

Agenda

Wednesbury Levelling Up Partnership Board

Thursday, 18 April 2024 at 3.30 pm
At Friar Park Millennium Centre, Wednesbury, WS10 0JS

1 Chairs Welcome and Introductions

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

2 Apologies for Absence

To receive apologies for absence

3 Minutes of the previous Wednesbury Levelling Up Partnership Board

7 - 26

To confirm the minutes of the Wednesbury Levelling Up Partnership Board held on 29 February 2024 as a correct record and receive the Action Log.

4 Declaration of Interest

To receive declarations of interest relating to matters under discussion.



5	Wednesbury Town Centre Masterplan and Public Realm Works	27 - 64
	To consider the draft masterplan and approve consultation proposals. To receive final designs for the public realm works and approve that project delivery commence.	
6	Greenspaces: Hydes Road	65 - 74
	To input to designs for Hydes Road and approve consultation proposals.	
7	Levelling Up Partnership Programme Overview	75 - 110
	To receive an update on progress of the LUP programme including individual project progress reports on Millennium Centre, Community Safety, and Friar Park Urban Village.	
8	Project Change Requests	111 - 118
	To consider project change requests	
9	Millennium Centre Activity	119 - 120
	To receive information about Millennium Centre Activity and contribution to LUP outcomes.	
10	Overview of Community Groups in Wednesbury	121 - 122
	To receive information about community groups in Wednesbury to aid the Board's understanding.	
11	Communication and Engagement	123 - 130
	To receive an update on communication and engagement activity	
12	WLUP Board Forward Plan	131 - 136
	To receive the forward plan for the WLUP Board.	

13. **Wednesbury Town Centre Site Improvements**

137 - 146

To consider and approve options for Site Improvements

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, Sandeep Shingadia, Kallianne Titley and Nicola Woodcock.

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Minutes of Wednesbury Levelling Up Partnership Board

Thursday, 29 February 2024 at 3.30 pm

at Wednesbury Town Hall, Council Chambers, Holyhead Road, WS10 7DF

Present: M Jardine (Chair), Cllr J Chidley, C Geddes Cllr L Giles, Cllr P Hughes, J Fellows, L Matthews, K Titley, G Tomlinson, C Wakeman

Also present: A Blakeway, L Brookes-Smith, J Dolphin, C Felicio, D Hooper, R Jenkins, T Mitchell, S Rhoad, T Stokes, J Quinlan, S Bradshaw

1/24 Chair's Welcome and Introductions

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

2/24 Apologies for Absence

Apologies were received from the following board members:

N Richards MP, S Bailey MP, Chief Insp P Griffiths, S Shingadia and B Hussain.

3/24 Minutes of the previous Wednesbury Levelling Up Partnership Board

The Chair asked Board Members if the minutes from the previous WLUP Board Meeting in December 2023 were accurate and invited any comments.



All Board Members agreed they were accurate.

Resolved that the minutes of the meeting held 18 December 2023 be approved as a correct record.

4/24

Declarations of Interest

The Chair asked Board Members to raise any declarations of interest.

Declarations of interest were received from J Fellows, L Mathews and S Bradshaw regarding discussion about the Millennium Centre improvements.

No other declarations of interest were brought forward.

5/24

Appointment of a Vice-Chair

The Chair confirmed there had been an expression of interest for the Vice Chair position prior to the meeting.

Cllr P Hughes nominated K Titley.

Resolved that K Titley be appointed as the Vice Chair of the WLUP Board.

6/24

Wednesbury Town Centre Public Realm Project

The Board received a presentation from C Felicio providing an update on the progress of the public realm project. The Board were provided with the interim results from the public consultation around the public realm which will conclude on 11th March 2024.

Points raised during the discussion included:

- Feedback had been received and the consultation was promoted through the communication and engagement strategy.
- The consultation events were well attended, and the members of the public provided general feedback as an alternative to the online survey.

- Board members highlighted their concern that young people are not accessing the survey. Views from young people are needed so the council can expand the offer to young people.
- C Felicio noted that engagement with schools has been attempted through offering sessions including careers focus with St Johns and Woodgreen school.
- It was suggested that Board Members support C Felicio to reach out to Wednesbury's secondary schools and sixth forms to engage with younger people to provide their input in the public consultation for the public realm and the masterplan.
- It was advised that Public Health officers are active in schools and can support.
- L Brookes - Smith agreed to take any comments or raise concerns to the Heads at Schools meeting.
- Board members highlighted the links to the national curriculum and part of the Ofsted Framework.
- In relation to the engagement with young people, C Felicio outlined that this can be undertaken throughout forthcoming weeks and months to inform final designs and feed into the Masterplan consultation process.
- Concerns were raised around the pedestrian crossings on Holyhead Road and noted that work is underway with Highways to explore options.
- Board members advised the locations of crossings adjacent to the Town Hall are important.
- Board members highlighted that the site used for public performance is to be accessible when used by groups for performances.
- Concerns raised that public toilets are not proposed within the public realm works with suggestions into a self-cleaning option. It was advised there are funding issues due to maintenance and public toilets can't be guaranteed in the plan. Insp Tomlinson noted

public toilets attract crime and it's a negative impact on neighbourhood policing.

- Name of the square should be informed by young people.
- Proposals are being brought forward within the Council relating to controlling products being displayed on the street. The proposals for Wednesbury Town Centre need to take this into account.

Actions:

- C Felicio to contact the secondary schools and Sixth forms in Wednesbury to encourage engagement with younger people and gain their feedback into the public consultation.
- K Titley to contact Woodgreen School to encourage their participation and their feedback into the public consultation.
- Public Health Officers to link C Felicio with schools in Wednesbury to take part in the public consultation.
- C Felicio to contact Sadie Bolton at Connexions.
- C Felicio to contact Cllr Fitzgerald at Wodensborough school to encourage their participation and their feedback into the public consultation.
- C Felicio to have a discussion into funding for public toilets as part of the Wednesbury Masterplan and the daytime and nighttime activity and if they aren't viable, to provide feedback to residents on why.
- Consideration to be given to location of crossings on Holyhead Road and outside Wednesbury Town Hall.
- Name of the square to be informed by young people's input.
- Final public realm designs to be brought back to WLUP Board.
- Union Street designs to be reviewed in light of forthcoming proposals from the Council relating to controlling products being displayed on the street.

Resolved: -

- (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) That project delivery commences 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.

- (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.

7/24

Community Safety: Nuisance Bike Measures

The Board received a presentation from T Mitchell and D Hooper providing an update of the community safety project. The CCTV has been ordered and recruited a Community and Business Engagement Officer who will be introduced to Board in the future.

In relation to the nuisance bike measures, D Hooper shared images with Board members of sites visited with a surveyor to close gaps and is awaiting quotes from the surveyor.

T Mitchell informed members the focus of the update will be on nuisance bike measures and for the board to approve the programme delivery for this part of the project.

Points raised during the discussion included:

- CCTV enhancement and expansion are part of a wider package of crime and anti-social behaviour deterrents including additional patrols and residents' information.
- The Community and Business Engagement Officer will link directly with businesses and there will be open communication between officers, police colleagues, EPOs, and the store owners for continuous support.
- The nuisance bikes are part of a boroughwide plan to provide better intelligence, prevention, enforcement, and work with third party associates.
- Concerns raised over the deployable cameras being used elsewhere in the borough. Board members highlighted that they would like a written plan/ protocol and assurance that the deployable cameras will be used in Wednesbury.
- Comments made from Board members that many nuisance bikes are illegal, and this crime is a huge issue for WMP.

- The chair requested communication that the programme is being developed and to have a discussion outside the WLUP Board meeting.
- In relation to displacing nuisance bike activity through the measures proposed, T Mitchell informed Board members the team are monitoring this, and it will be picked up through Town Tasking. The next steps are obtaining quotes, ongoing consultation, implementation and provide regular updates to WLUP Board.
- Whether establishing an off-road bike club would re-direct nuisance bike activity. There was a discussion around barriers to establishing this type of facility and G Tomlinson set out that responsible off-road bikers would likely use this type of facility, but it would not assist with problem bike activity.

Actions:

- WLUP Board members require assurance in writing that the deployable cameras will be used only for Wednesbury. To be provided at the next WLUP Board meeting in April 2024.
- Community Safety team to have a meeting with the WLUP Board Chair to discuss the programme delivery of the Community Safety project.

Resolved that project delivery for the nuisance bike measures component of the community safety project.

8/24

Millennium Centre

The Board received a presentation from A Blakeway outlining the objectives of the Millennium Centre expansion to meet the needs of the existing community as well as providing for the future community and to provide youth provision.

Points raised during the discussion included:

- A Blakeway outlined that the early designs were higher than the budget available of £2 million. The proposal was redesigned.
- There is now a new proposed plan for the Millennium Centre. This includes a rear extension to the building and internal remodelling. However, the architect has come back with another proposal to increase the size of the event space as of Wednesday 28th February. This proposal needs to be looked at to see if the budget is manageable and if the grant conditions and outputs can be met.
- The scheme presented during the meeting works with the budget of £2 million and would like the WLUP board to agree to this scheme as the minimum expansion of space. If more usable space

can be created through the new proposal this will be brought back to the Board.

- That Millennium Centre Board need to approve the design.
- The Chair asked J Fellows and L Matthews if they had any comments. L Matthews set out that there was broad support for the proposal but that the new design would need to be looked at.

(J Fellows, S Bradshaw and L Matthews left the meeting).

- The Millennium Centre are in receipt of funding from Persimmon. WLUP Board members queried if the community funding from Persimmon could be used towards this project and if there are any other funding streams. T Stokes confirmed that the Millennium Centre have received the maximum amount from Persimmon to purchase furniture for the Millennium centre.
- A representative from the WMCA expressed concern that there is unlikely to be enough time to apply for additional funding streams as the LUP funding needs to be spent by the next financial year. They confirmed that there are no appropriate funding schemes from the WMCA.
- WLUP Board members expressed concern, as the project will likely have slippage. A Blakeway advised that the timeline will depend on Planning Permission required. It could be a few weeks of slippage.
- T Stokes reminded the board about the expected outputs that will be delivered through this programme.
- In relation to the recommendations to the Board, R Jenkins provided clarification that as the new design option needs to be explored, that the Board are being asked to approve the design presented during the meeting as the minimum outputs to be achieved through the project.

Actions:

- Persimmon to be contacted for a conversation around social value support into the Millennium Centre project.

Resolved that the WLUP Board approve the delivery of the Friar Park Millennium Centre project subject to exploration of the additional design option, agreement to the scheme from the Friar Park Millennium Centre Board, and Section 151 Officer sign-off.

(J Fellows, S Bradshaw and L Matthews returned to the meeting).

(Insp G Tomlinson left the meeting).

9/24

Communication and Engagement Strategy

The Board received a presentation from R Jenkins outlining the objectives and contents of the communication and engagement strategy.

Points raised during the discussion included:

- The WLUP website has been launched and is live outlining all 6 LUP projects in Wednesbury. This is hosted on the Regenerating Sandwell website.
- The strategy objectives have been crafted from the WLUP Board steer provided in December.
- Board Members were invited to contribute further to the communications and engagement strategy at a meeting in January 2024.
- In the previous agenda items, it has been highlighted that lack of young people's engagement. Feedback provided by a Board member highlighted that the WLUP branding from the council is too formal and inaccessible by the youth when accessing the public consultation. It was suggested to rebrand the consultation with an informal campaign.
- WLUP Board members were informed that a communication and engagement subgroup is being created and other members of the board are keen to take part in this group to keep the communication and engagement strategy and plans under review.
- WLUP Board members suggested other groups are being missed from the public consultation such as younger school children and faith groups.

Actions:

- Use the Communication and Engagement Sub-group to look at how public consultation can be made more accessible to young people and reach into the faith community.
- Communication and Engagement Sub-group to be established. S Shingadia and K Titley were nominated.
- Board Members to contact S Rhoad / R Jenkins if they would like to participate in communication and engagement sub-group.
- R Jenkins to liaise with Shahin Akhtar (Faith and Inclusion Lead) from Public Health, regarding reach into the faith community.

- R Jenkins to provide updates on communication and engagement at each Board meeting.

10/24

Levelling Up Partnership Programme Overview

R Jenkins informed the Board all 6 projects are progressing. The key programme are risks relate to timeline of the delivery for March 2025. Friar Park land remediation is set to complete in November 2025. The Council's finance team are working on solutions for this.

In response to actions raised in the December meeting, R Jenkins drew attention to the information contained in the Board papers around programme outputs and outcomes.

Individual project updates were presented to the Board:

Friar Park Urban Village:

- A Blakeway informed Board members that expressions of interest have been received for developer partners. The Invitation to Tender is the next stage.
- R Jenkins advised a red risk in the project is around timescales and is escalated to programme risk register.

The Board received a presentation from R Jenkins outlining the update on the progress of the Wednesbury Greenspaces improvements.

Wednesbury Greenspaces Improvements:

- The orders have been placed for the first 2 greenspaces (Lakeside and Wyntor) and these came in within the project budget.
- Balls Hill is currently in procurement and has taken longer than anticipated due to increasing the specification on the play equipment.
- The completion of survey work for Hydes Road is due to be completed by April 2024.
- Risk highlighted around costs. Controls are in place to review project budget following procurement phase.
- Other LUP projects were covered under previous agenda items.

Actions:

- Chair requested milestone and activity reporting by month for the future programme update.

Public Health Programmes

L Brookes-Smith provided an outline of the Levelling up programmes within Public Health. 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. The LUP is a capital programme and Public Health have programmes that address the following:

There are two parts to the Life expectancy programme which include:

1. Anticipatory care programme with the aim to create a pack to support health at home and take the prevent a barrier in the GP system.
2. Healthy aging app aims enable self-management to address health inequalities and conditions such as diabetes and hypertension. It is a multilingual self-management platform.

(Cllr L Giles left the meeting).

In relation to Infant mortality, L Brookes-Smith set out that Infant mortality is significantly higher for Sandwell than England. There is groundbreaking work happening, the work is being commissioned with the Health Economics Unit and will support the understanding of needs in Sandwell. 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.

Economic wellbeing -A Work Well bid was submitted in January 2024. Should the black Country bid be successful there will be an offer in Sandwell to support people into work and prevent worklessness.

Obesity- Sandwell has the worst childhood obesity in the country at 50% of year 6 children. Obesity is higher in Friar Park. There will be a Public Health plan being compiled. Overall Sandwell does not have a good level for health.

Weight loss programme for families -Public Health will embark on a pilot a small programme similar to that of the Better Health pilot

programme in Wolverhampton, whereby families will be financially incentivised to cook healthy meals, eat healthy meals, take exercise as a family.

L Brookes-Smith set out that she welcomed Board Member discussion around how to engage with the community around wellness and for this to be a focus across Wednesbury. The intention is to gear everyone up for a focus on wellness and then stop activity to review its impact and adapt the approach.

Points raised during the discussion included:

- L Brookes-Smith to link the Better Health Pilot with the green spaces.
- The interest in allotments has grown and this should be factored into the public health programmes for healthy living.
- It was mentioned that SAFL provide wellbeing art classes to promote health and the Millennium Centre provide cycling opportunities and healthy food through HAF L Brookes-Smith set out that the intention isn't to duplicate existing community activity, but to bring it all together to be more purposeful and create a Wednesbury-wide focus.
- A suggestion to work with Wednesbury leisure and foodbanks to support residents with healthy eating. As well as working with the voluntary sector to provide free classes to encourage leisure activities.
- A suggestion to use market stalls for community activity and offer healthy street food or give out fresh fruit at Wednesbury events e.g., Wednesbury Day and carnival.
- A suggestion to do different activities in the parks during school holidays and use the greens spaces that are being improved by the LUP.

(S Bradshaw, J Fellows, T Mitchell and C Wakeman, left the meeting).

Actions:

- L Brookes - Smith to link Public Health Programmes with the comms and Engagement strategy.
- L Brookes - Smith to contact WLUP Board members to organise an engagement session in Wednesbury and Friar Park.
- L Brookes - Smith to report back on proposals around wellbeing following the WLUP Board discussion.
- Board members to email L Brookes Smith with any further suggestions for who to connect with in the Wednesbury community.

12/24 **WLUP Board Forward Plan**

R Jenkins informed members that the WLUP forward plan for the April 2024 WLUP Board meeting to input into the programme.

13/24 **Chair's Closing Remarks**

The chair reminded board members that the LUP milestones and activity have been discussed with R Jenkins for future programme updates.

R Jenkins will be putting together a training programme to upskill Board members.

There will be a working group meeting outside the WLUP Board meeting on the Masterplan.

The Chair closed the meeting and thanked board members and officers attending in support for their contributions.

Action:

- RJ to provide a skills/ training plan for the WLUP Board and update the Board at the next WLUP Board meeting in April 2024.

Meeting ended at 18:07pm
(Adjourned between 17.03pm and 17.13pm)

Contact: Wednesbury_LUP@sandwell.gov.uk

Wednesbury Levelling Up Partnership Board Meeting Actions

Thursday 29th February 2024



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No	Action	Owner	Date Action Raised	Completion Date	Update
1	Tessa Mitchell to share evaluation work from the roll out of the Bearwood community safety scheme.	Tessa Mitchell	18.12.2023		07.02.24 This item is on the agenda for the next WLUP Board Meeting in June 2024. 04.04.24 As above.
2	Future project updates 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.	Tessa Mitchell	18.12.2023		07.02.24 This action is open, to be followed up when the project is up and running. 04.04.24 Due at the next WLUP Board meeting June 2024.
3	That any concerns raised by the S151 Officer, as a result of their review of the greenspaces project costs, be reported to the Board.	Brendon Arnold/Rebecca Jenkins	18.12.2023		07.02.24 Action is open, review yet not undertaken. 27.02.24 Review for Lakeside and Wyntor complete – no issues to report. Costs within budget incl. Contingency 04.04.24 Awaiting costs for Balls Hill and Hydes Road.
4	That Board Members complete their governance paperwork and raise any queries with the Monitoring Officer at the earliest opportunity.	All Board Members	18.12.2023		Simran emailed WLUP board members to remind them to return their paperwork. 04.04.24 A few returns outstanding.

5	C Felicio to contact the secondary schools and Sixth forms in Wednesbury to encourage engagement with younger people and gain their feedback into the public consultation.	C Felicio	29.02.24		CF is continuing to reach out to schools through the contacts suggested at the WLUP Board meeting and is building into the Masterplan consultation planning.
6	K Titley to contact Woodgreen School to encourage their participation and their feedback into the public consultation.	K Titley	29.02.24	K Titley following up on this action.	Update to be provided to WLUP Board as part of the Masterplan in April 2024. 04.04.24 As above.
7	C Felicio to have a discussion into funding for public toilets as part of the Wednesbury Masterplan and the daytime and nighttime activity, and if they aren't viable, to provide feedback to residents on why.	C Felicio	29.02.24		10.04.24 Former public toilets were recommended to be closed by West Midlands Police due to ASB, the Council do not want to introduce this risk again given previous issues. Information to be prepared for comms materials setting out rationale. Any new leisure or nighttime activity use will have toilets in the building for the public to use.
8	Name of the square to be informed by young people's input.	C Felicio	29.02.24		04.04.24 Due for discussion with Sub-Group 16.04.24.
9	WLUP Board members require assurance in writing that the deployable cameras will be used only for Wednesbury. To be provided to the WLUP Board.	T Mitchell	29.02.24		Due to be reported to WLUP Board in April 2024.
10	L Brookes -Smith to link Public Health Programmes with the comms and Engagement strategy.	L Brookes Smith	29.02.24		Comms have linked in with PH.

11	L Brookes -Smith to contact WLUP Board members to organise an engagement session in Wednesbury and Friar Park.	L Brookes Smith	29.02.24		Still in progress. Liann will follow with dates and inform officers to send the information. Dates TBC.
12	L Brookes-Smith to report back on proposals around wellbeing following the WLUP Board discussion.	L Brookes Smith	29.02.24		09.04.24 Update included in LUP Programme Overview Report.
13	Board members to email L Brookes Smith with any further suggestions for who to connect with in the Wednesbury community.	All WLUP Board Members	29.02.24		
14	RJ to provide a skills/ training plan for the WLUP Board and update the Board at the next WLUP Board meeting in April 2024.	R Jenkins	29.02.24		<p>20.04.24 Update provided to the Chair; this is plan is currently being drafted. Discussion VB providing active listening skills.</p> <p>04.04.24 The following sessions identified:</p> <ol style="list-style-type: none"> 1. Introduction to Board Code of Conduct and Procedures 2. Equality, Diversity and Inclusion 3. Introduction to Programmes, Projects and Grant Funding 4. Effective Questioning and Listening Skills, Speed reading / Reports

Closed Actions

1	Liann 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.	Liann Brookes-Smith	18.12.2023	29.02.2024	07.02.24 This item is on the agenda for the next WLUP Board Meeting on Thursday 29 th February 2024.
2	Communications and Engagement Plan to be brought to next meeting including outline of engagement with young people's groups.	Rebecca Jenkins	18.12.2023	29.02.2024	07.02.24 This item is on the agenda for the next WLUP Board Meeting on Thursday 29 th February 2024.
3	Board Members to be invited to contribute to the Communications and Engagement Plan	Rebecca Jenkins	18.12.2023	29.02.2024	25.01.24 there was a working group meeting held with WLUP board members. 07.02.24 This item is on the agenda for the next WLUP Board Meeting on Thursday 29 th February 2024.
4	Project outputs and scope to be reported to next Board meeting.	Rebecca Jenkins	18.12.2023	29.02.2024	07.02.24 the project outputs are included in the programme overview report, and it is included on the agenda for Feb 2024.
7	Communications and Engagement Plan to be brought to the next meeting (reference action in Item 5 above)	Tessa Mitchell	18.12.2023	29.02.2024	07.02.24 This item is on the agenda for the next WLUP Board Meeting on Thursday 29 th February 2024.
9	In relation to the Frair Park Urban Village, a Member of the Joint Venture Board be invited to attend the WLUP Board Meeting.	Tammy Stokes	18.12.2023	29.02.2024	07.02.24 An invitation to attend has been passed on. 27.02.24 Craig Wakeman due to attend 29.02.24
10	That further details of the communication and engagement plan be provided in relation to the Wednesbury Master Plan and Public Realm improvement projects.	Clinton Felicio	18.12.2023	29.02.2024	07.02.24 This item is on the agenda for the next WLUP Board Meeting on Thursday 29 th February 2024.

11	That Board Members advise Rebecca Jenkins of their preference for future meeting times and meeting format (in-person/ hybrid / virtual)	All Board Members	18.12.2023	15.01.24	15.01.24 Members informed Rebecca that their preferences are in person meetings.
12	Communication and Engagement Sub-group to be established. S Shingadia and K Titley were nominated.	R Jenkins	29.02.24		04.04.24 The subgroup is meeting on the 16.04.24.
13	Board Members to contact S Rhoad / R Jenkins if they would like to participate in communication and engagement sub-group.	All WLUP Board members	29.02.24	27.03.24	27.03.24 Simran sent a reminder to all Board members.
14	Public Health Officers to link C Felicio with schools in Wednesbury to take part in the public consultation.	L Brookes-Smith	29.02.24	20.03.24	20.03.24 LBS confirmed CF has linked in with PH officers.
15	C Felicio to contact Cllr Fitzgerald at Wodensborough school to encourage their participation and their feedback into public consultation.	C Felicio	29.02.24	18.03.24	18.03.24 CF spoken to Cllr Fitzgerald.
16	Final public realm designs to be brought back to WLUP Board.	C Felicio	29.02.24	18.04.24	On agenda for April WLUP Board 2024.
17	Community Safety team to have a meeting with the WLUP Board Chair to discuss the programme delivery of the Community Safety project.	T Mitchell	29.02.24	10.04.24	Meeting booked 10.04.24.
18	Use the Communication and Engagement Sub-group to look at how public consultation can be made more accessible to young people.	R Jenkins	29.02.24	16.04.24	04.04.24 The subgroup is meeting on the 16.04.24.
19	R Jenkins to liaise with Shahin Akhtar (Faith and Inclusion Lead) from Public Health, regarding reach into the faith community.	R Jenkins	29.02.24	09.04.24	19.03.24 Discussion held. SA is approaching faith network contacts in preparation for Masterplan consultation. 09.04.24 As above. Approach being developed ahead of masterplan

					consultation. SA to participate in sub-group discussion.
20	R Jenkins to provide updates on communication and engagement at each Board meeting.	R Jenkins	29.02.24	19.03.24	19.03.24 Included as standard agenda item
21	Chair requested milestone and activity reporting by month for the future programme update.	R Jenkins	29.02.24	10.04.24	Due to be reported in April 2024, work underway. 04.04.24 On agenda for April WLUP Board
22	C Felicio to contact Sadie Bolton at Connexions.	C Felicio	29.02.24	10.04.24	10.04.24 Discussion held with Connexions. They have advised they will not be going into any Wednesbury schools in the upcoming months.
23	Union Street designs to be reviewed in light of forthcoming proposals from the Council relating to controlling products being displayed on the street.	C Felicio	29.02.24	10.04.24	10.04.24 Cabinet will make a decision on the retail encroachment policy later this year. However, we will ensure that the Union Street design provides clear guidelines for where products can be displayed on the street.
24	Persimmon to be contacted for a conversation around social value support into the Millennium Centre project.	A Blakeway	29.02.24	10.04.24	10.04.24 The social value requirements on Persimmon will be secured through their planning application and will be administered by SMBC Social Value team – who match contributions with work required.
25	Consideration to be given to location of crossings on Holyhead Road and outside Wednesbury Town Hall.	C Felicio	29.02.24	10.04.24	10.04.24 We have taken this into consideration in the masterplan and will

					provide further information at the WLUP Board presentation.
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Report to Wednesbury Levelling Up Partnership Board

18 April 2024

Subject:	Wednesbury Town Centre Masterplan and Public Realm Works
Report Author	Clinton Felicio – Senior Planner Rebecca Jenkins – Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out the draft masterplan for Wednesbury Town Centre and proposals for public consultation
- 1.2 To set out the findings of the Public Realm consultation following public consultation held 29 January to 11 March 2024
- 1.3 To set out final designs for the Public Realm works to be funded through the Levelling Up Partnership funding

2. Recommendations

- 2.1 That the WLUP Board recommend to the Assistant Director – Spatial Planning and Growth and Cabinet Member for Regeneration and WMCA that public consultation on the draft Wednesbury Town Centre Masterplan commence.



- 2.2 That the final public realm consultation report be received.
- 2.3 To approve that project delivery commence for the public realm project (public realm works) subject to S151 Officer sign-off.

3. Background

- 3.1 The Wednesbury Town Centre Masterplan and Developing the Public Realm in Wednesbury Town Centre (Public Realm) projects aim to conduct a strategic review of the Town Centre (including a review of its current uses and future opportunities) to provide a solid base for future intervention, and to implement some of the proposals in the masterplan to improve the attractiveness and safety of Wednesbury town centre.

Masterplan

- 3.2 Wednesbury Town Centre does not currently have a Masterplan in place. A strategic review of the Town Centre has been undertaken including a review of its current uses, constraints, and future opportunities to provide a solid base for future intervention in the longer term.
- 3.3 The purpose of the masterplan is to create a place-based vision and strategy for future uses, which informs a range of potential interventions which are realistic and deliverable, including areas for development and associated infrastructure. The draft masterplan provides the basis on which to revitalise and diversify the town centre placing it as a social, cultural and economic hub for the local community and surrounding area.

It sets out 6 strands as follows:

- Grow the evening economy offer including leisure and entertainment and places to eat and drink
- Transform the public realm to a consistent quality improving pedestrian connectivity and making the most of public spaces
- Consolidate and strengthen the retail offer and enhance walking routes along key frontages



- Reimagine the link between the town centre and tram stop creating a high-quality gateway into the town centre
- Diversify land uses integrating residential development and tackling vacant and under used sites through phased redevelopment
- Promote a welcoming and inclusive town centre experience for all visitors including through events and animation and revealing the towns heritage

3.4 Input to the draft masterplan was provided by WLUP Board Members at a working group meeting held in March 2024. Key points raised in discussion were that:

- The plan was felt to be in line with residents needs
- The proposed retail diversification provided a broader appeal
- There needs to be a leisure offer available for families
- The metro and bus link had been requested by residents for some time and was glad that was part of the plan
- It was suggested the local market has not taken off well and if that could be remarketed and promoted
- An events programme with an essential focus on the heritage and history of Wednesbury was welcomed
- Proposals for the nighttime economy should incorporate families
- There is community spirit in Wednesbury and the heritage needs to be highlighted to the public
- Board members mentioned that they and residents felt unsafe and uncomfortable as the streets are not well lit and there is a lot of traffic
- To incorporate the community into the consultation to make it successful and build ownership

3.5 Public consultation on the masterplan is due to take place from 7 May – 11 June 2024. A draft consultation plan is attached at Appendix 1.



- 3.6 The WLUP Board Communication and Engagement Working Group is due to review the details of the public consultation proposals at a meeting in April 2024 and feedback will be provided during the meeting.
- 3.7 To promote the consultation exercise a leaflet drop to Wednesbury town centre businesses and key buildings in Wednesbury will be scheduled alongside a social media communication promoting the consultation launch and a survey via Sandwell Council's Consultation Hub. Additionally, the Council will host workshops with community groups and two in-person events to provide an opportunity for all stakeholders to comment on the draft masterplan.
- 3.8 The Council's Cabinet agreed a delegation to the Assistant Director – Spatial Planning and Growth in consultation with the Cabinet Member for Regeneration and WMCA to approve public consultation in relation to Wednesbury Masterplanning.
- 3.9 Endorsement from the WLUP Board to commence public consultation is sought.

Public Realm

- 3.10 Public consultation on the public realm proposals took place between 29 January and 11 March 2024. The consultation involved a survey and a series of engagement events in and around Wednesbury Town Centre.
- 3.11 Interim consultation findings were presented to the WLUP Board in February 2024 and a delegation put in place to enable the project to move to delivery phase (procurement) as soon as possible. Authorisation was given to the WLUP Board Chair 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. The WLUP Board approved 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.

3.12 The final consultation report and final designs are now available. Taking into account that S151 Officer sign off is scheduled to take place after the WLUP Board meeting and that procurement will not commence until the approval from the S151 Officer is granted, the Chair has requested that the approval to commence delivery be referred to the Board rather than enacting the previously agreed delegation.

3.13 The final consultation report is provided at Appendix 2. Key findings from the consultation were:

- Safety is the highest priority and better lighting, and more CCTV should be the focus of the public realm works
- More trees and planting are supported in the town centre but consideration will need to be given to maintenance
- More benches and places to sit are required but the design should adequately consider accessibility, ASB, crime, litter and homelessness
- More events are needed to activate underused spaces in the town centre
- Movement and transport will need to be considered in more detail particularly at Market Place and pedestrian crossings at Holyhead Road
- That proposals reflect the heritage and culture of Wednesbury

3.15 Key areas of suggestions raised in the consultation were:

- Safety – respondents stated there should be an increased police presence, better lighting and CCTV
- Vehicular movement – respondents raised issues at Market Place and difficulty crossing at Holyhead Road



- Parking – respondents commented on the cost of parking and the lack of parking metres which allow them to pay with cash
- Appearance of the town centre – respondents commented on poorly maintained buildings
- Antisocial behaviour – respondents stated their concerns on various issues such as drug dealing and usage, drunk and disorderly behaviour particularly in the evening
- Market – respondents have referred to the market moving location and the market offer
- Use types – respondents commented on the number of food takeaways, hairdressers and nail bars in the town centre
- 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
- Retail environment – respondents suggested there should be an improved variety of shops, market offer, potential canopy on Union Street and better maintained buildings

3.16 Final designs will be presented during the meeting. The key areas of the design are:

- Wednesbury Great Western Street Metro stop – improve appearance of the entrance to this space through new seating, tree planting and wayfinding signage
- Victoria Street – improve street lighting
- Victoria Street/ Holyhead Road Junction – reduce planting to improve maintenance and views to and from the town centre
- Union Street – repave, increase planting, provide new seating, lighting and improve drainage
- Hitchen’s Croft, Church Hill and Spring Head – improve lighting
- Upper High Street/ High Bullen – close pedestrian link

3.17 Project cost estimates exceed the available £2m budget by £250,000. The estimate includes contingency costs and fees. A project change is



requested to move money from the site improvement budget within the overall £4.5m allocation. In the event that the change is not approved, the project will be value-engineered to de-scope materials / works to ensure that the output can be achieved within the available budget.

Public Realm Site Improvements

- 3.18 In relation to site acquisitions and improvements to progress with the LUP funding, an options analysis of sites in Wednesbury Town Centre has been undertaken.
- 3.19 Input was gained from the WLUP Board working group meeting held in March 2024 to help prioritisation of the sites to improve within the LUP programme.
- 3.20 The options appraisal took into account the following factors:
- Costs and value for money
 - Deliverability (including the timescales for spending the LUP grant)
 - Risks to the Council (including commitment to future spend)
 - Grant outputs - requirement to deliver improvements to 3 sites
- 3.21 The options appraisal and site recommendations are presented in a separate report to the Board.
- 3.22 Proposals for the other sites identified within the options appraisal but not recommended to progress through the LUP programme will continue to be developed as part of the longer-term masterplan work to regenerate Wednesbury Town Centre.

Financial Implications

- 3.23 A breakdown of the project budgets are provided below:



Wednesbury Town Centre Masterplan Project	Revenue	£130K
Developing the Public Realm Project	Intervention on Key Sites	£2.5m
	Public Realm Improvement Works	£2m
	Total Capital	£4.5m

- 3.24 High level cost estimates to deliver the site improvements schemes are under £2m. These estimates will be further refined as ground conditions are understood and negotiations commence.
- 3.25 Taking into account the ambition for the scale of public realm works and the suggested costs for the site improvement works, it is recommended that a change be made to the project budgets within the £4.5m granted for both public realm schemes. The change is set out in a separate project changes report for consideration by the WLUP Board.
- 3.26 A capital appraisal for the public realm project 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. This is expected to conclude in April 2024.

Consultation and Engagement

- 3.27 Initial engagement around the masterplan has taken place through the Safer 6 campaign activities and a bespoke survey was hosted on the Consultation Hub.
- 3.28 Draft Proposals for public consultation on the masterplan are set out in this report and in appendix 1. The consultation period is planned to last for 5 weeks.
- 3.29 In relation to the public realm improvements, public consultation took place in February and March. The consultation findings report is set out in appendix 2.



3.30 The Communication and Engagement Working Group is meeting in April 2024 to consider proposals for the Masterplan consultation.

Monitoring and Evaluation

3.31 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 Masterplan and Public Realm project were set out as follows:

- 14000m² of improved pedestrian area
- 3 problem sites improved
- Completion of masterplan for Wednesbury Town Centre

3.32 All outputs are on track for achievement. Current designs for the improved pedestrian area are based on an assumption that approval will be given to change the project budget within the £4.5m allocation for the public realm project to move £250,000 from the site improvement budget to the public realm works budget. In the event that the change is not agreed, the scheme will be value engineered to ensure the 14,000m² improved pedestrian area is delivered within the £2m available funding.

3.33 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.

3.34 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.

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



3.36 Project Milestones are set out as follows:

	Milestone	Date
Developing the Public Realm	Preliminary works (site investigations and designs)	Complete
	Public Realm consultation	Complete
	Approval to move to delivery phase	WLUP Board & S151 Sign off April 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

	Milestone	Date
Masterplan* *Milestones reflect revised project plan	Inception meeting with consultants	Complete
	Baseline study and initial site valuations complete	Complete
	Draft Public realm and urban greening strategy complete	April-24
	Draft masterplan document ready for consultation	April-24
	Six-week public consultation ends	June-24
	Cabinet approval of masterplan	Jul-24

4.0 Implications

Resources:	<p>£160,000 revenue has been granted for the Wednesbury Town Centre Masterplan project.</p> <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>Current designs for the improved pedestrian area are based on an assumption that approval will be given to change the project budget within the £4.5m allocation</p>
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	<p>for the public realm project to move £250,000 from the site improvement budget to the public realm works budget. In the event that the change is not agreed, the scheme will be value engineered to ensure the output of 14,000m2 improved pedestrian area is delivered within the £2m available funding.</p> <p>A capital appraisal has been undertaken for the masterplan project.</p> <p>A capital appraisal for the Public Realm Project is underway and is expected to conclude in April. 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. Delivery is on track to meet the timescale.</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>A subsidy control screening has been undertaken for the public realm works and no subsidy issues have been identified.</p>
<p>Risk:</p>	<p>A project risk register is in place and this is reviewed as part of the project capital appraisal.</p> <p>There are currently no significant project risks.</p>
<p>Equality:</p>	<p>An EqIA has been undertaken and has been reviewed 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> <p>In relation to the masterplan, consultants are due to deliver a business upskill session, and a school careers talk.</p> <p>The Council will work with the public realm contractor to identify appropriate social value interventions.</p>
Climate Change	<p>The public realm proposals include an element of urban greening which will make a positive contribution to the natural environment.</p>
Corporate Parenting:	<p>Young peoples’ views and opinions (voice of the child) have been considered through the public realm consultation and are being sought for the masterplan</p>

Appendix 1 – Wednesbury Town Centre Masterplan Draft Public Consultation Plan

Appendix 2 – Public Realm Consultation Findings

Appendix 3 – Wednesbury Town Centre Public Realm Equality Impact Assessment



Wednesbury Town Centre Masterplan Consultation 2024

Task	Action Owner	Task description	Programme
Consultation launch	CF	Advertise consultation: Press release Internal SMBC comms SMBC social media post Consultation hub consultation survey	07-May
Leaflet drop to all buildings in the town centre and request posters are displayed in key locations within Wednesbury	R&G	Key locations: Wednesbury Library Wednesbury Town Hall Former Post Office Wednesbury Museum Morrisons LIDL - Crankhall Lane Wednesbury Leisure Centre South Staffs Water Community Hub All Wednesbury TC Mosques Shri Guru Ravidass Temple Wesley Centre Sons of Rest Community Centre Hill Top Community Centre Millennium Centre St. James Church Comberford Court Russell House Wendy House Day Nursery Wonderland Day Nursery Sant Nirankari Centre Bus Station waiting area Town centre businesses Uniform groups (via SMBC youth services)	w/c 6 May 24
Sons of Rest Community Centre	R&G	Wellbeing group - Community group workshop/ promote consultation	09-May
Craft group at Millennium Centre	R&G	Community group workshop/ promote consultation	TBC
Craft group at Wednesbury Library	R&G	Community group workshop/ promote consultation	TBC
Hill Top Community Centre	R&G	Community group workshop/ promote consultation	TBC
Let's Dance Again	R&G	Community group workshop/ promote consultation	TBC
Welcome Space Leabrook Church	R&G	Community group workshop/ promote consultation	TBC
Wednesbury Community Association – St Mary's Church	R&G	Community group workshop/ promote consultation	TBC
In-person public consultation event 1 Location TBC - Wednesbury Library, Market Place/Union Street Stalls/Morrisons	R&G	Opportunity to discuss proposals with members of the public who may not use the rest of the town centre	TBC
In-person public consultation event 2 Location TBC - Wednesbury Library, Market Place/Union Street Stalls/Morrisons	R&G	Opportunity to discuss proposals with members of the public who may not use the rest of the town centre	TBC
Agewell UK	R&G	Discuss proposals with community group	29-May
Craft group at South Staffs Water Hub	R&G	Discuss proposals with community group	TBC
We are Wednesbury Group	R&G	Discuss proposals with community group	TBC
Primary School Engagement School TBC - St. John's Academy, Holyhead Primary Academy, Mesty Croft, St. Mary's Wood Green Junior	R&G	In class workshop and walk around town centre to discuss ideas (subject to approval from school)	TBC
Secondary School/Sixth Form Engagement School TBC - Wood Green, Wodensborough Ormiston Academy	R&G, MM/AV	In class workshop to discuss masterplan proposals with geography students Opportunity to deliver social value to discuss future careers (subject to approval from school)	TBC
Advertise consultation - final week to comment	SMBC Comms	Internal SMBC comms SMBC social media post	w/c 4 June 24
Consultation period ends			11-Jun-24
Feedback to WLUP Board	CF	Update on consultation progress	20-Jun-24
Cabinet Meeting	CF	Seek approval for draft masterplan	July 10 - TBC
Publish feedback on consultation hub	CF	Upload final masterplan and consultation report to consultation hub and regenerating Sandwell webpage	w/c 15 July

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Wednesbury Town Centre Public Realm and Urban Greening Consultation Report

April 2024



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1. Consultation Process

1.1 Background

As part of the Wednesbury Levelling Up Partnership Sandwell Council invited 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.

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 29th January 2024 and closed on 11th March 2024.

Sandwell Council 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 13th and Saturday 17th 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 included 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 questions where it has been appropriate to do so and, as a result, not all response totals may equal 100%.

2.3.2 Qualitative Analysis

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

3. Findings

A total of 147 responses were received online as well as a further 138 comments from the in-person events and workshops and one comment via email. The comments from the in-person events aligned with the comments received in the online survey.

3.1 Responses to Quantitative Questions

Responses to the quantitative questions asked in the online consultation survey can be found below. Overall, there is a good level of support for the individual proposals: Area outside the tram stop (67% positive), Victoria Street (58% positive), Holyhead Road (63% positive) and proposed 'Ethelfleda Square' (71% positive), Union Street (61% positive). Roughly 1/5 survey respondents expressed a neutral view of proposals neither liking nor disliking them.

Respondents were asked for further comments on each of the proposals in questions 14, 16, 18, 20, 22, 26 and 28 and the responses have been included in the 'Key Themes Analysis' in section 3.2 of this report.

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

Option	Total	Percentage
Someone who lives in Wednesbury	115	78.23%
Someone who works in Wednesbury	31	21.09%
Someone who visits Wednesbury for recreational or leisure purposes including seeing friends or family	30	20.41%
Someone responding on behalf of a business or organisation based in Wednesbury	8	5.44%
Another interested party (Please use the text box below to provide more information)	9	6.12%
Not Answered	0	0.00%

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

Option	Total	Percentage
Social Media	74	50.34%
Sandwell Council Website	46	31.29%
Press Release	6	4.08%
Word of Mouth	16	10.88%
In Person Consultation Event	5	3.40%
Other	19	12.93%
Not Answered	0	0.00%

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

Option	Total	Percentage
Every day	16	10.88%
1-2 times a week	46	31.29%
3-5 times a week	34	23.13%
A couple/few times a month	36	24.49%
A couple/few times a year	15	10.20%
Other	0	0.00%
Not Answered	0	0.00%

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

Option	Total	Percentage
Shopping	122	82.99%
Meeting friends and family	38	25.85%
Entertainment	25	17.01%
Work	23	15.65%
To pass through on the way to somewhere else	51	34.97%
Other	22	14.97%
Not Answered	0	0.00%

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

Option	Total	Percentage
Victoria Street	28	19.05%
Walsall Street	81	55.10%
Union Street	121	82.31%
Upper High Street	97	65.99%
Lower High Street	88	59.86%
Spring Head	81	55.10%
Ridding Lane	48	32.65%
Russell Street	42	28.57%
Shambles	69	46.94%
Not Answered	0	0.00%

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

Option	Total	Percentage
Weekday daytime	113	76.87%
Weekday evening	40	27.21%
Weekend daytime	82	55.78%
Weekend evening	23	15.65%
Not Answered	0	0.00%

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

Option	Total	Percentage
Bus	25	17.01%
Train	0	0.00%
Car	103	70.07%
Taxi	3	2.01%
Bike	5	3.40%
Walking	73	49.66%
Wheelchair/Mobility Scooter	1	0.68%
Assisted Transport	0	0.00%

Motorbike	0	0.00%
Other	3	2.04%
Not Answered	0	0.00%

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

Option	Total	Percentage
Very Happy	1	0.68%
Happy	15	10.20%
Indifferent	37	25.17%
Unhappy	49	33.33%
Very Unhappy	45	30.61%
Don't Know	0	0.00%
Not Answered	0	0.00%

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

Option	Total	Percentage
Very Easy	59	40.14%
Somewhat Easy	40	27.21%
Neither Easy nor Difficult	31	21.09%
Somewhat Difficult	11	7.48%
Very Difficult	5	3.40%
Don't Know	0	0.00%
Not Answered	1	0.68%

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

Option	Total	Percentage
Very Safe	21	14.29%
Somewhat Safe	63	42.86%
Neither Safe nor Unsafe	27	18.37%
Somewhat Unsafe	27	18.37%
Very Unsafe	8	5.44%
Don't Know	1	0.68%
Not Answered	0	0.00%

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

Option	Total	Percentage
Very Safe	3	2.04%
Somewhat Safe	22	14.97%
Neither Safe nor Unsafe	23	15.65%
Somewhat Unsafe	32	21.77%

Very Unsafe	42	28.57%
Don't Know	25	17.01%
Not Answered	0	0.00%

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

Option	Total	Percentage
I don't feel safe	30	20.41%
There's nothing for me to do	46	31.29%
The shops don't meet my needs so I shop elsewhere	112	76.19%
It's hard for me to travel to the area	4	2.72
Other reason not stated	30	20.41%
Not Answered	0	0.00%

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

Option	Total	Percentage
I like them a lot	26	17.69%
I like them somewhat	39	26.53%
I neither like nor dislike them	46	31.29%
I don't like them	22	14.97%
I really don't like them	12	8.16%
Not Answered	2	1.36%

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:

Option	Score
Better lighting	4.96
More CCTV	4.56
More trees and plants	4.43
More benches and places to sit	4.03
More events	3.88
Better signage and directions	3.16
More public art	2.61

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

Option	Total	Percentage
I really like them	47	31.97%
I like them	51	34.69%
I neither like nor dislike them	33	22.45%
I dislike like them	10	6.80%

I really dislike them	4	2.72%
Not Answered	2	1.36%

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

Option	Total	Percentage
I really like them	47	31.97%
I like them	38	25.85%
I neither like nor dislike them	30	20.41%
I dislike like them	20	13.61%
I really dislike them	10	6.80%
Not Answered	2	1.36%

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

Option	Total	Percentage
I really like them	49	33.33%
I like them	45	30.61%
I neither like nor dislike them	29	19.73%
I dislike like them	15	10.20%
I really dislike them	7	4.76%
Not Answered	2	1.36%

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

Option	Total	Percentage
I really like them	49	33.33%
I like them	56	38.10%
I neither like nor dislike them	24	16.33%
I dislike like them	9	6.12%
I really dislike them	7	4.76%
Not Answered	2	1.36%

Question 24: Do you like the name Ethelfleda Square?

Option	Total	Percentage
I really like it	40	27.21%
I like it	33	22.45%
I neither like nor dislike it	45	30.61%
I dislike like it	17	11.56%
I really dislike it	10	6.80%
Not Answered	2	1.36%

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

Option	Total	Percentage
I really like them	40	27.21%
I like them	50	34.01%
I neither like nor dislike them	27	18.37%
I dislike like them	16	10.88%
I really dislike them	12	8.16%
Not Answered	2	1.36%

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

Option	Total	Percentage
0-18	0	0.00%
19-30	10	6.80%
31-40	17	11.56%
41-50	31	21.09%
51-60	33	22.45%
61-70	41	27.89%
71 +	10	6.80%
Not Answered	5	3.40%

Question 30: Which gender do you associate with?

Option	Total	Percentage
Female	82	55.78%
Male	54	36.73%
Non-binary	0	0.00%
Prefer not to say	5	3.40%
Not Answered	6	4.08%

Question 31: What is your ethnic group?

Option	Total	Percentage
White English/Welsh/Scottish /Northern Irish/British	117	79.59%
White Irish	0	0.00%
White Gypsy / Irish Traveller	0	0.00%
White Roma	0	0.00%
Any other White background	2	1.36%
Mixed White & Black Caribbean	2	1.36%
Mixed White & Black African	0	0.00%
Mixed White & Asian	0	0.00%
Any other Mixed or Multiple background	1	0.69%
Asian or Asian British Indian	4	2.72%
Asian or Asian British Pakistani	3	2.04%

Asian or Asian British Bangladeshi	1	0.68%
Asian or Asian British Chinese	0	0.00%
Any other Asian background	0	0.00%
Caribbean	2	1.36%
African background	1	0.68%
Any other Black, Black British or Caribbean background	0	0.00%
Arab	0	0.00%
Any other ethnic group	0	0.00%
Prefer not to say	9	6.12%
Not Answered	5	3.40%

3.2 Key Themes Analysis

Respondents provided a range of comments which fall into common themes. These are summarised in Table 1 below.

Table 1.	
Category	Theme
Positive	<p>Greening – respondents expressed their support of the town centre needing more trees and greenery</p> <p>Pedestrian access – respondents suggested the town is easily accessible for pedestrians to walk around</p> <p>Seating and spaces – respondents were supportive of the measures to increase opportunities to sit and dwell in more pleasant surroundings and a plurality of respondents approved of the location and quality of these spaces</p> <p>Events – respondents expressed a desire for more events in the town centre</p> <p>Independent shops – respondents made positive references to the new café in the town centre</p>
Suggestions for Improvements	<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>Safety – respondents stated there should be an increased police presence, better lighting and CCTV</p> <p>Accessibility – respondents expressed the need for benches to be fitted with armrests to aid people sitting and getting up from them</p> <p>Retail environment – respondents suggested there should be an improved variety of shops, market offer, potential canopy on Union Street and better maintained buildings</p>
Negative	<p>Vehicular movement – respondents raised issues at Market Place and difficulty crossing at Holyhead Road</p>

	<p>Parking – respondents commented on the cost of parking and the lack of parking metres which allow them to pay with cash</p> <p>Appearance of the town centre – respondents commented poorly maintained buildings</p> <p>Antisocial behaviour – respondents stated their concerns on various issues such as drug dealing and usage, drunk and disorderly behaviour particularly in the evening</p> <p>Market – respondents have referred to the market moving location and the market offer</p> <p>Use types – respondents commented on the number of food takeaways, hairdressers and nail bars in the town centre</p>
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While the majority of respondents were supportive of the proposals for ‘Ethelfleda Square’ and the naming of the space, several alternative names were suggested in response to Question 25 of the consultation survey, including:

- Wodensburgh Walk
- Woden Square
- Russell Square
- Viking Square
- Love Square
- Wednesbury Square
- Sidney Webb Square
- Ethelfleda’s Wheel
- Picnic Square
- Wednesbury Urban Circle
- Boothroyd Square
- The Oval
- Vitality Square
- Town Square
- Central Square

4. Conclusion

Overall, the consultation exercise received a total of 147 online survey responses, 138 comments from the in-person events and workshops and one email response.

As can be seen by the quantitative and qualitative feedback, the majority of respondents were supportive of the public realm and urban greening proposals. A range of valuable comments and suggestions have been received and will be incorporated into the final design for the scheme and the name of the new square will be chosen by the public.

Comments relating to wider concerns about the town centre will be shared with the relevant Sandwell Council departments and partners to ensure these issues are raised. The council also seek to address these issues, where possible, in the draft masterplan which will be consulted on in May 2024.

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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	15.03.2024
Date EqlA signed off or agreed by Director or Executive Director	09.04.2024
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 09.04.2024
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 wayfinding signage

Holyhead Rd/ Victoria Street junction – new 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 provide a more welcoming space with more seating and greenery

Union Street – repaving 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 January – March 2024

A public consultation for the public realm and urban greening proposals was took place from 29 January 2024 to 11 March 2024. Feedback from this consultation has been 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. The consultation responses advised that seating should have handles to ensure all users can safely get off the seats, this has been incorporated into the final design. Seating 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>		

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
		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 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. Sandwell Council's Access Officer and Sandwell Visually Impaired have inputted into the proposals. The council design team and contractor will continue to work with stakeholders during the works to ensure works are inclusive.		
Gender Reassignment	Ne	N/A		
Marriage and civil partnership	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
Pregnancy and maternity	Ne	N/A		
Race	Ne	N/A		
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	Ne			

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
Forces Community Other				

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

Report to Wednesbury Levelling Up Partnership Board

18th April 2024

Subject:	Hydes Road Playing Fields
Report Author	John Satchwell – Green Spaces Projects Manager Rebecca Jenkins – Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To update board members of the latest proposals and consultation plan for Hydes Road Playing Fields Project.

2. Recommendations

- 2.1 To receive draft designs and proposals for the Hydes Road Playing Fields Project
- 2.2 To approve consultation plans for Hydes Road Playing Fields Project

3. Background

- 3.1 The greenspaces project aims to improve safety measures, quality scores, accessibility and provide additional activities. This will make a



contribution to improve the wellbeing in Wednesbury and will improve the connectivity of walking and cycling routes.

3.2 The project comprises improvements to 4 greenspaces in Wednesbury. The greenspaces were selected based on their low quality scores.

3.3 An outline of the proposed works and budget per scheme is provided below:

Hydes Road Playing Fields	Refurbished changing rooms, resurfaced car park, improved football pitch, improved furniture and infrastructure, improved green infrastructure and a new planting scheme	£1.225m
Balls Hill Open Space	Refurbished play area, improved furniture and infrastructure, improved green infrastructure and a new planting scheme	£0.112m
Wyntor Lane Open Space	New community garden, improved furniture and infrastructure, new footways, signage, improved green infrastructure and a new planting scheme	£0.149m
Lakeside and Norbury Road Open Space	Improved furniture and infrastructure, new footways, signage, improved green infrastructure and a new planting scheme	£0.164m
	Total	£1.65m

3.4 In December 2023, WLUP Board provided approval to commence delivery on the first 3 schemes (Balls Hill Open Space, Wyntor Lane Open Space, and Lakeside and Norbury Open Spaces). Work is due to commence during April on Wyntor Lane and Lakeside and Norbury Open Spaces. Balls Hill is in currently in procurement.

3.5 Work to date on the Hydes Road Playing Fields scheme has involved site investigations, surveys and preparation of draft designs.

3.6 Draft designs are now available to start consultation with residents. They will be presented to the WLUP Board during the meeting.



3.7 The draft designs will be reviewed following the consultation findings and conclusion of final surveys.

3.8 Draft designs set out proposed works at Hydes Road Playing Fields as follows:

- Refurbish changing rooms
- Resurface car park
- Improve football pitch
- Improved furniture and infrastructure
- Improved green infrastructure
- New planting scheme

Consultation and Engagement

3.9 An initial consultation plan was received by the WLUP Board in February 2024.

3.10 Further details of consultation have been developed and the plan for consultation for the LUP Green Spaces project is attached at appendix 1. This sets out engagement for Hydes Road Project from April 2024 to March 2025. Highlights include

- WLUP Board – April 2024
- Ward Member engagement – May 2024
- Public drop in session – June 2024
- Written correspondence to key stakeholders – June 2024
- Photo Opportunity / Press Release on Project Commencement – September 2024
- Photo Opportunity / Press Release on Project Completion – March 2025

3.10 The WLUP Board Communication and Engagement Sub-Group will consider the details of the consultation plan and feedback will be provided during the WLUP Board meeting.

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.



3.11 Based on the designs produced for the first phase of schemes the expected outputs are from the first phase are:

- 500 M2 of improved green space
- 200 M2 of improved play areas

3.12 Based on the draft designs for Hydes road, the draft outputs are:

- 6.3 hectares of improved green space
- 1 x Changing Room Pavilion Refurbished

3.13 The outputs for Hydes Road Playing Fields will be confirmed once final designs are produced after the consultation period.

3.14 The greenspaces projects are 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
- Quality score for greenspaces

9. Implications

Resources:	<p>£1.65m has been granted for the greenspaces project. A capital appraisal has been undertaken and project spend approved by the Council's S151 Officer subject to a final review of costings.</p> <p>Current cost estimates for the Hydes Road project are that the designs will be achievable within the project budget. Cost estimates will be updated as part of the production of final designs.</p> <p>The LUP Grant includes the requirement for all spend to be made by March 2025.</p> <p>All works on site for the Hydes Road project are due to be completed by end March 2025 in line with the grant conditions.</p>
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<p>Legal and Governance:</p>	<p>Procurement for the greenspaces project will be in accordance with Sandwell MBC's Financial Regulations and Standing Orders for Contracts.</p> <p>A subsidy control screening has been undertaken and no subsidy control issues have been identified.</p>
<p>Risk:</p>	<p>A project risk register is in place and this has been reviewed as part of the project capital appraisal.</p> <p>A significant project risk identified is of increased costs. An allowance for contingency of 5%, along with an allowance for 5% inflation have been included in the project costs.</p> <p>The Council's S151 Officer has approved that project spend can commence subject to a final review of cost estimates, which will be obtained through the tendering process.</p>
<p>Equality:</p>	<p>The planned improvements to Hydes Road Playing Fields will make a positive impact on improving the accessibility of greenspaces. This will benefit all residents including those with disabilities and/or older people.</p> <p>The footpath network will be designed to DDA standards, and the new activities associated with the improvements will encourage new audiences to visit the Greenspaces for active and passive recreation.</p> <p>An EqIA screening will be undertaken during the design process for the Hydes Road project and provided to the WLUP Board as part of the approval to commence delivery.</p>
<p>Health and Wellbeing:</p>	<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. Improvements to the quality of greenspaces provides further opportunities for health and wellbeing activities.</p>



Social Value	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.
Climate Change	Improvements to the quality of green spaces in Wednesbury makes a contribution to biodiversity. Green Technology will also be utilised as part of Hydes Road Changing Room Refurbishment project. Further details are currently being designed.
Corporate Parenting:	Young peoples' views and opinions (voice of the child) are captured through the annual Safer 6 campaign and SHAPE young people's survey which informed the inclusion of this project within the LUP. These findings emphasised the need for activities for young people. This intervention will help address this by improving green spaces for the local community. Young people's views and opinions (voice of the child) will be sought as part of the consultation on the Hydes Rd project and through WLUP Board oversight of all proposals.

Appendices

1. Greenspaces Communication and Engagement Plan April 2024



Levelling Up Partnership Communication and Engagement Plan Template

LUP Project Title	Green Spaces
Main Project Stakeholders	Green Spaces team Green Services team Local Residents (especially those in vicinity of 4 greenspaces) Users of 4 green spaces
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	Completed
Signage to be erected at all sites promoting project and associated activity	Wider circulation to neighbours and residents	April 2024
Consultation with WLUP Board	First draft of Hydes Road proposals	April 2024
Engagement with Ward Members	First draft of Hydes Road proposals	May 2024
Further consultation with Hall Green Primary School	Finalise details of Community Garden Project	May 2024
Consultation with Riverside House	Engagement concerning Balls Hill improvements	May 2024
Consultation for Hydes Road: <ul style="list-style-type: none"> - Visitors - Users - Wodensbrough - Residents - Environment Agency - Sports Clubs 	Offer opportunities for comment and potential alterations. Written consultation to key stakeholders and drop in session available during this period.	June 2024

Press release / photo opportunity	Completion of works at Balls Hill, Wyntor Lane and Norbury Road	July 2024
Press release / photo opportunity	Commencement of construction phase	September 2024
Press release / photo opportunity	Completion of construction phase	April 2025

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Report to Wednesbury Levelling Up Partnership Board

18 April 2024

Subject:	Levelling Up Partnership Programme Overview
Report Author	Rebecca Jenkins Levelling Up Partnership Programme Manager Liann Brookes-Smith Interim Director Public Health

1. Purpose of Report

- 1.1 To provide an overview of progress of the Levelling Up Partnership (LUP) programme including project delivery progress, financial position and risk management

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:

- Friar Park Urban Village
- Wednesbury Community Safety Scheme
- Wednesbury Town Centre Improvements (Masterplan and Public Realm)
- Wednesbury Greenspaces Improvements
- Friar Park Millennium Centre expansion

3.4 At the meeting held in February 2024, the WLUP Board received information on LUP Programme Outcomes and Project Outputs. The Board also received information about public health programmes contributing to levelling up outcomes in Wednesbury.

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

- LUP Project Delivery Update
- Risk Management
- Financial Summary
- Public Health programmes contributing to levelling up



3.6 An update on Communication and Engagement is provided as a separate agenda item.

Project Delivery Update

3.7 Across the LUP Programme, achievements since the last report have been:

- Preparation of draft masterplan for Wednesbury Town Centre
- Conclusion of Public Realm consultation and final designs
- Orders placed for Wyntor and Lakeside Open Spaces
- CCTV installation and testing commenced
- Business engagement commenced
- 'Ask Angela' safety scheme in Wednesbury Town Centre launched

3.8 A summary of project delivery progress as at end March 2024 is provided below. Further detail is contained in Appendix 1 and Appendix 2.

Project and Phase	Progress Commentary	Milestone rating
Wednesbury Town Centre Masterplan - <i>Delivery</i>	<ul style="list-style-type: none"> • Market assessment of Wednesbury Town Centre completed • Draft masterplan compiled and input from WLUP Board working group • Preparations being made for public consultation to launch in May • Slippage with timescales for approval but no impact on spend deadline 	Amber - Slippage in delivery
Community Safety - <i>Delivery</i>	<ul style="list-style-type: none"> • CCTV installation and testing commenced • Consultation with residents near nuisance bike measures • Business engagement commenced 	Green - Delivery in line with plan
Public Realm – <i>Final Designs</i>	<ul style="list-style-type: none"> • Public Consultation concluded • Public realm costings received • Site improvement options developed • Capital appraisal process underway 	Green – Delivery in line with plan



Friar Park Urban Village - Approvals	<ul style="list-style-type: none"> • Draft development agreement prepared • Preparations for Invitation to Tender • Capital appraisal process underway • Risk around timescales. Escalated to programme risk register 	Amber – Slippage in delivery
Millennium Centre – Approvals	<ul style="list-style-type: none"> • Design agreed and approved by Millennium Centre Board • Capital appraisal process underway • Issue around timescales 	Red – delivery expected to exceed March 2025
Greenspaces <ul style="list-style-type: none"> • Wyntor, Lakeside, Balls Hill – Procurement and Delivery • Hydes Rd - Design 	<ul style="list-style-type: none"> • Orders placed for Wyntor and Norbury. • Awaiting start date for Wyntor and Norbury • In procurement for Balls Hill • Surveys underway for Hydes Road • Draft designs being prepared for Hydes Road • Risk around costs – controls in place to review project budget following procurement phase 	Amber – Slippage in delivery

3.9 Updates in relation to Wednesbury Town Centre Masterplan and Public Realm, and Greenspaces projects are incorporated in the WLUP Board agenda on 18 April 2024.

3.10 Verbal updates in relation to other LUP projects (Friar Park Urban Village, Community Safety, and Millennium Centre) will be provided during the meeting under this agenda item.

Risk Management

3.11 A programme level risk register and individual project risk registers are in place as part of risk management arrangements. Project red risks are reported through the project delivery summary in Appendix 1. The programme risk register is provided at Appendix 3.

There is 1 programme red risk as follows:



Risk Title and Description	Delivery of Friar Park Urban Village Project Risk relates to delays in delivery of the project related to obtaining EA licenses and/or delays to developer partner procurement process and/or planning permissions
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 conducted - Arrangements in place to manage spend within capital programme to enable delivery in 2025/2026 - Capital appraisal review underway
Risk expected to reduce	When EA permitting process concluded, delivery partner procured, and planning permission granted

- 3.12 Since the last report to WLUP Board:
- 3 Risks have reduced
 - 7 Risks have remained the same
 - 0 Risks have increased

Financial Summary

- 3.13 £152,000 capital and £90,000 revenue has been spent to date. All projects are forecasting spend within the budget.
- 3.14 The initial grant received by the Council from DLUHC is for £15.05m capital and £0.3m revenue with a spend deadline of March 2025. A further grant of £5m capital and £0.05m revenue is due to be received in financial year 2024-2025.
- 3.15 Agreement is in place with DLUHC for the Council to manage the grant within the Council’s overall capital programme to enable spend beyond the March 2025 grant deadline. Any project spend beyond March 2025



will be considered and authorised by the Council as the Accountable Body.

Public Health Programmes

3.16 Public Health programmes that contribute to levelling up include a focus on:

- Life expectancy: healthy aging app and anticipatory care
- Infant mortality: healthy pregnancy
- Obesity: reception age and year 6 obesity
- Economic wellbeing – Worklessness: preventing and tackling economic inactivity and Sandwell Language network
- Mental wellbeing of children: Wellbeing in vulnerable groups and wellbeing in children with SEND

3.17 An update was provided to the WLUP Board in February 2024 and a discussion held to gather ideas for a Wellness Programme in Wednesbury.

3.18 Appendix 4 sets out further details including a delivery summary for March 2024. Key points to note include:

- Wellness programme linked to the obesity theme: programme being drafted. Plans to consult with partners around and appetite to sign up to a community pledge ahead of programme of activity in May – June 2024
- Levelling Up Strategy integrating public health and regeneration due September - October 2024

4. Appendices

1. Summary of Levelling Up Partnership Project Delivery March 2024
2. Levelling Up Partnership Milestone Report March 2024
3. Levelling Up Partnership Programme Risk Register March 2024
4. Public Health Programmes Overview March 2024

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](#)









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Appendix – LUP Project Delivery Overview as at end March 2024

1. Masterplan

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LUP Project		Masterplan		
Delivery Progress Summary: Slippage across milestones due to later than expected contract start date. Project change request submitted to adjust project end date to July 2024. Progress in line with revised plan.			Stage: Delivery	Milestones Red/Amber/Green 
Activity expected in March		Activity Expected in April	Next Project Milestone	
<ul style="list-style-type: none"> Stage 2 Market assessment of Wednesbury Town Centre Draft Masterplan Vision Compiled WLUP Board Working Group input to Draft Masterplan Vision 	  	<ul style="list-style-type: none"> WLUP Board Comms and Engagement Working Group input to draft consultation proposals WLUP Board Sign-off Draft Masterplan and Consultation proposals 	Consultation Commences on Draft Masterplan 	
Finance		Red Project Risks and Controls		
Spend to Date	£79K	1. Issue with timescale for masterplan approval - No impact on spend deadline. Revised plan due for approval. Delivery in line with revised plan		
Forecast	In budget			
Outputs				
Completion of Masterplan	Due July 2024			
Programme Management and Governance arrangements in place	Achieved			

2. Community Safety






LUP Project		Community Safety		
Delivery Progress Summary: Delivery in line with plan.			Stage: Delivery	Milestones Red/Amber/Green 
Activity expected in March		Activity Expected in April	Next Project Milestone	
<ul style="list-style-type: none"> Fixed Camera delivery and installation commenced Consultation with residents near nuisance bike measures Engagement with Businesses 	<ul style="list-style-type: none"> ✓ ✓ ✓ 	<ul style="list-style-type: none"> CCTV testing Delivery of deployable cameras Quotes received for nuisance bikes 	Launch CCTV 	
Finance		Red Project Risks and Controls		
Spend to Date	Capital £107K Revenue £8.5K	None		
Forecast	In budget			
Outputs				
26 New/upgraded cameras in place	On track – testing phase	8 New/upgraded deployable cameras	Awaiting delivery	
Business radio link scheme	On track	6 locations with improved preventative measures	Awaiting quotes	

3. Public Realm






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LUP Project		Public Realm		
Delivery Progress Summary: Delivery in line with plan.			Stage: Design /Procurement	Milestones Red/Amber/Green 
Activity expected in March		Activity Expected in April		Next Project Milestone
<ul style="list-style-type: none"> Public Consultation Concluded Costings received 	 	<ul style="list-style-type: none"> Site Improvement priorities agreed Pre-works commence Materials ordered Capital appraisal concluded for public realm works 		Public realm works commence 
Finance		Red Project Risks and Controls		
Spend to Date: Capital	£26K	None		
Forecast	In budget			
Outputs				
14000m2 of improved pedestrian area	On track	3 problem sites improved	On track	




4. Friar Park Urban Village

LUP Project		Friar Park Urban Village	
Delivery Progress Summary: Slippage in securing development partner. Project completion within project end date of November 2025.		Stage: Approvals	Milestones Red/Amber/Green 
Activity expected in March		Activity Expected in April	Next Project Milestone
<ul style="list-style-type: none"> Remediation specification developed Draft development agreement prepared 	 	<ul style="list-style-type: none"> Capital appraisal concluded Invitation to Tender Pre-application discussion with Environment Agency 	Secure Development Partner and complete Development Agreement 
Finance		Red Project Risks	
Spend to Date: Capital	£16.2K	1. Delays to obtaining EA licenses impacting on programme timescales. 2. Potential planning objection leading to delays	
Forecast	In budget		
Outputs			
27ha land remediated	On track		

5. Millennium Centre

LUP Project		Millennium Centre	
Delivery Progress Summary: Areas of slippage due to longer time exploring design options than anticipated and confirmation of build timescales. Design and approach now in place.		Stage: Approvals	Milestones Red/Amber/Green 
Activity expected in March		Activity Expected in April	Next Project Milestone
<ul style="list-style-type: none"> Complete design process Approval from Millennium Centre Board 	 	<ul style="list-style-type: none"> Capital appraisal concluded Contractor appointment 	Contractor Appointment 
Finance		Red Project Risks	
Spend to Date: Capital	£3.3K	1. Issue around delivery timescales – delivery expected to exceed March 2025.	
Forecast	In budget		
Outputs			
Improved library facility	On track	Extended meeting spaces	On track
Improved kitchen/storage facilities	On track		

6. Greenspaces

LUP Project		Greenspaces		
Delivery Progress Summary: Slippage in commencing works at Wyntor and Norbury due to contractor availability. Slippage in Balls Hill due to longer procurement phase than expected. All delivery within March 2025 deadline.		Stage – Wyntor, Lakeside, Balls Hill Procurement / Delivery	Milestones Red/Amber/Green 	
		Stage - Hydes Rd Design		
Activity expected in March 		Activity Expected in April		Next Project Milestone
<ul style="list-style-type: none"> Commence work at Wyntor, Norbury & Balls Hill Open Spaces 	<i>slippage</i>	<ul style="list-style-type: none"> WLUP Board approvals for Hydes Road draft designs and consultation proposals 	Commence construction (3 schemes) 	
<ul style="list-style-type: none"> Completion of tendering for Balls Hill 	<i>slippage</i>	<ul style="list-style-type: none"> Appoint contract for Balls Hill 		
<ul style="list-style-type: none"> Formalising arrangements for community garden (Wyntor) 	<i>slippage</i>	<ul style="list-style-type: none"> Commence construction at Norbury and Wyntor 		
Finance		Red Project Risks		
Spend to Date: Capital	£nil	1. Project Budget		
Forecast	In budget			
Outputs				
improved green space	On track	Improved play areas	On track	
Improved sports facilities	On track			

Reference:

Milestones RAG rating	Red	Slippage in milestones exceeding March 2025 (or exceeding project end date if later date agreed)
	Amber	Slippage in milestones within March 2025 end date (or within project end date if later date agreed)
	Green	Milestones on track with project plan

LUP Milestone Report at March 2024

San_01 Masterplan		Date Due	Monthly Update
1	Inception meeting with consultants	Oct-23	Complete
2	Baseline study and initial site valuations complete	Nov-23	Complete
3	Draft Public realm and urban greening strategy complete	Dec-23	Slippage (impact on project completion date)
4	Draft masterplan document ready for consultation	Jan-24	Slippage (impact on project completion date)
5	Six-week public consultation ends	Feb-24	Slippage (impact on project completion date)
6	Cabinet approval of masterplan	Mar-24	Slippage (impact on project completion date)

San_02 Community Safety		Date Due	Monthly Update
1	Consultation and survey for CCTV scheme	Nov-23	Complete
2	Recruitment for business and community engagement officer	Jan 24	Complete
3	Procurement for CCTV scheme	Apr-24	On track
4	launch business scheme	Sep-24	On track
5	CCTV scheme implemented	Jun-24	On track
6	nuisance bike measures implemented	Dec-24	On track
	Project Completion	Mar-25	On track

San_03 Public Realm		Date Due	Monthly Update
1	Preliminary works (site investigation and designs)	Jan -24	Complete

2	Public Realm consultation	Mar 24	Complete
4	Public realm/ urban greening works commence	May-24	On track
5	Completion of public realm/ urban greening improvements	Mar 25	On track
6	Completion of site improvements	Mar 25	On track

San-04 Friar Park		Date Due	Monthly Update
1	Obtain relevant EA Licences/Permits to enable remediation works	Jan-25	On track
2	Secure Development Partner and complete Development Agreement	Sep-24	Slippage (no impact on project completion date)
3	Progress Consents for remediation and protected species relocations	Oct-24	On track
4	Remediation Works Start on Site	Nov-24	Slippage (no impact on project completion date)
6	Completion of Land Remediation	Nov-25	On track

San_05 Millennium Centre		Date Due	Monthly Update
1	Complete Design process including public consultation	Dec-23	Slippage (impact on project completion date)
2	Submit Planning Application	Jan-24	Slippage (impact on project completion date)
3	Appoint contractor	Mar-24	Slippage (impact on project completion date)
4	Complete works	Jan-25	Slippage (impact on project completion date)

San_06 Greenspaces		Date Due	Monthly Update
1	Green Spaces Project Launch	Oct-23	Complete
2	Completion of design for Norbury Road, Wyntor Lane and Balls Hill Green Spaces	Nov-23	Complete
3	Commencement of construction phase for Norbury Road, Wyntor Lane and Balls Hill Green Spaces	Mar 2024	Slippage (no impact on project completion date)
4	Completion of construction phase and launch of Norbury Road, Wyntor Lane and Balls Hill Green Spaces	Apr-24	Slippage (no impact on project completion date)
5	Completion of design phase for Hydes Road	July 2024	On track
6	Planning Permission submission for Hydes Road	July 2024	On track
7	Completion of Hydes Road Procurement process	Oct-24	On track
8	Commencement of Construction phase for Hydes Road	Nov-24	On track
9	Completion and launch of Hydes Road Project	Mar-25	On track

Blue: Milestone achieved
 Green indicates on track
 Amber indicates issue with milestone / slippage within March 2025 end date (or within project end date if later date agreed)
 Red indicates issue with milestone / slippage exceeding March 2025 (or exceeding project end date if later date agreed)

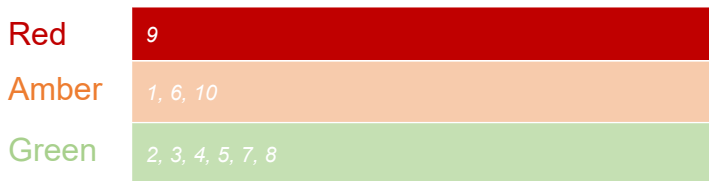
Ref	Project Name	Fin Year 2023-2024												Fin Year 2024-2025						Fin Year 2025-2026
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
San_01	Wbury Masterplan	Contract award		Design phase			Consultation			Approval										
		*Inception mtg with consultants	*Baseline study and initial site valuations complete	* Draft public realm and urban greening strategy complete	*Draft masterplan document ready for consultation	*6-week consultation ends	*Cabinet approval of masterplan													
		Contract award			Design phase			Consultation			Approval									
		Revised Plan (subject to agreement. Project end date exceeded)			*revised milestone date for draft masterplan document ready for consultation			*revised milestone date for 6-week consultation ends			*revised milestone date Cabinet approval of masterplan									
San_03	Public Realm	Designs and preliminary investigations				Consultation				Approvals & Procurement				On site						
		*Preliminary works (site investigations and designs) *Public Consultation commences				*Public consultation complete				*Public Realm / Urban Greening Works commence				*Completion of public realm / urban greening improvements *Completion of site acquisitions						
San_02	Community Safety	Approvals				Consultation and Procurement				On site										
		*Consultation and survey for CCTV scheme				*Recruitment for business and community engagement officer				*Procurement for CCTV scheme				* CCTV scheme implemented				* Launch of business scheme *nuisance bike measures implemented *project completion		
San_04	Friar Park Urban Village					Approvals				Procurement & Consents				On site						
		EA consultants appointed Legal Team appointed Legal review of ITT documentation								* Secure Development Partner & Complete development agreement				*Progress consents for remediation and protected species relocations *Remediation works start on site * Obtain relevant EA licenses / permits *Completion of Land Remediation (Nov 2025)						
San_05	Millennium Centre	Design		Planning		Procurement		On Site												
		*Complete design process including public consultation		*submit planning application		*Appoint contractor		*Complete works												
		Design		Approval		Procurement		Planning		On site										
		Revised Plan (subject to agreement. Project end date exceeded)		* revised milestone complete design process		*revised milestone Appoint contractor		*revised milestone submit planning application		*revised milestone Start on Site				*Revised Milestone: Complete Works June 25						
San_06	Greenspaces	Design		Approvals		Procurement		On site												
		*Completion of design for Norbury Road, Wyntor Lane and Balls Hill		*Commence construction phase for Norbury Rd, Wyntor Lane and Balls Hill		*Complete construction phase (Norbury, Wyntor, Balls Hill)														
		Investigations and Surveys				Design		Approvals		Procurement & Planning		On site								
						*completion of design phase for Hydes Road *Planning Permission submission for Hydes Rd				*Completion of procurement phase Hydes Rd		*commencement of construction phase Hydes Rd		*Completion of Hydes Rd and launch						

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Levelling Up Programme - Risk Register

March 2024

Profile of Current Risk Scores:



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		Amber	Green (May 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 in place Confirmation received from DLUHC of Mar 25 grant deadline and setting out freedoms and flexibilities of the council to manage within capital programme beyond Mar 25 Options for internal management of capital progressed to enable spend beyond Mar 25 and agreed for Friar Park Project <p>Further Actions</p> <ul style="list-style-type: none"> Capital appraisals completed for all projects Ongoing updates to DLUHC on project delivery progress
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</p>		Amber		Amber	Green (May 24)	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Confirmation received from DLUHC of Mar 25 grant deadline and setting out freedoms and flexibilities of the council to manage within capital programme to enable spend beyond Mar 25. Options for internal management of capital progressed to enable spend beyond Mar 25 and agreed for Friar Park Project

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>missed opportunities to deliver the benefits of the programme</p> <p>New risk wording: If project delivery slips into 2025/2026 beyond agreed limits for capital spend, there may be an inability to manage the capital requirements within the capital programme resulting in grant clawback, reputational damage and missed opportunities to deliver the benefits of the programme</p> <p>Risk Owner Finance LUP Programme Manager</p>						<ul style="list-style-type: none"> Project slippage beyond Mar 25 deadline to be agreed by AD Regen & Growth in consultation with S151 Officer and Cabinet Member <p>Further Actions</p> <ul style="list-style-type: none"> Capital appraisals completed for Millennium Centre and Public Realm Financial forecasts to be reported to finance quarterly?
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		Green	Maintain Green	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Programme SRO (AD Spatial Planning and Growth) in place Project level SROs and Project Managers in place Programme Manager and Programme Support Officer 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 EqIA, Environmental impacts reported to WLUP Board <p>Further Actions</p> <ul style="list-style-type: none"> Maintenance of arrangements

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)
04	<p>Governance 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		Green	Maintain Green	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Cabinet approval of governance arrangements including scheme of delegation Internal Project Group in Place WLUP Board in place and first quarter of meetings completed <p>Further Actions</p> <ul style="list-style-type: none"> WLUP Board Member return of Code of Conduct and Register of Interests
05	<p>Programme Benefits, Monitoring and Evaluation 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 Project progress reporting in place Outcomes and Outputs reported to WLUP Board Baseline outputs reported to WLUP Board alongside approvals for projects to progress to delivery phase <p>Further Actions</p> <ul style="list-style-type: none"> Programme outcome measures to be connected to PH led work around levelling up Baseline outcome measures captured and data sources agreed Project evaluation methods in place
06	<p>Communication and Engagement:</p>		Amber		Amber	Green	<p>Current and ongoing controls</p>

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>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> <p>Risk Owner LUP Programme Manager</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 Forward plan of press releases in place Website live Consultation and Engagement strategy agreed by WLUP Board 29/02 Outcomes of consultation and engagement reported to WLUP Board include any objections <p>Further Actions</p> <ul style="list-style-type: none"> Scrutiny consideration of LUP Programme during 24/25 Municipal Year to include communication and engagement strategy Regular press releases at project milestones Production of video and comms materials WLUP Board Comms and Engagement Sub-Group established
07	<p>Elected Member Involvement and Engagement</p> <p>If Elected Members are not sufficiently involved in shaping LUP proposals or</p>		Green		Green	Maintain green	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> Cabinet involved in deep dive activity

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>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>						<ul style="list-style-type: none"> Elected Members included in WLUP Board Standing item at W'bury Members' quarterly meeting Liaison with scrutiny to programme their input as part of 24/25 Municipal Year Elected Members invited to participate in project consultation activity Regular circulation of key messages document <p>Further Actions</p> <ul style="list-style-type: none"> Scrutiny consideration of LUP Programme during 24/25 Municipal Year to include communication and engagement strategy
08	<p>Levelling Up Partnership Opportunity It 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 levelling up challenges for Wednesbury and shape future plans and priorities for investment.</p> <p>Risk Owner LUP Programme SRO & LUP Programme Manager</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 WLUP Board receiving information around public health programmes WLUP Board input to public health levelling up work <p>Further Actions</p> <ul style="list-style-type: none"> Confirmation of LUP Programme Outcome measures aligned to PH-led levelling up framework development

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"> • 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	<p>Delivery of Friar Park Urban Village Project</p> <p>Delay / Issues in obtaining licence from EA for Friar Park Urban Village Project and overall timescales for delivery including risk of planning challenges By Mar-25 spend deadline-resulting in inability to manage spend within capital programme, potential clawback of funding/ liability for the council, reputational damage and significant impact on achieving the outputs and outcomes of the LUP.</p> <p>Risk Owner Friar Park Urban Village Project SRO</p>		Red		Red	Amber	<p>Current and ongoing controls</p> <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 • Confirmation received from DLUHC of Mar 25 grant deadline and setting out freedoms and flexibilities of the council to manage within capital programme • Options for internal management of capital progressed to enable spend beyond Mar 25 <p>Further Actions</p> <ul style="list-style-type: none"> • Project capital appraisal to be undertaken including project level risk register review • EA permit • Developer procured
10	<p>Legal: Subsidy Control</p> <p>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</p>		Amber		Amber	Green Apr'24	<p>Current and ongoing controls</p> <ul style="list-style-type: none"> • Approach agreed with Legal Services • Specific subsidy control advice is being commissioned for Friar Park Urban Village project • Screenings completed for Greenspaces and Community Safety (no issues arising)

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						Further Actions <ul style="list-style-type: none"> • Screening to be undertaken for remaining 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

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.	March Progression	April Update
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.	Interim evaluation is back and the programme looked effective in reducing isolation and helped participants to improve relationships. Bid is being submitted 22/03/2024 for ICB funds to create prevention primary care offer	Evaluation has come back, 304 people were supported with great changers in the work. This is being presented to the Integrated Care Partnership to attain £1m in funding for community Health
	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.	Currently extended for another year. development areas are to include client journey and finalise last programmes.	No further update
Infant mortality	Healthy pregnancy	Initial plan to create a team in the hospital was	Once in place they will work with at risk cohort of	Advert for two PH midwives is now out for	Posts are still out for advert.

		not possible. Two midwives to be recruited to the public Health team	women to support them to reduce premature birth and infant mortality	applications to lead this programme.	
	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 .	Waiting information due in the next 2-4 weeks.	Still awaiting report, delayed for 2 weeks due to a data access issue.
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 and healthy work programme.	Programme being drafted by the team for consultation with partners on a may to ~June programme.	Engagement events on 22 nd March and 12 th April. Linking with Local Charities, communities , Police, Open Heaven, go play, digital access. April Event will set the time table for the May event. See below

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.	Not Yet Started – awaiting confirmation on whether bid was successful.	Bid confirmation delayed until May 2024 due to national election
	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.	Programme is to be extended for another year, report awaiting update.	No up date. Report available 556 people supported and great outcomes.
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.	Evaluation due. If successful expansion and recommission will be expected.	Awaiting report
	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.	Evaluation due. If successful expansion and recommission will be expected.	Work ongoing, no further update.

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	Strategy due Sept/Oct 2024	Strategy due Sept/Oct 2024
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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.

April Update – as above.

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.

April Update – as above.

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.

April Update – as above.

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.

April Update – as above.

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

April Update – Engagement sessions happed on the 22nd March and 12th of April. Involving many members of community and local interest, N Garratt from digital inclusions.

The meeting on the 12th April will set out the timeline of the launch and the timetable to present to the community

There has been massive community involvement including schools, charities, Millenium centre, open Health, go play. Citizens advice, family hubs, on ideas from cooking clubs, children's activities, fitness sessions, falls prevention to healthy passports.

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

April Update – as above.

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

April Update – as above.

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

April Update – as above.

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

18 April 2024

Subject:	Levelling Up Partnership Project Change Requests
Report Author	Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out project change requests for endorsement by the WLUP Board.

2. Recommendations

- 2.1 That the WLUP Board endorse the project change requests in relation to the milestones for the Masterplan Project and Millennium Centre project and recommend approval by the Assistant Director Spatial Planning and Growth in consultation with the Council's S151 Officer.
- 2.2 That the WLUP Board endorse the project change request to adjust the project budgets within the Public Realm project and recommend approval by the Assistant Director Spatial Planning and Growth in consultation with the Cabinet Member for Regeneration and West Midlands Combined Authority and Council's S151 Officer.

3. Background



- 3.1 Sandwell Council Cabinet approved the governance arrangements for the LUP programme in September 2023. This included a scheme of delegation which sets out the approval process for project changes. This covers change of outputs, outcomes and milestones.
- 3.2 All changes are recorded in a programme change log which includes information around the current status of changes, the approval route required, impact of changes, and action taken.
- 3.3 There are 2 changes to milestone dates requiring endorsement from the WLUP Board and approval from the Council’s Assistant Director Spatial Planning and Growth in consultation with the S151 Officer, as follows:

Ref	Project	Reason for Change	Date From	Date To	Impact on Mar 25 completion	Impact of Change (incl. dependencies)
4	Masterplan	Re-profiled project plan. Slippage in intended delivery date of March 2024.	Mar 2024	July 2024	No	Project completion beyond intended Mar 2024. The impact on public realm strategy and site improvements is being managed through public realm consultation being undertaken separately to the masterplan consultation. Risk of further slippage in the event that complex issues are raised through the masterplan consultation responses that require longer consideration.



9	Millennium Centre	Re-profiled project plan due to longer time producing initial designs than expected. Agreed design and delivery approach now in place	Mar-2025	June-2025	Yes	Project completion beyond spend deadline of March 2025. The council's capital programme will need to accommodate spend profile to enable delivery in 2025/2026.
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3.4 There is 1 proposed change to project budgets that requires endorsement from the WLUP Board and approval from the Council's Assistant Director Spatial Planning and Growth in consultation with the Cabinet Member and S151 Officer, as follows:

Ref	Project	Reason for Change	Impact of Change (incl. dependencies)
16	Public Realm	Move budget within the overall allocation of £4.5m. An internal budget split of £2.5m for site improvements and £2m for public realm works is in place. Request is to transfer £250K to the public realm works budget from the site improvement budget.	Movement of funds between public realm works and site improvement budgets within £4.5m allocation. will enable full scope of works to be achieved on the public realm component whilst retaining sufficient budget to move forward with proposed



			site improvements.
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3.5 Changes agreed by the Programme Manager since the commencement of the programme are included in Appendix 2.

4. Appendices

1. Scheme of Delegation
2. Summary of changes March 2024

3. Background papers

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



LUP Project Changes Summary – March 2024

Changes requiring WLUP Board endorsement and approval from Assistant Director Spatial Planning and Growth, in consultation with S151 Officer

Ref	Project	Reason for Change	Date From	Date To	Impact on Mar 25 completion	Impact of Change (incl. dependencies)	Proposed Action
4	Masterplan	Re-profiled project plan: Change of Multiple Milestones Slippage in intended delivery date of March 2024.	Mar 2024	July 2024	No	Project completion beyond intended Mar 2024. The impact on public realm strategy and site improvements is being managed through public realm consultation being undertaken separately to the masterplan consultation.	Seek WLUP Board endorsement April 2024.

9	Millennium Centre	Re-profiled project plan due to longer time producing initial designs than expected. Agreed design and delivery approach now in place	Mar-25	June-25	Yes	<p>Project completion beyond spend deadline of March 2025.</p> <p>Council's capital programme will need to accommodate spend profile to enable delivery in 2025/2026.</p>	<p>Seek WLUP Board endorsement April 2024.</p> <p>S151 approval and AD sign off to follow capital appraisal.</p>
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Changes requiring WLUP Board endorsement and approval from Assistant Director Spatial Planning and Growth, in consultation with S151 Officer and Cabinet Member

Ref	Project	Reason for Change	Date From	Date To	Impact on Mar 25 completion	Impact of Change (incl. dependencies)	Proposed Action
16	Public Realm	Budget Change	Na	Na	Na	Change would enable full scope of works to be achieved on the public realm component of the project	Seek WLUP Board

		<p>Request is to transfer £250K to the public realm works budget from the site improvement budget within the overall project budget allocation of £4.5m.</p> <p>Due to costings received for final designs of public realm works.</p> <p>This would mean a revised project</p>			<p>whilst retaining sufficient budget to move forward with the proposed 3 sites prioritised for the site improvements.</p> <p>In the event that the change isn't approved, the public realm scheme will be value engineered to fit within the allocated £2m budget. This is likely to involve lesser quality materials and a reduced level of contingency.</p>	<p>endorsement April 2024.</p>
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Summary of changes approved by Programme Manager

Ref	Project	Reasons for Changes	Impact of Change
1, 10	Greenspaces	Re-profiled project plan to account for slippage in delivery on first 3 greenspace schemes.	Within March 2025 completion

2, 3, 7, 8	Public Realm	Additional outputs included (business signage), new milestones to reflect public realm consultation proceeding ahead of masterplan consultation, change of milestones to account for slippage in commencing public realm works.	Within March 2025 completion
5, 6, 11	Community Safety	Milestone changes to account for slippage in launch of business scheme and installation of nuisance bike measures. Additional milestone to include project completion date.	Within March 2025 completion
12, 13, 14, 15	Friar Park	Update to milestones to reflect LUP component (land remediation phase) of project, milestone changes to account for slippage within Nov 2025 project completion.	Within November 2025 completion

Report to Wednesbury Levelling Up Partnership Board

18 April 2024

Subject:	Millennium Centre Activity
Report Author	Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out that the WLUP Board will receive a presentation from Millennium Centre staff outlining the range of activities and services on offer at the Millennium Centre to aid the Board's understanding.

2. Recommendations

- 2.1 That the WLUP Board receive the presentation.

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.



- 3.4 To assist the WLUP Board's understanding of the activities and services already on offer at the Millennium Centre, a presentation will be delivered during the meeting by Millennium Centre staff.
- 3.5 Since the formation of the LUP project at the Millennium Centre the Council run Youth Service have relocated activity to the centre. Circa 200 young people are signed up with circa 50 young people attending weekly. A job club commenced in March 2024.
- 3.6 The LUP project outputs are:
- Improved library facility
 - Extended meeting spaces
 - Improved Kitchen / Storage facilities
- 3.7 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)

4. Background papers

[Improving the Millennium Centre Report to Wednesbury Levelling Up Partnership Board 29 February 2024](#)



Report to Wednesbury Levelling Up Partnership Board

18 April 2024

Subject:	Overview of Community Groups in Wednesbury
Report Author	Alison Hartshorne Neighbourhood Partnerships Officer Rebecca Jenkins Levelling Up Partnership Programme Manager

1. Purpose of Report

- 1.1 To set out that the WLUP Board will receive a presentation outlining the range of community groups in Wednesbury to aid the Board's understanding.

2. Recommendations

- 2.1 That the WLUP Board receive the presentation.

3. Background

- 3.1 The voluntary and community sector make a large contribution to supporting residents, encourage wellbeing, and supporting Wednesbury to thrive by bringing people together.



3.2 Building connections between the LUP projects, LUP outcomes and community group activity can enable partners to achieve more together. Community groups are also an important and trusted space by residents to build into communication and engagement activity across the LUP programme.

4. Background papers

LUP Programme Output and Outcomes

<https://sandwellintranet.moderngov.co.uk/documents/s20349/Item%2010%20Appendix%202%20LUP%20Outcome%20and%20Output%20Map.pdf>



Report to Wednesbury Levelling Up Partnership Board

18 April 2024

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

1. Purpose of Report

1.1 To provide an overview of communication and engagement activity

2. Recommendations

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

3. Background

3.1 A programme level communication and engagement strategy was agreed by the WLUP Board in February 2024.

3.2 Since the last WLUP Board meeting, communication and engagement activity undertaken has included:

- Conclusion of public realm consultation
- Engagement with businesses in Wednesbury Town Centre
- Engagement with residents adjacent to nuisance bike proposals
- LUP progress update and key messages document shared with Wednesbury Elected Members



- 3.3 Over the next period (April – June) the following communication and engagement activity is planned. Further detail is contained in Appendix 1.
- Launch Wednesbury Town Centre Masterplan Consultation
 - Commence engagement around Hydes Road project
 - Publicity materials produced for Town Centre improvements and designs shared
 - Launch of CCTV cameras and safety measures
 - Launch of greenspaces - completion of Wyntor and Lakeside Open Spaces
- 3.4 A meeting of the Communication and Engagement Working Group is due to be held in April 2024 to input to forthcoming consultation proposals (Town Centre Masterplan and Hydes Road projects) and to consider other communication and engagement activity. Feedback will be provided during the meeting.
- 3.5 The Communications Key Messages Document is intended to be used by WLUP Board Members and Elected Members to provide up to date information on the LUP programme. The March update is provided as appendix 2.

4. Appendices

1. Forward Plan
2. LUP Programme Key Messages Document March 2024

5. Background papers

Levelling Up Partnership Communication and Engagement Strategy
([Click here to view document](#))



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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 sharing key 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 (2 projects)** – 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. The partnership involves Councillors, MPs, representatives of the voluntary sector and young people, 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

- Installing new and upgraded CCTV cameras in Wednesbury Town Centre and Friar Park
- Engaging with businesses in Wednesbury Town Centre
- Engaging with residents living near locations for nuisance bike proposals
- Drawing up final plans for improvements in Wednesbury Town Centre

What will be taking place soon

- We will be out to consultation with residents on the Wednesbury Masterplan in May 2024. Please help to signpost people to information about the consultation and how to get involved. When

the consultation is launched, information will be available at [Sandwell Consultation Hub](#) and at [Wednesbury Levelling Up Partnership - Regenerating Sandwell](#)

- Testing CCTV
- Starting work at Lakeside and Norbury Road Open Space, Wyntor Lane Open Space and Balls Hill Open Space

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 Wednesbury Elected Members 18/03/24
2	8 April 2024	Update to what is taking place at the moment Update to what will be taking place soon	WLUP Board 18/04/24

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Report to Wednesbury Levelling Up Partnership Board

18 April 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.

Appendices

WLUP Board Forward Plan as at March 2024



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Appendix 1 - WLUP Board Forward Plan as at March 2024

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Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	August 2024	October 2023	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 Project Changes Communication and Engagement Update Overview of community groups and activities	Programme Overview Report Project Changes Review of Communication and Engagement Introduction to Social Value	Programme Overview Report Project Changes Communication and Engagement Update	Programme Overview Report Project Changes Communication and Engagement Update	
Masterplan	Project Overview	Progress update and input to communication	Input to draft masterplan and approve	Outcomes from public consultation and	Progress Update	Progress Update	



Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	August 2024	October 2023	Future agendas
		and engagement plan	consultation proposals	recommendation to Cabinet			
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 incl. Focus on CCTV and engagement Lessons learnt from Bearwood Community Safety Scheme	Progress update	Progress update	



Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	August 2024	October 2023	Future agendas
Public Realm	Project Overview and consultation outline	Update on public consultation for public realm Input to communication and engagement plan	Consider options for Site Improvements and agree the sites to progress Receive designs for public realm	Progress update	Progress update	Progress update	
Friar Park Urban Village	Project Overview	Progress update Input to communication and engagement plan	Progress update	Progress update	Progress update	Progress update	



Project	18 December 2023	29 February 2024	28 April 2024	20 June 2024	August 2024	October 2023	Future agendas
Millennium Centre	Project overview and input into design principles	Agreement to proceed to delivery Input into communication and engagement plan	Progress update Overview of Millennium Centre Activity	Progress update	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 plans for Hydes Rd	Consultation outcomes Agreement to proceed to delivery for Hydes Rd	Progress update	Progress update	



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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