



Towns Fund Board

20 May 2022

Time 2.00 pm **Public Meeting?** NO **Type of meeting** Partnership Boards
Venue Hybrid - Committee Room 3, Civic Centre

Membership

Ninder Johal	Owner, Nachural
Annette	Youth Council Representative
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
Janis	Youth Council Representative
Adam Daniels	Regional Operations Director, Countryside Properties
Lindsey Flynn	Representative of Black Country Local Enterprise Partnership
Ray Flynn	Associate Director (Place), University of Wolverhampton
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
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, Sapphire Innovation
Cherry Shine	Director, Wolverhampton BID
	Inclusive 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)

Information

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

Contact Darowen Jones, Programme Manager
Tel/Email email: 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 25 March 2022** (Pages 1 - 6)
[To approve the minutes of the meeting of 25 March 2022 as a correct record.]
- 5 **Matters arising**
[To consider any matters arising from the minutes of the meeting of 25 March 2022.]
- 6 **Towns Fund Action Tracker**
[To note the outcomes of actions identified at previous meetings.]

ITEMS FOR DISCUSSION OR DECISION - PART 2

- 7 **Engagement and Communication Strategy** (Pages 7 - 20)
[To receive updates on the Engagement and Communication Strategy.]
- 8 **Programme Dashboard**
[To receive a presentation on the status of Towns Fund Projects.]
 - 8a **Brewers Yard / Culwell Street**
 - 8b **WM5G**
 - 8c **Events Programme**
 - 8d **Wednesfield Markets and Permeability**
 - 8e **Bilston Markets**
 - 8f **Wolves@Work**
 - 8g **Public Realm P2**
 - 8h **Arts Park - Grand Theatre**
 - 8i **City Learning Quarter**

- 9 **City of Wolverhampton - Draft Wolverhampton Investment Prospectus**
[To receive a short video presentation and a preview of the emerging draft Wolverhampton Prospectus.]
- 10 **Levelling Up Fund**
[To receive an overview of Levelling Up and its relationship with Our City, Our Plan.]
- 11 **Evolution of Towns Fund Board**
[To approve proposals to incorporate Levelling Up into the scope of the Board.]
- 12 **July 2022 Board Meeting - Proposed Tour**
[To receive an outline of a proposed tour of Towns Fund and other projects.]
- 13 **Any Other Business**

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Towns Fund Board

Minutes - 25 March 2022

Attendance

Members of the Towns Fund Board

Ninder Johal (Chair)	Owner, Nachural
Stuart Anderson MP	Member of Parliament for Wolverhampton South West
Simon Archer	Director, Bilston BID
James Crowter	Managing Director, Tecman
Janis	Youth Council Representative
Ray Flynn	Associate Director (Place), University of Wolverhampton
Tim Johnson	Chief Executive, City of Wolverhampton Council (CWC)
Pat McFadden MP	Member of Parliament for Wolverhampton South East
Maninder Mangat	Director, MM Consulting
Amit Sharma	Director, INCO
Cherry Shine	Director, Wolverhampton BID
Councillor Stephen Simkins	Deputy Leader: Inclusive 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)

In Attendance

Annette	Youth Council Representative
Liam Davies	Head of City Development, CWC
Shelley Humphries	Democratic Services Officer, CWC
Darowen Jones	Programme Manager, Kinver Solutions Ltd
Richard Lawrence	Director of Regeneration, CWC
Ayesha Malhan	Regeneration Officer, CWC
Andrew Scragg	Participation Officer, CWC
Peter Thomason	Department for Levelling Up, Housing and Communities

Item No. *Title*

- 1 **Apologies for absence**
 Apologies were received from Towns Fund Board members Councillor Ian Brookfield, Leader of the Council, CWC; James Holland, General Manager of Collins Aerospace; Mal Cowgill, Principal and Chief Executive of City of Wolverhampton College; Ro Hands, Owner of Learn Play Foundation; Kevin Rogers, Executive Director of Paycare, and Adam Daniels, Regional Operations Director of Countryside Properties.

Apologies were also received from Ian Fegan, Director of Communications and External Relations, CWC and John Roseblade, Temporary Director of City Housing and Environment, CWC.

2 **Notification of substitute members**

There were no notifications of substitute members.

3 **Declarations of Interest**

There were no declarations of interest made.

4 **Minutes of the meeting of 28 January 2022**

Resolved:

That the minutes of the meeting of 28 January 2022 be approved as a correct record.

5 **Matters arising**

Other than the actions covered in item 6, it was noted that there were no further matters arising from the minutes of the last meeting.

6 **Towns Fund Action Tracker**

Darowen Jones, Programme Manager, Kinver Solutions Ltd presented the Towns Fund Action Tracker and provided the outcomes of actions agreed at the last meeting.

It was reported that the requested stakeholder meeting to discuss the Events Programme had been scheduled for 4 April 2022 and feedback would be circulated following this. It was noted that the Events Project Lead and BID Managers had been included in the invite.

In terms of the requested engagement with elected ward members, it was confirmed that stakeholder events had been held for individual projects, such as Bilston Market and Wednesfield, and ward members had been in attendance.

In response the request at the last meeting for the opportunity for Towns Fund Board members to view project sites, a programme of visits was being planned for May – June 2022.

Resolved:

1. That the outcomes from the actions agreed at the meeting of 28 January 2022 be noted.
2. That feedback from the Events Programme Stakeholder Meeting on 4 April 2022 be circulated to the Towns Fund Board membership.

7 **Local Assurance Framework**

Darowen Jones, Programme Manager, Kinver Solutions Ltd presented the Local Assurance Framework for approval and highlighted key points. The document set out governance surrounding the Towns Fund Board as well as its purpose, functions and responsibilities.

An overview of the published document was provided to the Board and its content agreed.

Resolved:

That the Local Assurance Framework be approved.

8 **Reallocation of Town Deal Funding**

Darowen Jones, Programme Manager, Kinver Solutions Ltd and Ray Flynn, Associate Director, University of Wolverhampton reported that the National Brownfield Institute project had unfortunately needed to be withdrawn from the delivery programme due to challenges in delivering the planned concept on a reduced budget. Despite best efforts to reconfigure the project, it was found to be unfeasible to stay true to the original concept at this time. It was noted that a communication to this effect had been circulated to the Towns Fund Board membership between meetings and that a similar scheme for the site may be considered at a future date.

It was proposed that the funding be reallocated with Bilston Market receiving £1.02 million and Wednesfield receiving £774,343. It was reasoned that this would allow for delivery of some originally planned interventions that had previously not been possible due to these projects not receiving 100% of funding. It was confirmed that, whilst the reallocation would not top up the funding to 100%, it would benefit the City and theoretically still allow for a submission for Levelling Up funding for further additionality. It was clarified that Levelling Up funding would be considered a separate funding stream and a bid could run alongside the submission of proposals for Town Deal fund reallocation.

It was confirmed that the correct procedures had been followed to identify suitable projects using the Towns Fund Re-prioritisation Toolkit and projects which had already been allocated 100% of the funding had been discounted from the process. Those projects already running, and those being delivered externally or through other funding streams were also excluded.

In response to a query on why the funding would not be divided into a fifty-fifty split between the two proposed projects, it was stated that the funding had been shared thus to adequately cover delivery of the next impactful intervention for each project.

Following discussion, including deliberations on channelling the money into other worthy City centre projects, it was agreed that the best course of action would be the proposal that offered best value for money and was of greater benefit to the City as a whole.

It was agreed that plans be set in motion to reallocate the funds to the Bilston Market Project and Wednesfield Project. Assurances were offered that funding streams would continually be explored to add to the delivery of all the other projects.

It was confirmed that Bilston and Wednesfield stakeholder engagement would be revisited to finalise with stakeholders which aspects of each project should be put forward for funding. Following this, proposals would be submitted to Government for reallocation.

Resolved:

That Towns Fund Board agree that proposals be submitted to Government to reallocate £1.02 million of the funds from the National Brownfield Institute Project to the Bilston Market Project and £774,343 to the Wednesfield Project.

9 **Engagement and Communication Strategy**

Darowen Jones, Programme Manager, Kinver Solutions Ltd delivered the presentation on the Engagement and Communication Strategy which provided an overview of the implementation of the Strategy. It was noted that there were many methods of engagement, including traditional methods and social media platforms, and each project had its own tailored engagement and communication plan. It was reported that the refreshed Strategy would be presented at the next meeting for approval and a regular update be provided at each meeting as a standing item.

Resolved:

1. That the Engagement and Communication Strategy be presented to Town Fund Board at the next meeting for approval.
2. That the Towns Fund Board receive an Engagement and Communication Strategy update at each meeting going forward.

10 **Levelling Up White Paper 'What Levelling Up Means for Wolverhampton'**

Tim Johnson, Chief Executive, City of Wolverhampton Council provided a verbal update on the Levelling Up White Paper, published on 2 February 2022, to summarise what its content meant for Wolverhampton. Key principles and the next steps of action for the City were set out.

It was outlined that the intention was to develop a place-based partnership approach to Levelling Up. It was highlighted that Wolverhampton was considered one of two priority areas and therefore had the opportunity to submit Levelling Up proposals to Government before many other authorities and become the exemplar on what Levelling Up looked like at place level.

It was noted that the chief intended outcome was to improve the City and the fortunes of those living there and that it would require commitment at all levels to develop an investment plan that would continually evolve and endure.

Resolved:

That the Levelling Up White Paper 'What Levelling Up Means for Wolverhampton' presentation be received.

11 **The Role of the Board**

Darowen Jones, Programme Manager, Kinver Solutions Ltd provided a verbal update on the Role of the Board. The update provided an overview of the vision for the City. It was outlined that the role of the Board was mainly to oversee development of the Town Investment Plan and delivery of the Town Deal and set out the responsibilities of Board members and stakeholders.

Resolved:

That the Role of the Board update be received.

12 **Programme Dashboard**

Darowen Jones, Programme Manager, Kinver Solutions Ltd provided an overview of the status of each of the projects and reported that the remaining two business cases had been submitted on Monday 21 March 2022. Thanks were extended to all the teams involved.

It was agreed that, moving forward, updates would only be provided on individual projects if there were any significant changes or a milestone had been achieved.

Resolved:

1. That the presentation on the status of the Towns Fund Projects be received.
2. That individual project updates would only be received on significant progress such as completion of key project milestones.

- 12a Brewers Yard / Culwell Street
- 12b WM5G
- 12c Events Programme
- 12d Wednesfield Markets and Permeability
- 12e Bilston Markets
- 12f Wolves @ Work
- 12g Public Realm P2
- 12h Grand Theatre
- 12i City Learning Quarter
- 13 **Any Other Business**
There was no other business considered.

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Town Deal Board

Communications Implementation Plan
April 2022

1. Overview

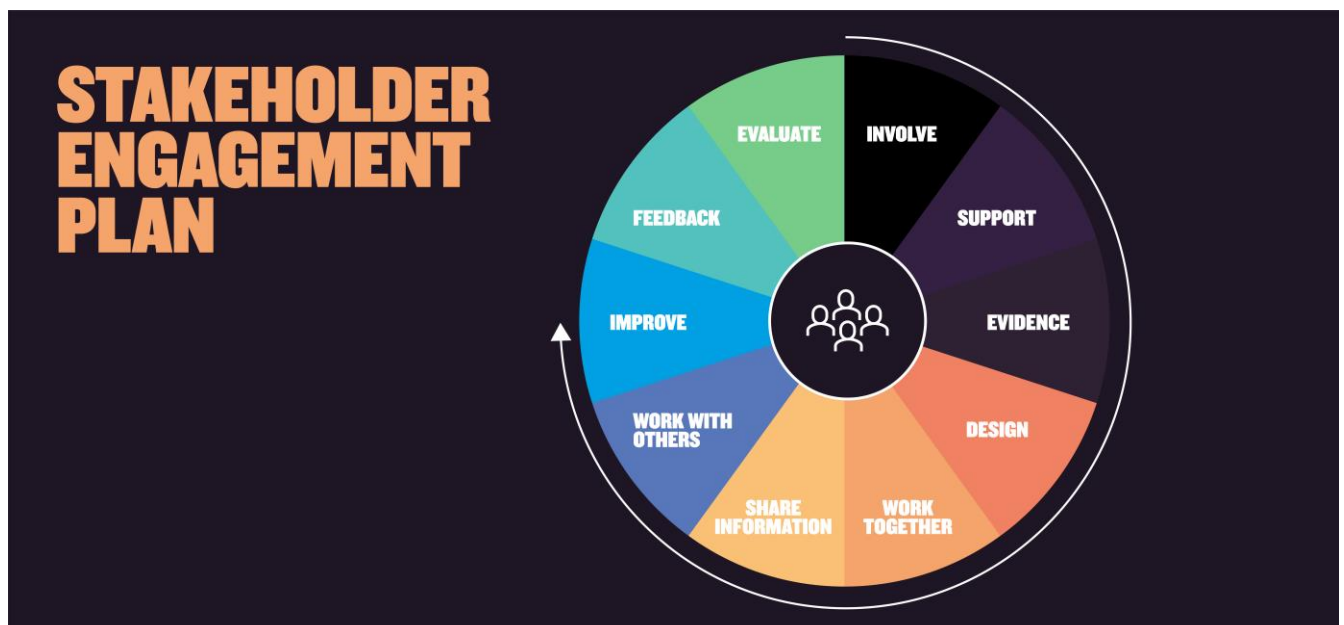
The Town Deal Communications Implementation Plan provides how we will engage and keep our stakeholder engagement held up to-date regarding the Wolverhampton Town Deal Projects.

During the production of Wolverhampton Investment Plan, meaningful engagement with representatives of the private, public and voluntary sectors has taken place, which is evidence in the Stakeholder Engagement Plan, part of the Investment Plan in securing evidence for funding.

The following strategic documents have been produced at this stage:

- “Stakeholder Engagement Plan” July 2020 produced by Tony Marvell
- Wolverhampton Towns Fund Engagement and Communication Plan Stage One” January 2021 produced by Copper Consultancy

During the development of projects business cases and design work, further stakeholder engagement took place to validate the projects. Our next phase is to improve and share information to stakeholders on our progress on Programme and Project level.



2. Themes, Outcomes and Measures (TOMs)

In order to identify the key areas of focus for Towns Fund, through consultations the below themes were established and approved by the Board in May 2020:

Town Investment Plan Themes	Town Deal Project
Enhancing connectivity	WM5G
Vibrancy and footfall	Arts Park, Events Programme
Changing perceptions	
Employment and skills	CLQ Phase 2, Wolves at Work
Regeneration and Renewal	Wednesfield, Bilston, Public Realm Phase 2, Brewers Yard/Culwell

3. Town Deal Programme Communication

Towns Fund and City of Wolverhampton Council (CWC) have the same 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)

Key message:

The funding will help deliver transformational schemes across the city centre, Bilston and Wednesfield.



Image:

Website: [Wolverhampton – Town Deal | Invest in Wolverhampton \(investwolverhampton.com\)](https://investwolverhampton.com/)

Board Papers: [Committee details - Towns Fund Board :: Wolverhampton City Council \(moderngov.co.uk\)](https://moderngov.co.uk/)

Action Plan for the next six months:



- Update the website
- Add a site on CWC linking to Invest in Wolverhampton
- Press release on all BC submitted and summary of the nine projects and linking to the vision
- Establish a newsletter and mailing list:
 - Newsletter to be distributed June, October and February
 - Ask people to sign up for a newsletter (GDPR compliance)


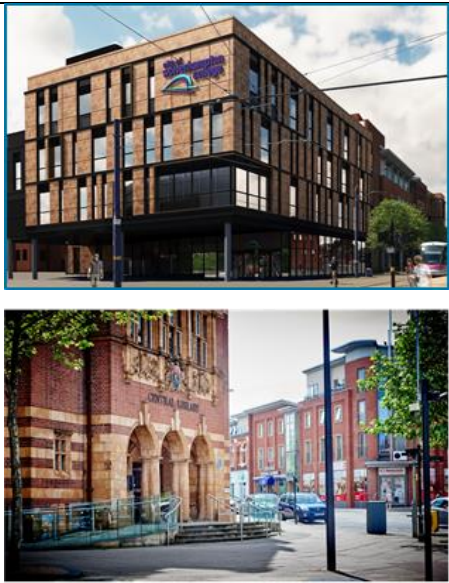

4. Project Communication


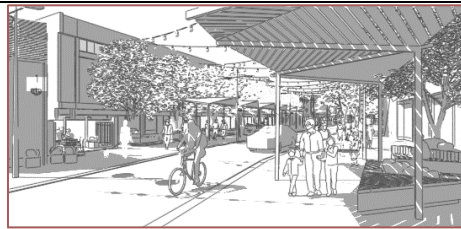

Each project has their own communication plan and statutory obligation for consultation (planning approval etc).

Key messages for each of the projects are included within the following table and should be considered when press releases are being developed.

The communications plan for each project is to be consolidated into a forward plan of planned activities which will be discussed with individual project leads on a monthly basis and updates to the Towns Fund Board on a regular basis.

Project	Key Message/ Benefits (to local people)	Image	Website
Arts Park	The scheme will provide a Rehearsal / Youth Theatre facility which engages with the whole of the community, along with accommodation for touring theatre companies, by utilising the neighbouring vacant former Royal Mail Post office and associated residential units. All of which will work towards securing the Theatre's post-Covid financial security by enabling the development of its programme of community outreach and educational theatre and generating revenue through commercial opportunities.		Wolverhampton Grand Theatre
Brewers Yard/Culwell	This project will completely re-utilise the Council owned Culwell Street depot, de-risking the site and unlocking it for future housing development. Council services currently being provided from the Culwell Street site will be relocated to the Wholesale Market site and these, along with existing users will have new buildings constructed suitable for their use and operation. The vacated Culwell street site rationalisation will help unlock much needed future homes and regenerate the Heath Town ward, including the opportunity to offer 20% affordable housing.		

<p>Bilston Market</p>	<p>Bilston Market is the most successful market in Wolverhampton. Its success is crucial to the future prosperity of the town as a whole especially in a post Covid world.</p> <p>This investment will maximise the visibility of the market and enhance the vital pedestrian access from the neighbouring Bus/Metro station. Some of the existing structures will be demolished to make way for a new facility to suit current and future requirements with multi-use event/market space, while re-configuring the existing uses and enhancing the entrance's focal points of the indoor market.</p> <p>There will also be a flexible multi-use event/market space created to attract events within this space.</p>		
<p>CLQ</p>	<p>The City Learning Quarter will create a significant city centre learning hub consisting of a prime location for the College, the Council's Adult Education and Library. This will enable the City to improve the learning, skill, apprenticeship and employment levels with enhanced accessibility for students, employers and residents. It is a priority investment for the Council.</p>		
<p>City Centre Public Realm</p>	<p>The project aims to create a significantly improved pedestrian and cycling environment, with greater connectivity between the City's transport interchange and the city centre.</p> <p>Space for walking, cycling and on street activity is taking priority in areas previously</p>		

	<p>heavily trafficked by bus and taxi movement.</p> <p>New events spaces will be created, contributing to a more attractive, well connected public realm. The project will create an enlarged events space in Queen Square, and smaller scale events space at the top of Victoria Street and in Lichfield Street.</p>		
Events Programme	<p>The Events Programme will play a key role in making Wolverhampton a place where people to come to work, shop, study and enjoy, contributing to the vibrancy of the city.</p> <p>A 3-year Events Programme will be established to increase visitor numbers and to create work and volunteering opportunities.</p> <p>The programme is part of the wider city vision for culture.</p> <p>This cross-sector strategic partnership brings together city authorities, business, education, third sector, cultural and community leaders to co-design and deliver a vision for culture with City transformation at its heart.</p>		
Wednesfield Interventions	<p>This project aims to stem the decline of Wednesfield High Street by providing environmental enhancements to the public realm, shop fronts and market. The aim is to encourage increased footfall, linked trips and increased dwell-time with improved seating areas, drawing in greater footfall and assisting businesses in remaining viable.</p>		
Wolves at Work	<p>Wolves at Work seeks to improve labour market access and opportunities for disadvantaged communities, increase employment rates and to support inclusive economic growth.</p>		http://wolvesatwork.com/

	<p>As a market-led programme, the project will provide training and support to participants that connect with local and national employer requirements, helping to address skills gaps in the local labour market.</p> <p>Working with partners, such as DWP, the project will support city residents into sustainable employment for a minimum of 12 weeks and/or training opportunities.</p> <p>The project will also work with the other Towns Fund projects on the Social Value aspect of their programme.</p>		
5G Accelerator	<p>The 5G Application Accelerator will be the UK's first commercial 5G accelerator centre that is open to all and, over the next 5 years, will allow around 2,000 Small and Medium Size Enterprises in the West Midlands to learn about and engage with 5G technologies, enabling them to grow and develop new products and services with suitable technical and business support.</p> <p>It will be based in three locations in the West Midlands, one of which is 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 for organisations to see and use before they're publicly released.</p> <p>The project will work with local business organisations including the Local Enterprise Partnerships, Local Authorities and universities and target SMEs who will be able to access the facility on a short to</p>		

	medium term basis free-of-charge.		
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Project	Stakeholder Engagement	Date
Arts Park	Regular meetings with Grand Theatre representatives (Adrian Jackson, Phil Barnett) to agree business case strategy. The project team has worked closely alongside representatives of the Grand Theatre to ensure the Towns Fund business case is detailed and robust and aligns with the existing proposals received to date.	This engagement includes a series of virtual meetings with Adrian Jackson (18 May, 15 July and 19 November 2021) and several exchanges of the draft business case document incorporating detailed feedback from the Theatre.
Arts park	Engagement with the Freeholder commenced in May 2021 via appointed agents Bruton Knowles acting on behalf of the Council.	May 2021 onwards
Brewers Yard/Culwell Street		
Bilston Market	Design development has been discussed with Traders and locally elected members. Further design work to be completed and the relationship with CWC's LUF bid is to be completed.	February 2022
CLQ	<p>The Grant Funding Agreement / MOU has been signed between DLUHC and the Council to formalise the £20m Levelling Up Fund award. The Council has received the first grant payment covering financial year 2021 / 22. In line with Levelling Up Fund reporting requirements the first monitoring return will be submitted on 13 May 2022.</p> <p>Following further engagement between the Project Team and the Department of Education, the College have submitted an application to the Department of Education to secure the remaining funds – a decision is awaited.</p>	<p>February 2022</p> <p>March to present</p>
City Centre Public Realm	<p>Extensive stakeholder and public engagement and consultation has been undertaken over the past couple of years as part of the wider programme of public realm improvement works. This has directly informed the preferred option being developed.</p> <p>Detailed discussions with Transport for West Midlands, National Express and cycling organisations have been undertaken during April and May and have</p>	April and May 2022

	<p>helped inform the detail around access and movement.</p> <p>The next stage of engagement will involve wider stakeholder groups and businesses, as well as the public.</p>	May to July 2022
Events Programme	Regular sessions established to discuss programme ideas and concepts between the City Council and various stakeholders including both Wolverhampton and Bilston BID. These meetings will inform proposals which will be brought to future board meetings.	Ongoing
Wednesfield Interventions	<p>A stakeholder engagement group has been set up to ensure that businesses, local members and MPs are kept up to date and have opportunity to be involved in the planning and design and development of the proposals and delivery plan. The group have met on various occasions over the past 12 months with the next meeting already in the calendar.</p> <p>Wider stakeholder engagement with local residents, businesses, schools and community groups is being planned for the coming months</p>	<p>Last stakeholder group meeting (Kinver to assist with date)</p> <p>Next stakeholder engagement meeting 18 May 2022</p> <p>Summer 2022</p>
Wolves at Work	<p>Regular contact with local employers to source vacancies, the majority of which are uploaded to Wolves Workbox.</p> <p>Attendance at the following during April and May:</p> <ul style="list-style-type: none"> • Pop Up Youth Summits; • Youth Summit; • DWP and Commonwealth Games jobs fair; • Let's Talk Jobs sessions, promoting jobs available at specific local employers. <p>Wolves workbox: Online resource, promoting a large number of training opportunities and job vacancies. This is supported by social media promotion – Twitter, Linked In etc.</p>	<p>Pop Up Youth Summits: 14 and 14 April; 9 May DWP/CWG event 11 May Youth Summit: 25 May Let's Talk Jobs: 25 April and 19 May</p>

5. Communication Tools

There is a breadth of tools and tactics available to communicate through as listed in “Engagement and Communication Plan”. To reach the wider community and stakeholder engagement the following will be employed to inform, involve and collaborate with them.

- PR and Publicity
 - Media interviews
 - Articles
 - News releases
- Influencer engagement
 - Regular update to Board members
 - Regular update to Ward Councillors
 - Regular update to BEIS and DLUHC
 - Attend Midlands Engine, etc.
- Social Media
 - Facebook
 - YouTube – Previously updates from TF generated the following numbers.

January 2020	https://youtu.be/LikukIWUrvk	214 views
February 2020	https://youtu.be/whH1eksJbv0	74 views
May 2020	https://youtu.be/AMcFAYGKSxE	151 views
July 3, 2020	https://youtu.be/rBVI_xamqpq	137 views
July 24, 2020	https://youtu.be/YnwUGqN6x9o	98 views
May 2021	https://youtu.be/vQkRjvJV7SM	194 views

- Twitter (all above YouTube were also tweeted on @WolvesCouncil)
 - Instagram
- Partnership
 - Joint funded projects
 - Co-branding
- Content
 - Newsletter
 - Invest in Wolverhampton website
 - CWC website
 - Individual Projects website
 - Case studies
 - Emails

6. Approval of Comms

DLUHC released in May 2021 a Towns Fund Communications and Branding Guidance to adhere to. This set out process how to use HM Government and Midlands Engine logos, obtaining ministerial quotes etc.

This is the process to be applied for all Town Deal media communication. It includes guidance on how quotes from MPs, the Chair of the board and Councillors should be dealt with in terms of each project.

The Council intends that any press releases for the projects will include statements from The Chair of the Board, the MP and applicable Director within the Council.

Approval process Towns Fund comms

- Project Officer raise the comms request to;
- TF Programme Manager (for information) and Comms, Oliver Bhurrut who will draft the content and request approval from;
- Head of Service
- Director Richard Lawrence
- Leader and Cabinet Member and chair of Towns Fund Board

Final version being shared with the everyone including the Towns Fund Programme Manager

7. Roles and Responsibilities

The Towns Fund Board along with a number of other internal stakeholders within the Council will be involved in the Communications Plan.

The following table looks to summarise who will be responsible for identifying the Communications Plan and then engaged with individual releases.

- Towns Fund Board
- CWC Comms Department
- SRO
- Programme Manager
- Business Lead
- Project Manager

Responsible	Area	Approval
Towns Fund Board	Programme Wide Oversight of Communications Strategy	Change Process regarding programme delivery
Chair of the Board	Programme and Project written and verbal press releases	Approval of press releases in addition to applicable quotations
Members of Parliament	Project written and verbal press release	Quotations for individual releases
Director of Regeneration, CWC	Project written and verbal press release	Quotations for individual releases
Head of Regeneration	Programme wide application of Communications Strategy	Ensuring project outputs and milestones are communicated enabling for releases to be drafted
Communications Team, CWC	Programme wide support to Project Leads	Drafting of individual press releases and thorough

		engagement with the overall Communications Plan
Programme Manager, CWC	Programme wide support to Project Leads and Corporate Reporting	Ensuring Project Leads are focusing on stakeholder engagement and programme adherence
Project Leads	Development of individual project stakeholder engagement strategies	Issue updates and necessary background information to enable press releases to be drafted

Appendix 1 – Published Articles

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Project	Source	Link	Year	Date
Brewers Yard	Birmingham Live	Phase one of plans to build 1,300 new flats in Wolverhampton moves a step closer - Birmingham Live (birminghammail.co.uk)	2022	08/03/22
Brewers Yard	Expressandstar.com	Plans soon to be lodged ahead ready to move some Wolverhampton Council staff Express & Star (expressandstar.com)	2022	03/03/22
Brewers Yard	Insidermedia.com	Plans to be lodged for landmark Wolverhampton project Midlands Property News Insider Media	2022	03/03/22
Events - Art Show 9	Investwolverhampton.com	Prestigious British Art Show 9 opens in Wolverhampton next week News Invest in Wolverhampton (investwolverhampton.com)	2022	14/01/22
CLQ Phase 1	Investwolverhampton.com	Wolverhampton City Learning Quarter vision set to move to delivery phase News Invest in Wolverhampton (investwolverhampton.com)	2021	13/10/21
University of Wolverhampton - Bilston Art Project	City of Wolverhampton Council	Town Fund accelerates University street art programme in Bilston City Of Wolverhampton Council	2021	21/06/21
University of Wolverhampton - Bilston Art Project	University of Wolverhampton	June 2021 - Town fund accelerates University street art programme in Bilston - University of Wolverhampton (wlv.ac.uk)	2021	21/06/21
Wednesfield	City of Wolverhampton Council	Partnership working for a welcoming Wednesfield City Of Wolverhampton Council	2021	19/03/21
Wednesfield	Townsfund.org	Wolverhampton: Trust and community in Wednesfield — townsfund.org.uk	2021	
Wolverhampton City Centre	Birmingham Live	How city bosses think Wolverhampton can bounce back from the pandemic - Birmingham Live (birminghammail.co.uk)	2021	17/12/21
Wolverhampton Towns Fund	Expressandstar.com	£50 million funding sought to revamp Wolverhampton Express & Star (expressandstar.com)	2021	28/07/22
Wolverhampton Towns Fund	Expressandstar.com	Funding boost for Wolverhampton Arts Park, markets and technical centre Express & Star (expressandstar.com)	2021	18/05/21
Wolverhampton Towns Fund	Thebusinessdesk.com	Board confirms Town Deal £25m regeneration plan TheBusinessDesk.com	2021	18/05/21
Wolverhampton Towns Fund	Blackcountrylep.co.uk	Reaction to announcement on Town Deal funding (blackcountrylep.co.uk)	2021	04/03/21
Wolverhampton Towns Fund	Stuartanderson.org.uk	Stuart Anderson MP welcomes £25 million for Wolverhampton from Government's Town Fund Stuart Anderson MP	2021	04/03/21
Wolverhampton Towns Fund	Janestevenson.com	Jane celebrates £25 million Towns Fund bid approval for Wolverhampton Jane Stevenson	2021	03/03/21
Wolverhampton Towns Fund	West Midlands Growth Company	Accelerator funding delivering improvements across city WMGC (wmgrowth.com)	2021	02/02/21
Wolverhampton Towns Fund Funding	City of Wolverhampton Council	Board confirms Town Deal £25 million regeneration plan City Of Wolverhampton Council	2021	18/05/21

[illegible]