D R A F T

**Dudley Town Centre Area Programme / Town Deal Board  
Terms of Reference**

**Purpose**

This paper sets out the key responsibilities for the newly established Dudley Town Centre Area Programme Board. The Board will be responsible for owning the Strategic Vision for the Dudley Town Centre Area Project Portfolio and ensuring that collectively, the projects within the portfolio deliver the project outcomes and benefits associated with them. In essence, to ensure that economic benefits of the collective programme are maximised.

The Town Fund Prospectus states that the Town Deal Board will be the vehicle through which the vision and strategy for the Town is defined(being done)The role of the Board will be to

* Develop and agree an evidenced based Town Investment Plan – not yet done formally
* Develop a clear programme of interventions – being done
* Coordinate resources and influence stakeholders – being done

**The Portfolio**

The Programme will initially include the following projects:-

* Wednesbury to Brierley Hill Metro Extension
* Institute of Transformational Technologies
* Dudley University Park
* Dudley Town Centre Infrastructure
* The Portersfield Development
* Very Light Rail National Innovation Centre and Test Tracks
* Dudley Zoo & Castle
* Black Country Living Museum
* Dudley Interchange
* Dudley Leisure Centre
* Churchill Precinct
* St Thomas’s and St Edmund’s Churches
* Hall Street – West Midlands Police

**Membership**

The Board Membership will, as a minimum, initially include the following, allowing for nominated substitutes:-

* MP for Dudley North Constituency – Marco Longhi MP
* Deputy Chief Executive, Dudley MBC – Alan Lunt
* Director of Regeneration & Enterprise, Dudley MBC – Helen Martin
* Project Lead, Midland Metro – Dudley MBC – Jim Cunningham
* Head of Projects & Delivery – Dudley MBC – Paul Mountford
* CEO, Dudley College - Lowell Williams
* MD Avenbury – Jeremy Knight Adams
* Director, Dudley Zoo – Derek Grove
* Director, Black Country Living Museum – Andrew Lovett
* Chief Executive, Black Country Consortium – Sarah Middleton
* Chief Executive, Black Country Chamber of Commerce - Corin Crane
* Project Director, MMA WBHE Metro Extension – Ian Collins
* Project Director, TfWM, WBHE Metro Extension – Marilyn Grazette
* New Heritage Regeneration – Bill Kirk
* Warwick Manufacturing Group – Nick Mallinson
* Director, Black Country Transport – Stuart Everton
* Head of Programme Development, TfWM – Sandeep Shingadia
* Diocese of Worcester – Kate Andrew
* Retail Director, LCP Properties – Andrew Barratt

**Who is Missing?**

* SMEs and Larger Businesses
* Link with Dudley Business Champions – Martin Dudley?
* Link with Forging A Future Executive
* Link with WMCA
* Other Faith sectors
* Voluntary Sector – Andy Gray
* Community Champions / People’s Panel– connection to Champions AND TO FORGING A FUTURE EXECUTIVE
* WMCA?
* Community Champions? Andy Gray – that would give direct link to FAFE (How about local reps on the Peoples Panel)
* Job Centre Plus
* Private Sector Chair

**Key Responsibilities**

The key responsibilities of the Board will include:-

* Development and production of a Town Investment Plan for Dudley
* Owning the strategic vision for the Programme;
* Providing overall direction and leadership for the Programme;
* Establishing and co-ordinating a Portfolio Delivery Plan which identifies key timelines, interdependencies and risks;
* Monitoring the Portfolio Delivery Plan and identifying and addressing constraints to individual project delivery;
* Linking the Dudley Town Centre Area Portfolio to the Black Country Strategic Economic Plan and emerging Combined Authority Strategic Economic Plan;
* Working collectively to identify and secure external funding towards the delivery of the Portfolio of Projects and that the needs of Project funders are realised;
* Ensuring that Statutory and Regulatory functions associated with the delivery of the Portfolio are determined efficiently;
* Ensuring synergy with other economic priorities e.g. Skills and Employability and local supply chains, driving productivity growth..