

**Sandwell Towns Fund Superboard
West Bromwich Tranche 2 and 3 Consultation and Engagement Plans**

- Walking and Cycling Infrastructure
- Urban Greening
- Retail Diversification Programme
- Town Hall Quarter: Kickstarting Regeneration

SANDWELL TOWNS FUND

CONSULTATION AND ENGAGEMENT PLAN

WEST BROMWICH WALKING AND CYCLING INFRASTRUCTURE

DELIVERY ORGANISATION: SANDWELL COUNCIL

July 2021

Sandwell Council

Council House
Oldbury
West Midlands
B69 3DE

www.sandwell.gov.uk

PROJECT DETAILS

PROJECT TITLE	West Bromwich Walking and Cycling Infrastructure
PROJECT Team Members: -	Joshua Singh - SMBC Planning and Regeneration Gavin Passmore tbc – Sustrans Simon Chadwick– Highways Wayne Moore - Transport Planning
PROJECT MANAGER	Wayne Moore/ Simon Chadwick

STAKEHOLDER IDENTIFICATION

STAKEHOLDER IDENTIFICATION
Please identify the key project stakeholders. Please list in bullet format.
STAKEHOLDERS
<ul style="list-style-type: none">• Local Residents• Sustrans• Local Businesses (Local bike shops)• Public Health, SMBC• West Bromwich Towns Team• Transport for West Midlands• Local cycling groups (cycle UK)• Elected Members• Statutory highway consultees (WM fire service, WM Police, other service providers)

PROJECT BENEFICIARIES
Who are the major project beneficiaries? Please list in bullet format.
STAKEHOLDERS
<ul style="list-style-type: none">• Local residents• Commuters• Canals and Rivers Trust• Community groups and organisations• Businesses• Transport for West Midlands• Local Authority and Public Services• Public Health• NHS Trust staff

ENGAGEMENT OVERVIEW

SPECIFIC QUESTIONS/ AREAS OF THE FULL BUSINESS CASE THAT REQUIRE ENGAGEMENT ON

Please list questions/ options below in bullet format.

Consultation on draft proposals to beneficiaries and stakeholders

- Details of what is wanted as part of the design of the cycle routes & a review of the proposals in the Local & Regional Cycling and Walking Infrastructure Plans
- Details of what is wanted as part of the design of the junction improvements (specifically safety)
- Details of what is wanted as part of the design of the pedestrian improvements

ENGAGEMENT APPROACH

Please list all methods of engagement that you plan to use.

(Please only include methods you plan to use; do not include methods that are available to you but won't be utilised).

- Online surveys
- Face to face surveys
- Letter/ leaflets
- Social Media
- On site notices
- Adverts on Bus Shelters
- workshops

ENGAGEMENT WITH KEY PROJECT STAKEHOLDERS

ENGAGEMENT WITH SPECIFIC GROUPS			
KEY PROJECT STAKEHOLDERS (PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)	IMPACT HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)	DIFFICULTY HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)	METHODS OF ENGAGEMENT (Please consider and include how the specific groups want to be engaged with)
Example: Community and Voluntary Sector Organisations	1	1	Surveys (online and face to face), telephone conversations, workshops, social media
Local Residents	3	1	Online surveys Face to face surveys Letter/ leaflets Social Media On site notices Adverts on Bus Shelters
Canal and River Trust	1	1	Face to face
Local Businesses (Local bike shops)	3	1	Online surveys Letter/ leaflets Social Media
Public Heath, SMBC	1	1	Face to face
Sandwell and West Birmingham Hospital	1	3	Face to Face Online Surveys
Transport for West Midlands	2	1	Face to face
Network Rail	2	3	Face to face
Local cycling groups (cycle UK)	3	3	Face to face Online surveys Social media Letter/ leaflets
Elected Members	3	2	Face to face Letters/ leaflets Workshops
Statutory highway consultees (WM fire service, WM Police, other service providers)	3	1	Face to face

TIMELINE

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

PURPOSE/ OBJECTIVE (ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)	KEY PROJECT STAKEHOLDERS	KEY MESSAGES (TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)	METHOD (CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)	START DATE	FINISH DATE	LEAD OFFICER
Phase 1 NCN 5 into Sandwell Valley Seek input on what design /layout is required to encourage people to cycle in Sandwell	Local residents Cycling groups	Set expectations on what is feasible in line with highways requirements, outline the options for cycle lanes/ routes.	Online surveys Face to face surveys Letter/ leaflets Social Media On site notices Adverts on Bus Shelters	July 2021	September 2021	Project Lead Project Team Rep
Phase 2 NCN5 Roebuck Lane & Town Centre Link Seek input on what design /layout is required to encourage people to cycle in Sandwell	Local residents Cycling groups	Set expectations on what is feasible in line with highways requirements, outline the options for cycle lanes/ routes.	Online surveys Face to face surveys Letter/ leaflets Social Media On site notices Adverts on Bus Shelters	March 2022	June 2022	Project Lead Project Team Rep
Phase 3 B'ham Canal to Town Centre via Spon Lane Seek input on what design /layout is required to encourage people to cycle in Sandwell	Local residents Cycling groups	Set expectations on what is feasible in line with highways requirements, outline the options for cycle lanes/ routes.	Online surveys Face to face surveys Letter/ leaflets Social Media On site notices Adverts on Bus Shelters	Jan 2023	April 2023	Project Lead Project Team Rep
Hill Top to Walsall Canal via Bagnal St Seek input on what design /layout is required to encourage people to cycle in Sandwell	Local residents Cycling groups	Set expectations on what is feasible in line with highways requirements, outline the options for cycle lanes/ routes.	Online surveys Face to face surveys Letter/ leaflets Social Media On site notices Adverts on Bus Shelters	Jan 2024	April 2024	Project Lead Project Team Rep

ASSURANCE

ASSURANCE MECHANISMS

Provide details on how you will ensure that engagement is robust.
E.g. Local Board to review engagement findings or other.

- Ensure easy to access online surveys and engagement activities
- Clarity of messages and questions being asked
- Local Board Members to have sight, input and sign off Consultation and Engagement Plan
- Local Board Members to review engagement findings
- Superboard to agree Consultation and Engagement Plan

FEEDBACK

How will you feedback to people that have been engaged or consulted with?

Method	Please tick if this method will be used
Sandwell Council's Website (Towns Fund Webpage)	<input checked="" type="checkbox"/>
Newsletters	<input type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>
Press Office/ Press Release	<input type="checkbox"/>
Meetings	<input type="checkbox"/>
Planning details availability	<input type="checkbox"/>
Other (Please specify below): -	<input type="checkbox"/>
Feedback via community and voluntary organisations (via their website/ community meetings)	

ANY OTHER INFORMATION

Please provide any other information relevant to your consultation and engagement plans.

Covid-19 restrictions present challenges regard to engaging with members of the public. Resource/ support is desired to ensure engagement and consultation is strong. Project Team will continue to look at other ways to engage and how stakeholders would like to be engaged with

SANDWELL TOWNS FUND

CONSULTATION AND ENGAGEMENT PLAN

URBAN GREENING

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

Sandwell Council

Council House
Oldbury
West Midlands
B69 3DE

www.sandwell.gov.uk

PROJECT DETAILS

PROJECT TITLE	Urban Greening
OFFICER TEAM	OFFICER TEAM MEMBERS: - Alex Oxley Simon Chadwick Steve Scrivins Barry Ridgway Gerry Ritchie Lisa Hill Oliver Ford Darren Jones Jane Lane David Dwyer
PROJECT MANAGER	Joshua Singh

STAKEHOLDER IDENTIFICATION

STAKEHOLDER IDENTIFICATION Please identify the key project stakeholders. Please list in bullet format.
STAKEHOLDERS
Public Realm Scheme (2021) <ul style="list-style-type: none">• SMBC Service areas (Highways, Grounds maintenance, Markets, Architects, Transport Planning)• West Bromwich BID• WM Police• SERCO• Community groups• New Square Shopping centre (Management team of)• Members (Cabinet and local Members)• Sandwell Visually Impaired group• Residents and young people
Cultural scheme (2022) <ul style="list-style-type: none">• West Bromwich Business Improvement District and retailers• New Square (management team of)• SMBC Highways (adopted public highway)• The Wildlife Trust• Sandwell College• Local Schools• Voluntary, faith and Community Groups• Sandwell Youth Service (young people)

PROJECT BENEFICIARIES Who are the major project beneficiaries? Please list in bullet format.
Beneficiaries
<ul style="list-style-type: none">• Residents• Young people• Community, faith and voluntary sector groups• Local businesses• WM Police• Shoppers• Schools

ENGAGEMENT OVERVIEW

SPECIFIC QUESTIONS/ AREAS OF THE FULL BUSINESS CASE THAT REQUIRE ENGAGEMENT ON

Please list questions/ options below in bullet format.

Public Realm Scheme

- Consultation on bespoke prepared plans (informed from town funds consultation) Phase 1 (high street), Phase 2 (Bull street), Phase 4 (Datmouth Park area) e.g. questions around corridor/ parklets / SUDS / play equipment.
- Detailed engagement with stakeholders around Parklets – West Midlands Police – security issues and litter / maintenance – SERCO.
- Specific highways scheme delivery consultation – statutory undertaking
- Promotion of new plans to local people

Cultural scheme

- Engagement/ involvement in schemes within wider cultural programme.
- Involvement/ thoughts around art design work, digital map/trail and wildlife meadow.

ENGAGEMENT APPROACH

Please list all methods of engagement that you plan to use.

(Please only include methods you plan to use; do not include methods that are available to you but won't be utilised).

Public Realm Scheme

- Online feedback
- Face to face consultation
- Steering group
- Meetings

Cultural Scheme

- Face to face
- workshops
- Literature (flyers, signage, posters)
- Website and social media
- Questionnaires
- A drop in information session

ENGAGEMENT WITH KEY PROJECT STAKEHOLDERS

ENGAGEMENT WITH SPECIFIC GROUPS			
KEY PROJECT STAKEHOLDERS (PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)	IMPACT HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)	DIFFICULTY HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)	METHODS OF ENGAGEMENT (Please consider and include how the specific groups want to be engaged with)
SMBC Service areas (Highways, Grounds maintenance, Markets, Architects, Transport Planning, Commonwealth Games Team)	3	1	<ul style="list-style-type: none"> • Face to face consultation • Stering group
West Bromwich BID	3	1	<ul style="list-style-type: none"> • Online feedback • Face to face consultation • Steering group
WM Police	2	1	<ul style="list-style-type: none"> • Face to face consultation • Stering group
Community groups	3	2	<ul style="list-style-type: none"> • Online feedback • Face to face consultation • workshops • Literature (flyers, signage, posters) • Website and social media • Questionnaires
Residents	3	2	<ul style="list-style-type: none"> • Online feedback • Face to face consultation • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session
New Square Shopping centre (Management team of)	3	1	<ul style="list-style-type: none"> • Face to face consultation • Stering group
Members (Cabinet and local Members)	3	2	<ul style="list-style-type: none"> • Face to face consultation • Meetings (Cabinet Member briefings) • Meetings (Quarterly Member briefings) • Meetings (Town Lead and partnership meetings) • Mettings (Town board / Superboard)
The Wildlife Trust	2	3	<ul style="list-style-type: none"> • Face to face • workshops

ENGAGEMENT WITH SPECIFIC GROUPS

KEY PROJECT STAKEHOLDERS (PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)	IMPACT HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)	DIFFICULTY HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)	METHODS OF ENGAGEMENT (Please consider and include how the specific groups want to be engaged with)
			<ul style="list-style-type: none"> • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session • Cultural Steering group
Sandwell College	2	1	<ul style="list-style-type: none"> • Face to face • workshops • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session • Cultural Steering Group
Local Schools	2	1	<ul style="list-style-type: none"> • Face to face • workshops • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session • Cultural Steering Group
Voluntary, Faith and Community Groups inc West Bromwich Local Dance Group	2	3	<ul style="list-style-type: none"> • Face to face • workshops • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session • Cultural Steering Group
Sandwell Youth Service	2	1	<ul style="list-style-type: none"> • Face to face • workshops • Literature (flyers, signage, posters) • Website and social media • Questionnaires • A drop in information session • Cultural Steering Group

TIMELINE

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

PURPOSE/ OBJECTIVE (ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)	KEY PROJECT STAKEHOLDERS	KEY MESSAGES (TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)	METHOD (CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)	START DATE	FINISH DATE	LEAD OFFICER
Influence/ inform design of public realm plans (Towns fund consultation)	Residents, Community and Voluntary Sector Organisations, local businesses & young people	Design requests /criteria wanted as part of the urban greening project	Existing information review, Online surveys Workshops Consultation	Spring 2020	Winter 2020	Consultants, SMBC Staff
Consultation on bespoke prepared plans (informed from town funds consultation) Phase 1 (high street), Phase 2 (Bull street), Phase 4 (Datmouth Park area)	All	Views on proposed plans and any additional design requests (e.g. play equipment etc)	Online email feedback from council website hosting – pushed via SMBC Social media platforms.	22 nd July	30 th July	Joshua Singh
Specific highways scheme delivery consultation – statutory undertaking	SMBC Service areas (Highways, Grounds maintenance, Markets, Architects, Transport Planning, Commonwealth Games Team)	Provision of formal comments to scheme.	TBD	TBD	TBD	Steve Scrivens
A mapping exercise conducted in partnership with The Wildlife Trust.	The Wildlife Trust, Cultural Programme Provider, SMBC	TBD	TBD	Spring 2022	TBC	Cultural Programme Provider
Summer drop in session on the High Street – 1 day	SMBC	Views on proposed plans and any additional design requests (e.g. play equipment etc)	High Street – pop up boards, direct feedback.	July 2021 (date TBC)	July 2021	Joshua Singh
Masterplan consultation	All	Views on proposed plans and any additional design requests (e.g. play equipment etc)	Online email feedback from council website hosting – pushed via SMBC Social media platforms.	End of July 2021	End of August 2021	Richard Reeve / Joshua Singh

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

PURPOSE/ OBJECTIVE <small>(ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)</small>	KEY PROJECT STAKEHOLDERS	KEY MESSAGES <small>(TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)</small>	METHOD <small>(CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)</small>	START DATE	FINISH DATE	LEAD OFFICER
Engagement/ involvement in schemes within wider cultural programme.	Cultural programme provider, SMBC (Planning, Highways)	TBD	TBD	Spring 2022	TBC	Cultural Programme Provider
Involvement/ thoughts around art design work, digital map/trail and wildlife meadow	Cultural programme provider, SMBC (Planning, Highways)	TBD	TBD	Spring 2022	TBC	Cultural Programme Provider

ASSURANCE

ASSURANCE MECHANISMS

Provide details on how you will ensure that engagement is robust.
E.g. Local Board to review engagement findings or other.

- Local Board / superboard to review.
- Internal Highways / Regen dept to utilise consultation findings to shape scheme.
- Cultural Programme will be ongoing to ensure engagement throughout the 5 year period of scheme development and delivery.

FEEDBACK

How will you feedback to people that have been engaged or consulted with?

Method	Please tick if this method will be used
Sandwell Council's Website (Towns Fund Webpage)	<input checked="" type="checkbox"/>
Newsletters	<input checked="" type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>
Press Office/ Press Release	<input checked="" type="checkbox"/>
Meetings	<input checked="" type="checkbox"/>
Planning details availability	<input checked="" type="checkbox"/>
Other (Please specify below): -	

ANY OTHER INFORMATION

Please provide any other information relevant to your consultation and engagement plans.

- Identification of local community groups (Neighbourhood engagement team to support).
- Publicity/ press release to be undertaken when all approvals have been received (including cabinet).

SANDWELL TOWNS FUND

CONSULTATION AND ENGAGEMENT PLAN

RETAIL DIVERSIFICATION PROGRAMME

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

Sandwell Council

Council House
Oldbury
West Midlands
B69 3DE

www.sandwell.gov.uk

PROJECT DETAILS

PROJECT TITLE	Retail Diversification Programme
OFFICER TEAM	OFFICER TEAM MEMBERS Jenna Langford Alex Oxley Adrian Stringer Stefan Hemming Chris Hilton Paul Mayo Santokh Singh Steve Scrivens Andy Miller Gerry Ritchie (Wider partners will be consulted via West Bromwich Town Board)
PROJECT MANAGER	Alex Oxley

STAKEHOLDER IDENTIFICATION

STAKEHOLDER IDENTIFICATION Please identify the key project stakeholders. Please list in bullet format.
STAKEHOLDERS
<ul style="list-style-type: none">• West Bromwich Retailers• Kings Square Shopping Centre• Queen Square Shopping Centre• Sandwell College• Market Traders• WMCA/TfWM• Town Centre Users• West Bromwich BID• Sandwell Youth Service• MP/ Local Elected Members• SMBC Cabinet• Local Schools• New Square Shopping Centre• WM Police / Fire Service• NHS Trust

PROJECT BENEFICIARIES Who are the major project beneficiaries? Please list in bullet format.
BENEFICIARIES
<ul style="list-style-type: none">• Town Centre Users• Market Traders• West Bromwich Retailers• Local students

- TfWM
- Public services (WM Police/ fire service)
- Local residents

ENGAGEMENT OVERVIEW

SPECIFIC QUESTIONS/ AREAS OF THE FULL BUSINESS CASE THAT REQUIRE ENGAGEMENT ON

Please list questions/ options below in bullet format.

- Public comments / views on the options discussed for the master plan?
- What the future of the indoor market within West Bromwich?

NB: There may be further consultation/engagement questions once FBC has been completed and as the project progresses.

ENGAGEMENT APPROACH

Please list all methods of engagement that you plan to use.

(Please only include methods you plan to use; do not include methods that are available to you but won't be utilised).

- Questionnaires (online)
- Workshops
- Cabinet workshops
- Face to face meetings
- Exhibitions (within town)
- Social media
- Design Competition
- 1-1 Meetings

ENGAGEMENT WITH KEY PROJECT STAKEHOLDERS

ENGAGEMENT WITH SPECIFIC GROUPS			
KEY PROJECT STAKEHOLDERS (PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)	IMPACT HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)	DIFFICULTY HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)	METHODS OF ENGAGEMENT (Please consider and include how the specific groups want to be engaged with)
West Bromwich Retailers	3	2	<ul style="list-style-type: none"> • BID • Public consultation • Drop ins • Surveys (through the BID)
Kings Square Shopping Centre	3	1	<ul style="list-style-type: none"> • Appointed mediators
Queen Square Shopping Centre	3	1	<ul style="list-style-type: none"> • Appointed mediators
Sandwell College	2	1	<ul style="list-style-type: none"> • Existing Channels to SLT • Engage with pupils through surveys and/or roundtables
Market Traders	3	2	<ul style="list-style-type: none"> • SMBC Markets Manager • Market Traders Assoc • Appointed spokespeople (traders)
WMCA/TfWM	2	1	<ul style="list-style-type: none"> • Existing channels
Town Centre Users	3	3	<ul style="list-style-type: none"> • Public drop in • Social media • Surveys • On site QR codes • SMBC Comms team
West Bromwich BID	3	1	<ul style="list-style-type: none"> • Existing channels
MP/ Local elected Members	3	1	<ul style="list-style-type: none"> • Internal • WB member meetings • WB Towns Fund Boards
Sandwell Youth Service	2	2	<ul style="list-style-type: none"> • Internal • Surveys • Workshops
SMBC Cabinet	3	1	<ul style="list-style-type: none"> • Cabinet workshop • Briefing notes
Local Schools	1	2	<ul style="list-style-type: none"> • Surveys • Workshops

TIMELINE

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

PURPOSE/ OBJECTIVE (ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)	KEY PROJECT STAKEHOLDERS	KEY MESSAGES (TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)	METHOD (CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)	START DATE	FINISH DATE	LEAD OFFICER
Identify the needs of the development for the town (includes data from Inclusive Economy, Vison 2030, Towns Fund)	Residents, Businesses/BID Team, Schools, Market Traders,	Future needs / requirements / aspirations for the WB Town Centre	On-line surveys Workshops Social Media Meetings Face to face sessions	October 2020	March 2021	SMBC Staff and Consultants
Public comments / views on the options discussed for the master plan?	Public, businesses, young people, VCS, Members, BID,	Options to be shared for shaping.	BID Workshops Social media Surveys	July 2021	Sep 2021	SMBC Staff / Consultants
What the future of the indoor market within West Bromwich?	SMBC Markets team, market traders, BID	Options appraisal. Trader feedback.	Workshops Surveys Drop in session	Tbc	Tbc	

ASSURANCE

ASSURANCE MECHANISM

Provide details on how you will ensure that engagement is robust.
E.g. Local Board to review engagement findings or other.

- Local board to approve the engagement plan/approach
- Super board to approve the engagement plan/approach
- Local board to review engagement findings
- Consultants to inform the plans/ approach

FEEDBACK

How will you feedback to people that have been engaged or consulted with?

Method	Please tick if this method will be used
Sandwell Council's Website (Towns Fund Webpage)	✓
Newsletters	✓
Social Media	✓
Press Office/ Press Release	✓
Meetings	✓
Planning details availability	
Other (Please specify below): -	

ANY OTHER INFORMATION

Please provide any other information relevant to your consultation and engagement plans.

- Ensuring master planning informs the development of this project
- Ensuring sufficient publicity for the project

SANDWELL TOWNS FUND

CONSULTATION AND ENGAGEMENT PLAN

**WEST BROMWICH TOWN HALL QUARTER:
KICKSTARTING REGENERATION**

DELIVERY ORGANISATION: SANDWELL COUNCIL

JUNE 2021

Sandwell Council

Council House
Oldbury
West Midlands
B69 3DE

www.sandwell.gov.uk

PROJECT DETAILS

PROJECT TITLE	West Bromwich Town Hall Quarter: Kickstarting Regeneration
OFFICER TEAM	OFFICER TEAM MEMBERS: - SMBC Planning and Regeneration SMBC Urban Design SMBC Strategic Assets and Land SMBC Library Service Architectural Advisor Wider Strategic Stakeholder Group Elected and Cabinet Member Friends Group WMCA – One Public Estate Historic England SCVO Sandwell College BCHG CBSO BID
PROJECT MANAGER	Jane Lillystone, Paul Evans and Josh Singh

STAKEHOLDER IDENTIFICATION

STAKEHOLDER IDENTIFICATION
Please identify the key project stakeholders. Please list in bullet format.
STAKEHOLDERS
<ul style="list-style-type: none">• Community, Faith and Voluntary Sector Organisations• Residents• Young People• Local Schools• Local Businesses• WM Police• Youth Services, SMBC (make use of youth voice web page)• Elected Members• City of Birmingham Symphony Orchestra (CBSO)• YMCA• West Bromwich BID Team• Primary Care Network (PCN)• Places Leisure• Sandwell College• Friends of Central Library and Library users• Friends of the Town Hall and Town Hall users• Tenants of the Town Hall• Sandwell Visually Impaired

PROJECT BENEFICIARIES

Who are the major project beneficiaries? Please list in bullet format.

STAKEHOLDERS

- Building/services users
- Community and Voluntary Sector Organisations
- Young People
- Residents – Local, Young, Elderly and residents with disabilities
- Local Authority and Public Services
- Youth Services
- Businesses
- Visitor Economy/Growth
- West Bromwich Local History Society
- West Bromwich Civic Pride
- West Bromwich Institute

ENGAGEMENT OVERVIEW

SPECIFIC QUESTIONS/ AREAS OF THE FULL BUSINESS CASE THAT REQUIRE ENGAGEMENT ON

Please list questions/ options below in bullet format.

- How a combined Central Library and Town hall will be used and managed
- How a repurposed building will contribute to the wider High Street dynamic and links to the night-time economy
- What services the whole community can access and make use of from/within the buildings

Questions for the Town Fund Board:

- What would a flexible exhibitions gallery/events space in West Bromwich look like/function as?
- What activities could take place from a modernised Town Hall and Central Library?
- What could be provided from the Town Hall and Library that would attract you to visit West Bromwich?
- Would you visit a concert or play in the evening at the Town Hall?
- Would you visit a restaurant or café at the Town Hall?
- Would you take part in exercise/dance/drama/singing classes at the Town Hall?
- Would you like to see craft markets/stalls as part of the flexible indoor space and outdoor greenspace?
- Would you like to sit outside a greenspace around the Town Hall quarter?
- Would you like access to health/wellbeing therapies/workshops at the Town Hall?
- Would you like access to computers and digital access through training/skills development opportunities?
- Would you visit the Town Hall for live streaming events?
- Would you visit the Town Hall for advice?

ENGAGEMENT APPROACH

Please list all methods of engagement that you plan to use.

(Please only include methods you plan to use; do not include methods that are available to you but won't be utilised).

- Online surveys
- Face to face surveys
- Project forums/workshops
- Utilising community and voluntary organisation networks
- Social Media
- Engagement/sharing events around specific key areas within the project planning (Stakeholders/Gen. Public)

ENGAGEMENT WITH KEY PROJECT STAKEHOLDERS

ENGAGEMENT WITH SPECIFIC GROUPS			
KEY PROJECT STAKEHOLDERS (PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)	IMPACT HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)	DIFFICULTY HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)	METHODS OF ENGAGEMENT (Please consider and include how the specific groups want to be engaged with)
Community, faith and Voluntary Sector Organisations	3	2	Social media, dedicated website. annual survey, workshops on specific issues
Residents	3	3	Surveys (online and face to face), telephone conversations, workshops, social media
Young people	3	3	Surveys (online and face to face), telephone conversations, workshops, social media
Local Schools	2	2	Surveys (online and face to face), workshops, social media
Local Businesses	2	3	Surveys (online and face to face), telephone conversations, workshops, social media
WM Police	2	2	Meetings, attendance at workshops and strategic meetings
Elected members	3	2	Surveys (online and face to face), telephone conversations, workshops, social media
Youth Services, SMBC.	2	2	Surveys (online and face to face), telephone conversations, workshops, social media
CBSO	3	2	Meetings, attendance at workshops and strategic meetings
YMCA	2	2	Meetings, attendance at workshops and strategic meetings
West Bromwich BID	2	2	Meetings, attendance at workshops and strategic meetings
PCN	2	2	Meetings, attendance at workshops and strategic meetings
Sandwell Leisure Trust	2	2	Meetings, attendance at workshops and strategic meetings

ENGAGEMENT WITH SPECIFIC GROUPS

KEY PROJECT STAKEHOLDERS <small>(PLEASE CUT AND PASTE FROM STAKEHOLDER IDENTIFICATION LISTS)</small>	IMPACT <small>HOW MUCH DOES THIS PROJECT AFFECT THEM? (Low: 1 / Med: 2 / High: 3)</small>	DIFFICULTY <small>HOW DIFFICULT IS IT TO ENGAGE WITH THIS GROUP? (Low: 1 / Med: 2 / High: 3)</small>	METHODS OF ENGAGEMENT <small>(Please consider and include how the specific groups want to be engaged with)</small>
Sandwell College	2	2	Meetings, attendance at workshops and strategic meetings
Friends of the Town Hall and Town Hall users	3	2	Surveys (online and face to face), telephone conversations, workshops, social media
Friends of the Library and Library users	3	2	Surveys (online and face to face), telephone conversations, workshops, social media
Tenants of the Town Hall	3	2	Surveys (online and face to face), telephone conversations, workshops, social media
Sandwell Visually Impaired	3	2	Surveys (online and face to face), telephone conversations, workshops, social media
West Bromwich Local History Society	2	2	Surveys (online and face to face), telephone conversations, workshops, social media
West Bromwich Civic pride	2	2	Surveys (online and face to face), telephone conversations, workshops, social media
West Bromwich Institute	2	2	Surveys (online and face to face), telephone conversations, workshops, social media

TIMELINE

TIMELINE/ INDICATIVE GANTT CHART SHOWING ENGAGEMENT ACTIVITES AND LEAD OFFICER

PURPOSE/ OBJECTIVE (ENGAGE, SUSTAIN INTEREST, WHAT DO YOU WANT THEM TO DO?)	KEY PROJECT STAKEHOLDERS	KEY MESSAGES (TO DO THIS, WHAT DO THEY NEED TO KNOW, WHICH QUESTIONS NEED TO BE ANSWERED?)	METHOD (CONSIDER AND INCLUDE HOW THE SPECIFIC GROUP WANT TO BE ENGAGED WITH)	START DATE	FINISH DATE	LEAD OFFICER
			Online surveys Face to Face surveys Forums/ Workshops Letters/ leaflet drops Social Media Engagement/sharing events around specific key areas within the project planning (Stakeholders/Gen. Public)			
How combined building will be managed in the future	All	Agree how the project will be sustainable in the long term, post Town Fund investment	All methods outlined above	Post confirmation of funding	March 2024	Project Team
What services the whole community can access from the buildings	All	Agree the design of the new facility to cost for FBC	Stakeholder group	May 2021	October 2021	Project Team
How the project will contribute to the wider regeneration of West Bromwich High Street	All	To ensure the Town Hall/Library Cultural Quarter project makes the maximum contribution to the Town Fund objectives and explores further external funding opportunities through potential Trust/Foundation funding streams	Stakeholder group	May 2021	March 2025	Project Team

ASSURANCE

ASSURANCE MECHANISMS

Provide details on how you will ensure that engagement is robust.

E.g. Local Board to review engagement findings or other.

- Ensure easy to access online surveys and engagement activities – including periodic/annual project review/case studies and robust evaluation processes
- Utilising SMBC and community/voluntary organisation networks to engage with as many members of the public as possible – including hard to reach residents – ensuring clarity of messages and questions being asked
- Local Board, Superboard Members to have sight, input and sign-off on the Consultation and Engagement Plan/s
- Local Board Members to review engagement findings/evaluation studies
- Dedicated Project Team
- The project Consultation and Engagement Plan – which will be regularly reviewed and monitored

FEEDBACK

How will you feedback to people that have been engaged or consulted with?

Method	Please tick if this method will be used
Sandwell Council's Website (Towns Fund Webpage)	<input checked="" type="checkbox"/>
Newsletters	<input checked="" type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>
Press Office/ Press Release	<input checked="" type="checkbox"/>
Meetings	<input checked="" type="checkbox"/>
Planning details availability	<input checked="" type="checkbox"/>
Other (Please specify below): -	<input checked="" type="checkbox"/>
Explore funding for a specific project webpage	A webpage will be specifically dedicated to the Town Hall & Library Cultural Quarter project/progress via the new Discover Sandwell website

ANY OTHER INFORMATION

Please provide any other information relevant to your consultation and engagement plans.

Please fill in this area detailing what help you need and any challenges you face.

- Engagement plans will have proper regards to any COVID-19 restrictions for the duration of the pandemic