

Agenda

Wednesbury Levelling Up Partnership Board

Thursday, 29 February 2024 at 3.30 pm
At Wednesbury Town Hall, Council Chambers,
Holyhead Road, WS10 7DF

1 Chair's Welcome and Introductions

To receive welcoming remarks.

2 Apologies for Absence

To receive any apologies for absence.

3 Minutes of the previous Wednesbury Levelling Up Partnership Board

7 - 16

To confirm the minutes of the Wednesbury Levelling Up Partnership Board held on 18 December 2023 as a correct record.

4 Declarations of Interest

To receive declarations of interest relating to matters under discussion.

5 Appointment of a Vice-Chair

To appoint a Vice-Chair of the Board.



6	Wednesbury Town Centre Public Realm Project	17 - 62
	To set out the progress of the Public Realm Project and seek approval to proceed to delivery phase for the public realm works.	
7	Community Safety: Nuisance Bike Measures	63 - 82
	To approve project delivery for the nuisance bike measures.	
8	Millennium Centre	83 - 88
	To agree the delivery approach for the Improving the Millennium Centre Project.	
9	Communication and Engagement Strategy	89 - 124
	To approve the communication and engagement strategy.	
10	Levelling Up Partnership Programme Overview	125 - 158
	To receive an overview of progress of the Levelling Up Partnership Programme and project delivery progress.	
11	Public Health Programmes	159 - 164
	To receive an outline of public health programmes.	
12	WLUP Board Forward Plan	165 - 170
	To receive the forward plan for the WLUP Board.	
13	Chair's Closing Remarks	
	The Chair to close the meeting with final remarks.	

Shokat Lal
Chief Executive
Sandwell Council House
Freeth Street
Oldbury
West Midlands

Distribution

Maria Jardine (Chair)
Councillors Hughes, Chidley, Fitzgerald and L Giles.
Shaun Bailey MP, Victoria Breakwell, Jas Dolphin, Joshua Fellows, Claire Geddes, Chief Inspector Paul Griffiths, Bisharat Hussain, Linda Matthews, Nicola Richards MP, Sandeep Shingadia, Kallianne Titley and Nicola Woodcock.

Contact: democratic_services@sandwell.gov.uk

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Minutes of Wednesbury Levelling Up Partnership Board

**18 December 2023 at 3:30pm
at Friar Park Millennium Centre**

Present: M Jardine (Chair), Cllr P Hughes, Cllr T Fitzgerald, Cllr L Giles, Cllr J Chidley, S Bailey MP, B Hussain, V Breakwell, K Titley, N Woodcock, Sgt R Phillips, J Fellows,

Also present: A Blakeway, L Brookes-Smith, J Dolphin, C Felicio, R Jenkins, T Mitchell, A Sangha, J Satchwell, T Stokes

01/23 **Chair's Welcome and Introductions**

The Chair welcomed Board Members and attendees to the Board. Participants introduced themselves.

02/23 **Apologies for Absence**

Apologies were received from the following board members:

- N Richards MP
- Chief Insp P Griffiths
- Insp G Tomlinson
- S Shingadia
- C Geddes

Apologies were received from the following Sandwell Council support Officers

- M Jones – Monitoring Officer
- B Arnold – Section 151 Officer
- A Davey – Director Borough Economy

03/23 **Declarations of Interest**



The Chair asked Board Members to raise any declarations of interest. None were forthcoming.

Board Members were reminded to contact the Council's Monitoring Officer with any queries or support needed around declaring interests.

04/23 **Appointment of a Vice Chair**

No expressions of interest for the Vice Chair position had been received prior to the meeting. Item deferred to next Board Meeting.

05/23 **Background to Levelling Up Partnership**

A presentation was delivered by T Stokes, R Jenkins and J Dolphin setting out background information around the Levelling Up Partnership including the process to develop the partnership, an overview of the interventions and a summary of the information from the deep dive activity conducted by the Department for Levelling Up Housing and Communities.

Points raised during the discussion included:

- A welcome focus through the LUP on skills and addressing residents' safety concerns
- The need for outputs for each project to be made clear in communication with residents
- Importance of keeping residents informed throughout the programme
- Importance of young people's engagement. Ideas were raised for local youth groups to be contacted to participate and a young people's board/equivalent to be held
- Current work being conducted by Public Health around mental health, physical health and how to make residents aware of available support. Public Health are also working with GPs on Social Prescribing and the Wellbeing Offer.

Actions:

- L Brookes-Smith to bring an item to the next board to update members on the work in Public Health around Physical



Health, Mental Health, Worklessness and Support available to residents.

- Communications and Engagement Plan to be brought to next meeting including outline of engagement with young people's groups
- Board Members to be invited to contribute to the Communications and Engagement Plan
- Project outputs and scope to be reported to next Board meeting

The Board noted the information contained in the report

6/23

Community Safety Project

The Board received a presentation from T Mitchell setting out the rationale for the community safety project and the project outline which includes CCTV enhancement and expansion, deployable cameras, nuisance bike measures, and a Community and Business Engagement Officer.

Points raised during the discussion included:

- A welcoming of the project as feedback captured recently in the Sandwell Resident Survey showed a high fear of crime and fear of being in the town during day and night.
- CCTV enhancement and expansion is part of a wider package of crime and anti-social behaviour deterrents including additional patrols and residents' information
- New CCTV cameras will be of better quality to allow better identification. A similar scheme was being run in Bearwood and was working well.
- Communication with residents needs to be clear that the LUP projects will not stop offences but are part of a broader package. Sgt R Phillips suggested that the communication should include an ask to residents to provide information through 101, or live chat
- The Radio Link scheme will include the purchase of equipment to allow stores in Wednesbury Town Centre to communicate with



each other on concerns or offences (i.e identifying shoplifters) and the Engagement Officer will be working with stores on how to best utilise them.

- In relation to a query raised around the sustainability plan for the Radio Link scheme, that the scheme is mirroring a project in Bearwood. The Community and Business Engagement Officer will link directly with businesses and there will be open communication between Officers, Police Colleagues, EPO's and the store owners for continuous support.
- That a safe spaces scheme allows the shop to be a space where residents can enter if they feel anxious, in danger or in concern; the staff will be able to call for taxis and other support as needed. Store staff will undertake training, this will become part of the community support across Wednesbury Town Centre and residents will be made aware of which stores are participating (e.g. posters in windows)

Actions:

- T Mitchell to share evaluation work from the roll out of the Bearwood community safety scheme.
- Future project updates to include to include information around the added value of the scheme along with information around other community safety initiatives to increase perceptions of safety and reduction of crime and ASB
- Communications and Engagement Plan to be brought to the next meeting (reference action in Item 5 above)

Resolved that:- Delivery commence of the CCTV scheme and Business Crime Reduction Partnership

Sgt R Phillips left the meeting

7/23 Greenspaces project

The Board received a presentation from J Satchwell setting out the rationale for the greenspaces projects and details of the designs. The four greenspaces projects are Hydes Road, Wyntor Road Open Space, Balls Hill Playing Fields, Norbury Road and Lakeside Open



Space.

Points raised during the discussion included that:

- A Board Member had received feedback from young people that a barrier to using parks was that there is no/poor lighting. Confirmation was provided that lighting is included within the plans
- In relation to Hydes Road Playing Fields that:
 - improvements to the building and car park were welcome together with an opportunity to provide facilities for the Bowling Club and other clubs
 - Officers are aware of issues around the car park access and complaints from parents of the nearby school and that Highways are reviewing options
- In relation to Balls Hill Playing Fields that:
 - The concrete area is not in Council ownership
 - Fencing around the whole site is not being considered as the football provision is informal football not for league matches. Planting is being looked at to increase the natural barrier.

Information was provided to the Board that following a capital appraisal undertaken by the Council, the Council's S151 Officer has approved that project spend can commence subject to a final review of cost estimates for the project. The Board are being asked to approve delivery, subject to the Council's S151 review.

Action: That any concerns raised by the S151 Officer, as a result of their review of the greenspaces project costs, be reported to the Board.

Resolved that:- Project delivery commence of the following greenspaces projects: Wyntor Road Open Space, Balls Hill Playing Fields, Norbury Road and Lakeside Open Space subject to Section 151 Officer sign-off.

The meeting was adjourned at 16:45 and resumed at 17:05



Cllr T Fitzgerald, N Woodcock, and J Satchwell left the meeting.

8/23 **Wednesbury Town Centre Masterplan and Public Realm Improvement**

The Board received a presentation from C Felicio providing an outline of the two LUP projects.

Further to the written report, the Board were informed that public consultation around the masterplan was scheduled for March 2024 but is being reviewed and may now occur in May 2024 to avoid the election period.

Points raised during the discussion included:

- The importance of the route between the Metro and the Town Centre including building wayfinding to the Town Hall and Art Gallery area
- Ideas for the former market area to include play provision for younger children
- The importance of the consultation plan so residents are updated and involved. Ideas raised included using market stalls for resident consultation and surveys and that Board Members should be encouraged to attend any consultations that occur
- Concerns around the traffic around the main island near the Fire Station and that many avoid using the town due to traffic jams. This has previously been reviewed by Highways and a suggestion was made that this is revisited.
- That there are no council owned shops in Wednesbury Town Centre
- Potential for a forum to keep residents engaged e.g. 'Friends of the Town' group beyond the LUP programme.

Action: That details of the consultation plan be reported to the Board.

The Board received the progress update

9/23 **Millennium Centre**



The Board received a presentation from A Blakeway setting out the rationale to improve the current offer at the centre and make better utilisation of the space available to meet the needs of the existing community as well as providing for the future community created as a result of the 630 new homes.

As part of early consultation activity for the project, attendees at a recent Christmas event at the Millennium Centre were asked to identify their priorities. 285 people participated in this informal survey. Further consultation is planned in February 2024.

£2m LUP funding is available for the project and Officers are awaiting costs for initial designs. A small extension at the entrance of the building is planned to integrate the Café and Library together with interior remodelling. Designs may need to be re-visited once costings have been reviewed.

Points raised during the discussion included:

- That Millennium Centre staff are fully involved in the project
- That the youth service will be moving into the centre shortly expanding the offer to young people
- That the Council's Education and Skills team are involved with the project with a view to extending their offer from the centre
- Whether young people outside of Friar Park are likely to be attracted to the centre. Clarification was provided by L Matthews that the centre has referrals and participants from across Sandwell
- Whether Lottery Funding (original funders of the MC) may be able to offer match funding
- Views from young people that the centre is a good place for young people to get to know each other and have their own space to do things

The Board received the progress update

10/23

Friar Park Urban Village



The Board received a presentation from A Blakeway and R Jenkins setting out the project outline and Board role in relation to the project.

Board Members were advised that the LUP funding is associated with the land remediation phase of the Friar Park Urban Village project and that the overall project is governed by a Project Board supported by a Joint Venture Forum between Sandwell Council and the West Midlands Combined Authority.

Board Members were advised that the Board's focus will be on the land remediation component of the project that is funded through the Levelling Up Partnership Grant.

Points raised during the discussion included:

- Comments around the housing development standards to ensure contributions to carbon reduction
- That communication and engagement with residents needs to be clear that the LUP funding is assisting with the remediation strategy for the site and visible change to the site will be limited.
- Suggestions for communication methods included the use of billboards so residents can see what work is taking place and is planned, and holding drop-in sessions at the Millennium Centre.
- Contingency plans to manage the project risk

Action:

- That a Member of the JV Board be invited to attend the WLUP Board
- That further details of the communication and engagement plan be provided

The Board noted the information in the report and that regular progress updates will be provided to the WLUP Board for assurance purpose

11/23

Wednesbury Levelling Up Partnership Board Forward Plan

R Jenkins drew Board Members' attention to the forward plan included in the papers.



Board Members were reminded to complete the governance paperwork distributed and to raise any queries with the Monitoring Officer at the earliest opportunity.

Actions:

- That Board Members advise R Jenkins of their preference for future meeting times and meeting format (in-person/ hybrid / virtual)
- That Board Members complete their governance paperwork and raise any queries with the Monitoring Officer at the earliest opportunity.

12/23 **Chair's Closing Remarks**

The Chair closed the meeting and thanked Board Members and Officers attending in support for their contributions.

Meeting ended at 18:15

Contact: Wednesbury_LUP@sandwell.gov.uk



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Report to Wednesbury Levelling Up Partnership Board

29 February 2024

Subject:	Developing the Public Realm in Wednesbury Town Centre
Report Author	Clinton Felicio – Senior Planner Rebecca Jenkins – Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out the progress of the Public Realm Project and seek approval to proceed to delivery phase for the public realm works

2. Recommendations

- 2.1 That the WLUP Board Chair be authorised to review the final public realm consultation findings in consultation with the Cabinet Member for Regeneration and WMCA and the Assistant Director – Spatial Planning and Growth
- 2.2 To approve that project delivery commence for the public realm project (public realm works) subject to S151 Officer sign-off, and the WLUP Board Chair’s review of the final public realm consultation findings



2.3 That a working group meeting be held in March 2024 for Board Members to discuss the Wednesbury Town Centre Masterplan and options for site improvements to inform the development of the draft Masterplan.

3. Background

3.1 The Developing the Public Realm in Wednesbury Town Centre project aims to keep the Town thriving through improving the attractiveness and safety of Wednesbury town centre. The project builds on the improvements already made through the Wednesbury High Street Heritage Action Zone which included improvements to Market Place and forthcoming improvements through the [Green Roots programme](#) to provide space in the Towns Centre for retailers and restaurants to plant seasonal vegetables and flowers outside their shops.

3.2 Wednesbury Town Centre has recently benefitted from public realm improvements and the relocation of an outdoor market to the traditional Market Place. However, this investment (Historic England) was geographically constrained to the Conservation Area, which is a small area around the Clock Tower on Market Place.

3.3 A budget of £4.5m capital has been allocated for the public realm improvements and intervention on key sites (where possible).

3.4 In relation to Public Realm Improvements, public consultation has been underway since 29 January 2024 and is due to close on 11 March 2024. The consultation involves a survey and a series of engagement events in Wednesbury Town Centre.

3.5 As the WLUP Board meeting is taking place near to the end of the consultation period, interim consultation findings are appended to the report and update will be provided to the Board during the meeting together with proposed designs.



- 3.6 In order to meet the challenging delivery timescales in the LUP programme, it is recommended that the Board consider approval for the project to progress to delivery phase (public realm works) on the basis of the interim consultation findings report.
- 3.7 At the end of the consultation period, a final consultation summary will be produced and circulated to WLUP Board Members. In the event that the Chair, in consultation with the Cabinet Member Regeneration and WMCA and Assistant Director Spatial Planning and Growth, finds that the final consultation report deviates significantly from the interim report, the Chair will consider options to bring the matter back to the WLUP Board for consideration.
- 3.8 In relation to site acquisitions and improvements, an options analysis of sites in Wednesbury Town Centre is underway linked to the Town Centre Masterplan work.
- 3.9 A WLUP Board working group meeting is proposed to be held in March 2024 to inform the draft masterplan and the options for key sites that will be targeted. The Board will be asked to approve consultation proposals on the draft Masterplan in April 2024.
- 3.10 Within the project budget, funding has been earmarked to upgrade retail signage in Wednesbury conservation area adding further improvement to the visual appearance of the Town and creating immediate impact of the LUP alongside other programmes such as the Green Roots programme. Signage upgrades were intended to be delivered within the Heritage Action Zone programme but have not been possible within the required timescales.
- 3.11 A capital appraisal will be undertaken by the Council as part of project assurance arrangements. Project delivery will not commence until this review is complete and authorisation provided by the Council's S151 Officer.
- 3.12 A breakdown of the project budget is provided below:



Intervention on Key Sites	£2.5m
Public Realm Improvement Works	£2m
Total	£4.5m

Consultation and Engagement

- 3.13 Public consultation is currently underway and will close on 11 March. The consultation includes a survey and face to face events in Wednesbury.
- 3.14 A working group of the Wednesbury Levelling Up Partnership Board met in January to consider and input into the proposals for consultation before it was launched.
- 3.15 An interim consultation report is provided as an appendix and an update will be presented to the Board during the meeting.
- 3.16 A working group of the Wednesbury Levelling Up Partnership Board is proposed to be held in March to discuss the draft masterplan vision and priorities.

Monitoring and Evaluation

- 3.17 Project output measures were submitted to DLUHC as part of a return made prior to the Grant Funding agreement being issued. The output measures relating to the Public Realm project were set out as follows:
- 14000m2 of improved pedestrian area
 - 3 problem sites improved
- 3.18 The outputs are on track for achievement.
- 3.18 In addition to the outputs submitted to DLUHC, the replacement of retail signage in the conservation area for up to 15 sites will be undertaken.
- 3.19 The masterplan and public realm projects are expected to contribute to the LUP programme outcome measures of:
- Resident satisfaction with their local area as a place to live



- Business vacancy rate in Wednesbury Town Centre / Business Growth Measure / equiv.

3.19 Any actual or forecast overspend on the total project budget will be reported to the WLUP Board as part of ongoing monitoring.

3.20 Project Milestones are set out as follows:

Milestone	Date
Preliminary works (site investigations and designs)	Jan -24
Public Realm consultation	Mar 24
Approval to move to delivery phase	WLUP Board Feb 24 S151 Sign off Mar 24
Public realm/ urban greening works commence	May 24
Completion of public realm/ urban greening improvements	Mar 25
Completion of site improvements (as required)	Mar 25

4.0 Implications

Resources:	<p>£4.5m capital has been granted for the Developing the Public Realm in Wednesbury Town Centre project (this includes funding for public realm works and improving problem sites).</p> <p>A capital appraisal is pending for the Public Realm Project and delivery will not commence until authorisation from the Council’s S151 Officer is made.</p> <p>The LUP Grant includes the requirement for all spend to be made by March 2025. This is on track.</p>
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Legal and Governance:	<p>Procurement for the project will be in accordance with Sandwell MBC's Financial Regulations and Standing Orders for Contracts.</p> <p>A subsidy control screening will be undertaken.</p>
Risk:	<p>A project risk register is in place and this will be reviewed as part of the project capital appraisal.</p> <p>A significant project risk is associated with delivery timescales by the March 2025 deadline. The risk is being controlled through regular overview of progress and scheduling the public realm consultation to complete in March 2024.</p>
Equality:	<p>An EqIA has been undertaken and will be updated following final designs being produced for the public realm improvements.</p> <p>The EqIA identifies no negative impacts on people with protected characteristics.</p> <p>The EqIA is attached as an appendix to the report.</p>
Health and Wellbeing:	<p>The underpinning objective of the LUP is to 'level up' and reduce inequalities. The proposed interventions focus on tackling health inequalities in a multi-faceted way and compliment public health programmes.</p> <p>Improvements to the public realm are expected to lead to improvements in residents' satisfaction with their local areas as a place to live.</p>
Social Value	<p>The proposed interventions will be delivered in accordance with the Council's Procurement and Contract Procedure Rules and will deliver social value in line with the council's requirements.</p>



	The Council will work with contractors to identify appropriate social value interventions.
Climate Change	Climate change impacts will be considered as part of the emerging proposals for the public realm improvements from the masterplanning work. The proposals will include an element of urban greening which will make a positive contribution to the natural environment.
Corporate Parenting:	Young peoples' views and opinions (voice of the child) will be considered through the public realm consultation.

Appendix 1 – Interim Public Realm Consultation Findings
Appendix 2 – Wednesbury Town Centre Public Realm Equality Impact Assessment



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Wednesbury Town Centre Public Realm and Urban Greening Interim Consultation Report

February 2024



Contents

Contents	1
1. Consultation Process	2
1.1 Background.....	2
1.2 Scheme Aims and Objectives.....	2
1.3 Publicising the Consultation.....	2
2. Methodology	3
2.1 Confidentiality.....	3
2.2 Consultation Survey.....	3
2.3 Analysis of Consultation Responses.....	3
2.3.1 Quantitative Analysis.....	3
2.3.2 Qualitative Analysis.....	3
3. Findings	3
3.1 Key Themes Analysis.....	3
4. Conclusion	5

1. Consultation Process

1.1 Background

As part of the Wednesbury Levelling Up Partnership Sandwell Council is inviting residents, businesses, and community groups to have their say on plans to improve the public realm in Wednesbury Town Centre.

The public realm is the space between buildings that is open and accessible to everyone. This might include pavements, public squares and green spaces. This project aims to make Wednesbury town centre more inviting and safer, attracting more visitors which will help local businesses to grow.

The project will build on the Wednesbury High Street Heritage Action Zone works in the Conservation Area through improving paving materials, providing new trees and planting to improve the look of these areas and bring environmental benefits.

We are also proposing a reimagined area named 'Ethelfleda Square' between the bus station and Union Street to provide a flexible space for events and socialising that celebrates Wednesbury's history as a market town and industrial centre at the heart of the West Midlands.

Following consultation, we expect construction works to start around early summer 2024 with completion in spring 2025.

1.2 Scheme Aims and Objectives

The Wednesbury Town Centre Public Realm and Urban Greening project aims to:

1. Create safe, lively and welcoming public spaces whilst promoting active and sustainable travel via walking, wheeling and cycling.
2. Encourage better use of public spaces with more seating and spaces to relax.
3. Promote biodiversity and greening to contribute to the health and wellbeing of people and to help protect against a changing climate.

1.3 Publicising the consultation

The consultation was launched on Monday 29 January 2024 and will run until 11 March 2024.

Sandwell Council has utilised a range of channels of communication to publicise the consultation including:

- Press release
- Internal council communication posts via email
- Council social media posts
- Sandwell Consultation Hub online survey

- Two in-person events in the town centre – Tuesday 13 and Saturday 17 February 2024
- Leaflet drops at key town centre locations, businesses and Friar Park Millennium Centre
- Four workshops with community groups including; Sons of Rest – Wellbeing Group, Age Well, Friar Park Millennium Centre Youth Group, We are Wednesbury Group
- Wednesbury Library – consultation materials provided

2. Methodology

2.1 Confidentiality

All responses to the survey were made anonymously and confidentially. The survey was conducted in accordance with the Data Protection Act 2018 and General Data Protection Regulations (GDPR).

2.2 Consultation Survey

The survey was a mixture of qualitative and quantitative questions, with the qualitative questions requesting people's comments to explain their views and give suggestions. A plan of the proposals was provided alongside artist impressions to provide a visual tool.

2.3 Analysis of Consultation Responses

2.3.1 Quantitative Analysis

Analysis was conducted on all responses to the quantitative questions. Percentage figures have been rounded to the nearest whole number for the majority of questions and, as a result, not all responses totals may equal 100%.

2.3.2 Qualitative Analysis

Each of the qualitative responses have been analysed and assigned to a theme or themes relevant to the question asked.

3. Findings

As of February 19 2024, a total of 133 responses have been received online alongside a range of comments from the in-person events and workshops. 'Appendix 1' provides an overview of the responses to the quantitative questions, Table 1. provides a breakdown of the qualitative data.

3.1 Key Themes Analysis

Respondents have provided a range of comments which fall into common themes.

Table 1. – Key Themes

Position	Theme
Positive	<p>Independent shops – respondents made positive references to the new café</p> <p>Greening – respondents made positive references to more trees being needed in the town centre</p> <p>Pedestrian access – respondents suggested the town is easily accessible for pedestrians to walk around</p>
Suggestions/ Improvements	<p>Variety of shops – respondents suggested more types of shops should be available in the town centre</p> <p>Public amenities – respondents suggested there should be a children’s play and event spaces, a public toilet, more benches and places to sit and bins</p> <p>Retail environment – respondents suggested there should be an improved variety of shops, market offer and better maintained buildings</p> <p>Safety – respondents stated there should be an increased police presence, better lighting and CCTV</p>
Negative	<p>Antisocial behaviour – respondents have referred to various issues such as drug dealing and usage, drunk and disorderly behaviour particularly in the evening</p> <p>Appearance of the town centre – respondents have commented on the town looking rundown and untidy particularly poorly maintained buildings</p> <p>Use types – respondents commented on the number of food takeaways, hairdressers and nail bars in the town centre</p> <p>Parking – respondents have referred to the cost of parking and the lack of cashless parking metres</p> <p>Market – respondents have referred to the market moving location and the market offer</p> <p>Vehicular movement – respondents have referred traffic issues particularly on Market Place</p>

4. Conclusion

This interim report provides the consultation responses from 29 January until 19 February 2024. A total of 133 responses have been received online alongside a range of comments from the in-person events and workshops. The full consultation report will be provided to the Wednesbury Levelling Up Partnership Board once the consultation has closed and analysis has been complete.

A range of valuable comments have been received by these responses and will be incorporated in revisions to the scheme to ensure any issues relating to the public realm and urban greening proposals are resolved to alleviate problems raised. Comments relating to wider town centre issues such as parking and traffic will be shared with the masterplan project team to address in the draft masterplan proposals. The consultation report will be shared with internal council colleagues and external stakeholders to ensure issues regarding anti-social behaviour and crime are reported.

Wednesbury Town Centre Public Realm and Urban Greening Public Consultation: Interim report

This report was created on Monday 19 February 2024 at 13:45 and includes **133** responses.

The activity had not yet closed when this report was generated. As such, this report may not accurately reflect the final distribution of responses, and should be treated as interim only.

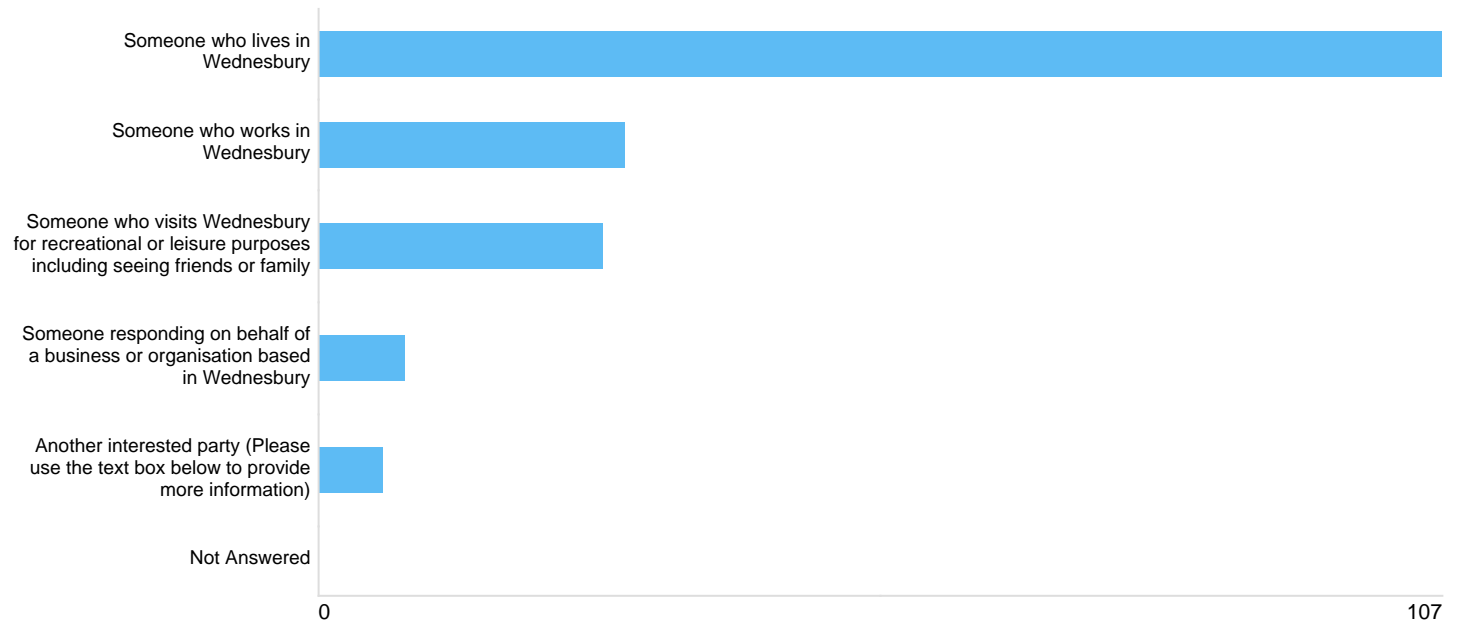
Contents

Question 1: Which of the following best describes you? (Please select all that apply)	3
Relation to Wednesbury	3
Another interested party	3
Question 2: How did you find out about this consultation? (Please select all that apply)	3
How did you find out about this consultation?	3
If you answered 'Other' above, please add your response here	4
Question 3: How often do you visit Wednesbury Town Centre? (Please select one option)	4
Visit frequency	4
If you answered 'Other' above, please provide more detail here	4
Question 4: What are the most common reasons for you to visit Wednesbury town centre? (Please select all that apply)	5
What are the most common reasons for you to visit Wednesbury town centre?	5
If you answered 'Other' above, please provide more detail here	5
Question 5: Which parts of the town centre do you generally pass through? (Please select all that apply)	5
Town centre pass through	5
Other (please specify below)	6
Question 6: When do you typically come to Wednesbury town centre? (Please select all that apply)	6
When do you typically come to Wednesbury town centre?	6
Question 7: How do you typically travel to/from the town centre? (Please select all that apply)	7
How do you typically travel to/from the town centre?	7
If you answered 'Other' above, please provide more detail h	7
Question 8: How does our town centre currently make you feel? (Please select one option)	8
How does our town centre currently make you feel?	8
Why did you respond this way?	8
Question 9: How easy is it for you to get around the town centre? (Please select one option)	8
How easy do you find the town centre to navigate?	8
Why did you respond this way?	9
Question 10: How safe do you feel in the town centre during the day? (Please select one option)	9
How safe do you feel in the area?	9
If you answered 'Neither safe nor unsafe', 'Somewhat unsafe' or 'Very unsafe' above, where in the area do you not feel safe and why is this?	9
Question 11: How safe do you feel in the town centre in the evening? (Please select one option)	10
How safe do you feel in the town centre in the evening? (Please select one option)	10
If you answered 'Neither safe nor unsafe', 'Somewhat unsafe' or 'Very unsafe' above, where in the area do you not feel safe and why is this?	10
Question 12: Does anything stop you from using the town centre more often? (Please select all that apply)	10
Does anything stop you from using the town centre more often?	10
If you answered 'I don't feel safe' what could be done to make you feel more safe?'	11
If you answered 'Other reason not stated' above, please provide more detail here	11
Question 13: How do you feel about the proposed ideas for the overall town centre area? (Please select one option)	11
How do you feel about the proposed ideas for the overall town centre area?	11
Why did you respond this way?	11
Question 14: Are the ideas presented missing anything, from your perspective?	11
Are the ideas presented missing anything, from your perspective?	11
Question 15: With '1' being the highest priority and '8' being the lowest, please rank your priorities for improving the town centre in the areas shown:	12
Table of "Rank town centre priorities " in rank order	12
Rank town centre priorities - Better Lighting	12
Rank town centre priorities - More benches and places to sit	13
Rank town centre priorities - More trees and plants	13
Rank town centre priorities - More public art	14

Rank town centre priorities - Better signage and directions	14
Rank town centre priorities - More events	15
Rank town centre priorities - More CCTV	15
If you have any other suggestions please specify below	16
Question 16: If you would like to see more public art, what type of public art would you like to see and where do you feel would be the best location? For example, a wall mural, sculpture or community art.	16
If you would like to see more public art, what type of public art would you like to see and where do you feel would be the best location?	16
Question 17: How do you feel about the proposed changes for the area outside of the tram stop? (Please select one option)	16
Please select one option	16
Question 18: Do you have any further comments on the proposals outside the tram stop?	16
Please type in the text box below	16
Question 19: How do you feel about the proposed changes to Victoria Street? (Please select one option)	17
Please select one option	17
Question 20: Do you have any further comments on the proposals on Victoria Street?	17
Please type your answer in the text box below	17
Question 21: How do you feel about the proposed changes to the area near Holyhead Road? (Please select one option)	17
Please select one option	17
Question 22: Do you have any further comments on the proposals near Holyhead Road?	17
Please write your comment below	17
Question 23: How do you feel about the proposed changes to this space? (Please select one option)	18
Please select one option	18
Question 24: Do you like the name 'Ethelfelda Square'?	18
Do you like the name 'Ethelfelda Square'?	18
Question 25: We would love to hear any suggestions you have for what this space could be called?	18
Please write your suggestion below	18
Question 26: Do you have any further comments on the proposals for this space?	18
Write below	18
Question 27: How do you feel about the proposed changes to Union Street? (Please select one option)	19
Please select one option	19
Question 28: Do you have any further comments on the proposals for Union Street?	19
Please write your comment below	19
Question 29: Which of the following age bands are you in?	19
Age	19
Question 30: Which gender do you associate with?	20
Gender	20
If you answered 'Prefer to self-describe' above, please add detail here	20
Question 31: What is your ethnic group?	21
Ethnicity	21
Please add detail here if your ethnic group is not listed above	22
Question 32: Please tell us your postcode	22
Thank you for taking the time to respond to our survey.	22

Question 1: Which of the following best describes you? (Please select all that apply)

Relation to Wednesbury



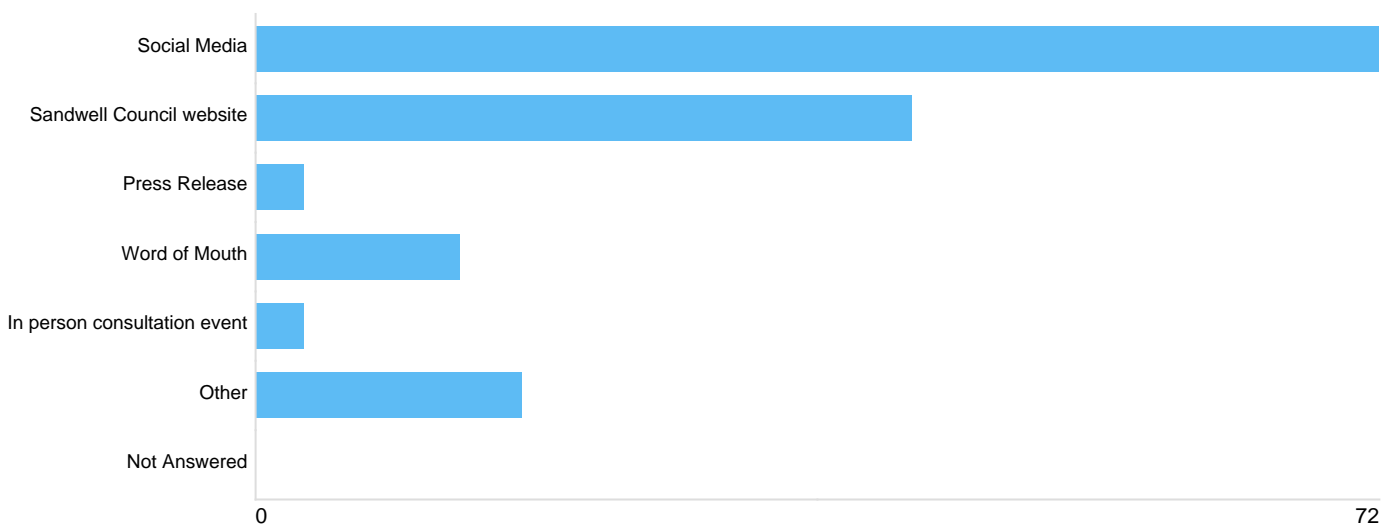
Option	Total	Percent
Someone who lives in Wednesbury	107	80.45%
Someone who works in Wednesbury	29	21.80%
Someone who visits Wednesbury for recreational or leisure purposes including seeing friends or family	27	20.30%
Someone responding on behalf of a business or organisation based in Wednesbury	8	6.02%
Another interested party (Please use the text box below to provide more information)	6	4.51%
Not Answered	0	0.00%

Another interested party

There were 8 responses to this part of the question.

Question 2: How did you find out about this consultation? (Please select all that apply)

How did you find out about this consultation?



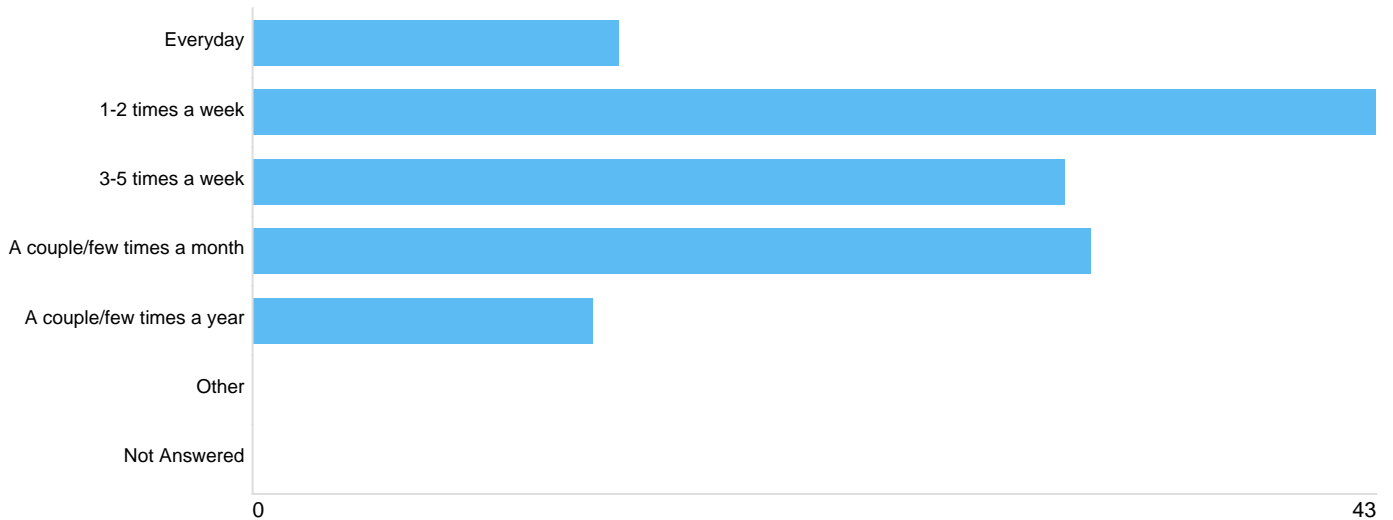
Option	Total	Percent
Social Media	72	54.14%
Sandwell Council website	42	31.58%
Press Release	3	2.26%
Word of Mouth	13	9.77%
In person consultation event	3	2.26%
Other	17	12.78%
Not Answered	0	0.00%

If you answered 'Other' above, please add your response here

There were **16** responses to this part of the question.

Question 3: How often do you visit Wednesbury Town Centre? (Please select one option)

Visit frequency



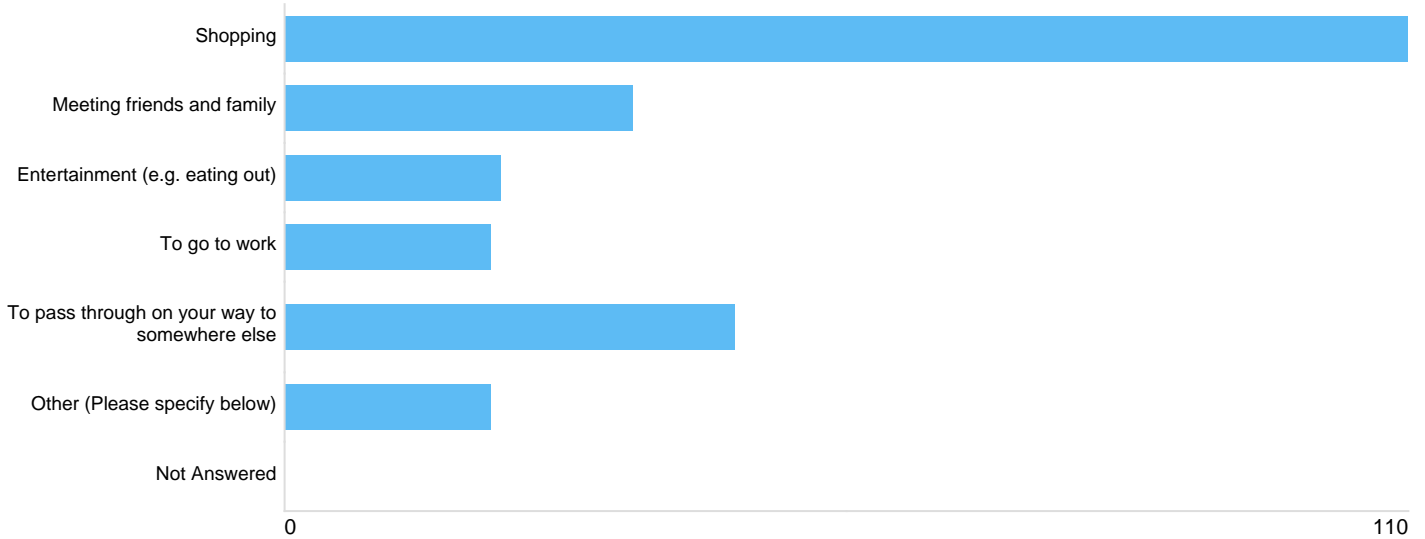
Option	Total	Percent
Everyday	14	10.53%
1-2 times a week	43	32.33%
3-5 times a week	31	23.31%
A couple/few times a month	32	24.06%
A couple/few times a year	13	9.77%
Other	0	0.00%
Not Answered	0	0.00%

If you answered 'Other' above, please provide more detail here

There were **0** responses to this part of the question.

Question 4: What are the most common reasons for you to visit Wednesbury town centre? (Please select all that apply)

What are the most common reasons for you to visit Wednesbury town centre?



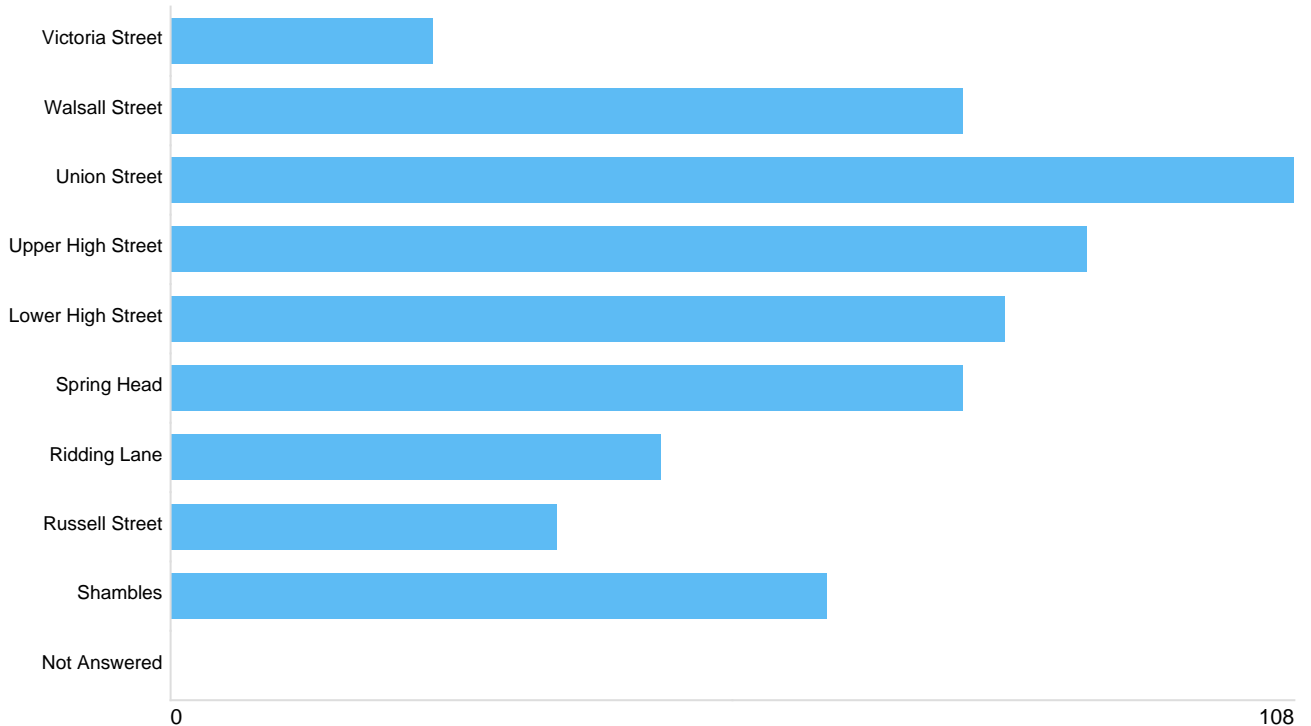
Option	Total	Percent
Shopping	110	82.71%
Meeting friends and family	34	25.56%
Entertainment (e.g. eating out)	21	15.79%
To go to work	20	15.04%
To pass through on your way to somewhere else	44	33.08%
Other (Please specify below)	20	15.04%
Not Answered	0	0.00%

If you answered 'Other' above, please provide more detail here

There were **24** responses to this part of the question.

Question 5: Which parts of the town centre do you generally pass through? (Please select all that apply)

Town centre pass through



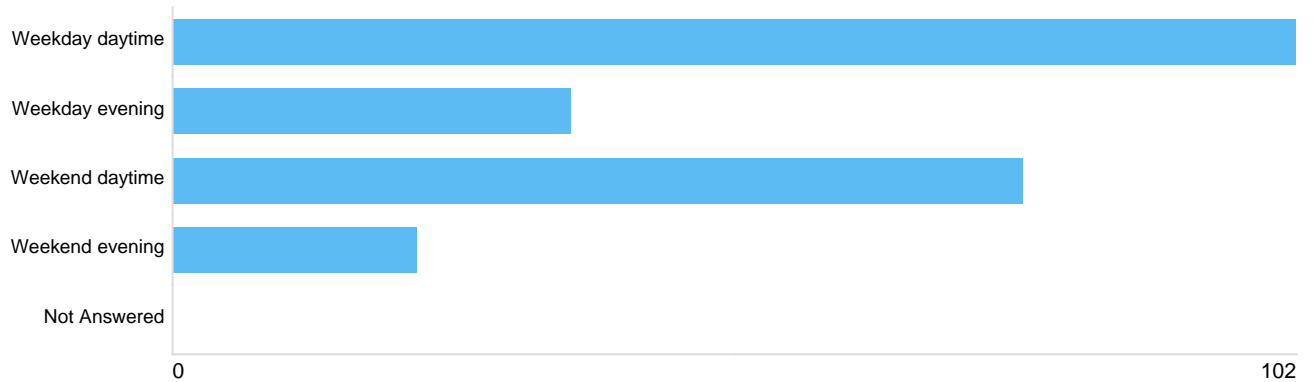
Option	Total	Percent
Victoria Street	25	18.80%
Walsall Street	76	57.14%
Union Street	108	81.20%
Upper High Street	88	66.17%
Lower High Street	80	60.15%
Spring Head	76	57.14%
Ridding Lane	47	35.34%
Russell Street	37	27.82%
Shambles	63	47.37%
Not Answered	0	0.00%

Other (please specify below)

There were 6 responses to this part of the question.

Question 6: When do you typically come to Wednesbury town centre? (Please select all that apply)

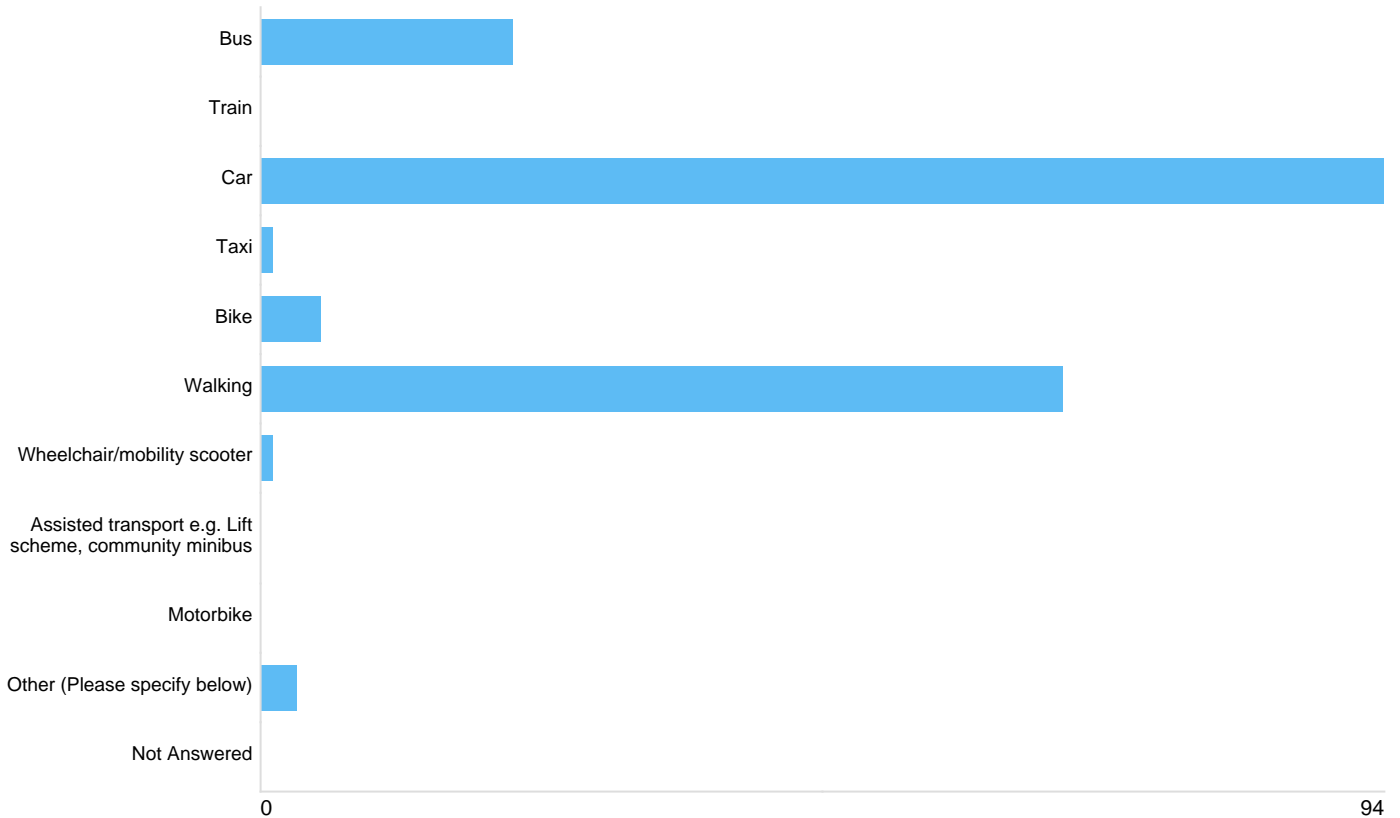
When do you typically come to Wednesbury town centre?



Option	Total	Percent
Weekday daytime	102	76.69%
Weekday evening	36	27.07%
Weekend daytime	77	57.89%
Weekend evening	22	16.54%
Not Answered	0	0.00%

Question 7: How do you typically travel to/from the town centre? (Please select all that apply)

How do you typically travel to/from the town centre?



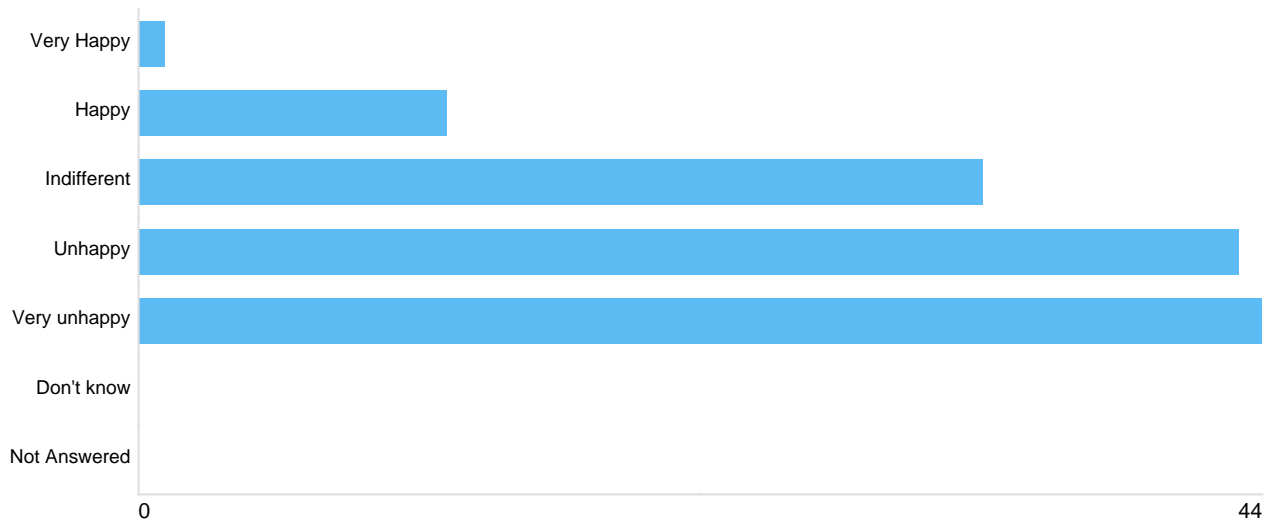
Option	Total	Percent
Bus	21	15.79%
Train	0	0.00%
Car	94	70.68%
Taxi	1	0.75%
Bike	5	3.76%
Walking	67	50.38%
Wheelchair/mobility scooter	1	0.75%
Assisted transport e.g. Lift scheme, community minibus	0	0.00%
Motorbike	0	0.00%
Other (Please specify below)	3	2.26%
Not Answered	0	0.00%

If you answered 'Other' above, please provide more detail h

There were **5** responses to this part of the question.

Question 8: How does our town centre currently make you feel? (Please select one option)

How does our town centre currently make you feel?



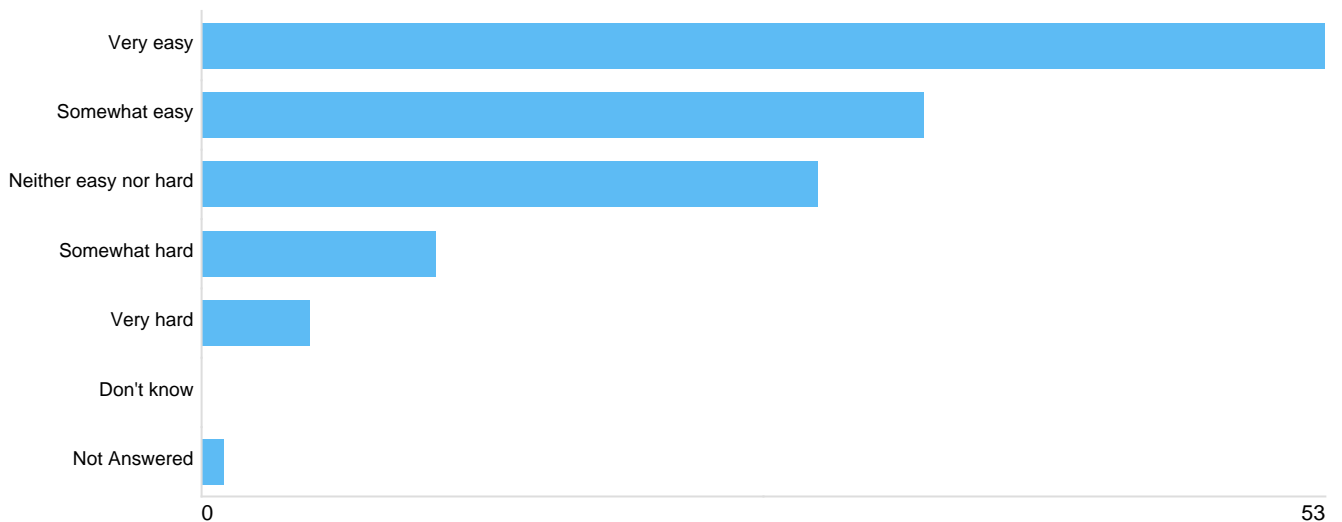
Option	Total	Percent
Very Happy	1	0.75%
Happy	12	9.02%
Indifferent	33	24.81%
Unhappy	43	32.33%
Very unhappy	44	33.08%
Don't know	0	0.00%
Not Answered	0	0.00%

Why did you respond this way?

There were **107** responses to this part of the question.

Question 9: How easy is it for you to get around the town centre? (Please select one option)

How easy do you find the town centre to navigate?



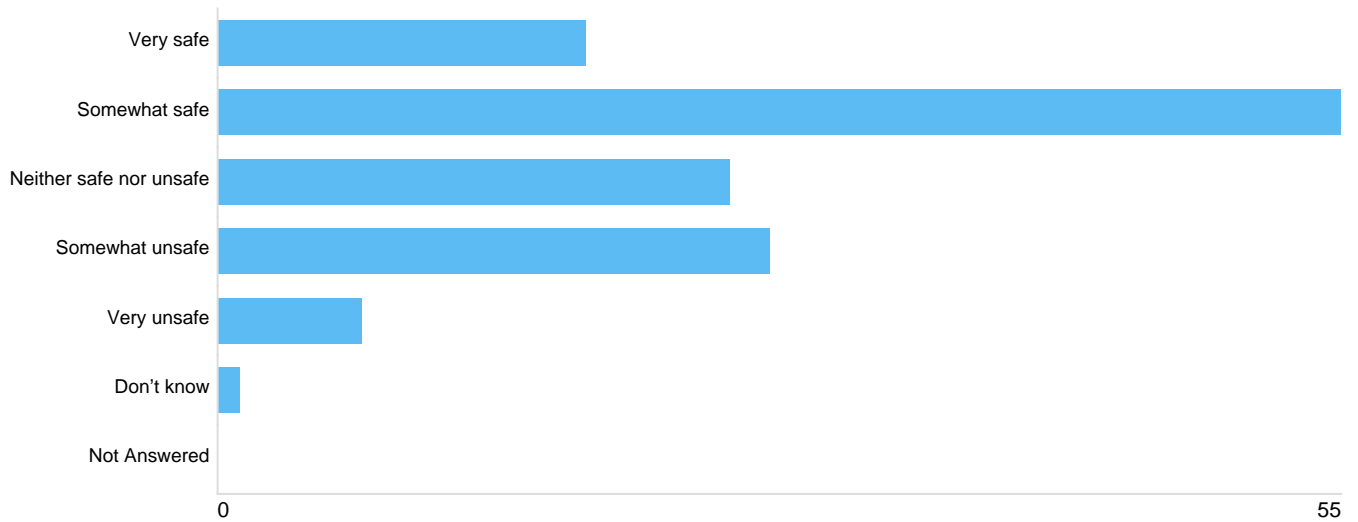
Option	Total	Percent
Very easy	53	39.85%
Somewhat easy	34	25.56%
Neither easy nor hard	29	21.80%
Somewhat hard	11	8.27%
Very hard	5	3.76%
Don't know	0	0.00%
Not Answered	1	0.75%

Why did you respond this way?

There were 71 responses to this part of the question.

Question 10: How safe do you feel in the town centre during the day? (Please select one option)

How safe do you feel in the area?



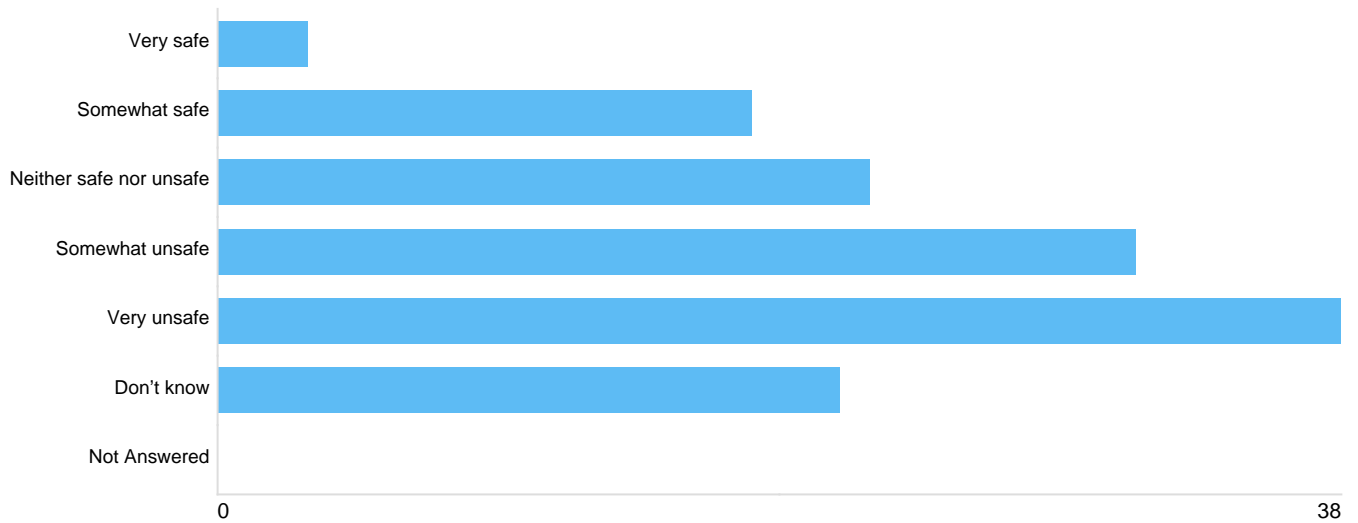
Option	Total	Percent
Very safe	18	13.53%
Somewhat safe	55	41.35%
Neither safe nor unsafe	25	18.80%
Somewhat unsafe	27	20.30%
Very unsafe	7	5.26%
Don't know	1	0.75%
Not Answered	0	0.00%

If you answered 'Neither safe nor unsafe', 'Somewhat unsafe' or 'Very unsafe' above, where in the area do you not feel safe and why is this?

There were 52 responses to this part of the question.

Question 11: How safe do you feel in the town centre in the evening? (Please select one option)

How safe do you feel in the town centre in the evening? (Please select one option)



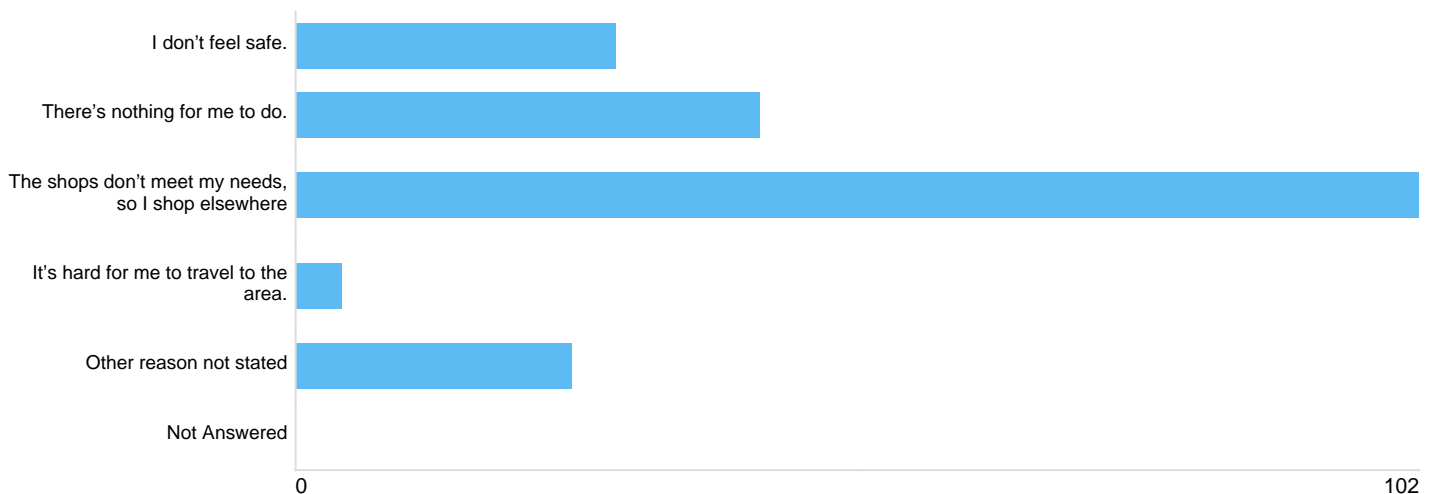
Option	Total	Percent
Very safe	3	2.26%
Somewhat safe	18	13.53%
Neither safe nor unsafe	22	16.54%
Somewhat unsafe	31	23.31%
Very unsafe	38	28.57%
Don't know	21	15.79%
Not Answered	0	0.00%

If you answered 'Neither safe nor unsafe', 'Somewhat unsafe' or 'Very unsafe' above, where in the area do you not feel safe and why is this?

There were **82** responses to this part of the question.

Question 12: Does anything stop you from using the town centre more often? (Please select all that apply)

Does anything stop you from using the town centre more often?



Option	Total	Percent
I don't feel safe.	29	21.80%
There's nothing for me to do.	42	31.58%
The shops don't meet my needs, so I shop elsewhere	102	76.69%
It's hard for me to travel to the area.	4	3.01%
Other reason not stated	25	18.80%
Not Answered	0	0.00%

If you answered 'I don't feel safe' what could be done to make you feel more safe?'

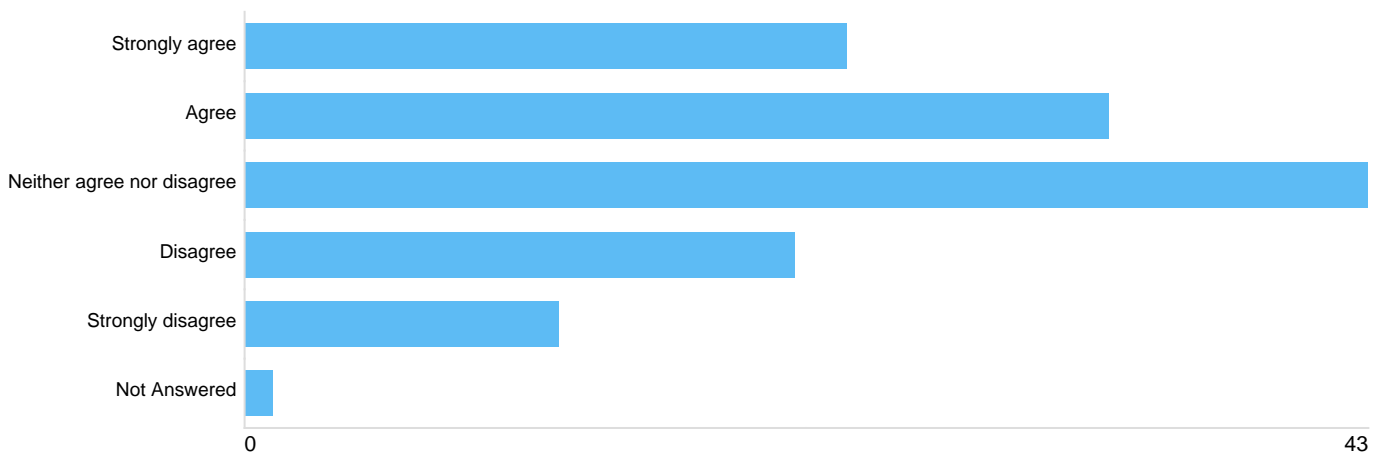
There were **36** responses to this part of the question.

If you answered 'Other reason not stated' above, please provide more detail here

There were **22** responses to this part of the question.

Question 13: How do you feel about the proposed ideas for the overall town centre area? (Please select one option)

How do you feel about the proposed ideas for the overall town centre area?



Option	Total	Percent
Strongly agree	23	17.29%
Agree	33	24.81%
Neither agree nor disagree	43	32.33%
Disagree	21	15.79%
Strongly disagree	12	9.02%
Not Answered	1	0.75%

Why did you respond this way?

There were **97** responses to this part of the question.

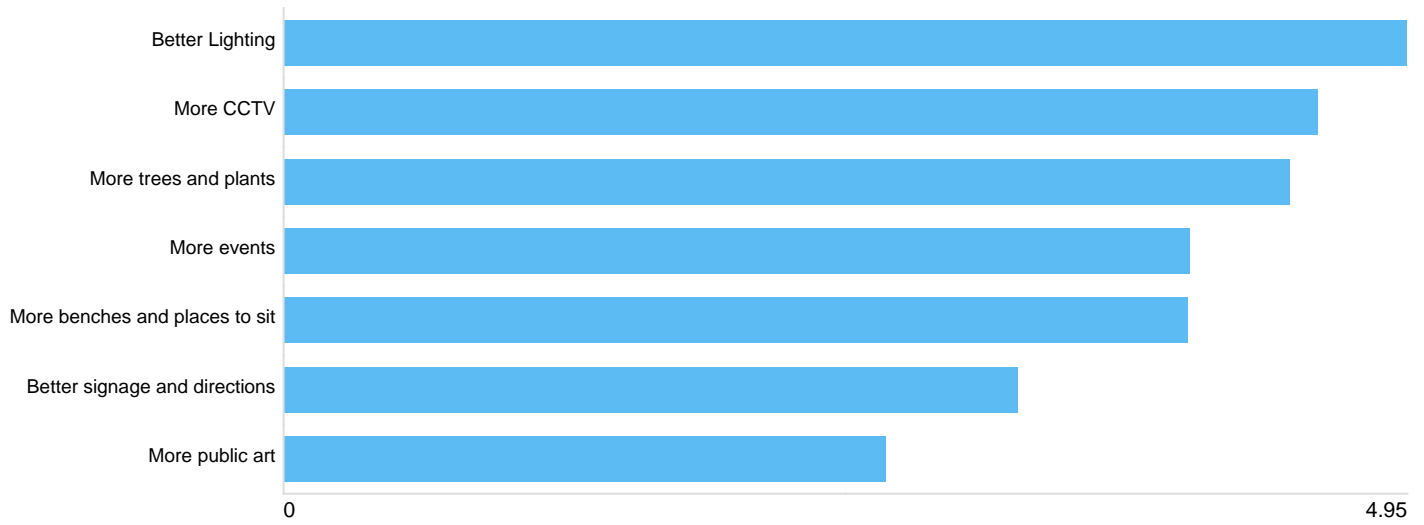
Question 14: Are the ideas presented missing anything, from your perspective?

Are the ideas presented missing anything, from your perspective?

There were **79** responses to this part of the question.

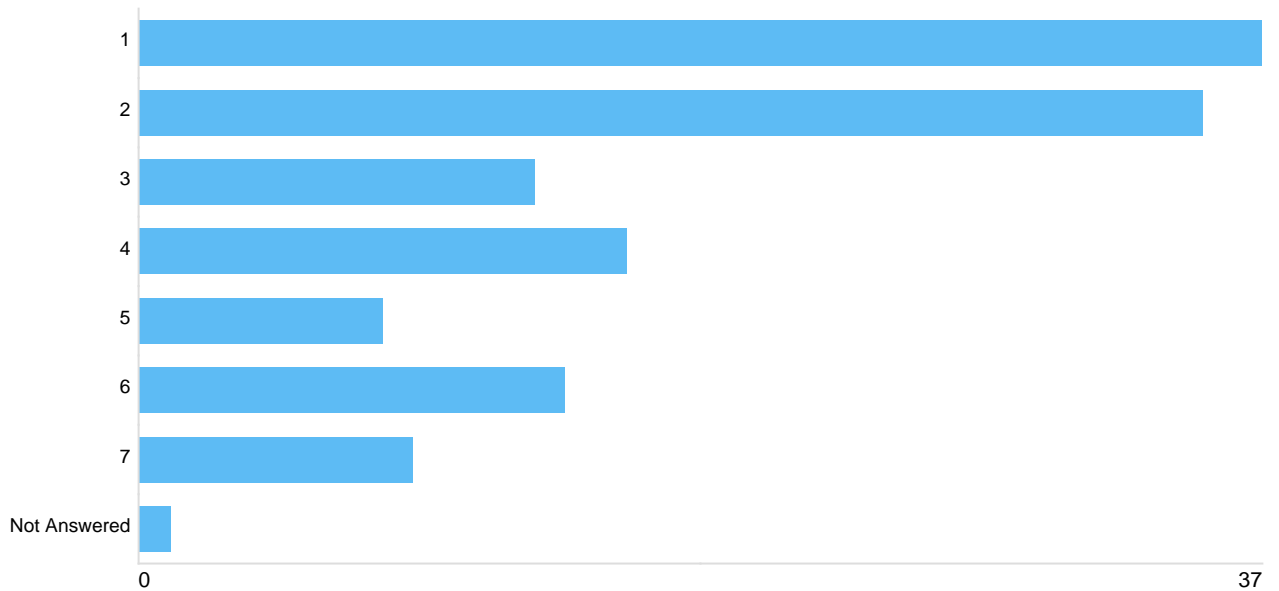
Question 15: With '1' being the highest priority and '8' being the lowest, please rank your priorities for improving the town centre in the areas shown:

Table of "Rank town centre priorities " in rank order



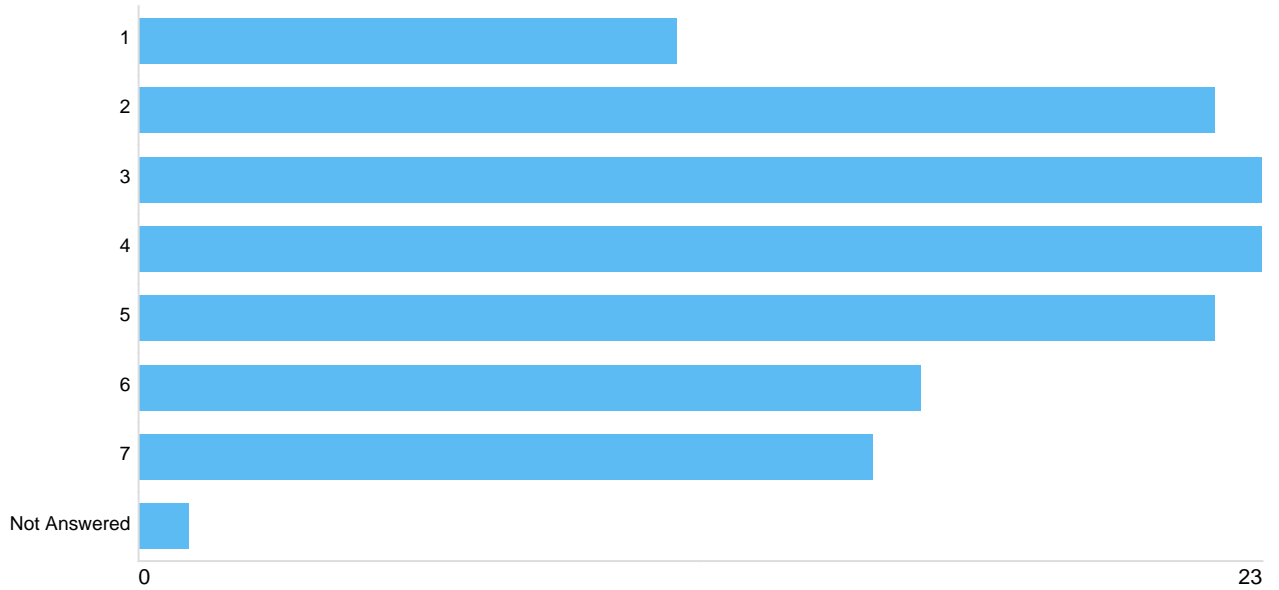
Item	Ranking
Better Lighting	4.95
More CCTV	4.56
More trees and plants	4.43
More events	3.99
More benches and places to sit	3.98
Better signage and directions	3.23
More public art	2.65

Rank town centre priorities - Better Lighting



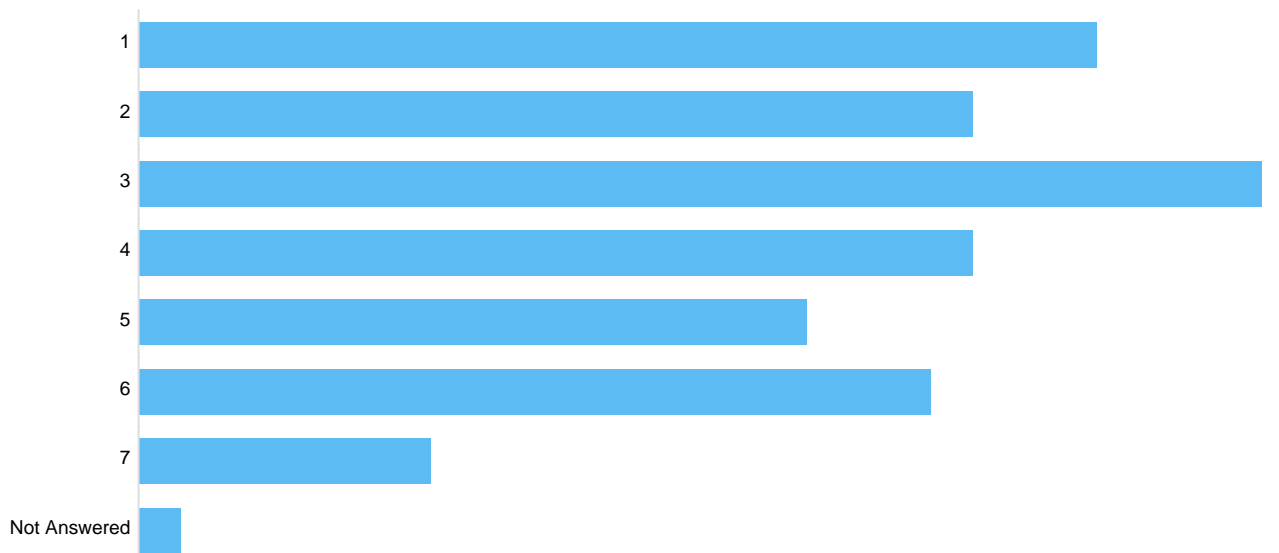
Option	Total	Percent
1	37	27.82%
2	35	26.32%
3	13	9.77%
4	16	12.03%
5	8	6.02%
6	14	10.53%
7	9	6.77%
Not Answered	1	0.75%

Rank town centre priorities - More benches and places to sit



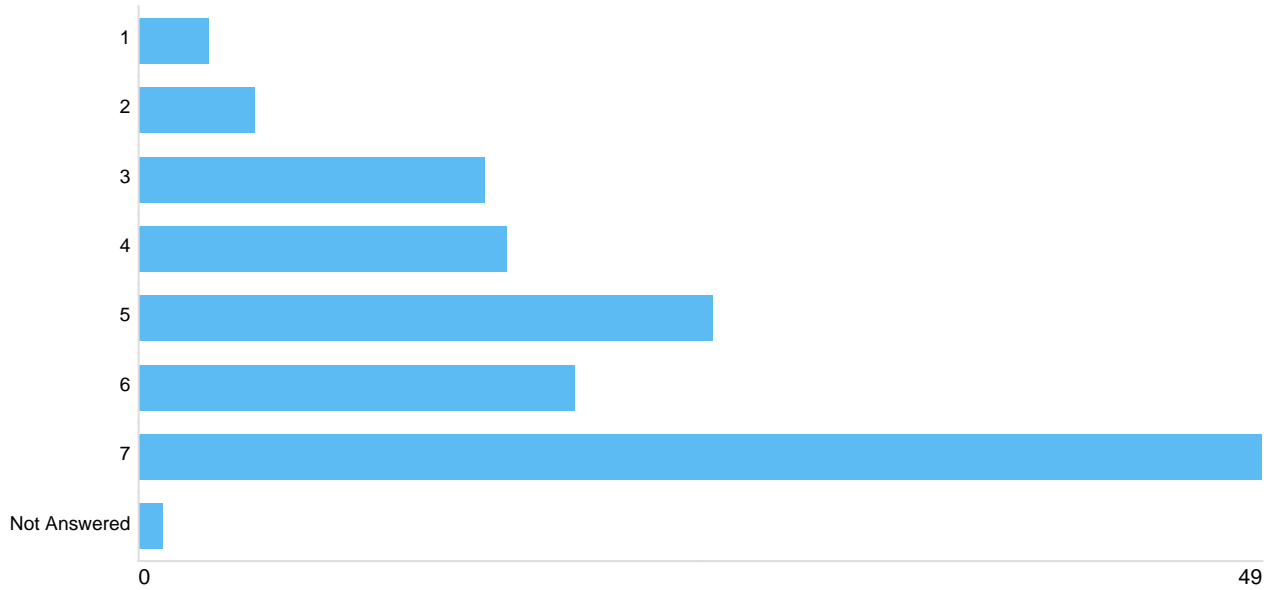
Option	Total	Percent
1	11	8.27%
2	22	16.54%
3	23	17.29%
4	23	17.29%
5	22	16.54%
6	16	12.03%
7	15	11.28%
Not Answered	1	0.75%

Rank town centre priorities - More trees and plants



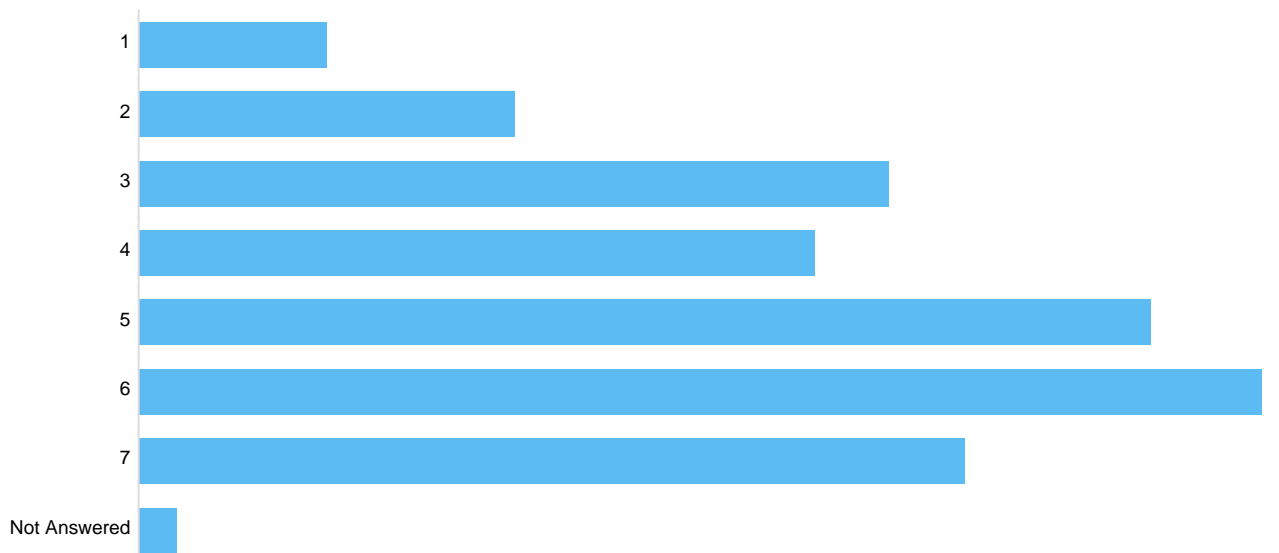
Option	Total	Percent
1	23	17.29%
2	20	15.04%
3	27	20.30%
4	20	15.04%
5	16	12.03%
6	19	14.29%
7	7	5.26%
Not Answered	1	0.75%

Rank town centre priorities - More public art



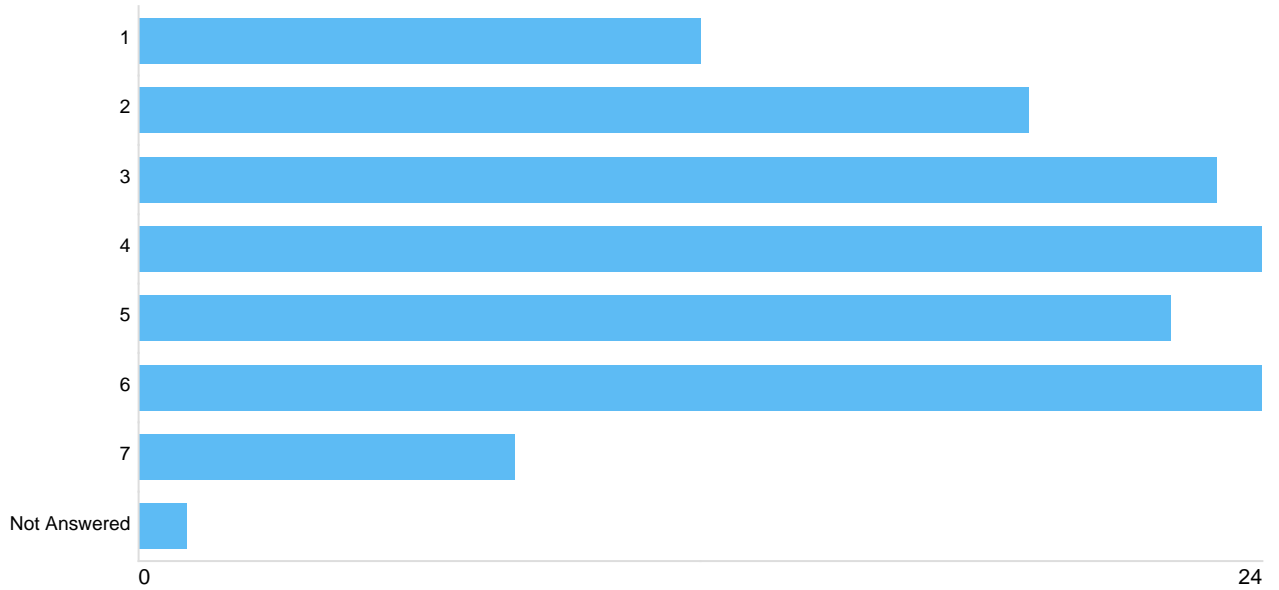
Option	Total	Percent
1	3	2.26%
2	5	3.76%
3	15	11.28%
4	16	12.03%
5	25	18.80%
6	19	14.29%
7	49	36.84%
Not Answered	1	0.75%

Rank town centre priorities - Better signage and directions



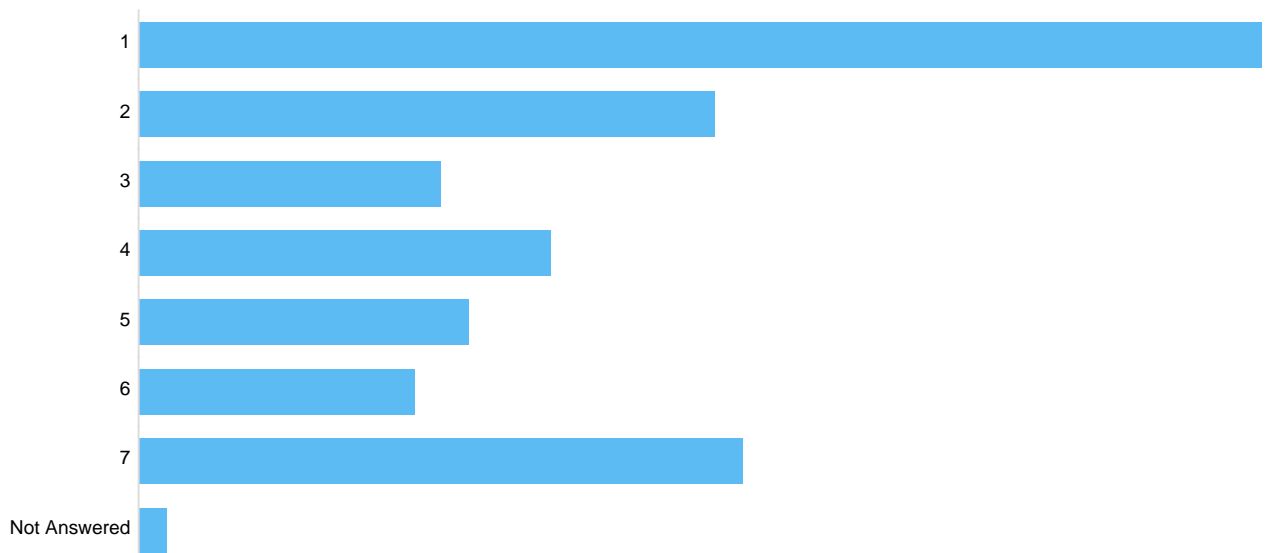
Option	Total	Percent
1	5	3.76%
2	10	7.52%
3	20	15.04%
4	18	13.53%
5	27	20.30%
6	30	22.56%
7	22	16.54%
Not Answered	1	0.75%

Rank town centre priorities - More events



Option	Total	Percent
1	12	9.02%
2	19	14.29%
3	23	17.29%
4	24	18.05%
5	22	16.54%
6	24	18.05%
7	8	6.02%
Not Answered	1	0.75%

Rank town centre priorities - More CCTV



Option	Total	Percent
1	41	30.83%
2	21	15.79%
3	11	8.27%
4	15	11.28%
5	12	9.02%
6	10	7.52%
7	22	16.54%
Not Answered	1	0.75%

If you have any other suggestions please specify below

There were **45** responses to this part of the question.

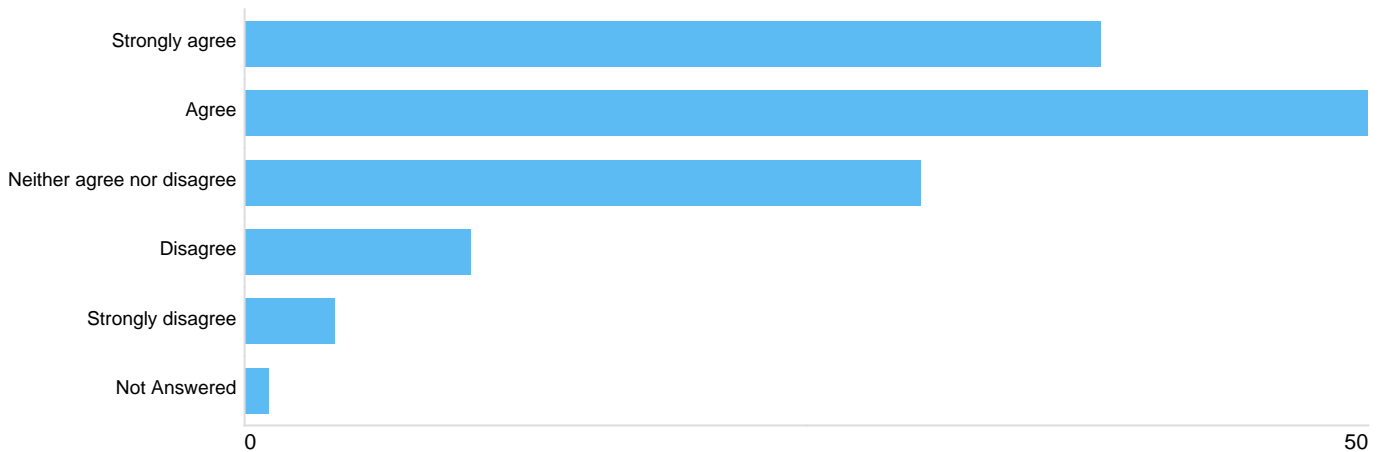
Question 16: If you would like to see more public art, what type of public art would you like to see and where do you feel would be the best location? For example, a wall mural, sculpture or community art.

If you would like to see more public art, what type of public art would you like to see and where do you feel would be the best location?

There were **67** responses to this part of the question.

Question 17: How do you feel about the proposed changes for the area outside of the tram stop? (Please select one option)

Please select one option



Option	Total	Percent
Strongly agree	38	28.57%
Agree	50	37.59%
Neither agree nor disagree	30	22.56%
Disagree	10	7.52%
Strongly disagree	4	3.01%
Not Answered	1	0.75%

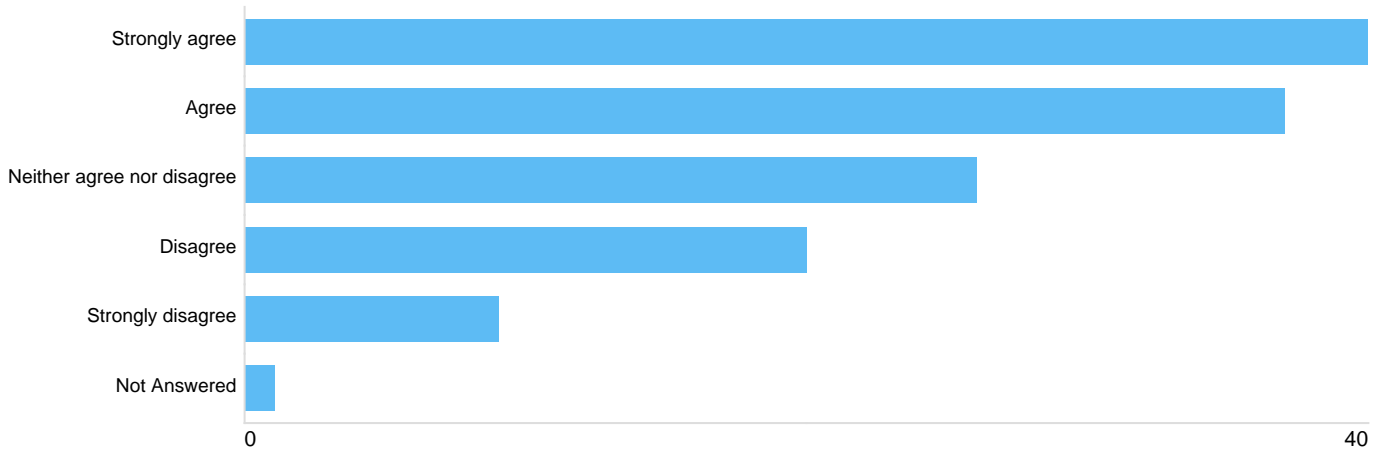
Question 18: Do you have any further comments on the proposals outside the tram stop?

Please type in the text box below

There were **83** responses to this part of the question.

Question 19: How do you feel about the proposed changes to Victoria Street? (Please select one option)

Please select one option



Option	Total	Percent
Strongly agree	40	30.08%
Agree	37	27.82%
Neither agree nor disagree	26	19.55%
Disagree	20	15.04%
Strongly disagree	9	6.77%
Not Answered	1	0.75%

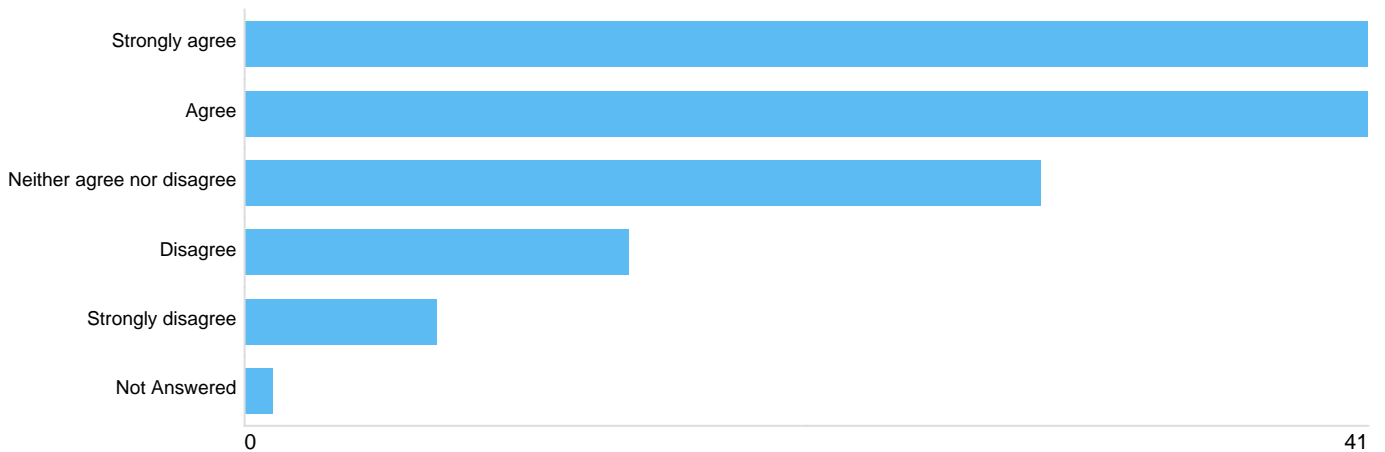
Question 20: Do you have any further comments on the proposals on Victoria Street?

Please type your answer in the text box below

There were 66 responses to this part of the question.

Question 21: How do you feel about the proposed changes to the area near Holyhead Road? (Please select one option)

Please select one option



Option	Total	Percent
Strongly agree	41	30.83%
Agree	41	30.83%
Neither agree nor disagree	29	21.80%
Disagree	14	10.53%
Strongly disagree	7	5.26%
Not Answered	1	0.75%

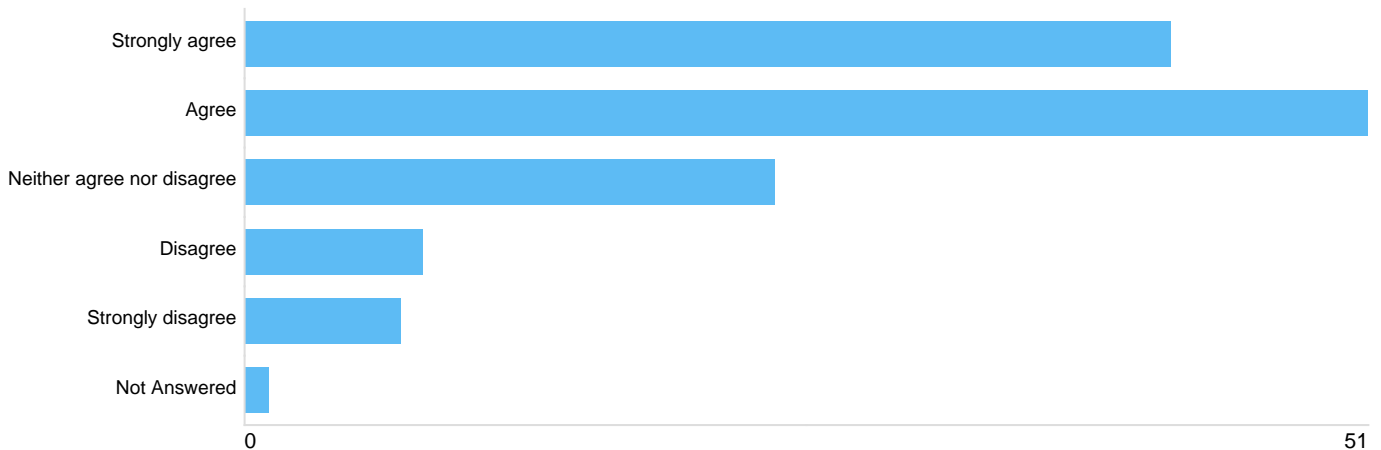
Question 22: Do you have any further comments on the proposals near Holyhead Road?

Please write your comment below

There were 52 responses to this part of the question.

Question 23: How do you feel about the proposed changes to this space? (Please select one option)

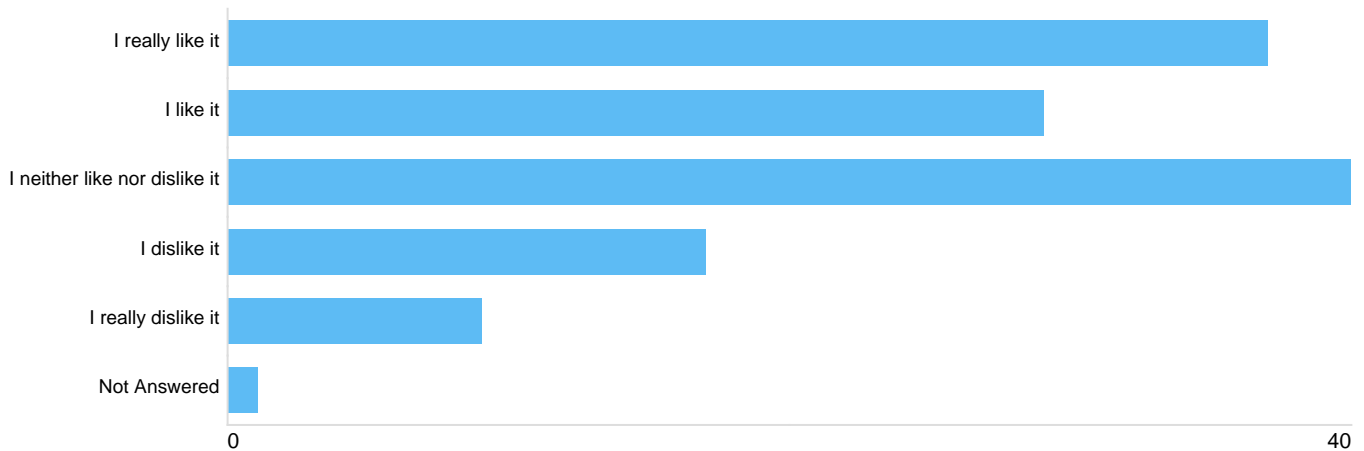
Please select one option



Option	Total	Percent
Strongly agree	42	31.58%
Agree	51	38.35%
Neither agree nor disagree	24	18.05%
Disagree	8	6.02%
Strongly disagree	7	5.26%
Not Answered	1	0.75%

Question 24: Do you like the name 'Ethelfelda Square'?

Do you like the name 'Ethelfelda Square'?



Option	Total	Percent
I really like it	37	27.82%
I like it	29	21.80%
I neither like nor dislike it	40	30.08%
I dislike it	17	12.78%
I really dislike it	9	6.77%
Not Answered	1	0.75%

Question 25: We would love to hear any suggestions you have for what this space could be called?

Please write your suggestion below

There were **38** responses to this part of the question.

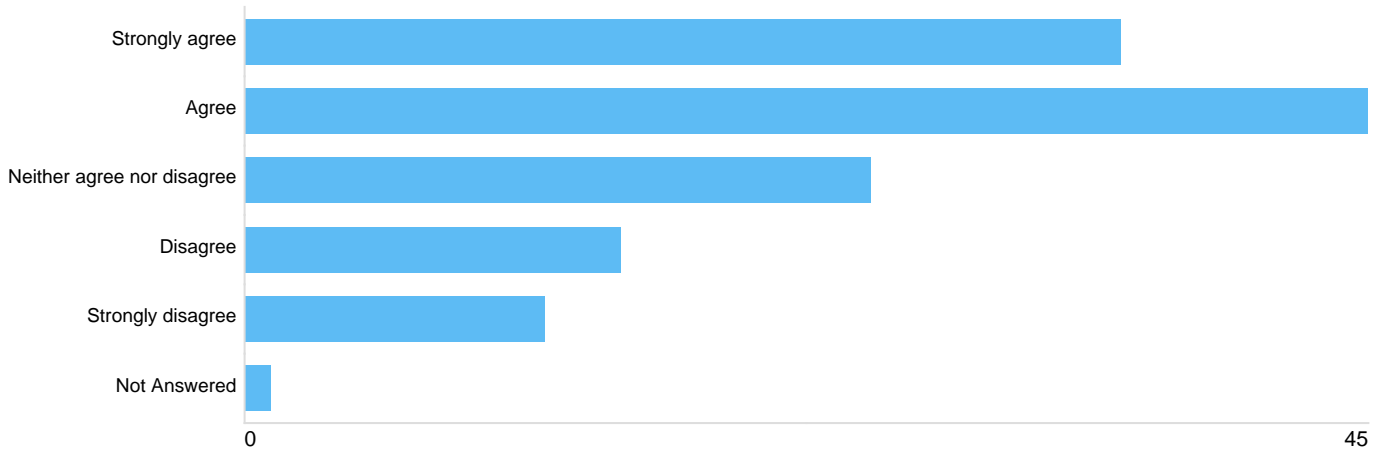
Question 26: Do you have any further comments on the proposals for this space?

Write below

There were **66** responses to this part of the question.

Question 27: How do you feel about the proposed changes to Union Street? (Please select one option)

Please select one option



Option	Total	Percent
Strongly agree	35	26.32%
Agree	45	33.83%
Neither agree nor disagree	25	18.80%
Disagree	15	11.28%
Strongly disagree	12	9.02%
Not Answered	1	0.75%

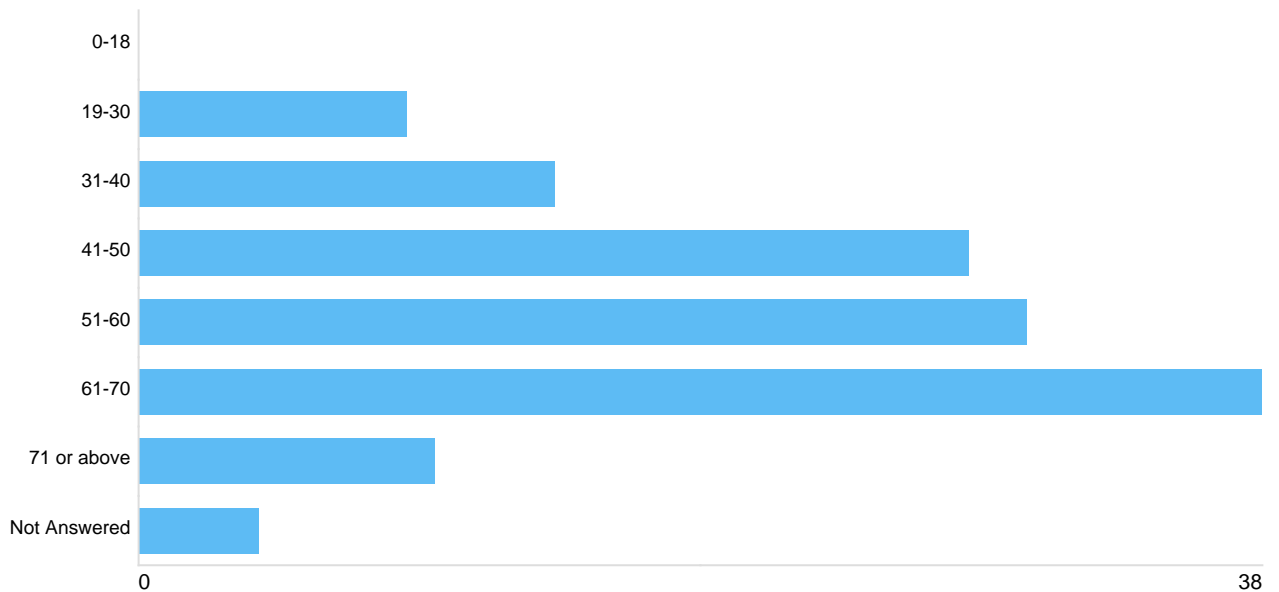
Question 28: Do you have any further comments on the proposals for Union Street?

Please write your comment below

There were **82** responses to this part of the question.

Question 29: Which of the following age bands are you in?

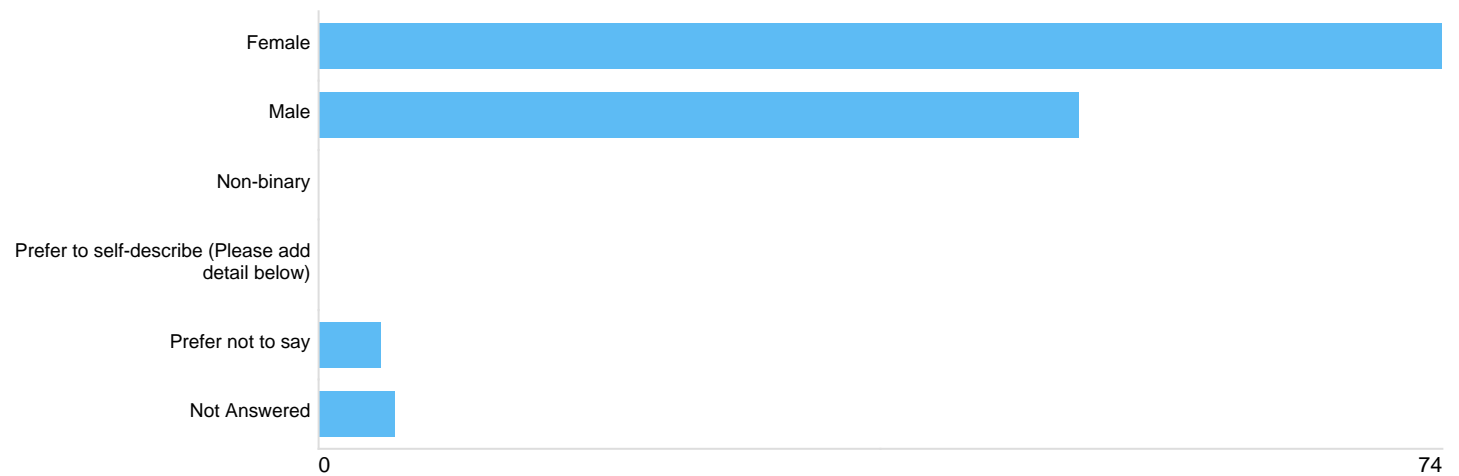
Age



Option	Total	Percent
0-18	0	0.00%
19-30	9	6.77%
31-40	14	10.53%
41-50	28	21.05%
51-60	30	22.56%
61-70	38	28.57%
71 or above	10	7.52%
Not Answered	4	3.01%

Question 30: Which gender do you associate with?

Gender



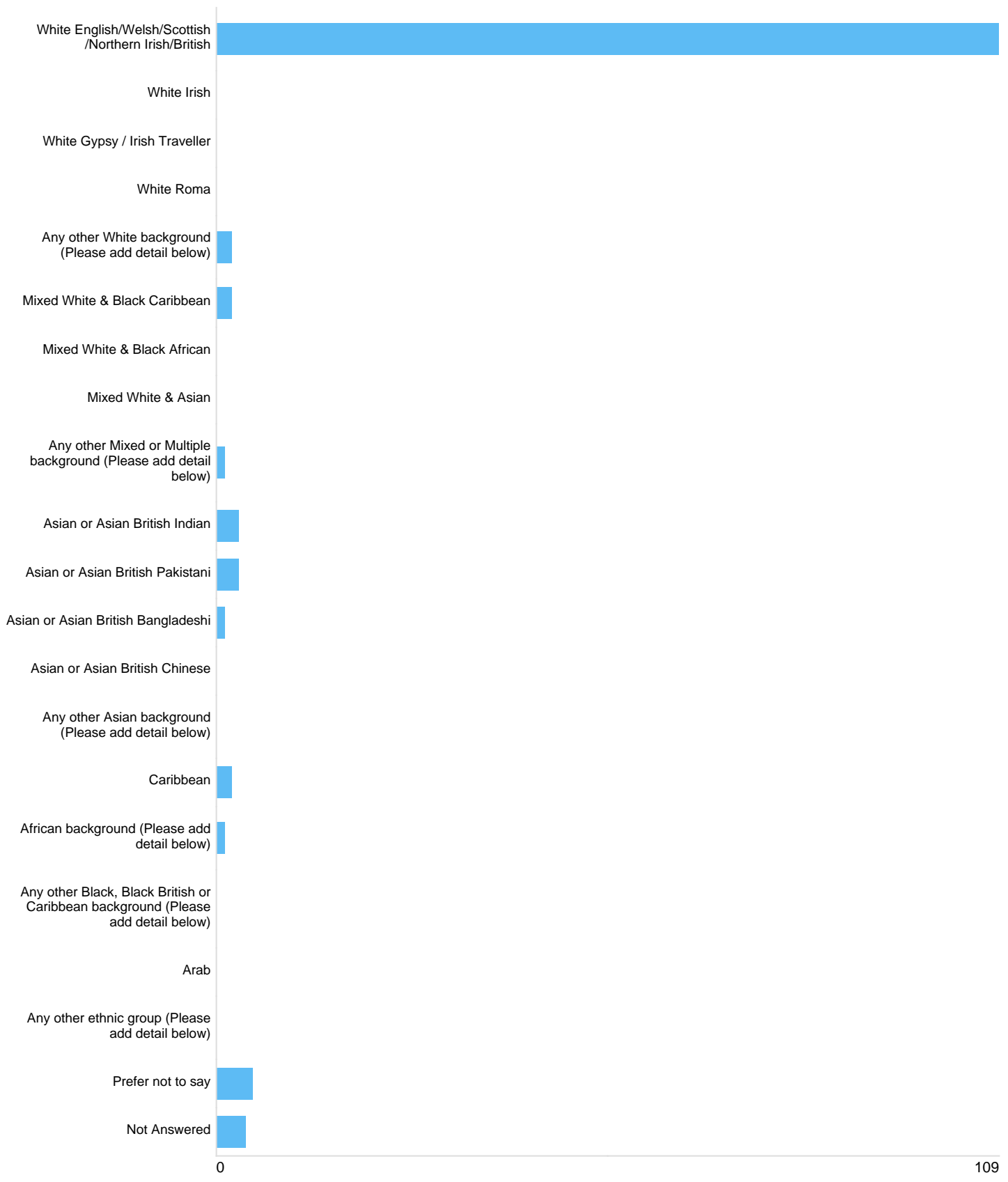
Option	Total	Percent
Female	74	55.64%
Male	50	37.59%
Non-binary	0	0.00%
Prefer to self-describe (Please add detail below)	0	0.00%
Prefer not to say	4	3.01%
Not Answered	5	3.76%

If you answered 'Prefer to self-describe' above, please add detail here

There were 4 responses to this part of the question.

Question 31: What is your ethnic group?

Ethnicity



Option	Total	Percent
White English/Welsh/Scottish /Northern Irish/British	109	81.95%
White Irish	0	0.00%
White Gypsy / Irish Traveller	0	0.00%
White Roma	0	0.00%
Any other White background (Please add detail below)	2	1.50%
Mixed White & Black Caribbean	2	1.50%
Mixed White & Black African	0	0.00%
Mixed White & Asian	0	0.00%
Any other Mixed or Multiple background (Please add detail below)	1	0.75%
Asian or Asian British Indian	3	2.26%
Asian or Asian British Pakistani	3	2.26%
Asian or Asian British Bangladeshi	1	0.75%
Asian or Asian British Chinese	0	0.00%
Any other Asian background (Please add detail below)	0	0.00%
Caribbean	2	1.50%
African background (Please add detail below)	1	0.75%
Any other Black, Black British or Caribbean background (Please add detail below)	0	0.00%
Arab	0	0.00%
Any other ethnic group (Please add detail below)	0	0.00%
Prefer not to say	5	3.76%
Not Answered	4	3.01%

Please add detail here if your ethnic group is not listed above

There were **4** responses to this part of the question.

Question 32: Please tell us your postcode

Thank you for taking the time to respond to our survey.

There were **123** responses to this part of the question.

Equality Impact Assessments Toolkit

EqlA Template



You must consider the [Equality Impact Assessment Guidance](#) when completing this template.

The EDI team can provide help and advice on undertaking an EqlA and also provide overview quality assurance checks on completed EqlA documents.

EDI team contact email: edi_team@sandwell.gov.uk

Quality Control	
Title of proposal	Wednesbury Public Realm and Urban Greening
Directorate and Service Area	Regeneration and Growth
Officer completing EqlA	Clinton Felicio – Senior Planner
Contact Details	clinton_felicio@sandwell.gov.uk
Other officers involved in completing this EqlA	N/A
Date EqlA completed	16.02.2024
Date EqlA signed off or agreed by Director or Executive Director	
Name of Director or Executive Director signing off EqlA	Tammy Stokes
Date EqlA considered by Cabinet	To be considered by Wednesbury Levelling Up Partnership Board on 29.02.2024
Where the EqlA is Published (please include a link to the EqlA and send a copy of the final EqlA to the EDI team)	This EqlA will be published as part of the papers for the Wednesbury Levelling Up Partnership Board. These will be published on sandwell.moderngov.co.uk

Section 1.

The purpose of the project, proposal or decision required

The project is funded via the Wednesbury Levelling Up Partnership (WLUP) which is a unique relationship between government and Sandwell Council to bring forward targeted interventions designed to support priority places to 'level up' and to help government develop a more holistic understanding of place. The aim is to develop a deeper understanding of the unique challenges and opportunities in priority areas, and via a partnership approach harness collective powers to tackle the most pressing issues.

As part of the Wednesbury Town Centre Improvements project, funding has been provided for a masterplan for the area, to improve derelict sites and for public realm and urban greening improvements. The emerging Wednesbury Town Centre Masterplan places will provide a public realm and urban greening strategy and places an emphasis on providing green routes through the town centre improving the link from the Wednesbury Great Western Street metro stop from Victoria Street to the town centre, and further key pedestrian and cycling routes.

The WLUP will provide funding for short term proposals to improve the safety and appearance of the town centre focusing on the key areas below:

Wednesbury Great Western Street Tram Stop/ Victoria Street – proposals aim to improve the visibility of the tram from the town centre and the arrival experience of passengers. Proposals include a new arrival space with seating outside the tram stop, improved lighting and planting, and signposting

Holyhead Rd/ Victoria Street junction – new landscaping and tree planting, improve crossing facilities for pedestrians and cyclists, new benches and bins

The public square adjacent to Morrisons, Wednesbury bus station and Union Street – this space will be reimaged to bring more light to Wednesbury's history and will provide more seating and greenery

Union Street – replacing paving with a brighter colour pallet, new seating and planting for places to meet, sit and rest

Section 2.

Evidence used and considered. Include analysis of any missing data

This project was identified during an initial deep dive activity which included joint exploration between the Department for Levelling Up, Housing and Communities (DLUHC) and Sandwell Council Cabinet Members.

A full business case has been developed for the Wednesbury Levelling Up Partnership and utilised an analytical snapshot from DLUHC which considered demographics, deprivation, place base policy. An assessment against the 'levelling up missions' and the six capitals – physical, human, intangible, financial and social was also completed.

Section 3.

Consultation

Engagement Survey November 2023

An engagement survey was undertaken in November 2023 to understand the public's view on how they feel about the town centre and how they feel it could be improved. The main responses stated that people enjoy visiting the library and the sense of the community of the town, but it could be improved through a better variety of shops and market on offer, free parking, improved green spaces and seating. Responses also highlighted that while people generally visit and feel safe in the town centre in the day, they don't in the evening.

These comments were taken into consideration when designing the proposals in preparation for the public consultation in 2024. For example, improved street lighting to address perception of safety in the evening and travelling to and from the tram at Victoria Street, more greening and benches to improve the appearance of the town centre to allow more people to sit, talk and continue the community people stated they enjoy about the town.

Public Consultation February – March 2024

A public consultation for the public realm and urban greening proposals is also currently underway for six weeks from 29 February 2024 to 11 March 2024. Feedback from this consultation will be used to assist the formation of the final design and implementation of the improvements.

Section 4.

Summary assessment of the analysis at section 4a and the likely impact on each of the protected characteristics (if any)

We have assessed that there will be no adverse impact on people with protected characteristics as an outcome of these proposals.

Section 4a - What are the potential/actual impacts of the proposal on the protected characteristics?

Reviewed Characteristic	Impact? Positive (P) Negative (N) Neutral (Ne)	Details of impact	Actions to address negative impact or promote positive impact (use section 8 table)	Owner of action/ Timescale
Age	P	<p>The new public realm will cater for all age groups, there is no definition on age and who can utilise new spaces.</p> <p>New seating will encourage the public to sit and rest increasing social interaction and community engagement. This is particularly beneficial for families as space for children to rest will be provided and for older individuals to foster a sense of belonging and reduce social isolation.</p> <p>Improved lighting, clear wayfinding signage and well-maintained paths will enhance safety, address concerns related to potential hazards and ensuring a secure environment for individuals of all ages.</p> <p>A 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</p>		

Reviewed Characteristic	Impact? Positive (P) Negative (N) Neutral (Ne)	Details of impact	Actions to address negative impact or promote positive impact (use section 8 table)	Owner of action/ Timescale
		intergenerational spaces that will be appealing to all ages.		
Disability	P	Any public realm which we are creating will be fully inclusive to cater for physical disabilities. The council's disability team have inputted into the proposals.		
Gender Reassignment	Ne	N/A		
Marriage and civil partnership	Ne	N/A		
Pregnancy and maternity	Ne	N/A		
Race	Ne	N/A		

Reviewed Characteristic	Impact? Positive (P) Negative (N) Neutral (Ne)	Details of impact	Actions to address negative impact or promote positive impact (use section 8 table)	Owner of action/ Timescale
Religion or belief	Ne	N/A		
Sex	Ne	N/A		
Sexual Orientation	Ne	N/A		
Could other socio-economic groups be affected?				
Carer Low income groups Veterans/Armed Forces Community Other	Ne			

If there are no adverse impacts or any issues of concern or you can adequately explain or justify them, then please move to Sections 6.

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

No adverse impacts have been identified

6. Section 6: Decision or actions proposed

No further actions required other than a monitoring of impacts

7. Monitoring arrangements

The project will be monitored through the Wednesbury Levelling Up Partnership Board.

The equality impact analysis and assessment will be updated at appropriate stages of the proposal development to consider new evidence and then to identify and address any equality effects as they arise during the scheme construction and operation

Section 8 Action planning (if required)

Question no. (ref)	Action required	Lead officer/ person responsible	Target date	Progress

If you have any suggestions for improving this process, please contact EDI_Team@Sandwell.gov.uk

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Report to Wednesbury Levelling Up Partnership Board

29 February 2024

Subject:	LUP Community Safety: Nuisance Bikes
Report Author	Tessa Mitchell – Business Manager Community Safety and Resilience Rebecca Jenkins – Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out the progress of the nuisance bike measures as part of the LUP Community Safety Project

2. Recommendations

- 2.1 That project delivery for the nuisance bike measures component of the community safety project is approved.

3. Background

- 3.1 The community safety project aims to improve community safety and perceptions of safety within Wednesbury
- 3.2 The project includes:
- Upgrading and expansion of CCTV infrastructure in Wednesbury Town Centre and Friar Park



- Purchase of new deployable cameras to tackle fly tipping across Wednesbury
- Introduction of Radio Link Scheme for local businesses
- Installation of Nuisance Bike Inhibitors in Friar Park area
- Recruitment of a Community & Business Engagement Officer

3.3 A breakdown of the budget is provided below:

Upgrade and expansion of CCTV and new deployable cameras	£0.25m
Nuisance Bike Measures	£0.15m
Community & Business Engagement Officer and Radio Link scheme	£0.1m
Total	£0.5m

3.4 Following a capital appraisal undertaken by the Council as part of project assurance arrangements, the Council’s S151 Officer has approved that project spend can commence.

3.5 In December 2024, the WLUP Board agreed that project delivery commence for the CCTV and business partnership components of the community safety project. Proposals are now finalised for the nuisance bike measures.

3.6 The proposals for the nuisance bike measures are up to 7 locations in green spaces in the Friar Park area of Wednesbury. Suitable options for measures may include a range of bike prevention measures including, chicanes, fencing, and K barriers (restricted entrances) – see Appendix 1

Consultation and Engagement

3.7 Consultation with Ward Members took place on 04/12 and information was included in Safer 6 week events. Initial input from the WLUP Board was provided at their meeting on 18/12.



- 3.8 A task and finish group consisting of partners from the police, planning, parks, housing and anti-social behaviour team has been in place to develop the nuisance bike measures involving the Design Out Crime Officer from West Midlands Police. This has developed potential options for the different locations.
- 3.9 Further consultation and engagement on the options for the different locations will be undertaken with affected residents.
- 3.10 A project communication and engagement plan for the Community Safety project as a whole has been prepared and is included on the WLUP Board agenda.

Monitoring and Evaluation

- 3.11 Project output measures were submitted to DLUHC as part of a return made prior to the Grant Funding agreement being issued. The measures were proposed but were not quantified.
- 3.12 Based on the project development to date, the expected outputs for this element of the project are:
 - 1 new business radio scheme implemented
 - Up to 7 locations with improved preventative measures
- 3.10 The community safety project is expected to contribute to the LUP programme outcome measures of:
 - Resident satisfaction with their local area as a place to live
 - Residents' perception of crime and antisocial behaviour
 - Recorded crime and ASB in Wednesbury
 - Number of nuisance bike reports in areas with new measures installed
 - Business vacancy rate in Wednesbury Town Centre/ Business Growth Measure / equiv.

- 1.20 Project Milestones are set out as follows:



Milestone	Date
Consultation and survey for CCTV scheme	Complete
WLUP Board approval to move to delivery phase for CCTV and business partnership	Complete
Recruitment for business and community engagement officer	Complete
WLUP Board approval to move to delivery phase for Nuisance Bike Measures	Feb-24
Procurement for CCTV scheme	Apr-24
Launch business scheme	Sep-24
CCTV scheme implemented	Jun-24
Nuisance Bike Measures implemented	Dec-24

4. Implications

<p>Resources:</p>	<p>£0.5m has been granted for the community safety project.</p> <p>A capital appraisal has been undertaken and project spend approved by the Council's S151 Officer.</p> <p>The LUP Grant includes the requirement for all spend to be made by March 2025. All project capital spend is due to be spent by mid 2024.</p> <p>Following receipt of quotations, the project budget has been reviewed to ensure grant maximisation whilst retaining sufficient contingency allowance.</p>
<p>Legal and Governance:</p>	<p>Procurement for the project will be in accordance with Sandwell MBC's Financial Regulations and Standing Orders for Contracts.</p> <p>Cabinet gave delegated approval to undertake all necessary procurement processes (including entering into contracts for the provision of goods and services and any direct contract awards) necessary to deliver</p>



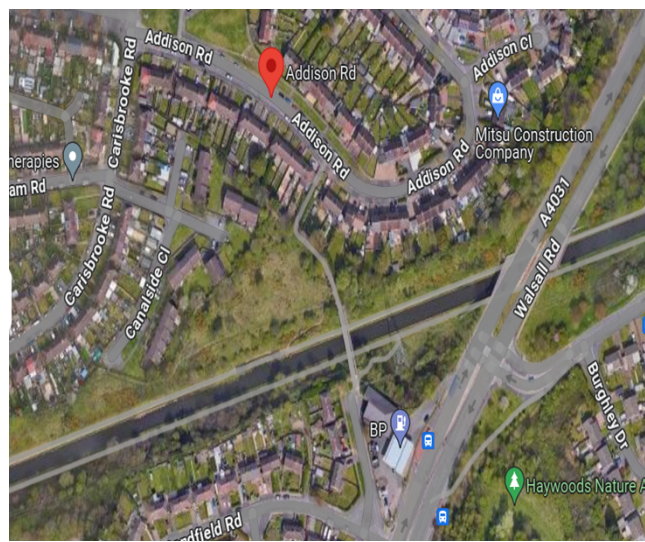
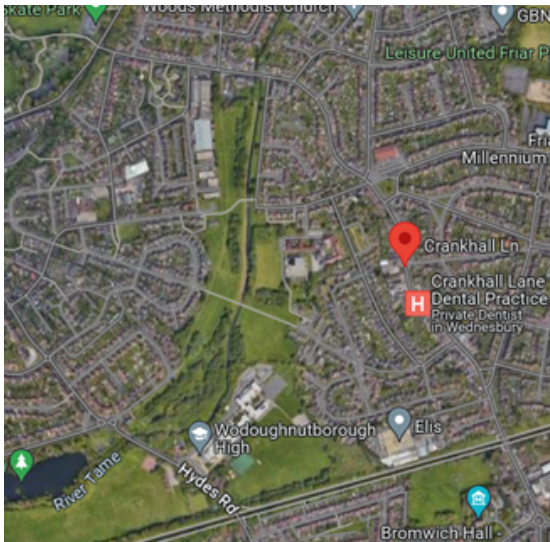
	the Levelling Up Partnership interventions. (Ref 96/23/12)
Risk:	<p>A project risk register is in place and this has been reviewed as part of the project capital appraisal. As a result of the capital appraisal review, additional risks have been added to the register to reflect the risk of displacing crime and ASB.</p> <p>There are no significant project risks to report.</p>
Equality:	<p>The Equality Impact Assessment / Screening for the nuisance bike measures does not identify any adverse impact for those with protected characteristics. The services are provided for all residents and businesses and does not discriminate against any protected characteristic. Access points to areas will ensure ongoing access for those with disabilities and for those with prams and pushchairs.</p>
Health and Wellbeing:	<p>The underpinning objective of the LUP is to 'level up' and reduce inequalities. The proposed interventions focus on tackling health inequalities in a multi-faceted way and compliment public health programmes.</p> <p>Improvements to community safety measures are expected to lead to improvements in residents' perceptions of crime and safety.</p>
Social Value	<p>The proposed interventions will be delivered in accordance with the Council's Procurement and Contract Procedure Rules and will deliver social value in line with the council's requirements.</p>
Climate Change	<p>There are no implications for climate change</p>
Corporate Parenting:	<p>Young peoples' views and opinions (voice of the child) have been considered through a suite of insight which informed the project's inclusion in the LUP. These included the Residents' Survey, SHAPE young people's survey, and specific engagement around crime and</p>



	<p>safety issues. Common themes of concerns were raised around ASB/drug use and dealing, off-road bikes, more police presence/visibility, improved safety at the bus station, groups hanging around the streets.</p> <p>Within the Council's Young People's Corporate Plan, a commitment is made to have more CCTV cameras. This intervention will help deliver on the commitment.</p>
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Appendix 1

Proposed Locations



Oxford Street
Moor Street
Hydes Road
Addison Road

Kilvert Road
Richard Williams Close
Riverway

Indicative types of Inhibitors





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Equality Impact Assessment EqIA Template



You must consider the [Equality Impact Assessment Guidance](#) when completing this template.

The EDI team can provide help and advice on undertaking an EqIA and also provide overview quality assurance checks on completed EqIA documents.

EDI team contact email: edi_team@sandwell.gov.uk

Quality Control	
Title of proposal	Installation of nuisance bike inhibitors and disruptors in Friar Park
Directorate and Service Area	Borough Economy – Community Safety
Officer completing EqIA	Tessa Mitchell – Business Manager Community Safety
Contact Details	tessa_mitchell@sandwell.gov.uk
Other officers involved in completing this EqIA	Denise Hooper Community Safety Manager Andrew Clarke ASB Team Manager Nicola Plant - Assistant Director Public Protection & Community Safety
Date EqIA completed	8 th February 2024
Date EqIA signed off or agreed by Director or Executive Director	
Name of Director or Executive Director signing off EqIA	
Date EqIA considered by Cabinet	WLUP Board 29/02/24

Where the EqlA is Published (please include a link to the EqlA and send a copy of the final EqlA to the EDI team)	Mod Gov – WLUP Board 29/02/24
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Section 1.

The purpose of the project, proposal or decision required

The [Levelling Up White Paper](#) set out an ambition to develop policy in a different way, focussed on understanding the needs and opportunities for specific places and then seeking to develop tailored solutions where possible. The Levelling Up Partnerships programme was set up to deliver a tailored approach to place-based working, by working with key partners in local areas to understand the challenges and opportunities the place faces and then to identify practical actions to bring about change.

As part of the Spring Budget on 15th March 2023, the Chancellor of the Exchequer made several new announcements that are intended to benefit local government and local communities as part of the Government's Levelling Up agenda. This includes the development of 20 Levelling Up Partnerships around England. Wednesbury has been identified as one of these areas and £22.5 m has been awarded to the town for specific projects. £0.5m has been identified for enhancing community safety and perceptions of safety within the local area. Utilising local crime data, information from WMP, Tasking, reporting concerns from local communities and SMBCs CCTV Control Room, one of the 3 elements of this work is to install new nuisance bike inhibitors and disruptors in Friar Park which is the area in the Borough which sees the most reports for this anti-social behaviour.

Section 2.

Evidence used and considered. Include analysis of any missing data

Sandwell Borough Information

West Midlands Police Information

SMBC ASB data

Community Safety Survey 2023

POPULATION



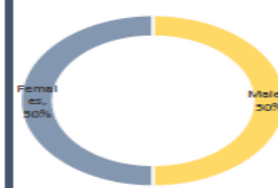
POPULATION

329,049

The latest available ONS Mid-Year estimates provide a figure of 329,042 for Sandwell.

Since 2014, the population has grown by 12,753 residents, equating to an increase of 4%.

The latest population projection gives an estimate of an increase to 347,891 by 2030; an increase of 18,849 (+6%).



GENDER

There is even split between males and females

MEDIAN AGE

37

The median age of 37 in Sandwell is lower than that across England and Wales (40).

There are variances between the wards. For example, 46% of the population in Newton are over the age of 45 compared to 27% in Soho and Victoria. The age profile of the wards will have a bearing on the prevalence of substance misuse.



BAME

34%

The 2011 census data shows that 34% of the population in Sandwell are from a BAME background, however the rate is now likely to be higher.

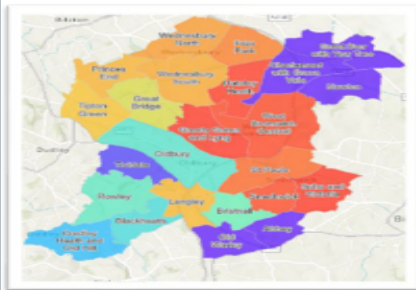
DEPRIVATION

34%

The average deprivation score for Sandwell makes it the 12th most deprived local authority in England.

Deprivation varies greatly between the wards.

There is a significant link between deprivation and substance misuse.



While Sandwell has considerable data regarding the population, data in relation to those who have been engaged with nuisance bikes is limited.

3. Consultation

ASB related to nuisance bikes is the highest reported ASB category in Wednesbury particularly in Friar Park. 201 Wednesbury nuisance bike incidents were reported to SMBC between April – September 2023, with 176 of these in Friar Park. During the same period 38 incidents were reported to WMP. This is clearly an area of concern for residents.

Nuisance bikes were raised by residents during the 2023 Safer 6 annual community safety campaign and in the 2023 Community Safety Survey which say this issue highlighted as the 3rd highest priority by those who completed the survey. Wednesbury members have also consistently raised constituent concerns in relation to these issues. Some work on Crankhill Lane and Friar Park Road was

undertaken last year to disrupt nuisance bikes following these reports but much more work is required. The Levelling Up funding is providing an opportunity to undertake a strategic review of green spaces in Wednesbury and put in place a joined up and holistic set of measures to disrupt this behaviour. It is recognised that areas cannot be closed off and need to enable access for all. As such any restrictions need to accommodate those with disabilities and children. However fencing and restrictors can and does restrict these behaviours.

Consultation has also been undertaken with the WMP Design Out Crime Officer on the proposals and a multi-agency task and finish group has been put together to oversee the commissioning and installation. A Business and Community Engagement Officer has also been appointed to ensure ongoing dialogue with local residents throughout the project and to help manage expectations.

Nuisance bikes are clearly a major issue of concern for residents in Wednesbury. These proposals demonstrate the council's commitment to listening to its residents, partners and communities and to take action to address issues that are important to them.

The proposals are also supported by Sandwell's multi-agency Borough Tasking partnership and align with the objectives of the Safer Sandwell Partnership Police and Crime Boards objective of reducing crime and ASB.

Section 4.

Summary assessment of the analysis at section 4a and the likely impact on each of the protected characteristics (if any)

There is no evidence or suggestion that this action would impact more negatively on any specific protected characteristic. All inhibitors / restrictors will be DDA compliant and a number of K gates have already been installed across the Borough. These allow access for wheelchair users and people with pushchairs and prams.

There is limited information on these characteristics currently that can feed into this assessment. The outcome is to enhance community safety across the Borough.

Section 4a - What are the potential/actual impacts of the proposal on the protected characteristics?

Reviewed Characteristic	Impact? Positive (P) Negative (N) Neutral (Ne)	Details of impact	Actions to address negative impact or promote positive impact (use section 8 table)	Owner of action/ Timescale
Age	Ne	There is no evidence that the action being planned will impact upon more negatively on any age group over and above another.		
Disability	Ne	There is no evidence or suggestion that this action would impact more negatively on any specific protected characteristic. All inhibitors / restrictors will be DDA compliant and a number of K gates have already been installed across the Borough. These allow access for wheelchair users and people with pushchairs and prams.		
Gender Reassignment	Ne	There is no information to indicate this characteristic would be		

Reviewed Characteristic	Impact? Positive (P) Negative (N) Neutral (Ne)	Details of impact	Actions to address negative impact or promote positive impact (use section 8 table)	Owner of action/ Timescale
		impacted on differently as a result of these proposals		
Marriage and civil partnership	Ne	There is no information to indicate this characteristic would be impacted on differently as a result of these proposals		
Pregnancy and maternity	Ne	There is no information to indicate this characteristic would be impacted on differently as a result of these proposals. Restrictors will still enable access with prams / pushchairs.		
Race	Ne	There is no information to indicate this protected characteristic would be impacted on differently as a result of these proposals.		

Reviewed Characteristic	Impact? Positive (P) Negative (N) Neutral (Ne)	Details of impact	Actions to address negative impact or promote positive impact (use section 8 table)	Owner of action/ Timescale
Religion or belief	Ne	There is no information to indicate this characteristic would be impacted on differently as a result of these proposals		
Sex	Ne	There is no information to indicate this group would be impacted on differently as a result of these proposals.		
Sexual Orientation	Ne	There is no information to indicate this characteristic would be impacted on differently as a result of these proposals		
Could other socio-economic groups be affected?				
Carer Low income groups Veterans/Armed Forces Community Other		Sandwell is the 12 th most deprived area in England. There is no indication that any specific group would be impacted upon more than another.		

If there are no adverse impacts or any issues of concern or you can adequately explain or justify them, then please move to Sections 6.

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

Impact and monitoring will be overseen through tasking. Information will be regularly shared with the partnership group and the project will report via Tasking and through the Levelling Up Partnership Board. No adverse impacts are anticipated.

6. Section 6: Decision or actions proposed

Moving forward:

- Better data relating to those engaged with this activity / receiving enforcement requirements and shared through Borough Tasking

7. Monitoring arrangements

Impact will be reviewed at Town and Borough Tasking meetings and feed into the Safer Sandwell Partnership Police and Crime Board

Section 8 Action planning (if required)

Question no. (ref)	Action required	Lead officer/ person responsible	Target date	Progress

If you have any suggestions for improving this process, please contact EDI_Team@Sandwell.gov.uk

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Report to Wednesbury Levelling Up Partnership Board

29 February 2024

Subject:	Improving the Millennium Centre
Report Author	Allison Blakeway Economic Development Project Manager Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out the proposed delivery approach for the Improving the Millennium Centre Project

2. Recommendations

- 2.1 That the WLUP Board approve the delivery of the Friar Park Millennium Centre project subject to agreement from the Friar Park Millennium Centre Board, and Section 151 Officer sign-off

3. Background

- 3.1 The Improving the Millennium Centre project aims to improve the Friar Park Millennium Centre to meet the demands from an extended community (as a result of the proposed Friar Park Urban Village) and enhance the skills delivery offer for residents including an improved library presence.



- 3.2 The Friar Park Millennium Centre currently provides a range of activities and facilities for local community use. As part of public consultation in relation to the Friar Park Urban Village development, residents raised a key concern around the future capacity of the centre, and its ability to continue to meet the needs of the existing and expanded community. In addition, key service providers have identified the potential to extend the existing services to meet existing and new and existing demands.
- 3.3 £2m capital has been granted for the project via the Levelling Up Partnership.
- 3.4 Project work to date has included formation of a project group to set out the project requirements and production of designs. This includes representatives of the Council, the Friar Park Millennium Centre Management team, and existing and future service providers.
- 3.5 The overall objective was to ensure that the centre is integral to ensuring future community cohesion and integration between existing residents and the anticipated new homes over the next 10 years through futureproofing and accommodating the requirements of an expanded community. 630 new homes are expected at Friar Park Urban Village, and planning consent has recently been granted for circa 100 homes on the former Phoenix Collegiate college site nearby.
- 3.6 Specifically, the project seeks to provide:
- Expanded library
 - Community café
 - New training/meeting room
 - Additional events space
 - Relocation of play-space, especially the ballpark and sensory room
 - Retention/upgrading of existing facilities, including kitchen and storage facilities.
- 3.7 As part of this work, existing issues relating to the ongoing maintenance of the building have been explored. Wherever possible, these issues are sought to be addressed as part of the proposed works.



- 3.8 The proposal will result in a 160sq. m. extension to the rear of the property to primarily accommodate a new events space with associated toilets and kitchen/servery, together with remodelling of the current entrance and library area to accommodate the additional facilities.
- 3.9 The headline analysis of the costs indicate that the scheme can be delivered within the LUP budget of £2.0m including a 10% contingency. Further work is currently underway to provide greater certainty on cost and will be reported verbally at the WLUP Board meeting.
- 3.10 Representatives of the Friar Park Millennium Centre have participated in the development of the proposal and the Millennium Centre Board will consider the proposal in February 2024. Feedback will be provided to the WLUP Board during the meeting
- 3.11 A capital appraisal will be required to be undertaken by the Council as part of project assurance arrangements. Project delivery will not commence until this review is complete and authorisation provided by the Council's S151 Officer.

Consultation and Engagement

- 3.12 The project was identified for inclusion within the LUP due to feedback from residents as part of the Friar Park Urban Village masterplan consultation. Residents expressed their concerns around the capacity of the centre given the development of the Friar Park Urban Village which is anticipated to create a further 630 new homes. In addition, planning consent for circa 100 homes has also been provided on the former Phoenix Collegiate college site nearby recently.
- 3.13 Initial information about the project was shared at the Millennium Centre Christmas event and with Ward Members in early December.
- 3.14 Further information will be shared with residents once final designs have been produced and consultation will take place through the planning process.
- 3.15 A project communication and engagement plan is included on the WLUP Board agenda.



Monitoring and Evaluation

3.16 Project output measures were submitted to DLUHC as part of a return made prior to the Grant Funding agreement being issued. The measures were proposed as follows:

- Improved library facility
- Extended meeting spaces
- Improved Kitchen / Storage facilities

3.17 The outputs are on track for achievement.

3.18 The project is expected to contribute to the LUP programme outcome measures of:

- Resident satisfaction with their local area as a place to live
- Skills / qualifications gained (or equiv. measure)
- Numbers of participants in community activities (or equiv. measure)

3.18 Any actual or forecast overspend on the total project budget will be reported to the WLUP Board as part of ongoing monitoring.

1.20 Project Milestones are set out as follows:

Milestone	Date
Complete Design process	Feb-24
Millennium Centre Board approval to progress to delivery phase	Feb-24
WLUP Board approval to progress to delivery phase	Feb-24
Appoint Design team	March 2024
Public information/consultation event	April 2024
Submit Planning Application	April/May 2024



Confirm construction contract	June 2024
Start on Site	July 2024
Complete Works	March-25

4. Implications

Resources:	<p>£2m capital has been granted for the Millennium Centre project</p> <p>A capital appraisal is pending for the Millennium Centre Project and delivery will not commence until authorisation from the Council’s S151 Officer is made.</p> <p>The LUP Grant includes the requirement for all spend to be made by March 2025. This is an area of risk in the project.</p>
Legal and Governance:	<p>Procurement for the project will be in accordance with Sandwell MBC’s Financial Regulations and Standing Orders for Contracts.</p>
Risk:	<p>Key risks have been identified. The project risk register will be reviewed as part of the project capital appraisal.</p> <p>Main risks are associated with:</p> <ul style="list-style-type: none"> - Design requirements exceeding budget costs. A high level cost assessment indicates costs are anticipated at circa £1.9m including 10% contingency and fees. Further analysis is currently underway. - Timescales – exceeding LUP Grant deadline of March 2025. Based on the delivery plan, an 8 month build programme is currently anticipated, resulting in works completion in Spring 2025.
Equality:	<p>An EqIA screening has been undertaken. Based on the building design, no negative equality impacts have been identified. The screening will be reviewed once final designs have been produced.</p>



Health and Wellbeing:	<p>The underpinning objective of the LUP is to ‘level up’ and reduce inequalities. The proposed interventions focus on tackling health inequalities in a multi-faceted way and compliment public health programmes.</p> <p>Improvements to the Millennium Centre are expected to lead to improvements in residents’ satisfaction with their local areas as a place to live, through increasing access to community activities and skills development opportunities.</p>
Social Value	<p>The proposed interventions will be delivered in accordance with the Council’s Procurement and Contract Procedure Rules.</p>
Climate Change	<p>Climate change impacts will be considered as part of selection of building materials and approach as part of final designs.</p>
Corporate Parenting:	<p>Young peoples’ views and opinions (voice of the child) will be considered through the public consultation process and through oversight from the WLUP Board.</p> <p>The project includes space that will enable additional youth service provision, an increase in advice and support around skills and employment, and an improved library presence at the Millennium Centre. For young people and their families who access this, positive impacts include emotional health benefits, and support with education and employment opportunities.</p>



Report to Wednesbury Levelling Up Partnership Board

29 February 2024

Subject:	Levelling Up Partnership Communication and Engagement Strategy and Plans
Report Author	Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To provide an overview of the Levelling Up Partnership Communication and Engagement Strategy and project communication and engagement plans.

2. Recommendations

- 2.1 That the Board approve the LUP communication and engagement strategy
- 2.2 That the Board receive the project communication and engagement plans

3. Background

- 3.1 At the meeting of the Wednesbury Levelling up Partnership (WLUP) Board in December, the Board discussed communication and engagement and emphasised its importance across the LUP



programme. Specific points made by the Board included the importance of communication including clear messages about project outputs and what projects will not deliver, and the need for engagement with young people.

- 3.2 A working group of the WLUP Board was held in January 2024 and this included further consideration of the approach to communication and engagement across the programme, a set of draft communication objectives and an outline of communication and engagement activity targeted at young people.
- 3.3 A programme level communication and engagement strategy has been prepared accompanied by project level communication and engagement plans (Appendix 1).
- 3.4 The Communication and Engagement Strategy contains a programme overview, objectives, stakeholder analysis, branding requirements, communication and engagement plans and monitoring and evaluation details.
- 3.5 Objectives of the strategy are to:
 - **increase understanding** of the Levelling Up Partnership Programme and its scope across all stakeholders including residents (including bringing clarity around what the programme will not deliver)
 - **encourage residents to become involved** and shape elements of the programme that are in design phase
 - ensure that **young people are involved and engaged**
 - **empower Members** of the Wednesbury Levelling Up Partnership Board to play an active role in sharing key messages about the LUP programme
 - ensure communication and engagement approaches are **proportionate** and make best use of resources



3.6 Project level communication and engagement plans are included as an appendix to the strategy document and will be updated throughout the LUP programme.

4. Appendices

- Levelling Up Partnership Programme Draft Communication and Engagement Strategy and Appendices

5. Background papers

Draft Minutes of Wednesbury Levelling Up Partnership Board held 18 December 2023



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Levelling Up Partnership Programme

DRAFT Communication and Engagement Strategy

1. Purpose and Summary

The purpose of this communications and engagement strategy is to ensure a robust and planned approach to communications and engagement throughout the Levelling Up Partnership (LUP) Programme.

It recognises that effective communication and engagement around the LUP programme plays a part in building residents' understanding of changes within Wednesbury and contributes to building social trust.

The strategy recognises that projects being delivered through the LUP will require different types of input or information sharing with stakeholders at different points in time.

Underpinning this LUP Programme Communication and Engagement Strategy are individual project-level communication and engagement plans.

Terminology used throughout the document reflects the communication and engagement hierarchy:



2. Contents

1. Purpose and Summary
2. Contents
3. Programme Overview
4. Communication Objectives
5. Stakeholder Analysis and communication methods
6. Branding requirements
7. Communication and Engagement Plans
8. Monitoring and Evaluation
9. Appendices:
 - Appendix 1 - Stakeholder Analysis
 - Appendix 2 - LUP Programme Communication and Engagement Plan
 - Appendix 3 - LUP Project Communication and Engagement Plans
 - Appendix 4 - LUP Programme Key Messages Document
 - Appendix 5 - Programme summary of consultation activity and press releases

3. Programme Overview

In September 2023, Government announced details of Sandwell's £20m Levelling Up Partnership.

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

Sandwell Council have set up a partnership board to oversee the Levelling Up Partnership. The Board brings together a range of representatives including councillors, MPs, statutory bodies, business leaders, voluntary sector representatives and young people.

6 projects are starting to be delivered. The projects are:

- **Wednesbury Town Centre** – making it greener with new trees and planting, and creating long term plans to tackle derelict sites and keep the Town thriving
- **Friar Park Urban Village** - Preparing the land at Friar Park Urban Village ready to build 630 new homes
- **Community Safety** - Helping partners tackle crime and antisocial behaviour with new and improved CCTV, a new business partnership and making changes in green spaces to discourage nuisance bike activity
- **Greenspaces** - Improving greenspaces at Hydes Road Playing Fields, Balls Hill Open Space, Wyntor Lane Open Space, Lakeside and Norbury Road Open Space
- **Millennium Centre** - Improving the Friar Park Millennium Centre so that more can be done to give people the skills they need to secure better jobs

4. **Communication Objectives**

Objectives of the LUP Programme Communication and Engagement Strategy have been formed with the Wednesbury Levelling Up Partnership Board.

- **To increase understanding** of the Levelling Up Partnership Programme and its scope across all stakeholders including residents (including bringing clarity around what the programme will not deliver)
- **To encourage residents to become involved** and shape elements of the programme that are in design phase
- To ensure that **young people are involved and engaged**
- To **empower Members** of the Wednesbury Levelling Up Partnership Board to play an active role in sharing key messages about the LUP programme
- To ensure communication and engagement approaches are **proportionate** and make best use of resources

5. **Stakeholder Analysis and communication methods**

Stakeholder analysis has been conducted at programme level and used to inform the programme approach to communication and engagement. See appendix 1.

At project level, key stakeholders have been identified to shape individual project communication and engagement plans.

Stakeholder Group	Communication Methods
DLUHC	Monthly monitoring conversations Standing invite to WLUP Board as advisors Conversations as required Key messages document provided to WLUP Board Members to aid their role in supporting communication and engagement across the programme
WLUP Board	Board Meetings Working Groups Individual discussions
SMBC Cabinet	Programme Progress reporting Briefings with Cabinet Members (portfolios relevant to projects being delivered)
Wednesbury Elected Members	Updates at quarterly Wednesbury Members' Meeting Dissemination by Elected Members on WLUP Board Key messages document provided to Wednesbury Elected Members to aid their role in supporting communication and engagement with residents and stakeholders
Major partners involved in delivery: - Police	Position on WLUP Board Town Tasking – Engagement around community safety project Design out Crime Officer participating in Task and Finish Group for community safety project
- WMCA	Joint Venture Group in place for Friar Park Urban Village Project Invited to attend WLUP Board
- Environment Agency	Initial discussion between DLUHC and EA and EA and SMBC

	Regular dialogue through Friar Park Urban Village Project
- Friar Park Millennium Centre Board and Staff	Chair of Board has a position on WLUP Board CEX is a member of Millennium Centre Project Group
Other partners: - Canal and Rivers Trust	Initial sharing of programme-level information through meeting Invitation to participate in project group for nuisance bike solution should Addison Rd proceed
- TfWM	Position on WLUP Board
Wednesbury Residents (all)	Website presence with regular updates on programme, opportunities to get involved, and signposting to WLUP Board papers and information Information in Sandwell Herald Press releases and social media (via SMBC) Project-specific engagement and consultation as required. WLUP Board Members share information with networks Email Wednesbury_LUP@sandwell.gov.uk shared on website for any queries
Young People in Wednesbury	Young person's representative on WLUP Board School engagement through project-specific consultation Sharing project consultation materials with young people's groups Engagement with young people at Millennium Centre via Project group and staff

	<p>Regular information sharing with the SHAPE youth forum</p> <p>Development of video footage and content Email Wednesbury_LUP@sandwell.gov.uk shared on website for any queries</p>
<p>Community, VCS Groups and Faith representatives</p>	<p>WLUP Board Members (EDI representatives, Faith Forum Representative, and VCS representative) share information with networks</p> <p>Website presence with regular updates on programme and opportunities to get involved</p> <p>Press releases and Social media (via SMBC) Information shared with SCVO</p> <p>Email Wednesbury_LUP@sandwell.gov.uk shared on website for any queries</p>
<p>Businesses in Wednesbury</p>	<p>WLUP Board Member (Business rep) share information with networks</p> <p>Information shared with Sandwell Business Ambassadors Forum</p> <p>Messages disseminated by Business and Community Engagement Officer</p> <p>Website presence with regular updates on programme and opportunities to get involved</p> <p>Press releases and Social media (via SMBC)</p> <p>Email Wednesbury_LUP@sandwell.gov.uk shared on website for any queries</p>

6. Branding

All press releases and communications materials will acknowledge the Funded by HM Government logo (requirement of the LUP grant), and the Sandwell Council logo.

There is a requirement for all projects to erect a plaque / similar on project completion acknowledging the Funded by HM Government.

7. Communication and Engagement Plans

A programme level communication and engagement plan sets out key programme activity. This will be maintained throughout the programme. See appendix 2.

Each of the 6 LUP projects will develop and maintain a communication and engagement plan throughout the project lifecycle. See appendix 3.

8. Monitoring and Evaluation

To ensure that communication and engagement objectives are being met across the programme, discussion and review will take place with the WLUP Board regularly, with reference to:

- Numbers of residents participating in consultation and engagement activity
- Views on whether young people are sufficiently involved and engaged
- Views on whether WLUP Board Members feel empowered to play an active role in sharing information

List of Appendices

Appendix 1 - Stakeholder Analysis

Appendix 2 - LUP Programme Communication and Engagement Plan

Appendix 3 - LUP Project Communication and Engagement Plans

Appendix 4 - LUP Programme Key Messages Document

Appendix 5 - Programme summary of consultation activity and press releases

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LUP Programme

Communication and Engagement Strategy Appendices

Appendix 1 - Stakeholder Analysis

Appendix 2 - LUP Programme Communication and Engagement Plan

Appendix 3 - LUP Project Communication and Engagement Plans

Appendix 4 - LUP Programme Key Messages Document

Appendix 5 - Programme summary of consultation activity and press releases

LUP Programme Stakeholder Analysis

Page 102

		Influence			
		Low	Medium	High	
Interest			Residents, organisations and businesses in vicinity of LUP projects Wednesbury Residents (incl. young people) Community, VCS Groups and Faith representatives working in Wednesbury Businesses in Wednesbury Sandwell's partner organisation	WLUP Board SMBC Cabinet DLUHC Partners involved in LUP project delivery (police, WMCA, EA) Wednesbury Elected Members	High
					Medium
	Sandwell Residents (outside W'bury) Community, VCS Groups and Faith representatives working in Sandwell Businesses in Sandwell		Elected Members and MPs outside of Wednesbury		

Levelling Up Partnership Programme Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
Website Programme Presence on Regenerating Sandwell Website including introduction to WLUP Board, project introduction, and how to get involved	Inform all stakeholders about the LUP programme and current progress	Launch Jan '24 Updated quarterly (minimum)
LUP Overview in Sandwell Herald including good news stories		February 2024 and ongoing
Mailbox for stakeholders to raise queries / suggestions Wednesbury_LUP@sandwell.gov.uk	Enable stakeholders to contact us with any queries / suggestions	In place and advertised through communication materials
Press Releases	Inform all stakeholders about LUP programme progress and any good news stories	Sep 2023 – launch of LUP
Social Media		At project Milestones
LUP overview included in project level consultation events	Inform all stakeholders about the LUP programme and signpost to website for further information	Throughout
Key messages document	Inform WLUP Board Members and Wednesbury Elected Members about current	March onwards

	programme messages to enable them to assist in sharing information with residents	
LUP Video Content	Inform all stakeholders (espec. Young people and residents with lower levels of literacy skills) about the LUP programme	Launch once project design phases concluded est. June 24

LUP Project Communication and Engagement Plans

- a) Wednesbury Town Centre Masterplan
- b) Community Safety
- c) Friar Park Urban Village
- d) Green Spaces
- e) Millennium Centre
- f) Public realm

LUP Project Title	Wednesbury Town Centre Masterplan
Main Project Stakeholders	<i>Residents & Businesses</i> <i>Members</i> <i>WLUP Board</i> <i>MP</i> <i>SMBC internal</i> <i>Sandwell Council of Voluntary Organisations (SCVO)</i> <i>WM Police</i> <i>Transport for West Midlands</i> <i>NHS</i> <i>WMCA</i>
Key project Milestones	<ul style="list-style-type: none"> • Inception meeting with consultants • Baseline study and initial site valuations complete • Draft Public realm and urban greening strategy complete • Draft masterplan consultation • Six-week public consultation ends • Cabinet approval of masterplan

Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
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Project Overview on Regenerating Sandwell Website	Inform all stakeholders about current project progress	Throughout and updated quarterly (minimum)
Project Overview in Sandwell Herald		Quarterly, as required
Stakeholder meetings	Consult with stakeholders on draft masterplan	February – April 24 (TBC)
Public consultation period	Consult on draft masterplan	w/c 6 May 24 (TBC)
In person events	Consult on draft masterplan	TBC
Community centre workshops	Opportunity to consult with community groups on draft masterplan	TBC
St. John's Academy Engagement	Engage with primary school on draft proposals	TBC
Wood Green Academy Engagement	Engage with secondary school on draft masterplan and complete social value outputs	TBC

LUP Project Title	Community Safety
Main Project Stakeholders	<i>Residents & Businesses Members MP SMBC depts inc Comms Vol Sector Police</i>
Key project Milestones	<ul style="list-style-type: none"> • Consultation and survey for CCTV scheme - complete • Recruitment for business and community engagement officer - complete • Procurement for CCTV scheme – Direct award made in January 24 and mobilisation underway • CCTV scheme implemented • Launch Radio Link Scheme • Nuisance bike measures implemented

Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
Project Overview in Sandwell Herald		Quarterly, as required

Project Overview on Regenerating Sandwell Website – live	Inform all stakeholders about current project progress	Throughout and updated quarterly (minimum)
Engage in Public Realm face to face event	Engage with members of the public	<i>13th & 17th February 24</i>
Question re safety in Public Realm Survey	Consult with the public	<i>Closing date 11th March 24</i>
Face to Face engagement with businesses	Consultation re radio link scheme and safe spaces	<i>April – Sept 23</i>
Consult with residents living in vicinity affected by nuisance bikes	Consultation and engagement re planned target hardening measures	March – May 24
CBEO attend monthly Wednesbury Town Tasking Meetings	Inform and update tasking partnership	Monthly
CBEO to attend regular members meetings	Inform & update	Monthly

LUP Project Title	Friar Park Urban Village
Main Project Stakeholders	West Midlands Combined Authority (land-owning partner) Friar Park Residents Friar Park Residents with potential interest in construction careers / pathways
Key project Milestones	<ul style="list-style-type: none"> • Obtain relevant EA Licences/Permits to enable remediation works • Secure Development Partner and complete Development Agreement • Progress Consents for remediation and protected species relocations • Remediation Works Start on Site • Housing construction commences • Scheme completed

Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
Update Friar Park page of Regenerating Sandwell Website	Inform stakeholders about timelines, what LUP funding will do and to generate interest in the site's progression.	Updated as milestones reached: <ul style="list-style-type: none"> • Preferred developer selected

		<ul style="list-style-type: none"> • Planning Permission for remediation obtained • Remediation works on site commence. • Next Steps after remediation
Project Overview in Sandwell Herald		Quarterly, as required
LUP fund signage on site hoardings	Requirement of funding. Confirms to community that government support is working in their area.	On establishment of site compounds – retained throughout remediation programme
Community Engagement – information event at Millennium Centre	Inform residents about progress and what’s coming next	Pre-remediation planning application submission (details on remediation scheme only) Ongoing as required – specifically required pre-submission of the housing scheme
Consider establishing WebCam to show works going on the site (link onto website too)	Keeping community engaged with activities on site	Commencement of remediation works
School Engagement exercise – <ul style="list-style-type: none"> • Engagement on site activities (what, why and how) 	Generate interest in the site – <ul style="list-style-type: none"> • Community education activity 	Start of remediation/ongoing through construction (potentially a 10 year project)

<ul style="list-style-type: none">• Promotion of construction industry as a career option (from plant operators to civil engineers)	<ul style="list-style-type: none">• Attract potential applicants for apprenticeships/jobs from the local area	Needs to tie into Social Value requirements of developer
Planning Application consultation	Statutory requirement for consultation on proposals for remediation	Once planning application for remediation is submitted (NB this will be coordinated through the DM team – not the project team)

LUP Project Title	Green Spaces
Main Project Stakeholders	<p>Green Spaces team Green Services team Local Residents (especially those in vicinity of 4 greenspaces) Users of 4 green spaces</p>
Key project Milestones	<ul style="list-style-type: none"> • Green Spaces Project Launch • Completion of design for Norbury Road, Wyntor Lane and Balls Hill Green Spaces • Commencement of construction phase for Norbury Road, Wyntor Lane and Balls Hill Green Spaces • Completion of construction phase and launch of Norbury Road, Wyntor Lane and Balls Hill Green Spaces • Completion of design phase for Hydes Road • Planning Permission submission for Hydes Road • Completion of Hydes Road Procurement process • Commencement of Construction phase for Hydes Road • Completion and launch of Hydes Road Project

Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
Project Overview on Regenerating Sandwell Website	Inform all stakeholders about current project progress	Throughout and updated quarterly (minimum)
Project Overview in Sandwell Herald		Quarterly, as required
Consultation with Hall Green Primary School	Engagement concerning Wyntor Lane improvements	February 2024
Signage to be erected at all sites promoting project and associated activity	Wider circulation to neighbours and residents	February 2024
Consultation with Riverside House	Engagement concerning Balls Hill improvements	February 2024
Consultation with Ward Members and Project Board	First draft of Hydes Road proposals	March 2024
Consultation with Hydes Road users	Potential changes to Hydes Road	March 2024
Press release / photo opportunity	Completion of works at Balls Hill, Wyntor Lane and Norbury Road	April 2024
Formal planning permission consultation	Statutory requirement	April 2024
Press release / photo opportunity	Commencement of construction phase	May 2024
Press release / photo opportunity	Completion of construction phase	April 2025

LUP Project Title	Millennium Centre
Main Project Stakeholders	Friar Park Residents (those who currently use the services at the centre and those who do not)
Key project Milestones	<ul style="list-style-type: none"> • Complete Design process • Public consultation • Submit Planning Application • Appoint Contractor • Complete Works

Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
Project Overview as part of LUP programme on Regenerating Sandwell website	Inform users of the proposed activity	As part of the overall LUP programme
Friar Park Millenium Centre (FPMC) Board Consultation on proposals	Engage: Liaison with FPMC Board on proposed scheme to ensure buy-in to proposals are acceptable	At outline concept stage

Community Consultation – engagement event in Friar Park Millennium Centre	Consult: Formal event to show local community what the proposals entail, and to foster opinion/support	Once viable designs are in place
Video Fly through for use on website/consultation events	Inform: To show how the building will look once the alterations are completed	Once detailed design is undertaken
Planning Application consultation	Statutory requirement to consult with local neighbours as part of the application process	Once application submitted – will be undertaken by DM team directly (and happens in any event)
Regular press releases	Report on progress being made throughout the lifecycle of the project. Use of photographs will be key. Input updates onto Sandwell Herald and Regen Sandwell site where applicable.	Proposed stages: i. Planning Application submission ii. Appointment of contractor iii. Start on Site iv. Completion of Works v. Completion Event
Webcam (subject to contractor approval)	To allow progress to be seen on site (instead of behind hoardings)	Once construction commences
School Engagement exercise within local schools (primary and secondary)	Links to Social Value requirements – to provide:	Once contractor appointed – contractor to lead on this operation and liaise with SV

	<ul style="list-style-type: none"> i. Community education on site works – what, why and how ii. Promote construction industry as career choice (plant operator to architect) 	Officers from the Business and Growth team.
Branding on Hoardings	A requirement of scheme. This will include visually displaying project information on the hoardings to inform locals of what is happening to the centre.	Displayed on hoardings throughout the construction period.
Events - Sod-Cutting Ceremony Completion Ceremony (formal opening of the new centre)	General publicity. Completion ceremony to be celebration of works being completed and new centre opening, involving the community (e.g. open day etc)	At start and end of construction period

LUP Project Title	Public Realm & Site Acquisitions
Main Project Stakeholders	<i>Residents & Businesses</i> <i>Members</i> <i>MP</i> <i>WLUP Board</i> <i>SMBC internal</i> <i>Sandwell Council of Voluntary Organisations (SCVO)</i> <i>WM Police</i> <i>Transport for West Midlands</i>
Key project Milestones	<ul style="list-style-type: none"> • Preliminary works (site investigation and designs) • Public consultation on draft proposals • Public realm / urban greening works commence • Cabinet approval of masterplan • Completion of public realm/ urban greening improvements • Completion of site acquisitions

Communication and Engagement Plan

What communications / engagement activity is planned	Purpose (e.g. inform/consult/engage)	When (linked to project milestone)
Project Overview on Regenerating Sandwell Website	Inform all stakeholders about current project progress	Throughout and updated quarterly (minimum)

Project Overview in Sandwell Herald		Quarterly, as required
Public consultation period	Consult on draft proposals	29 February to 11 March 24
In person events	Consult on draft proposals	13 and 17 and February 24
Sons of Rest Community Centre Workshop	Opportunity to consult with community groups on draft proposals	15 February 24
HAF projects - Millennium Centre and Hill Top Community Centre	Opportunity to consult with parents who are dropping children off or collecting from a session on draft proposals	w/c 12 February (half term)
Youth Group - Millennium Centre & St. James Church (Hill Top)	Opportunity to consult with young people in Wednesbury on draft proposals	w/c 12 February (half term)
St. John's Academy Engagement	Engage with primary school on draft proposals	TBC

Wednesbury Levelling Up Partnership Key Messages Document

Document Purpose

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

Background to the Programme

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

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

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

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

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

- **Wednesbury Town Centre** – making it greener with new trees and planting, and creating long term plans to tackle derelict sites and keep the Town thriving
- **Friar Park Urban Village** - Preparing the land at Friar Park Urban Village ready to build 630 new homes

- **Community Safety** - Helping partners tackle crime and antisocial behaviour with new and improved CCTV, a new business partnership and making changes in green spaces to discourage nuisance bike activity
- **Greenspaces** - Improving greenspaces at Hydes Road Playing Fields, Balls Hill Open Space, Wyntor Lane Open Space, Lakeside and Norbury Road Open Space
- **Millennium Centre** - Improving the Friar Park Millennium Centre so that more can be done to give people the skills they need to secure better jobs

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

Where can people find more information

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

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

What is taking place at the moment

We are currently out to consultation with residents on the Wednesbury Town Centre Public Realm project. Consultation will close on 11 March.

Please help to signpost people to information about the consultation and how to get involved. Information is available at: [Wednesbury Town Centre Public Realm and Urban Greening Public Consultation - Sandwell Council - Citizen Space](#)

What will be taking place soon

- Installation of new and upgraded CCTV cameras in Wednesbury Town Centre and Friar Park

- Work commencing at Norbury Road, Wyntor Lane and Balls Hill Green

Contact us at: Wednesbury_LUP@sandwell.gov.uk

Document Version Control

Version number	Date	Summary of Changes Made	Circulated to (and date)
1	Feb 24	First version	WLUP Board 29/02/24

DRAFT LUP Programme Summary of Consultation Activity and Press Releases

Indicative LUP Press Release Forward Plan																	
LUP Project	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	
Masterplan					PR: Public Consultation Launch	PR: Event: Consultation with secondary school	PR: Event: approval of masterplan										
Public Realm	PR: Public Realm Consultation Launch 29/01	PR: Event: Consultation with Primary School (tbc)															
Community Safety		Engagement in face to face public realm events	Consultation with residents in vicinity of nuisance bike measures	Face to face engagement with businesses													
			Installation of CCTV (date tbc) (press release held until after system testing)		PR: CCTV live (date tbc). Press release to include launch of business partnership and update on nuisance bike measures												
Greenspaces		PR: Event: consultation with Primary School	Signage installation (Wyntor, Balls Hill, Lakeside & Norbury) PR: Event: Completion of Wyntor, Balls Hill, Lakeside & Norbury Greenspaces	Consultation with Hydes Rd users (date tbc)		Event: Planning application submission Hydes Rd (date tbc)						PR: Event: Commencement of Hydes Rd construction (date tbc)			PR: Event: Completion of construction phase (Hydes Rd) (date tbc)		
Friar Park Urban Village				Community Engagement info event at Millennium Centre (date tbc pre-planning application)			PR Event: Planning Application Statutory Consultation										
Millennium Centre			Community Consultation Event (date tbc)		PR Event: Planning application submission (date tbc)			PR Event: Start on site (date tbc), sod-cutting ceremony (date tbc) LUP signage installed							PR: Event: Completion Ceremony (date tbc)		

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Report to Wednesbury Levelling Up Partnership Board

29 February 2024

Subject:	Levelling Up Partnership Programme Overview
Report Author	Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To provide an overview of progress of the Levelling Up Partnership (LUP) programme including project delivery progress.

2. Recommendations

- 2.1 That the WLUP Board note the information contained in this report.

3. Background

- 3.1 In March 2023, the Chancellor of the Exchequer announced that Sandwell was one of 20 places to be invited to form a Levelling Up Partnership (LUP).
- 3.2 Levelling Up Partnerships are targeted interventions designed to identify practical, tangible actions to support priority places to 'level up' and to help government develop a more holistic understanding of place. It is a programme within the Government's overall Levelling Up agenda which includes the Towns Fund Programme (£67.5m investment in Sandwell),



the Levelling Up Fund (£58m investment in Sandwell), and Long Term Plan for Towns (£20m for Smethwick).

3.3 In September 2023, details of the Levelling Up Partnership (£20.4m) were formally announced by Government. This followed a set of Cabinet approvals in September to establish governance arrangements, approve the target geography as Wednesbury, and to agree the set of projects as follows and outlined in appendix 1:

- Friar Park Urban Village
- Wednesbury Community Safety Scheme
- Wednesbury Town Centre Improvements
- Wednesbury Greenspaces Improvements
- Friar Park Millennium Centre expansion

3.4 The first meeting of the Wednesbury Levelling Up Partnership (WLUP) Board was held in December 2023. This meeting included an overview of the programme including the deep dive evidence base and an introduction to the projects within the programme.

3.5 The remainder of this report sets out a progress update on:

- LUP Programme Outcomes and Project Outputs
- Project Delivery Progress
- Risk Management
- Communication and Engagement

LUP Programme Outcomes and Project Outputs

3.6 At their last meeting, the WLUP Board requested further clarity around the project outputs and outcomes of the LUP programme. Outputs and outcomes are expressed in appendix 2 and listed below by project:

LUP Project	Outputs	Outcomes
Wednesbury Town Centre Improvements	Masterplan for Wednesbury Town Centre	Long term plans created for Wednesbury Town Centre



LUP Project	Outputs	Outcomes
(Masterplan and Public Realm)	14,000m2 improved pedestrian area	More people and businesses attracted to Wednesbury Town Centre
	3 Problem sites improved	Improved quality of built environment Improved connectivity Increased biodiversity
	New planting and greening	
Friar Park Urban Village	27ha Land Remediated	New homes built Open space created
Community Safety	26 New/ upgraded CCTV cameras 8 deployable cameras upgraded Locations with new inhibitors installed Business Radio Link scheme	Deter ASB and Crime Increase enforcement activity in relation to ASB Improved perceptions of ASB and crime
Greenspaces	Footpath improvement works and lighting Planting and re-wilding Refurbished changing rooms	Improved connectivity Improved quality of 4 greenspaces More usable community space and facilities Improved perceptions of ASB and crime
Millennium Centre	Improved library facility Extended meeting spaces Improved kitchen / storage facilities	Improved access to learning / training opportunities More usable community space and facilities More community activities taking place Community cohesion between existing and new community in Friar Park



- 3.7 The LUP programme will deliver on the Government's Levelling Up outcomes of:
- **Boosting productivity, pay, jobs and living standards** through increasing skills and attainment levels and enabling new housing
 - **Spreading opportunity and improving public services** through tackling crime and ASB hotspots and increasing skills and attainment levels and enabling new housing delivery
 - **Restoring a sense of community, local pride and belonging** through improving perceptions of safety and the quality of built environment and green spaces
 - **Empowering local leaders and communities** through creating long term plans to revitalise Wednesbury Town Centre
- 3.8 To monitor the impact of the LUP programme, a set of outcome measures has been identified as follows.
- Number of new homes enabled
 - Resident satisfaction with their local area as a place to live
 - ha new open space enabled
 - Business vacancy rate in Wednesbury Town Centre/ Business Growth Measure / equiv.
 - Residents Perception of Crime and Antisocial behaviour
 - Recorded crime and ASB in Wednesbury
 - Number of nuisance bike reports in areas with new measures installed
 - Quality score for green spaces
 - Skills/qualifications gained / equivalent measure
 - Numbers of participants in community activities / equivalent measure
- 3.9 The next steps will be to confirm data sources, benchmarking and reporting arrangements linked to the recent publication of the Government's Statement of Levelling Up Missions.

Project Delivery Update



3.10 A summary of project delivery progress as at end January 2024 is provided below. Further detail is contained in Appendix 3. Project Leads will provide a summary update during the WLUP Board meeting.

Project	Progress Summary
1. Masterplan – Wednesbury Town Centre	Capital Appraisal approved Consultants appointed Risk around timescales for approval but no impact on spend deadline
2. Community Safety	Capital Appraisal approved CCTV installation to commence
3. Public Realm	Public Consultation launched (closing 11 March)
4. Friar Park Urban Village	In expression of interest phase for Developer Partner Risk around timescales. Escalated to programme risk register
5. Millennium Centre	Initial designs produced and being reviewed Risk around timescales and costs. Options under review.
6. Greenspaces	Capital appraisal approved subject to recommendations In procurement for first 3 greenspaces schemes Initial design work underway for Hydes Road Risk around costs – controls in place to review project budget following procurement phase
Financial position at end January 2024	
£37K spend to date All projects forecasting within budget	

3.11 A programme level risk register and individual project risk registers are in place as part of risk management arrangements. The programme risk register is provided at Appendix 3.

3.12 There are 2 programme red risks as follows:

Risk Title and Description	Grant Conditions: Delivery Timeline & S151 project sign-off
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	If programme delivery cannot be completed by 2024-25 financial year (March 2025) and/or there are concerns around project delivery from S151 assurance, there is a risk of grant clawback, reputational damage and missed opportunities to deliver the benefits of the programme
Controls	<ul style="list-style-type: none"> - Seeking clarification from DLUHC around grant clawback position and parameters for second year grant allocation - Regular reporting on progress of project delivery and spend is in place - Capital appraisal to be completed for all projects - S151 sign-off of spend in advance of capital appraisal
Risk expected to reduce	When clarification is received from DLUHC around the clawback position and/or carry forward position

Risk Title and Description	<p>Delivery of Friar Park Urban Village Project</p> <p>Risk relates to delivery of project within March 2025 deadline due to risk of delays to obtaining EA licenses and/or delays to developer partner procurement process</p>
Controls	<ul style="list-style-type: none"> - Early engagement with EA has been undertaken and consultants (technical experts) procured to support the engagement process - Legal review of proposed approach has been undertaken - Full risk assessment to take place to understand issues from proposed approach - Capital appraisal review underway - Seeking clarification from DLUHC around grant clawback position, carry forward to 2025-2026, and parameters for second year grant allocation



Risk expected to reduce	When EA permitting process concluded and delivery partner is procured And/or When clarification is received from DLUHC around the clawback position and/or carry forward position
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Communication and Engagement

3.13 A programme level communication and engagement strategy has been developed based on initial input from the WLUP Board, and a further discussion with a working group of the WLUP Board. The draft strategy and project communication and engagement plans are included on the WLUP Board agenda.

4. Appendices

1. Levelling up Partnership Scope and Intervention Descriptions
2. Levelling up Partnership Outcome and Output Map
3. Summary of Levelling Up Partnership Project Delivery
4. Levelling Up Partnership Programme Risk Register

5. Background papers

Background to Levelling Up Partnership - Report to Wednesbury Levelling Up Partnership Board 18 December 2023

[Sandwell Council Cabinet Report – Levelling Up Partnership 13 September 2023](#)

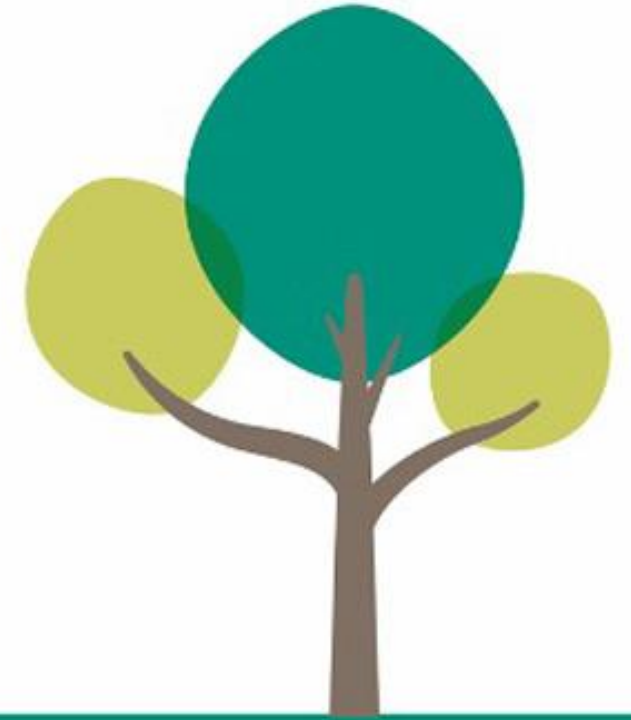
[Statement of Levelling Up Missions, DLUHC, January 2024](#)



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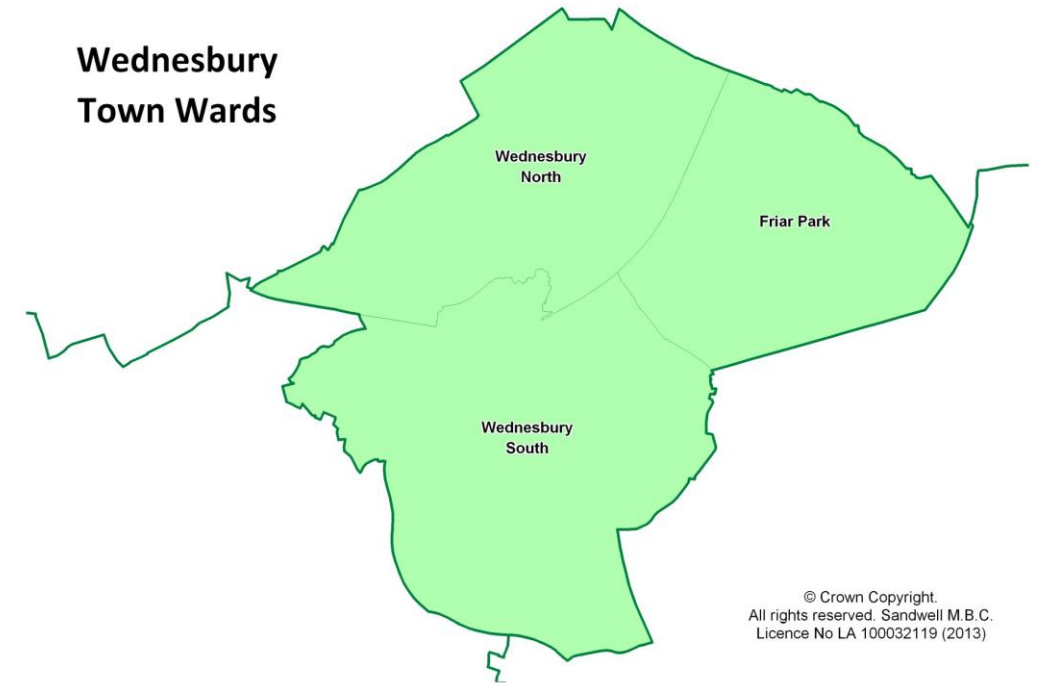
Sandwell Levelling up Partnership

Scope and Interventions



Levelling up Challenges - Wednesbury with a focus on Friar Park

- Wednesbury suffers from high levels of **deprivation** and Friar Park is one of the most deprived wards in Sandwell
- Residents of Friar Park ward have **low healthy life expectancy** and **high levels of residents with no qualifications** (33% in Friar Park)
- Wednesbury has the highest proportion of residents who are **economically inactive** across Sandwell's Towns
- **Safety and perceptions of safety** are an issue for residents and young people
- **Large unmet housing need** across Sandwell – **land viability**. Largescale opportunity to deliver Friar Park Urban Village





The LUP Opportunity: A unique partnership between Government and local stakeholders in Sandwell

In 2 years time, with the active support of stakeholders, the LUP will facilitate:

- Good quality housing in Friar Park and be en-route to delivering more
- Improvement to long-standing derelict land in Friar Park and create new green spaces
- Improved residents' perceptions of crime and safety through reducing crime, and strengthening partnerships to address ASB and crime issues into the future
- Improvements in residents' skills and attainment through increasing the skills offer to Wednesbury residents
- Better health outcomes through revitalised green spaces in Wednesbury linked to existing plans for a range of health interventions
- More capacity for community facilities to support a growing population





How we will measure our success - LUP Programme Outcome Measures

1. Number of new homes enabled
2. Resident satisfaction with their local area as a place to live
3. ha new open space enabled
4. Business vacancy rate in Wednesbury Town Centre/ Business Growth Measure / equiv.
5. Residents Perception of Crime and Antisocial behaviour
6. Recorded crime and ASB in Wednesbury
7. Number of nuisance bike reports in areas with new inhibitors installed
8. Quality score for green spaces
9. Skills/qualifications gained / equivalent measure
10. Numbers of participants in community activities / equivalent measure



Summary of LUP Interventions

	Project Summary	Output Measures
1. Wednesbury Town Centre Masterplan	Building on HAZ improvements to consider how to further enhance the public realm in Wednesbury Town Centre through a masterplanning process. This funding includes LUP programme management costs	Completion of Masterplan for Wednesbury Town Centre LUP Programme Management Arrangements in Place
2. Community Safety Scheme	Build on partnership work to tackle crime and anti-social behaviour by increasing the deterrents to crime and anti-social behaviour in Wednesbury. This will include installing new and upgrading CCTV infrastructure in Wednesbury Town Centre and Friar Park, providing deployable cameras to tackle fly-tipping across Wednesbury, implementing a radio link scheme, and installing nuisance bike inhibitors.	No. Of new/upgraded cameras in place New business radio scheme implemented No. Of deployable cameras new/upgraded No. of locations with improved preventative measures



Summary of LUP Interventions

	Summary	Output Measures
3. Wednesbury Town Centre Public Realm	Following a masterplanning process, the project will enable enhancements to the public realm and improvements to long standing derelict sites.	Improved pedestrian area No. Problem sites improved
4. Friar Park Urban Village	Fund land remediation viability gap to deliver Friar Park Urban Village Scheme enabling c.630 new homes.	Ha land remediated
5. Friar Park Millennium Centre	Improving the existing community centre in Friar Park to meet the demands from extended community (as a result of proposed development of Friar Park Urban Village) and enhance the skills delivery offer.	Improved library facility Extended meeting spaces Improved kitchen/storage facilities
6. Greenspaces Improvements	Enhancing 4 existing green spaces in Wednesbury to improve safety measures, quality scores, accessibility and provide additional activities.	Improved green space Improved play areas Improved sports facilities



Intervention 1 – Friar Park Urban Village

This project will fund land remediation viability gap to deliver Friar Park Urban Village Scheme enabling c.630 new homes.



Friar Park Urban Village site is the most challenging brownfield site in the West Midlands.

With an agreed masterplan in place, the [Friar Park Urban Village scheme](#) is currently the largest Council-led residential development opportunity in the borough and the indicative proposals suggest that c.630 homes could be achieved on the site as well as significant areas of landscaping and open space.

The site is highly constrained and suffers not only from the low land values shared across other areas of Sandwell, but also acutely suffers from high levels of land remediation required to bring forward development. Primarily this is a result of the former uses of the site which included a former sewage works. Costs to remediate these works are significant.

The LUP presents an opportunity to bridge these viability issues through LUP funding and enable the Council and its partners to bring forward this major development.





Intervention 2 – Community Safety Scheme

This project will Build on partnership work to tackle crime and anti-social behaviour by increasing the deterrents to crime and anti-social behaviour in Wednesbury.

Perceptions of safety are an issue in Wednesbury with the lowest proportion of residents across all Sandwell Towns feeling unsafe at daytime, and more than 1/3 of Wednesbury residents feeling unsafe at night-time (Sandwell Residents Survey 2022). Assaults and thefts from shops and stores have been consistently the highest recorded offences in Wednesbury.

Resident feedback identified common themes of concerns around ASB and crime, including drug use and dealing, off-road bikes, more police presence/visibility, improved safety at the bus station, groups hanging around the streets. In the Young People's Corporate Plan a commitment has been made to have more CCTV cameras and to have detached youth workers in key public spaces to help young people feel safe. (Residents' Survey, SHAPE young people's survey, and specific engagement around crime and safety issues.

The project will include installing new and upgrading CCTV infrastructure in Wednesbury Town Centre and Friar Park, providing deployable cameras to tackle fly-tipping across Wednesbury, implementing a radio link scheme, and installing nuisance bike inhibitors.





Intervention 3 – Friar Park Millennium Centre Expansion

This project will extend the existing community centre in Friar Park to meet the demands from extended community (as a result of proposed development of Friar Park Urban Village) and enhance the skills delivery offer.

The Friar Park Millennium Centre currently provides a range of activities and facilities for local community use.

The proposed development of the Friar Park Urban Village means that the future capacity of the centre is likely to restrict its ability to meet extended community needs. This has been raised as a key concern amongst existing residents through the public consultation exercises undertaken in relation to the proposed development. In addition, key service providers have identified the potential to extend the existing services to meet existing and new demands from the community.

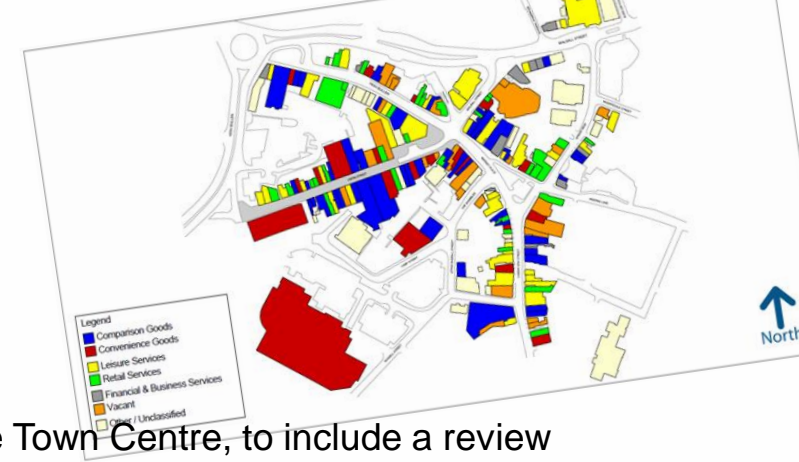
The aim would be to extend the Centre to accommodate a range of new facilities for community use, as well as the provision of a permanent library.





Intervention 4 – Wednesbury Town Centre Improvements

This project will build on the Heritage Action Zone improvements in the Town Centre to further enhance Wednesbury Town Centre.



Wednesbury Town Centre does not currently have a Masterplan in place. A strategic review of the Town Centre, to include a review of its current uses and future opportunities would provide a solid base for future intervention.

Wednesbury Town Centre is structured similar to a traditional market town centre, with a Market Place and Clock. A large Morrison's supermarket anchors the centre with traditional shops aligning the Town Centre pedestrian and highway networks.

The Town Centre has recently benefitted from public realm improvements and the relocation of an outdoor market to the traditional Market Place. However, this investment (Heritage Lottery Fund) was geographically constrained to the Conservation Area, which is a small area around the Clock Tower on Market Place. The appearance of Wednesbury Town Centre is also impacted by a number of long term derelict sites and some poor-quality buildings which are unoccupied.

One of the key strategic benefits of Wednesbury Town Centre is its connectivity; with a Bus Station in the centre, and a Metro Station a few minutes' walk away. Some improvements have already been implemented to improve the quality of the access arrangements from the Town to the Metro, including a new cycle way. However, the main route remains isolated and somewhat unwelcoming.

Intervention to improve this route via urban greening and other measures will be explored further (via a Masterplan). The Masterplan would also provide an urban realm strategy identifying the best locations for urban greening initiatives and pocket parks. Funding from the LUP would be used to implement the proposals in the masterplan.





Intervention 5 – Wednesbury Greenspaces Improvements

This project will enhance 4 existing green spaces in Wednesbury to improve safety measures, quality scores, accessibility and provide additional activities.

Much of the investment into Green Spaces within Sandwell has been focussed on the Main Town Parks. All of these Town-level sites have achieved the Green Flag award to highlight their quality and success.

Other green spaces in Sandwell have not seen similar investment and are lagging behind. Neighbourhood and local level green spaces, such as the ones identified for funding within this proposal serve the more deprived residents without daily access to travel to borough level parks.

This project will see a host of improvements across four Green Spaces with the lowest quality scores in Wednesbury (Hydes Road Playing Fields, Balls Hill Open Space, Wytnor Lane Open Space, Lakeside and Norbury Road Open Space).

This will bring physical and mental health benefits for residents by providing a better quality and improved access to green spaces. The green spaces will benefit from improved safety measures to improve safety and perceptions of ASB and safety in Wednesbury.



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Sandwell Levelling Up Partnership Outputs and Outcomes

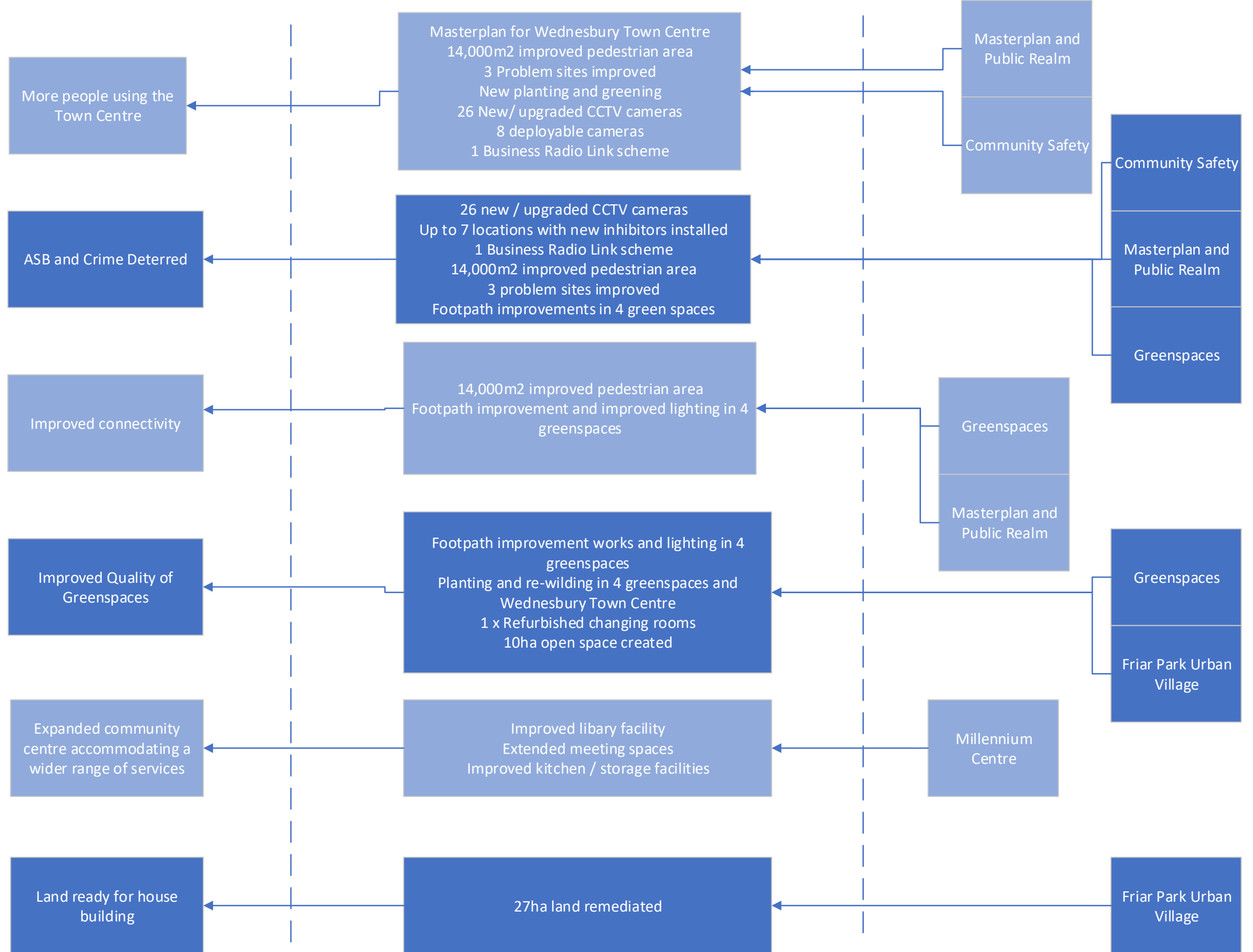
Metrics

Outcomes

Outputs

LUP Projects

- Number of new homes enabled
- Resident satisfaction with their local area as a place to live
 - ha new open space enabled
- Business vacancy rate in Wednesbury Town Centre/ Business Growth Measure / equiv.
- Residents Perception of Crime and Antisocial behaviour
- Recorded crime and ASB in Wednesbury
 - Number of nuisance bike reports in areas with new measures installed
 - Quality score for green spaces
- Skills/qualifications gained / equivalent measure
- Numbers of participants in community activities / equivalent measure



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Appendix – LUP Project Delivery Overview as at end January 2024

Project	Progress Commentary	Next Project Milestone	Finance		Red Project Risks
			Spend to date	Forecast	
1. Masterplan	<ul style="list-style-type: none"> Capital appraisal approved Consultants appointed Project plan being re-profiled for Cabinet approval in July 	Handover of baseline study and valuations	£22.5K	In budget	Timescale for masterplan approval. No impact on spend deadline
2. Community Safety	<ul style="list-style-type: none"> Capital appraisal approved WLUP Board approval to commence delivery of CCTV and Business Partnership Nuisance bike measures identified, and costings requested. Business and Community Engagement Officer due to commence in February 	CCTV installation	£nil	In budget	No red risks
3. Public Realm	<ul style="list-style-type: none"> Preliminary works (site investigation and designs) underway Out to public consultation on public realm improvements (closing 11 March) 	Completion of public consultation	£nil	In budget	Impact of masterplan approval date – being controlled through commencing

Project	Progress Commentary	Next Project Milestone	Finance		Red Project Risks
			Spend to date	Forecast	
					preliminary works and consultation
4. Friar Park Urban Village	<ul style="list-style-type: none"> • Consultant appointed to progress EA permitting process. • Legal input to structure of disposal contracts and regulatory implications. • EOIs requested for developer partners • Preparation of ITT documents 	Expressions of interest from Developer Partners	£11.1K	In budget	Red project risks around delays to EA licenses and delays to developer partner procurement process impacting on grant timeline conditions. Escalated as programme risk
5. Millennium Centre	<ul style="list-style-type: none"> • Initial designs and cost assessment completed • Review of building design options underway to aid final designs and cost plan • Preparations being made for public consultation. 	Complete design process	£3.4K	In budget	Red risks around timescales and costs. Options under review.
6. Greenspaces	<ul style="list-style-type: none"> • Capital appraisal approved subject to recommendations. 	Completion of tender process for	£nil	In budget	Project budget – impact of inflation.

Project	Progress Commentary	Next Project Milestone	Finance		Red Project Risks
			Spend to date	Forecast	
	<ul style="list-style-type: none"> • WLUP Board approval to commence delivery of first 3 greenspaces schemes • Initial design work underway for Hydes Rd project 	3 greenspaces			Controls in place to review project budget following receipt of tenders

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Levelling Up Programme - Risk Register

January 2024

Profile of Current Risk Scores:

Red	1, 9
Amber	3, 4, 6, 7, 10
Green	2, 5, 8



1. Best start in life for children and young people



2. People live well and age well



3. Strong resilient communities



4. Quality homes in thriving neighbourhoods







5. A strong and inclusive economy







6. A connected and accessible Sandwell

Risk Ref	Risk Title and Description	Link to business plan objective	Previous score	Direction of travel (up arrow: risk increase, down arrow: risk decrease)	Current risk score (Nov 2023)	Target risk score and date	Progress to Date (incl. current risk mitigating controls and further actions to be taken to manage risk and action date)
01	<p>Grant Conditions: Delivery Timeline & S151 project sign-off</p> <p>If programme delivery cannot be completed by 2024-25 financial year (March 2025) and/or there are concerns around project delivery from S151 assurance, there is a risk of grant clawback, reputational damage and missed opportunities to deliver the benefits of the programme</p> <p>Risk Owner Programme SRO, Project SROs and Programme Manager</p>		Red		Red	Amber (March 24)	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Grant Determination Letter Received Submission of project profile information to DLUHC Sep 2023 Monthly reporting on project delivery progress, financial spend and projections Capital appraisals completed for 3/6 projects S151 sign-off of pre-appraisal spend Monthly monitoring conversations with DLUHC area lead Raised with DLUHC request for year 2 allocation to run to Mar'26 and agreement to capital swaps. <p>Further Actions</p> <ul style="list-style-type: none"> Capital appraisals completed for all projects Feedback from DLUHC around request for year 2 allocation and capital swaps Options for internal management of capital progressed
02	<p>Capital Programme</p> <p>If agreement isn't received from DLUHC to Sandwell managing the capital allocation within the capital programme, or that the capital programme does not allow for accountancy treatment to enable the LUP projects, then there will be an inability to deliver the full LUP programme resulting in grant clawback, reputational damage and missed opportunities to deliver the benefits of the programme</p>		Amber		Amber		<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Initial exploration of options for internal management of capital to enable project funding to carry forward to 25/26 financial year Raised with DLUHC request for year 2 allocation to run to Mar'26 and agreement to capital swaps. <p>Further Actions</p> <ul style="list-style-type: none"> Discussion with DLUHC around parameters of year 2 grant due to be issued at start of 2024-25 financial year

Risk Ref	Risk Title and Description	Link to business plan objective	Previous score	Direction of travel (up arrow: risk increase, down arrow: risk decrease)	Current risk score (Nov 2023)	Target risk score and date	Progress to Date (incl. current risk mitigating controls and further actions to be taken to manage risk and action date)
							<ul style="list-style-type: none"> Feedback from DLUHC around request for year 2 allocation and capital swaps
03	<p>Programme and Project Management</p> <p>If appropriate arrangements are not made to manage the programme and its related projects, benefits will be delayed or not achieved. The risk includes consideration of matters concerning capability and capacity to manage the programme and the availability of technical support</p> <p>Risk Owner LUP Programme SRO LUP Programme Manager</p>		Amber		Amber	Green (Jan 24 – linked to SRO confirmation)	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Project level SROs and Project Managers in place Programme Manager in place Project Group in place and meeting monthly including technical support reps (finance and procurement) Project progress reporting in place (monthly) Updates to LT quarterly Programme Support Officer in place <p>Further Actions</p> <ul style="list-style-type: none"> Programme SRO to be confirmed following Snr Mgmt Restructure EqIA, EnIA, Health Impact screening / assessments conducted
04	<p>Governance</p> <p>If there are unclear lines of decision making, or insufficient involvement of stakeholders in the LUP governance this will lead to miscommunication, delays, missed opportunities and stakeholder dissatisfaction / disengagement</p> <p>Risk Owner LUP Programme Manager</p>		Amber		Amber	Green (Mar 24 -linked to WLUB board first quarter of meetings completed)	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Cabinet approval of governance arrangements Internal Project Group in Place WLUP Board appointments made 1st WLUP Board held 18/12 WLUP Board forward plan in place <p>Further Actions</p> <ul style="list-style-type: none"> WLUP Board Member induction and return of Code of Conduct and Register of Interests

Risk Ref	Risk Title and Description	Link to business plan objective	Previous score	Direction of travel (up arrow: risk increase, down arrow: risk decrease)	Current risk score (Nov 2023)	Target risk score and date	Progress to Date (incl. current risk mitigating controls and further actions to be taken to manage risk and action date)
05	<p>Programme Benefits, Monitoring and Evaluation</p> <p>If the programme progress and delivery of benefits (outcomes) and outputs are not robustly monitored and evaluated then there will be a failure to take corrective action or to fully understand the impact of interventions in addressing Levelling Up Challenges</p> <p>Risk Owner LUP Programme Manager</p>		Green		Green	Maintain Green	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> • Programme outcome measures drafted and shared with DLUHC • Output measures submitted to DLUHC with project profile • Arrangements for project progress reporting in place • Baseline outputs reported to WLUP Board alongside approvals made 18/12 for community Safety and Greenspaces projects <p>Further Actions</p> <ul style="list-style-type: none"> • Outputs reported to WLUP Board • Programme outcome measures to be reviewed in light of PH led work around levelling up framework • Baseline outcome measures captured and data sources agreed • Change control process in place
06	<p>Communication and Engagement:</p> <p>If consultation and engagement activity does not engage with key stakeholders, build on existing insight from consultation and engagement activities, or there is a lack of engagement in consultation and engagement activities, this will result in interventions not being acceptable to the community, leading to challenge to proposals, reputational damage, delays in implementation and/or grant clawback.</p> <p>This risk includes consideration of proactive communication to share LUP programme achievements and milestones</p>		Amber		Amber	Green (May 24)	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> • DLUHC conducted engagement with key stakeholders as part of initial deep dive activity • Interventions identified align to evidence base of past consultation and engagement including Residents' Survey, and FP Masterplan • Project Plans include consultation and engagement activity • Consultation and Engagement Activity updated monthly as part of monthly project progress reporting <p>Further Actions</p> <ul style="list-style-type: none"> • Plans for consultation and engagement activity discussed with WLUP Board

Risk Ref	Risk Title and Description	Link to business plan objective	Previous score	Direction of travel (up arrow: risk increase, down arrow: risk decrease)	Current risk score (Nov 2023)	Target risk score and date	Progress to Date (incl. current risk mitigating controls and further actions to be taken to manage risk and action date)
	<p>Risk Owner LUP Programme Manager</p>						<ul style="list-style-type: none"> Outcomes of consultation and engagement reported to WLUP Board include any objections Internet presence to be created Creation of programme level communication tools Scrutiny consideration of LUP Programme during 24/25 Municipal Year to include communication and engagement strategy
07	<p>Elected Member Involvement and Engagement If Elected Members are not sufficiently involved in shaping LUP proposals or represented through LUP governance arrangements there will be missed opportunities to use insight from Elected Members to shape LUP proposals resulting in dissatisfaction, resistance to the programme and scrutiny call-in leading to programme delivery delays</p> <p>Risk Owner LUP Programme Manager</p>		Amber		Amber	Green Apr '24	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Cabinet involved in deep dive activity Elected Members included in WLUP Board W'bury Members' discussions Sep '23 & Dec '23 Standing item at W'bury Members' quarterly meeting Liaison with scrutiny to programme their input as part of 24/25 Municipal Year <p>Further Actions</p> <ul style="list-style-type: none"> Elected Members to be invited to participate in project consultation activity Scrutiny consideration of LUP Programme during 24/25 Municipal Year to include communication and engagement strategy
08	<p>Levelling Up Partnership Opportunity If the LUP programme and its governance arrangements focus on the delivery of the selected interventions only, this will result in a missed opportunity to build a lasting partnership and address the long term</p>		Green		Green	Maintain green	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> WLUP Board Terms of Reference include a role as providing strategic direction across the LUP Set of programme outcome measures in place WLUP Board forward plan in place

Risk Ref	Risk Title and Description	Link to business plan objective	Previous score	Direction of travel (up arrow: risk increase, down arrow: risk decrease)	Current risk score (Nov 2023)	Target risk score and date	Progress to Date (incl. current risk mitigating controls and further actions to be taken to manage risk and action date)
	levelling up challenges for Wednesbury and shape future plans and priorities for investment. Risk Owner LUP Programme SRO & LUP Programme Manager						Further Actions <ul style="list-style-type: none"> Confirmation of LUP Programme Outcome measures aligned to PH-led levelling up framework development Exploration to take place into WLUP Board role re shaping other plans relating to Wednesbury (e.g. Town Plan) WLUP Board forward plan to include consideration of social value through LUP spend
09	Delivery of Friar Park Urban Village Project Delay / Issues in obtaining licence from EA for Friar Park Urban Village Project and overall timescales for delivery by Mar-25 spend deadline resulting in potential clawback of funding/ liability for the council, reputational damage and significant impact on achieving the outputs and outcomes of the LUP. Risk Owner Friar Park Urban Village Project SRO		Red		Red	Amber	Current and ongoing controls <ul style="list-style-type: none"> Positive liaison with EA facilitated by DLUHC Procurement of developer underway Options identified for managing slippage beyond Mar-25 Further Actions <ul style="list-style-type: none"> Project capital appraisal to be undertaken including project level risk register review Feedback from DLUHC around request for year 2 allocation and capital swaps Options for internal management of capital progressed
10	Legal: Subsidy Control If a subsidy applies and this is not identified / not declared within the timescale then a legal challenge could be made resulting in suspension of project activity/ recovery of finance and reputational damage		Amber		Amber	Green Mar'24	Current and ongoing controls <ul style="list-style-type: none"> Approach agreed with Legal Services Specific subsidy control advice is being commissioned for Friar Park Urban Village project Further Actions

Risk Ref	Risk Title and Description	Link to business plan objective	Previous score	Direction of travel (up arrow: risk increase, down arrow: risk decrease)	Current risk score (Nov 2023)	Target risk score and date	Progress to Date (incl. current risk mitigating controls and further actions to be taken to manage risk and action date)
	Risk Owner Monitoring Officer and Programme Manager						<ul style="list-style-type: none"> • Screening to be undertaken for all LUP Projects and reviewed by Legal Services • Subsidy Control Assessments undertaken and declarations made, if required • Review Subsidy Control position during programme in the event of scheme changes

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Public Health Programmes of Work – Levelling up.

Introduction

Levelling Up aims to reduce local disparities and promote equality in economic, social, and health outcomes across the nation. Public health interventions are critical for achieving these goals, as they address the root causes of health inequalities and contribute to overall societal well-being.

Detailed below will be key areas in which public health will contribute to the Levelling Up agenda.

Areas addressed will be:

Programme area		February 2024: Progression	February 2024: Outcome.
Life expectancy:	Anticipatory care	Programme delivered between July 2023 and March 2024 – currently being evaluated	Evaluation due. If successful expansion and recommission will be expected.
	Healthy aging app	Soft launch of first version of the app, and mass sign up of users. Next stage of promoting and integrating the App with primary care.	Information available to all on support for long term conditions and self-care. Evaluation as to the impact to be undertaken shortly.
Infant mortality	Healthy pregnancy	Initial plan to create a team in the hospital was not possible. Two midwives to be recruited to the public Health team	Once in place they will work with at risk cohort of women to support them to reduce premature birth and infant mortality
	Infant mortality needs assessment	Procured in January 2024. Report due March/April 2024	Following the insight, we can target the main causes of infant mortality. This is of interest regionally and nationally as services have never been able to compare birth rates of premature birth and death rates by week of prematurity. Also rates of congenital abnormalities.
Obesity	Weight loss programme for families.	Friar park levelling up health programme is about to start its engagement phase with the community to sign a community pledge and programme of activity in May/June 2024	The hope is the community engage and start a healthy work programme.

Economic wellbeing	Preventing and tackling economic inactivity	A Work Well bid was submitted in January 2024. Should the black Country bid be successful we will have an offer in Sandwell to support people into work and prevent worklessness	Not Yet Started.
	Sandwell Language network	The programme has run for another year, we are gathering the final data for 23/24 and will report back	To be confirmed.
Mental wellbeing of children	Wellbeing in vulnerable groups <ul style="list-style-type: none"> ▪ Black Boys (linking in with the Youth Justice), ▪ 16-25-year olds ▪ Family support 	Programme delivered between July 2023 and March 2024 – currently being evaluated	Evaluation due. If successful expansion and recommission will be expected.
	Wellbeing in children with SEND	Programme delivered between July 2023 and March 2024 – currently being evaluated	Evaluation due. If successful expansion and recommission will be expected.
Levelling up strategy	Public Health wish to integrate regeneration programmes with Public health programmes to fully enhance the teams.	New programme Director for Levelling up recruited and started work on the 1 st February.	Strategy due Sept/Oct 2024

Life expectancy:

In 2021, the life expectancy in Sandwell was lower than the national average. For men, the life expectancy was 75.5 years in Sandwell, compared to 78.7 years in England. For women, the life expectancy was 80.4 years in Sandwell, compared to 82.8 years in England. This represents a gap of 3.2 years for men and 2.4 years for women in 2021.

1) Anticipatory care programme:

SCVO has worked with local partners to create an environment where residents have the confidence, capability and support for their health needs within the community this will include:

Holistic Programmes: Wellness programs, Nutritional support, Community-building and cultural activities, Respite care and caregiver support, Mental health services,

Skilled Voluntary sector: Technology training and support and Advocacy and information services

February 2024 update: a programme ran from Summer 2023 and is coming to an end March 2024 following funding from the Place based partnership. The Programme is being evaluated as to the impact and an update will be presented imminently.

2) Healthy aging App

Health fabric and Sandwell Public health put forward a bid for the Innovate UK fund to build a new platform which is AI enabled self-management app to address health inequalities. This is a multilingual self-management platform, that supports BAME communities as well as the wider Sandwell population to self-manage multiple long-term conditions such as diabetes and hypertension. It is fully accredited by the NHS and was available on the NHS apps library.

The programme had a soft launch in May 2023 and was co-created between Sandwell Public health and GP Practices, tested with members of the community from different ethnicities, with support from their families. Initial outcomes included an increase in patient activation measures with 50 patients managing Hypertension, Asthma, Diabetes, COPD, depression, and anxiety. The programme scaled up across more than 1000 patients with an additional focus on wellness themes such as stopping smoking, mental health, ageing well and run alongside health check.

February 2024 update: App is now complete and being integrated with primary care, wider advertising with GPs. The team have already had feedback that that seldom heard groups are forming communities on the app, grouping health information specific to their needs. we are building up the user based and adapting the App into year 2 of the programme.

Infant mortality

Infant mortality (Infant deaths under 1 year of age per 1000 live births) is significantly higher for Sandwell than England. Sandwell death are 5.7 per 1,000 live births; England 3.9; West Midlands 5.6. Deaths during the neonatal period (first 28 days) are the largest contributors to the infant mortality rate.

Healthy Pregnancy service

The overarching aim of this service is to improve the health and wellbeing of women who are pregnant, helping them enter into and maintain healthier pregnancies and give their children the best possible start in life (note that Healthy Start Vitamins are already being distributed universally in sandwell).

The overarching objectives for this services are to;

- Increase the number of women having a smokefree pregnancy
- Increase women being supported by alcohol and substance misuse services.
- Increase initiation of breastfeeding and the number of babies breastfed at 6-8 weeks
- Support women to gain only the appropriate amount of weight during pregnancy
- Increase uptake of Healthy Start Vitamins
- Embed public health and prevention across the maternity pathway – including enhanced support for maternal heart conditions, preeclampsia, diabetes and high risk placental issues.
- Reduction in low birth weight babies, preterm, still births and infant mortality.
- Reduce the burden of perinatal mental illness

February 2024 update: After trying for 18months to agree with the trust to have a stop smoking team, we were unable to get them to recruit to a post. The public health team have now advertised two posts which will work with the trusts to embed this offer.

Infant mortality deep dive for Sandwell:

In Sandwell, we want to develop an Infant Mortality Reduction Strategy which will explore patterns of need, services available and any gaps/opportunities to do more, the best evidence for programmes for our populations and system-wide recommendations for action.

The first part of this work will be to explore patterns of need and service use, drawing on comparable Hospital Episode Data to review where the most need is, and mapping the demographics of when Infant mortality is highest in Sandwell.

This work is being commissioned with the Health Economics Unit and will support our understanding of needs in Sandwell.

February 2024 update: The work was commissioned in January 2024, this is due to be delivered in March/April 2024 which will be an insight into infant deaths in Sandwell and drive action. This report has had interest regionally and nationally as it will be the first time that survival rates by prematurity and rate of congenital abnormality will be available to any area.

Obesity

Sandwell has the worst childhood obesity in the country at 34% compared to a national average of 23.4. This means we need to bring the number of children who are obesity down by 10%. Children who are obese having a tenfold risk of being an obese adult, there is national concern about the rise of childhood obesity. The risk of obesity in adulthood increases with age, an obese child at 13 is more likely to become an obese adult than an obese 5 year old. The health consequences of childhood obesity include; glucose intolerance, Type 2 diabetes, hypertension, exacerbation of conditions such as asthma and psychological problems such as social isolation, low self-esteem, teasing and bullying.

Weight loss programme for families.

There are also a number of funded activity programmes across schools encouraging healthy lifestyles including healthy food choices, increasing physical activities such as free swimming and many sporting events to encourage children and young people into sports and activities.

We will embark on a pilot a small programme similar to that of the Better Health pilot programme in Wolverhampton, where by families will be financially incentivised to cook healthy meals, eat healthy meals, take exercise as a family. the small trial will evaluate what type of nudges families need to remain healthy and what types of incentivisation works.

February 2024 update: Friar park levelling up health programme is about to start its engagement phase with the community to understand the appetite to sign up to a community pledge and programme of activity in May/June 2024

Economic wellbeing

There are a number of benefits to supporting people with long-term conditions and carers responsibilities to work. These benefits include:

- Increased financial security for individuals and families
- Improved health and well-being for individuals and families
- Reduced social isolation
- Increased productivity in the workplace
- Reduced costs for the healthcare system

There are several challenges to supporting people with long-term conditions and carers responsibilities to work. These challenges include:

- Lack of awareness of the challenges that these people face
- Lack of access to flexible working arrangements
- Unable to flex their universal credit or work and improve their circumstances

- Lack of training and support
- Lack of an inclusive workplace culture

Despite these challenges, there are a number of things that can be done to support people with long-term conditions and carers responsibilities to work. By supporting them to access flexible working arrangements, training and support, and an inclusive workplace culture, we can help these people to achieve their full potential

February 2024 update: A Work Well bid was submitted in January 2024. Should the black Country bid be successful we will have an offer in Sandwell to support people into work and prevent worklessness

Barriers to work

Sandwell is home to vibrant, diverse communities and offers a place of welcome for new migrants. In the 2021 Census, almost one in four (23.6%) Sandwell residents were born outside the UK, compared with 1 in 6 nationally. The 2021 Census identified the challenges facing our new migrant communities and established ethnic minority communities with 88% of Sandwell residents who speak English as their main language compared to 92.3% nationally. Of those residents who do not have English as their main language, 24.8% cannot speak English well and 5.5% cannot speak English at all. In 5 wards of Sandwell less than 70% of residents speak English as their main language.

Sandwell Language Network:

The need to improve health literacy within our ethnic minority communities and the demand for community language learning is increasing. To prevent a gap in this provision Public Health Commission the Sandwell Language Network (SLN).

SLN aims to tackle health and economic inequalities, reduce isolation, and promote community cohesion through language learning. SLN contributes to achieving our strategic outcomes, building resilient communities in which people live well and children have the best start to life. SLN works in partnership with our community and wider health system to build resilience in our ethnic minority communities and deliver a positive impact on health outcomes.

The current 2022-23 programme has seen great achievement and we look to increase these as the programme grows.

- 524 learners on the programme, representing 19 ethnicities, 53 nationalities and 39 different main languages
- 75 local volunteers recruited and trained
- 64% of participants in receipt of benefits, unemployed, or from low socio-economic backgrounds
- 88% of learners achieved progression and/or take up of additional support services
- 92 learners into formal education
- 184 moved into other informal learning such as digital
- 26 SLN learners into work

February 2024 update: The programme has run for another year, we are gathering the final data for 23/24 and will report back

Mental wellbeing of children

The mental health of children and young people has been an area of focus for some time, however since the COVID pandemic, there have been numerous studies and reports of the general mental health of most children and young people further declining and numbers of

children missing school, needing intensive support or reaching crisis is the highest it has ever been^{1, 2, 3}.

Children being mentally unwell in childhood, will likely impact school attainment and has the potential to impact their life trajectory, affecting wellbeing and productivity of the resident population of Sandwell as a whole. Anxious and mentally unwell children will become the anxious and mentally unwell adult population; our anxious and unwell parents and workforce.

Grants to support Mental wellbeing of children with highest need.

The aim is to target groups not covered in wider CYP mental health programmes. in Sandwell to access support that enables them to address challenges with their emotional well-being and mental health which develop personal strategies that build confidence and resilience. To target those children and young people who are identified as requiring the additional support or access to specialist services where such support is currently not provided

This is in four areas;

- Black Boys (linking in with the Youth Justice),
- 16-25-year olds
- Family support – supporting and understanding emotional wellbeing and Mental health (Pilot)
- Children with SEND Needs

This programme, led by SCVO, on behalf of the wider Early Help Partnership (EHP), Public Health and the ICB, focused on engagement with children, young people and families targeted primarily through education settings, however, this also included those who are not within education such as on roll, home educated or access alternative provision or the Justice system.

For special schools - grants have been awarded for supporting children in these settings and to create training packages. These are being launched in Westminster school in 2022/23.

February 2024 update: Programme delivered between July 2023 and March 2024 – currently being evaluated

¹ <https://www.childrenssociety.org.uk/what-we-do/our-work/well-being/mental-health-statistics>

² <https://www.youngminds.org.uk/about-us/media-centre/mental-health-statistics/>

³ <https://www.health.org.uk/news-and-comment/charts-and-infographics/children-and-young-people-s-mental-health>

Report to Wednesbury Levelling Up Partnership Board

29 February 2024

Subject:	WLUP Board Forward Plan
Report Author	Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

To set out the forward plan for WLUP Board Meetings

2. Recommendations

2.1 That the WLUP Board note the forward plan.

3. Background

3.1 The WLUP Board indicative forward plan is included as appendix 1. It will be updated regularly to reflect changes.



Appendix 1 - WLUP Board Forward Plan as at February 2024

Page 166

Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	Future agendas
Programme	Programme Overview and deep dive information	Programme Overview report Communications and Engagement Strategy and Plans Overview of Public Health Programmes	Programme Overview Report Introduction to Social Value	Programme Overview Report Review of Communication and Engagement	
Masterplan	Project Overview	Progress update and input to communication and engagement plan	Input to consultation plans	Progress update	Outcomes from public consultation and recommendation to Cabinet



Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	Future agendas
Community Safety	Proposals for CCTV and crime reduction partnership and agreement to proceed to delivery	Update on nuisance bike measures and proceed to delivery Input to communication and engagement plan	Progress update	Progress update Lessons learnt from Bearwood Community Safety Scheme	
Public Realm	Project Overview and consultation outline	Update on public consultation for public realm Input to communication and engagement plan	Update on Site Improvements	Progress update	



Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	Future agendas
Friar Park Urban Village	Project Overview	Progress update Input to communication and engagement plan	Progress update	Progress update	
Millennium Centre	Project overview and input into design principles	Agreement to proceed to delivery Input into communication and engagement plan	Progress update	Progress update	
Greenspaces	Agreement to proceed to delivery for 3 schemes Introduction to Hydes Rd project	Progress update Input to communication and engagement plan	Progress update Input to designs for Hydes Road & input to consultation	Agreement to proceed to delivery for Hydes Rd	



Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	Future agendas
			plans for Hydes Rd		



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