

1. Overview

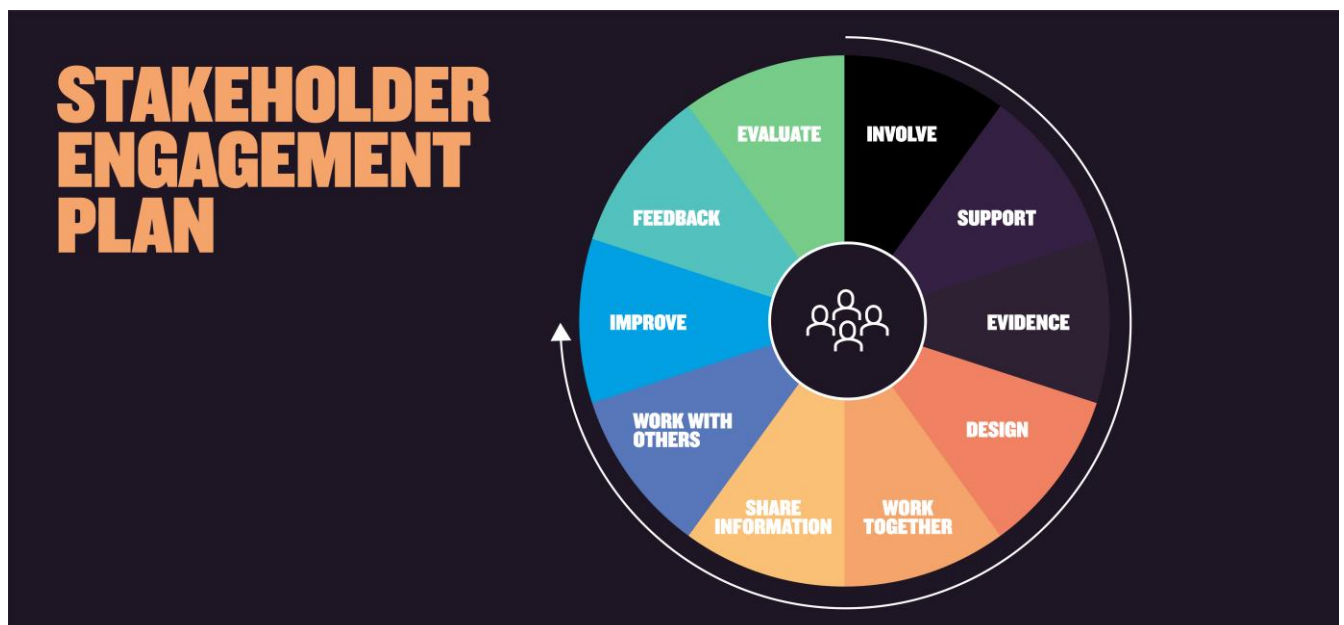
The Town Deal Communications Implementation Plan provides how we will engage and keep our stakeholder engagement held up to-date regarding the Wolverhampton Town Deal Projects.

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)


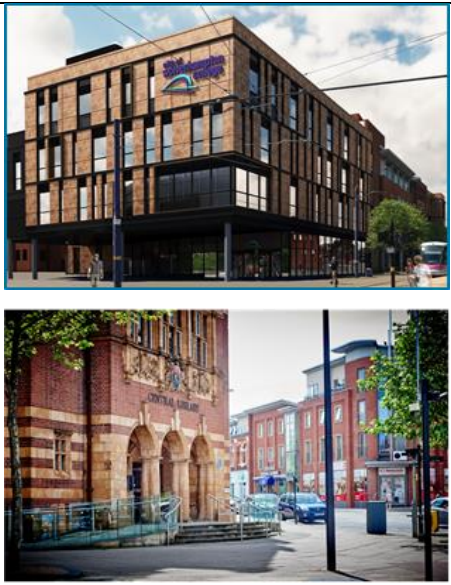

4. Project Communication


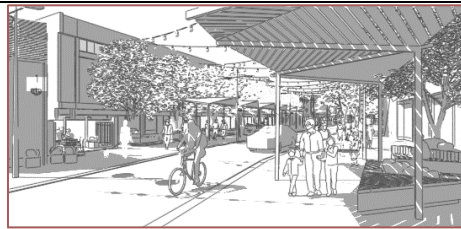

Each project has their own communication plan and statutory obligation for consultation (planning approval etc).

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. 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