**Dudley Towns Board**

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| **DATE OF MEETING:**  | Friday, 15 January 2021 |
| **AGENDA ITEM**:  | 5 |
| **TITLE**: | **TiP Submission** |
| **ORIGINATOR:**  | Vicky Smith |

**Purpose of the Report:**

1. Report on the comments received to the draft Town Investment Plan circulated in late December and how incorporated into the final draft
2. Summary of Check and Challenge session held on Monday 11 January with the Town’s Hub support team to the draft Town Investment Plan

**Information:**

**Comments received from the Towns Board**

* 1. A working draft of the Town Investment Plan was circulated to members of the board on Monday 21st December, with a series of questions regarding the broad content and a request for comments to be returned by 30th December 2021.
	2. Comments were received from the DMBC internal working group; the College; New Heritage Regeneration; and Rev Hugh Burton
	3. The comments received covered:
		+ - suggested rewording and factual amendments;
			- requests for greater emphasis be given to raising aspirations; net zero targets; and how the proposals will improve connectivity and the accessibility of the Town;
			- the need for inclusion of initiatives not referenced or insufficiently referenced – for example, Top Church; Resonance; and
			- the need to strengthen the University Park Concept and include greater references and linkages to proposed Student Accommodation.
	4. These comments and those provided by the Towns Hub set out below are currently being addressed by the drafting team, with a view to the next version being finalised by Monday 18th January.

**Feedback from the Towns Hub check and challenge session held on Monday 11th January**

* 1. The Towns Hub headline findings, key recommendations and discussion points that guided the meeting are set out below:
	+ excellent progress and structure of document is good; positive reference is made to economic, environmental and social aspects of the town;
	+ it would be good to include a Foreword / Exec summary from TDB Chair, with clear reference to the ask and why one large project rather than several smaller asks up front. (One or both of these things would also be a good way to demonstrate strong partnership working from the outset, landing key messages about commitment to community engagement. Include ref to Board membership);
	+ good evidence of assets/strengths, challenges/needs but need to ensure the golden thread, from evidence through to project selection and outcomes is as strong as possible – include feedback from community and business sector engagement to demonstrate decision making on the strategy;
	+ continue to ensure evidence and proposals are shown spatially wherever possible to enable others less familiar with the town to ‘visualise’ the TIP and how the project will help transformation and align to other investments;
	+ clarify project prioritisation – longlist to shortlist and relative scoring and include indicative BCR’s in TIP 2. It needs to be very clear why the University project is singly most transformative and deserving of the £25m; and
	+ word count – will require rationalisation of text.
	1. A more detailed breakdown of the additions and amendments for each section of the TIP can be found in Appendix 1. A summary of some recurring themes and priorities that have, and will continue to be incorporated into the TIP, include the need to:
* provide a clear description of how this project provides the ‘***final/missing piece of the jigsaw’*** re development of the Town Centre;
* strengthen the ***rationale for there only being one project –*** given the scrutiny it is likely to receive;
* reference to the Towns Fund providing a ***‘wrapper’*** for further investment. Strong detailed case needed for additionality expected following completion of the TIP;
* clarification of any ***private sector match*** funding secured and other funding for the Town Centre projects;
* reference partners demonstrable ***track record***, which will minimise risks;
* strengthen the ***University Park Concept*** and references to ***student accommodation;***
* describe engagement activity with the private sector and ***business community***; earlier consultation work; ***future engagement*** activity planned;
* add the ***public realm improvements***, placemaking and improved connectivity into the description of the University Centre Project;
* strengthen ***spatial referencing;*** *and*
* include ***economic benefits and a BCR*** in TIP 2 to strengthen the project.

**Timetable and next steps**

* 1. The proposed timetable and next steps include:
* finalising the next version of the TIP – by Monday 18th January;
* drafting the foreword and executive summary for sign off by the Chair of the Towns Board and the Leader of the Council – by Wednesday 19th January 2021;
* design and production of the Town Investment Plan with the inclusion of graphics and plans – by Friday 22nd January 2021; and
* proof reading and submission by Friday 29th January 2021.

APPENDIX 1

| **Section**  | **Additions/ Amendments required**  |
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| **Context**  | * Further narrative re spatial character/context
* Dudley in numbers – present relative picture (compare regional/national trends)
* Expand skills/local economy – biggest skills grouping, skills redundant through fall in business density, labour market implications
* Assets and strengths; challenges/opportunities – summary at start of section/or summary table
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| **Strategy** | * Vision/objectives – draw out education/skills and connectivity more to support the project
* Explain how the 5 objectives have been shaped and how the project(s) respond
* Expand on project prioritisation – scoring; discounting other projects; why the UC scores so highly
* Add in engagement material to the prioritisation section
* Show the alignment with other strategies/projects/town centre spatially
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| **Project** | * Clarity needed why the shortlisted project is the most appropriate to respond to the identified challenges/needs, vision and objectives
* Why is the project “the final piece of the jigsaw” and deserving of the full £25m – ensure the narrative is very clear about how this will be the most transformative part of the overall strategy
* Town has a large health care employment req. but a gap in skills - elaborate on this in the narrative
* Add economic benefits into ToC
* Incorporate text for placemaking project into the UC project
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| **Engagement**  | * Include membership of the Town Deal Board, communities and stakeholders represented by members, Board's commitment to community engagement
* Civic pride, resilience and community network strengths – include details of how they have been used to raise awareness and create buy-in for the overall vision/project
* Include role of business and communities and use evidence from previous engagement activity – add ref to engagement with business organisations, e.g. Chamber; local traders’ associations etc.
* An 'outside' view could be helpful - visitor survey data; feedback from potential inward investor; Dudley Business First survey of businesses?
* Innovative approach to enable 'virtual engagement'; include outputs from Mentimeter to showcase this
* Future stakeholder engagement plan – more detail needed and a project-specific focus building on the stakeholder segmentation undertaken; are there any project specific stakeholder groups which need to be engaged during phase 2 and implementation
* Intention feedback to participants via the Regenerating Dudley website. TIP needs to clarify the governance of ongoing stakeholder engagement. Will the Town Deal Board retain oversight?
* TIP is open and honest about potential challenges. Positive that it suggests ways of working with those who may not be supportive of the projects identified
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| **Delivery** | * Investment section should be clear re: TIP investment and aligned projects (the overall £1bn)
* Demonstrating deliverability is key. Clarify DMBC role/coordination re: the individual business case. Are further resources required? Will a joint project team be established ? MoU?
* Confirmed accountable body, s151 officer role – could this be combined with other aligned projects coming forward re: utilisation of the Board? Briefly explain the decision-making process.
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| **Funding and Finance**  | * Concentration of the funding ask on one projects could present several challenges – no clear yes/no rule book on number of projects; but bid likely to be more rigorously scrutinised – and needs to clearly articulate market failure that requires one intervention; Tie project into objective 4 and 5 more closely
* Private sector contribution – need to strengthen the case re student accommodation/potential to generate long-term revenue streams and private sector funding/commitment for specialist equipment. Reference how the TF ask sits with the £1bn investment to be attracted for ‘Regenerating Dudley’
* Additionality – funding should act as a ‘wrapper’ for further investment. Strong detailed case needed for additionality expected following completion of the TIP. GVA, expected jobs will strengthen the TIP. Include a BCR and expand on the CA funding request in TIP 2.
* Private sector / University funding – elaborate on discussions held to date; the operating assumptions of the Campus; and expected arrangement re the fixed term licence with University of Worcester
* Campus connections with employers – expand on the role that could be played by key employers (e.g. apprenticeship places, sponsorship, employment opportunities) and retention of educational benefits in Dudley via linkages between courses and local employers
* Campus attracting residents – expand on how this will work re student accommodation
* Revenue cost funding – include total cost, towns fund ask and match in table 4.3.4 and breakdown capital and revenue in TIP 2
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