



# Towns Fund Board

## 19 March 2021

**Time** 2.00 pm      **Public Meeting?** NO      **Type of meeting** Partnership Boards  
**Venue** MS Teams

### Membership

Ninder Johal (Chair)	Owner, Nachural
Stuart Anderson MP	Member of Parliament for Wolverhampton South West
Simon Archer	Director, Bilston BID
Councillor Ian Brookfield	Leader of the Council, City of Wolverhampton Council (CWC)
Mal Cowgill	Principal and Chief Executive, City of Wolverhampton College
James Crowter	Managing Director, Tecman
Adam Daniels	Regional Operations Director, Countryside Properties
Ro Hands	Owner, Learn Play Foundation
James Holland	General Manager, Collins Aerospace
Tim Johnson	Chief Executive, CWC
Josie Kelly	Chief Executive Officer, Access 2 Business
Professor Geoff Layer	Vice Chancellor, University of Wolverhampton
Pat McFadden MP	Member of Parliament for Wolverhampton South East
Maninder Mangat	Director, MM Consulting
Ben Reid	Board Member, International Co-Op Alliance
Kevin Rogers	Executive Director, Paycare
Amit Sharma	Director, INCO
Cherry Shine	Director, Wolverhampton BID
Councillor Stephen Simkins	Cabinet Member for City Economy, CWC
Jane Stevenson MP	Member of Parliament for Wolverhampton North East
Patricia Willoughby	Head of Policy (Housing & Regeneration), 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** Tony Marvell, Programme Manager  
**Tel/Email** email: [Townsfund@wolverhampton.gov.uk](mailto:Townsfund@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            **Declarations of Interest**
- 4            **Minutes of the meeting of 27 November 2020** (Pages 1 - 6)  
[To approve the minutes of the meeting of 27 November 2020 as correct record.]
- 5            **Matters arising**  
[To consider any matters arising from the minutes of the meeting of 27 November 2021.]
- 6            **Towns Fund Action Tracker** (Pages 7 - 8)  
[To note the outcomes of actions identified at previous meetings.]

### ITEMS FOR DISCUSSION OR DECISION - PART 2

- 7            **Future High Streets Fund Update**  
[To receive a presentation on the Future High Streets Fund.]
- 8            **Towns Fund Capital Accelerator Grant**  
[To receive a presentation on the Accelerator programme.]
- 9            **National Towns Fund Update**  
[To receive a verbal update on the Towns Fund Programme.]
- 10           **Levelling Up Fund**  
[To receive a presentation describing the opportunity to bid for Levelling Up Funding.]
- 11           **Towns Fund Projects Funding Discussion** (Pages 9 - 24)  
[Discussion item on Towns Fund Projects.]
- 12           **Any other business**



## Towns Fund Board

### Minutes - 27 November 2020

#### Attendance

##### Members of the Towns Fund Board

Ninder Johal ( <b>Chair</b> )	Owner, Nachural
Stuart Anderson MP	Member of Parliament for Wolverhampton South West
Simon Archer	Director, Bilston BID
Katherine Clough	Director of External Engagement, University of Wolverhampton
Mal Cowgill	Principal and Chief Executive, City of Wolverhampton College
James Crowter	Managing Director, Tecman
Ro Hands	Owner, Learn Play Foundation
James Holland	General Manager, Collins Aerospace
Tim Johnson	Chief Executive, City of Wolverhampton Council (CWC)
Josie Kelly	Chief Executive Officer, Access 2 Business
Pat McFadden MP	Member of Parliament for Wolverhampton South East
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Jane Stevenson MP	Member of Parliament for Wolverhampton North East
Patricia Willoughby	Head of Policy (Housing & Regeneration), West Midlands Combined Authority (WMCA)
Tutsi	Youth Council Representative
Ruby	Youth Council Representative

##### In Attendance

Mark Birks	Principal, Land and Development, Avison Young
Ross Cook	Director of City Environment, CWC
Shelley Humphries	Democratic Services Officer, CWC
Richard Lawrence	Director of Regeneration, CWC
Tony Marvell	Programme Manager, CWC
Michelle Nutt	Area Director, BEIS
Harinder Sangha	Project Assistant, CWC
Andrew Scragg	Youth Service Participation Worker, CWC
Fiona Woolston	Senior Account Manager, Copper Consultancy

*Item No. Title*

- 1 **Apologies for absence**  
Apologies were received from Professor Geoff Layer, Vice Chancellor of University of Wolverhampton and Councillor Ian Brookfield, Leader of the Council.
- 2 **Notification of substitute members**  
Katharine Clough, University of Wolverhampton attended for Professor Geoff Layer.

3 **Declarations of Interest**

There were no declarations of interest made.

4 **Minutes of the meeting of 25 September 2020**

Resolved:

That the minutes of the meeting of 25 September 2020 be approved as a correct record.

5 **Matters arising**

There were no matters arising from the minutes of the previous meeting.

6 **Towns Fund Action Tracker**

Tony Marvell, Programme Manager, City of Wolverhampton Council (CWC) presented the Towns Fund Action Tracker which outlined the outcomes of actions agreed at the last meeting.

Resolved:

That the outcomes from the actions agreed at the meeting of 25 September 2020 be noted.

7 **National Towns Fund Update**

Michelle Nutt, Area Director, BEIS provided a verbal update on the National Towns Fund. It was noted there was little to report as the final outcomes of funding bids had not yet been announced for Tranche One of the National Programme, which included Wolverhampton.

Partners were advised that ministers were in the process of fixing a date for this. Help was offered from Board members to try and hasten the process however it was noted that the decision lay with ministers and all that could be done in this respect was to await an outcome.

It was noted that in the meantime, the Key Projects would be examined to determine priority ready to move forward once funding was announced.

Resolved:

That the National Towns Fund Update be received.

8 **Towns Fund Capital Accelerator Grant**

Ross Cook, Director for City Environment, CWC provided a verbal update and delivered a presentation in relation to the use of the Towns Fund Capital Accelerator Grant. It was noted that the funding needed to be spent by 31 March 2021 and a brief overview of work undertaken to date was provided.

Projects within the City Centre and Bilston were reported as on target for delivery in March 2021. A meeting had been held with traders on 26 November 2020 to agree the scope of works planned for the Wednesfield area and thanks were extended to all traders who participated.

Thanks were also recorded to the team at Bilston BID for their engagement programme with local traders.

It was noted that hoardings had been installed to cover areas of the City Centre that required improvement. An update on further progress would be provided at the next meeting.

Thanks were offered by partners and noted that it was encouraging to see engagement with Bilston and Wednesfield stakeholders and to ensure projects were ready to hit the ground running. The Chair commended the work done to date.

Resolved:

That the Towns Fund Capital Accelerator Grant update be received.

## 9 **Communications and Engagement Plan**

Fiona Woolston, Copper Consultancy delivered a presentation outlining the construction of the Towns Fund Stakeholder and Engagement Plan. The presentation provided an overview of the timeline and plans for delivery.

It was noted that the plan was to be implemented in stages to allow for the possibility that the funding supplied may not cover all 11 Key Projects. The first stage was being developed to correlate with Project Relight.

The main goal was to engage with the groups and communities that the Key Projects were likely to affect to gain an understanding at grass roots level. Extensive research had been conducted around past stakeholder and community engagement projects to construct a best practice approach by learning from previous methods.

It was acknowledged that effective communication of expected delivery timelines would be beneficial to ensure public understanding of perceived overlong timescales. Being mindful of 'consultation fatigue' was important to note so the public did not tire of the same messages.

It was also important to ensure that there was not just one Local Authority voice but many partner organisations and local business owners engaging with residents and communities. This would ensure that residents could relate to the Key Projects being City initiatives owned by everyone. Project Champions would also be identified to support this.

It was outlined that next immediate steps would include an evaluation and it was planned that a first draft of the plan would be prepared by 11 December 2020 with an update on progress for the next meeting of Towns Fund Board.

In response to a query around funding for the consultancy involvement, it was noted that the Council would be providing the funding.

It was queried whether the plan had been formulated with the receipt of the full £48 million funding in mind. It was noted that 11 Key Projects formed the basis of the funding bid and that each project has been prioritised using factors such as match funding or deliverability. Should the full funding not be awarded, the projects could be split and reprioritised accordingly. The structure of the Stakeholder and Engagement Plan was designed in stages so plans could evolve as the full picture emerged.

In order to drive plans and decision making along swiftly, an extraordinary meeting of Towns Fund Board was requested should news of the funding arrive earlier than the next scheduled meeting on 29 January 2021.

It was reported that a Business Champions Meeting was being held on 6 December 2020 with a key set of stakeholders who may wish to know about the Stakeholder and Engagement Plans; Fiona Woolston offered to attend if that would be helpful.

It was noted that partners needed to be mindful of perceptions should some City areas lose out because of some projects being reprioritised and how to manage expectations until plans were crystallised. It was queried whether Wednesfield / areas of perceived neglect could be ringfenced.

It was also noted that it was important that the projects ensured visibility and showcased the City's potential to prospective investors.

A number of queries were raised around when to inform ward members of the progress of projects and it was advised that this would be communicated as soon as it was known what funding was available and which projects would be taken forward.

In response to a query around the use of the in-house communications team, it was noted that the team were excellent although Copper Consultancy had experience of what Central Government required from an engagement plan.

Resolved:

1. That the update on the Towns Fund Stakeholder and Engagement Plan be noted.
2. That a first draft of the Towns Fund Stakeholder and Engagement Plan would be prepared by 11 December 2020 with an update on progress for the next meeting of Towns Fund Board.
3. That an extraordinary meeting of Towns Fund Board be arranged should news of the funding arrive earlier than the next scheduled meeting on 29 January 2021.

10 **Future High Streets Fund**

Richard Lawrence, Director of Regeneration, CWC provided a short verbal update on the Future High Streets Fund and reported that everything was in hand for match funding with the City Centre West being the first area of main focus. Further information was awaited however plans were in position once the outcome of the funding application was received.

Resolved:

That the verbal update on the Future High Streets Fund be received.

11 **Residential Market Update**

Guest speaker Mark Birks, Principal - Land and Development, of Avison Young delivered a presentation which provided an overview of the current status of the residential market with a series of graphs to illustrate Wolverhampton's performance against national figures in all areas of the market.

Key points included that house sales in Wolverhampton had kept pace with national figures, with all taking a dip during the first and second national lockdown period. It

was noted that Wolverhampton recovered post-lockdown period showing the resiliency of the market. Wolverhampton also tracked the national average for annual inflation pre-COVID and emerged from lockdown stronger than the national average once restrictions eased in June 2020.

In terms of buying to rent, it was noted that the market was flourishing in Birmingham and Wolverhampton was predicted to follow suit. It was noted that rent costs to the tenant typically made up 30% of the average salary.

The presentation included an outline of the Horseley Fields development and it was noted that that was one of many that would potentially attract more people to the City.

In response to a query around developing the heritage buildings in and around Queen's Square into rented accommodation, it was advised that this would be an excellent opportunity at a later stage however such properties would need to be rented at premium rate to cover costs and the initial focus was around affordability.

It was noted that the University of Wolverhampton attracted students from around the worked and it was important to ensure retention of skilled graduates by offering affordable housing and providing a reason to remain. It was thought that the current offer for student accommodation was also poor quality however the University Strategy that was under development was to include something to address this. It was agreed that there needed to be an offer to bridge the gap between private rented sector and student accommodation.

Resolved:

That the presentation of the Residential Market Update from Avison Young be received.

12

### **Any Other Business**

The Chair encouraged all partners to communicate the ongoing Shop Local campaign through all networking channels to support local businesses over this difficult period. It was noted that if each person spent an additional £5.00 a week locally this would boost the local economy by £780,000 a week.

The Chair wished all a Merry Christmas and ended with the thought that the New Year would bring hope for an end to the pandemic.

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**City of Wolverhampton - Towns Fund Board**  
**Action Tracker (from the meeting of 27 November 2020)**



<b>Agenda Item No.</b>	<b>Issue</b>	<b>Action / Resolution</b>	<b>Board Member/Officer Responsible</b>	<b>Timescale</b>	<b>Progress / Update</b>
9	Communications Engagement Plan	<ol style="list-style-type: none"> <li>1. That a first draft of the Towns Fund Stakeholder and Engagement Plan would be prepared by 11 December 2020 with an update on progress for the next meeting of Towns Fund Board.</li> <li>2. That an extraordinary meeting of Towns Fund Board be arranged should news of the funding arrive earlier than the next scheduled meeting on 29 January 2021.</li> </ol>	<p>Tony Marvell, Programme Manager – Regeneration and City Environment (CWC)</p> <p>Tony Marvell, Programme Manager – Regeneration and City Environment (CWC)</p>	<p>19 March 2021</p> <p>29 January 2021</p>	<p>Stage 1 Communications Planning is underway. Work is now pending a final project prioritisation decision before Stage 2 (Project level) communications work can progress.</p> <p>Funding announcement has now been made. An extraordinary meeting was not required.</p>

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**INVEST**  
City of Wolverhampton



WOLVERHAMPTON INVESTMENT PLAN

# TOWNS FUND



Wolverhampton Investment Plan



## Foreword

**At the start of the year the Government chose Wolverhampton as the location to launch its Towns Deal programme heralding new opportunities for investment to deliver catalytic change across the UK's towns and cities.**

At that time, we could not have predicted the impacts of Covid-19 which serve only to underline the necessity for investment to restore confidence and maintain momentum. Prior to lockdown, Wolverhampton was making great strides in delivering an ambitious growth agenda and whilst we have had to adapt and show resilience throughout the last four months, our ambition is undeterred in the face of this new challenge.

Wolverhampton is a proud city, at the centre of the country, part of the industrial heartland that is the Black Country and the West Midlands. We are a young, vibrant and diverse place, a city of potential and opportunity.

Covid-19 hit our city hard and early, exacerbating existing social and economic challenges. But we are a bold and ambitious city and we want to move forward, plan for recovery and 'level up' our city.

This fund gives us the opportunity to do that and to reimagine our city centre so that it becomes a catalyst for wider transformation, further investment and jobs – especially for our younger generations.

Unlocking Towns Deal funding will help us unleash the potential of our city and the creativity of our people.

Large areas of the land proposed for development are owned by the Towns Fund partners, delivery mechanisms have been established and co-funding is in place so our plans are 'shovel ready' and can be delivered at pace. They will be Covid-19 futureproofed and, more importantly, they will contribute to city and national priorities: a greener economy, local jobs and opportunities for our young people.

We are a city that works together to deliver transformation. Strong partnerships – public and private – underpin our planning and are essential to our future. This has been emphasised by the way in which our Towns Fund Board has come together and, despite challenges of physical distance, worked extremely effectively together to agree a set of priorities for the city.

An early intervention from our Board was the insistence that Towns Fund should incorporate the town centres of Bilston and Wednesfield. This typifies the Wolverhampton approach – we don't leave people behind especially when they live in areas of most need. And so, our bid at £48 million is bold and this reflects the ambition of the city and the fact that our programme for investment covers three centres.

As a city we have a track-record of delivery, working with our partners. Despite current challenges, work continues at pace in delivering the city's transport interchange with the new train station opening to the public earlier this year. A further 60 acres of land is being delivered at i54 to build upon the success of one of the UK's premier advanced manufacturing locations. The construction of i9 as the next phase of the city's commercial district will deliver the best office space in the region. Work continues in delivering a new sustainable community at Bilston Urban Village bringing housing and job opportunities to the Bilston area.

Towns Deal funding will be used as a catalyst to accelerate this ongoing transformation of Wolverhampton, Bilston and Wednesfield centres and attract further investment and development.

Our Wolverhampton Investment Plan focuses on five core themes: employment and skills; changing perceptions of the city; regeneration and renewal; connectivity (digital and transport); and vibrancy and footfall.

The bid seeks to support education and skills and bolster enterprise culture through the City Learning Quarter, National Brownfield Institute, 5G application accelerator, and Wolves at Work employment programme.

It aims to ensure the regeneration benefits are felt beyond the city centre through projects in and around

Bilston Market and Wednesfield Market and their High Streets, as well as canal towpath development. It will also stimulate the city centre's residential offer by accelerating the delivery of transformational schemes at Brewers Yard and Horseley Fields as part of the city's Canalside regeneration.

There is a focus on bringing vibrancy and vitality within the city and town centres through the delivery of an Arts Park and City Centre Public Realm Phase 2, plus a Bilston Market, Wednesfield Market & High Street events programme.

Future proofing is at the heart of the bid by exploiting Wolverhampton's part in the UK's first multi-city 5G test bed.

The Wolverhampton Towns Deal will deliver the regeneration of over 15 hectares of brownfield land.

It will enable over 1,200 new homes to be delivered, it will support the delivery of circa 10,000 jobs and over 20,000 sqm of new floorspace.

We believe in our city and we have proven it can be lifted with targeted investment to stimulate growth and resurgence. Before Covid-19 hit, this was being complemented by more private investment – nurtured and supported by the council. The lesson here is, give us freedom, funding and influence and we will deliver strong, investable transformation programmes that stimulate economic growth and bring jobs. We've done it before, and we will do it again. Given the opportunity, with the assets our city has to offer, we are confident we can play a major role in regional and national recovery.



**Chair**  
**NINDER JOHAL**  
Wolverhampton Town Deal Board

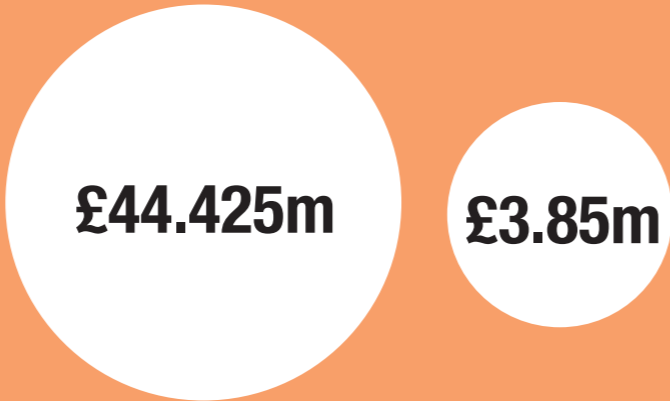
## Towns Fund Vision

*Wolverhampton will be a place where people come from far and wide to work, shop, study and enjoy our vibrant city.*

*It will be transformed while still retaining all of those attributes that give our city its unique identity. A healthy, thriving and sustainable international ‘smart city’ – renowned for its booming economy and skilled workforce, rich diversity and a commitment to fairness and equality that ensures everyone has the chance to benefit from success”*

(Vision 2030 - Council Plan 2020-2021)

## Towns Fund Deliverables

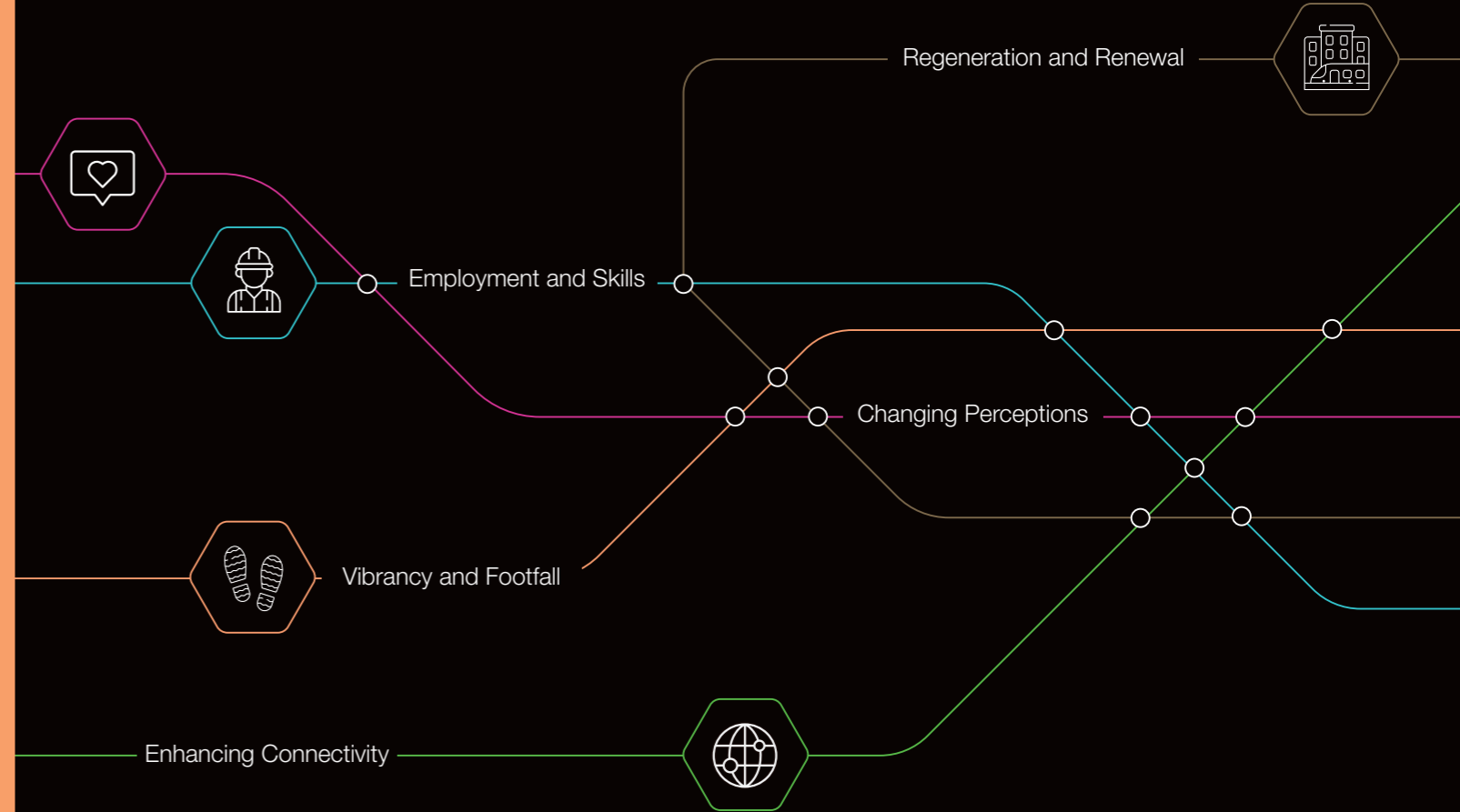


**Towns Fund Capital Ask**

**Towns Fund Revenue Ask**

- 1,281 Homes Delivered
- 15.6ha brownfield land reclaimed
- 1.2m people attracted
- 21,933sqm floorspace delivered
- 23,390 learners supported
- circa 10,000 jobs supported
- £2.13m local expenditure/GVA

## Cross cutting themes



### Towns Fund Boundary



Employment and Skills



Regeneration and Renewal



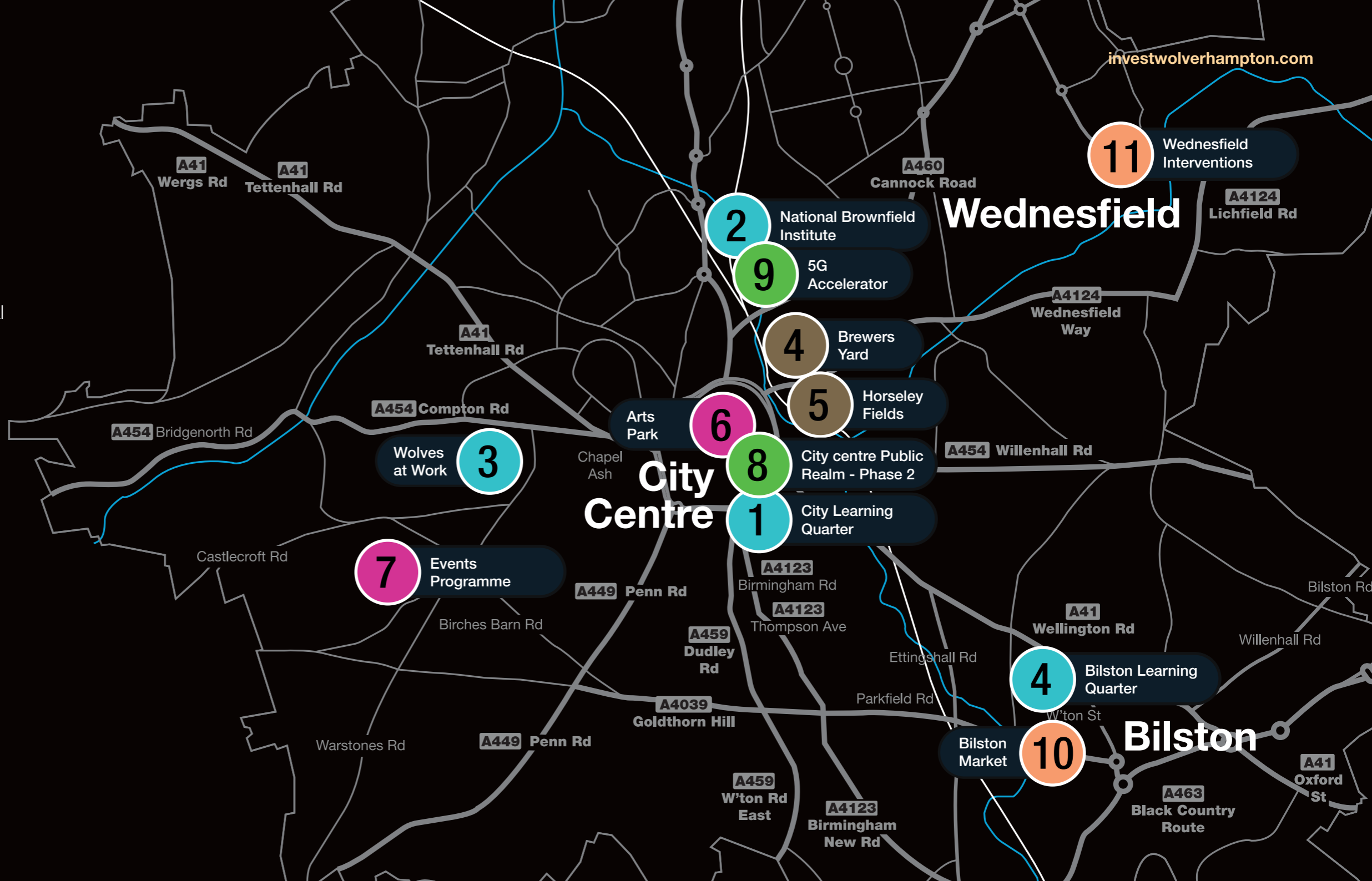
Changing Perceptions



Enhancing Connectivity



Vibrancy and Footfall





## Employment and Skills



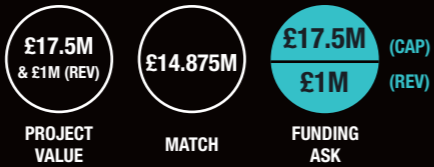
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City Learning Quarter



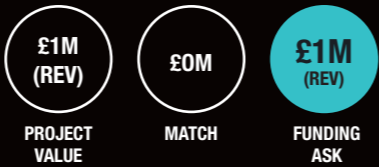
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National Brownfield Institute



3

Wolves at Work



Bilston Learning Quarter



## Regeneration and Renewal



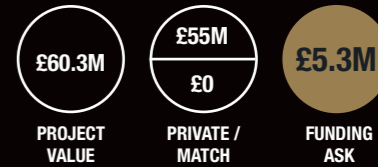
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Brewers Yard



5

Horseley Fields



## Changing Perceptions



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Arts Park



7

Events Programme



## Enhancing Connectivity



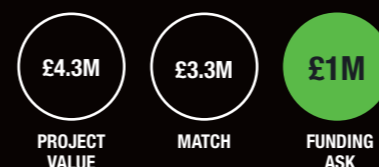
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City Centre Public Realm - Phase 2



9

5G Accelerator

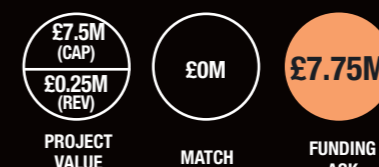


## Vibrancy and Footfall



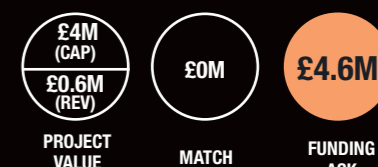
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Bilston Market



11

Wednesfield Interventions







1 Employment and Skills  
**City Learning Quarter**

£58.1M

PROJECT VALUE

£48.1M

MATCH

£10M

FUNDING ASK

**OUTPUTS**

- 10,800sqm floorspace created
- 2,500 apprenticeships over 10 years
- 2,800 learners in FE course over 10 years
- 11.82ha Brownfield land reclaimed
- 50 Jobs for Black Country

CLQ will consolidate Further Education and Adult Education services into a state-of-the-art learning environment in Wolverhampton's city centre and in Bilston. A new Further Education College will provide over 10,800 sqm of new and refurbished educational floorspace. Adult Education services in the city centre will be improved alongside a refurbished and reconfigured central Library.

The project is proposed in the Old Hall Street and St George's Parade area of the city centre, following the demolition of the former Faces nightclub building on the corner of Garrick Street and Bilston Street.

CLQ will also deliver improvements to the surrounding public realm and capitalise on improved transport links.

Alongside CLQ, City of Wolverhampton Technology Campus (CoWTechC) is proposed on the existing CoW Wellington Road campus. It is proposed that motor vehicle and engineering courses would be relocated to a new building on the campus. Funding for feasibility works already approved and technical work undertaken (site investigations & design work). The project is currently at concept stage and aims to reach delivery stage within 2 years.

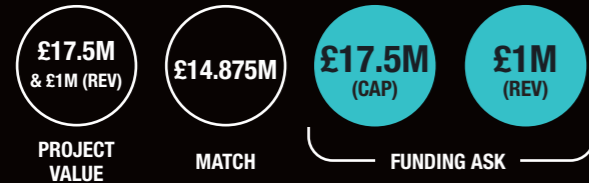
CLQ will enable the release of several sites for redevelopment of mixed use. The estimated economic benefits of the project are £233m (£214m net present value) and a further £46m (£34m NPV) arising from Wellington Road. The programme is estimated to safeguard and generate a total of 745 net additional FTE jobs in the Black Country and accelerate the delivery of 1,530 net additional jobs within the City.



2

Employment and Skills

# National Brownfield Institute



**OUTPUTS**

- 348 construction jobs supported
- 3,900 commercial floorspace
- 0.4ha brownfield land remediated
- 37,000 businesses supported

The National Brownfield Institute ('NBI') will be a new facility associated with University of Wolverhampton, which will be home to a team of specialist researchers, consultants and industry experts who will advise on all aspects of brownfield development, including contaminated land, repurposing buildings and sites and delivering modern methods of construction ('MMC') and Building Information Management (BIM).

- Accelerate development - public sector more actively developing sites and providing homes across a range of different tenures.
- Provide an expert approach to developing a regional pipeline - founded on a forensic analysis of delivery and sites.

The centre's success will be built around three strategic integrated levels, none of which are currently offered, and by close working with those responsible for enacting and enforcing legislation relating to brownfield development and regeneration.

These stages are:

- Policy & Strategy Development
- Research, R&D and the Knowledge Base
- Commercial Testing & Laboratory Space

By integrating research, innovation and skills provision, the National Brownfield Institute will help address multiple big issues and deliver positive impact locally, nationally and internationally. It will:

- Lead innovation and industry change - become a market leader in brownfield development, land remediation and construction skills.
- Attract international investment into housing - translate capital into revenue return on house building.

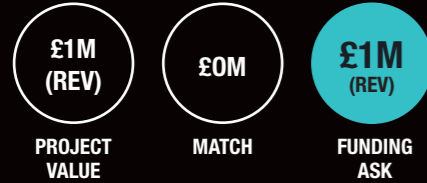
The NBI will also have a major digital component with virtual environment to facilitate virtual walkthroughs, and have an extensive database, which will help facilitate the information gathering of brownfield sites and decision making by developers for future use.

NBI can be considered as the first phase of National Centre for Circular Economy and Sustainable Development (NCCESD) which will also have Centres for: 1. Asset Optimisation 2. Circular Economy 3. Sustainable Development

The NBI will offer a cutting edge facility at the heart of new construction and remediation technologies, able to respond to 21st century challenges of building new homes and cohesive communities sustainably. It will also identify and look to address gaps in current provision, with a particular focus on the digital skills needed to transform the industry. The NBI will be a part of the University's emerging Springfield Campus



3 Employment and Skills  
**Wolves at Work**



**OUTPUTS**  
 5,000 people back into work over 3 years  
 600 employers participating  
 Economic benefit of over £32m over 3 years  
 Increased access to employment for people with mental health issues

**Wolves at Work** is a market-led employment initiative that has assisted over 5,600 people back into work since 2017, generating an assumed economic benefit over £32m. The programme supports people with work-readiness, whilst supporting employers as well to train and retain programme participants.

The programme focusses on building employer relationships, with over 600 local employers having pledged to participate in the programme. The programme is seeking to help over 1,600 people back into work over the next three years, with a particular focus on increasing youth employment, upskilling residents and retaining talent in the city. The recent job losses driven by Covid-19 have been experienced by residents with a higher skills profile than previous participants; the programme will be adapted to meet their needs and potential employers' needs over the next three years.



4 Regeneration and Renewal  
**Brewers Yard**



**OUTPUTS**  
 715 homes created  
 1.32ha brownfield land reclaimed

Redevelopment of the existing Marston's brewery site and CWC Culwell Street Depot to enable the delivery of a new residential neighbourhood comprising up to 1,118 homes in total, with ancillary retail and commercial floorspace at ground floor level. Towns Fund investment would enable 715 new homes out of the total 1,118 homes to be delivered. A feasibility study and order of costs has been prepared, as well as a massing study. £11.7m is required to relocate the existing uses to alternative sites and undertake land remediation. The site is situated to the south of the planned National Brownfield Institute / Springfield Campus and to the north of Wolverhampton Interchange. The scale and quality of the residential-led redevelopment proposed provides an opportunity to demonstrate to developers and inward investors that high quality city centre living can be delivered in the city centre, creating new housing choice for an array of young professionals and key workers in an accessible location.





# 5 Regeneration and Renewal Horseley Fields



## OUTPUTS

- 352 homes created (20% affordable)
- 2.14ha brownfield land reclaimed
- 154 Jobs created
- 1.00ha public realm created

This project is the first phase of residential-led redevelopment of Canalside South, an area of derelict industrial land east of Wolverhampton Interchange. Canalside South comprises a number of sites situated a five-minute walk from Wolverhampton Interchange train/bus/Metro station featuring significant historical assets with the potential to deliver a unique waterside development. This will be the first phase of a transformational residential-led opportunity along the canal network that underpinned the city's historic growth.

The scheme developer, Placefirst, is a specialist development company with a proven track record in delivering high quality homes. Their approach is building sustainable communities through the provision of communal green space and a long-term commitment to neighbourhood management and using local labour and local subcontractors wherever possible.

The project will bring forward 352 new homes and canalside public space, with 20% of new homes being affordable. The homes are planned to be 'Build to Rent'. The project will also deliver enhanced public realm along the canal and include the refurbishment of a Grade II listed building linked to the history of Wolverhampton's canalside industry (Former Stamping Works and Butter and Cheese Warehouse), bringing the designated heritage asset back into productive use.



6 Changing Perceptions  
**Arts Park**



**OUTPUTS**  
 200 space theatre  
 100 businesses supported  
 4000sqm commercial floorspace  
 322 learners assisted

The University of Wolverhampton (UoW), City of Wolverhampton Council and Grand Theatre will lead the transformation of Lichfield Street into an Arts Park. It responds to local needs by pioneering a fully joined-up local approach to creative skills, connecting new School, College and University teaching provision to leading professional practice at the Grand Theatre and providing space for start-up businesses.

Phase 1 comprises the Grand Theatre Studio Extension, a 200-seat flexible theatre/event space under a lightweight canopy, support facilities and storage, actors' quick-change rooms, bar and cafe and new foyer.

It will be located at 66-70 Lichfield Street, which is currently a prominent derelict building and has planning permission.

It builds upon the Grand Theatre and University of Wolverhampton as existing cultural and educational assets, providing new space to expand the theatre programme, and enhancing the quality and scope of the UoW's teaching provision and Grand Theatre's training opportunities.

Phase 2 comprises the Black Country Screen School/Gaming, Animation, Media & Events ('GAME') 'incubation hub' to support start-up creative industry businesses, collaborative space for businesses in the arts/creative sector and potential for postgraduate live/work activity i.e. a Graduate Village.

GAME will drive employment creation (graduate employment and business spin-outs) and upskilling (CPD, apprenticeships), promote and facilitate business start-up activity and enhance business engagement. This will improve productivity by assisting businesses to innovate, access top-of-the-range facilities, and address the skills gap. It will make links to wider support mechanisms, ensure that graduates are employment ready, and meet the requirements of industry.

7 Changing Perceptions  
**Events Programme**



**OUTPUTS**  
 80,000 visitors  
 £1.89m increase in local expenditure

Events play a crucial role in creating the vibrancy and generating footfall in city and town centres generating local spend and supporting businesses. This proposed revenue funding pot will build capacity and support a 5-year events programme in the city centre and Bilston, to complement capital investment maximising local spend and benefits to the city. The Events Programme is currently being finalised. It will build on key events such as the British Art Show, creating additionality by supporting fringe events to showcase local talent, moving visitors across the City to maximise local spend and economic benefit. In shorter-term, it will support more outdoor, family-friendly events in light of social distancing requirements. To complement physical interventions to enable events, including Arts Park and City Centre Public Realm Phase 2.

The project would assist with costs associated with organisation and promotion of events, as well as purchase of moveable infrastructure required to support events, including mobile staging, mobile lighting and mobile electricity generation equipment.

It is proposed that £750,000 is allocated to expand the existing Wolverhampton city centre events programme led by the Council and Wolverhampton Business Improvement District, with £250,000 to support events in Bilston town centre.



8

# Enhancing Connectivity City Centre Public Realm Phase 2



**OUTPUTS**  
Public realm enhanced  
Local and external perceptions changed

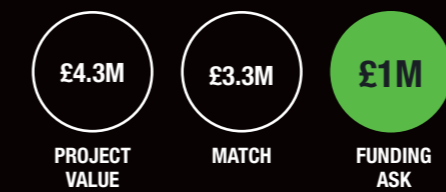
The project comprises Phase 2 of the Council's Public Realm programme, pedestrianising Darlington Street, Queen Square and Lichfield Street up to Wolverhampton Art Gallery. The project will contribute to a 'necklace of public spaces' in conjunction with Connected Places Phases 1 and 3 (to be delivered as part of the Future High Streets Fund bid for City Centre West). In addition to creating more attractive, well connected public realm, the project will create an enlarged events space in Queen Square, smaller scale events space at the top of Victoria Street and in Lichfield Street. These spaces will be designed with the utility connections and lighting infrastructure required to support events, as well as hostile vehicle measures. The project will create an environment conducive to increased uptake of active travel modes, and help increase footfall within and around the area which

will contribute to the overarching output of increased retail activity, an improved environment for residential development and vibrancy in the project area.



9

# Enhancing Connectivity 5G Accelerator



**OUTPUTS**  
476 businesses assisted  
39 mobile sites upgraded to 5G  
425 jobs created  
£8.2m net GVA created

The 5G Application Accelerator (AA) will be the UK's first commercial 5G accelerator centre that is open to all and, over the next 5 years, will allow c. 2,000 Small and Medium Size Enterprises in the West Midlands, of which c. 500 in the Black Country LEP, to learn about and engage with 5G technologies to grow and develop new products/services with suitable technical and business support.

This will accelerate the take-up and benefits from 5G technologies significantly. The 5G AA will be based in three locations in the West Midlands, one of which is planned to be located at Wolverhampton University's Science Park where there will be flexible office space, presentation, workshop and engineering space, 5G network coverage indoor and outdoor and a cutting edge private 5G testbed network including the latest 5G features – for organisations to see and use before they're publicly released. The project will engage SMEs by working with local business organisations including the Local

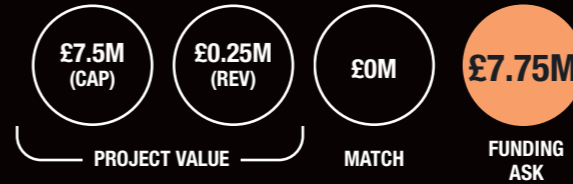
Enterprise Partnerships, Local Authorities, universities and other business support partners in the 3 locations and target SMEs who will be able to access the facility on a short to medium term basis free-of-charge.

- The project will be managed by WM5G and delivered by a consortium composed of
- Telefonica O2 a leading mobile network operator
  - Deloitte a big 4 consultancy
  - Wayra a leading business accelerator operator
  - Digital Catapult a leading testbed operator



10

# Vibrancy and Footfall Bilston Market



### OUTPUTS

- Enhanced public realm
- Improved market stalls
- Increased footfall and visitor numbers
- Improved perceptions

The revenue funding ask will enable the Council to undertake a full appraisal of Bilston Market, the potential development land within the Market site as well as the development potential of the wider Bilston town centre area, including the Bilston Central Metro/bus interchange. This will build on the initial Concept Level Study undertaken by Greig and Stephenson and include:

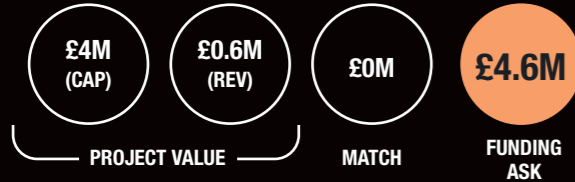
- Full options appraisal for Bilston Market;
- Comprehensive stakeholder engagement;
- Movement study;
- Appraisal of commercial land opportunities;
- Intrusive site investigations to develop costings and de-risk redevelopment opportunities;
- Completion of Strategic, Outline and Full Business Cases;
- Planning brief;
- Visuals.

The capital ask for this project will deliver physical improvements to Bilston Market, including enhancement of entrances of Bilston High Street and off the Black Country Route, reorganisation and refurbishment of indoor and outdoor markets, introduction of new small retail units and consolidation of existing site to unlock future development plots for complementary uses to increase activity on Bilston High Street.

The re-arrangement and refurbishment of the outdoor market canopies and facade creates more accessible pedestrian passageways and creates the potential for two extra food or permanent retail units to drive footfall into the market.

The additional retail units are proposed next to the outdoor part of the Market, to provide small units suitable for independent businesses, with a flexible layout to accommodate business needs. The units will help to activate the site on the day that the outdoor market does not operate.

11 Vibrancy and Footfall  
**Wednesfield Interventions**



**OUTPUTS**

- Covered walkways / canopies / seating areas
- Improved high street environment
- Upgraded security, lighting and facilities
- Reuse of vacant spaces
- Improved canal permeability
- Retail area / public space improvements
- Resurface 3.6km towpath

This project comprises improvements to Wednesfield Market, including replacement of market stalls, creation of events space and infrastructure for street traders, and transfer of market ownership and operation to a community-led organisation. Revenue funding for a Development Framework is also requested, in order to articulate the opportunity for regeneration of Wednesfield High Street, encompassing area from Rookery Road to west up to Lichfield Road in north-east and canal towpath improvements.

A series of capital improvements to the quality of the Wednesfield High Street environment is proposed, which are currently at concept stage and will be explored and refined on the basis of the Development Framework and accompanying feasibility study:

- 1) Covered walkway with canopies outside shops when there is inclement weather from the corner of Wednesfield High Street / Albert Squire Road up to the Dog and Partridge Public House.
- 2) Covered seating areas on High Street at the corner of High Street / Albert Squire Road and outside Boots at top end of High Street.
- 3) Seating area in front of Savers (17 High Street).
- 4) Facade improvements to High Street properties.
- 5) Upgrading street furniture: better lighting, more CCTV cameras, bins, public toilet and bike stands.
- 6) Re-use former Wolverhampton Homes unit as a community advice centre.

The other component of the project comprises improvements to circa. 2km of currently unpaved towpath along the Wyrley and Essington Canal from Bentley Bridge into Wednesfield town centre to enhance pedestrian and cycle connectivity and provide improved connections to residential areas along the canal are also included.





**Further information:**

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