



Dear Board Member,

CITY OF WOLVERHAMPTON TOWN DEAL BOARD - 15 MAY 2020

I am now able to enclose, for consideration at the 15 May 2020 meeting of the City of Wolverhampton Town Deal Board, the following slides that were unavailable when the agenda was printed.

Agenda No Item

8 Town Investment Plan [TIP] Update (Pages 1 - 34)

[To receive a presentation on themes and priorities for the City of Wolverhampton Town Fund.]

11 Future High Streets Fund (Pages 35 - 42)

[To receive a presentation on plans for the Future High Streets Fund and to endorse a letter of approval from the City of Wolverhampton Town Deal Board.]

If you have any queries about this meeting, please contact the Democratic Services team:

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Wolverhampton WV1 1SH

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City of Wolverhampton

City of Opportunity

Background Information to support agenda Item 8 -
May 15 2020

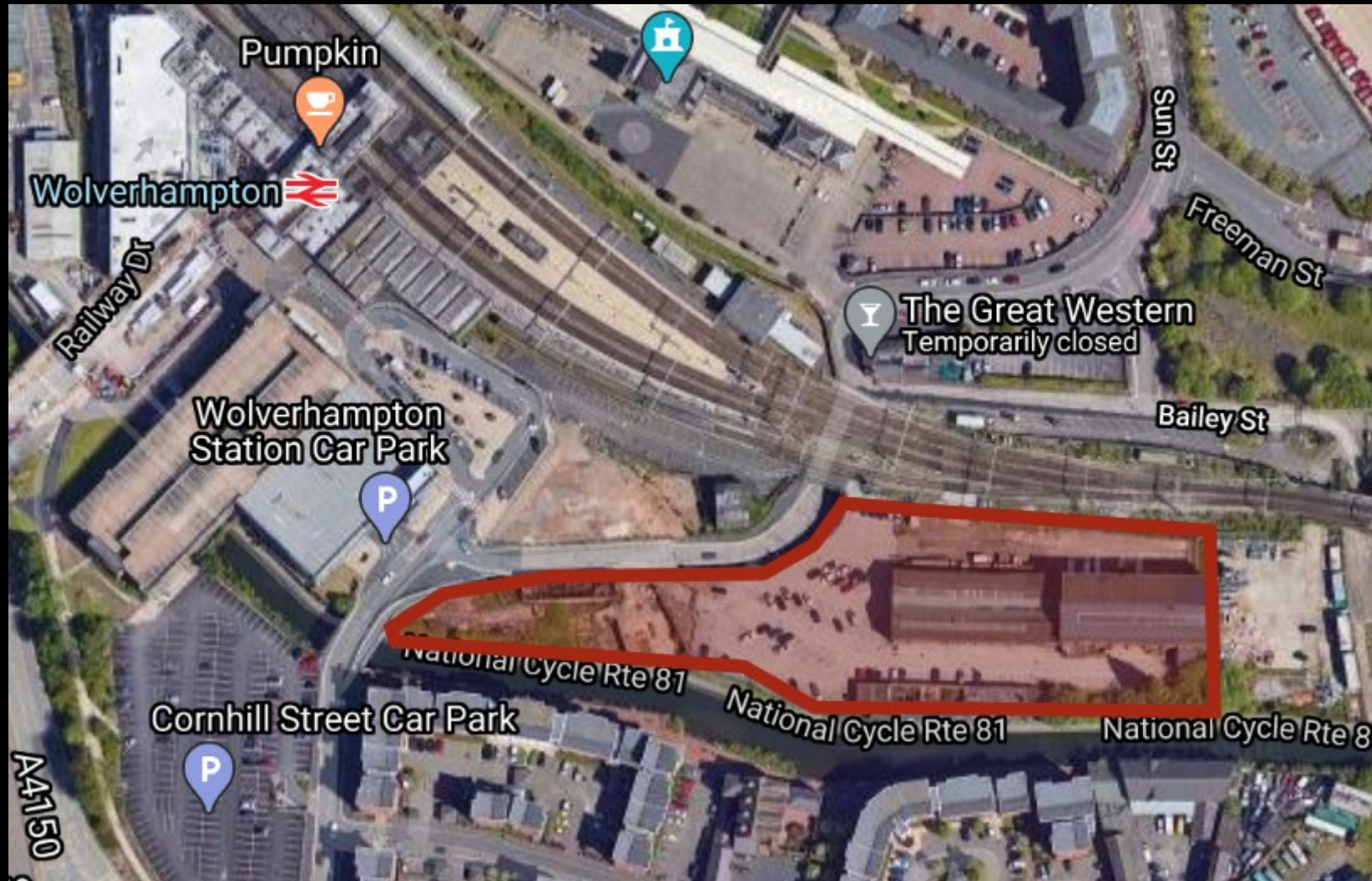
List of Potential Projects

1. Goods Shed
2. Bilston Market
3. Digital Infrastructure Strategy
4. Wednesfield High Street
5. Springfield Campus/Brownfield Land Institute
6. Canalside Quarter
7. City Learning Quarter
8. The Talent Match
9. Wolves @ Work
10. Grand Theatre/Cultural Quarter
11. Events and Place Making

Potential Project 1: Goods Shed

- Key gateway into Wolverhampton & visible from main line railway.
- Currently derelict.
- Opportunity to create a focus for activity and create a sense of place at Canalside and next to Wolverhampton Interchange.
- Re-use of Grade II listed Mill Street Depot for creative workspace and space for food & beverage, gallery or events uses.
- Enhancing perception of city centre and addressing lack of suitable and attractive workspace for creative and tech businesses.
- **Aligns with 'urban regeneration' and 'skills and enterprise infrastructure' TIP objectives**

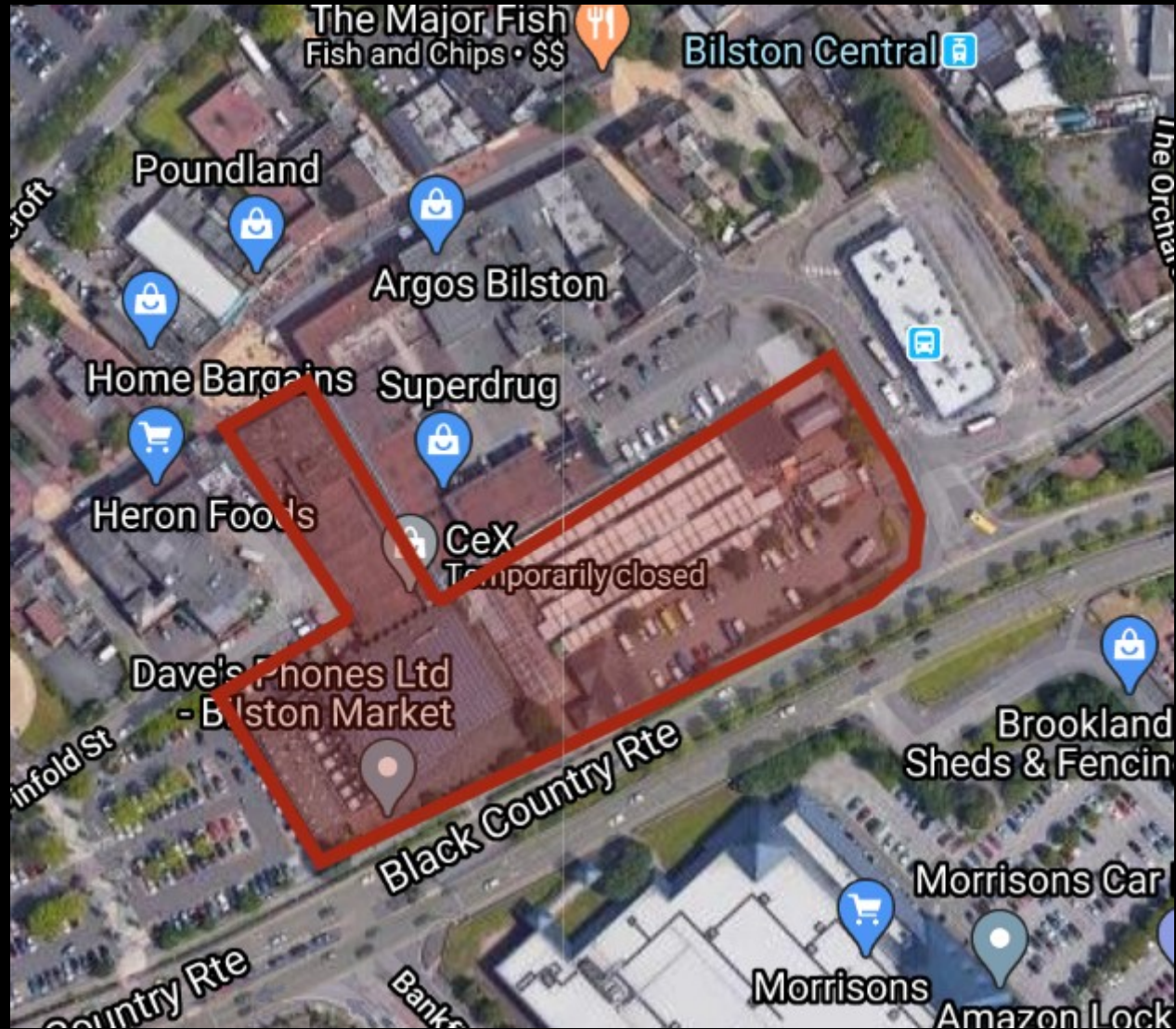
Goods Shed



Potential Project 2: Bilston Market

- Bilston Indoor and Outdoor Markets as a key footfall generator and hub of activity.
- Opportunity to invest in physical fabric of market and reconfigure use of existing site to improve market offering to secure Markets' future success.
- Opportunity to rationalise existing Markets estate and unlock new future development opportunities to reinforce Bilston High Street.
- Part of wider programme of hard and soft improvements to catalyse regeneration of Bilston town centre.
- **Aligns with 'urban regeneration' TIP objective**

Bilston Market



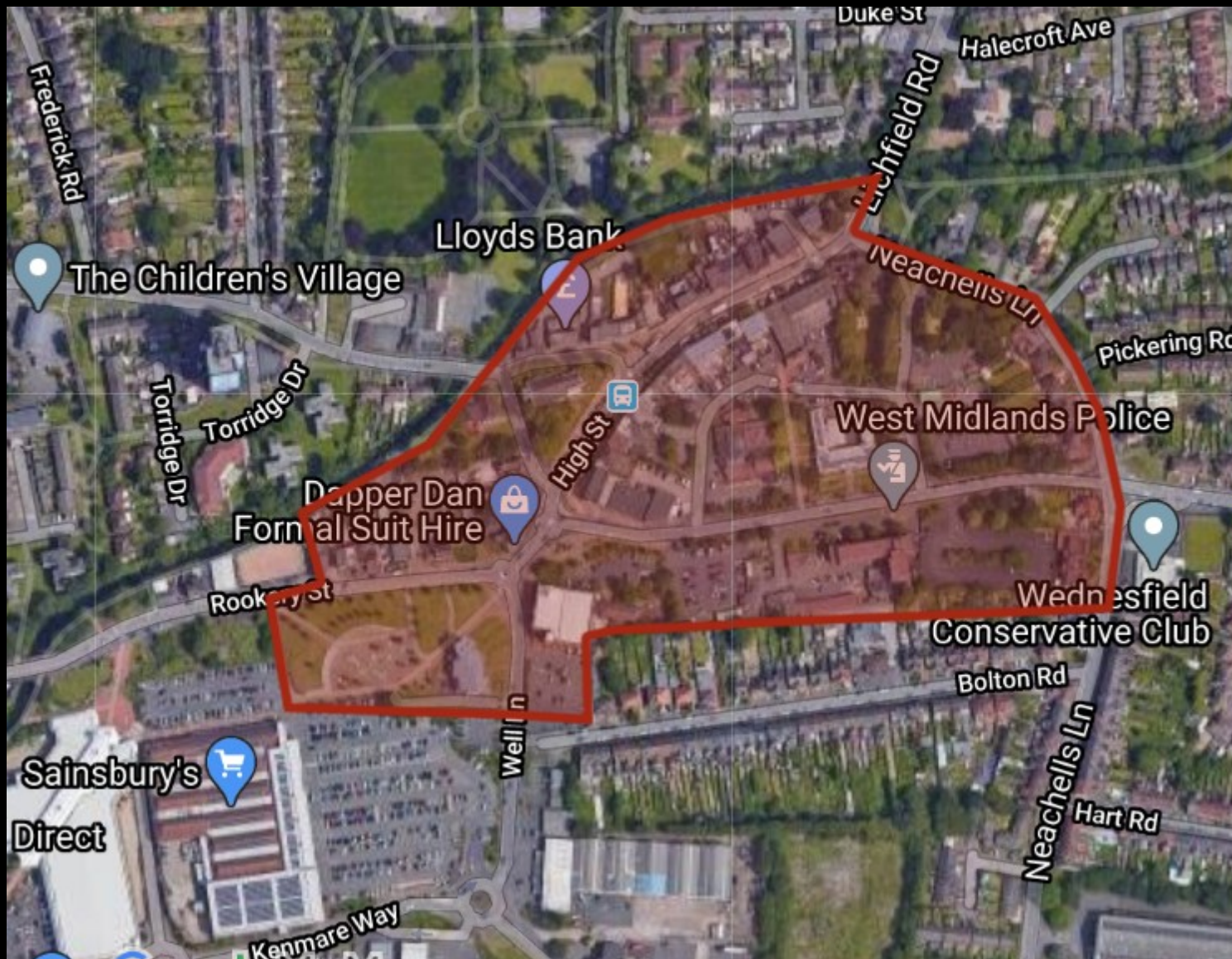
Potential Project 3: Digital Infrastructure Strategy

- MHCLG Towns Fund seeks to improve digital connectivity, which aligns with CWC Digital Infrastructure Strategy.
- Potential to support on-going roll-out of 5G infrastructure to existing businesses as well as new workspace, to attract tech-focussed employers.
- Support take-up of fibre broadband by SMEs.
- Opportunity to support roll-out of 5G wireless technology through new street furniture.
- **Aligns with 'digital infrastructure' and 'skills and enterprise infrastructure' TIP objectives.**

Potential Project 4: Wednesfield High Street

- Opportunity to improve the facilities of Wednesfield outdoor market, including installation of new canopies and explore community asset transfer from CWC to transfer market operation to a community market traders' association.
- Potential to engage with local businesses to develop activities to build capacity, such as exploring setting up a BID or the previous eBay Retail Revival programme held in partnership with CWC.
- Develop a community-led events programme to make more use of Wednesfield Amphitheatre outdoor space, building on success such as Wodenstock.
- **Aligns with 'urban regeneration' and 'skills and enterprise infrastructure' TIP objectives**

Wednesfield High Street



Potential Project 5: Springfield Campus / Brownfield Land Institute

- University of Wolverhampton is joining together the WM Construction UTC & Elite Centre of Manufacturing with the opening of the new School of Architecture.
- The remainder of the site (Phase 2) is earmarked for a proposed National Brownfield Institute (85,000 sqft) and incubator/ supply chain space
- Phase 2 is at Outline Business Case stage but does not have funding committed to fully deliver the project.
- The intention is to create an International Centre for Urban Innovation
- **Aligns with 'urban regeneration', 'skills and enterprise' & 'infrastructure' TIP objectives**

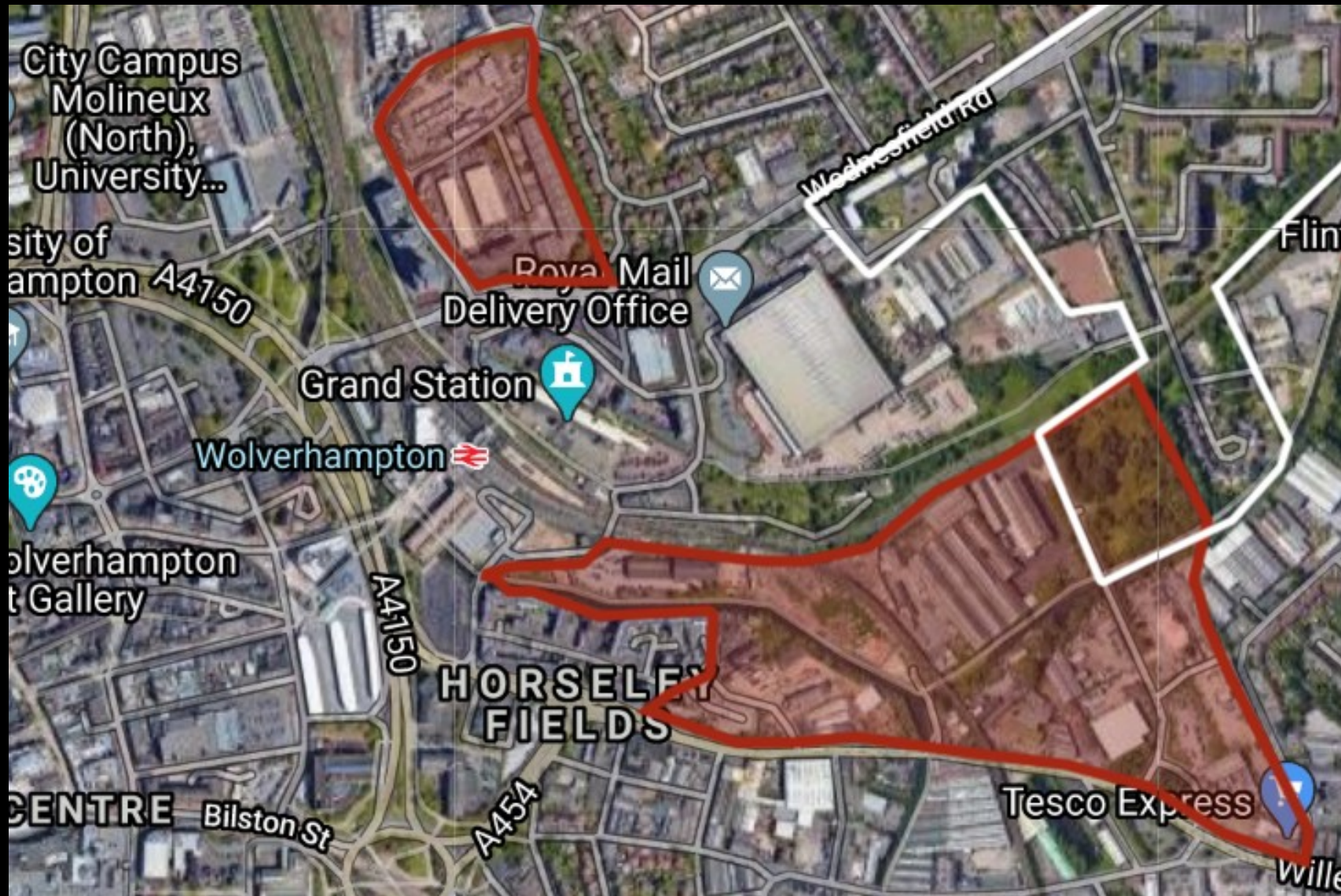
Springfield Campus / National Brownfield Institute



Potential Project 6: Canalside Quarter

- Key gateway into Wolverhampton and highly visible from railway line including Wolverhampton Interchange.
- Brownfield and largely un-occupied sites, requires connectivity improvements across the Old Main Line Canal and enabling works.
- Opportunity for site remediation, land assembly, preserving Wolverhampton's heritage and creation of new sustainable city centre neighbourhood.
- Scope to deliver circa. 2,270 new homes alongside mixed-uses including waterside leisure and F&B offer.
- Introducing new footfall and changing 'first impressions' of the city centre.
- Phased development opportunity.
- **Aligns with 'urban regeneration' TIP objective**

Canalside Quarter



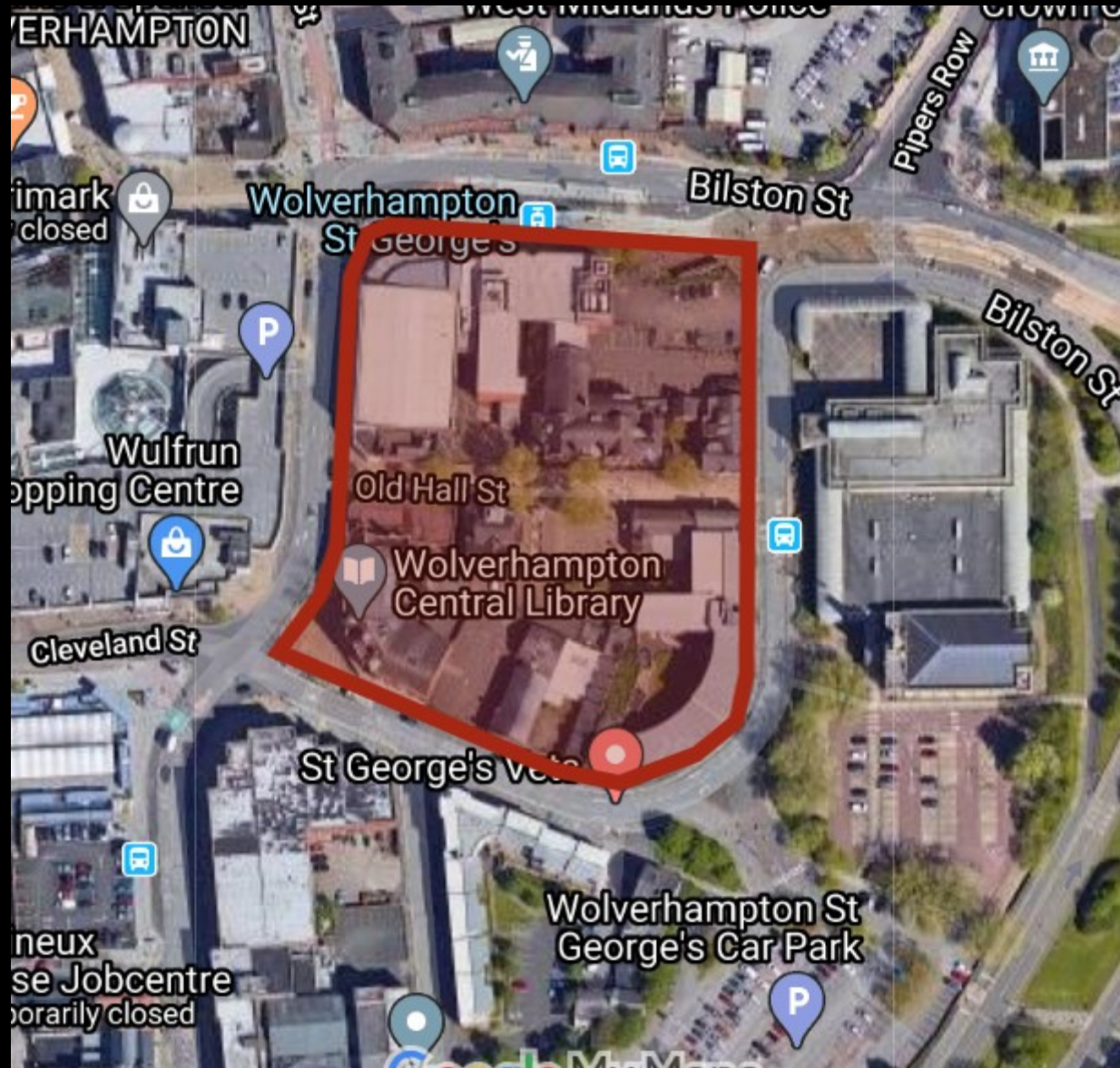
Canalside Quarter



Potential Project 7: City Learning Quarter

- Comprises former Faces nightclub site, CoW Adult Education, Wolverhampton Central Library and surface car parking.
- Opportunity to triple size of existing facilities and high quality space for CoW, extending and refurbishing existing Adult Education building and Central Library, new public realm and refurbished buildings on Old Hall Street.
- Scope to deliver 11,000sqm new learning space.
- Freeing up existing CoW Paget Road site for up to circa. 200 new homes.
- More accessible site for CoW, increasing city centre footfall.
- Ready to be tendered.
- **Aligns with 'urban regeneration' and 'skills and enterprise infrastructure' TIP objectives**

City Learning Quarter



Potential Project 8: Talent Match

- Mentoring initiative supported by Wolverhampton Voluntary Sector Council, supporting young adults aged 18-29 years who are NEET and require additional support to overcome specific barriers to employment.
- Scope to increase number of participants and assist more 18-29 year olds not in work, training or education for at least 6 months to become employed.
- **Aligns with 'skills and enterprise infrastructure' TIP objective**

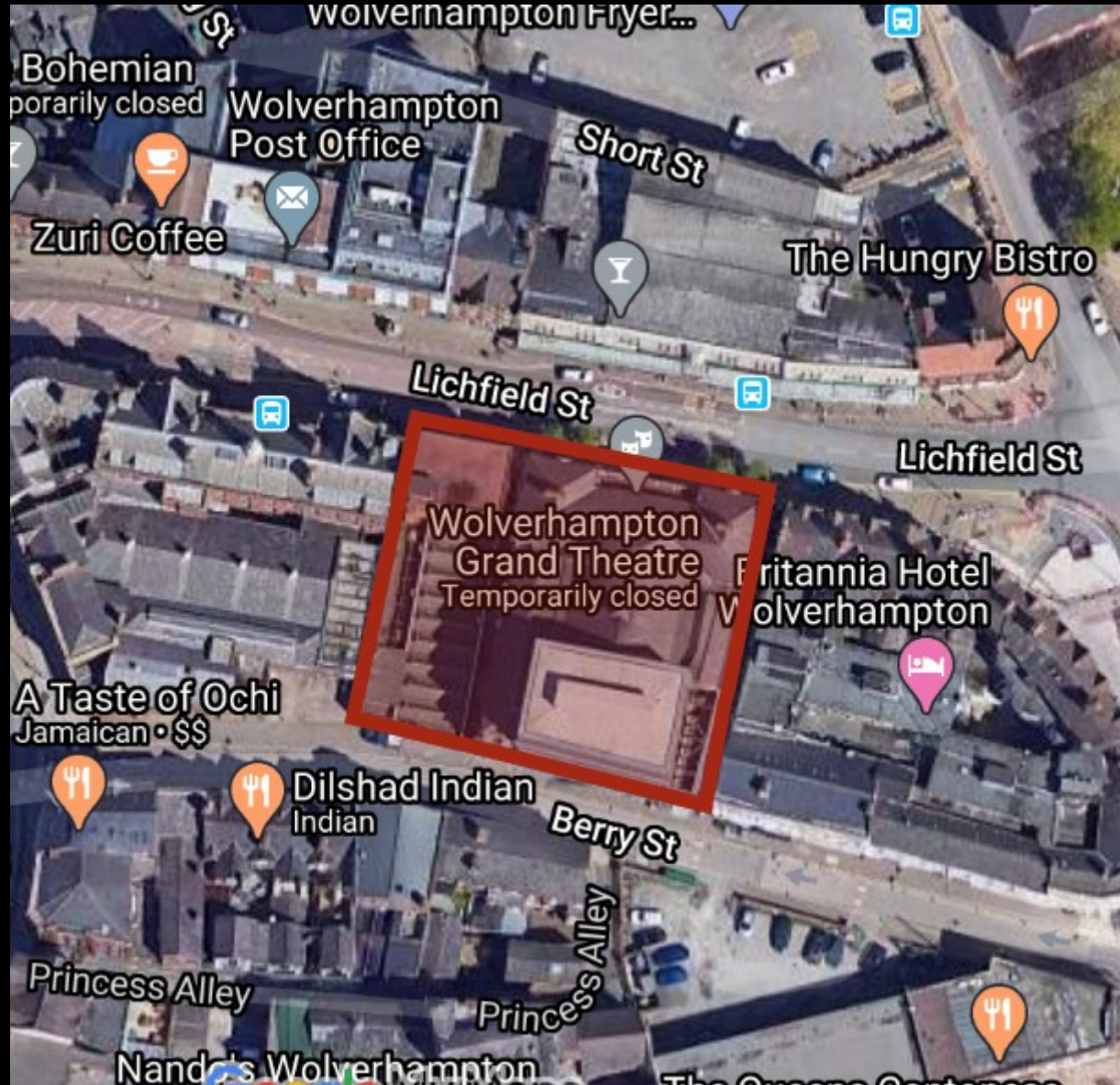
Potential Project 9: Wolves @ Work

- Dedicated workforce recruitment service, also acts as broker between employers and local education and training providers to create pipeline of skilled future employees and other business support services.
- Scope to increase scale of operation and address sector-specific skills gaps and youth unemployment.
- **Aligns with 'skills and enterprise infrastructure' TIP objective**

Potential Project 10: The Grand Theatre/Cultural Quarter

- Currently derelict former Post Office at 66-70 Lichfield Street.
- Opportunity to enhance offer and capacity of Grand Theatre, introducing new culture and F&B offer.
- Acquisition and demolition of former Post Office with redevelopment as pop-up 200 seat theatre with restaurant/bar, foyer linking into Grand Theatre and actors' changing facilities.
- Reinforcing the cluster of cultural activities, with nearby Chubb Building, Light House and Slade Rooms.
- **Aligns with 'urban regeneration' TIP objective**

The Grand Theatre/Cultural Quarter



Potential Project 11: Events & Place-making

- Revenue funding pot to support one-off/regular events in Wolverhampton city centre and Bilston town centre, for example:
 - BID-led events such as food and drink festivals, Bilston Beach or Christmas shopping events
 - Live music festivals using venues including West Park
 - Temporary uses such as galleries or events associated with British Art Show 2021 or Boxpark-type initiatives
 - Youth market event
- Soft interventions such as improvements to lighting or street furniture.
- **Aligns with 'urban regeneration' TIP objective**

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City of Opportunity

Potential Towns Fund TIP Themes & Projects

May 2020

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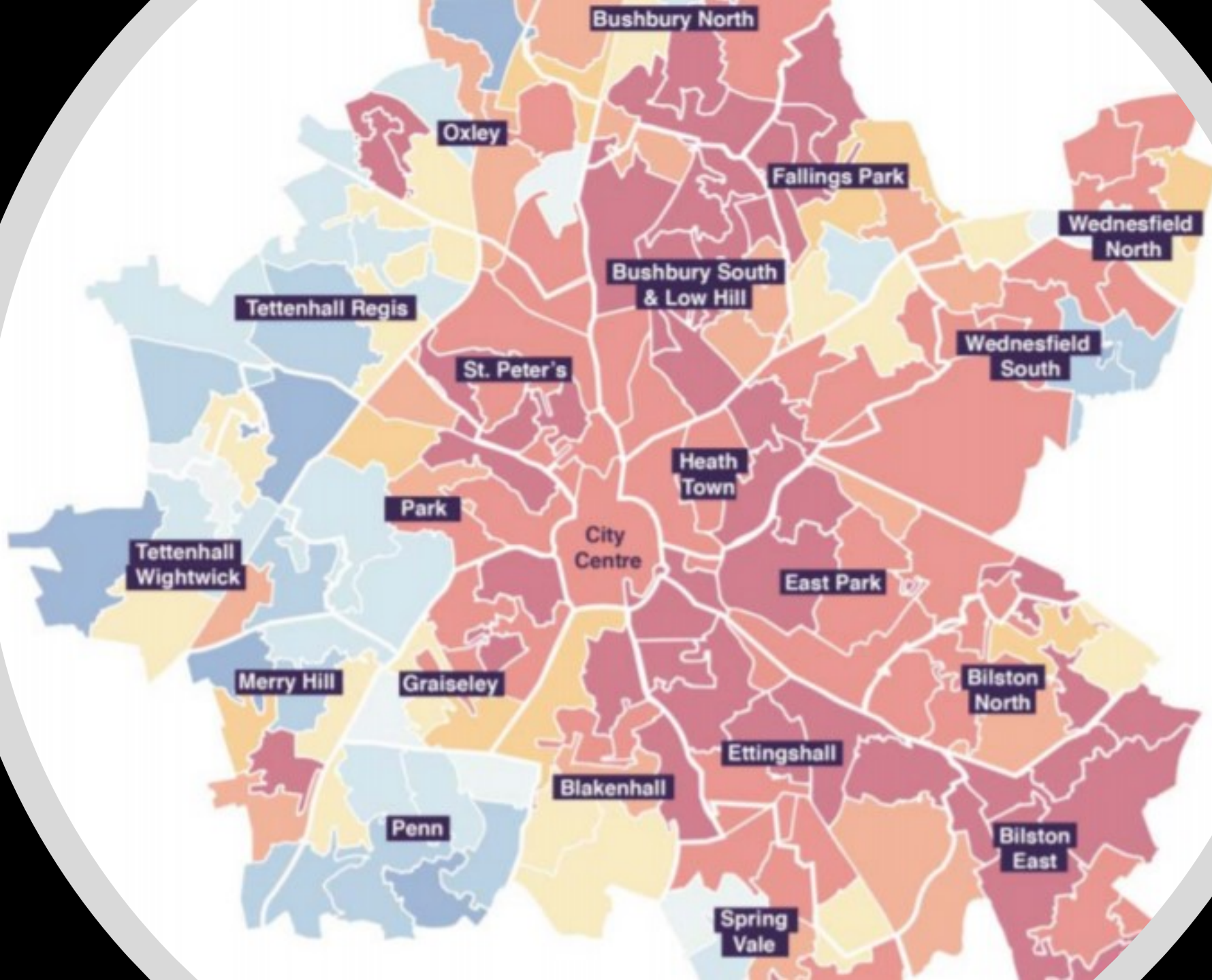

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Overview

- CBRE has had discussions with Board Members to start to understand potential themes and/or priorities that Towns Funding could seek to address.
- This presentation provides an overview of the outcomes of these discussions and aims to support the debate.
- We have also undertaken a high-level appraisal of the Council's project pipeline and suggested where these projects might align with the Boards priorities.

The challenge for Wolverhampton...

- Improving place quality and perception of Wolverhampton and its local centres as places to live, work and spend time; places to be proud of.
- Reimagining the High Street beyond retail to introduce new anchors of activity, including residential, employment, education, cultural and leisure uses.
- Addressing skills profile, supporting jobs and SMEs and providing attractive workspaces to encourage high quality and inclusive economic growth, including creative, cultural and technology-based activities.
- Realising the opportunities presented by existing assets; 5G investment and digital infrastructure investment, transport connectivity, educational and cultural institutions.



MHCLG Towns Fund themes

Urban
regeneration,
planning and
land use

Skills and
enterprise
infrastructure

Digital and
transport
connectivity

A word cloud visualization of urban planning and economic development terms. The words are arranged in a roughly circular shape, with the largest words being 'Covid-19', 'Vacancy', and 'Digital/5G'. Other prominent words include 'Culture', 'Inward investment', 'Quick wins', 'Futureproofing', 'Skills', 'Quality of life', and 'Unemployment'. Smaller words include 'Health', 'Leisure', 'Place quality', 'Congestion', 'Brownfield sites', 'Education', 'City living', 'New jobs', and 'Gateways'. The words are in various orientations, including horizontal, vertical, and diagonal.

Health
Inward investment
Quick wins
Place quality
Culture
Leisure
Congestion
Covid-19
Brownfield sites
Vacancy
Digital/5G
Education
Futureproofing
Skills
City living
Quality of life
New jobs
Unemployment
Gateways
First impressions

Potential Projects by Theme

Enhancing Connectivity	Improving Vibrancy & Footfall	Changing Perceptions	Employment & Skills	Addressing Blight (buildings/land)
Digital Infrastructure Strategy	Wednesfield High Street Bilston Market	Events and Placemaking Grand Theatre/ Cultural Quarter	Wolves @ Work Talent Match City Learning Quarter Springfield Campus/ Brownfield Land Institute	Canalside Quarter Goods Shed

Potential Projects – alignment with Towns Fund Criteria	Urban Regeneration, Planning & Land use	Skills & Enterprise Infrastructure	Infrastructure (Digital/ physical)
Goods Shed	✓	✓	
Bilston Market	✓		
Digital Infrastructure Strategy		✓	✓
Wednesfield High Street	✓	✓	
Springfield Campus/Brownfield Land Institute	✓	✓	✓
Canalside Quarter	✓		✓
City Learning Quarter	✓	✓	
Talent Match		✓	
Wolves @ Work		✓	
The Grand/ Cultural Quarter	✓		
Events and Placemaking		✓	

Potential Projects	Project Description	Programme	Outputs
Goods Shed	Opportunity to create a focus for activity and create a sense of place at Canalside and next to Wolverhampton Interchange.	Feasibility stage	Re-use of Grade II listed Mill Street Depot for creative workspace and space for food & beverage, gallery or events uses.
Bilston Market	Opportunity to invest in physical fabric of market and reconfigure use of existing site to improve market offering to secure Markets' future success	Feasibility stage	Improved Market facilities, rationalised use of CWC land and release of new development land for reinforcement of Bilston High Street.
Digital Infrastructure Strategy	Potential to support on-going roll-out of 5G infrastructure to existing businesses as well as new workspace, to attract tech-focussed employers.	Concept/strategy stage	Support take-up of fibre broadband by SMEs and job creation through attraction of new employment.
Wednesfield High Street	Opportunity to improve the facilities of Wednesfield outdoor market, including installation of new canopies and explore community asset transfer from CWC to transfer market operation to a community market traders' association; engagement with businesses to establish BID or capacity/skills building.	Concept/strategy stage	Improved Market facilities and footfall, improved business performance and skills, events.
Springfield Campus/ Brownfield Land Institute	University of Wolverhampton is joining together the WM Construction UTC & Elite Centre of Manufacturing with the opening of the new School of Architecture in 2020. Ph 2 of the project is to create a National Brownfield Institute and supply chain space to develop an International Centre for Urban Innovation.	On site/ Ph 2 at Outline Business Case Stage	Skills and jobs growth Place-making Connectivity Research and innovation Potential £125m GDV
Canalside Quarter	Opportunity for site remediation, land assembly, preserving	Feasibility	Scope to deliver circa 2,270 new homes

Potential Projects	Project Description	Programme	Outputs
City Learning Quarter	Opportunity to triple size of existing facilities and high quality space for CoW, extending and refurbishing existing Adult Education building and Central Library, new public realm and refurbished buildings on Old Hall Street.	Ready to deliver	Scope to deliver 11,000sqm new learning space. Freeing up existing CoW Paget Road site for up to circa. 200 new homes.
Talent Match	Mentoring initiative supported by Wolverhampton Voluntary Sector Council, supporting young adults aged 18-29 years who are NEET and require additional support to overcome specific barriers to employment.	In delivery	Scope to increase number of participants and assist more 18-29 year olds not in work, training or education for at least 6 months to become employed.
Wolves @ Work	Dedicated workforce recruitment service, also acts as broker between employers and local education and training providers to create pipeline of skilled future employees and other business support services.	In delivery	Scope to increase scale of operation and address sector-specific skills gaps and youth unemployment.
The Grand/ Cultural Quarter	Acquisition and demolition of former Post Office with redevelopment as pop-up 200 seat theatre with restaurant/bar, foyer linking into Grand Theatre and actors' changing facilities.	Feasibility stage	Reinforcing the cluster of cultural activities, with nearby Chubb Building, Light House and Slade Rooms.
Events Programme	Funding pot to support one-off/regular events in Wolverhampton city centre, Bilston town centre and Wednesfield local centre.	Feasibility stage	Delivery of enhanced programme of events, enhanced footfall.

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Future High Street Fund - Bid

Progress Report on Full Business Case

15th May 2020

CWC TEAM

Page 36
Town Deal Board

MAY

JUNE

Ongoing engagement
up until
15th May

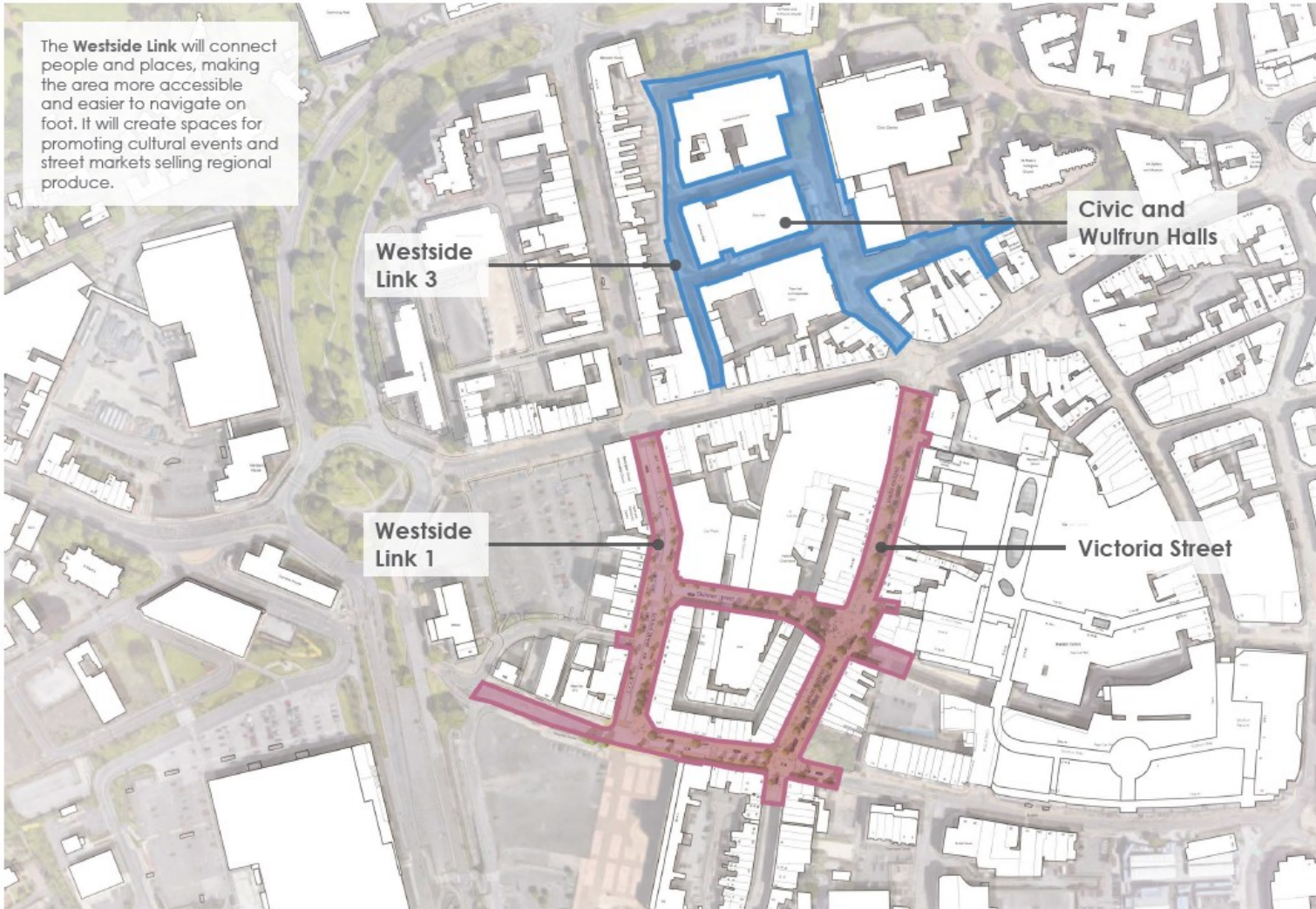
**Submit before
5th June**

15th May

Final Submission
to CWC
29th May

MHCLG Decision
Late Autumn 2020





Anticipated Development and Investment

This aerial view shows the scale of the proposed vision, with new buildings including residential, student accommodation, leisure facilities and hotels – surrounded by new green spaces

Headlines

Page 38

- Ask of MHCLG £22-24m
 - + Co-fund from CWC for elements
- Highly competitive bidding
- Programme of mutually significant projects but not interdependent
- Gathering letters of support
- Potential for Town Deal Board for oversight



Stakeholder Session

Held on 5th May

Attendees

University

Hortons

Urban & Civic

Wolves

Youth Rep

BID

Benson Elliot

Creative Black Country

100
New apartments

150
Bed hotel

38 acres
Development area

300
Student beds

440
New jobs

75,000sqft
Development potential

£5m
CWC co-funding
and £32m to Civic Halls

£25m
FHSF bid submission

£67m
private sector investment leveraged



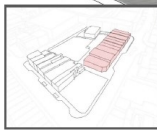
School Street
New public squares and improved connectivity through continuous walking and cycling will help to transform this part of the city.



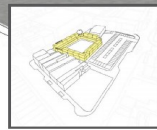
Revitalised Skinner Street / Victoria Street
Reducing and removing traffic through the Westside Link will create more space for people to move freely and safely.



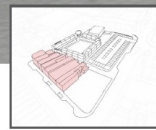
Change cannot be achieved overnight so interim solutions will be required. This view of Bell Street shows how containers could be used to create a vibrant, modern focal point for food and drink outlets while the long-term vision for commercial development takes shape.



1. Demolish existing block on Cleveland St and create a temporary car park.



2. Introduce Leisure Hub on existing Bell St car park.



3. Demolish existing block on Victoria St.



Revitalised Victoria Street
From food markets to entertainment venues, City Centre West will host events that attract national visitors and contribute to local resident's quality of life.



Revitalised Victoria Street

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