

**Introduction to the - Bloxwich and Walsall Towns Fund**

**Ward(s):** All

**Portfolios:** Councillor Adrian Andrew, Deputy Leader and Regeneration.  
Councillor Mike Bird, Leader of the Council

**1. Aim**

To introduce the Town Fund programme to the Overview and Scrutiny Committee, highlighting the significant progress made so far in the development of the first stage funding submissions and the next steps; including the offer to return annually or as requested to update members on progress.

**2. Recommendations**

- 2.1 That the Economy and Environment Overview and Scrutiny Committee considers the contents of this report, and notes the progress being made in the development of the main programme submissions, together with the successes so far in securing £1.5million of investment through our Accelerated Funds Submission.
- 2.2 That committee members agree to receive annual updates on progress, together with further updates as and when requested, to assist in their scrutiny and review of the Bloxwich and Walsall Town Deal programmes, as part of the Towns Fund.

**3. Report detail – know**

- 3.1 In September 2019, the government launched the Towns Fund programme, inviting around a 100 places to develop their £25million proposals for each identified (by government) place. In June 2020, the government released further detailed guidance on the Towns Fund, available through the following link: <https://www.gov.uk/government/publications/towns-fund-further-guidance>
- 3.2 For Walsall, this includes both Bloxwich and Walsall towns, together with their qualifying surrounding eligible areas as set by Government; a map setting these out is included as attachment 1. Officers, stakeholders and community groups, assisted by consultants are working on the development of the Town Deal Investment Plans (TIP's), which have to be submitted to government before the end of January 2021.
- 3.3 If agreed, we will have a further period of time (to be determined) to work up a full Business Case for each project in line with government requirements. Once these are accepted, this will lead to a Town Deal being agreed and signed between the Council, the Town Deal Board and Government, funds will then be released for this 5 year programme.

- 3.4 In June 2020, the Prime Minister announced £5bn of Accelerated Towns Fund capital funding to bring forward investment projects that supported jobs and economic recovery, complementing the main programmes under development. In response officers, stakeholders, partners and the Deputy Leader worked together to develop the projects that formed Walsall Councils submission.
- 3.5 Government approved Walsall Councils application in full for the £1.5million; agreements and contracts are now in place to ensure that funds are spent before the 31.03.2021. The projects, as set out in attachment 2 have been approved by the Town Deal Board (11 August 2020), the Council's Corporate Management Team (13 August 2020) and Cabinet on the 9 September 2020.
- 3.6 Both the main Towns Fund and Acceleration programme projects and spending has to be in line with the Towns Fund intervention framework, summarised below.

Table 3.6.1 Towns Fund intervention framework headlines

Intervention Theme	Outputs	Target Outcomes
<b>Local transport</b>	Increase in the number of bus services; new or upgraded cycle and walking routes; new or upgraded road infrastructure; pedestrianised streets	<ul style="list-style-type: none"> <li>Improved affordability, convenience, reliability, and sustainability of travel options to and from places of work</li> <li>Improved affordability, convenience, reliability, and sustainability of travel options to and from places of interest (especially shops and amenities).</li> <li>Reduced congestion within the town</li> <li>Enhanced high street and town centre experience that prioritises the health, safety and mobility of pedestrians</li> </ul>
<b>Digital connectivity</b>	Provision of full fibre infrastructure with local authority as anchor tenant	<ul style="list-style-type: none"> <li>Increased utilisation of digital channels, by businesses, to access and/or supply goods and services</li> <li>Increased ability for individuals to work remotely/flexibly</li> <li>Encouraging further investment from network operators</li> </ul>
<b>Urban regeneration, planning and land use</b>	Remediation and/or development of previously abandoned or dilapidated sites	<ul style="list-style-type: none"> <li>Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors</li> </ul>
<b>Arts, culture and heritage</b>	New or upgraded museums, theatres, community spaces, etc.	<ul style="list-style-type: none"> <li>Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access</li> </ul>
<b>Skills infrastructure</b>	Increase in the capacity and accessibility to new or improved skills facilities	<ul style="list-style-type: none"> <li>Increased share of young people and adults who have relevant skills for employment and entrepreneurship</li> </ul>
<b>Enterprise infrastructure</b>	Increase in the amount of high-quality and affordable commercial floorspace; increase in the number of shared workspaces or innovation facilities	<ul style="list-style-type: none"> <li>Increased number of enterprises utilising high-quality, affordable and sustainable commercial spaces</li> <li>Increased number of start-ups and/or scale-ups utilising business incubation, acceleration and co-working spaces.</li> </ul>

*Note this is a summary, full information is set out within the governments guidance.*

3.7 As referenced in paragraph 3.1, government's Towns Fund guidance includes requirements that Walsall Council must fulfil, if we are to successfully develop and secure approval for the £25million available for both Bloxwich and Walsall towns and their eligible surrounding areas. This Includes the formation of a Town Deal Board, Terms of Reference, included in attachment 3. This new body approved by Walsall's Cabinet on the 9 September 2020, includes the following roles and responsibilities, as set by Government through its guidance;

- Town Deal Boards are responsible for producing Town Investment Plans, including putting forward suitable projects, which align with the objectives of the Towns Fund, and for overseeing compliance with the Heads of Terms Agreement with government.
- A Town Deal Board should operate in a transparent and objective way for the benefit of the town it represents. These requirements are set out by government through their guidance and should fit within and complement existing arrangements for governance, assurance, audit etc. in the local authority.
- The Town Deal Board's membership should reflect the diversity of the town and surrounding area. The Towns Fund Prospectus stated that membership of Town Deal Boards should comprise:
  - A private sector chair
  - All tiers of local government for the geography of the town
  - The MP(s) representing the town
  - The Local Enterprise Partnership
  - Local businesses and investors
  - Community/local voluntary community sector representatives
  - Other relevant local organisations, such as FE colleges or Clinical Commissioning Groups.
- All Town Deals will need to have an Accountable Body which will be a council through which funding will flow. Walsall Council will deliver this responsibility through the Programme Management service area, having a seat on the board in a secretariat capacity as a non- voting member, and be represented at all board meetings.
- Lead Councils will also have a seat on the board as a voting member and will take responsibility for ensuring that all decisions made by the Town Deal Board are in accordance with good governance principles. These principles will be set into place and published on the council website, together with other information as required by government through its published guidance.

3.8 Now established the Town Deal Board holds the following responsibilities:

#### **Town Deal Board - Roles and responsibilities**

- The Town Deal Board will sign off each stage of a Town Investment Plan and Town Deal
- Upholding the Seven Principles of Public Life (the Nolan Principles)
- Developing and agreeing an evidence-based Town Investment Plan
- Establishing a clear programme of interventions
- Embedding arrangements in local plans (where appropriate) and undertaking Environmental Impact Assessments, and fulfilling duties on public authorities under the Equalities Act, in particular, and the public sector equality duty.
- Coordinating resources and engaging stakeholders

- Ensuring communities' voices are involved in shaping design and decision making at each phase of development
- Ensuring diversity in its engagement with local communities and businesses
- Helping develop detailed business cases
- Overseeing each step of agreeing a Town Deal, and overseeing compliance with the Heads of Terms Agreement with government

- 3.9 The Town Deal Board is supported by two Advisory Boards, each tasked with representing and championing their respective areas against an agreed Terms of Reference, included within attachment 3. These boards have a private sector chair and draw membership from locally based key stakeholders, employers, community groups / representatives and anchor institutions, including housing associations and learning institutions; together with members / organisations also represented at the Town Deal Board itself.
- 3.10 The Towns Fund includes both the Acceleration and the significantly larger Main Town Deal programmes, which are central to the government's ambition to level up the country – creating jobs and building stronger and more resilient local economies and communities. Walsall Council, together with the Town Deal Board are responsible for developing the Town Investment Plans, including a clear vision for each of the towns. Once agreed by Government these details will be used as the basis for agreeing the Town Deal, including the projects that will be funded, the values captured in the appropriate agreements.

Members of the Advisory Boards have worked together to recommend a tailored Vision for each of the two areas, which have now been approved by the Town Deal Board for use in both submissions to Government, they are;

### **Bloxwich**

*'Bloxwich will build on its reputation as a thriving Black Country market town at the heart of the country, with exceptional transport links and strong community values. Amid an eclectic but integrated mix of Walsall and West Midlands centres, we will forge a new identity for our town, developing a true sense of place that builds on our 'village feel' advantage and our strong built heritage, leafy park and canal assets.'*

### **Walsall**

*'In the historic home of leather and locks – 'the town of a hundred trades' - we will build on our culturally rich and industrious past, to transform the historic market town centre of Walsall, into a peaceful and prosperous place that empowers its wider residents, encourages enterprise and welcomes visitors to share in a creative and sustainable future.'*

Both visions are complemented by supporting statements, these are included in full in attachment 4.

- 3.11 Council Officers together with appointed consultants are completing the drafting of the Town Investment Plans (TIPs) for both Bloxwich and Walsall areas. Plans are broken down into key sections including Introduction, Context, Strategy and Engagement & Delivery. Typically, this includes a Vision for each area, details of Stakeholder Engagement undertaken, together with details of the Projects proposed, the Funding Requested, Delivery / Funding Plans and the Outcomes Expected.
- 3.12 Projects have been assisted in their development by the Advisory Boards for both the Bloxwich and Walsall areas. Following presentation by the chairs of these groups, the Town Deal Board on the 14.01.21 approved the projects for inclusion in the appropriate Town Deal Implementation Plans (TIP's) submitted to Government.

#### **4. *Financial information***

- 4.1 The Towns Fund is a capital grant, whereas some of the initial project costs are to support development works. Therefore, there is a risk of these costs not being eligible capital spend if the work does not result in an asset. However, the Programme Management service manages the same risks in other programmes, this risk is considered low, as all development work and subsequent expenditure will focus on projects to be submitted as part of the Bloxwich and Walsall Town Investment Plans, utilising the £25million available for each area.
- 4.2 Once the TIPs are approved, there is a period of up to 12 months available for the development of the full business cases for each individual project. Development work required prior to and involved in the development of these business cases will be recorded and where possible the costs built into the Towns Fund submissions.
- 4.3 Business case submissions will also include as capitalised expenditure, all anticipated development, programme management and accountable body costs required to deliver a successful programme. It is therefore anticipated that there will be no net costs falling onto the Council for the Accountable Body management and implementation of the Town Deal Programmes.

#### **5. *Reducing Inequalities***

- 5.1 The Towns Fund programme aims to underpin the success of the chosen towns and their eligible surrounding areas (appendix 1), with activities proposed including projects that will enhance the support provided for local people who are disadvantaged in terms of their skills and ability to compete and enter the labour market. Projects and programmes under development will include enhanced opportunities for training and support for local people, together with support in the creation of new businesses and self-employment opportunities.

5.2 The Marmot Review ('Fair Society, Healthy Lives') presented a national strategic review of health inequalities post 2010. It concluded that reducing inequalities will require action on six policy objectives, being:

1. Give every child the best start in life.
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable communities.
6. Strengthen the role and impact of ill-health prevention.

The Towns Fund Programme, together with matching funds secured through for example; EU funded Impact, the Economic Growth Programme support for Walsall Works, together with partners including Walsall College has the potential to make significant contributions towards these policy objectives.

## **6. Decide**

- 6.1 The decision to develop and submit the Towns Fund applications for both the Accelerated and main programme funds through the Town Investment Plans (TIPs) was a direct response to the Government's offer to take up the £25.75million available for each of the Bloxwich and Walsall Towns and eligible areas.
- 6.2 To ensure that the TIPs are developed and submitted on time, before the end of January 2021, officers and Cabinet members are working with key partners, stakeholders to ensure the submission before the end of January 2021.
- 6.3 Scrutiny of the programme is to be achieved through the utilisation of existing arrangements, as part of this Economy and Environment Overview and Scrutiny Committee. Members are asked to receive an annual update on progress, complemented by additional reports and briefings as requested.

## **7. Respond**

- 7.1 Cabinet have approved the management arrangements for the Towns Fund programme, together with the formation of the Town Deal Board, and will be updated regularly on progress.
- 7.2 Officers will, if accepted provide annual updates and attend the Economy and Environment Overview and Scrutiny Committee as requested, to provide additional updates and information as requested.

## **8. Review**

- 8.1 Progress is reviewed on a regular basis against individual project plans to ensure continued progress towards achieving government requirements of spending the Accelerator Programme funding on or before the 31 March 2021. Lessons learnt and any good practice developed, will be captured and shared so that officers and indeed the council can benefit.
- 8.2 Officers are working together with appointed consultants to a time bound programme to ensure the development of key projects that can be included within the Town Investment Plans (TIPs) for submission on or before the end of January 2021.

## **Background papers**

The Ministry of Housing, Communities and Local Government (MHCLG), Towns Fund Guidance (June 2020).

## **Attachments**

Attachment 1 – Bloxwich & Walsall Towns Fund area Map's (as set by Government).

Attachment 2 – Bloxwich & Walsall Accelerator Programme Submission to Government.

Attachment 3 – Town Deal and Advisory Boards Terms of Reference

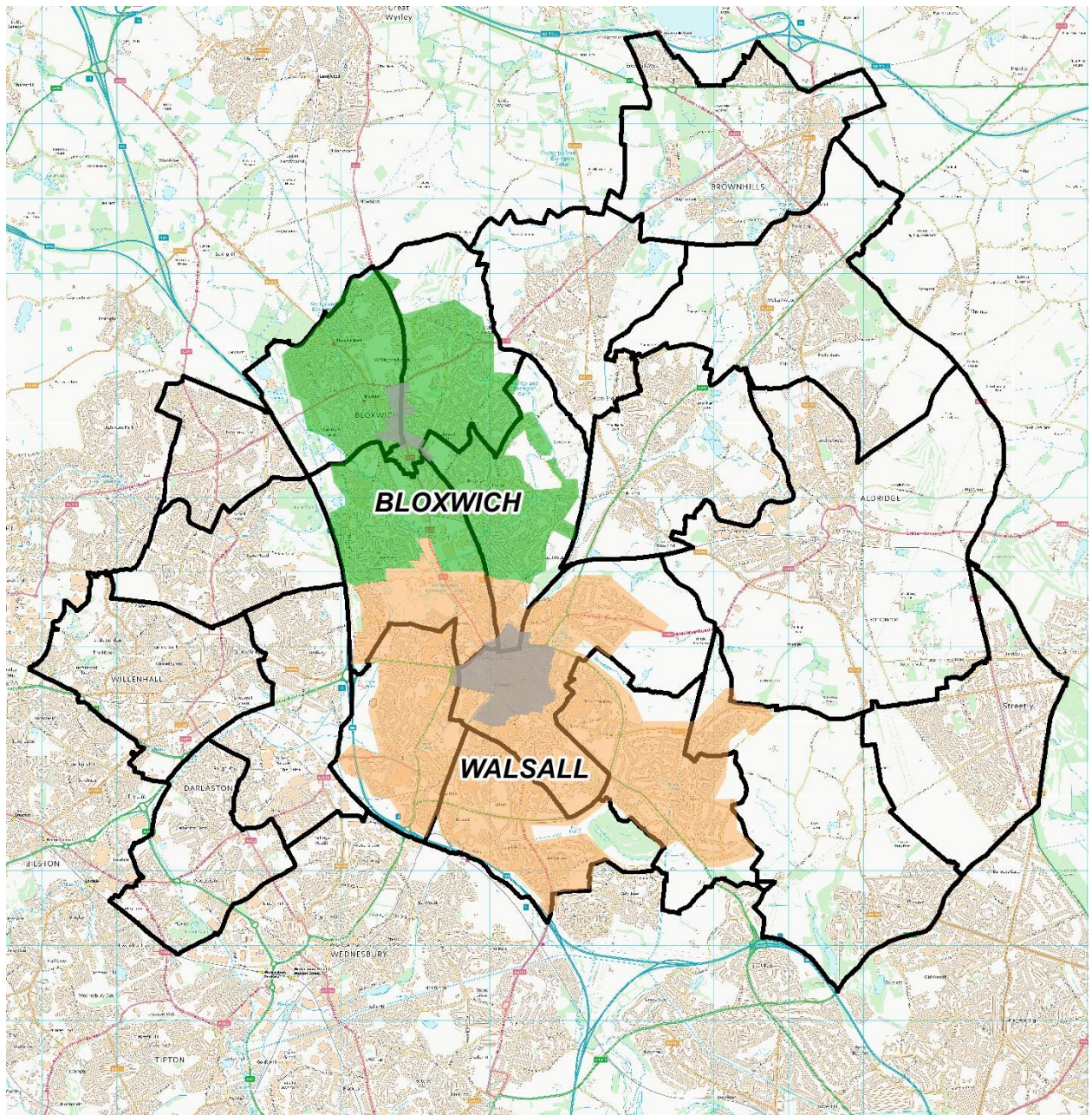
Attachment 4 - Bloxwich & Walsall Vision's and Supporting Statements

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## Attachment 1 – Bloxwich & Walsall Towns Fund Areas (set by government)





## **Attachment 2 – Bloxwich & Walsall Towns Fund Accelerator Programmes**

## Attachment 2: BLOXWICH - Acceleration Fund Projects

Intervention	C/ R	Description	Early Interventions Alignment/Potential	Intervention Framework Area	Cost	Recommendation
<b>Sustainable Transport Interventions</b>  The planning and design of transport interventions, linking local people with jobs and training opportunities.	C	Bloxwich-wide plan developed for interventions which can be delivered in a phased way to transform access to jobs and training, provides clear target for future investment and early outputs to influence Town Fund submission. With a focus on high unemployment and low skills areas.	✓ Parks/greenspace ✓ Sustainable transport links ✓ Improvements to town centres	✓ Local transport ✓ Urban regeneration ✓ Skills infrastructure ✓ Enterprise infrastructure	Budget £75k	Provides a framework for future investment in Bloxwich.  Revenue activity that can be capitalised.
<b>Bloxwich Town Area Environmental Improvements</b>  A kick start package of Improvements to public realm and environments to encourage people into the Bloxwich Town area.	C	Physical improvements to promote a feeling of well being and safety, promoting footfall that connects people to jobs, training and businesses.	✓ Sustainable transport links ✓ Improvements to town centres ✓ Improved perceptions of the place by residents, businesses and visitors.	✓ Local transport ✓ Arts/Culture/Heritage ✓ Skills infrastructure ✓ Enterprise infrastructure	Budget £85k	Progress as capital ask, confidence in delivery, aligned to framework and addresses issues identified through partners.
<b>Improved Community Safety</b>  Upgraded / additional CCTV in Bloxwich Town Centre, identified local shopping areas and business parks.	C	Improvements to CCTV in shopping areas Bloxwich Town and local community shopping and Business Park areas. To support a feeling of wellbeing and community safety within and around key economic centres. To encourage trade, investment and footfall.	✓ Improvements to town and local centres ✓ Improved perceptions of the place by residents, businesses and visitors.	✓ Urban regeneration ✓ Enterprise infrastructure	Budget £250	Progress as capital ask, as well aligned with guidance and supports community desire for improved safety.

## Attachment 2: BLOXWICH (continued) - Acceleration Fund Projects

Intervention	C/ R	Description	Early Interventions Alignment/Potential	Intervention Framework Area	Cost	Recommendation
<b>Park &amp; Green Spaces Improvements</b>  Variety of rapid interventions in parks and greenspaces, enhancing the environment and outdoor sports facilities.	C	Schedule of interventions in parks and green spaces across Bloxwich to improve quality of spaces and enhanced sports facilities, to promote health and wellbeing for residents and the workforce.	✓ Parks/greenspace ✓ Improvements to town and local centres ✓ Upgraded community spaces / assets linked to inclusive growth.	✓ Urban regeneration ✓ Arts/Culture/Heritage	Budget £100k	Progress as capital ask, as well aligned with guidance and supports community desire for investment in green spaces.
<b>Improving Transport access Across Bloxwich.</b>  Transport control improvements to Bloxwich High Street to improve traffic flow and safety.	C	Improved traffic flow in Bloxwich, including journey time, traffic flow rates and energy efficiency improvements to traffic lights to improve the experience for visitors to the Town Centre, for pedestrians, cyclists and drivers.	✓ Sustainable transport links ✓ Improvements to town and local centres	✓ Local transport ✓ Urban regeneration	£240k	Progress as capital ask, as well aligned with guidance, aligns with transport plans and supports community desire for improvements to Bloxwich High Street.
				<b>TOTAL</b>	<b>£750K</b>	

## Attachment 2: WALSALL - Acceleration Fund Projects

Intervention	C/ R	Description	Early Interventions Alignment/Potential	Intervention Framework Area	Cost	Recommendation
<b>Improving the Economy of the Walsall Town area.</b>  By Identifying areas for improvement to encourage use by the public and businesses, to increase footfall, trade and investment.	C	Building on the work of the Walsall Town Centre masterplan, the development of a Walsall Town Area Plan to enhance our public realm. To include; wayfinding, public art, lighting, seating, planting etc. This work will inform the development of the Walsall area Town Deal Bid.	✓ Parks/greenspace ✓ Improvements to town and local centres	✓ Local transport ✓ Urban regeneration ✓ Arts/Culture/Heritage	Budget £75k	Provides details and a framework for consistency for future investment in Walsall.  Revenue activity that can be capitalised.
<b>Walsall Town Area Environmental Improvements</b>  A kick start package of Improvements to public realm and environments to encourage people into the Walsall Town area.	C	Building from the work in the masterplan, to design and deliver a range of improvements to the environment that promotes a feeling of well being and safety, increasing footfall that connects people to jobs, training and businesses; and promotes economic growth.	✓ Parks/greenspace ✓ Sustainable transport links ✓ Improvements to town and local centres ✓ Improved perceptions of the place by residents, businesses and visitors.	✓ Local transport ✓ Digital connectivity ✓ Urban regeneration ✓ Arts/Culture/Heritage	Budget £325k	Progress as capital ask, as well aligned with guidance, supports community desires for town, delivers on masterplan ambitions etc
<b>Park &amp; Green Spaces Improvements</b>  Variety of rapid interventions in parks and greenspaces, enhancing the environment and outdoor sports facilities.	C	Schedule of interventions in local community parks and green spaces across Walsall Town area; to improve quality of spaces and enhanced outdoor sports facilities, promoting health and wellbeing for residents and the workforce.	✓ Parks/greenspace ✓ Improvements to town and local centres ✓ Upgraded community spaces / assets linked to inclusive growth.	✓ Urban regeneration ✓ Arts/Culture/Heritage	Budget £100k	Progress as capital ask, as well aligned with guidance and supports community desire for investment in green spaces.

## Attachment 2: WALSALL (continued) - Acceleration Fund Projects

Intervention	C/ R	Description	Early Interventions Alignment/Potential	Intervention Framework Area	Cost	Recommendation
<b>Improved Community Safety</b> Upgraded / additional CCTV in Walsall Town Centre, identified local shopping areas and business parks.	C	Improvements to CCTV in shopping areas Walsall Town and local community shopping and Business Park areas. To support a feeling of wellbeing and community safety within and around key economic centres. To encourage trade, investment and footfall.	<ul style="list-style-type: none"> <li>✓ Improvements to town and local centres</li> <li>✓ Improved perceptions of the place by residents, businesses and visitors.</li> </ul>	✓ Urban regeneration	Budget £250k	Progress as capital ask, as well aligned with guidance and supports community desire for improved safety.
				TOTAL	£750k	



## Attachment 3 – Town Deal Board Terms of Reference

Meeting: Town Deal Board - Terms of Reference			
Purpose		Inputs	Outputs
<b>Purpose</b> <ul style="list-style-type: none"> <li>• To steer and ensure the timely production and submission of the Town Investment Plans (TIP's) for both Bloxwich and Walsall Towns.</li> <li>• For the Chair to sign the Heads of Terms Agreement with government and for the Board to oversee compliance with this agreement.</li> </ul> <b>In the delivery of this work:</b> <ul style="list-style-type: none"> <li>• To seek input to their work from a variety of sources, including existing and newly created partnerships, bodies and contacts to ensure that a balance of views are heard to create opportunities.</li> <li>• To ensure transparency and objectivity in the delivery of their work throughout, for the benefit of the towns represented.</li> </ul> <b>Once delivery has started to:</b> <ul style="list-style-type: none"> <li>• Actively support and oversee the delivery and monitoring of those projects that sit within / form the Town Deal for both Bloxwich and Walsall.</li> </ul>		Government guidance Input from Board Members & Appointed Consultants Data and local evidence Members Communities Local Businesses Invited Specialists	Town Investment Plan A Clear programme of interventions Better co-ordination of Resources Stakeholder involvement Detailed Businesses Cases Diversity Successful Delivery & Compliance
Key Responsibilities		Constraints	Assumptions
The Town Deal Board will sign off each stage of a Town Investment Plan and Town Deal. The Board is responsible for: <ul style="list-style-type: none"> <li>• Upholding the Seven Principles of Public Life (the Nolan Principles)</li> <li>• Developing and agreeing an evidence-based Town Investment Plan</li> <li>• Establishing a clear programme of interventions</li> <li>• Embedding arrangements in local plans (where appropriate) and undertaking Environmental Impact Assessments and fulfilling duties on public authorities under the Equalities Act</li> <li>• Coordinating resources and engaging stakeholders</li> <li>• Ensuring communities' voices are involved in shaping design and decision making at each phase of development</li> <li>• Ensuring diversity in its engagement with local communities and businesses</li> <li>• Helping develop detailed business cases</li> <li>• Overseeing each step of agreeing a Town Deal, overseeing compliance with the Heads of Terms Agreement with government and monitoring / overseeing performance</li> </ul>		Quorum - minimum of 6 voting members, with at least one representative from: Private, Local Government and Communities membership categories, together with Walsall Council.	Attendees will review inputs and papers prior to each meeting. Advisory Board Chairs will report on progress etc. All members will declare interests / conflicts etc.
		Schedule	Duration
		Meetings taking place at least 6 times per year, with additional meetings called as required.	As required dependent upon workload and timeframes / limits set by government.
		Location	Attendance
		Virtual meetings via Teams unless stated otherwise.	Representatives drawn from the Walsall Economic Board, together with invitees from bodies mentioned below.
Agenda	In Scope	Membership	
Standing items including: Conflicts of Interest Action Plan Monitor and Review Tracker Items proposed by members Items required by the Accountable Body / Walsall Council	All aspects of the Town Deal Programmes as set out by the Government Guidance (June 2020)	The Town Deal Board should reflect the diversity of the town and surrounding area. Membership should comprise of : A private sector chair All local government tiers for the geography of the town The MP(s) & Political Leadership representing the town The Local Enterprise Partnership Local Businesses and investors Community / local voluntary community sector representatives Other relevant local government organisations, such as FE Colleges, Health Bodies, etc. The Accountable Body	
Transparency	Out of Scope		
Code of Conduct for Membership Conflict of Interest Policy & Arrangements Publication of Agendas, papers and minutes on Council Website	Decisions relating to non-Town Deal Programme Activity		

## Attachment 3 – Advisory Board Terms of Reference.

Meeting: Town Deal Advisory Board - Terms of Reference (Vr2)			
Purpose		Inputs	Outputs
<b>Purpose</b> <ul style="list-style-type: none"> <li>Through the membership and wider links to request and support the active development of projects that can be developed for considered by the Town Deal Board for inclusion as part of the Town Investment Plans (TIP's) for the allocated area, and in the completion of this:</li> <li>To input into projects and to act as critical friends etc. to support projects further development</li> <li>To add value / participate in project development where possible.</li> <li>To question as necessary to strengthen or aid in the evaluation of projects</li> <li>To ensure the timely development, production and submission of projects into the Town Investment Plans (TIP's) for the allocated area.</li> <li>To seek input to their work from a variety of sources, including existing and newly created partnerships, bodies and contacts to ensure that a balance of views are heard to create opportunities.</li> <li>To ensure transparency and objectivity in the delivery of their work throughout, for the benefit of the towns represented.</li> </ul> <b>Once delivery has started to:</b> <ul style="list-style-type: none"> <li>Actively support and oversee the delivery and monitoring of those projects that sit within / form the Town Deal for their allocated area.</li> </ul>		Government guidance Input from Board Members & Appointed Consultants Data and local evidence Members Communities Local Businesses Invited Specialists	Town Investment Plan A Clear programme of interventions Better co-ordination of Resources Stakeholder involvement Detailed Businesses Cases Diversity Successful Delivery & Compliance
Key Responsibilities		Constraints	Assumptions
<ul style="list-style-type: none"> <li>The Town Deal Advisory Board will work to develop projects for consideration by the Town Deal Board for inclusion in the programme.</li> <li>Uphold the Seven Principles of Public Life (the Nolan Principles)</li> <li>Contribute towards the development of an evidence-based Town Investment Plan</li> <li>Support the development of a clear programme of projects and interventions</li> <li>Coordinating resources and engage local stakeholders</li> <li>Help to ensure that communities' voices are involved in shaping design and decision making at each phase of development</li> <li>Ensuring diversity in its engagement with local communities and businesses</li> <li>That the Chair of the Advisory Board reports regularly into the Town Deal Board on progress</li> </ul>		Quorum - minimum of 6 members, with at least one representative from: Private, Local Government and Communities membership categories, together with Walsall Council.	Attendees will review inputs and papers prior to each meeting. Advisory Board Chairs will report on progress etc. All members will declare interests / conflicts etc.
		Schedule	Duration
		Meetings taking place at least 6 times per year, with additional meetings called as required.	As required dependent upon workload and timeframes / limits set by government.
		Location	Attendance
		Virtual meetings via Teams unless stated otherwise.	Representatives drawn from local community members and representatives as mentioned but not exclusive to those below.
Agenda	In Scope	Membership	
Project Development Action Plan Monitor and Review Tracker Items proposed by members Items required by the Accountable Body / Walsall Council	All aspects of the Town Deal Programmes as set out by the Government Guidance (June 2020)	The Town Deal Board should reflect the diversity of the town and surrounding area. Membership should comprise of : A private sector chair Portfolio Holder for Regeneration Local Businesses and investors Community / local voluntary sector representatives Other relevant local government organisations, such as FE Colleges, Health Bodies, Public Health etc. Local Housing Associations / providers Local government officers / Accountable Body Environmental Bodies / Key players, such as the Canals & River Trust	
Transparency	Out of Scope		
Openness amongst membership	Decisions relating to project approval, this sits with the Town Deal Board		

## Attachment 4 – Bloxwich & Walsall Vision's and Supporting Statements

### Bloxwich Vision

*Bloxwich will build on its reputation as a thriving Black Country market town at the heart of the country, with exceptional transport links and strong community values. Amid an eclectic but integrated mix of Walsall and West Midlands centres, we will **forge a new identity** for our town, developing a **true sense of place** that builds on our 'village feel' advantage and our strong built heritage, leafy park and canal assets.*

### Supporting Statements

We will capitalise on the competitive advantage of exceptional connectivity to further our role a **key supplier of Black Country jobs** by radically **refreshing our living offer**. Bloxwich will be the destination of choice for **upwardly mobile** and **increasingly enterprising residents**.

Supported by a growing population and a **home-grown business community**, our town will not only offer easy access to jobs elsewhere, but we will extend our offer as a location to do business, thereby **raising our towns productivity** and **supporting sustainable growth**.

**Active travel to accessible job opportunities** will be commonplace and our increasingly **innovative business community** will efficiently contribute to our ambition for a **more sustainable greener town**.

By 2030, our town will be known for its **quality housing, employment and recreation offer** and for its **aspirational, happy, prosperous and healthy residents**.

Our community will be at the heart of renewed town identity and **increasingly engaged, upwardly aspirational and active communities** will proudly call Bloxwich home.

## Walsall Vision

*'In the historic home of leather and locks – 'the town of a hundred trades' - we will build on our culturally rich and industrious past, to transform the historic market town centre of Walsall, into a peaceful and prosperous place that empowers its wider residents, encourages enterprise and welcomes visitors to share in a creative and sustainable future.'*

## Supporting Statements

We will build on almost a **millennia of production success and reinvention**, to extend our strategic position as a **leading and inclusive Black Country and West Midlands economic hub**.

Investment in our town will spark **local-led innovations** and our **increasingly talented communities** will be empowered to showcase their abilities, ensuring our businesses can grow with an **enterprising and dynamic labour force**.

Walsall will attract more inward investment and build our reputation for **nurturing local entrepreneurs to raise our productivity and economic vibrancy**. As our **well-connected, sustainable town** thrives, **active travel modes** will be commonplace and carbon emissions will be reduced.

Walsall town centre will become a destination of choice, where our residents and visitors of all ages benefit from a **strong learning, living, working and leisure offer** in a **high quality urban setting**. **Our community will be the heart** of our ambition, driving our future reputation as a proud, Black Country town with a **resilient and confident spirit**.

**By 2030,**

- **Our high streets will be a place where people will want to work, live, play and learn.**
- **We will develop dynamic zones, festivals, and governance, that will change Spaces, Moods, and Voices, facilitating regeneration, enterprise and social benefits to the residents and businesses within the high street, and beyond.**