

## **LUP Programme**

### **Communication and Engagement Strategy Appendices**

Appendix 1 - Stakeholder Analysis

Appendix 2 - LUP Programme Communication and Engagement Plan

Appendix 3 - LUP Project Communication and Engagement Plans

Appendix 4 - LUP Programme Key Messages Document

Appendix 5 - Programme summary of consultation activity and press releases

LUP Programme Stakeholder Analysis

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

## Levelling Up Partnership Programme Communication and Engagement Plan

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

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

## **LUP Project Communication and Engagement Plans**

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

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

**Communication and Engagement Plan**

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

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

### Communication and Engagement Plan

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



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

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

### Communication and Engagement Plan

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

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

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

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

**Communication and Engagement Plan**

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

## Appendix 3e

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

### Communication and Engagement Plan

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

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



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

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

### Communication and Engagement Plan

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

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

## Wednesbury Levelling Up Partnership Key Messages Document

### Document Purpose

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

### Background to the Programme

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

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

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

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

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

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

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

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

### **Where can people find more information**

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

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

### **What is taking place at the moment**

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

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

### **What will be taking place soon**

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

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

Contact us at: [Wednesbury\\_LUP@sandwell.gov.uk](mailto:Wednesbury_LUP@sandwell.gov.uk)

### Document Version Control

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

## DRAFT LUP Programme Summary of Consultation Activity and Press Releases

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