

Willenhall Economic Development Programme

Regeneration Strategy: 12 month Work Plan

Place

Potential project	Details	Impact/Benefits for Willenhall	Strategic Benefits	Timescales	Resource Implications: Existing, need to prioritise or new
Walsall Site Allocation Document (SAD) and Black Country Core Strategy Review	Continuation of work towards adopting the SAD and review of the BCCS	The benefits of planning policy certainty provided by the SAD will enable the level of land use change to be managed and the impact mitigated.	To provide planning policy certainty to inform future development proposals across the borough/ Black Country	12months up to adoption of the SAD. BCCSR will commence in late 2016 but will continue thereafter.	Existing resource being met within Regeneration & Development Service supported by New Homes Bonus funding for the SAD. BCCCR will require additional resources and may place additional pressure on the existing staff base.
Review of Willenhall based projects within the Black Country Place Pipeline and analysis of funding opportunities and delivery mechanisms.	Review to focus on the number of projects within the Willenhall EDP area (in all ownerships) against existing business case/ funding criteria to then prioritise projects that can be taken forward based	Testing the deliverability of projects within Willenhall in the context of available funding and delivery mechanisms will enable the prioritisation of robust projects to such funding sources.	Production of a robust set of Walsall based projects to access funding opportunities	6months	Dedicated resource is needed to engage with landowners, developers and agents to test the feasibility of projects proposals. Officer time involved in this activity but some additional resource

	on existing funding sources.				may be required to help landowners undertake activity to determine the costs of development e.g. site investigation, scheme layouts, valuations etc
Completion of an Environmental Audit	District Centres team to revisit this but also to include a wider area which incorporates gateways and to review upper floor activity to encourage use	Will provide some guidance around the introduction of environment projects to benefit the town centre, its visitors and businesses	Improving the high streets	4 months	Absorbed within DC Team. If projects put forward and approved funding will need to be sourced.
M6 Junction 10 Improvements	Widening of bridges over the M6 motorway, improvements to A454 Black Country Route and A454 Wolverhampton Road/Bloxwich Lane junctions.	The scheme will benefit traffic travelling toward Willenhall from Walsall and the M6 motorway. Businesses in the local area which require access to the UK's Strategic Road Network will benefit from improved access and better journey times	This is a strategically important scheme which will bring benefits to the whole borough	Development work on going. Construction work to begin 2018.	Scheme is funded via Black Country LEP and Highways England.
Study to look at potential locations for a rail station between Walsall and Wolverhampton	Study will look at potential location for a rail station close to Willenhall town centre as well as at James Bridge, Darlaston.	Location of a potential station in Willenhall will allow the necessary land to potentially be retained for its future purpose. A new possible station could bring commuter related benefits to the Centre	To inform further feasibility and business case processes in the context of the delivery of this scheme as part of the West Midlands	6 months.	Study to be undertaken by specialist consultants and funded through the Local Transport Plan Integrated Transport Block Capital Programme.

		and surrounding housing development proposals. The study will also support future funding bids to reopen the line.	Transport Plan		
Willenhall Strategic Highways Development Area	Assessment of highway needs for the town centre and surrounding highway network to improve, encourage and support economic growth.	In conjunction with development sites identified in the SAD and other known development sites/aspirational improvements for Willenhall, identify potential highway improvement schemes. This will include the town centre and additionally, could also include access to development sites in adjacent locations such as Darlaston Enterprise Zone.	Identification of highway improvements will not only benefit Willenhall but also the wider area.	12 months.	Full scope of study not determined therefore additional resource may be required. Initial study to be funded through the Local Transport Plan Integrated Transport Block Capital Programme.
Managing our asset base	Continual review of how the Council manages its assets to deliver priority projects whilst continuing to contribute to the council's capital receipts programme. Consideration under	Potential to bring forward priority projects in Willenhall	A wider estate rationalisation initiative will produce strategic benefits.	On going	Existing resources with the exception of funds that may be required for future acquisitions, or to support co-location opportunities.

	<p>this work activity to strategic acquisitions in support of the pipeline of priority projects.</p> <p>Working with public sector partners to examine the potential for co-location of services as part of the One Public Estate approach.</p>				
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Business

Potential project	Details	Impact/Benefits for Willenhall	Strategic Benefits	Timescales	Resource Implications
Business Engagement	Targeted and responsive business engagement	Understanding of the needs and ambition of local business and delivering projects / initiatives to remove barriers to business sustainability / growth	<p>Inform and shape the service, as part of a wider Walsall activity. It will highlight any unique requirements of Willenhall.</p> <p>Job Creation</p> <p>Job Safeguarding</p>	Ongoing	Key activity within the current work programme. Resources would need to be either found, or realigned in order to undertake a targeted programme of engagement
Current Business support	Range of grant programmes offering between £10k - £1 million	Capital assistance for manufacturers and other B2B companies, to help unlock	<ul style="list-style-type: none"> • Capital investment • Job creation • Job 	Available until 2018	Available borough wide, the activity is included within current work

	Proposed Walsall Business week, to engage, celebrate, raise the profile of companies across the borough	potential for growth. Raise awareness of companies in the area Provide targeted support Open up new market opportunities	<ul style="list-style-type: none"> safeguarding Expand orders Expand market presence 	Event proposed June 2016	programmes. Activity is within the current work programme
Proposals for Willenhall Market	Review operational activities and the viability of purchasing new market stalls	Improved management of the market. Improvements to the experience of visiting Willenhall	<ul style="list-style-type: none"> Safeguarding jobs Improving the high street 	Options paper proposed to be completed by late summer 2016	Can be absorbed into officer's day to day activities. Cost could range from £10 - £60K
District Centre Activity	Range of programmes and initiatives that support the day to day management of the town centre	To enhance the status of the centre as a district centre (not a local centre)	<ul style="list-style-type: none"> Supporting the high street Safeguarding jobs Jobs creation Civic Pride 	12 months	Absorbed into officer's day to day activities. Officer will endeavour to source external funding.

People

Potential project	Details	Impact / Benefits for Willenhall	Strategic Benefits	Timescales	Resource Implications
ESF funding opportunities via three programmes: Youth Employment Initiative, Building Better Opportunities	The ESF funding aims to tackle barriers, address low skills and engage hard to reach communities into	Bids are BC but these will benefit residents from the Willenhall area.	<ul style="list-style-type: none"> Higher Skills Lower unemployment 	EU Programme spans 2015- 2020	Match funding identified on the YEI programme will need to be safeguarded to drawn down the additional YEI /ESF

and Skills Funding Agency	employment.				
Walsall Works – residents	More targeted focus on contacting Willenhall residents and securing more registrations for support over the next 12 months	More residents being economically active	People into apprentices, traineeships and jobs	12 months	None
Walsall Works – employers	Ring fence some of the wage subsidy to employers based in the Willenhall area	More employers taking on young people as apprentices	More apprentices recruited	12 months	12 months – none 12 months+ - additional wage subsidy will be required
Development of more community based Employment Support within the defined area	Employment support delivered in the area where local communities have a strong sense of identity. The proposal includes dialogue with local partners JC+, Community Groups, Education, Libraries, Housing to undertake baseline of employment provision. Design and implement new provision that compliments mainstream services	Outcomes for local people which would improve their lives and further the economy of Willenhall. To include: <ul style="list-style-type: none"> - Non accredited qualifications - Accredited qualifications - Jobs - Apprenticeships 	Economic activity, lower unemployment, local labour market would benefit from the increase in skills and economic activity.	6 months	Additional resource for officer time required (half a day a week for the development period and then delivery)
Developing basic ICT	Working with the	ICT skills of Willenhall	More skilled,	12 months	ESF funding targeted

skills for residents up to Level 2	delivery partner for the ESF 'Financial and Digital inclusion' programme ensure that there is some community outreach to identify residents in the area who require basic skills in particular ICT.	residents (current baseline is 36% for L2) are closer to the national averages of 53% at Level 2	qualified and able to access more job roles that require ICT skills		to the area
Better engagement with schools to improve performance	Working closer with schools to improve pupil destinations by ensuring better IAG on post 16 provision, careers advice and better integrated school and business engagement	Improved destinations and post 16 outcomes for pupils at Pool Hayes, Willenhall E-ACT and St Thomas	Lower NEETs and worklessness	12 months	None as will be delivered by the Councils IAG and EBP services.
Examination of the impact of health on employment	<p>Launch and rollout of the WEMWEB questionnaire designed to assess clients personal wellbeing pre and post employment or positive activity</p> <p>Needs assessments are currently being completed to understand the links between health and employment, with</p>	<p>Better analysis of the health barriers of residents in the Willenhall area</p> <p>Poor health can limit people's ability to find and sustain employment, and an unhealthy workforce has detrimental impact on businesses. Any initiatives</p>	<p>Better health outcomes</p> <p>As those for Willenhall</p>	<p>12 months</p> <p>Within 6-12 months</p> <p>Regeneration and Public Health have already been working together on</p>	<p>None</p> <p>Needs assessments carried out by Public Health Intelligence (with input from Economic Intelligence) as part</p>

	some initiatives such as the Healthy Workplaces scheme already in place.	to improve the health of working age people will potentially have a positive impact on Willenhall residents and businesses.		this agenda	of the ongoing <i>Joint Strategic Needs Assessment</i> programme. This includes local area breakdowns where available. No additional resources required, unless further detail is required.
Survey of people's views: District Centre perception survey, 2017 household survey which is part of the Black Country Core Strategy (BCCS) review and the Housing Programme	District Centre perception survey to be distributed to the public / businesses and random telephone surveys in and outside the borough	Help shape future activities and programmes to improve the economic viability of the centre	Improving the high street Job retention	Survey to be carried out during summer events with outcome report ready for September 2016	Extra resource required to carry out work. Will require a budget
Travel to work patterns	Travel to work information to be assessed for the Willenhall area and the rest of Walsall Borough	Enhanced understanding of flows of residents and workers, to support all other projects (particularly transport)	As for Willenhall	Within 3-6 months	Completed by Economic Intelligence as part of the ongoing <i>Local Economic Assessment</i> work programme. No additional resources required.

Partnerships

Potential project	Details	Impact/Benefits for Willenhall	Strategic Benefits	Timescales	Resource Implications
Review of the Willenhall EDP with partners and stakeholders	To establish a wider baseline review of programmes and interventions by other partners and stakeholders that are contributing to the objectives of the programme in the context of economic growth of Willenhall	Closely aligning work activity across organisations can only serve to enhance the benefits to Willenhall	Better partnership working will benefit the borough as a whole	6 months	Officer engagement through existing partnership arrangements. Additional resource may be required if new governance arrangements are needed to manage this relationship and deliver against joint objectives.
Potential Governance Approach	To work with the portfolio holder to establish suitable project governance and monitoring arrangements to over-see this work plan.	Holistic approach to engaging with our partners.	As those for Willenhall	3 months	None identified at present – covered through existing resources.

To be met by existing resources.

May require additional resource.