



# Towns Fund Board

## 3 July 2020

**Time** 3.00 pm      **Public Meeting?** NO      **Type of meeting** Partnership Boards  
**Venue** Online Meeting

### Membership

Ninder Johal ( <b>Chair</b> )	Nachural
Simon Archer	Bilston Business Improvement District (BID)
Stuart Anderson	Member of Parliament for Wolverhampton South West
Cllr. Ian Brookfield	Leader of the Council, City of Wolverhampton Council (CWC)
Mal Cowgill	City of Wolverhampton College
James Crowter	Tecman
Adam Daniels	Countryside Properties
Ro Hands	Learn Play Foundation
James Holland	Collins Aerospace
Tim Johnson	Chief Executive, City of Wolverhampton Council (CWC)
Josie Kelly	Access 2 Business
Professor Geoff Layer	University of Wolverhampton
Patrick McFadden	Member of Parliament for Wolverhampton South East
Maninder Mangat	MM Consulting
Kevin Rogers	Paycare
Ben Reid	Co-op Board Member, International Co-Op Alliance
Amit Sharma	INCO IT
Cherry Shine	Wolverhampton Business Improvement District (BID)
Cllr. Stephen Simkins	Cabinet Member for City Economy, City of Wolverhampton Council (CWC)
Jane Stevenson	Member of Parliament for Wolverhampton North East
Patricia Willoughby	West Midlands Combined Authority (WMCA)
Tutsi and Ruby	Youth Council Representatives

### Information

If you have any queries about this meeting, please contact the democratic services team:

**Contact** Shelley Humphries  
**Tel/Email** Tel: 01902 554070 email: [shelley.humphries@wolverhampton.gov.uk](mailto:shelley.humphries@wolverhampton.gov.uk)

# Agenda

## PART 1 – Items open to all attendees

*Item No. Title*

### MEETING BUSINESS ITEMS - PART 1

- 1 **Apologies for absence**
- 2 **Notification of substitute members**
- 3 **Minutes of the meeting of 15 May 2020** (Pages 1 - 8)  
[To approve the minutes of the meeting of 15 May 2020 as correct record.]
- 4 **Matters arising**  
[To consider any matters arising from the minutes of the meeting of 15 May 2020.]
- 5 **Towns Fund Board Action Tracker** (Pages 9 - 10)  
[To note the outcomes of actions identified at previous meetings.]

### ITEMS FOR DISCUSSION OR DECISION - PART 2

- 6 **Our Vision for Wolverhampton**  
[To receive a presentation relating to the vision for Wolverhampton.]
- 7 **National Guidance Summary and Local Delivery Approach** (Pages 11 - 16)  
[To receive a summary of the Towns Fund Guidance and proposal for local delivery.]
- 8 **Stakeholder Engagement** (Pages 17 - 24)  
[To receive a presentation on stakeholder engagement.]
- 9 **Endorsement by Towns Fund Board to Proceed to Tranche One Submission**  
[To ratify the decision to prepare a Wolverhampton submission for the first cohort.]
- 10 **Future High Streets Fund Update**  
[To receive an update on plans for the Future High Streets Fund.]
- 11 **Terms of Reference** (Pages 25 - 30)  
[To approve a finalised Terms of Reference.]
- 12 **Any Other Business**



## Towns Fund Board

### Minutes - 15 May 2020

#### Attendance

##### Members of the Towns Fund Board

Ninder Johal (Chair)	Nachural
Stuart Anderson	MP for Wolverhampton South West
Councillor Ian Brookfield	Leader of the Council, City of Wolverhampton Council (CWC)
Cllr Harman Banger	Cabinet Member for City Economy, CWC
Katharine Clough	University of Wolverhampton
Ruby Cochrane	Youth Council Representative
Mal Cowgill	City of Wolverhampton College
James Crowter	Tecman
Ro Hands	Learn Play Foundation
James Holland	Collins Aerospace
Tim Johnson	Chief Executive, CWC
Josie Kelly	Access 2 Business
Pat McFadden	MP for Wolverhampton South East
Ben Reid	Board Member, Internation Co-op Alliance
Kevin Rogers	Paycare
Tutsirai Rukarwa	Youth Council Representative
Cherry Shine	Wolverhampton Business Improvement District (BID)
Jane Stevenson	MP for Wolverhampton North East
Patricia Willoughby	West Midlands Combined Authority

##### In Attendance

Laura Collings	Policy and Strategy Manager, CWC
Rhiann Davitt-Jones	CBRE
Ian Fegan	Director of Communications and External Relations, CWC
Shelley Humphries	Democratic Services Officer, CWC
Richard Lawrence	Director of Regeneration, CWC
Tony Marvell	Programme Manger, CWC
Michelle Nutt	Department for Business, Energy & Industrial Strategy (BEIS)
Simon Phillips	CBRE
Philip Singleton	Programme Manager, CWC

*Item No.*    *Title*

- 1        **Apologies for absence**  
Apologies were received from Charlotte Johns, CWC and Adam Daniels, Countryside Properties.
- 2        **Notification of substitute members**  
Laura Collings attended for Charlotte Johns.

3 **Minutes of the meeting of 28 February 2020**

Resolved:

That the minutes of the meeting of 28 February 2020 be approved as a correct record.

4 **Matters arising**

A query was raised by Jane Stevenson MP relating to the nominees that existing Board Members had put forward earlier in the establishment of the Board. Simon Philips – Director CBRE explained that priority to date had been given to the Chair election process and, now that this had concluded, the remaining three Board Member positions would be filled from the private sector in order to balance the Board (it currently has 11 public sector and 8 private sector representatives). This would also cap the Board size at 22 full members to ensure that the Board continued to be a functional decision-making group. This was agreed.

Simon Philips – Director CBRE set out the planned process in that Board Members would be asked to confirm their nominees. CBRE would then interview and evaluate all nominees, provide a recommendation and instigate a private vote of Board Members to select their three preferred nominees with the intention that they would be invited to the next meeting of the Board.

Simon Philips – Director CBRE provided assurances that the evaluation process would be undertaken in a transparent way and in line with the independent CBRE Evaluation protocol.

It was noted that those who had not been selected as Chair had been offered a place on the Board based on the CBRE independent evaluation.

Resolved:

1. That Board members forward any nominations for proposed members to Simon Philips, CBRE by the week commencing 18 May 2020 to allow an evaluation and private vote process to take place.
2. That the Board be updated with the refreshed membership following the selection process.

5 **City of Wolverhampton Town Deal Board Action Tracker**

Resolved:

That the outcomes from the actions agreed at the meeting of 28 February 2020 be noted.

6 **Final Terms of Reference for City of Wolverhampton Town Deal Board**

Tony Marvell, Programme Manager, City of Wolverhampton Council (CWC) presented the Final Terms of Reference for the City of Wolverhampton Town Deal Board and highlighted the amendments made following the meeting of 28 February 2020.

It was noted that, as requested at the last meeting, a Chair had been selected who was representative of the private sector and it was reiterated that nominees who had not been selected for Chair had been offered a place on the Board.

The addition of a Code of Conduct for Board members and guidance for Declarations of Interest was also highlighted.

The refreshed Terms of Reference for the City of Wolverhampton Town Deal Board was approved by the Board.

Resolved:

That the refreshed Terms of Reference for the City of Wolverhampton Town Deal Board be approved.

**7 Sense Check - COVID-19**

Councillor Ian Brookfield, Leader of the Council, CWC passed the Chair to the chosen representative from the private sector, Ninder Johal, Nachural. Board members were invited to provide an update on their responses to COVID-19 and their experiences during this time.

James Holland, Collins Aerospace reported that there had been no impact in terms of military operation however a significant impact had been felt in the commercial area of business with a 50% reduction in sales. It was stated that the employee retention schemes offered by the Government had proved to be immensely beneficial allowing 35% of workers to continue working and 30% of the workforce to be furloughed until the end of July 2020. In response to COVID-19, measures had been introduced to ensure employee safety including temperature testing, workspace adaptations to ensure social distancing was maintained in all areas and the introduction of increased hygiene practices.

Tim Johnson, Chief Executive, CWC reported that the response of the residents of Wolverhampton had been impressive and there was great pride in this. It was reported that a number of challenges had been experienced and recovery plans were being explored, including how to safely reopen public spaces and the transport infrastructure. It was noted that it would be some time before the full impact of the effects of the virus would be understood.

Kevin Rogers, Paycare reported that an increase in mental health issues during the lockdown period had been emerged and a doubling of calls to the employee counselling helpline reaching out for support had been handled.

Resolved:

That the reported responses to COVID-19 be noted.

**8 Town Investment Plan [TIP] Update**

Rhian Davitt-Jones, CBRE delivered the Town Investment Plan Update presentation and highlighted salient points. The presentation provided an outline of the outcomes of discussions that had taken place with Board members and the themes and priorities that had been identified. It was noted that CBRE had undertaken a high-level appraisal of the Council's project pipeline and made suggestions on where these existing projects might align with the Boards priorities.

It was noted that through engagement with Board Members, CBRE had compiled a list of challenges for Wolverhampton. Key challenges included negative external perceptions of the City and it was noted that work could be done to positively raise its profile, addressing the skills profile, increasing job and economic growth

opportunities and realising opportunities presented by redeveloping existing vacant assets.

A map of the City highlighted areas of deprivation and unemployment and it was noted that work would be undertaken to 'level up.' The voice of the young people of Wolverhampton was also highlighted as a significant consideration.

It was noted that five themes had emerged and were identified as Enhancing Connectivity, Improving Vibrancy and Footfall, Changing Perceptions, Employment and Skills and Addressing Blight (unsightly buildings/land).

A number of projects had been identified under each of these themes and the Board were invited to agree the themes and the priorities moving forward. Once agreed, it was recommended that thematic focus groups be initiated to drive these projects forward.

It was noted that a number of mental health issues had arisen during the pandemic as a result of actual job losses, fear of job loss and concerns around businesses closing and a suggestion was put forward to establish a Social Enterprise Centre as a hub to support local businesses.

In response to a query around external consultations, it was reported that there had been consultations including the promotion of a campaign entitled 'My Town' where residents could join the conversation on social media platforms by making suggestions on how to improve their City. It was noted that the opportunity for consultation with residents and businesses was key.

Thanks were given for the breakdown of the £4.4bn that had been shared with Board members via email as requested at the last meeting. It was suggested that the Board consider whether any gaps or any shortfalls in funding had been identified. It was agreed that changing perceptions of Wolverhampton was a key element. It was clarified that the funding eligibility funding was primarily for capital expenditure; some of the projects identified were revenue projects but were noted for their importance in addressing the skills and employment gap in the City.

A query was raised in relation to the impact of the projects listed and if an evaluation had been carried out. It was echoed that the 'Employment and Skills' area was an area to focus on, including apprenticeships. It was noted that any providers of apprenticeship schemes had been delivering them remotely. There had been a reported deficit in essential skills such as maths, English and ICT and it was suggested that this deficit be addressed in an impactful way.

It was suggested to work towards aligning activity at a Local Enterprise Partnership (LEP) and combined authority level and that skills could be addressed as a region; it could be explored how the Town Deal Board could maximise this.

It was noted that challenges lay ahead in the impact of COVID-19 on the changing high street and examining what would drive consumer behaviour in the future. It was suggested that the full economic impact of the pandemic would not become apparent immediately and it was important to carefully evaluate the effects over time.

It was considered whether the private sector investment propositions may be affected by the effects of COVID-19 however it was agreed that it would be appropriate to proceed cautiously before any final decisions were reached.

It was suggested that the number of different projects be kept to a minimum to ensure focus was maintained, particularly in the Educations and Skills area which was emerging as an agreed area of focus. It was suggested that this theme be incorporated into capital projects to demonstrate that the funding has made a difference. It was also agreed that there was no quick resolution to the skills challenges particularly as additional short-term unemployment issues had been caused as a result of the COVID-19 pandemic.

It was noted that work was being undertaken at LEP and Combined Authority levels to access funding and it was suggested that updates on this work could be brought into the Board meetings.

Mal Cowgill, City of Wolverhampton College reported that, despite the pandemic, City of Wolverhampton College students had maintained engagement with their studies using virtual platforms, which was encouraging. It was also reported that interest in apprenticeships for 16-18-year olds had not waned and 454 applications had been received since 23 March 2020, however there was a short-term shortage of employers available. Mal Cowgill followed this up by offering the support of the College to the City of Wolverhampton Town Deal Board.

It was queried whether there would be any monetary advantage in Wolverhampton being amongst the first tranche of Town Investment Plan (TIP) applications. It was clarified that there would not and emphasis was placed on ensuring investment plans were robust, structured and evidence-based.

In addition, the effects of COVID-19 had altered the economic climate and the application guidance would need to be updated to require the inclusion of economic recovery strategies to investment plans. It was equally noted that there would be no disadvantage in waiting, although Ministers had been keen for the first cohort to come together quickly to provide proof of concept.

The point was raised that the concept had been launched in Wolverhampton and it may be beneficial that the flagship City was amongst the first cohort of applicants. It was suggested that a small number of the projects could be considered in the first round and others added later.

Resolved:

That the themes of Enhancing Connectivity, Improving Vibrancy and Footfall, Changing Perceptions, Employment and Skills and Addressing Blight (buildings/land) and associated priorities be approved to form the basis of the Town Investment Plan.

## 9 **Working Groups Approach**

Rhian Davitt-Jones, CBRE reported that a working group approach had been recommended to drive the agreed TIP projects forward. It was stated that a working group was to be established for each of the themes and the first focus sessions were due to take place the week commencing 23 May 2020.

It was agreed that Board members would be invited to choose which group or groups they would like to contribute to by registering their digital vote which would be sent via email by Rhian Davitt-Jones, CBRE.

Resolved:

1. That Rhian Davitt-Jones, CBRE initiate a voting system for Board members to declare which TIP working group or groups they wish to contribute to before 25 May 2020.
2. That Board members register their vote to join one or more working groups before 25 May 2020.

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### **Department for Business, Energy and Industrial Strategy (BEIS) Update**

Michelle Nutt, BEIS provided a verbal update on the position of the Town Fund application process guidance. It was recognised that challenges lay in there being no clear guidance as yet, however reassurances were offered that the development of the draft guidance was underway. It was reported that elements of COVID-19 economic recovery plans were being incorporated into the guidance as well.

Three phases had been identified:

1. The assessment of plans process
2. Outlining projects in greater detail
3. Approval of projects to be driven forward into full business cases

The required criteria were identified as:

1. Evidence of need – setting out issues and opportunities
2. Scale of Opportunity - outcomes
3. Strength of Vision – including coherence and alignment with existing funding and strategies, alignment with Future High Streets Fund, , Local Enterprise Partnership, Local Industrial Strategy, Strategic Economic Plan
4. Strength of Partnerships – match funding, evidence of consultation privately and in co-production with communities

It was noted that a fifth criterion was to be identified and would be shared once established.

It was hoped that the guidance would be ready to publish in 3-4 weeks. Concerns were raised around misalignment between the preparation of the programme plan and the lack of final guidance. Reassurances were offered that the work was progressing as quickly as possible, taking into account the incorporation of economic recovery planning, however it was proving challenging to get the information.

It was suggested that the criteria that could be shared be circulated ahead of the finalised guidance.

Resolved:

That the verbal update provided by Michelle Nutt, BEIS be noted.

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### **Future High Streets Fund**

Richard Lawrence, Director of Regeneration, CWC delivered the Future High Streets Fund (FHSF) presentation to the Board. The presentation provided an outline for the full business case for the FHSF bid. It was reported that extensive online



engagement had taken place to ensure future-proofing the scheme in light of the impact of COVID-19.

It was noted that there had been a decline in high street retail. It was highlighted that plans were being developed to unlock future development opportunities and link elements of the City together such as the transport hub, Civic Hall, Lichfield Street and the Westside Link.

It was outlined that a consultation session had taken place with a wide range of stakeholders in attendance and had produced some positive outcomes.

The remaining two slides depicted the projects in development which would be beneficial for the City and artists' impressions of what some of these projects could look and feel like.

In addition to the presentation, a letter had been drafted offering the strong endorsement of the City of Wolverhampton Town Deal Board to back Wolverhampton's bid submission for the Future High Street Fund. Board members agreed to approve the content of the letter and for it to be submitted in support of the Future High Street Fund bid application.

It was agreed that the Towns Fund Board should remain sighted on the work of the Bilston Town Centre Task Force.

Resolved:

1. That the City of Wolverhampton Town Deal Board approve for the letter to be submitted in support of the Future High Street Fund bid application.
2. That the Towns Fund Board should remain sighted on the work of the Bilston Town Centre Task Force.

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**City of Wolverhampton Towns Fund Board**  
**Action Tracker (from the meeting of 15 May 2020)**



Agenda Item No.	Issue	Action / Resolution	Board Member Responsible	Timescale	Progress / Update
4	Matters Arising	That Board Members forward any nominations for proposed members to Simon Philips, CBRE to allow a selection process to take place.  That the Board be updated with refreshed terms of reference/membership following selection.	All Members invited to submit nominations  Simon Philips, CBRE	By 22 May  Circa 29 May 2020	Nominations were received from board members  A selection process has taken place leading to the appointment of three final board members, and final terms of reference have been prepared for the 03 July meeting.
9	Working Groups Approach	That CBRE initiate a voting system for Board members to declare which project working group/s they wish to contribute to before week commencement of working groups from w/c 25 May 2020.	CBRE	Before w/c 25 May 2020	Board members have been contacted to request their preferences for focus group sessions. In most cases we have been able to allocate first choice preferences.
10	BEIS Update	That BEIS share partial agreed guidance ahead of full guidance being agreed.	Michelle Nutt, BEIS		Action superseded by the release of final guidance on 15 June
11	Future High Street Fund	That the Towns Fund Board approve the letter of support for the Future High Street Fund bid.			Letter of support from the Towns Fund Board was endorsed and submitted as part of the Future High Streets Fund bid.

**City of Wolverhampton Towns Fund Board**  
**Action Tracker (from the meeting of 15 May 2020)**



Agenda Item No.	Issue	Action / Resolution	Board Member Responsible	Timescale	Progress / Update
Item 9 from 28 February 2020 Agenda	Communication Protocol	That Board members consider the communication protocol and provide feedback for approval at a future board.	All	To be scheduled at a future Board meeting	Linked item "Stakeholder Engagement" is scheduled for the 03 July 2020 Board meeting.



## Towns Fund Board

### National Guidance Summary and Local Delivery Approach – 03 July 2020

#### 1.0 Background

- 1.1. National guidance for the Towns fund submission process has been considerably delayed. The final guidance was released by MHCLG on 15 June 2020.
- 1.2. The guidance sets out the requirements of the Town Investment Plan (“TIP”), the funding criteria, governance arrangements, approval stages leading to the approval of funding, and information relating to the national support offer.
- 1.3. A Link to the guidance is attached below:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/892781/Towns\\_Fund\\_further\\_guidance\\_16\\_June\\_FINAL.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/892781/Towns_Fund_further_guidance_16_June_FINAL.pdf)



#### 2.0 Summary of guidance

The salient points from the guidance are summarised below:

- 2.1 Central government funding remains unchanged for the programme at £3.6 billion, therefore the local amount of funding also remains unchanged (up to £25 million for Wolverhampton, although in exceptional cases more funding is available). The funding remains predominantly a Capital funding opportunity, although 10% of the overall national fund may be allocated as revenue spend in exceptional cases. Funding must be drawn down between 2020-2026.
- 2.2 The national aims of the Towns Fund programme remain the same (to drive the sustainable economic regeneration of towns for long-term economic and productivity growth, and to deliver the “levelling up” agenda). In the guidance we are also asked to consider economic recovery post COVID.
- 2.3 The guidance confirms that there will be three submission opportunities or tranches to submit a Town Investment Plan (“TIP”)
  - Tranche 1 by 31 July 2020
  - Tranche 2 by the end of October 2020
  - Tranche 3 by the end of January 2021
- 2.4 Each area will be allowed two attempts to secure funding however should the second attempt be unsuccessful areas will be eliminated from the process completely.
- 2.5 The guidance now also includes arts culture and heritage as part of the criteria along with the original criteria (local transport, digital, urban regeneration, skills and enterprise). The

schemes in our Town Investment Plan (“TIP”) can be either “shovel-ready”, or longer-term strategic schemes. Schemes must contribute to repurposing town centres, mixed uses, density in town centres, sustainable transport links, and clean growth.

- 2.6 A national support offer is in place which provides a “Towns hub” support resource along with additional guidance and support. A “Town Coordinator” has been assigned to work with Wolverhampton (Julian Pye) who will support towns in accessing a range of technical support available from the Towns Fund, and will connect to core services and topic expertise, and act as a critical friend.
- 2.7 The guidance requires submissions to be clearly evidenced, with an understanding of existing assets and opportunities, a “vision” for the place, an outline of objectives, and the projects or priorities for which we are seeking funding. The guidance also confirms that the TIP will need to be presented as 2 sections:
- Section 1 to set out the context, strategy and process planning
  - Section 2 to set out the details of the proposed projects
- 2.8 At the time of this report the template for the (TIP) has yet to be issued by BEIS. In the absence of the template, and based on the guidance we understand that the TIP will need to be structured as follows:

SECTION 1		EXECUTIVE SUMMARY	
	<b>CONTEXT ANALYSIS</b>	<ul style="list-style-type: none"> <li>• Map of agreed Towns Fund boundary</li> <li>• Challenges facing the City</li> <li>• Evidence of need</li> <li>• Assets &amp; strengths</li> <li>• Key opportunities</li> </ul>	
	<b>STRATEGY</b>	<ul style="list-style-type: none"> <li>• Town vision</li> <li>• Headline outcomes/targets for 2030 and beyond</li> <li>• Overarching strategy (including evidence &amp; a clear spatial strategy with projects/priorities clearly mapped)</li> <li>• Alignment of other strategies &amp; programmes (National, Regional, Sub-regional &amp; local)</li> </ul>	
	<b>ENGAGEMENT &amp; DELIVERY</b>	<ul style="list-style-type: none"> <li>• Evidence of buy-in from residents &amp; businesses</li> <li>• Private sector/ investor commitments</li> <li>• Project assessment including:               <ul style="list-style-type: none"> <li>• High-level Business case development</li> <li>• High-level appraisal</li> <li>• Identification of accountable body</li> <li>• High-level delivery plan</li> </ul> </li> </ul>	
SECTION 2		PRIORITISED LIST OF PROJECTS	
	<b>PRIORITISED LIST OF PROJECTS</b>	<ul style="list-style-type: none"> <li>• Project description</li> <li>• Rationale</li> <li>• Alignment with 'Intervention'/ eligibility Framework</li> <li>• Theory of change – outputs &amp; outcomes</li> <li>• Estimated Project costs</li> <li>• Estimated Timescales</li> <li>• Spend profile</li> <li>• Estimated Benefit Cost Ratio</li> <li>• Match funding</li> </ul>	

### 3.0 Submission approach

- 3.1 On the assumption that the board ratify the decision for Wolverhampton to submit their TIP in Tranche 1 this will be required no later than 31 July 2020. There will then be a challenge session with BIES/MHCLG, and if successful we will move to the next stage “Heads of Terms” with BEIS to set out a broad agreement for the delivery phases of our projects. We will then need to produce detailed business cases to activate the funding.

3.2 Work has been underway for some time to construct the Wolverhampton TIP; the main outstanding work is to review and agree the final projects that will go forward for funding as part of the TIP. At the May meeting of the Towns Fund Board several candidate projects were identified across the agreed thematic areas:

- Employment and skills
- Changing perceptions
- Regeneration and renewal
- Enhancing connectivity
- Increasing vibrancy and footfall

3.3 The board agreed to participate in thematic focus groups (which are being scheduled w/c 6 July 2020) to assess candidate projects across each thematic area, supported by evidence and to discuss other ideas before moving to a short list of schemes that the board can review and approve. As part of the short-listing process we have designed an evaluation matrix that will be applied to projects to ensure that we are only taking projects forward for approval by the board (provisionally 24 July 2020) that will meet the funding criteria set by BEIS. This is detailed in Appendix 1.

3.4 As part of the guidance the board must confirm to BEIS the Tranche that Wolverhampton will participate in by 13 July 2020, ahead of this date we will be scheduling a “readiness review” with our Town Coordinator).

#### 4.0 Programme Timetable

The Towns Fund submission programme timetable is summarised below:

Date	03-Jul	06-Jul	07-Jul	08-Jul	09-Jul	10-Jul	10-Jul	13-Jul	17-Jul	24-Jul	31-Jul	
	Wolverhampton TIP Production											
Programme Deadlines	Towns Fund Board (03 July)	Focus Groups - 5 themes				Readiness review with town Co-ordinator	Tranche Notification Dead line: BEIS	Papers out to board members	Towns Fund Board (24 July) Board sign off TIP		Delivery of Wolverhampton TIP to BEIS	

#### 5.0 Key Decisions required:

The board are asked to reach a decision on the following:

- 1 To approve and agree the evaluation matrix from the guidance that can be applied to candidate projects to ensure that we are able to submit a fully compliant bid.
- 2 That board members agree to commit to the Focus Groups as an active decision-making forum.
- 3 That the board ratify the decision to proceed with a Wolverhampton submission for Tranche 1 on 31 July 2020.

## Evaluation criteria to be applied to candidate projects

### 1. Overview

This project evaluation matrix has been prepared to act as the basis to evaluate potential candidate projects for inclusion into Wolverhampton's Town Investment Plan (TIP). The guidance which was issued by Government on 15<sup>th</sup> June 2020 confirms the following:

- The need to provide an evidenced-based strategy which outlines that a clear and rigorous prioritisation process has been undertaken and is backed by sophisticated analysis and is supported by clear evidence
- The prioritisation process needs to include an element of spatial analysis with a clear explanation as to how the strategy will benefit Wolverhampton.
- Consideration needs to be given as to the impact of Covid-19 and how this is reflected in the prioritisation exercise – noting that some priorities may well have shifted due to its impact. Priorities should however aim for long-term adaptation and transformation as opposed to short-term mitigation of the impact.
- Local priorities need to be reflected which are co-designed with businesses and communities
- Priorities should look to drive economic growth
- Priorities should build on the strengths and assets of Wolverhampton

The project evaluation matrix set out below reflects this.

### 2. Project Evaluation Matrix

Following the focus group sessions CBRE will apply the evaluation matrix to objectively and robustly evaluate the potential candidate projects. It is proposed that each project is first evaluated against the following pass/fail criteria, on the basis that if projects fail this assessment, they are unlikely to be eligible for towns funding.

#### Pass/Fail Criteria

##### Strategic fit/ Alignment with Towns Fund

Does the project align with the strategic priorities of the Towns Fund?

Does the project help to drive the sustainable economic regeneration of Wolverhampton to deliver long-term economic & productivity growth?

Does the project support clean growth/ not conflict with the UK's legal commitment to cut greenhouse gas emissions to net zero by 2050?

Is the project linked back to *at least one* of the following key themes?

- Urban regeneration - increasing density, strengthen local economic assets, site acquisition, preparation, remediation, development, use of planning tools to bring strategic direction & change
- Skills - ensuring towns have the space to support skills, increase the breadth of the local skills offer



- Enterprise Infrastructure - driving private sector investment and small business development, ensuring towns have the space to support small business development, other scheme to support enterprise, business productivity & growth
- Local Transport Connectivity - developing local transport schemes that complement regional & national networks
- Digital Connectivity – supporting delivery of improved digital connectivity
- Arts, culture & heritage – delivering an improved cultural/leisure offer

### **Quantity of funding being sought**

Is the funding ask no greater than £25m or £50m (in exceptional circumstances)<sup>1</sup>?

### **Type of funding being sought**

Is the funding ‘ask’ focused mainly on capital as opposed to revenue funding?<sup>2</sup>

### **Funding Profile**

Will the project expend 100% of the funding ‘ask’ by March 2026?

If projects ‘pass’ the initial evaluation round detailed above, the projects will be assessed and scored (1-5) against the following criteria:

#### **1. Deliverability**

- Is the project deliverable over the lifetime of the Towns Fund? (e.g. land ownership considerations, planning, are there the resources in place to deliver it, is the project well-defined?)
- If planning is required, what are the timescales for achieving this?
- Is the accountable body identified?
- Has a feasibility assessment already been undertaken to establish the costs and potential benefits (outputs/outcomes?)
- Is there an existing Delivery Plan in place?

#### **2. Viability**

- Is the project viable with the addition of Towns Funding?

#### **3. Value for Money**

- Does the project provide value for money/ public purse (demonstrated through BCR<sup>3</sup>/ existing Business Case appraisal work, where possible)?
- Is there match-funding in place (LA, other public sector, private funding, third sector)?
- Is there evidence that investment opportunities have been fully explored?
- Is there an alignment with other funding streams (e.g. LEP/ CA/ Homes England)?

#### **4. Strategic Rationale**

- Does the project clearly lead to outcomes/ outputs and have a well-evidenced Theory of Change?
- Is there a robust evidence-base in place to justify the investment?
- Does the project align with the Towns Fund vision/ aims/ objectives?
- Does the project build on the strengths, assets and opportunities for Wolverhampton?
- Does the project align with Wolverhampton’s post-Covid-19 Recovery Plan?

<sup>1</sup> Exceptional circumstances will have to be demonstrated through achievement of additionality and delivering ‘beyond local’ transformational impacts

<sup>2</sup> NB: guidance clearly states that funding is 90% capital. If revenue projects are put forward the focus should be on how these support/ complement capital projects and rationale needs to be fully evidenced.

<sup>3</sup> Benefit Cost Ratio/ the ratio of benefits costs for the project and should be adjusted to reflect optimum bias.

- Is there a clear alignment with other strategies/ projects at a local (e.g. alignment with spatial strategy), sub-regional, regional and national level?
- Does the project help to deliver inclusive growth?

#### **5. Stakeholder support**

- Is there clear evidence of support from the local community?
- Is there clear evidence of support from the private sector?
- Can stakeholder support be easily evidenced (e.g. existing surveys undertaken, planning application engagement outcomes, etc?)
- If stakeholder support has not already been obtained, is there a clear strategy in place as to how to secure this?

#### **6. Sustainability**

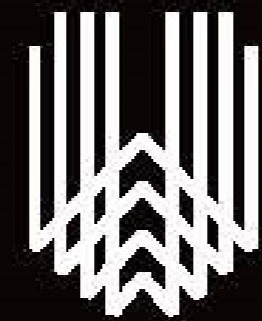
- Does the project adhere to sustainability principles (e.g. sustainable development, ensuring inclusive growth)?

#### **7. Technical quality**

- Have any technical assessments been undertaken to justify the costs/ outputs?

Following this robust evaluation, the potential shortlist will be appraised and considered against the following key measures:

1. Do we have a balanced proposition which considers short, medium and longer-term projects?
2. Do we have the right balance across the thematic priorities identified by the Town Board (i.e. Employment & skills, changing perceptions, vibrancy & footfall, connectivity, regeneration & renewal)?
3. Is there a clear and coherent rationale for the proposed projects? Do they complement and support one another?



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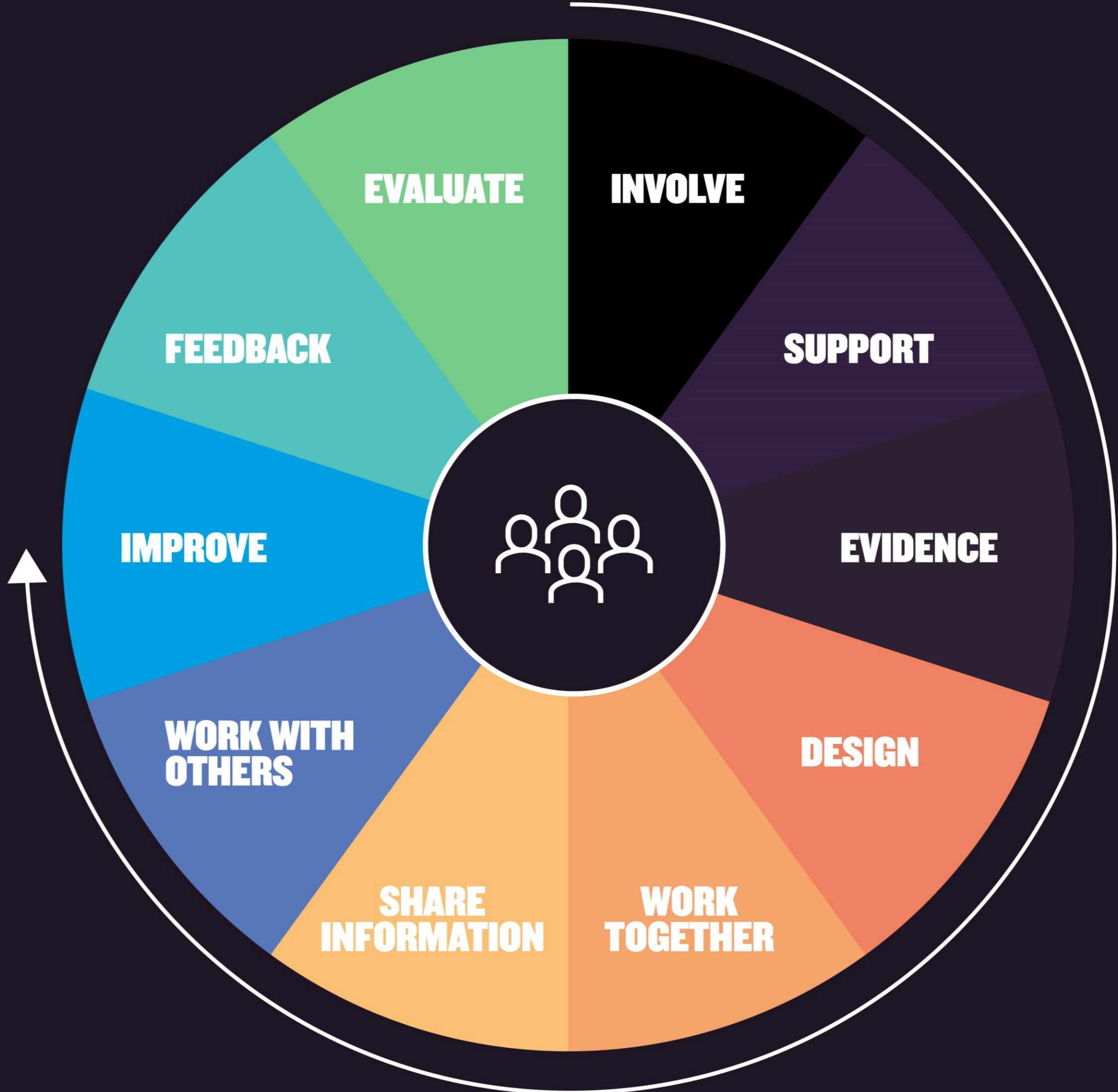
# TOWNS FUND BOARD

Stakeholder Engagement Approach  
3 July 2020

# Overview

- A key role for the Board is to ensure diversity in its engagement with local communities & businesses
- Guidance reaffirms importance of stakeholder buy-in
- Requirement for a Stakeholder Engagement Plan as part of the TIP

# STAKEHOLDER ENGAGEMENT PLAN



# Our Approach

- Involve – Clear stakeholder mapping to ensure inclusive engagement
- Support – Addressing barriers to engagement/ identifying ‘hard to reach’ groups
- Evidence – Understand information gaps and use engagement to help address gaps
- Design – Engagement to be ongoing as opposed to a single engagement opportunity & build on previous engagement
- Work together – Be cognisant of stakeholder needs and design approach to secure synergy amongst stakeholders

# Our Approach

- Share information – Enable stakeholders to make effective decisions
- Work with others - Use existing networks
- Improve - Help support participants, eliminate jargon
- Feedback – Results of engagement and how this has influenced decision-making
- Evaluate engagement: Monitor and evaluate whether the engagement has been a success and moderate





# Next Steps

- Preparation of Stakeholder Engagement Plan – to be submitted as part of the Town Investment Plan
- Build on existing engagement through MyTown, youth engagement, project-specific consultation & use of existing networks
- Engagement to be ongoing
- Monitor and review progress



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## Wolverhampton Towns Fund Board –Terms of Reference

### 1.0 Introduction

- 1.1 In November 2019, Government launched the £3.6bn Towns Fund to help support 101 places across the country fulfil their economic potential. Each eligible town can secure investment of up to £25m as part of a Town Deal which supports them in delivering regeneration, improved connectivity (both transport and digital) and skills & enterprise.
- 1.2 The overarching aim of the Towns Fund is to help to rebalance the economy.
- 1.3 Wolverhampton was selected as one of the eligible towns to develop a Town Investment Plan which in turn would secure a Town Deal from Government.
- 1.4 The boundary for the Towns Fund is principally City-wide as such, projects which align with regeneration, connectivity and skills and enterprise could meet the criteria for securing Town Deal Funding.
- 1.5 Government has published a Prospectus<sup>1</sup> which sets out the list of eligible Towns Fund places, their capacity funding and the initial criterion. Within the Prospectus Government notes that “*the Towns Fund will provide the core public investment in Town Deals – additional funding may come from other sources or parts of government*”<sup>2</sup>.
- 1.6 The Prospectus sets out a three-stage process to secure a Town Deal:
  - Stage 1 – Completion of a Readiness checklist by 19 December 2019
  - Stage 2 – Establish and hold a Town Deal Board meeting by end of January 2020
  - Stage 3 – Towns to complete Town Investment Plans by the end of Summer 2020.
- 1.7 Capacity funding has been distributed to Councils to support them in completing their Town Investment Plan (TIP). The City of Wolverhampton Council has secured capacity funding of £173,029.
- 1.8 The Council has appointed CBRE to support the Towns Fund Board with producing the Town Investment Plan.
- 1.9 Further guidance on the Towns Fund is expected to be issued by Government in March 2020.

### 2.0 Towns Fund Board

- 2.1. The purpose of the Board will be to oversee the development and delivery of the Town Deal for the City of Wolverhampton, as defined by the Towns Fund boundary map.
- 2.2 The role of the Board is to:
  - Identify the vision and strategy for the Town Deal for the City of Wolverhampton
  - Develop and agree an evidenced-based Town Investment Plan

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[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/843843/20191031\\_Towns\\_Fund\\_prospectus.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/843843/20191031_Towns_Fund_prospectus.pdf)

<sup>2</sup> Towns Fund Prospectus, Para 1.22

- Develop a clear programme of interventions which align with regional and national strategies
  - Consider appropriate delivery models/ vehicles
  - Coordinate resources, communications and influence stakeholders
- 2.3 The Town Investment Plan will form the basis of negotiation with Government for the proposed Town Deal through setting out the priorities and establishing the ‘funding ask’ for each priority.

### **3.0 Role and Objectives of the Board**

- 3.1 The Towns Fund Board will be the vehicle through which the vision and strategy for the Town Deal will be defined.
- 3.2 The Board will have advisory and directive role and will take advice from City of Wolverhampton Council Officers and external parties invited to speak.
- 3.3 The Board will work to define the priority projects and/or programmes for the City, ensuring a robust evidence-based approach, and to identify the level of Towns Funding to be sought.
- 3.4 The role of all Board members will be to take a City-wide perspective.
- 3.5 Board members will be required to develop consensus in the best interests of Wolverhampton as a whole.
- 3.6 Members will need the appropriate authority to speak on behalf of their organisation.
- 3.7 The Board will define and agree a programme of community engagement and consultation through which to ‘test’ the priority projects/ programmes.
- 3.8 The Board will agree a communications protocol to ensure a consistent and co-ordinated approach.

### **4.0 Scope of Board**

- 4.1. The terms of reference for the Board are split into two distinct areas:
1. Development of Town Investment Plan and Securing Town Deal
    - Oversight, direction, support and leadership on the development of the Town Investment Plan and associated plans and proposals
    - Monitoring progress and giving direction on any issues that have arisen
  2. Delivery of the Town Deal
    - Working with relevant stakeholders to deliver the Town Deal
    - Monitoring progress of delivery of the Town Deal
    - To hold stakeholders to account for the delivery of Town Deal

### **5.0 Alignment with Existing Governance Structures**

- 5.1 The Board members will feedback to their existing governance structures.

### **6.0 Legal Status**

- 6.1 The City of Wolverhampton Council will act as the Council for financial matters on behalf of the Board. All accounting arrangements will be made under the supervision of the Council Finance Department.

6.2 The Board is a strategic partnership to assist in agreeing a Town Deal and a Town Investment Plan for Wolverhampton.

6.3 It does not have legal status to enter into contracts.

## 7.0 Critical Success Factors

7.1 The critical success factors are:

- Establishing clear parameters for the development of the Town Investment Plan
- Agreeing the scope of the programme,
- Agreeing clear timescales for project delivery
- Agreeing a robust and compelling Town Investment Plan
- Securing a significant Town Deal for City of Wolverhampton
- Implementing the Town Deal and associated Town Investment Plan

## 8.0 Membership

8.1 The Board will consist of senior representatives from organisations playing a lead role in the City. The Chair should represent a private sector business or organisation.

8.2 The composition of the Board will be as inclusive as practicable covering a full range of "key players" balancing this with a realistic maximum size of partnership necessary for it to be effective and strategic. The Board also follows the membership guidance of the Town Fund as per the Towns Fund Prospectus.

8.3 Where a Board member is unable to attend, then it will be the responsibility of that Board member to nominate a substitute, subject to the Chair's agreement.

8.4 Board members agree to champion and communicate the partnership arrangements of the Town Deal throughout their organisation, partnership and sector.

8.5 If a member of the Board changes to a different employer or loses his or her position, then their membership of the Board will automatically cease with immediate effect.

8.6 City of Wolverhampton Council's Project Team will be ex officio members of the board.

8.7 The membership of the Board will be (in alphabetical order, subject to additions):

<b>Nº.</b>	<b>Board Member Name</b>	<b>Organisation</b>	<b>Title</b>
1	Simon Archer	Bilston BID	Director
2	Stuart Anderson	MP (Conservative)	Wolverhampton South West
3	Cllr. Ian Brookfield	CWC (Labour)	Leader of the Council
4	Mal Cowgill	City of Wolverhampton College	Principal and Chief Executive
5	James Crowter	Tecman	Managing Director
6	Adam Daniels	Countryside Properties	Regional Operations Director
7	Ro Hands	Learn Play Foundation	Owner
8	James Holland	Collins Aerospace	General Manager
9	Ninder Johal <b>(Chair)</b>	Nachural	Owner
10	Tim Johnson	CWC	Chief Executive
11	Josie Kelly	Access 2 Business	Chief Executive Officer
12	Professor Geoff Layer	University of Wolverhampton	Vice Chancellor
13	Patrick McFadden	MP (Labour)	Wolverhampton South East
14	Maninder Mangat	MM Consulting	Director
15	Kevin Rogers	Paycare	Executive Director
16	Ben Reid	Co-op Board Member	International Co-Op Alliance
17	Amit Sharma	INCO IT	Director

18	Cherry Shine	Wolverhampton BID	Director
19	Cllr. Stephen Simkins	CWC (Labour)	Cabinet Member for City Economy
20	Jane Stevenson	MP (Conservative)	Wolverhampton North East
21	Patricia Willoughby	WMCA	Head of Policy
22	Tutsi & Ruby	Youth Council	(comms via Andrew Scragg, CWC)

8.8 City of Wolverhampton Council officers in regular attendance at meetings will include the following, plus others as appropriate:

- Richard Lawrence, Director of Regeneration, City of Wolverhampton Council
- Charlotte Johns, Director of Strategy, City of Wolverhampton Council
- Ian Fegan, Director of Communications and External Relations
- Ian Culley, Lead Planning Manager, City of Wolverhampton Council
- Michelle Nutt, Government Area Lead, Cities and Local Growth Unit
- Tony Marvell, Programme Manager, City of Wolverhampton Council

8.9 With the agreement of the Board, other City Council officers and external parties will be invited to attend meetings as and when appropriate.

## **9.0 Management and Coordination**

### **9.1 Meeting Frequency**

- The Board will initially meet on a monthly basis until completion of the Town Investment Plan (or more or less frequently if agreed by members).
- The Board will meet on a quarterly basis once the Town Investment Plan has been agreed and a Town Deal for Wolverhampton is in place (or more or less frequently if agreed by members).

9.2 The Secretariat will be provided by City of Wolverhampton Council working to the following standards:

- The agenda and papers will be circulated at least a week before the board meeting
- Actions will be formally agreed at the end of each meeting circulated to attendees within five working days of the next meeting taking place
- Co-ordinate presentations and papers needed for the meetings

9.3 Attendance of guests at meetings will be notified in advance via the agenda. Where an external third party is invited it will be through agreement of the Chair.

9.4. The meetings may take place at venues across the Wolverhampton area.

9.5. The Board will be quorate with be a minimum of five members.

9.6. These terms of reference will need to reflect government information and will be refreshed as new material and/or guidance is published.

## **10. Code of Conduct**

### **DECLARATIONS OF INTEREST**

10.1 The Members recognise that it is essential that the business of the Board is conducted in an open and transparent manner.

- 10.2 The Members must therefore declare a personal interest in any item on the agenda. The following interests must be entered by each Member in the register of personal interests referenced below and also declared each time an item comes up for discussion at a meeting of the Board:
- Ownership or any other interest in any property within the area of Wolverhampton.
  - Directorship of, ownership of or employment by any company or partnership owning or occupying any property within the area of Wolverhampton or carrying out work within that area
- 10.3 Declaration involves stating the interest and also the nature of the interest. Once the interest is declared, then a Member may speak on the item but must not vote on it.
- 10.4 Elected Members of City of Wolverhampton Council are bound by the Council's Code of Conduct while at meetings of the Board.
- 10.5 Members do not have an interest by virtue of employment by or membership of a body which is represented on the Board.
- 10.6 Register of Interests shall be established and completed by all members of the Board.

#### **CONDUCT OF BOARD MEMBERS**

- 10.7 All members of the Board are expected to adhere to the Nolan Principles of public life.
- 10.8 The Board will align itself with the governance standards and policies of City of Wolverhampton Council as Lead Council, including those policies on whistle blowing and complaints.

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