • Confirmation sought if consultation with traders had begun. Specific consultation events will take place from September 2021 to capture specific needs around parking, accessibility etc. 	

3.13. Rowley Regis Britannia Park Community Hub and Greenspace Improvements

Towns Fund Amount	Match Funding Amount	Overall Project Value
£2.46m	£0.01m	£2.47m
Project Description	Construction of new changing rooms to enable sports pitches to be brought back into use, targeted principally at women's and junior football; development of community hub alongside changing rooms, subject to producing sustainable business case; development of masterplan for the park; reconstruction of main entrance on Birmingham Road and car park;	

	improvements to secondary entrances with improved walk and cycle connections; lighting and security where appropriate; creation of enlarged allotment area and additional plots; improved play equipment and other sports facilities, subject to consultation.
Outputs	<ul style="list-style-type: none"> • New sports facilities – changing rooms for 3 teams and 2 women's / junior sports pitches created • 1 new community space created • 15-20 new public allotments
Link to Town Vision	<ul style="list-style-type: none"> • Improving the asset base
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Number of new community/sports centres • Amount of existing parks/ greenspace/ outdoor improved • # trees planted • Visitors to park (local measure to be defined)
Discussion Points raised by Rowley Regis Local Board	<p><u>August 2021</u></p> <ul style="list-style-type: none"> • Comments received regarding the success of the public consultation event held on 14 August 2021 in Britannia Park • Consideration to set up a steering group to aid consultation with all key stakeholders • Confirmation sought on what type of partner organisation would be considered for the Community Hub building and what services they would need to deliver • Confirmation sought if catering would be included within the specification for the community hub delivery

3.14. Rowley Regis Education Hub

Towns Fund Amount	Match Funding Amount	Overall Project Value
£9m	Nil	£9m
Project Description	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.	

Outputs	<ul style="list-style-type: none"> • 2,082sqm increase in capacity and accessibility to 1 new or improved skill facility • Potential for 20 full time jobs created • Increased and closer collaboration with employers - Involvement of local SMEs to enable an expansion of opportunities to upskill or certify employed adults as well as retrain unemployed adults. Referrals in from JCP. • Increase in the breadth of the local skills offer that responds to local skills needs - 150 traineeships and Access to Apprenticeships/Study Programmes; 200 unemployed adults seeking jobs in priority settings supported per year. • Increased benefit for the public education over the long term - Skills and training opportunities for 3 groups of learners • 505 new learners assisted • 80% of learners gaining relevant experience/being 'job ready' (as assessed by employers) • 5% decrease in percentage of population with low/no qualifications
Link to Town Vision	<ul style="list-style-type: none"> • Raising education and skill aspirations
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Amount of capacity of new or improved training or education facilities • Number of closer collaborations with employers • # of learners/trainees/students enrolled at new education and training facilities • % of learners gaining relevant experience/being 'job ready' (as assessed by employers) (Local measure proposed) • To be considered – number of collaborations with VCS organisations
Discussion Points raised by Rowley Regis Local Board	<p><u>August 2021</u></p> <ul style="list-style-type: none"> • Confirmation that Sandwell College would consult with local people regarding what education/ training courses they may require to aid curriculum. • Suggestion made to upskill local communities with digital skills

Smethwick Tranche 3 Projects

3.15. Ron Davis Centre Expansion

Towns Fund Amount	Match Funding Amount	Overall Project Value
£0.338m	Nil	£0.338m
Project Description	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.	
Outputs	<ul style="list-style-type: none"> • 3 new community assets • 3 new educational spaces • 1,100 new learners assisted over academic years 2023-2025 • 600 additional learners per annum specifically enrolled on digital courses of which 400 will be accredited qualifications over academic years 2023-2025 • 16% of learners being job ready • 32.6% of learners gaining relevant experience 	
Link to Town Vision	<ul style="list-style-type: none"> • Support good quality jobs 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Amount of capacity of new or improved training or education facilities • # of learners/trainees/students enrolled at improved education and training facilities • # of learners/students/trainees gaining certificates, graduating or completing courses at new or improved training or education facilities, or attending new courses 	
Discussion Points raised by Smethwick Local Board	<ul style="list-style-type: none"> • Local Board Members were satisfied with the development of the project. • Local Board Members understood the project team were awaiting feasibility study. 	

3.16. Smethwick Walking and Cycling Infrastructure

Towns Fund Amount	Match Funding Amount	Overall Project Value
£3.872m	Nil	£3.872m
Project Description	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.	
Outputs	<ul style="list-style-type: none"> • 4 new or upgraded cycle or walking paths • Delivery of new public spaces • 50% average cycling trips and 50% of average walking trips in the area will use the new infrastructure 	

	<ul style="list-style-type: none"> • Increase the number of daily cycling trips from 76 to 118 • Walking interventions will increase the number of trips from 150 per day to 2,200 per day
Link to Town Vision	<ul style="list-style-type: none"> • Regenerate and upgrade local assets • Maximise local impact of major investments in hospital and Aquatics Centre
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Total length of resurfaced/improved road • Total length of new cycle ways • Total length of new pedestrian paths • Usage of new walking and cycling routes (Local Measure Proposed)
Discussion Points raised by Smethwick Local Board	<ul style="list-style-type: none"> • Local Board members supported the design proposals for the Walking and Cycling Infrastructure project. • A request was made to understand the costs associated to Phase 1 works (Accelerated Funding) of which total £750k. • Considerations to carry out works on the footpath of the footbridge across the railway and dual carriageway, should there be scope to include this.

3.17. Grove Lane Regeneration

Towns Fund Amount	Match Funding Amount	Overall Project Value
£4.089m	£0.165m	£4.254m
Project Description	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 new homes and associated infrastructure.	
Outputs	<ul style="list-style-type: none"> • 100 Residential units • 1.2 ha land remediated • Perceptions of place improved for residents • Land values increased 	
Link to Town Vision	<ul style="list-style-type: none"> • Deliver more housing 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • residential units provided • Amount of rehabilitated land • Land values (local measure proposed) 	
Discussion Points raised by Smethwick Local Board	<u>July 2021</u> <ul style="list-style-type: none"> • Clarification that the proposal to acquire the alternative site identified (site two) is likely to help make up for the 6% application applied to the project, and if the project team anticipate that this proposal and acquisition of site two would have more benefits. Valuations are required to understand costs associated with site two, of which is now a preferred option due to the reduced number of land owners. In addition, site two will be vacant within the 	

	<p>next 12 months, in line with the completion of the Midland Met University Hospital.</p> <ul style="list-style-type: none"> Local Board Members agreed to the proposed approach of exploring site two. <p><u>August 2021</u></p> <ul style="list-style-type: none"> Suggestion raised to seek strong provisions and assurance from partners on the development of this project, to prevent issues with failed developments Clarification sought if this project is a joint venture with Birmingham. The project is within the Sandwell Borough, however the project team are working closely with City Council, West Midlands Combined Authority, Homes England, Canal and River Trust and NHS Trust as there are two parts to consultation; The Grove Lane Masterplan falls within the Area Framework.
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3.18. Rolfe Street Canalside Regeneration

Towns Fund Amount	Match Funding Amount	Overall Project Value
£1.88m	Nil	£1.88m
Project Description	Occupier relocation, 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.	
Outputs	<ul style="list-style-type: none"> 125 residential units 1ha land remediated 40 construction jobs Improved perceptions of place by residents Land values raised 	
Link to Town Vision	<ul style="list-style-type: none"> Deliver more housing 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> residential units provided Amount of rehabilitated land Land values (local measure proposed) 	
Discussion Points raised by Smethwick Local Board	<p><u>July 2021</u></p> <ul style="list-style-type: none"> Queries raised regarding what type of housing would be developed. This work will be undertaken as part of the development brief <p><u>August 2021</u></p> <ul style="list-style-type: none"> Confirmation sought regarding the financial position. Proposed plans are within budget. Discussions due to take place with consultants who conducted a viability appraisal for Grove Lane Masterplan and Area Framework, to discuss proposals put forward for 125 units to see how this fits within the Masterplan and viability works. 	

	<ul style="list-style-type: none"> • Consideration to the transport links within Smethwick, ensuring people moving into properties can access amenities
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3.19. Midland Met Learning Campus

Towns Fund Amount	Match Funding Amount	Overall Project Value
£12.126m	£3.6m	£15.726m
Project Description	Major new education and skills resource, covering training from entry level to L7 skills, linked to the hospital, and focused on widening participation in education as well as targeting hard to reach groups such as those who are homeless, out of work, or refugees with transferable skills. Will also establish a university presence in Smethwick.	
Outputs	<ul style="list-style-type: none"> • Circa 6000m2 of education and community space • 1280 new learners assisted 	
Link to Town Vision	<ul style="list-style-type: none"> • Support good quality jobs • Maximise local impact of major investments in hospital and Aquatics Centre 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Amount of capacity of new or improved training or education facilities • # of learners/trainees/students enrolled at improved education and training facilities • Number of closer collaborations with employers • % of learners gaining relevant experience/being 'job ready' (as assessed by employers) (Local Measure definition to be agreed) • # of learners/students/trainees gaining certificates, graduating or completing courses at new or improved training or education facilities, or attending new courses 	
Discussion Points raised by Smethwick Local Board	<p><u>July 2021</u></p> <ul style="list-style-type: none"> • Concerns were raised regarding partnership working and commitment from partners, in particular the risk of progressing too far into specifics, before having secured buy in. The NHS Trust procured consultancy support (Igloo) to support the project including the management of governance arrangements and procedures between partners, all of which will be asked to sign a project deal/ Heads of Terms. • A suggestion to include a monitoring and evaluation indicator to understand the residency of students coming into the facility at a local level. It was acknowledged additional monitoring indicators will be created through the development of the Full Business Case. • Local Board Members were happy with the direction of the project and progress made. 	

	<p><u>August 2021</u></p> <ul style="list-style-type: none"> • Confirmation on what the Towns Fund funding will deliver. The funding from Government will fund the development costs for the construction of the facility. • Confirmation that phase 1 is not dependent on phase 2. The project team confirmed phase 1 will go ahead should Phase 2 does not commence. • Local Board Members were happy with the direction of the project and progress made.
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3.20. Albion Family in the Park

Towns Fund Amount	Match Funding Amount	Overall Project Value
£1.175m	£6.6m	£7.775
Project Description	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.	
Outputs	<ul style="list-style-type: none"> • 1 new community asset • 742 sqm of new education space • 1 new public space • Increase in the breadth of local skills facilities • 220,000 visitors to arts, cultural and heritage venues • 200 new learners assisted • 60% of learners being 'job ready' 	
Link to Town Vision	<ul style="list-style-type: none"> • Regenerate and upgrade local assets • Support good quality jobs 	
Draft Project Monitoring and Evaluation Measures	<ul style="list-style-type: none"> • Number of new community/sports centres • Amount of capacity of new or improved training or education facilities • Number of visitors to arts, cultural and heritage events and venues (Local measure will need to be defined therefore suggest we mark target as tbc until FBC) • # of learners/trainees/students enrolled at improved education and training facilities • Amount of new office space • # of learners/students/trainees gaining certificates, graduating or completing courses at new or improved training or education facilities, or attending new courses 	
Discussion Points raised by Smethwick Local Board	<p><u>July 2021</u></p> <ul style="list-style-type: none"> • Local Board Members agreed to explore alternative locations for the project should the West Smethwick Park HLF Impact Assessment come back with adverse impacts. • Clarity required regarding the Lewisham Park Covenant. • The project should be implemented for the community, therefore wouldn't want to put something in place that the community isn't happy with. Consultation to help the 	

	<p>community understand what this project could provide is key.</p> <ul style="list-style-type: none">• Consideration for Victoria Park to be identified as an alternative site option. <p><u>August 2021</u></p> <ul style="list-style-type: none">• Following the results of the HLF Impact Assessment, consultation with the Lewisham Park community should commence to explore this alternative site option• Suggestion raised to look at developing brownfield land rather than greenspace
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Appendices

Source Documents

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**Sandwell Towns Fund Superboard
Town Deal Local Boards**

23 September 2021

Subject:	Town Deal Local Boards
Presenter:	Local Board Chairs Chris Hinson – Chair of West Bromwich Local Board Alan Taylor – Chair of Smethwick Local Board Adrian Eggington – Chair of Rowley Regis Local Board
Contact:	Emma_Parkes@sandwell.gov.uk

1. Recommendations

- 1.1. To note the activity of the Town Deal Local Boards since the last Superboard meeting.

2. Purpose of the report

- 2.1. To outline the meetings of the Town Deal Local Boards that have taken place since the last Superboard meeting and to provide the minutes of these meetings for Superboard's reference.

3. Background and Main Considerations

- 3.1. Governance arrangements for the Towns Fund Programme were approved by Cabinet in July 2020, and June 2021.
- 3.2. To co-ordinate the three Towns Deals in Sandwell, an overarching Towns Fund Superboard was established with three Town-level Local Boards established as working groups of the Superboard.
- 3.3. In June 2021, the Towns Fund Governance arrangements were updated to make it clear that Superboard Members and Cabinet Members have an open invitation to attend and participate in Local Board discussions so that what is presented to Superboard from the Local boards will be firm proposals for consideration.
- 3.4. Since the last Superboard meeting the following Local Board meetings have taken place.

Board	Date	Summary of agenda items
West Bromwich Local Board	Thursday 26 August 2021	<ul style="list-style-type: none"> Tranche 2 project discussions Tranche 3 project discussions
	Monday 20 September 2021	<ul style="list-style-type: none"> Input into Tranche 3 projects Full Business Cases

Board	Date	Summary of agenda items
		<ul style="list-style-type: none"> • Tranche 3 projects consultation progress update • Urban Greening Full Business Case documentation
Smethwick Local Board	Wednesday 18 August 2021	<ul style="list-style-type: none"> • Tranche 2 project discussions • Tranche 3 project discussions
Rowley Regis Local Board	Thursday 19 July 2021	<ul style="list-style-type: none"> • Tranche 2 project discussions • Tranche 3 project discussions
	Tuesday 21 September 2021	<ul style="list-style-type: none"> • Input into Tranche 3 projects Full Business Cases • Tranche 3 projects consultation progress update

3.5. Approved minutes from the Local Board meetings are attached for reference.

Appendices

Local Board Meeting Minutes:

West Bromwich Local Board
13 July 2021

Smethwick Local Board
12 July 2021

Rowley Regis Local Board
8 July 2021

**Sandwell Towns Fund Superboard
West Bromwich Local Board Meeting Minutes**

Please note where the meeting notes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available.

West Bromwich Town Deal Local Board

Draft Meeting Notes

Details: Tuesday 13 July 2021 | 11:00 | Microsoft Teams Meeting

Local Board Member/ Representative Attendees:

Chris Hinson – Sandwell Business Ambassador
 (Chair)
 Danielle Hawthorne – Young Persons Representative
 Simon Griffiths – Sandwell College

Leona Bird – SCVO
 Lisa Hill – West Bromwich BID
 Wendy Brookfield – Greets Green Community Enterprise
 Councillor Steve Melia – SMBC Town Lead Member

Superboard Members and SMBC Cabinet Members Attendees:

Nicola Richards MP – MP for West Bromwich East

Councillor Kacey Akpoteni – SMBC Deputy Town Lead Member
 Councillor Elizabeth Giles – SMBC Deputy Town Lead Member

Guests in Attendance:

Jane Bailey – Sandwell College
 Paul Evans, SMBC Land and Asset Management

Richard Reeve – SMBC Regeneration
 Roland Barrett-Price – Sandwell College

Attending in Support:

Alex Oxley - SMBC Regeneration
 Chris Hilton – SMBC Land and Asset Management
 Emma Parkes – SMBC Towns Fund Programme
 Management Office

Joshua Singh - SMBC Regeneration
 Kelly Thomas - SMBC Employment Strategy and Partnership
 Rebecca Jenkins - SMBC Town Funds Programme Manager
 Santokh Singh – SMBC Neighbourhoods

Apologies Received:

Andrew Bent – The GAP Centre
 Andrew Lawley - Sandwell & West Birmingham CCG
 Councillor Jackie Taylor – SMBC Cabinet Member
 Emma Chetcuti (CEO) – Multistory
 Jane Lillystone - SMBC Neighbourhoods
 Jenna Langford – SMBC Regeneration

Monica Shafaq (CEO) – Kaleidoscope
 Paul Bishop, West Midlands Police
 Rob Lake - Albion Foundation
 Shane Ward – West Bromwich African Caribbean Centre
 Tammy Stokes - Interim Director - Regeneration and Growth
 Tariq Karim – SMBC Youth Service

Please note where the meeting notes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available.

Ref.	Description	Officer to Action
1.0	Welcome, Opening Remarks, Feedback from Superboard Meeting and Declarations of Interest The Chair will welcome attendees to the meeting, make opening remarks, provide any feedback from Superboard meeting and ask for declarations of interests.	Chris Hinson
1.1	<u>Welcome</u> The Chair welcomed board members to the virtual meeting, thanking all for their attendance.	
1.2	The Chair also welcomed Councillor Kacey Akpoteni and Councillor Elizabeth Giles to the Local Board meeting. Local Board members were informed Steve Clay, YMCA has resigned from the Local Board and Luke Tyler will be attending to represent the YMCA moving forwards.	
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Ref.	Description	Officer to Action
1.3	<u>Opening Remarks</u> The Chair described the outcomes for the meeting as per the agenda, of which will be focused on the Tranche 3 projects, Sandwell Civil and Mechanical Engineering Centre Full Business Case and the West Bromwich Masterplan.	
2.0	Declarations of Interests The Chair will ask Local Board members for declarations of interests.	Chris Hinson and All
2.1	Declaration were raised by Jane Bailey and Simon Griffiths regarding the Sandwell Civil and Mechanical Engineering Centre Project as Project Leads. Jane and Simon will be asked to provide an update of progress to date under agenda item 5.	
3.0	Minutes and Action Log To confirm the minutes of the meeting held on 14 June 2021 as a correct record and to review outstanding actions recorded on the action log.	Chris Hinson
3.1	<u>Minutes of the last meeting</u> Board members agreed minutes are of a true record.	
3.2	<u>Action Log</u> Updates have been recorded on the attached action log. A summary includes: -	
3.3	<u>Circulation of minutes to Councillors</u> <ul style="list-style-type: none"> • A process has been agreed to enable minutes of meetings to be shared with SMBC Councillors once minutes are agreed by Local Board. • Approved minutes will be published on CMIS and included within Superboard agenda packs. • Where minutes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available. • The Local Board were reminded to consider the Councillors for Friar Park, as this ward is included within the Towns Fund Boundary. 	
3.4	<u>EIA Data around unemployment and its relation to groups with protected characteristics</u> <ul style="list-style-type: none"> • Claimant counts can be used as a proxy indicator for unemployment levels and can be broken down into age and sex but not BME and other protected characteristics. • Kashmir Singh to discuss with Shane to determine the specifics of the analysis required and the issues with the available data. • To be incorporated within updated Town level EqIA (Winter 2021). 	
4.0	Tranche 3 Projects Focus Session <ul style="list-style-type: none"> • Retail Diversification Programme • Town Hall Quarter <p>The purpose of this item is for Local Board to:</p> <ol style="list-style-type: none"> i. receive an update from the project lead(s) and to make input and comment on the direction of the project ii. input to draft proposals for consultation and engagement. <p><i>Board Members were asked to come to the meeting prepared with any questions, issues and suggestions in relation to these projects to shape the developing business cases, and with input around which groups of stakeholders should be engaged.</i></p> <p style="text-align: center;">Page 103</p>	Alex Oxley/ Jenna Langford - SMBC (Leads for Retail Diversification Programme) and Jane Lillystone/ Paul Evans - SMBC (Leads for Town Hall Quarter) and Paul Evans

Ref.	Description	Officer to Action
4.1	The Chair introduced Alex Oxley, project manager for Retail Diversification Programme, who provided Local Board members with a recap on project details, outcomes, outputs, vision and scope.	
4.2	The project is specifically concerned with the rationalisation of the retail offer, particularly in the eastern part of the Town Centre, to strengthen the wider town centre retail offer, improve the evening economy and deliver high quality new homes.	
4.3	West Bromwich High Street is not a unique example of a declining high street. Since Covid-19, over 30% of shopping is now done online. This level of public sector led intervention will assist with the change of the high street and the town centre offer.	
4.4	The Retail Diversification Project is slightly different to other Towns Fund projects as there is no immediate tangible return. For example, funding spent on the Urban greening project will allow residents and local communities to see linear parks and improved green spaces, whereas this project is an enabler of growth for the town centre. This will be achieved via strategically acquiring large areas of the eastern part of the town centre through acquisition, demolish parts of this area which will free land/ improve areas for delivery of regeneration.	
4.5	Commercially sensitive negotiations with land owners are underway. The project team acknowledge land owners may not be prepared to wait until 2022 to complete the sale, therefore the council have been looking to identify options to proceed with negotiations using council funds. Once Towns Fund funding is available, the council will be reimbursed.	
4.6	The project will also seek a new location for the indoor market which is a key asset in the town centre.	
4.7	The Full Business Case development is underway. Consultants are due to be appointed within the next week to support the team with the development of the Full Business Case. Currently the project is on track with the aim to submit the Full Business Case to council in November 2021. Should the deadlines be met, release of funding can be expected around spring 2022.	
4.8	Consultation activities have been planned and will form part of the wider West Bromwich Masterplan. As there is no onsite delivery for this project, engagement for this project will not include asking residents what they would like to see, this will form part of a later exercise.	
4.9	Local Board members were asked for their feedback, questions, comments and ideas. The discussion included: -	
4.10	<ul style="list-style-type: none"> The Chair asked for an update on the indoor market. 	
4.11	The Indoor Market is a key asset in the town centre and the council are keen to ensure this thrives and meets local needs however, in its present state there are challenges. Discussions have taken place regularly with indoor market traders and an outcome from discussions resulted in a proposal to conduct a scoping exercise, to assess proposal put forward to relocate the market to Duchess Parade (Former Argos shop unit and Council's Revenue and Benefits Office).	
4.12	Officers are currently in the process to commission a Full Business Case study and condition report of the buildings. This is due to be completed in November 2021 to meet the November deadline for the project deadline.	

Ref.	Description	Officer to Action
4.13	The Chair agreed this location would be more accessible.	
4.14	<ul style="list-style-type: none"> A query was raised regarding the timescales for the project. 	
4.15	<p>The Towns Fund delivery timescale is over a 5-year period (until 2026). Local Board members were advised that timescales are dependent on the negotiations with private land owners. Subject to successful negotiations, the project may be in a position where negotiations are completed ahead of the release of funding. However, negotiations may take longer.</p>	
4.16	<p>In regard to the market trader relocation, this would depend on the findings of the Business Case Study and Condition Surveys. If findings are successful and the council have received funding from Government, works will progress to commence onsite delivery in Spring 2022.</p>	
4.17	Town Hall Quarter	
4.18	The Chair introduced Paul Evans, Sandwell Council's Asset Manager supporting the Town Hall Quarter project, who provided Local Board members with a recap on project details, outcomes, outputs, vision and scope. The key points include: -	
4.19	The project will focus on the relocation of public services into the Town Hall and Central Library, creating a shared cultural and learning hub and performance space. This involves building a significant extension to the rear of the town hall and Renovation/reimagination of existing buildings.	
4.20	<p>The project will fall between distinct phases: -</p> <ul style="list-style-type: none"> First phase: To include internal and external improvements to both the Town Hall and Central Library. The aim is for works to take place within the first 18 months - 2 years of receiving funding. Second Phase: To focus on improving the access to both buildings from the High Street and selected demolition to the two-story block at the back of the Town Hall. Third phase: To focus on the transformation/ extension to both buildings. Additional funding would be required to complete this phase. 	
4.21	A dedicated project team has been developed for this project and meet fortnightly. In addition, a dedicated project officer has been appointed. Several workstreams have been developed to support the Full Business Case development ahead of appraisal. Initial soft market testing has taken place to seek potential interest of the former Gas Showrooms Site, of which there is.	
4.22	<p>Three surveys are due to be commissioned for the building: -</p> <ol style="list-style-type: none"> Heritage and Conservation Assessment - required as the Town Hall and Central Library are both Grade 2 listed in the West Bromwich Conservation area. A detailed assessment of works required to both buildings to seek initial costings of elements. A detailed level survey commissioned to look at both the Town Hall and Central Library. This is required as the Town Hall and Library floors are on different levels (floors are not level with each other) as a result of being built at different times. This commission should be completed by early 	

Ref.	Description	Officer to Action
	September 2021. Subject to the strategic investment unit appraisal, this work will be funded from the Governments One Public Estate Programme.	
4.23	Works have commenced on the Tower of the Town Hall. Scaffolding has been erected on the tower and is due to be completed in August 2021. Structural Engineers will then assess the condition of the Tower to inform the refurbishment which is due to take place until the end of November, depending on the condition results.	
4.24	Local Board members were asked for their feedback, questions, comments and ideas. The discussion included: -	
4.25	<ul style="list-style-type: none"> Project officers were asked to clarify the needs for additional funding to complete the project. 	
4.26	Local Board members were advised once surveys are completed, officers will have a better understanding of the build size and costs associated. A funding plan has been developed as the project team understand more funding is required on top of the Towns Fund funding. This is why the project has been split into three distinct phases that will be interlinked but be treated separately.	
4.27	<ul style="list-style-type: none"> A query was raised regarding the Phase One works: refurbishment of the Town Hall and Central Library. Officers were asked if this would include electrical items, for example new wiring, Wi-Fi, PA system to support concerts, events, and service delivery. 	
4.28	It was confirmed the survey works will be extremely detailed and include a full mechanical and electrical survey and will look at how services will be using the building. Both the Town Hall and Central Library will be modernised for service users and a commitment has been made within the Town Investment Plan to be as green as possible.	
4.29	<ul style="list-style-type: none"> A comment was raised relating to the current use of the building. It was noted that the Central Heating is currently controlled from a central point by Sandwell Council and that it would be good to review as part of the refurbishment works. In addition, network connectivity is an issue for existing occupants, as a result a hardwire cable is required which runs through the Town Hall. 	
4.30	The importance of including current users of the building, both for performances and service delivery, was acknowledged to find out what users think, even if they won't be using the building in the future, as they will provide valuable 'lessons learnt' and ideas to support sustainability.	
4.31	Local Board members were informed initial discussions with tenants have taken place and regular meetings have been scheduled. There are currently seven tenants in the Town Hall, all of which have different types of tenancy conditions. However, the project team will consult with each tenant to discuss their specific issues, concerns etc.	
4.32	As part of the consultation strategy, there will be a specific stream of consultation for the tenants and users of the Town Hall. From initial discussions, some tenants have asked if they can remain in the Town Hall, therefore it would be great to get their input to help shape the design of the building.	
4.33	<p>Page 106</p> <p>Local Board members were informed the access to the Town Hall and Central Library will be looked at as part of this project. When drafting the</p>	

Ref.	Description	Officer to Action
	<p>Town Investment Plan in 2020, engagement took place with students from George Salter Academy who advised they liked the Town Hall and would like to use it but thought it was closed. This is because the Town Hall looks closed from the high street and the project aims to improve the access from the high street so public are aware it's open.</p> <p>4.34 The Town Hall Quarter Project Full Business Case submission to the Towns Fund Programme Management Office is November 2021.</p> <p>4.35 <u>Consultation and Engagement Plan</u> Paul Evans provided Local Board members with an overview of the draft Consultation and Engagement Plan.</p> <p>4.36 Local Board members were asked if they wish to add anything to the plan and raise any comments. No comments were forthcoming.</p> <p>4.37 A query was raised by Councillor Melia regarding the circulation of meeting minutes. Since the last Local Board meeting it has been agreed that meeting notes can be circulated to councillors once they have been approved and accepted by Local Board as a true record. However, this means any relevant questions will be at least two meetings behind. It was asked if there is an option to bring this forward.</p> <p>4.38 The council have scheduled regular meetings specifically to discuss Towns Fund with councillors to enable discussions to take place directly with project leads. Presentations presented to Local Board will be presented to councillors at this meeting, providing the opportunity to raise questions and discuss projects in greater level of detail.</p> <p>4.39 The Chair offered to attend the West Bromwich Elected Member meetings.</p> <p>4.40 The Chair thanked project leads for presenting and providing an update on the project progress and asked Local Board members if they agree to the Consultation and Engagement Plans. All Local Board member agreed the plans.</p> <p>4.41 The Consultation and Engagement Plans will be presented to Superboard on 22 July for approval.</p>	
<p>5.0</p> <p>5.1</p> <p>5.2</p>	<p>Sandwell Civil and Mechanical Engineering Centre Project – FBC Documentation</p> <p>To receive the final draft of full business case, to receive final draft of Full Business Case Documentation including project Equality Impact Assessment, Environmental Impact Assessment and Monitoring and Evaluation Plan. Local Board to make any final input / comment and make recommendation to Superboard to agree FBC and agree project change of location.</p> <p>Local Board members received a copy of the Sandwell Civil and Mechanical Engineering Centre Full Business Case and supporting documents in advance of the meeting.</p> <p>The Chair invited Jane Bailey and Simon Griffiths, Project Leads, Sandwell College, to provide an overview of progress since the last Local Board meeting. This included: -</p> <ul style="list-style-type: none"> The Full Business Case is in its final stages. Sandwell College are currently liaising with the Towns Fund Programme Management Office to further demonstrate areas of the Full Business Case to ensure a successful 	<p>Jane Bailey/ Simon Griffiths (Leads for Sandwell Civil and Mechanical Engineering Centre)</p>

Ref.	Description	Officer to Action
	<ul style="list-style-type: none"> • A query was raised regarding if the project will include electrical installation engineering and testing. This activity has been included within the Full Business Case and will be a curriculum element for both young people and adults. • An official change request to change the location of this building is underway. The Final Full Business Case has been written to reflect the preferred site of Shaftsbury Site (Former Shaftsbury House). Sandwell College have had a number of meetings with the current site owners and are moving readily towards a conclusion on this, subject to Final Business Case. This location would work nicely with the Town Hall Quarter in addition to bringing the land back into use. • The Communications and Engagement Plan has been updated to include Sandwell Business Ambassadors and wider community groups. Consultation will take place end of August/ early September. • Further detail has been provided around the Procurement Strategy. • Sandwell College have appointed a new Director of Capital Buildings and Infrastructure, who has experience of building capital projects of this nature. <p>5.3 The Full Business Case will be presented to superboard for agreement on 22 July 2021. This will then be sent to the Councils Capital Appraisal Team for a thorough due diligence check. Subject to the successful review, the Full Business Case will then be sent to Cabinet for approval.</p> <p>5.4 There are a couple of outstanding actions to resolve, the first being a Value for Money calculation which will be conducted by Consultants.</p> <p>5.5 Local Board members were asked if they wish to raise final comments. One comment was forthcoming regarding the site proposed for the project, Sandwell College were asked if this would link with the Midland Met Learning Campus in Smethwick. Local Board members were informed at the present moment, the facility will focus purely on civil engineering and construction. However, Sandwell College alongside with a number of partners will be supporting the Midland Met Learning Campus in Smethwick as part of the Smethwick Towns Fund.</p> <p>5.6 The chair thanked Sandwell College for their update and hard work and concluded that Local Board members agreed for the Full Business Case to be presented to Superboard on 22 July 2021.</p>	
6.0	West Bromwich Masterplanning	Richard Reeve – SMBC Regeneration & Growth
6.1	In September 2020, the council approved the developed of a Masterplan for West Bromwich. Consultants were appointed in October/ November 2020 where work soon began on the masterplan and vision for West Bromwich, particularly the Town Centre.	
6.2	The Masterplan for West Bromwich Town Centre is required to provide a vision for prosperous growth for the next 20+ yrs. It is in response to the changing nature of the Town (shrinking retail uses, empty premises, general decline and now the effect of the pandemic which will affect how we use the town now and for the future).	
6.3	The masterplan will give the council a vision for ambitious and transformational change with new uses being proposed to support this growth and combat the	

Ref.	Description	Officer to Action
	decline. The vision provides a good platform for the council to bid for funding regimes and be a tool for leveraging and attracting investment to the town. The masterplan will complement the Town Investment Plan Schemes which are currently being drawn up.	
6.4	The chair welcomed Richard Reeve, SMBC Regeneration and Growth Officer, who provided Local Board members with a presentation of the details around the vision, rationale, opportunities and objectives of the draft Masterplan.	
6.5	Meetings with ward members and other stakeholders have been scheduled. A public consultation activity will be launched, both online and public sessions throughout end of July/ August 2021. Findings will be reported back to Cabinet.	
6.6	The Chair expressed how the Town Investment Plans are integral to the work that's taking place for the Masterplan and sought assurance that dialogue takes place with project leads to ensure consultation is in line with the Towns Fund consultation.	
6.7	Local Board members were advised whilst the consultation strategy may look different for the Towns Fund and Masterplan, consultation will be aligned to the Towns Fund projects.	
6.8	Local Board members were asked if they wish to add anything to the plan and raise any comments. The discussion included: -	
6.9	<ul style="list-style-type: none"> The majority of council employees have been working from home since March 2020 and its assumed that the majority will not be moving back into offices. There are also other companies/ organisations working from home which results in a reduced footfall in the town centre. A query was raised on how the Masterplan considers this change. 	
6.10	As part of the ongoing data collection, consultants have undertaken an extensive project moulding activity, looking at what the scenarios would be with various new uses coming into the town to reverse the decline in footfall. This includes the focus on night time economy and residential uses. The aim is to provide new vibrant spaces within the town to attract more people into West Bromwich. The Chair suggested to Towns Fund projects will also increase footfall into the town.	
6.11	<ul style="list-style-type: none"> A comment was raised regarding the number of empty units; that the figures are incorrect, however this may be due to the date the information was recorded. 	
6.12	<ul style="list-style-type: none"> The West Bromwich BID is very active and does a lot of work in the town centre. The West Bromwich BID events can become challenging due to the lack of space within the town centre. Previously, West Bromwich BID have been informed they can use the space on the High Street, however Market Traders are located there. There is a space for events located in Carters Green, however the hire bikes are located there which causes complications. 	
6.13	As part of the Duchess and Princess Parade Accelerated Markets Scheme and Urban Greening Project, creation of extra space/ square will be in the heart of the town centre for a variety of opportunities and events.	
6.14	<ul style="list-style-type: none"> It was acknowledged the issues within the town that has been accelerated by Covid pandemic. The modelling done by the consultants, support the 	

Ref.	Description	Officer to Action
6.15	<p>need the transformational change to the town to prevent the decline in 15-20 years-time.</p> <p>The Chair thanked Local Board members for their comments and expressed her gratitude for the West Bromwich BID and the work they do to support West Bromwich and the town centre, noting their hard work is noticeable.</p>	
6.16	<p>The West Bromwich Masterplan will be added to the next meeting agenda for an update.</p>	
7.0	Any Other Business	All
7.1	<p><u>Any Other Business</u></p> <p>The Chair asked Local Board members if they wished to raise any other business. A comment was made from a Local Board member, emphasising how informative this Local Board meeting had been.</p>	
7.2	<p><u>Closing Remarks</u></p> <p>The chair thanked Local Board members, supporting officers and project leads for attending the meeting.</p>	
8.0	<p>Date of next meeting</p> <p>Thursday 26 August 2021 at 10:00hours.</p>	For Information

**Sandwell Towns Fund Superboard
Smethwick Local Board Meeting Minutes**

Please note where the meeting notes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available.

Smethwick Town Deal Local Board Meeting Notes

Details: Monday 12 July 2021 | 16:00 | Microsoft Teams Meeting

Local Board Member/ Representative Attendees:

Alan Taylor - MI Glass (Chair)	Leona Bird – SVCO
David Holden - Sandwell College	Rob Lake – Albion Foundation
Gareth Brown - Smethwick Church Action Network	Councillor Sukhbir Singh Gill – SMB Deputy Town Lead
Jennifer Harrison – Brasshouse Community Centre	Councillor Farut Shaeen – SMBC Town Lead
John Wood - Liberty Engineering	

Superboard Members and SMBC Cabinet Members Attendees:

John Spellar MP, Superboard Member	Councillor Wasim Ali – SMBC Cabinet Member
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Local Board Guests

Austin Bell, Sandwell and West Birmingham NHS Trust	David Roberts, Igloo Consultancy
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Attending in Support:

Haley Macmichael - SMBC Procurement Services	Kashmir Singh – Service Improvement Lead Officer
Clinton Felicio - SMBC Regeneration	Rebecca Jenkins - SMBC Town Funds Programme Manager
Emma Parkes – SMBC Towns Fund Programme Office	Santokh Singh - SMBC Neighbourhood Engagement Manager
Hayley Insley - SMBC Regeneration	
Kelly Thomas - SMBC Employment Strategy and Partnerships	

Apologies Received:

Chris Hilton - Interim Service Manager for Assets and Land	Lesley Hagger - Director of Children’s Services
Jane Lillystone - SMBC Neighbourhoods	Omar Rashid - Business Representative
	Tariq Karim - SMBC Area Manager Youth Service
	Tammy Stokes - SMBC Interim Director - Regeneration and Growth

Please note where the meeting notes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available.

Ref.	Description	Officer to Action
1.0	Welcome and Opening Remarks The Chair will welcome attendees to the meeting, make opening remarks, provide any feedback from Superboard and ask for declarations of interests.	Alan Taylor
1.1	The Chair welcomed local board members, additional attendees from Superboard and project leads to the virtual meeting and described the outcomes for the meeting as per the agenda, of which focused on the Tranche 3 project focus session, Albion Family in the Park project update and social value.	
1.2	The chair commented on how good it was to see the MS Chat function being used during the last meeting and encouraged board members to use this facility during the meeting.	
2.0	Declarations of Interests To receive any declarations of interest from board members relating to any item on the agenda.	All

Ref.	Description	Officer to Action
2.1	<p>Two declarations were raised: -</p> <ul style="list-style-type: none"> • Alan Taylor (Chair) - Sandwell College Board of Governors • David Holden (Sandwell College) - Midland Met Learning Campus Project 	
2.2	<p>The Chair asked local board members to raise any declarations of interests during discussions should they need to.</p>	
<p>3.0</p> <p>3.1</p> <p>3.2</p>	<p>Minutes and Action Log To confirm the minutes of the meeting held on 13 May 2021 as a correct record and to review the outstanding actions recorded on the action log.</p> <p><u>Minutes from the previous meeting held 22 June 2021</u> Board members agreed minutes are of a true record.</p> <p><u>Action Log</u> Updates have been recorded on the attached action log. A summary of the discussion included: -</p> <ol style="list-style-type: none"> 1. Two young people from Sandwell College have expressed an interest to join the Smethwick Local Board. The Chair asked if two appointments could be made, however the PMO will need to seek clarity as there is currently only one vacancy. On the basis that two representatives would help facilitate their engagement, Local Board Members agreed two representatives would be beneficial. The aim is for the representative(s) to be confirmed and inducted prior to the next Local Board meeting in August. 2. Specific statistics requested on the Accelerated Programme were not available. A comment was made regarding how disappointing this is. Moving forwards into the Towns Fund projects, it was suggested that contract penalties should be considered and that the council should look into this recommendation. 3. Local Board members were informed the Tollhouse Way dual carriageway opened on the weekend. 4. The Albion Family in the Park Options Papers is complete and discussed during the local board meeting under agenda item 5. 5. The HLF risk assessment is underway. Findings to be presented at a future Local Board meeting. 6. The action for Local Board to consider if breakaway working groups would be welcomed to shape the detail of the projects remains open as an option. 7. Governance arrangements were approved by Cabinet on 16 June 2021. 	<p>Alan Taylor</p>
<p>4.0</p>	<p>Tranche 3 Focus Sessions The purpose of this item is for Local Board to:</p> <ol style="list-style-type: none"> i. receive an update from the project lead(s) and to make input and comment on the direction of the project ii. input to draft proposals for consultation and engagement. <p><i>Board Members were asked to come to the meeting prepared with any questions, issues and suggestions in relation to this project to shape the developing</i></p>	<p>Tranche 3 Project Leads</p>

Ref.	Description	Officer to Action
	<p><i>business cases, and with input around which groups of stakeholders should be engaged</i></p>	
	<p><i>Circulated in advance of the meeting: Project background information and draft consultation and engagement plans for each project.</i></p>	
4A 4A.1	<p>Midland Met Learning Campus The chair introduced Austin Bell, Project lead for Midland Met Learning Campus (NHS Trust) and David Roberts (Igloo Consultant).</p>	<p>Austin Bell (Sandwell and West Birmingham NHS Trust)</p>
4A.2	<p>Local Board members were presented with a project progress update. The presentation included a recap of the location of the project and immediate surroundings, site location opportunities, illustrations of the Midland Met University Hospital and how the Midland Met Learning Campus development will complement the Hospital, project outputs, progress to date, key Risks and issues, public Consultation details and next steps.</p>	<p>and David Roberts (Igloo)</p>
4A.3	<p>The Midland Met Learning Campus was conceived last year working with Sandwell Council, Aston University, Sandwell College, Wolverhampton Trust. Learning Works, an organisation within NHS Trust, will focus on bringing people into education and employment within health services.</p>	
4A.4	<p>Land located immediately to the south of the Midland Met University Hospital is owned by NHS Trust and has been allocated for this project. There is a second piece of land owned by the NHS Trust allocated for Phase 2 of the project. Details of phase 2 will be available in the next couple of months following a vision and scoping exercise.</p>	
4A.5	<p>Partnership working will help develop access to education, starting from school leaver age up to Level 7 (e.g. school leavers, college age, post graduates) all focused on working predominately in the health care sector but also allied trades and activities, acting as an education hub for the community.</p>	
4A.6	<p>Due to the number of partners involved, a lot of time has been spent over the recent months to carefully work through the brief and vision of the project via co-creation workshops, to define what partners want to get out of the project, specifically discussing the impact on the community, place and how the project will support other components e.g. travel and sustainability.</p>	
4A.7	<p>Work is currently underway to identify what space people need; The schedule of accommodation will allow the project team to refine costings and lead onto the design process. The Full Business Case is due for submission to Sandwell Council in November 2021. The aim is to have had discussions with planners and for an outline planning application in place at the same time to ensure the highest level of assurance for success. The council will review the Full Business Case ahead of Cabinet Approval in January/ February. The aim is to have the planning application determined in advance of the Government Full Business Case completion deadline of March 2022.</p>	
4A.8	<p>Local Board members were asked for their feedback, questions, comments and ideas. The discussion included: -</p>	
4A.9	<ul style="list-style-type: none"> From the beginning, it was known there would be a number of partners involved with this project. A key risk listed details the risk of partnership arrangement's between stakeholders and the risks around withdrawal from partners. It was asked if there is uncertainty around partnership working and commitment and if there are concerns around progressing too far into specifics, before having the secured buy in from partners. 	

Ref.	Description	Officer to Action
4A.10	Local Board members were advised that the NHS Trust have employed Igloo who are a specialist development management team. Igloo will pull together the management of the project on behalf of the NHS Trust in addition, the governance arrangements and procedures between partners. There are no shortages for volunteers or people to work on the project and the required representatives are engaged.	
4A.11	Work will take place for partners to come together to sign a project deal/ Heads of Terms. This activity will take place in the near future. In addition, discussions can lead to what partners would like e.g. rent space, pay for management costs etc. The aim is for the project to be fully funded by the Towns Fund funding/ match funding and would like to avoid putting equity into the project.	
4A.12	Discussions have taken place in the recent months regarding partner-buy in to identify the best route; spending time for all partners to agree to a vision/ concept or have a vision/ concept in place for partners to agree to, with details of the proposed space to ensure what they need is available. The latter is the route taken. The former could have made it difficult to meet the November 2021 deadline, therefore the route taken is partially driven by Government deadlines and Igloo's experience on how the project is developed.	
4A.13	This risk is captured in the project risk register with the action to agree Heads of Terms as soon as possible. Discussions are taking place with partners in regard to what partners want out of the project and what the budget can provide in addition to bringing the design team together to understand what partners would like to see.	
4A.14	<ul style="list-style-type: none"> A query was raised regarding how long Igloo will be supporting the Midland Met Learning Campus project and if this is just for the development of the Full Business Case. Local Board members were informed Igloo will be supporting the NHS Trust for the duration of the project. Igloo support the development phase of projects, measure the impact through construction and delivery and post-delivery of regeneration projects. 	
4A.15	Each partner will bring their specific interest and key focus to the project, however the Towns Fund funding is for the Smethwick community, building a gateway into education and employment for Smethwick residents. Due to the nature of the facility, it will also support communities beyond Smethwick.	
4A.16	Learning Works will promote routes into employment for local people, residents who are disadvantaged, refugees etc. It's known there are residents who live in the community who are highly medically trained in their birth country, but cannot practice in England. Learning Works will prove pathways into working at the Hospital.	
4A.17	<ul style="list-style-type: none"> A suggestion was made to include a monitoring and evaluation indicator to understand the residency of students coming into the facility at a local level. It was acknowledged additional monitoring indicators will be created through the development of the Full Business Case. 	
4A.18	<p><u>Draft Consultation and Engagement Plan</u> A draft Consultation and Engagement Plan and Igloo Engagement Strategy was circulated to board members ahead of the Local Board meeting.</p>	

Ref.	Description	Officer to Action
4A.19	<p>The purpose of engagement is to gather data. The strategy looks at how to gather and process data in a way that meets the monitoring and evaluation criteria set by Government and shows the journey the project will take e.g. the current baseline of health and wellbeing for the wider community, the geography of interest and who the project will reach out to. Additional work to look at more indicators for monitoring and evaluation is welcomed, working with the council and existing agencies.</p>	
4A.20	<p>Local Board members were asked for their feedback on the consultation and engagement plan and if they had any questions. The discussion included: -</p> <ul style="list-style-type: none"> • The council have many networks and existing structures that the NHS Trust could be linked into and utilise, to ensure local people are engaged and involved. • Elected Members can have a key role in the engagement activities, to ensure their contacts are engaged with. • The project is aspirational and is key for people to understand what this project could do for them, their families and the next generation. • During the co-creation workshops, 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. 	
4A.21	<p>The Chair thanked Austin and David for their presentation. The Midland Met Learning Campus is scheduled for an update discussion at the August Local Board meeting.</p>	
4B 4B.1 4B.2 4B.3 4B.4 4B.5	<p>Grove Lane Regeneration</p> <p>The Chair introduced Clinton Felicio, Sandwell Council Regeneration Officer, who presented Local Board members with a progress update presentation. The progress update included a project recap, context, details of project proposals, opportunities, risks and next steps.</p> <p>The Grove Lane Project is a total of £4.254m consisting £4.089m Towns Fund and £0.165m Match Funding for the 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 new homes and associated infrastructure.</p> <p>In conjunction with Friar Park, Grove Lane was awarded housing status in 2016 given the ability for both sites to combine to deliver over 1500 new housing units. Whilst this didn't provide funding, it ensured the site was given first priority to bid for other funding to assist with housing delivery. Grove Lane can accommodate 800+ new homes adjacent to the new Midland Met University Hospital.</p> <p>A Housing Infrastructure bid was submitted in 2019 by the West Midlands Combined Authority for the provision of a new primary school and highway and junction improvements in the area, however the funding has not come forward but may be considered in future funding schemes.</p> <p>The Grove Lane area is within a wider regeneration corridor, which runs from the north, Smethwick Galton Bridge Station to City Hospital, Birmingham. In</p>	Clinton Felicio, SMBC

Ref.	Description	Officer to Action
	<p>conjunction with Birmingham City Council, WMCA, Homes England, Canal & River Trust and NHS Trust an area framework has been commissioned to identify regeneration opportunities within the corridor.</p>	
4B.6	<p>Work is underway to develop a Masterplan that looks at the area around Grove Lane, to provide more in depth detail on the vision and opportunities for regeneration in this area, set out the type of housing required and the links to and through sites, including the canal network.</p>	
4B.7	<p>The proposal submitted to Government focused on the acquisition of properties off Grove Street. The acquisition of properties would enable greater public sector ownership to bring forward phase one of the wider area regeneration. There are a number of separate ownerships, therefore negotiation and relocation of current occupiers would be required. The council already own a small area to the south of Grove Street and the West Midlands Combined Authority have recently acquired land further north on Grove Street.</p>	
4B.8	<p>Following the submission of the Town Investment Plan in October 2020, another site previously considered that was unavailable during the Town Investment Plan development may soon be placed on the market. For reference, this site is referred to as site two.</p>	
4B.9	<p>As the initial site requires acquisition of four ownerships, site two identified is a more attractive offer, needing acquisition of only one ownership, of which would be vacant within the next 12 months. Both sites would deliver the outputs assigned to the project, however the acquisition of site two would provide additional benefits including increase in housing figures and may also assist other Towns Fund projects in the longer term, for example the Midland Met Learning Campus may be able to locate their phase 2 on this site, subject to further discussions.</p>	
4B.10	<p>The main risk associated with Grove Street relates to whether there is an agreement to sell and if there is a need to go through a Compulsory Purchase, of which could increase timescales for acquisition, with less time for delivery.</p>	
4B.11	<p>The main risk for site two is that if the council does not require the land soon, the site may be placed on the open market. The acquisition of this site would require up front funding from the Towns Fund or the council. Further discussions are required.</p>	
4B.12	<p>The preferred option would be to proceed with site two and to engage with the landowner to establish a dialogue and terms, undertake a valuation exercise to assess acquisition costs, establish the funding streams to secure the land. If the terms and acquisition are not acceptable or funding cannot be found or released from Towns Fund, then the project would revert back to the original approach of the negotiations and acquisition of the four Grove Street properties.</p>	
4B.13	<p>Local Board members were asked for their feedback, questions, comments and ideas. The discussion included: -</p>	
4B.14	<ul style="list-style-type: none"> • A query was raised in regard to the difference in costs and if the proposal of the acquisition of site two is likely to help make up for the 6% application applied to the project. In addition, if the project team anticipate that the proposal and acquisition of site two would be more straight forward. 	
4B.15	<p>Local Board members were informed valuations need to be undertaken to understand the detail of this. Site two is the preferred option as there is</p>	

Ref.	Description	Officer to Action
4B.16	<p>only one land ownership, meaning negotiations with one person, compared to negotiations with four people. Should the council need to go down the Compulsory Purchase route, this could take 18 months to resolve, impacting timescales. Site two will be vacant within the next 12 months, in line with the completion of the Midland Met University Hospital.</p> <p>Site two is a compromised site as the NHS trust own a strip of land surrounding it. An initial discussion took place with the West Midlands Combined Authority to see if there is an opportunity to apply for a funding bid to help purchase the land. The value of the land is unknown and there is an expectation that the land is contaminated.</p>	
4B.17	<p>Local Board members were asked if they would support the approach for site two and continue exploring this option. The discussion included: -</p>	
4B.18	<ul style="list-style-type: none"> • A comment regarding the disappointment that this is the second project to potentially change. The site two that has been identified looks a better option, however valuations need to commence so the work can move quickly. 	
4B.19	<p>Local Board members were informed site two was not put forward initially as historically, the owners did not want to engage. The owners of the land tend to purchase land and keep hold of assets for long periods of time. Since submitting the Town Investment Plan to Government, the council have recently been made aware the site two owners are willing to dispose of their site.</p>	
4B.20	<p>The valuations have not yet taken place due to trying to engage with the West Midlands Combined Authority to see if they could support the acquisition of the site.</p>	
4B.21	<p>The Chair acknowledged there is a current vacancy on the Smethwick Local Board for a representative from the West Midlands combined Authority and would like to address this vacancy as soon as possible.</p>	
4B.22	<p>The Chair asked if the proceeding of the preferred approach would jeopardise the Tranche 3 timeline for the Full Business Case submission. Subject to Local Board agreement, the approach would be to continue engagement with site two owners, should they not offer dialogue the approach would revert back to the initial proposal outlined within the Town Investment Plan.</p>	
4B.23	<p>Local Board members agreed to the proposed approach of exploring site two.</p>	
4B.24	<p><u>Draft Consultation and Engagement Plan</u> A draft Consultation and Engagement Plan was circulated to board members ahead of the Local Board meeting. Local Board members were asked for their feedback on the consultation and engagement plan and if they had any questions. No comments were forthcoming, and all were satisfied with the proposed plan.</p>	
4C	<p>Rolfe Street Canalside Regeneration</p> <p>4C.1 Clinton Felicio presented Local Board members with a progress update presentation. The progress update included a project recap, context, details of project proposals, opportunities, risks and next steps.</p> <p>4C.2 The Rolfe Street Canalside Regeneration Project is a total of £1.88m for the occupier relocation, demolition and remediation to provide a stand-alone</p>	<p>Clinton Felicio, SMBC</p>

Ref.	Description	Officer to Action
	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.	
4C.3	The Smethwick Enterprise Centre is a council owned facility based on the north of Rolfe Street adjacent to the Birmingham Canal, offering office storage and work space. The current vacancy rate is high with only 35% let. The facility is located within an area allocated for residential led mixed use, therefore alternative use for the centre via refurbishment was not an option. The wider site has the potential to deliver 400 new homes and redevelopment of this site could add another 100 homes. Relocation of current occupiers is required to enable demolition for a development ready site.	
4C.4	The site is located closely to a range of shops and services, easy access to Birmingham and Wolverhampton via Rolfe Street Station, meaning it's a sustainable location for new residents and being a canalside location will generate significant developer interest based on previous experiences.	
4C.5	Whilst a canalside location is considered a benefit, there may be concerns due to being in a conservation area. There are regulations and restrictions on how and what can be done, however regular contact with the conservation officer will hopefully resolve any issues and lead to a positive and complimentary development. Also, a risk around the relocation of existing businesses has been recorded and the need to support occupiers to ensure they are relocated to satisfactory accommodation.	
4C.6	The Towns Fund investment will enable the first phase to commence of the wider regeneration of the Rolfe Street area. A condition survey has been completed and a heritage assessment and viability appraisal will be conducted in due course. A development brief will be produced and the project will require the procurement of a demolition contract. Assistance will be given to the current occupiers for relocation and business support.	
4C.7	Local Board members were asked for their feedback, questions, comments and ideas. The discussion included: -	
4C.8	<ul style="list-style-type: none"> It was asked what stage a decision will be made in regard to what type of housing is developed. 	
4C.9	This work will be undertaken as part of the development brief. Given its location, it's likely the accommodation will be apartments rather than family housing, however a condition survey has been carried out to check the heritage of the buildings currently on site.	
4C.10	<p><u>Draft Consultation and Engagement Plan</u></p> <p>A draft Consultation and Engagement Plan was circulated to board members ahead of the Local Board meeting. Local Board members were asked for their feedback on the consultation and engagement plan and if they had any questions. No comments were forthcoming, and all were satisfied with the proposed plan.</p>	
4C.11	The Chair asked Local Board members to contact the programme management office should they have any comments or queries following the meeting.	
5.0	<p>Albion Family in the Park Options</p> <p>To receive and discuss the options for Albion Family in the Park and input into Consultation and Engagement proposals.</p>	Rob Lake/ Jane Lillystone

Ref.	Description	Officer to Action
5.1	West Smethwick Park was originally identified for the location of the project, however the Heritage Lottery Fund (HLF) were concerned that the project does not align with their vision for the park. An Impact Assessment is underway to allow HLF decide if the project would impact on the heritage within the park and results should be received end of July/ early August 2021.	
5.2	During the last local board meeting held on 22 June 2021, Rob Lake and Jane Lillystone were asked to produce an options paper providing details for alternative locations for Local Board members to consider. The options paper was circulated to Local Board members ahead of the local board meeting providing details of three alternative sites.	
5.3	The Albion Foundation and have indicated Lewisham Park is their preferred option and that there may be opportunity to improve collaborative work with Brasshouse Community Centre and the Foundation.	
5.4	Local board members were reminded there is an existing Deed of Covenant for Lewisham Park. Initial discussions have taken place with the Earl of Dartmouth who is named as part of the covenant and he is keen to support the development. However, the Covenant is currently being assessed via Legal Services as the site would need to be available for daily community/ public use. Sandwell Council is working with the Albion Foundation to ascertain what impact the Albion Family in the Park proposals would have on this site and neighbouring residential properties.	
5.5	Jennifer Harrison, Brasshouse Community Representative declared an interest due to the potential location of the project based at Lewisham Park.	
5.6	<p>The options paper included details around the proposed way forward. Local Board members were asked to feedback and provide comments/ raise queries. The discussion included: -</p> <ul style="list-style-type: none"> • Given the rapid increase in population within this area, which is reflected in the issues and difficulty in securing primary school places in the area for local children, Lewisham Park could be a good location. • Lewisham Park is currently underutilised, particularly due to under investment. Existing facilities need refurbishment but the park has a lot to commend it in terms of using the asset properly and the growing population in the area. • A concern was raised regarding the Covenant and local views and what this project would mean for them. There are mixed messages in regard to the Covenant and clarity is required to allow the project to move forward. • There are local people trying to create a park friends group, and they need to be engaged • The project should be implemented for the community, therefore wouldn't want to put something in place that the community isn't happy with. Consultation to help the community understand what this project could provide is key. 	
5.7	The options paper circulated to Local Board members included legal advice around the Covenant. The legal advice includes a statement that buildings seem to be permissible but ensuring the building can be utilised by the wider community, however the council will urgently look into the position of buildings,.	

Ref.	Description	Officer to Action
5.8	<p>The options paper includes a timeline to show the sequencing of activities to confirm decisions and actions for each option. By the next Local Board scheduled for 9 August 2021, the HLF Impact Assessment for West Smethwick Park should be complete and officers should have clarity on the details of the Covenant on Lewisham Park. This will enable the project lead and Local Board members to focus on one option.</p>	
5.9	<p>Local Board members were asked if they accept the approach proposed. Further queries and comments were raised including: -</p> <ul style="list-style-type: none"> • It was asked if there is a risk that both preferred options (Lewisham Park and West Smethwick Park) are not permitted as a result of the HLF Impact Assessment and Covenant. • It was asked what location would be the projects 'show stopper' and have the most impact on the community. • Concerns have been raised by the local community and discussions with the Albion Foundation will take place directly, however there is a possibility there would be opposition towards something being built in the park by the local community. Should this happen, this could take a long time to resolve, impacting the timescales for a decision. • Discussions are yet to take place Elected Members, a meeting has been scheduled for 13 July 2021. • It was asked if Victoria Park had been considered. The option has been included in the options paper however, the project aim is to add value to the park as well as the community. Victoria Park is currently well used and lots of activities take place. The project would take up a significant amount of the park which would impact the current use. 	
5.10	<p>Local Board members agreed to the proposal of exploring both options until the assessment and clarity on the Covenant details have been clarified.</p>	
5.11	<p><u>Consultation and Engagement Plan</u> A draft Consultation and Engagement Plan was circulated to board members ahead of the Local Board meeting. Local Board members were asked for their feedback on the consultation and engagement plan and if they had any questions. The discussion included: -</p> <ul style="list-style-type: none"> • 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. • 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. • It was suggested consultation will begin once there is a preferred location option to ensure the right consultation takes place. • 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. 	

Ref.	Description	Officer to Action
	<ul style="list-style-type: none"> The Local Board network and links to the community are key and should be utilised to share project development and promote engagement activities 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. 	
6.0	<p>Social Value To receive further information around Social Value through the Towns Fund.</p>	<p>Haley Macmichael, SMBC</p>
6.1	<p>The Chair welcomed Haley Macmichael, Sandwell Councils Procurement Service Manager to the meeting. Haley provided board members with an introduction on how social value is being included through Towns Fund Projects.</p>	
6.2	<p>The aim is to imbed Social Value within the procurement process. As each project will be developed, project leads should consider what additional value could be achieved above and beyond delivery of what is being directly purchased. This could include economic benefits, social benefits and environmental benefits.</p>	
6.3	<p>As each project Full Business Case is developed, Sandwell Councils Procurement Services will receive and review the draft Full Business Case ahead of Superboard sign off, to ensure project leads have considered how projects will be tendered and evaluated, that some weighting is given to social value and anyone bidding to deliver is motivated to make offers above and beyond the delivery of the project.</p>	
6.4	<p>Smaller projects may enable social value in itself, for example the West Bromwich Digital Den project will provide those who do not have access to digital services, free access and education opportunities. It's a small value project and will deliver direct benefits to the community.</p>	
6.5	<p>Larger projects and higher value projects require Social Value as part of the delivery. This can be achieved by including some weighting into the evaluation process when tender bids are received. The best way to achieve this is to ask specific questions for the bidders to answer around what it is they can offer. For example, if a construction contract offers an opportunity for local people to gain employment, this should be specifically written into the specification that the social value seeking from this project is employment of local people. Then the bidders are asked to make specific commitments around what it is they can offer. Commitments made in the tender bid can then be in the contractual documentation and measured.</p>	
6.6	<p>Local Board members were asked to raise any queries or comments. The discussion included: -</p>	
6.7	<ul style="list-style-type: none"> A question was raised regarding the radius for local spend. A local board member had been advised outside of the Local Board meeting that there is a significant shortage of local spend. Other construction activities within Sandwell take the approach of 30 miles. It was asked if this is correct or if the approach should be within Sandwell. 	
6.8	<p>Local Board members were advised 30 miles is generally an accepted radius that is used. Ideally, the tender specification should specify Sandwell unless there are no suppliers in Sandwell to fulfil desired work packages. There may be value for money issues that need to be addressed for example, a contractor based within Sandwell is much more</p>	

Ref.	Description	Officer to Action
6.9	<p>expensive. Principles would need to be addressed on the approach to see if it's acceptable to spend more in order to keep it local, or spend less but within a 30 mile radius.</p> <ul style="list-style-type: none"> Whilst processes are in place to achieve social value, the practice does not always get followed through. Once contracts have been agreed, there should be a mechanism to monitor performance and have penalties if contractors do not meet what was agreed. There is a risk that contractors would agree various KPI's and superficially report them but not see them as a problem. In addition, where projects are not delivered on time, penalties should be issued as this will impact local residents and businesses. 	
6.10	<p>Local Board members were advised there may be difficulties in enforcing penalties, due to lack of specification and requirements. Local Authorities working together have</p>	
6.11	<ul style="list-style-type: none"> A comment was raised regarding the importance to try and keep the Towns Fund money within Sandwell through contracts. 	
6.12	<ul style="list-style-type: none"> In addition to financial gain, social impact for local people should be considered for the short and longer term. If contracts have gone to organisations outside of Sandwell but would benefit Sandwell people, social long term gain should be included. Local community organisations are monitored heavily for small grants around social impact, therefore when millions of pounds are awarded to local contractors, they should receive the same enforcement. 	
6.13	<p>Local Board members were advised where there are difficulties in enforcing social value, this may be due to lack of specification around requirements. Local Authorities and contractors working together have got better over time, but when projects are being developed, it's important to have a clear idea of what social value projects want to achieve and then ask contractor specific questions with numbers against them as to how they will be achieved. This allows the contract management to be much easier.</p>	
6.14	<p>As project Full Business Cases are developed, Procurement Services will receive and review the proposals for social value ahead of Superboard sign off.</p>	
7.0	Any Other Business	All
7.1	None to raise.	
7.2	<p><u>Closing Remarks</u> The Chair thanked board members for attending the extended local board meeting and expressed his appreciation for local board members working late.</p>	
7.3	<p>The Chair shared his thoughts on the great contribution that took place during the meeting and the level of input from local board members, enforcing that discussions are key to support project leads, project development.</p>	
8.0	<p>Date of next meeting Monday 9 August 2021 at 16:00hours.</p>	Information

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**Sandwell Towns Fund Superboard
Rowley Regis Local Board Meeting Minutes**

Please note where the meeting notes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available.

Details: Thursday 8 July 2021 | 16:30 | Microsoft Teams Meeting

Attendees: Adrian Eggington - (Chair - Black Country Housing Group)
Councillor Lorraine Ashman - Town Lead Member
Councillor Thabiso Mabena – Deputy Town Lead Member
Deb Justice – Black Country Touring
Emma Heatherley - West Midlands Police
Harvey Katarina - Young People’s Representative
Manjula Patel - Murray Hall Community Trust
Ann Sheridan - Sandwell College

Superboard Members and SMBC Cabinet Members

Graham Pennington – Principle, Sandwell College

In Support:
Alan Reynolds - Regeneration Lead
Darran Jones – SMBC Project Lead (Britannia Park)
Jane Bailey – Sandwell College
Roland Barrett-Price – Sandwell College
Simon Griffiths – Sandwell College
Rebecca Jenkins - SMBC Towns Fund Programme Manager
Santokh Singh - SMBC Neighbourhood Engagement
Tariq Karim - SMBC Youth Services
Emma Parkes - SMBC Programme Support
Jenny Bakewell - SMBC Note Taker

Apologies: Alecia Baker - Cradley Heath Community Link, Andrew Lawley - Sandwell and West Birmingham CCG, Bel Sixsmith – West Midlands Police, Andy Miller, SMBC Lead for Blackheath Bus Interchange, Chloe King - SMBC Regeneration Lead, Chris Hilton - SMBC Assets and Land, Councillor Danny Millard - SMBC Cabinet Member, Councillor Maria Crompton - SMBC Cabinet Member, Deborah Harrold - Agewell, Geoff Layer – Black Country LEP, Helen Trueman - Grace Mary to Lion Farm Big Local, Jane Lillystone - SMBC Neighbourhoods, Jenna Langford - SMBC Regeneration, Jude Thompson - Superboard Chair, Kelly Thomas – SMBC Employment and Skills, Leona Bird – SCVO, Matt Andrews - Black Country Touring, Mohammed Asif - Cradley Heath Central Mosque, Sgt Cheryl Reed – West Midlands Police, Tammy Stokes – SMBC Director of Regeneration and Growth, Wayne Edwards - Business Representative and Local Resident.

Please note where the meeting notes make reference to commercially sensitive material this will be indicated next to the agenda item. A version of the minutes with commercially sensitive content redacted can be made available.

Ref.	Description	Officer to Action
1.0	Welcome, Opening Remarks and Declarations of Interest Chair welcomed Local Board Members to today’s meeting.	Adrian Eggington
1.1	New Local Board Member Councillor Mabena, Deputy Town Lead for Rowley Regis was introduced along with attendees presenting today: Simon Griffiths, Jane Bailey, Roland Barret-Price from Sandwell College.	
1.2	Chair asked Local Board Members to declare any interests they may have. No declarations of interest were received.	

Ref.	Description	Officer to Action
	<ul style="list-style-type: none"> • Advertise Expressions of interest to run hub/changing rooms and provide women's and youth football and procure partner • Design wider, safer and more welcoming main entrance, along with larger, better arranged and well-lit car park • Finalise building design following procurement of a suitable partner organisation • Agree priorities and design of path network • Co-design play and skatepark improvements • Carry out tree works identified in survey • Design new allotments and community orchard 	
3.5	<p>Landscape Works:</p> <ul style="list-style-type: none"> • Park Masterplan to be developed following community and user consultation; priorities should include: • Make the main access, gates, drive and car park more welcoming and safer for pedestrians and drivers • Improve pedestrian entrances (Ross and Mackmillan Road), to be safer and more inviting • Review path network to identify future needs • Identify priorities for additional and better play and fitness equipment • Consider developing nature conservation area in woodland area and to park margins • Carry out remedial works to trees based on tree survey recommendations • Any trees that need felling to be replaced at minimum ratio of 2:1 • Integrate new allotments and community woodland into fabric of the park 	
3.6	<p>Design and Specifications:</p> <p>Specialist contractors / consultants supporting in the design and build of -</p> <ul style="list-style-type: none"> • Modular changing rooms and hub building suitable for a park environment • Main entrance / driveway / car park • Play consultants • Skate park consultants 	
3.7	<p>Match Funding:</p> <ul style="list-style-type: none"> • Section 106 funding for Britannia Park will be included as match funding. • Additional funding will be sought from the FA and Sport England towards the construction of the changing rooms, since this will facilitate the achievement of key Sandwell LFFP objectives • Seek to secure council allocated funds to provide 3 G pitch 	
3.8	<p>New Changing Rooms / Pavilion:</p> <ul style="list-style-type: none"> • Demolition of disused derelict changing rooms completed Q2 2021 • Develop specification / plans for changing rooms to meet unmet need for women's and junior football • Consult with users on developing community meeting rooms / toilets / kitchen / café • Develop indicative plans to create a public pavilion alongside changing rooms accommodating the additional uses set out above 	

Ref.	Description	Officer to Action
	<ul style="list-style-type: none"> Explore commercial partners and revenue sources to develop a long-term business plan, including use and management of community building 	
3.9	<p>Further proposals dependant on outcome of consultation, interest from potential partners and availability of funding:</p> <ul style="list-style-type: none"> expand scope of pavilion beyond changing rooms, showers and toilets to include community meeting and training room(s) and kitchen / café Provide 3 G artificial multi-games pitch undertake woodland management and biodiversity programme within the existing woodland area, as well as rewilding park margins to further improve biodiversity 	
3.10	<p>An external image of the changing room building was shown along with a map of the internal lay-out.</p>	
3.11	<p>New pavilion / multi-purpose hub:</p> <ul style="list-style-type: none"> Priority of the Towns Fund bid is to provide new changing facilities that can be maintained by the Council Development opportunity to provide space for community/ commercial use if funding is achieved 	
3.12	<p>Discussion took place around the building materials used for the changing room. It was confirmed the building would be steel framed and secure. Robust, timber cladding will provide a visual softness to the exterior. All materials and heating will be from sustainable sources.</p>	
3.13	<p>In relation to the 3g pitch, costs can be in excess of £750,000 for a high-quality pitch. Cheaper pitches can be purchased but they will not be up to the rigours of intensive use. Although expensive, Local Board need to bear in mind that this pitch will be an asset to the whole of Sandwell. 3g Pitches are multi-functional and can be divided into small areas for multi-use e.g. netball / basketball and will aid the promotion of women's and junior football. Events will be spread between 3g and grass pitches as 3g pitches are not suitable for the installation of nets. Public consultation will take into consideration other sporting organisations who would benefit e.g. hockey / netball teams as this would strengthen the bid.</p>	
3.14	<p><u>Consultation Plan for Britannia Park Community Hub and Greenspace Improvements</u> Key points of the presentation included:</p>	
3.15	<p>Stakeholder Identification:</p> <ul style="list-style-type: none"> Community and Voluntary Sector Organisations Young Friends Group of Britannia Park Friends Group of Britannia Park (when formed) Local residents (those who currently use the park and those who don't) Local Schools (St Michaels CE High School and Blackheath Primary School) Police 	

Ref.	Description	Officer to Action
	<ul style="list-style-type: none"> • Agewell • Rowley Regis Disability Centre • Public Heath, SMBC • Youth Services, SMBC • Elected Members • Allotment holders • Existing park users (particularly regular dog walkers) • Football teams and umbrella groups, particularly for women’s football and junior football 	
3.16	<p>Project Beneficiaries:</p> <ul style="list-style-type: none"> • New or potential park users – people living locally who don’t use the park at present • Current park users • Community and Voluntary Sector Organisations (potential users for pavilion) • Young People (e.g. Pavilion / new activities; sports, fitness and play equipment) • Young Friends group 	
3.17	<p>Specific Questions / Areas of the Full Business Case that Require Engagement on:</p> <ul style="list-style-type: none"> • Detail on the facilities wanted in the park (for example better skate park, expanded range of play equipment, dog park [an area where dogs can be off lead], safer car park, sporting facilities) • Aspirations for facilities wanted in the Community Hub (changing rooms, public toilets, community meeting or training room, café etc) • Detail and questions around accessibility and safety at the park. • Detail on desired requirements for allotments (through allotment officer) • Why people use the park now • What they like about it • What the barriers are and what puts people off from using the park at the moment • What needs improving and what additional facilities people would like to see provided • Indication of whether people would use these facilities if they were provided 	
3.18	<p>Engagement Approach:</p> <ul style="list-style-type: none"> • Online surveys • Consultation event • Face to face surveys • Project forum/ workshops • Utilising community and voluntary organisation networks • Telephone conversations • Letter/ leaflets • Walk about • Social Media 	
3.19	<p>Details of engagement with specific groups and Timeline (including gantt chart).</p>	

Ref.	Description	Officer to Action
3.20	<p>Assurance Mechanism:</p> <ul style="list-style-type: none"> • Ensure easy to access online surveys and engagement activities • Utilising SMBC and community and voluntary organisation networks to engage with as many members of the public as possible, including hard to reach residents/ park users • Clarity of messages and questions being asked • Local Board Members to have sight, input and sign off Consultation and Engagement Plan • Local Board Members to review engagement findings 	
3.21	<p>How we will feedback to people that have been engaged or consulted with:</p> <ul style="list-style-type: none"> • Sandwell Council's Website (Towns Fund Webpage) • Newsletters • Social Media • Press Office / Press Releases • Meetings • Planning Details Availability • Other 	
3.22	<p>Other Information:</p> <ul style="list-style-type: none"> • Covid-19 restrictions present challenges regard to engaging with members of the public. Resource/ support is desired to ensure engagement and consultation is strong • Project Team need to provide support and advice on stakeholder engagement 	
3.23	<p>Properties within 600 meters of Britannia Park will receive leaflets outlining the plans as concerns have been expresses from those residents who will border the skate park. The scheme will be publicised, and a planning application submitted for the building, car park, lighting and 3g pitch. Further thought needs to be given to lighting on the car park and 3g pitch as light pollution will be a main concern for residents. It is essential that views are sought from both residents and occasional users of the park as their view and requirements will differ. It is essential for users to have an input into the scheme and different ways of targeting both residents and users need to be explored as the impact will be long-term.</p>	
3.24	<p>The holiday activity programme which will run in the park from 16 to 19 August will be an ideal opportunity for user engagement. Tariq volunteered to work with Darren and Alan to help facilitate this.</p>	<p>Alan Reynolds, Darren Jones and Tariq Karim</p>
3.25	<p>No questions or concerns were raised by Local Board at this stage.</p>	
3.26	<p><u>Blackheath Bus Interchange and Public Realm</u> Key points of presentation:</p>	
3.27	<p>Projects Aims and Objectives: This project aims to build on the vibrancy and attractiveness of Blackheath town centre by investing in an ambitious and transformational project aimed at</p>	

Ref.	Description	Officer to Action
	<p>creating a public realm that is fit for the 21st century and prioritising pedestrians, cyclists and bus passengers over private cars.</p> <ul style="list-style-type: none"> Improved bus passenger waiting, information and interchange facilities More room for pedestrians with safer crossings and higher quality public space Less traffic, reduced congestion and improved air quality around Market Place Improved public transport reliability Safer, better-connected routes for walkers and cyclists to access the town Better trading conditions for shops and other town centre businesses 	
3.28	<p>Scheme elements:</p> <ul style="list-style-type: none"> Creation of a central bus interchange around Blackheath Market Place Improved arrangements for pedestrians and cyclists Creation of new public realm and focal point to town centre Rationalisation of delivery arrangements Exclusion of through traffic 	
3.29	<p>Scheme Timeline:</p> <ul style="list-style-type: none"> Project Board with TfWM membership now established Project Delivery Group membership confirmed Preliminary design to commence late summer 1st Stage Consultation – Autumn/Winter? Delivery in years 3 & 4 	
3.30	<p>General discussion took place regarding the consultation on the Blackheath Bus Interchange which first took place in 2011. Cyclist, pedestrians and bus passengers will be prioritised over cars and Local Board need to bear in mind there will be criticism over this project. Engagement with local traders is essential and we need to look at establishing a trader's association / forum. Lines of communication with traders need to be clear with regular meetings, updates and possibly a newsletter.</p>	
3.31	<p>No questions or concerns were raised by Local Board at this stage.</p>	
3.32	<p>Chair asked for it to be noted that Local Board need to come back to the engagement with the public Re: Public Space.</p>	<p>Chair / Rebecca Jenkins</p>
3.33	<p><u>Rowley Regis Education Hub</u> Key points of presentation:</p>	
3.34	<p>Summary:</p> <ul style="list-style-type: none"> The project will place a dedicated education and training centre in Cradley Heath for the first time A purpose build centre, extending the high street and increasing footfall Sandwell College will have a localised presence beyond central West Bromwich in a part of the Borough with less connectivity to the rest of 	

Ref.	Description	Officer to Action
3.35	<p>The project will provide options for three groups of learners: 16-18-year olds; 19-24-year-old NEET; 25+ (un)employed adults</p> <ul style="list-style-type: none"> The project can provide a 'resource centre' locally, with opportunities for Stakeholders to co-locate services. An example of which is the joint 'Youth Hub' currently in operation in West Bromwich hosted by the College <p>The Site:</p> <ul style="list-style-type: none"> Sandwell MBC has identified a former SMBC car park on Lower High Street in Cradley Heath This site is the primary option The joint bus and railway station is 300 yards away or the equivalent of about a 4-minute walk The site has a lot of 'passing trade' and will allowing us to showcase community/stakeholder delivery Alternative sites have been considered by SMBC The College sees this site as an anchor development in the South-West corner of Cradley Heath, Rowley Regis and the Borough. The locality is surrounded by new and recent housing development and makes best use of an underused site Its location is perfect for what we are trying to achieve –a presence on the high street, increasing footfall and having provision/a building that is inviting and adds real value to the town 	
3.36	<p>Strategic Case 1:</p> <p>Adult participation in education and training over the last decade has declined. Funding per capita has reduced and emphasis has been placed on 'Adult Learner Loans' and qualifications at higher levels meaning –35.3% of Rowley Regis Residents have no qualifications marginally higher than Sandwell Borough when compared to 26% for the region and 22% nationally.</p> <ul style="list-style-type: none"> Sandwell College used to have a greater local presence. However, after a period of contraction which lead to consolidating all provision into Central Campus West Bromwich in 2012, the College has grown significantly over the last 6 years The College has increased is travel to learn footprint – but Rowley & especially Cradley residents have little interaction with the College. c2% 'market share'. A relatively small distance, but 30 to 45 minutes on Public transport. Investment meets the goals of the Towns Fund by supporting investment in Skills Infrastructure and increasing the breadth of the skills offer that responds to local skills needs. 	
3.37	<p>Strategic Case 2:</p> <p>We need a centre which can support some of the critical growth areas of the local and sub-regional economy.</p> <ul style="list-style-type: none"> The table on the right can help guide our thinking We need a centre that recognises not only the starting points of users (see the previous comments on the level of non-qualified people locally) but also the entry level requirements of occupations 	

Ref.	Description	Officer to Action
3.38	<ul style="list-style-type: none"> The chart on the right, taken from employer survey work in the Black Country shows a centre would benefit people at or below Level 3. BUT with links to a HE partner or delivery elsewhere. <p>We also need a centre that can support young people and potentially offer more specialist provision for 16-24-year-olds, for example, we know there is demand for 'High Needs' provision to support the transition of young adults into independent living.</p>	
3.39	<p>Strategic Case 3: Looking at the Largest Occupations using data provided by RCU Research & Market Intelligence we can see where jobs growth is projected:</p> <ul style="list-style-type: none"> Health & Social Care and associated ancillary services plays a large part in the future economy at all levels Skills for Managers are important –training-up those with a level 2 qualification for more senior positions Customer Service Occupations, includes areas like Hair & Beauty Public Services, including teaching remains are like part of the economy Generic Skills around English, maths and digital skills runs through all occupations Beyond largest occupations we know areas of large replacement demand or ongoing skills shortages remain –these are well documented in areas like Manufacturing, Construction and Automotive Engineering 	
3.40	<p>Economic Case: Alternative options were considered as follows:</p> <ul style="list-style-type: none"> DO NOTHING: This option was rejected because there is unmet demand for adult courses in Sandwell. We know there is an opportunity, working with the WMCA, to attract more funding into the Borough. But we also know that accommodating this in Central Campus alone is only possible during the evenings (owing to space being taken by young people during the day) and/or a centrally located offer isn't always attractive to local residents hence the relatively low take up now or a desire to look outside the Borough REFURBISHMENT OF AN EXISTING SITE ELSEWHERE: The College does not have any estate in the locality to refurbish. Therefore, it would be a matter for the local authority or other stakeholders to find a building surplus to requirements. This option would not maximise the regeneration opportunities and the building would drive the provision on offer rather than the current process which is design a building around need and to future proof that building Value for Money/ Added Value. In addition to financial benefits of a more skilled local population and impact on unemployment, the new Centre will provide jobs, offer residents of Sandwell opportunities and directly help local employers to grow through plugging skills gaps as well as supporting their own learning ambitions Sustainability. The longer-term running costs of the centre will be met by the college and covered via central government and WMCA funding for education provision <p>Page 134</p>	

Ref.	Description	Officer to Action
3.41	<p>Financial Case:</p> <ul style="list-style-type: none"> • The College is undertaken detailed curriculum planning –prices are ‘set’ by external funders, therefore detailing the provision provides an indication of revenue, which in turn provides an outline of what is needed in build terms • The College has begun initial conversations with the WMCA has the funding body for Adult Learning. This is to outline our intentions and to match provision to funding priorities where practical to secure funding. The WMCA have agreed to support stakeholder group to inform our thinking • Long term running costs will be met by the college through its ownership • The College will commission a ‘feasibility study’ –essentially an outline build plan of what is possible architecturally on that site to delivery our curriculum ambitions. Stakeholder co-location forms part of this exercise – we want to ensure sufficient space for ‘non-college’ or ‘out of hours’ activities’ • The £9m Towns Fund Grant, will fund the building of a dedicated c2000 sm2 (minimum) facility. This includes contingency • In terms of cash flow, capacity funding is requested to meet initial design and project consultancy costs. Once the FBC is approved the college cash flow has sufficient headroom to enable periodic draw down of funds through the build programme. VAT has been considered –the college cannot reclaim VAT, so this is included in the financial case to the extent that zero-rating is not possible 	
3.42	<p>Management Case:</p> <p>The College has an established governance framework including Board of Governors and Audit Committee.</p> <ul style="list-style-type: none"> • To ensure the success of the project, the College has established an internal project team to deliver this project, including project management, financial expertise, curriculum leaders and stakeholder liaison. The internal team will work in partnership with the Council to deliver the build on time and to budget, whilst ensuring value for money • Outputs and performance indicators will be agreed with the Council and will be monitored/reported on a periodic basis to ensure what was promised at the start is what will be delivered in line with Government criteria • The delivery of this project is not dependent upon the delivery of any other TIP projects, but is dependent upon the desired site being secured for the purposes of the project 	
3.43	<p>Commercial Case:</p> <p>Procurement –a tender process will be run to award the building contract in line with the college financial regulations and national procurement law. Professional contract and procurement advice will be sought and followed to ensure the process is compliant, transparent and meets all legal requirements. The College will operate a transparent and collaborative approach to meet any requirement the council has, e.g. documentation of risks and ensuring legal arrangements are in place around the Terms and Conditions of the funding.</p>	

Ref.	Description	Officer to Action
3.44	<p>Key Risks:</p> <ol style="list-style-type: none"> 1. The main risks to the project: 2. Failure to secure preferred site 3. Failure to secure planning permission 4. Failure to secure a contractor 5. Availability of contractor to commence work within available timescales 6. Groundwork uncovering unforeseen site issues causing slippage in delivery or a revised cost/delivery plan 7. Potential restrictions in working practices or available resources owing to COVID-19 knock on effects 8. Delay to the project may impact upon the College's ability to meet full outputs of student and employer volumes 	
3.45	<p>We are confident these risks are minimal due to:</p> <ol style="list-style-type: none"> 1. Ongoing work with the Council 2. Extensive experience working with contractors 3. Early engagement with contractors 4. Backing from local stakeholders and WMCA 	
3.46	<p>Consultation to be Undertaken:</p> <ul style="list-style-type: none"> • Engagement with the WMCA • Stakeholder Group within the overall Project Governance <ul style="list-style-type: none"> ○ Local Authority ○ College & Stakeholder 'Curriculum Leads' ○ Commercial Partners/Employers • Strategic Partnership with Wolverhampton University –to explore longer-term Higher Education options • Local consultation –TIP respondents said they wanted a better high street (36%); more local jobs (28%); more activities for young people (27%); investment in Education (22%); more Apprenticeships (20%); investment in Health & Social Care (20%); and helping people find jobs (18%) <ul style="list-style-type: none"> ○ We need to put our plans back out to people to show how our designs and ambitions will address what people would like to see as a return on the investment • Sandwell College membership of Black Country Chamber <ul style="list-style-type: none"> ○ The Post 16 Education and Skills Bill currently on passage through Parliament will require Chambers to work with Colleges to 'define local needs'. ○ Local Skills Improvement Plans will be a statutory requirement, with Chambers in Consultation with local stakeholders to set our training provision and align it with employers' skills needs 	
3.47	<p>Next Steps:</p> <ul style="list-style-type: none"> • Partnership agreement between SMBC and Lead Delivery Organisation – setting out ownership and usage of the site and the centre thereafter • Taking the feasibility into a budget breakdown of project capital costs and capital appraisal ahead of the FBC • Cabinet & Superboard Approval of FBC (following capital appraisal) • Submission of summary document to MHCLG <p>Page 136</p>	

Ref.	Description	Officer to Action
3.48	General discussion took place around the centre acting as a terminus to support employers. Consultation has taken place with Head Teachers to establish the needs of 16 year old pupils currently preparing to leave school. Consultation has taken place with residents and James Morris MP around what activities the centre should host e.g. linking skills / training requirements to Rowley Regis Hospital.	
3.49	Manjula Patel volunteered to be involved in community and organisation engagement as the Trust has a good presence in Rowley Regis. Rebecca will pass on Manjula's details to the College.	Manjula Patel
3.50	West Midlands Police enquired as to the number of full-time students expected to enrol at Cradley Campus. Sandwell College confirmed the campus will not be comparable to Central Campus at West Bromwich which hosts approximately 5,000 students. West Bromwich campus attracts students from further afield such as Birmingham and surrounding areas. Sandwell College will work closely with SMBC to design and deliver services to meet the needs of local people who will be the target audience.	
3.51	Copy of Sandwell College's presentation to Local Board to be circulated	Rebecca Jenkins
4.0	Any Other Business	All
4.1	Brief discussion was held around the provision of a public toilet in Rowley Regis. This was not captured as part of the original proposal.	
4.2	Andy Miller to consider whether this could be incorporated into Blackheath Interchange Project or would need to be considered outside of the Towns Fund Programme.	Andy Miller
5.0	Date of Next Meeting 19 August 2021 – 4:30pm – Via Teams	Information Only
5.1	Suggested Agenda Item: Local Board Meetings moving forward – face to face or virtual?	

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Sandwell Towns Fund Superboard Towns Fund Programme Update Report

23 September 2021

Subject:	Towns Fund Programme Update
Presenter:	Joshua Singh – SMBC Regeneration Lead Officer
Contact:	Emma Parkes – town_deal@sandwell.gov.uk

1 Recommendations

- 1.1 That the Superboard notes the Programme Update report and potential project changes.

2 Purpose of the report

- 2.1 To outline the progress of Sandwell's Towns Fund Programme.
- 2.2 To provide information and an update on potential project change requests.

3. Background and Main Considerations

- 3.1 The Towns Fund Programme is split into 3 key Phases.

Phase 1 - The first phase involved the development of the Town Investment Plans and concludes with signing Heads of Terms for a Town Deal with Government.

Phase 2 – The second phase involves developing the Full Business Case for each of the projects.

Phase 3 – The third phase involves the release of funding and project delivery.

- 3.2 Following the agreement of a Town Deal for Rowley Regis, Smethwick and West Bromwich, Phase 2 of the Towns Fund Programme has commenced.
- 3.3 Phase 2 involves detailed work to finalise arrangements for each of the projects including demonstrating the feasibility, viability and value for money of the projects and finalising design details and delivery arrangements.
- 3.4 There is a maximum of 12 months from signing the Heads of Terms with Government to the completion of Phase 2.
- 3.5 MHCLG requires the following submissions with deadlines as follows:

- Project Confirmation Table (1 per project) & Draft Monitoring and Evaluation Plan – By 24 May 2021
- Project Summary Document – By 24 March 2022 (following Full Business Case appraisal and approval)

Progress against Plans

- 3.6 The key milestones for each project during Phase 2 are as follows: -
- Project Confirmation Table submitted
 - Project-level proposals for consultation and engagement agreed
 - Project input discussions with Local Boards and Superboard
 - Finalisation of Full Business Case
 - Full Business Case appraised by SMBC
 - Full Business Case approval by SMBC Cabinet (following recommendation from Superboard)
 - Submission of Summary Document to MHCLG
- 3.7 Project Confirmation Tables and Draft Monitoring and Evaluation Plans were submitted to MHCLG following Superboard’s consideration on 17 May 2021. Project level consultation and engagement plans were agreed by Superboard on 22 July 2021 and project input from Local Board and Superboard Members continue to support the development of Full Business Cases.
- 3.8 On 20 August 2021, a Grant Offer was received by MHCLG for West Bromwich, Smethwick and Rowley Regis. The letters outlined that further to the Heads of Terms issued on 3 March 2021, and subject to completion of the conditions and satisfactory Summary Documents, MHCLG agreed to allocate the funding outlined within the Heads of Terms.
- 3.9 To co-ordinate the project development and appraisal process across the 17 Towns Fund projects, Sandwell’s Towns Fund projects are organised into 3 tranches. This will enable projects to proceed to Phase 3 (delivery) when they are ready.
- 3.10 The projects are due for Full Business Case sign-off from Superboard as follows:
- Tranche 1 – July 2021
 - Tranche 2 – September 2021
 - Tranche 3 – November 2021
- 3.11 The first two Full Business Cases were agreed by Superboard on 22 July 2021. The next Full Business Cases are due to be considered by Superboard on 23 September 2021.
- 3.12 Since the last report to Superboard, five projects have been moved into a later tranche. The Canal Network Connectivity project and the three connectivity schemes; West Bromwich, Smethwick and Rowley Regis Walking and Cycling projects, have been moved into tranche 3 to allow extra time to determine costings to ensure a robust Full Business Case is developed. The Ron Davis Centre Expansion project has moved to tranche 3 as the outcomes from a feasibility study are pending to confirm costings for the Full Business Case.
- 3.13 In addition, the Canal Network Connectivity project team were presented with a funding shortfall whilst confirming costs for the Full Business Case. The project team continue to review options to ensure the project is within budget.

- 3.14 To provide additional capacity around Business Case development, the council has awarded a commission for consultancy support. Inception meetings have taken place and a programme of works has commenced.

Project Changes

- 3.15 Any project changes within the Towns Fund need to be formally submitted to MHCLG as a change request, following discussion with our allocated Towns Fund Area Lead.
- 3.16 Since the last report to Superboard, the following changes to projects are under consideration.
- **Smethwick Walking and Cycling Infrastructure – proposed change request**
To change the phasing of project delivery: To defer phase two of the project and bring forward phase three to this financial year to prevent disruption during the Commonwealth Games. This change is proposed for consideration by Superboard on 23 September 2021 following review by the Smethwick Local Board.

Appendices

Source Documents

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