

Apply to the levelling up fund round 2

Submission details

Submission reference	LUF20515
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What is the legal name of the lead applicant organisation?

Walsall Metropolitan Borough Council

Where is your bid being delivered?

England

Select your local authority

Walsall

Enter the name of your bid

Willenhall Garden City

Does your bid contain any projects previously submitted in round 1?

No

Bid manager contact details

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Local Authority Leader contact details

Full name	Councillor Bird
Position	Leader of Walsall Council
Telephone number	[REDACTED]
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Enter the name of any consultancy companies involved in the preparation of the bid

Arcadis
Genecon
Bevan Brittan

Enter the total grant requested from the Levelling Up Fund

£20000000

Investment themes

Regeneration and town centre	[REDACTED]
Cultural	0%
Transport	[REDACTED]

Which bid allowance are you using?

Full constituency allowance

How many component projects are there in your bid?

2

Do you have the support of all the authorities with the relevant statutory responsibility before proceeding?

Yes

File upload 1

Upload pro forma 1

Willenhall Garden City LUF - Proforma 1 Signed.pdf

Are you submitting a joint bid?

No

Grant value declaration

I am submitting a bid as a single applicant and can confirm that the bid overall does not exceed £20 million grant value

Tick to confirm

Gateway criteria: costings, planning and defrayment

I confirm that some LUF grant funding will be defrayed in the 2022/23 financial year

Tick to confirm

Costings and Planning Workbook

Appendix 16- Willenhall LUF Costings & Planning Workbook FINAL.xlsx

Provide bid name

Willenhall Garden City

Provide a short description of your bid

Willenhall Framework Plan provides a 10-year vision for the transformation of Willenhall into a modern residential neighbourhood through delivery of over 500 new homes to maximise opportunities from the planned rail station. Quality design and construction will replace vacant and life expired industrial sites and move Willenhall towards a healthy, prosperous and sustainable

future, supported by strategies for movement, green spaces and place-making (Appendix 2). LUF2 provides a unique opportunity to accelerate delivery of this £210m+ regeneration plan, by enabling the delivery of the first 111 homes and

enhanced travel networks connecting new homes, employment, parks, and new rail station.

Provide a more detailed overview of your bid proposal

The Willenhall Framework Plan (Appendix 2), supported by Council Cabinet in February 2022, provides a 10-year vision for the area to deliver:

- Over 500 new homes of diverse tenure and size;
- 240 new local jobs and 450 construction jobs;
- 160,000 sqft employment floorspace;
- 3.9 Ha of new and enhanced public spaces / green infrastructure;
- 10 km of enhanced active travel routes;

LUF2 will provide the opportunity to kick-start the delivery of this vision through investment in (1) Housing and (2) Movement.

1) Moat Street / Villiers Street Housing – c.£[REDACTED] LUF bid

The c.£[REDACTED] scheme of 111 new, high-quality, energy-efficient homes will replace dilapidated, vacant and under-utilised industrial buildings through a comprehensive acquisition and development approach. The project is the first phase of a wider programme of intervention to transform the local housing offer. An outline planning submission will be made in Autumn 2022 with pre-application guidance already undertaken (Appendix 19). The housing scheme will create a strong sense of place and promote a community rich environment which responds to the local heritage and townscape, as well as a development where people are well connected to jobs and local facilities. The scheme includes 25% new affordable homes, family-focused housing, high-quality apartments and an improved streetscape and public realm (see Appendix 3 for site plan). The delivery of homes on brownfield land will also help to reduce pressure for development within the green belt. To enable this first phase of housing, grant from LUF2 will be used to fund the costs [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

2) Movement Network – c.£[REDACTED] LUF bid

3.3km of footways, cycleways and a key road junction will be improved with £[REDACTED] of funding to improve connections between the new rail station, homes and employment spaces. The Greenway, a c.3km active travel route, is located c.250m north of Willenhall Town Centre provides an off-road connection for pedestrians and cyclists between Willenhall Memorial Park to the west, running via the new housing development on Moat Street / Villiers Street to the future Anson Road employment site and other employment locations to the east. The funds will also adopt and provide improvements to Railway Lane, which is located c.160m southwest of Willenhall Town Centre, improving station access, providing active travel access to Willenhall Town Centre to the north and to Willenhall Trading Estate to the south. Finally, improvements to Rose Hill/ Bilston Lane Junction will enhance the road, cycle and pedestrian connections to Willenhall Trading Estate, Willenhall Town Centre and new rail station. The junction acts as a key access to the strategic network via the A454 and M6 Junction 10 and serves as an access point to key existing employment areas such as Willenhall Trading Estate, home to Blakemore a critical local business employing over 1,000 people in the area.

Provide a short description of the area where the investment will take place

Willenhall has a strong identity linked to its proud industrial past at the heart of the lock making industry. The town centre is one of the best-preserved historic centres in the Black Country with Listed Buildings and buildings of local interest in its Conservation Area. Adjoining the east of the centre is a mix of small industrial units and workshops; many of which are low quality, not fit-for-purpose or unoccupied and derelict. Willenhall has three key employment

areas: Longacres (south), Ashmore Lake (northeast) and Fibbersley Industrial Estate (northwest). The historic manufacturing businesses still in operation (e.g. Assa Abloy, Wedge Group) serve national and global markets and have strong loyalty to the town and their local suppliers and workforce. Strategic investment in the new rail station presents a renewed opportunity to focus on the future; with Willenhall's distinct heritage and mixed land uses presenting opportunities to boost housing, create a stronger economy and greener and more sustainable environment.

Moat Street / Villiers Street

The site is located partially within or 'edge-of-centre' to the north of Willenhall district centre and within 500 metres of the towns' primary shopping area. The site is largely comprised of low-quality employment uses; many of which are derelict dilapidated buildings alongside some underused and poor-quality sites that are not suitable for modern business requirements. The northern part of the site at Villiers Street includes a redundant industrial building that is allocated for residential use.

Movement Network

The Greenway is a designated cycle and walking route from Memorial Park (west), through the Moat Street / Villiers Street site up to the future Anson Road employment site (south-east). Beyond this are the existing employment areas including Black Country Enterprise Zone and the upcoming Phoenix 10 employment site (north-east). Sections of the route are poor quality, unpaved, overgrown, and narrow, and therefore currently underutilised. Additionally, there is a neglected section of the route which is not currently owned by the Council. Funds would acquire this part of the Greenway so that the Council can make improvements and have control over future maintenance of the entire route. Railway Lane, also a footway/cycleway, is a north-south route connecting East Acre and New Road over the railway line; providing a key connection between Willenhall Trading Estate and Willenhall Town Centre and an improved route to the station. The route is currently unregistered and unadopted and would significantly benefit from new surfacing, new lighting and environmental improvements to make walking and cycling more accessible to all. Rose Hill/ Bilston Lane Junction is a key junction within the Framework Plan area to the south. The existing junction constrains access to the Willenhall Trading Estate has limited walking and cycling facilities and is operating at capacity, resulting in delays and congestion for vehicles accessing Willenhall Town Centre, key employment sites and for vehicles accessing the strategic network (A454).

All the sites listed above are mapped in Appendix 4.

Optional Map Upload

Appendix 4 - Willenhall LUF Maps 1.pdf

Does your bid include any transport projects?

Yes

Provide a short description of the transport project

As set out above:

Project 2) Movement Network

3.3km of footways, cycleways and a key road junction will be improved with £[REDACTED] of funding to improve connections between the new rail station, homes and employment spaces. The Greenway, a c.3km active travel route, is located c.250m north of Willenhall Town Centre provides an off-road connection for pedestrians and cyclists between Willenhall Memorial Park to the west,

running via the new housing development on Moat Street / Villiers Street to the future Anson Road employment site and other employment locations to the east. The funds will also adopt and provide improvements to Railway Lane, which is located c.160m southwest of Willenhall Town Centre, improving station access, providing active travel access to Willenhall Town Centre to the

north and to Willenhall Trading Estate to the south. Finally, improvements to Rose Hill/ Bilston Lane Junction will enhance the road, cycle and pedestrian connections to Willenhall Trading Estate, Willenhall Town Centre and new rail station. The junction acts as a key access to the strategic network via the A454 and M6 Junction 10 and serves as an access point to key existing employment areas such as Willenhall Trading Estate, home to Blakemore a critical local business employing over 1,000 people in the area.

Provide location information

Location 1

Enter location postcode WV13 1SZ

Enter location grid reference 396406, 298831

Percentage of bid invested at the location



Optional GIS file upload for the location Appendix 5 - GIS Files.zip

Location 2

Enter location postcode WV13 1DP

Enter location grid reference 396430, 298857

Percentage of bid invested at the location



Optional GIS file upload for the location

Location 3

Enter location postcode WV13 2AR

Enter location grid reference 396284, 298259

Percentage of bid invested at the location



Optional GIS file upload for the location

Location 4

Enter location postcode WV13 2JL

Enter location grid reference 396466, 297797

Percentage of bid invested at the location



Optional GIS file upload for the location

Select the constituencies covered in the bid

Constituency 1

Constituency name	Walsall North
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Estimate the percentage of the bid invested in this constituency	100%
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Select the local authorities covered in the bid

Local Authority 1

Local authority name	Walsall
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Estimate the percentage of the bid invested in this local authority	100%
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Sub-categories that are relevant to your investment

Select one or more regeneration sub-categories that are relevant to your investment	Residential
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Select one or more transport sub-categories that are relevant to your investment	Active Travel Local Road
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Provide details of any applications made to other funding schemes for this same bid that are currently pending an outcome

Not applicable

Provide VAT number if applicable to your organisation

01217342

Bidders are invited to outline how their bid will promote good community relations, help reduce disparities amongst different groups, or strengthen integration across the local community

The LUF bid has been considered in accordance with the Council's Equality & Diversity Protocol, which has been developed within the framework of existing legislation (namely the Equality Act 2010 and the Human Rights Act 1998) and relevant Codes of Practice.

The Council's vision is that "Inequalities are reduced and all potential is maximized". The Council is led by the communities it serves who help shape the services provided and to help those communities make a positive difference to their own lives through active civic engagement and co-operation.

The Council's purpose is "to create an environment that provides opportunities

for all individuals and communities to fulfil their potential". A commitment to equality and diversity is at the core of the Council's vision and values. The Council takes its responsibility in regard to equality and diversity very seriously and will:

- treat people fairly, justly and with respect;
- find ways to support those who are disadvantaged or excluded;
- promote inclusion and celebrate diversity.

The Council, in its statutory and non-statutory duties, as a local authority, recognises the 'protected characteristics' under the Equality Act. The following summary sets out how the bid will have positive impacts on encouraging community relations, reducing disparities and strengthen integration across the local community.

- The Movement Network works (e.g. footpaths, crossings and cycle ways) will be designed and constructed to modern standards and relevant design guidance. This will make the area accessible for all users and account for varying levels and types of disability including visual impairment.

- Improvements to the Movement Network will encourage greater community interactions and provide users with better access to local facilities, housing, jobs and open spaces through all modes, including access to opportunities (e.g. education/ skills/ jobs) that may have previously been less accessible without car ownership.

- The demolition of vacant and dilapidated former industrial premises at Moat St/ Villiers St will remove properties that may not be in compliance with modern building standards and regulations or business needs, nor suitable for re-purposing/ adaptable for housing.

- The removal of derelict and underutilised sites will improve opportunities for anti-social behaviour/ crime and safety perceptions, together with improving the street scene and community pride in the area.

- The redevelopment of Moat Street/ Villiers Street will provide much-needed housing in the area. The scheme will provide homes of diverse tenure, type and size and designed to latest building standards and therefore suitable for a full range of end occupiers.

- The high-quality and energy efficiency standard of the new homes at Moat Street/ Villiers Street will ensure that the properties are sustainable and affordable for occupants.

- The design of streets and public spaces within the Moat Street/ Villiers Street scheme will promote and provide spaces for resident and community interactions and integration.

- Overall delivery of the projects within the bid will help generate a sense of local pride in the area and strengthen community relations.

Is the support provided by a 'public authority' and does the support constitute a financial (or in kind) contribution such as a grant, loan or guarantee?

Yes

Does the support measure confer an economic advantage on one or more economic actors?

Provide further information supporting your answer

No

The Applicant considers that:

1. The provision of LUF grant funding for the “Movement Network” part of the project does not confer an economic advantage on an economic actor, as this part of the project will provide funding for improvements to the general transport infrastructure in Willenhall. The Movement Network will be constructed and provided by the Applicant as part of its functions as a public authority, is non-economic in nature and will not benefit any specific user. To the extent that this involves the acquisition of land from private owners, this will be at market value and therefore not confer an economic advantage on any owner that is an economic actor. This part of the project is therefore not considered further in the following questions/answers in Section 5.

2. The provision of LUF grant funding for the “Moat Street and Villiers Street Housing” part of the project does not confer an economic advantage on an economic actor.

[REDACTED]

Is the support measure specific insofar as it benefits, as a matter of law or fact, certain economic actors over others in relation to the production of certain goods or services?

No

Provide further information supporting your answer

As set out in the response to the previous question, the Applicant considers that the provision of LUF grant funding for the “Moat Street and Villiers Street Housing” part of the project does not confer an economic advantage on an economic actor.

[REDACTED]

Does the support measure have the potential to cause a distortion in or harm to competition, trade or investment?

No

Provide further information supporting your answer

As set out in the response to the previous question(s), the Applicant considers that the provision of LUF grant funding for the “Moat Street and Villiers Street Housing” part of the project does not confer an economic advantage on an economic actor.

[REDACTED]

Will you be disbursing the funds as a potential subsidy to third parties?

Yes

Upload a statement of compliance signed by your Chief Finance Officer

Statement of compliance document Willenhall Garden City LUF - Proforma 5 CFO Signed.pdf

Has an MP given formal priority support for this bid?

Yes

Full name of MP Eddie Hughes

MP's constituency Walsall North

Upload pro forma 6 Willenhall Garden City LUF - Proforma 6 MP Signed.pdf

Describe what engagement you have undertaken with local relevant stakeholders. How has this informed your bid and what support do you have from them?

In February 2021 Walsall Cabinet supported recommendations to develop a Willenhall Framework Plan to provide a vision for housing-led regeneration (see Appendix 2). Public consultation, titled 'Love Willenhall' was subsequently carried out to enable residents, local businesses and community groups to shape the Framework Plan. In total 170 responses were received. Over 80% of respondents lived in Willenhall, while around 30% worked in the town. Responses summarised:

- When asked what things they would change about Willenhall, respondents frequently mentioned restoration or redevelopment of derelict buildings, better public transport, and reduced crime levels.

- When asked about a variety of issues, respondents were most likely to see bringing derelict sites back into use as "very important" (81% of respondents), followed by access to employment opportunities (69% of respondents).

- 90% of respondents categorised the need for 'quality housing' as "very important" or "important" for the future of Willenhall.

- 83% of respondents categorised walking and cycling links as "very important" or "important" priorities for Willenhall.

- When considering the places most visited by respondents in Willenhall (e.g. town centre, supermarkets, parks/open space), at least 70% of respondents stated that they travelled by car. This was more evenly split between car and walking for visits to Willenhall town centre and Willenhall Market. 79% of respondents said they never cycle or find it "difficult" or "very difficult" to cycle in and around Willenhall.

Additional comments included:

'the main thing for Willenhall is returning abandoned, closed spaces and shops, factories etc to public use'

'Redevelopment of run-down industrial areas, into affordable housing to attract people to move into the area rather than out of it'

‘Compulsory purchase orders on derelict sites’

‘I would like to see Legges old factory demolished....’ [located at Moat Street]

‘The park is a huge asset but feels so cut off from the town centre’

Prior to the ‘Love Willenhall’ engagement, local residents launched a petition to the Council calling for the Council to use its CPO powers to acquire derelict buildings and sites surrounding the town centre to help regenerate Willenhall. The petition was signed by 343 people and included 126 supportive comments (Ref: Petition Willenhall Town Centre (ipetitions.com)).

The responses to the CPO petition and ‘Love Willenhall’ engagement summarised above (detailed report at Appendix 6), shaped the framework developed for Willenhall and the priorities around creating new homes and investing in active travel included in this bid.

In autumn 2021, Avison Young undertook a soft market testing exercise with the objective to obtain market input into the emerging Framework Plan proposals and ensure alignment with market demand and housing need. 10 responses were received from house builders, housing associations and developers/contractors operating within the West Midlands residential sector and many expressed interest to discuss the opportunity further.

[REDACTED]

Has your proposal faced any opposition?

The engagement through Love Willenhall and the development of the Framework Plan was generally positive and supportive. Publication of the Framework Plan and Council decision to progress with the CPO in-principle via the Council’s website as well as within local press has not led to any local campaigns or opposition. The Council will continue to engage affected landowners, specifically Moat Street / Villiers Street, as part of the land assembly programme and in accordance with statutory requirements, including via the planning process.

Do you have statutory responsibility for the delivery of all aspects of the bid?

Yes

Provide evidence of the local challenges / barriers to growth and context that the bid is seeking to respond to

LUF is intended to target areas in the most need of regeneration and economic recovery & growth to tackle economic differences and driver prosperity. There are 5 main challenges which will be addressed through the interventions supported by the LUF bid.

Challenge 1: Fractured Land Ownership preventing development The multiple ownerships across the area make comprehensive and coordinated development very challenging. Together with low property values in Willenhall

(28% below West Midlands region average*) and unrealistic individual landowner expectations of value, fractured ownership is a large barrier for redevelopment and viability, therefore an unattractive proposition for the private sector to deliver. The February 2022 Cabinet approval to acquire, and if necessary, CPO the Moat Street / Villiers Street site, will pull all land

fragments under single ownership to de-risk the site for housing redevelopment (see Appendix 1).

Challenge 2: High abnormal costs impacting development viability

The previously industrial nature of the area adds risks including significant ground and environmental issues, contamination and removal of industrial infrastructure. These high risks lead to poor viability, often acting as a barrier for development. [REDACTED]

Challenge 3: Lack of diversity in existing housing offer

Moat Street / Villiers Street is predominantly a low-grade employment area; there is limited housing in this location which is generally low-quality or underutilised (e.g. apartments above employment uses). Owner occupation in Willenhall South ward (55.6%) is below the national average (64.3%) (ONS Census 2011). The housing offer is limited for a small sub-section of the market, resulting in limited homes for the private market. The new development will also address the recognised shortage of owner occupier and private rental housing required to meet identified housing demand** by providing a variety of tenures and sizes as part of the housing development.

Challenge 4: Anti-social behaviour and crime supported by areas without passive surveillance especially vacant and derelict buildings.

Willenhall is one of the 10% most deprived LSOAs nationally as well as having crime rates 22% higher than the regional average***. Almost a quarter of the buildings on Moat Street / Villiers Street are vacant and/or derelict, or have little to no human occupation such as industrial storage units which do not foster a thriving and vibrant town centre but rather create an environment for antisocial behaviour and crime. Additionally, sections of the Greenway and Railway Lane are hotspot areas for antisocial behaviour by off-road riders and drivers. Green spaces linked by the Greenway are underutilised due to the issues of antisocial behaviour created by the lack of safety measures on the active travel routes. By investing in good quality housing and public realm, as well as incorporating 'safety by design' for the active travel routes, the Levelling Up Funds will directly decrease deprivation and crime in the area, as well as create an environment safe and attractive for people to live.

Challenge 5: Travelling by vehicle is the primary mode of transport and active travel routes are not well used.

According to the public engagement to date, vehicle travel in Willenhall is currently the primary mode of travel, leading to increase in pollution and congestion at key gateways and junctions in the town centre. In addition to the crime and antisocial behaviour mentioned in Challenge 4, existing active travel routes do not have an attractive environment, are not fully paved or well-lit. The proposal for the bid would enhance the main north-south and east-west active travel routes within the town centre, connecting the homes to the new rail station, employment spaces and green space. It would also provide additional capacity at a key junction, reducing congestion and delays.

*Rightmove and Zoopla June 2022

** according to a market assessment completed in 2020.

***Police stats and IMD 2019

Explain why Government investment is needed (what is the market failure)

Moat Street / Villiers Street

As previously discussed, the site is largely comprised of low-quality employment uses; many of which are derelict dilapidated buildings alongside some underused and poor-quality sites that are not suitable for modern business requirements. The challenges set out in the previous question, including fractured ownership, low residential values, abnormal costs, in addition to high construction costs and rising inflation, have resulted in a c. [REDACTED]

£ viability gap, making private sector-led delivery extremely unattractive. In order to develop a scheme of mixed tenure and housing types with an attractive public realm to address local need, there is a requirement for government to contribute to the funding gap to ensure deliverability. LUF will accelerate co-ordinated implementation and act as a catalyst for delivery and

investment in the wider Framework Plan area.

Movement Network

Willenhall has a strong industrial past and today is still considered to be a very industrialised town, with high levels of HGV movement and a lack of adequate walking and cycling infrastructure. There is a strong need to provide and improve walking and cycling infrastructure, to create a safe, attractive, and accessible place within Willenhall, and build upon the investment and opportunities generated by the new rail station. All packages included within the Levelling Up Fund bid have been designed with the ambition to move Willenhall into a healthy, prosperous, and sustainable future by providing and encouraging healthier and cleaner ways to travel. The Greenway will provide both a green leisure and commuter route, designated for walking and cycling. The improvements to Railway Lane will provide an improved pedestrian and cycle link between Willenhall Town Centre and Willenhall Trading Centre. While improvements to Rose Hill/ Bilston Lane junction will enhance vehicular, pedestrian and cycle connections to Willenhall Town Centre and Willenhall Trading Estate, as well as onwards to the strategic road network.

The City Region Sustainable Transport Settlement (CRSTS) fund will provide a package of highways improvements in vicinity of the new Willenhall Railway Station to improve multi-modal access to the site. This funding is limited to enhancing accessibility to Willenhall Railway Station but will link with the movement network included within this bid. Due to the lack of development currently taking place and site viability constraints in Willenhall there is limited opportunity for the local authority to secure Section 106 (s106) funding which would normally pay for movement network projects such as the one outlined in this bid. It is predicted that through Levelling Up Funds and CRSTS funding, Willenhall will open new development opportunities and secure future s106 funds for further investment within the town.

Explain what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers

Moat Street / Villiers Street

Willenhall has been identified as a focus for regeneration activity by the Council and its public sector partners; with the arrival of a new railway station and recognition of the Walsall to Wolverhampton Inclusive Growth Corridor as being a strategic priority for housing delivery in the West Midlands. The vision and opportunity areas have been set out in the Willenhall Framework Plan. Moat Street / Villiers Street has been identified as the Phase 1 housing intervention area in the Willenhall Framework Plan following a criteria-led assessment process. It is proposed that Levelling Up Funds will be used to fund pre-development activity, [REDACTED] to enable housing development at Moat Street/ Villiers Street. This investment will address the barriers and challenges outlined in the previous question, specifically where public sector intervention is required in the absence of private sector delivery due to the complexities of fragmented ownership and viability. Public sector intervention will act as a catalyst for development and wider regeneration and stimulate market change.

Movement Network

It is proposed that Levelling Up Funds will fund the land acquisition as well as the design and construction costs associated with the development of the Movement Network outlined in Section 3. This investment will address the barriers and challenges outlined in the previous question, particularly Challenges 1, 4 and 5, as well as maximise the investment and benefits of the new rail station. Part of the Greenway is not owned by the Council and Railway Lane is unadopted, which means there is lack of control over the improvements and future maintenance. The funds will allow the Council to have rights over the active travel routes to ensure they are maintained for

public use. The Movement Network will provide new walking and cycling infrastructure, making it easier and more affordable for people to choose active travel and greener ways of travelling between residential and employment areas. There are several benefits associated with active travel including health benefits from exercise, reduce CO2 emissions and improved air quality and economic benefits as a result of relieved congestion and improved public

health.

Investment in the Rose Hill/ Bilston Lane junction will also help to secure critical local jobs, by reducing delays and congestion from the Willenhall Trading Estate, which supports over 3,700 jobs, onto the strategic road network.

In addition, it is predicted that through Levelling Up Funding, Willenhall will have increased potential for attracting new development to the area, as such will have the opportunity to secure future S106 funding. The S106 funding would contribute to further investment and development within Willenhall.

Upload Option Assessment report (optional)

How will you deliver the outputs and confirm how results are likely to flow from the interventions?

Theory of Change:

Intervention

- £ LUF investment to build new homes.
- £ LUF investment to provide active travel routes and improve connectivity for the new homes with the new station, employment sites and green space as well as dealing with delays onwards to the strategic road network for vehicles.

Outputs

- 7.6ha land assembled and demolished/ remediated suitable for housing development of 111 mixed-tenure new homes, including 28 affordable.
- C. 3km of improved cycle and walking routes.
- Reduction in delays and congestion at a key junction providing access to/from the Willenhall Trading Estate

Outcomes

- Sites with fractured ownership brought together under single ownership for comprehensive regeneration into better quality homes and public realm.
- Creation of 111 new high-quality homes in Willenhall
- Increased population density in the town centre, leading to increased footfall, spend and economic activity supporting retail, leisure and cultural assets and growth.
- A younger demographic and more skilled workers are attracted and retained improving the quality of Walsall's labour supply.
- Increased supply of quality housing.
- Increased community activity in the town centre
- More attractive and useable active travel routes with opportunity to improve access to employment and rail use, decrease car-usage in town centre and increase health and well-being.

Impact

- Improved resident, visitor and investor perceptions of Willenhall town centre
 - Increase housing and commercial values
 - Reduced vacancy rates in Willenhall.
 - Private sector investor confidence to deliver further residential developments in Willenhall and driving further population growth.
 - Long term regeneration, vitality and sustainability of the town centre.
 - Replacing poor-quality buildings for new fit-for-purpose homes
 - Delivery towards the Black Country Core Strategy and draft Black Country Plan housing target, including reduced pressure on Green Belt development.
 - Increased civic pride.
 - Improved health of Willenhall's residents.
-

**Theory of change upload
(optional)**

Explain how the component projects in your package bid are aligned with each other and represent a coherent set of interventions

Willenhall Framework Plan (Appendix 2) provides the overarching vision for the transformation of Willenhall. The Framework Plan has a strong housing-led regeneration focus which aims to:

- Maximise opportunities from the planned rail station;
- Drive high-quality design and sustainable construction to replace industrial space at the end of its useful life; and
- Drive Willenhall towards a healthy, prosperous and sustainable future as a modern residential neighbourhood.

The vision is supported by strategies for movement, green spaces and place-making. This LUF bid is reflective of the vision and strategy set out in the Framework Plan, with funding proposed to accelerate coordinated implementation. Housing delivery must be driven by public sector intervention in land assembly and site preparation due to the challenges around viability and fragmented ownership as set out in the previous question. Given the manufacturing heritage of Willenhall, the new/ improved active travel routes connecting housing to nearby employment spaces (including Willenhall trading estate, upcoming Phoenix 10 and the future Anson Road employment site) are key to unlocking housing growth in central Willenhall, whilst also retaining and sustaining businesses locally and supporting economic growth. Additionally, the improvement of active travel routes across the Framework Plan area, both east-west and north-south, is important to support modal shift and sustainable movements between housing and employment areas and community infrastructure, including the town centre, rail station, open spaces. Investment in the Rose Hill/ Bilston Lane junction will also improve capacity, reducing delays impacting on all employers on the Willenhall Trading Estate.

Set out how other public and private funding will be leveraged as part of the intervention

Moat Street / Villiers Street

The Council will lead the land acquisition programme through funding support from LUF, including potential CPO if required to comprehensively assemble the site under single public ownership and control. [REDACTED]

[REDACTED] Private funding will be leveraged through the appointed development partner who will invest in the construction of the housing scheme. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Movement Network

Along with the arrival of Willenhall Railway Station, the City Region Sustainable Transport Settlement (CRSTS) funding has been granted. The objective of the CRSTS funding is to drive future growth through infrastructure investment, levelling up services, and promote modal shift from cars to public

transport, walking and cycling. CRSTS funding will be utilised to improve sustainable travel when accessing Willenhall Railway Station. The Movement Network works included within LUF are intended to compliment the CRSTS funding: the Greenway route will provide an east-west traffic-free route,

Railway Lane will provide a pedestrian / cycle connection from Willenhall Town Centre, via New Road to Willenhall Trading Estate, and Rose Hill / Bilston Lane junction will improve congestion and public transport links as well as new walking and cycling facilities.

CRSTS will also fund the A454 Walking, Cycling Bus Corridor, which covers approximately 5.5 miles of highway between Walsall & Wolverhampton, following the A454 from Wolverhampton to Willenhall, then the B4464 through Willenhall and Bentley and then re-joining the A454 at M6 junction 10 through to Walsall Ring Road (A4148). Where the interventions proposed in this LUF bid aim to improve north-south movements through Willenhall, the A454 corridor compliments this to strengthen sustainable connectivity east-west through the strategic centre to both Wolverhampton and Walsall.

Explain how your bid aligns to and supports relevant local strategies and local objectives for investment, improving infrastructure and levelling up

In addition to the Willenhall Framework Plan, the bid aligns and supports the following local strategies and objectives:

-West Midlands 2022 Investment Prospectus identifies major housing investment opportunities and priorities for investment in the West Midlands, specifically the Walsall to Wolverhampton Corridor which aims to deliver 8000+ new homes by 2030.

-The WMCA's Net Zero Strategy sets out the region's plan for eliminating carbon emissions, reflecting the UK Government's ambitions. The WMCA's Five Year Plan sets out a roadmap for accelerating the region's route to net zero carbon emissions.

-The West Midlands Local Transport Plan outlines an implementation plan for a low carbon transport network which supports economic growth and improves quality of life.

-West Midlands Industrial Strategy sets out the region's commitment to driving a clean, inclusive, and resilient economy, and making sure that people have the transport connections to wider opportunities.

-Currently in preparation (Regulation 18), the Draft Black Country Plan (BCP) will replace the Black Country Core Strategy when adopted and cover the plan period up to 2039. The Development Strategy set out in the draft BCP aims to deliver at least 47,837 net new homes and ensure sufficient physical, social and environmental infrastructure is delivered to meet identified needs.

-Black Country Garden City principles have formed the basis of the Willenhall Framework Plan specifically the requirement to provide greater connectivity by public transport, cycling and walking, access to nature and green space, and increase quality of place, environment and homes.

-Our Council Plan 2022-25 commits to five focus areas, one being economy and regenerating Walsall to support places where people are proud to live and work, delivering affordable homes and attracting inward investment.

The Housing element of this bid will deliver much-needed diversification of Willenhall's housing offer and bring forward sites for comprehensive development. These interventions align with the following local policy objectives:

-WMCA Investment Prospectus to deliver a broader range of housing to improve quality of life for all and accelerate growth.

-Draft BCP's objective to provide 'housing which meets all our needs', including building c.72,000 homes by 2039.

-Our Local Plan 2022-25 to give residents access to affordable housing to meet diverse needs, and to attract inward investment through development partnerships.

By creating new active travel provision, integrating the housing with the new station and employment sites, reducing traffic on the high street and improving air quality, the Movement-focused interventions in this bid align with the following policies:

-WMCA's Net Zero Strategy's commitment to promote active travel and cleaner transport, encourage behaviour change, create breathable spaces, and boost health and wellbeing.

-WM Local Transport Plan's prioritisation of public transport integration and promotion of active travel in Walsall.

-WM industrial strategy to provide transport connections to employment opportunities.

-Draft BCP's focus on enhancing the vitality of town centres, promoting sustainable transport and active travel, and improving the health and wellbeing of residents through increased physical activity and improved air quality.

-Black Country Garden City's principle of connecting homes with green space by active travel routes.

Explain how the bid aligns to and supports the UK Government policy objectives

-The National Infrastructure Strategy sets out the Government's long-term approach to investment. The Strategy commits to sustainable uplift in areas of high deprivation and poor quality of living.

-Point 5 of the Ten-point plan for green industrial Revolution outlines the importance of the requirement to increase the share of journeys taken by public transport, cycling and walking.

-Clean Growth Strategy aims for a more environmentally sustainable economic future and growth in homes, businesses and energy usage.

-Clean Air Strategy sets out to make air healthier to breathe, protect nature and boost the economy. The push for active travel within the town centre and surrounding areas will reduce the level of vehicle pollution.

-Net Zero Carbon. The bid supports UK Government objective to deliver Net Zero carbon emissions by 2050 by making sure that the proposed new housing development achieves high levels of building performance standards possible.

The Moat Street / Villiers Street Housing development aligns with the following national policy objectives in the strategies outlined above:

- The National Infrastructure Strategy's aim to deliver sustainable economic and housing growth, supported by infrastructure, that meets the needs of local people.

- The housing delivery will align with the low carbon initiative set out in the Clean Growth Strategy and Future homes standard 2025. The site will deliver high efficiency homes with the focus on lowering energy consumption and thus reducing ongoing maintenance cost for the residents. There is a requirement for the housing to maintain a high efficiency rating and is achieved by the installation of high efficiency boilers, heat pumps and water cylinders as well as solar PV.

- Through the developer procurement process, the Council will seek to ensure the housing scheme meets the Net Zero Carbon initiatives and delivers the

highest possible standard for energy use and CO2 emissions that can be practically delivered and are viable.

The movement network aligns to the strategies set out above as follows:

- The National Infrastructure Strategy includes improving active travel connectivity to station, high street and future housing and employment sites provide greater appetite for investment into the area, which will be achieved by new active travel routes Greenway and Railway Lane.

- Meets the 5th point of the Ten-point plan for green industrial Revolution by creating new and improved walking and cycle routes around Willenhall.

- The active travel routes reduce car usage, CO2 emissions, reduce pollution in the town centre, aligning with the Clean Growth and Clean Air Strategies

Alignment and support for existing investments

Where applicable explain how the bid complements or aligns to and supports existing and/or planned investments in the same locality

Willenhall Framework Plan (Appendix 2)

To maximise the benefits of the new rail station and recognition of the W2W Corridor as a strategic priority for housing delivery in the West Midlands, Walsall Council supported investment in the development of the Willenhall Framework Plan; a vision for delivery of new homes and associated aspirations for design, quality, connectivity and place-making. In February 2022 the Council's Cabinet supported the Plan as the 10-year vision for housing growth and place-making in Willenhall, together with commitments to support delivery of the Framework including in-principle use of CPO powers for Moat Street / Villiers Street and associated preparatory work.

Walsall to Wolverhampton Inclusive Growth Corridor (W2W)

The 2018 Housing Deal for the West Midlands Combined Authority (WMCA) is driving the delivery of 215,000 homes in the area by 2031. The focus for housing delivery in Walsall is the Walsall to Wolverhampton Inclusive Growth Corridor identified as being a priority for regeneration by local authority partners and the WMCA. Working with WMCA, BC LEP and Homes England, significant investment has been secured in the Corridor in Walsall including:

- Harvestime Bakery - 88 homes,

- Caparo - 252 homes,

- Wyrley View - 263 homes,

- Primrose Lodge - 407 homes,

Black Country Enterprise Zone- Walsall

The Black Country Enterprise Zone (BCEZ) has been in operation since April 2013 and include a cluster of sites in Walsall located around M6 Jct10 and circa 1.5 miles east of Willenhall. EZs form a part of the wider national industrial strategy with the BCEZ identified as a key project in economic plans and part of the vision for achieving economic growth and transformational change. The EZ sites in Walsall have in total secured £46.8m in pub sector funding which include:

- Phoenix 10 - 620,000sqft, 1100 new jobs,

- Parallel 113 - 113,000sqft, 198 new jobs,

- Box Pool - 10,000sqft, 15 jobs,

- Tempus 10, Opal - 16,500sqft, 35 jobs,

Willenhall Railway Station

In 2020, consent was granted for Willenhall Railway Station to reinstate passenger services on the Wolverhampton to Walsall rail line. In addition to the new rail station, off-site highways works also include a new zebra crossing on Bilston Lane and kerb build-outs and hatching to remove on-street parking in vicinity of the rail station. Willenhall Railway Station is to be delivered by 2023.

CRSTS

The West Midlands City Region Sustainable Transport Settlement (CRSTS) will be utilised to improve sustainable travel when accessing Willenhall Railway

Station. The investment package of works included within CRSTS is not finalise however, will be focused on driving future growth through infrastructure investment, levelling up services, and promote modal shift from cars to public transport, walking and cycling.

Explain how the bid aligns to and supports the government's expectation that all local road projects will deliver or improve cycling and walking infrastructure

All elements of the Movement project improve cycling and walking routes:

Greenway

The east-west greenway works through Moat Street / Villiers Street will create a strategic active travel route including creation of a cycle route along the full length of the greenway. Improvements include:

- Widening the existing route to 3m, new surfacing and kerbed edges
- New signalised crossings and improved uncontrolled crossings
- P-barriers and trip rails at each access/egress
- Wayfinding and benches

Railway Lane

Off-road pedestrian/cycle route connecting Willenhall Town Centre and Willenhall Trading Estate. In accordance with design guidance, cycling and walking infrastructure will be improved through the re-surfacing, lighting, vegetation clearance and P-barriers to improve safety and usage.

Rose Hill/Bilston Lane Junction

The junction works include relocation of the uncontrolled pedestrian crossing on the Rose Hill arm, with improved dropped kerbs, tactile paving and pedestrian crossing facilities, to improve visibility for pedestrians utilising the crossing. A new uncontrolled pedestrian crossing will be provided across the Bilston Lane arm and include dropped kerbs, tactile paving, and pedestrian refuge island. Footways throughout the junction will be resurfaced and accessible for all users, accounting for varying levels and types of disability including visual impairment. The existing signalized pedestrian crossing on Bilston Lane will be upgraded from a puffin crossing to toucan signalized crossing. A segregated cycleway in accordance with LTN 1/20 will be provided from the signalized crossing to the proposed roundabout junction.

The design of cycle infrastructure delivered will be in accordance with the principles and standards contained in the West Midlands Cycle Design Guidance (TfWM 2021) which aligns with the Government's cycling design guidance.

Confirm which Levelling Up White Paper Missions your project contributes to

Select Levelling Up White Paper Missions (p.120-21)

Living Standards
Transport Infrastructure
Skills
Pride in Place
Housing
Crime

Write a short sentence to demonstrate how your bid contributes to the Mission(s)

Living Standards
Jobs retained and created through the LUF schemes (e.g. construction) will support the mission to increase pay, productivity and employment. Improvements to active travel routes from residential areas to rail station providing greater access to public travel will also provide opportunities to commute to high paid jobs in the wider local area and region. The delivery of new high-quality and energy efficient homes will also improve living standards and cost of living needs.

Transport Infrastructure

Introduction of a new station in Willenhall town centre will allow residents to travel via the Walsall to Wolverhampton line which provides direct access to the strategic centres and Birmingham city centre. The LUF scheme will also

deliver c.3km of enhanced walking and cycling routes, improving the overall active travel between the new homes and employment sites in and around Willenhall. In addition it will improve access and reduce congestion/delays

between the Willenhall Trading Estate and the strategic road network, a key concern of strategically important local businesses.

Housing

55.6% of homes in Willenhall South ward are owner occupied (compared to 64.3% nationally), and 6.5% of all households are classed as 'overcrowded' (ONS Census 2011). The housing proposal for Moat St/ Villiers St and the wider areas of opportunity in the Framework Plan will seek to deliver high quality, energy efficient new homes with a mixed variety of tenures and types which meet the projected housing demands locally. The housing types provision will include a high proportion of family homes (currently under supplied in the area) and tenure options to attract and support first time buyers on their path to home ownership.

Crime

Willenhall South ward has a much higher total recorded crime rate in comparison to Walsall borough (e.g. 163.1 total crime rate per 1000 population- 2nd highest in Walsall (WM Police, Jan-Dec 2018)). Derelict buildings and unused brownfield sites give rise to the increase potential for a higher crime rate than surrounding areas. The bid seeks to remove redundant properties and make safety improvements to active travel routes to reduce opportunities for crime.

Skills

Within the Willenhall South ward, of working age residents, just over a quarter (26.9%) have no formal qualifications (ONS Census 2011). Improving active travel and connectivity to the rail station and employment areas will enable residents better access to jobs and educational/ training facilities within the local area and beyond in the wider region (e.g. rail access to Birmingham). This will provide greater opportunities for commuters to access education, upskilling and local employment. Works to the Rose Hill/ Bilston Lane junction will also help support 3,700 jobs on the Willenhall Trading Estate, retaining accessible local employment opportunities for those who develop their skills.

Pride in Place

The package of projects within this bid aim to uplift Willenhall through removal of unattractive properties and investment in new housing and active travel links. When combined these enhancements will create greater local satisfaction, sense of community and pride in their local area. These enhancements will restore local pride and belonging and give rise to encouraging increased interactions and support potential future opportunities to deliver local culture and community initiatives.

Provide up to date evidence to demonstrate the scale and significance of local problems and issues

ONS and IMD data sources evidence Willenhall's poor socio-economic picture. Aggregate level data shows comparatively weak employment rates, skills, occupation levels and more. Willenhall's GVA has been growing, but only marginally by 4% since 2015 (compared to 13% in the Black Country and 11% in England). The area has high business growth and a strong proportion of the population at working-age level, highlighting the potential to level up the area by opening up opportunities and reinvesting in Willenhall. The table in Appendix 21 presents a summary of the key social and economic indicators, highlighting these deficits relative to the Black Country and national figures.

Willenhall has a lower job density alongside a substantial negative jobs growth position (-8.2%) having experienced a loss of 4,000 jobs over the past five years. There have been shifts across key sectors, with some growth (+1,000) across transport, property and public administration, however, not enough to make up for the decreases elsewhere. The most prominent reduction has been

in health services, the professional, scientific and technical sector and construction (-4,250 together). With unemployment rates in the area also high, this suggests significant challenges in accessing employment opportunities for residents.

Data of the Willenhall population shows a low proportion of high-level skills and

employment in high-level occupations compared to the wider Black Country and England. The data also highlights the very marked difference between resident and workplace-based annual earnings at £991, compared to up to just £201 for Black Country and £11 for and England. This suggests that jobs available in Willenhall are significantly lower paying, incentivising people with skills to travel out of the area for work.

Additionally, Willenhall has high business growth (26.9% since 2015) and although fewer businesses per 10,000 residents compared to national levels, this is in line with Black Country levels. Business numbers in Willenhall are strong, but these are supporting lower numbers of jobs per business and low-skill jobs. This poor job availability combined with lower earnings suggests that there is underinvestment in Willenhall and what jobs are available are not accessible to the resident population.

In terms of deprivation indices, 32% of LSOAs in Willenhall are in the bottom 40% for relative deprivation. Within this, living environment and barriers to housing and services sub-domains highlight areas in critical need of support. (62% and 51% of LSOAs in the bottom 40% respectively). More than half (51%) of the properties in Willenhall are also council tax band A properties. This indicates that the housing offer and access to facilities within Willenhall are not fulfilling the needs of the area or promoting development.

Willenhall is embarking on a journey of transformation to turn a vacant and tired area into a modern, prosperous and sustainable neighbourhood. The interventions will address the deficits in employment and skills in the area, building housing and connecting local populations to opportunities already there and new ones leveraged from the projects. It will support the regeneration of Willenhall, transforming the housing offer, rebuilding community relations and facilitating further development.

Demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues

All evidence used to inform the projects and the overall bid has been collected and analysed using a standard calculation toolkit developed by the appointed consultants at GENECON. The inputs have been collected from Office for National Statistics (ONS), NOMIS and Indices of Multiple Deprivation (IMD).

Specifically, the following ONS surveys have been used:

- Economic Activity, Employment and Unemployment Rates and Resident Qualifications – ONS Annual Population Survey (Year End December 2021)
- Jobs and Business Density - ONS Business Register and Employment Survey (2020), ONS UK Business Counts (2020) and ONS Mid-Year Population Estimates (2020)
- Workplace and Resident-based earnings – ONS Annual Survey of Hours and Earnings (2020)
- Claimants – ONS Claimant Counts (March 2022)

All data and information gathered uses the latest data available where possible, majority of data sets report on 2020 findings and comparisons go back to 2015. Claimant count data reports on the most recent month at the time of analysis.

Shortfall metrics have been calculated as the proportion of the relevant PCA population base, for example the percentage point difference in economic activity rates is multiplied by the proportion of those aged 16-64, to work out the shortfall or surplus in relation to national and Black Country averages.

Demonstrate that the data and evidence supplied is appropriate to the area of influence of the interventions

Comparator data has been used to demonstrate and highlight the economic and social shortfalls of Walsall North compared to the Black Country and England averages. These geographies have been chosen to identify how the Walsall North PCA performs in relation to the wider region and England averages. The benchmarks will inform the bid and how the projects align with the identified challenges and opportunities.

The geography chosen represents where the projects will be developed and will have the most impact, both projects in the bid fall within the Walsall North Parliamentary Constituency Area. Where it has been useful to drill down to smaller areas, Middle Super Output Area (MSOA) and Lower Super Output Areas (LSOAS) have been used.

In terms of supporting economic appraisal modelling, alongside 'direct' impacts assessed on the LUF intervention sites, a series of wider 'indirect' and 'spillover' zones have been defined, depending on the impact assessed.

The indirect effects are located on the sites adjacent to proposed LUF works in and around Willenhall. For 'spillover' impacts on wider property markets, these are defined as the town centre market catchment area for commercial values and a wider area covering parts of Walsall and neighbouring Wolverhampton boroughs for residential values, reflecting the wider place-shaping effects of boosting accessibility and private investment flowing from the LUF package.

Transport impacts (TUBA and AMAT) are claimed as 'direct', although in practice impacts will be observed across the local transport networks.

Provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems

Persistent longstanding challenges in Willenhall are clear and there is a civic and social responsibility to address legacy challenges, including by ensuring an accessible housing offer in amenable environs.

Efforts to enable new housing development on Moat Street and Villiers Street site have a significant bearing on the resultant productive use of the land directly, which in turn can accelerate and confirm the delivery of wider promoted development opportunities surrounding Willenhall Town Centre, as assessed at the national-scale through Land Value Uplift (LVU). Further LVU could be achieved through new residents and new spending at the core, which in turn would lead to business profitability, with a resulting positive impact on town wide commercial property values.

The place-shaping effects of ensuring town centre success in particular, alongside improved environs, also has potential to also bring uplifts in local housing markets, as assessed through Residential LVU.

A more amenable town with improved connections, will also encourage Active Travel, with subsequent associated impacts, and the delivery of new affordable housing will also bring some, albeit modest, Health Impacts.

Improvements to transport infrastructure will also safeguard current employment locally, generating Labour Supply Impacts.

Collectively, investment in an area with suppressed incomes also has potential to also bring significant redistributive effects, as assessed through Distributional Impacts.

More locally, the Scheme will also support construction-related employment and GVA returns, as well as bringing renewed pride of place and restored confidence in the town.

The logic chain and theory of change is outlined in the table in Appendix 21.

Describe the robustness of the analysis and evidence supplied such as the forecasting assumptions, methodology and model outputs

A robust Impact Model prepared by GENCON estimates national and local-scale gross and net impacts, following well-understood HMT Green Book national guidance. All forecasts are well-evidenced and up-to-date.

Those impacts assessed and evidence to demonstrate robustness comprise:

- National-scale Impacts (Monetised) - refer to table in Appendix 21.

For LVU, a mix of independent valuation, known ratings data, local yield and occupancy rates evidence has been used. This best available evidence is considered robust and a true reflection of values.

Active Travel impacts have drawn on the best available evidence for local trips, alongside a well-established AMAT toolkit, informed by TAG Databook benchmarks.

Health Impacts have drawn on established DCLG Appraisal Guide benchmarks and Distributional Impact evidence has also drawn on robust ONS data, applied to a recognised Green Book approach.

Consequently, all national-scale impacts are based on best-available evidence and are considered robust.

- Local level Impacts (Non-Monetised) - refer to table in Appendix 21.

All local-level impacts are informed by cost estimates, which are robust, credible and achievable.

Local level (Walsall or West Midlands) ONS metrics applied throughout are current and unbiased. Where needed, all metrics have also been rebased to 2022/23 prices as per LUF demands, completed via the HMT GDP deflator (March 2022). The Model appraisal period is 2022/23 to 2051/52 (30 years) and all impacts are discounted to 2022/23 terms.

Explain how the economic costs of the bid have been calculated, including the whole life costs

The overall gross financial costs (undiscounted) of the Scheme are estimated at [REDACTED] and this would be largely met through LUF investment (£20,000,000) and other public commitments [REDACTED]. Whole life maintenance costs of [REDACTED] required to maintain the new/acquired public realm and urban greenspace have been included, other whole life maintenance costs are already covered under existing council budgets upgrades to existing infrastructure.

The financial case costs include QRA backed allowances for risks and contingencies, alongside costs for inflation.

For the purposes of the BCR analysis, the effects of general inflation (included within the Financial Case costs) has been removed, to enable presentation in 'real terms'. This has been completed via the application of the HMT GDP Deflator (March 2022), in line with the DCLG Appraisal Guide definition of 'real costs to the public sector' - i.e. costs without general inflation.

An allowance for Optimism Bias has then been included and applied to the upfront public capital costs. Whilst the upper-end allowance for OB included for standard buildings and standard civil engineering projects in the HMT Green

Book Supplementary Guidance range from 24%-44%, in practice some of the OB can be mitigated away based on a range of factors including local political will, reasonably standard redevelopment demands and existing understanding of site conditions. For this assessment, OB on public sector capital costs is estimated at 20% for the Moat Street and Villiers Street project and 25% for the Movement Network project.

Finally, the likely profile of delivery costs has been discounted at 3.5% per year using the HM Treasury Discount Rate.

Describe how the economic benefits have been estimated

All national-scale impacts are assessed in line with HMT Green Book and other departmental guidance (DCLG-AG and WebTAG), with all 'gross' and 'net' impacts assessed in cumulative and NPV terms, against a likely counterfactual position.

A supporting Economic Case Appendix provides a full account of each impact assessed, as summarised below.

Direct Residential LVU Impact – Moat Street and Villers Street site
The Existing Use Value (EUV) for the site is reflected in project acquisition costs, so the EUV for the purposes of the LVU assessment has been taken as nil to avoid double-counting of costs within the BCR.

Development Appraisal evidence by Arcadis has been used to determine the Gross Development Value (GDV) of the housing on completion, based on the profits valuation method. Note, 17 affordable units (rent and sale) have been converted to market prices for the LVU work, as per the Appraisal Guide approach. This effectively reflects the price subsidy as a social benefit within the assessment.

Deductions of likely development costs from the GDV estimate (again taken from the Development Appraisal) has then enabled gross residual land value to be derived, which is equivalent to gross LVU.

A prudent displacement allowance (-25%) has then enabled net LVU estimates. Displacement is assessed at the lower end, reflecting the project's role in enabling a new currently lacking quality edge of town centre residential offer in Willenhall.

Direct Health Impact

The Moat Street and Villers Street site will support 17 new affordable homes, and is recognised that the provision of affordable housing can lead to improved health outcomes. The DCLG Appraisal Guide estimates that the external health impact of additional affordable housing could amount to £154 per year (in 2022/23 prices) and this has therefore been modelled over the 30-year appraisal period.

As per the Appraisal Guide, all affordable housing is 100% additional.

Direct Active Travel Impact

The delivery of new public realm and greenspace will encourage greater walking and cycling locally and the DfT's AMAT has been used to assess the effects of greater active travel.

This considers a range of impacts, including negated congestion, accident probability and risks to life, alongside reduced absenteeism, negated greenhouse gas emissions, improved ambience and air quality and reduced noise. The AMAT modelling also reflects on negated future tax takes to Government (treated as a cost within the toolkit).

The AMAT modelling has been completed by Arcadis and all values are reported in 2022/23 terms, with a 2022/23 forecast year set.

Indirect Residential LVU Impact

The delivery of the Moat Street and Villers Street development, alongside the delivery of much improved and more amenable connections, will ultimately help to bring resilience to the town centre and collectively this will make Willenhall a more attractive place to live, thus improving investor confidence to

deliver wider major planned housing and commercial development around the town centre.

Consequently, the Scheme has potential to accelerate the delivery of 10 promoted development opportunities in Willenhall, with an acceleration of delivery possible. Modelling of trajectories in with and without LUF Scheme scenarios has been completed by Arcadis, with the core assumption being that between a one and eight-year acceleration could be achieved, depending on the site.

Modelling of relevant GDVs in both scenarios has then enabled profiles of gross and net (-25% displacement) values to be understood and discounting of both scenarios has then enabled an understanding of present value indirect net LVU to be derived.

Spillover Commercial LVU Impact

When delivered, the Scheme and the indirectly linked development will drive significant day and evening spending, with 'spillover' effects on values among town and town centre commercial assets expected.

Stocks within the town have been mapped and the application of current property yield and occupancy rate adjustments to known rateable values has enabled estimates of current values.

Reasonable adjustments have then been made to current yields to reflect GENECON's view on the scale of placemaking benefits, with a yield adjustment of -0.25% being made and a 0.5% increase in occupancy rates assumed.

This has enabled gross spillover commercial LVU estimates and again, a 25% displacement deduction has been made.

Spillover Residential LVU Impact

A much strengthened, more navigable and more resilient town will improve the offer and reputation of Willenhall as a place to live and visit and the Scheme will therefore have a modest role in improving house price performance locally.

The extent of 'spillover' housing market impacts is considered at town and town hinterland levels and the number and type of dwellings in the area have been mapped by respective housing type with current residential house prices applied.

Given the effects of town performance improvements, a prudent view would be that the Scheme will positively bring between 0.1% to 0.2% (0.15% mid-point) uplift within the town and hinterland housing market and that a further 0.5% uplift in could also be achieved in the town itself.

Again, a prudent 25% displacement deduction has then been made.

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Distributional Impact

Median average Gross Disposable Household Incomes (including after housing costs) in Walsall District are c.£6,280 lower than the England average (ONS), a deficit of 40% on national levels. Low incomes resonate across

communities, with effects ultimately fuelling pockets of deprivation locally.

This not only demonstrates the need for 'levelling up', but it also suggests that redistributive effects can be important.

Weighting for distributional impacts have been applied to all national-scale welfare benefits assessed based on a multiplier of 1.54. Note, this includes an adjustment to the power of 1.3, as per the HMT Green Book suggested elasticity of marginal utility of income.

A summary of national-scale impact results is provided in the table at Appendix 21.

Provide a summary of the overall Value for Money of the proposal

Real terms net present value national scale-impacts have been assessed against net real terms economic costs to derive initial and adjusted BCR's for the Scheme, as per the HMT Green Book, DCLG-AG and LUF FAQ's suggested approach.

The Appraisal Summary Table in Appendix 21 reports on the headline initial and adjusted BCR position, which reflects all real terms public costs (including OB described in a previous question) assessed against all net real terms national-scale monetised benefits (described in a previous question).

For clarity, the initial BCR excludes distributional impacts and the adjusted BCR is assessed as 'total discounted benefits minus total discounted private sector costs divided by total discounted public costs'.

On this basis, the LUF Scheme has a headline overall BCR of 3.31 : 1, reflecting good Value for Money and notwithstanding the wider strategic, social and economic outcomes that could be achieved through the delivery of the scheme, described in a previous question.

Upload explanatory note (optional)

Have you estimated a Benefit Cost Ratio (BCR)?

Yes

Estimated Benefit Cost Ratios

Initial BCR 2.19

Adjusted BCR 3.31

Describe the non-monetised impacts the bid will have and provide a summary of how these have been assessed

Alongside national impacts monetised, the Scheme will support local construction activities directly and the assessment of gross construction job

years has been completed based on delivery costs alongside an ONS turnover per construction job estimate for the West Midlands (ONS, 2020, in 2022/23 prices). Net estimates have then been derived through adjustments to reflect local level leakage (-50%), displacement (-35%) and induced employment effects (1.15).

Safeguarded jobs have also been assessed, [REDACTED]. Adjustments for leakage (15%), Displacement (-25%) and indirect and induced (multiplier, 1.35) effects have then enabled net FTE job estimates.

Modelling of cumulative net GVA returns within the local economy from construction activities and longer-term net FTEs has then been completed, based on ONS GVA per FTE benchmarks for Walsall by sector. For construction activities, GVA is modelled against expected job years in line with delivery, for safeguarded jobs 10 years of GVA impacts have been included.

A summary of local level employment and GVA impacts is provided in the table in Appendix 21.

Both projects will also deliver significant wider social and economic impacts, including:

Enabling New Town Assets - enabling capacity for new housing, thereby meeting identified local housing needs

Delivering an Improved Town Experience – radically improving the look, feel and function of areas in need of urban renewal

Providing Improved Connectivity and Encouraging Active Travel – providing new sustainable travel routes, with associated health, wellbeing and carbon reduction outcomes

Confirming Wider Town Regeneration – driving investor confidence to ensure the efficient delivery of wider housing and commercial redevelopment plans locally

Providing Image Value and Bringing Civic Pride– demonstrated in the contribution that Scheme investment will make to Willenhall's identity, prestige, vision and reputation

Delivering Social Value – reflecting the extent to which the planned investment can reinforce civic pride and encourage social inclusion and interaction, supporting improved health and wellbeing outcomes

Promoting Town Competitiveness – evident in the future appeal of Willenhall to occupiers (business and residents), with potential contribution to improved productivity and profitability

Raising Aspirations and Tackling Deprivation – providing the ideal platform for raising aspirations among individuals, thereby helping to address deprivation challenges across Willenhall and beyond.

Provide an assessment of the risks and uncertainties that could affect the overall Value for Money of the bid

Alongside the Central Case estimate, a number of sensitivities have also been included within the economic modelling to reflect Scheme risks. The main risks to the delivery of the Willenhall Garden City Scheme include; (a) lower than expected economic outcomes; (b) the potential for delays associated with the delivery of the projects (delivery risk etc.); and (c) higher levels of national scale displacement.

Based on these main risks, three potential scenarios have been considered within the modelling. These are as follows:

Sensitivity 1: -20% of impacts Sensitivity
2: Two-year delivery delay Sensitivity 3:
+10% displacement of LVU

The effects of these tests on initial and overall BCR results are provided in the table at Appendix 21. Through this stress-testing, the Scheme still offers very good Value for Money, with adjusted BCRs of around 2.65 or above.

Upload an Appraisal Summary Table to enable a full range of impacts to be considered

None selected

Additional evidence for economic case

Additional evidence 1

Upload additional evidence Appendix 21 - Section 7 Economic Case FULL with tables.pdf

Confirm the total value of your bid

Total value of bid

[REDACTED]

Confirm the value of the capital grant you are requesting from LUF

Value of capital grant

£20000000

Confirm the value of match funding secured

[REDACTED]

Evidence of match funding (optional)

[REDACTED]

Where match funding is still to be secured please set out details below

Not applicable.

[REDACTED]

Land contribution

If you are intending to make a land contribution (via the use of existing owned land), provide further details below

The Council intends to make the following land contributions using existing owned land:

-Existing redundant Council operated car park at Moat Street, circa 0.18acres to be included in the comprehensive residential scheme. [REDACTED]

[REDACTED]

- The value of the total highway network is reported in the Council's Consolidated Balance Sheet annually, which is based on historic values rather

than current fair value and complies with recognised accounting standards. Highway assets are collectively categorised for valuation purposes (e.g. carriageways, footway/cycle track, structures, lighting, traffic management, furniture) and is not split into individual areas. [REDACTED]

Upload letter from an independent valuer

Appendix 18 - Delivery of Stage 1 Housing Executive Summary inc. Market Value.pdf

Confirm if your budget includes unrecoverable VAT costs and describe what these are, providing further details below

When purchasing land, as this is exempt expenditure and income, the Council would have to include an option to tax to preserve the Council's position and partial exemption calculation would apply. As such it will be included in the Council's Partial Exemption calculation at 100%. When selling the land VAT would be applicable (20% added to the value) and the impact of this would be dependent on whether the developer could recover VAT. Housing developers will be very familiar with opting to tax and VAT issues so not considered a significant risk.

The movement works comprise of works on the Council's own assets which are used for a non-business purpose and therefore all VAT would be reclaimed.

Describe what benchmarking or research activity you have undertaken to help you determine the costs you have proposed in your budget

The Council have appointed Arcadis to provide the cost estimates for the housing and movement projects (attached in Appendix 9 and 10 respectively). The quantity surveyors at Arcadis were provided with the concept designs for both projects; the design for the housing was drawn up by BM3 architects (as part of the outline planning application) and the movement elements were prepared by the Council using their extensive knowledge of the existing network and experience of implementing active travel schemes.

Arcadis have then produced an elemental cost estimate in line with RICS good practice and their internal company standards which is appropriate to the project's level of design development and the detail available. This cost estimate is built up based on elemental rates which are developed specifically for the scheme from a variety of benchmarking and research activity including;

- Information available from industry standard cost databases, such as BCIS and SPONS
- Data held on Arcadis proprietary systems, including Cost Clarity, an international cost database capturing data from all Arcadis projects and which can be filtered and used to extract relevant data
- Data from recent directly comparable projects
- Tender submissions, final accounts and other relevant cost information provided by contractors while delivering relevant projects on which Arcadis is commissioned

- Engagement with specialist contractors or suppliers where appropriate
- Information gathered as part of the Arcadis Quarterly Market View
- Soft market testing with the most likely contractor market

These cost estimates are prepared by a suitably experienced cost consultant and checked and approved by someone at Associate level or above with

relevant experience, who both contribute to any necessary amendments to rates based on their personal experience as they feel appropriate to reflect the specific nature of the project.

Specifically for the housing scheme we have assumed that;

- Start on site is Q3 2024
- Works carried out as a single contract with one main contractor using sectional or phased completion.
- Works tendered through a single stage design and build procurement route.
- Assumed Services in the adjoining area will have adequate capacity given current uses; with a nominal allowance for additional upgrade of the infrastructure.
- Assumed traditional construction.

[REDACTED]

Specifically for the movement scheme we have assumed that;

- As set out elsewhere in this application, the Councils term maintenance contractor, Tarmac will be the main conduit for the delivery of the transport elements of the LUF bid. Delivery will use the Tarmac Contract and bill of quantities, including factorising risks into the budget proposal.
- Limited Traffic management (restricted working / Night working):
- ADS amendment to signs and markings
- Design and adjustment of street lighting
- Uplifts on rates (Baxter Indexation)

Provide information on margins and contingencies that have been allowed for and the rationale behind them

[REDACTED]

[REDACTED]

The allowances have been considered against a quantified risk assessment and the risk management process has been agreed for the delivery stage. This allowance will be reviewed and monitored using the risk management procedures adopted by the project teams. The Council are experienced in the management of risk having adopted these procedures in the delivery of previous successful capital projects. There is a strict budget control procedure, where the design and costs are reviewed at each stage gate.

The Cost Estimate for the project is based on the latest market information, with the input of a Chartered Quantity Surveyor experienced in schemes of this nature and size. This means that the base estimate, is as secure as possible and that the allowances made for risk and contingency will cover construction issues and design development rather than estimate deficiencies. Therefore, the allowance is sufficient to develop the design based on current assumptions and knowledge of the project.

[REDACTED]

[REDACTED]

[REDACTED]

Describe the main financial risks and how they will be mitigated

The main financial risks are set out in the appended Risk Register in Appendix 11. The main financial risks are (1) non-ownership of proposed project land, (2) brownfield site, and (3) Inflation.

(1) Non-Ownership of Proposed Project Land

As mentioned in Section 3, the Council does not own all of the land and properties where the Levelling Up Fund is planned to be spent. The Council needs to acquire most of the parcels of land on Moat Street / Villiers Street, a small section of the Greenway and adopt Railway Lane. In February 2022, the Council's Cabinet supported the in-principle use of the Council's statutory powers to carry out a CPO of Moat Street / Villiers Street if required (see Appendix 1).

[REDACTED]

[REDACTED]

(2) Construction on Brownfield Site

The previously industrial nature of the Moat Street / Villiers Street area adds risks including significant ground and environmental issues, contamination and removal of industrial infrastructure. These high risks lead to high costs for surveys, remediation and abnormal costs that might be unforeseen in the project conception. In order to mitigate the risks of covering abnormal costs, there have been allowances made in the cost plan based on broad experience of similar sites in the region, the specific information available about this site and based on recent experience of the cost of these types of work.

(3) Inflation of Construction Costs

Inflation of construction costs is at a 30-year high which is challenging the viability of both the housing and movement network projects. [REDACTED]

[REDACTED]

The Council is committed to delivering this package project to ensure transformational change is achieved in Willenhall. Costs included in the cost plans are based on current specialist or market knowledge and costs/ values, as well as technical interpretation of the existing site survey and assessment information currently available, and includes appropriate levels of contingency. If costs were to increase during delivery the Council will oversee a value engineering exercise to ensure the schemes progress to meet the budget whilst maintaining high quality and outputs. The Council accepts that increasing costs will not be funded via LUF. [REDACTED]

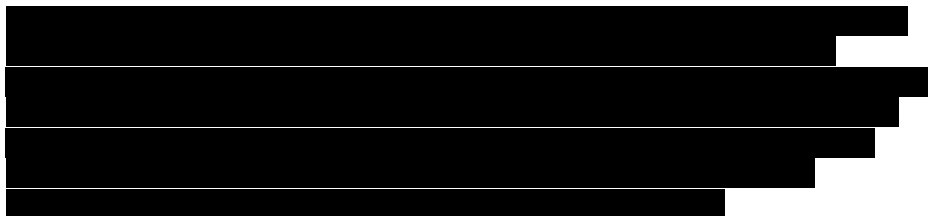
[REDACTED]

For the schemes in the Movement Network, there is a potential for the costs to increase once the detailed design has been prepared and consultation requirements have been met. [REDACTED]

[REDACTED]

If you are intending to award a share of your LUF grant to a partner via a contract or sub-grant, please advise below

As set out in this Section, a housing development partner will be procured by the Council for the Moat Street and Villiers Street housing scheme. The developer will be procured in accordance with the Public Contract Regulations 2015 and the Council's procurement and finance rules and regulations. [REDACTED]



What legal / governance structure do you intend to put in place with any bid partners who have a financial interest in the project?

There will be no bid partners who will have a financial interest in the movement elements of the project.

A housing developer partner will be procured by the Council for the Moat Street / Villiers Street housing scheme. The developer will be procured in accordance with the Public Contract Regulations 2015 and the Council's procurement and finance rules and regulations. The current preferred route for the procurement of the housing developer is via the Homes England Dynamic Purchasing System (DPS), which includes standard template contractual documentation that is familiar to the developer market and will be adapted to include project specific requirements. As part of the award process the preferred bidders would be assessed for due diligence which would be conducted by the Council to mitigate risks. Failure to meet the minimum requirements within the checks would mean the bid would be rejected. Checks would include:

- Companies house registration
- Trading Status
- Ownership
- In depth financial checks
- References
- Previous relevant experience
- Modern Slavery checks

Developers would be required to enter into a legally binding Development Agreement and/or building lease with the Council which would set out all terms and conditions including but not limited to:

- Developer Obligations
- Benefits
- Risks
- Timescales
- Financial Obligations
- Termination of Agreement

The Council will establish appropriate governance arrangements and processes with the developer for the delivery of the housing scheme; in alignment with the internal project team and governance arrangements for the project as set out in the Housing and Movement Delivery Plans (Appendix 12 and 13). The governance arrangements will include the Housing Project Team holding regular progress meetings with the developer throughout the contract through a 'Delivery' work package. Terms of reference will be agreed so that parties are clear on roles and responsibilities, including decision-making protocol. The effectiveness of the governance structure will be reviewed throughout to ensure it is fit for purpose as the project progresses. The governance arrangements (see structure diagram- Development Partner Governance in Appendix 12) with the developer will:

- ensure common objectives and outcomes
 - provide clarity on roles and responsibilities
 - adopt efficient decision-making processes
 - provide strategic direction
 - identify barriers and challenges to successful delivery and find solutions
-

- support partnership working between the public and private sectors
- provide consistency and ensure delivery of the initial vision

Summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted

Moat Street / Villiers Street

Procurement Strategy

The Council has undertaken work with its advisor, Arcadis to review and assess the various delivery options available to deliver the Moat Street / Villiers Street housing scheme. The preferred route and other options considered are summarised as follows:

A. Master Developer via procurement of a single developer partner (preferred option):

- The Council acquire/ assemble land and complete further due diligence to inform and submit an outline planning application.
- Council procures a developer partner (in parallel with land assembly) for MS/VS through a PCR compliant route (e.g. existing framework or DPS, or open/ competitive dialogue procedure) with the option to extend to the delivery of future phases of Willenhall (as outlined in the Framework Plan).
- Council enters into a direct contractual relationship with the developer (e.g. Development Agreement and/or building lease).
- Subject to funding availability /sources, Council secure abnormal/ gap funding (through its own capital programme) or obtain in principle funding decision from public sector partners (e.g. WMCA and/or Homes England) and work with developer to finalise the funding agreement.

B. Direct Delivery via design and build contract, or an arms-length development company:

- The Council set up a Local Housing Company or Wholly-Owned Company which takes on a development and delivery role.
- The Company has responsibilities that would normally fall to a developer e.g. land assembly, planning, construction, marketing and sales, with the Company carrying all the risks and rewards usually taken by a housebuilder.

Option B was discounted as the preferred procurement strategy due to the following reasons:

- Whilst the delivery approach through direct delivery will provide the Council with greater flexibility and control to drive delivery and deliver tenures to match need/ specialist housing requirements, as well as generating long-term revenue benefits, the Council would require significant resources and specialist expertise to setup and manage a Company. As a non-stock holding authority additional resources, processes and management provisions, including external advice, would be needed at significant cost and an on-going resource to the Council.

- The Council will have to resource setup, the ongoing development programme and manage the affordable housing stock. This will be a significant ongoing resource requirement. [REDACTED]

- The nature of owning a commercial vehicle and undertaking direct development will increase the risk profile to the Council. The Council will retain risk throughout (i.e. land assembly, costs, delivery, sales/ leases).

- By investing significant capital in the development scheme, there will be no short-term financial return to the Council.

As part of the Cabinet report in February 2022 (Appendix 1), Cabinet was informed about the delivery options review and preferred delivery option (Option A) for the procurement of a developer partner. Cabinet approved for further work to be undertaken to identify a procurement route for the procurement of a developer partner with the Council as master developer;

approval of the route will to be subject to a future Cabinet report, expected October 2022. The work to identify the procurement route has been undertaken since Cabinet in February with the 'Homes England DPS' identified as the preferred approach, subject to the upcoming Council decision making

processes. This work has assessed alternative existing frameworks as well as Council led open or competitive dialogue procedures. The 'Homes England DPS' offers a competitive route to market, similar to an open market. DPS tenders are most popular in Public Sector procurement, created to help streamline procurement processes, provide greater flexibility, and speed up contract awards with a fully electronic route to market.

The developer appointed through the procurement process would be legally obligated to deliver the development under the terms of a development agreement and building lease. Through this mechanism the Council will seek to transfer construction and development value risk to the partner. Final terms will be agreed following the conclusion of the procurement process and lock in certain parameters on cost and value whereby the developer accepts those risks in return for the development margin.

Movement Network

Walsall Councils term maintenance contractor, Tarmac will be the main conduit for the delivery of the transport elements of the LUF bid. This contract allows for major infrastructure schemes to be delivered. This contract is a NEC4 Contract with options A, C and E available:

- Option A is a priced contract with an activity schedule where the risk of carrying out the work at the agreed prices is largely borne by the contractor.

- Option C (proposed option) is a target cost contract with an activity schedule where the out-turn financial risks are shared between the client and the contractor in an agreed proportion.

- Option E is a cost reimbursable type contract where the financial risk is taken largely by the client.

Alternative mechanisms (to using the Council's term maintenance contractor) for the delivery of the transport projects are:

- using the Black Country Minor Works Framework
- The PSP 3 framework
- Mini competition

Having the availability of many contractors and consultants ensures that more robust programmes can be developed with the achievable delivery of the project. However, the preferred option using the Council's term maintenance contractor via NEC4 Option C set out above. The alternative routes above would only be considered after this option is fully explored and discounted.

Who will lead on the procurement and contractor management on this bid and explain what expertise and skills do they have in managing procurements and contracts of this nature?


Moat Street / Villiers Street

The Council will lead on the procurement activities required for the housing element of the bid, with external legal and technical support respectively from the Council's external consultants. Full biographies of Council Officers managing the LUF projects are expanded in Appendix 15.

[REDACTED]



Avison Young will be providing market advice and CPO support to the Council in the development and delivery of the project. [REDACTED]



The Council's Highway Infrastructure Contractor, Tarmac, have a proven track record of delivering transport capital projects. Tarmac maintain the local highway network and have also implemented a number of active travel projects in the last year for the council, including improvements to the NCN5 cycle route and new links in the town centre, and Connecting Bentley II (an Active Travel Fund Tranche 2 scheme) that links to cycle and pedestrian improvements around M6 Junction 10 in the Bentley area.

To manage the contracts and delivery in the Movement Network, the Council will use CEMAR- a construction contract management system for use with the BC Framework- and the Council's Highway and Infrastructure Services Contract (HISC) to support scheme delivery. Contract management solution will allow the MPMI Team to manage the term maintenance contractor Tarmac and other partners the Council may appoint through the Black Country Frameworks to ensure that the contract timescales are met and that works undertaken and administration of the contract is as per the NEC3/4 clauses.

In addition, through the Black Country Framework, the council has access to several civil engineering contractors for scheme delivery and design development, and through professional services frameworks such as the Midlands Highway Alliance Plus and Birmingham Framework, have access to design, cost estimate and other development services.

Through the Highway Infrastructure Contract (Tarmac) the Council have the ability to use Metis to assist with the design of transport schemes and assist with any consultancy services.

How will you engage with key suppliers to effectively manage their contracts so that they deliver your desired outcomes

Moat Street / Villiers Street

Financial Due Diligence

The preferred procurement route is to procure a developer partner through the 'Homes England DPS'. As part of the DPS management requirements, Members are responsible for ensuring that all information provided within their application to join the DPS is maintained as current and up to date on an annual basis. This includes economic and financial standing, and technical and professional ability. The financial strength and standing of DPS Members are assessed and evaluated by Homes England via an annual assessment process based on statutory accounts covering at least 2 years. Members are also required to notify Homes England of any failure to comply with the Audit Opinion, any county court judgement and insolvency event metrics.

In addition to the above DPS Member requirements, during the tender stage financial appraisals and due diligence will be carried out by the Council in relation to the developers' financial standing based on the specifics of the Moat Street/ Villiers Street scheme. This will assess whether the tendering developers' have sufficient financial strength and capacity to undertake the project. This will include, for example, the provision of the following information:

- Project appraisal setting out profile of costs, income and cash-flow across the duration of the delivery;
- Evidence of private funding to deliver the scheme;

- Latest financial statements, management accounts and financial forecasts, including demonstration of their level of turnover and net assets;
- Additional financial due diligence as deemed necessary relative to the

project.

Contractual Arrangement

The preferred developer partner will be required to enter into a legally binding Development Agreement which would set out all terms and conditions including but not limited to:

- Developer Obligations
- Benefits
- Risks
- Timescales
- Financial Obligations
- Termination of Agreement

The above T&Cs will be monitored through the contract management arrangements set out as follows.

Contract Management

The Council will ensure that contract management is sufficiently resourced with the appropriate capacity, skills and budget through a good contract management team. Contract management will be managed by the Housing Project Team (see Appendix 12 for project team structure) and, where required, will include the use of external expertise. The approach to contract management will be based on prevention and performance-enhancement, and will be built in from the start of the procurement process. Regular meetings will be held with the developer as part of the management arrangement, which will be used to discuss standing items, such as:

- programming / milestones/ gateways
- issues and resolutions
- scheme changes /deviance
- risks and mitigation
- costs and invoicing/ payments.

The contract management, led by the Project Manager, will be integrated into the Council governance and control procedures as set out in Section 8 and the Delivery Plan at Appendix 12.

The Council's named internal lead procurement officer allocated to the project will ensure document storage and retention of procurement documentation (e.g. winning tender, clarifications, contract and supporting attachments and evaluation records) as part of the Council's standard procedures. The procurement lead will continue to have oversight and support contract management throughout the delivery through the project team and Council governance structure (see responses in Section 8 and Delivery Plan at Appendix 12).

Movement

Works delivered through the HISC and Black Country Framework Contract will be effectively managed with works measured against the programme submitted and the fortnightly progress meetings where the following items will be discussed and resolved:

- Programme, phasing and progress
- Contract communication and site instruction
- Design Matters and construction issues
- Early warnings and Compensation events
- Traffic management and safety
- Measurement and valuations
- Third party claims and public relations

In addition CEMAR is utilised to manage the contract as explained in the previous question.

Set out how you plan to deliver the bid

Project delivery plans for the housing and movement workstreams are

attached at Appendices 12 and 13, together with project programmes at Appendix 14.

Moat Street / Villiers Street

In summary, the delivery of the housing element includes the following stages / milestones:

- Outline planning application to be submitted to Local Planning Authority post LUF submission. The OPA and supporting documentation is well advanced following pre-application engagement with the LPA and key statutory consultees, with submission due in October 2022.
- Procurement strategy and draft Heads of Terms to be approved by Cabinet, expected October 2022, including programme, evaluation criteria and draft procurement documentation for the preferred procurement route via the Homes England DPS.
- Continued engagement with land owners/ occupiers in line with the Acquisition Strategy and draft Business Charter to secure land assembly by negotiation, with in-principle use of CPO powers already approved by Cabinet.
- Council to obtain Cabinet approval to commence CPO process and acquire land where negotiation by private treaty cannot be reached.
- Conclusion of the procurement procedure and appointment / award to the preferred developer partner (in parallel with CPO process).
- Developer partner to obtain full planning consent / reserved matters consent for the end scheme.
- Demolition and remediation to be completed prior to construction start on site.

Through this process the Council will:

- Work collaboratively with the wider team to focus on achieving outcomes
- Oversee regular stakeholder management.
- Have regular communications with the local community and businesses, especially with parties who are directly impacted by the CPO.

Movement Network

The delivery of the Movement network is predominantly split into two phases; (1) Procurement and Contract Support, and (2) Construction and Site Management.

(1) Procurement and Contract Support

Contract documents are prepared to procure a competent Principal Contractor whilst demonstrating best value for money. The process includes the following milestones:

- Procurement strategy and contract selection
- Preparation of the bill of quantities
- Compile Tender Pack
- Draft scope of works
- Draft quality questions
- Draft contract data
- Provide tender query support
- Arrange tender interviews
- Tender assessment – Quality
- Tender assessment – Financial
- Negotiation on contract or commercial aspects

This first phase of works for the Movement Network will be delivered by Q2 2024, including all design and procurement.

(2) Construction / Site Management Support

Project delivery is supported through the provision of NEC project management, commercial management and site supervision services, ensuring the construction programme is delivered within the required time, cost and quality parameters.
This will include:

- Value Engineering
 - Buildability Review
 - Set up Contract Management Tool e.g., CEMA
-

All Movement projects will aim to complete by Q2 2025.

Demonstrate that some bid activity can be delivered in 2022-23

Detailed programmes for the housing and movement projects are attached in Appendix 14.

The main focus for 2022/23 will be acquiring the land for the housing and movement project areas which are not currently under Council ownership. The Council has begun negotiations with the current landowners to acquire the outstanding sites, in order to avoid unnecessary delays to the project, particularly if negotiations are not successful and a CPO is required. In addition to acquisitions, work on the following activities will commence in 2022/23:

- Outstanding site surveys for Moat Street / Villiers Street.
 - Procurement of a developer for Moat Street / Villiers Street.
 - Initial design work for the Movement Network
 - Section 228 for Railway Lane
-

Risk Management: Set out your detailed risk assessment

Detailed, costed risk registers (in Appendix 11) have been produced for the housing and movement elements of this bid. The risk registers have been developed based on Walsall Council's extensive experience of delivering housing and transport projects, and its detailed knowledge of the local area and key issues. The Council has a corporate risk register which details significant financial, reputational, and political risks associated with regeneration projects. This ensures that the Council's Senior Leadership Team is aware of the risks and associated mitigations.

The risk registers for the Housing and Movement elements of the bid cover 16 and 5 key risks respectively. Several key risks apply to both projects:

- Land acquisition: There is a risk that the sites currently in third party ownership cannot be acquired. The Council's Cabinet has approved the use of CPO powers in principle to acquire land at Moat Street/ Villiers Street if necessary, will be in negotiations with landowners over a small section of the Greenway and undertake a Section 228 to adopt Railway Lane.
- Costs: This includes the risk of increased costs due to inflation and shortages of materials or labour. Key causes of this include the impacts associated with the Ukraine conflict, Brexit and Covid-19. As mentioned in this application, this has been accounted for in the cost plans and should be covered based on forecasts.

Key risks which are specific to the Moat Street / Villiers Street include:

- Land remediation: There is a risk of increased costs and complexity as a result of unexpected ground conditions and contamination. This is due to the previous industrial uses of the sites involved. This will be mitigated through early survey work to understand the ground conditions, including mining reports and core samples.

- Not receiving planning permission: Failure to secure planning permission on the scheme will result in further expenses and delays to the start on site date. The LPA have been engaged and provided pre-application advice on the outline planning application for this project. Various surveys have been completed to support the outline application. The procurement process for the developer will include the OPA details and the developer will be supported by

the Council to develop the detailed scheme.

- Lack of support from local businesses: Council's acquisition of the land through CPO has the potential be opposed by existing businesses within Willenhall resulting in delays to the programme. A CPO acquisition strategy will outline the requirement and methods for a successful CPO procedure. Local businesses have been consulted with ahead of time to ensure sufficient time is provided to deal with queries and potential issues. The Council has also set out a draft Business Charter to support existing businesses, including supporting the identification of potential relocation opportunities where available.

Key risks specific to the Movement Network include:

- Objections to Traffic Regulation Order: Objections could cause a delay to the programme which may affect the expenditure forecast prior to LUF deadline. If objections to the TRO are received these would be presented to the portfolio holder along with the Railway Lane scheme benefits for consideration. The portfolio holder will review accordingly and could uphold and overrule any objections. Early engagement with local residents and businesses will decrease the risk of objections being received.

Provide details of your core project team and provide evidence of their track record and experience of delivering schemes of this nature

Walsall Council has assembled a highly experienced project team(s) to deliver this bid. A biography for each key project team member is provided in Appendix 15 – including an overview of their individual track records for delivering similar projects. The structure and organisation of the two Project Teams – Housing and Movement- are outlined as follows. As per the governance structure set out in the following question, the Project Teams will report to the LUF Walsall North Project Delivery Team. Detailed project and governance structures are contained with the Delivery Plans at Appendix 12 and 13.

Moat Street / Villiers Street

Project management and delivery of the housing workstream will be lead and managed by the Council, with external specialist support from appointed advisors where required. The previous response in this section provides details on the appointed external support for the housing workstream in relation to Bevan Brittan (legal), Arcadis (project support / planning) and Avison Young (property / surveyor).

The Project Team is structured around the various work packages that make up the housing project. The team is led by an experienced and competent Project Manager employed directly by Walsall Council. The Project Manager reports to the Head of Regeneration and Development, Economy and Environment as the Project Lead who has overall responsibility for the projects' successful delivery.

The Project Manager is responsible for leading and managing the Project Team and providing regular updates to the Project Lead and LUF Project Delivery Team. The Project Manager will ensure that the project proceeds in accordance with the programme and delivers the required objectives and benefits. The Project Manager will authorise works / spend by the Project Team in line with their delegation; seeking approvals for decisions and investment where required via the governance structure (Section 8 and Appendix 12).

The Project Manager oversees the team who are organised in to work packages, each having a work package lead to oversee and report on progress.

The work package leads and key team members have been identified and involved in project development to date. The team is made up of experts from within the Council as well as already appointed external consultants. Where required, the team will also draw on expertise from partner organisations

including the West Midlands Combined Authority and Homes England.

The creation of focused work packages will ensure that the necessary personnel and resources are available across all stages of the project providing technical expertise to the project when it is required. The project will be overseen by the Project Lead who will provide project direction and will hold the Project Manager and work package leads accountable.

Refer to Appendix 12- Delivery Plan for project team structure diagram.

Movement Network

Project management and site supervision of works associated with the movement elements of the bid will be undertaken by the Council's Transport team. The Project Team is structured around the various work packages that make up the movement schemes. The team is led by experienced and competent Project Managers employed directly by Walsall Council. The Project Managers report to the Project Lead, Transportation, Major Projects and Strategy Manager, who has overall responsibility for the projects' successful delivery.

The Project Managers are responsible for leading and managing the Project Team and providing regular updates to the Project Lead and LUF Project Delivery Team. The Project Managers will ensure that the project proceeds in accordance with the programme and delivers the required objectives and benefits. The Project Managers will authorise works / spend by the Project Team in line with their delegation; seeking approvals for decisions and investment where required via the governance structure (see Section 8 and Appendix 13).

The Project Managers will oversee the team who are organised in to work packages, each having a work package lead to oversee and report on progress.

The Council's Major Projects, Minor Improvements (MPMI) team will manage the design and construction phases of the movement elements of the bid, led by the Group Manager. To supplement the MPMI team, the Midlands Highway Alliance (MHA) will be utilised to support the design of the schemes providing a professional service to meet the shortfalls. Through the Highway Infrastructure Contract (Tarmac) the Council also have the ability to use Metis to assist with the design of schemes and assist with any consultancy services if required.

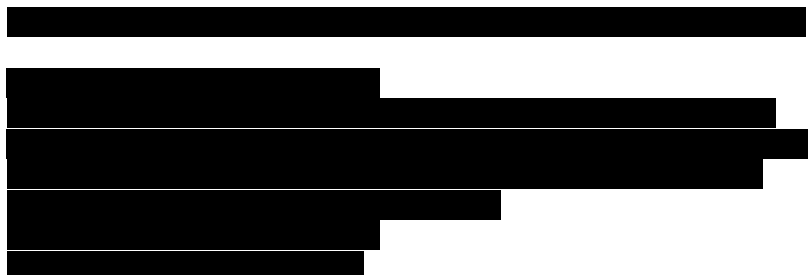
Refer to Appendix 13- Delivery Plan for project team structure diagram.

Set out what governance procedures will be put in place to manage the grant and project

Governance

The diagram contained with the Delivery Plans (Appendix 12 and 13- section 'Project Team and Governance) shows the tiered governance arrangements that will be put in place to manage the grant and projects, including alignment with the Council's existing governance procedures.

A tiered governance structure will be adopted with the roles of each governance tier set out in the Delivery Plans (Appendix 12 and 13- section 'Roles and Responsibilities).



[REDACTED]

Project Teams x 2 – Housing and Movement:
(See response to previous question in Section 8 for team membership and structures)

Finance Procedures

The project will be managed in accordance with the Council's financial regulations and adhere to the relevant procurement regulations. Scheme monitoring of spend will be done as part of the Council's standard monitoring framework. At Project Team level works will be overseen and monitored with appropriate checks undertaken when processing applications and invoices for payment (e.g. check item no., descriptions, quantities, rates, additions, preliminaries).

The Council has vast experience and robust procedures in place for managing project finances, payments, grant income and claims for multi-million-pound Government funded schemes and programmes; for example, the £176m Growth Deal programme and £78m M6 Jct10 transport project. The Council's in-house Programme Management Accountable Body team (AB) will support the finance management of the project. Subject to how the LUF funding is released (e.g. devolved lump/staged sums, upfront or in arrears) the Council has existing processes in place to manage project finances accordingly and will cash-flow payments in advance of grant funding income where necessary.

If applicable, explain how you will cover the operational costs for the day-to-day management of the new asset / facility once it is complete to ensure project benefits are realised

Moat Street / Villiers Street

Once the new housing scheme is complete the Council will not retain the freehold of the new homes and will therefore have no associated operational / management costs i.e. the homes will be sold to owner occupiers or to social housing or private rented housing providers to maintain and manage. The Council will receive Council Tax income from the new homes which will be used towards funding local services e.g. waste collection, road and parks maintenance, libraries and educational services etc. The Council will have ownership responsibility for any adopted highways delivered through the scheme, which will be managed under the existing highways maintenance regime.

Movement

The areas benefiting from transport/active travel infrastructure improvements will be maintained by the Council as operational assets. The LUF investment in these assets will reduce the maintenance requirements for these locations in the short-term. The Council will continue to maintain these assets through its existing maintenance programmes and budgets for such infrastructure, with these services delivered by the term maintenance highways contractor and term maintenance traffic signals contractor.

Upload further information

(optional)

Set out proportionate plans for monitoring and evaluation

Performance Monitoring

Performance monitoring will be led by the Council, through its Programme Management Accountable Body Team, who will be responsible for the collection of high-quality data to enable the monitoring of progress and the evaluation of the LUF impact. The Programme Management Accountable Body Team (AB) will be responsible for collating primary data in relation to inputs, activities, outputs and outcomes which will then be reported to DLUHC, as required. These reports will include performance against a set of mandatory government indicators and specific project level indicators as necessary. Prior to submission these details will be agreed by the LUF Project Delivery Team and LUF Programme Board and signed off by the Councils Section 151 officer.

The Council is committed to utilising its existing effective arrangements for the monitoring and evaluation of the project during implementation and will allocate sufficient resources to enable effective monitoring and evaluation to be undertaken throughout the lifetime of the project.

The responsible body for expenditure of LUF resources will be the LUF Walsall Programme Board. Throughout the delivery of the programme, progress will be reported to the LUF Senior Responsible Officer- the Director of Regeneration, Housing and Economy. With support from the Finance team, the SRO will be the Budget Holder for the projects that make up the LUF programme with overall management responsibility for budget monitoring and administration. The Council's Regeneration, Transport and Finance teams will have the skills and resources required to monitor the LUF programme against expected milestones, spend and outputs.

The Project Managers (PMs) for each project (housing and movement) which will have day-to-day responsibility for ensuring financial control of project budgets and ensuring fully compliant systems are in-place. PMs will check expenditure has been defrayed and collate all supporting evidence documentation (e.g. invoices, bills of quantities). PMs will be responsible for ensuring effective project performance monitoring and reporting, including financial management and budget control. The Council's General Ledger and Procurement Systems bring together all income and expenditure, orders raised, and invoices paid.

Performance monitoring tools will ensure progress is tracked and reported to the LUF Programme Board including:

- Progress against delivery milestones.
- Financial reporting on actual spend compared to financial profiles and draw-down of funding from LUF/local contributions.
- Output/outcome/impact monitoring.
- Issues log.
- Risk register.

Projects included in the Council's approved Capital Programme are additionally reported to and monitored by full Cabinet. The systems that will be implemented to monitor programme delivery are based on effective methods used previously for managing and monitoring grant funded projects and programmes and are based on robust methods applied and approved by external audits. Ongoing monitoring will ensure the Council able to capture the benefits of the project in real-time and not just through an 'end of project' evaluation.

Evaluation

To monitor the delivery of the proposals, timescales and forecast costs, a set of measures have been defined against the necessary outputs to support the theory of change and wider strategic objectives relevant to the programme of work. In line with LUF Guidance, these measures will be monitored on a quarterly and six-monthly basis. Post LUF delivery, monitoring and evaluation will be undertaken 1-year on from completion and 5-years on from completion.

This will provide tailored measures for relevant monitoring and evaluation through the lifecycle of the programme of work.

The outcome of this monitoring exercise will enable evaluation of the

programme development to understand what worked well, and what did not work as intended, in the design and delivery, and to assess what changes have occurred. The post-scheme monitoring will also enable evaluation if the programme of work is delivering value for money.

The proposed monitoring measures set out in Appendix 22 align with the Theory of Change outputs and outcomes, relevant to the interventions proposed. This approach would be discussed and agreed upon confirmation of funding, in line with specific requirements.

In addition to the SMART measures outlined in Appendix 22, the movement proposals support the LUF missions to level up the UK, including: improving well-being in the current low-performing Willenhall/Walsall area, and increasing local people's satisfaction and pride in place within Willenhall in a national context.

Senior Responsible Owner Declaration

Upload pro forma 7 - Senior Responsible Owner Declaration Willenhall Garden City LUF - Proforma 7 SRO Signed.pdf

Chief Finance Officer Declaration

Upload pro forma 8 - Chief Finance Officer Declaration Willenhall Garden City LUF - Proforma 8 CFO Signed.pdf

Publishing

URL of website where this bid will be published https://go.walsall.gov.uk/business/regeneration_and_investment/willenhall_fr_a_mework

Additional attachments

Additional file attachment 1

Upload attachment List of Appendices.pdf

Additional file attachment 2

Upload attachment 

Additional file attachment 3

Upload attachment Appendix 2 - Willenhall Framework Plan 2022.pdf

Additional file attachment 4

Upload attachment Appendix 3 - Moat Street Villiers Street Site Plan.pdf

Additional file attachment 5

Upload attachment

Appendix 4 - Willenhall LUF Maps 1.pdf

Additional file attachment 6

Upload attachment	Appendix 5 - GIS Files.zip
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Additional file attachment 7

Upload attachment	Appendix 6 - Love Willenhall - Summary of Engagement Responses.pdf
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Additional file attachment 8

Upload attachment	Appendix 8 - Moat Street Villiers Street Appraisal.pdf
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Additional file attachment 9

Upload attachment	Appendix 9 - Moat Street Villiers Street Cost Plan.pdf
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Additional file attachment 10

Upload attachment	Appendix 10 - Movement Network Cost Plan.pdf
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Additional file attachment 11

Upload attachment	Appendix 11- Risk Register.pdf
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Additional file attachment 12

Upload attachment	Appendix 12- MS-VS Housing Delivery Plan FINAL.pdf
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Additional file attachment 13

Upload attachment	Appendix 13 - Movement Network Delivery Plan.pdf
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Additional file attachment 14

Upload attachment	Appendix 14- Housing & Movement Programmes.pdf
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Additional file attachment 15

Upload attachment	Appendix 15 - Housing and Movement Project Team Biographies.pdf
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Additional file attachment 16

Upload attachment	Appendix 16- Willenhall LUF Costings & Planning Workbook FINAL.xlsx
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Additional file attachment 17

Upload attachment	Appendix 18 - Delivery of Stage 1 Housing Executive Summary inc. Market Value.pdf
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Additional file attachment 18

Upload attachment	Appendix 19 - Moat Street Villiers Street Pre-app Response.pdf
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Additional file attachment 19

Upload attachment

Appendix 21 - Section 7 Economic Case FULL with tables.pdf

- 10km of improved active travel routes;
- £20m local supply chain spend.

The Moat Street/Villiers Street site, north of Willenhall Town Centre, is largely comprised of low-quality employment uses; many of which are derelict dilapidated buildings or underused and poor-quality sites unsuitable for

modern business needs. The proposed scheme will positively transform this area and provide much-needed housing.

New developments will impact the way people move around Willenhall; creating pedestrian and cycle flow/desire lines to local facilities, jobs and onward transport links. The under-construction rail station will also change movement patterns for all modes. The key movement generators and destinations include the rail station; greenway; Town Centre/Market Place; Memorial Park and employment areas. The Movement Network will improve the active travel connections between new housing developments and destinations, including the Greenway through Moat St/Villiers St.

Provide a short description of the area where the investment will take place for this project

Willenhall is located less than 3 miles from Walsall Town Centre (east) and Wolverhampton City Centre (west) within the W2W Growth Corridor. Willenhall has a strong identity linked to its proud industrial past at the heart of the lock making industry. The town centre is one of the best-preserved historic centres in the Black Country with Listed Buildings and buildings of local interest in its Conservation Area. Willenhall has three key employment areas: Longacres (south), Ashmore Lake (northeast) and Fibbersley Industrial Estate (northwest). Adjoining the east of Willenhall centre is a mix of small traditional industrial units and workshops; many of which are low quality, not fit-for-purpose or unoccupied and derelict. Strategic investment in the new rail station (south) presents a renewed opportunity to focus on the future; with Willenhall's distinct heritage and mixed land uses presenting opportunities to boost housing, create a stronger economy and greener and more sustainable environment.

The Moat Street / Villiers Street site is located partially within or 'edge-of-centre' to the north of Willenhall district centre and within 500 metres of the towns' primary shopping area. The site is largely comprised of low-quality employment uses; many of which are derelict dilapidated buildings alongside some underused and poor-quality sites that are not suitable for modern business requirements. The northern part of the site at Villiers Street includes a redundant industrial building that is allocated for residential use. The site is dissected (east-west) by the Greenway; improvements to which form part of the Movement Network proposals.

Transport project location details for this project

Not applicable - residential project.

Further location details for this project

Project location 1

Postcode WV13 1SZ

Grid reference 396406, 298831

Upload GIS/map file (optional) Appendix 5 - GIS Files.zip

**% of project investment in
this location**



Value for money

An assessment of impact attribution on LUF programme-level results has been made to demonstrate the likely national-scale impacts informing project level BCRs, to the range of impacts outlined and described in full in Section 7 of the main case submission. The overall results of the project-level Value for Money analysis is provided in Appendix 21.

The attribution assessment is based on a mix of known (100%) 'direct' LUF project impacts, and through reasoned apportionment of impacts claimed across the LUF package which are relevant to both projects. The impact attribution exercise is based on a mix of spatial analysis alongside a reasoned view on the likely potential of each LUF project to contribute towards programme-wide results. This process avoids any potential for double-counting of results.

As per Scheme-level results, all impact assessment work informing the BCR is in line with HMT Green Book and DCLG Appraisal Guide principles, alongside complying with LUF requirements for price basing, forecast and appraisal years.

For the Moat Street and Villiers Street project, the impact attribution is as follows:

- Net Direct Land Value Uplift (LVU) – 100%
- Net Direct Health Impact – 100%
- Net Direct Active Travel Impact – 0%
- Net Indirect LVU – 90%
- Net Spillover Commercial LVU – 70%
- Net Spillover Residential LVU – 90%

Net Distributional Impact – 57%

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

BCR and VfM Assessment has been provided for the overall package in Section 7 and accompanying tables set out in Appendix 21.

Benefit Cost Ratios

Initial BCR	1.42
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Adjusted BCR	2.19
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Non-monetised benefits for this project

The Moat Street and Villiers Street project will directly support:

- 105 construction job years (39 net job years)
- £2,821,896 in cumulative GVA over delivery (£2,644,177 at NPV)

The project will also deliver significant wider social and economic impacts, including:

- Enabling New Town Assets - enabling capacity for new housing, thereby meeting identified local housing needs

- Confirming Wider Town Regeneration – driving investor confidence to ensure the efficient delivery of wider housing and commercial redevelopment plans locally
- Providing Image Value and Bringing Civic Pride– demonstrated in the contribution that Scheme investment will make to Willenhall's identity, prestige,

vision and reputation

- Delivering Social Value – reflecting the extent to which the planned investment can reinforce civic pride and encourage social inclusion and interaction, supporting improved health and wellbeing outcomes

- Promoting Town Competitiveness – evident in the future appeal of Willenhall to occupiers (business and residents), with potential contribution to improved productivity and profitability

- Raising Aspirations and Tackling Deprivation – providing the ideal platform for raising aspirations among individuals, thereby helping to address deprivation challenges across Willenhall and beyond.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

Detailed programme for the housing project is attached in Appendix 14.

The main focus for 2022/23 will be acquiring the land for the housing project not currently under Council ownership. The Council has begun negotiations with the current landowners to acquire the outstanding sites, in order to avoid unnecessary delays to the project, particularly if negotiations are not successful and a CPO is required. In addition to acquisitions, work on the following activities for the housing project will commence in 2022/23:

- Outstanding site surveys for Moat Street / Villiers Street.
 - Procurement of a developer for Moat Street /Villiers Street.
-

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

Cabinet Approval- 9 February 2022 - use of CPO powers in principle to acquire land at Moat Street/ Villiers Street (see Appendix 1)

Upload content documents (optional)

Outstanding statutory powers/consents

[Redacted content]

Project 2 Name

Movement Network

Provide a short description of this project

3.3km of footways, cycleways and a key road junction will be improved with LUF funding to improve connections between the new rail station, homes and employment spaces. The Greenway, a 3km active travel route, is located c.250m north of Willenhall Town Centre provides an off-road connection for pedestrians and cyclists between Willenhall Memorial Park to the west, running via the new housing development on Moat Street / Villiers Street to the future Anson Road employment site to the east. The funds will also adopt and provide improvements to Railway Lane, which is located c.160m southwest of Willenhall Town Centre, providing active travel access to Willenhall Town Centre to the north and to Willenhall Trading Estate to the south. Finally, improvements to Rose Hill/ Bilston Lane Junction will enhance the road, cycle and pedestrian connections with Willenhall Town Centre and rail station. The junction acts as a key access to the strategic network via the A454 and M6 Junction 10 and serves as an access point to key existing employment areas such as Willenhall trading estate.

Provide a more detailed overview of the project

Willenhall Framework Plan 10-year vision seeks to transformation Willenhall into a modern residential neighbourhood by delivering over 500 new homes and maximise opportunities from the new rail station. Quality design and construction will replace vacant and life-expired industrial sites and move Willenhall towards a healthy, prosperous and sustainable future, supported by strategies for movement, green spaces and place-making. LUF provides a unique opportunity to kick-start and accelerate delivery of the Plan, by enabling the first 111 homes and improving active travel routes connecting new homes, employment areas, parks/open space and rail station.

The Framework Plan aims to deliver:

- Over 500 new homes of diverse tenure and size;
- 3.9ha of new/enhanced public spaces and green infrastructure;
- 10km of improved active travel routes;
- £20m local supply chain spend.

The Moat Street/Villiers Street site, north of Willenhall Town Centre, is largely comprised of low-quality employment uses; many of which are derelict dilapidated buildings or underused and poor-quality sites unsuitable for modern business needs. The proposed scheme will positively transform this area and provide much-needed housing.

New developments will impact the way people move around Willenhall; creating pedestrian and cycle flow/desire lines to local facilities, jobs and onward transport links. The under-construction rail station will also change movement patterns for all modes. The key movement generators and destinations include the rail station; greenway; Town Centre/Market Place; Memorial Park and employment areas. The Movement Network will improve the active travel connections between new housing developments and destinations, including the Greenway through Moat St/Villiers St.

Provide a short description of the area where the investment will take place for this project

Willenhall is located less than 3 miles from Walsall Town Centre (east) and Wolverhampton City Centre (west). Willenhall has a strong identity linked to its proud industrial past at the heart of the lock making industry. The town centre is one of the best-preserved historic centres in the Black Country. Willenhall has three key employment areas: Longacres (south), Ashmore Lake (northeast) and Fibbersley Industrial Estate (northwest). Strategic investment in the new rail station (south) presents a renewed opportunity to focus on the future; with Willenhall's distinct heritage and mixed land uses presenting opportunities to boost housing, create a stronger economy and improve active travel.

The Greenway is a designated cycle and walking route from Willenhall Memorial Park (west), through the Moat Street / Villiers Street site (part of the LUF package) up to the upcoming Phoenix 10 EZ employment site (north-east) and the future Anson Road employment site (south-east). Sections of the route are poor quality or not paved and overgrown, as well as being narrow and unlit, and therefore underutilised.

Railway Lane, also a cycle and walkway, is a north-south route connecting East Acre and New Road over the railway line; providing a key connection between Willenhall Trading Estate and town centre. The lane would significantly benefit from lighting and environmental improvements to make walking and cycling more accessible.

Rose Hill/ Bilston Lane Junction is a key junction to the south on the new rail station and Longacres industrial estate which connects to the strategic highway network (A454).

Transport project location details for this project

The Greenway is a designated cycle and walking route from Willenhall Memorial Park (west), through the Moat Street / Villiers Street site (part of the LUF package) up to the upcoming Phoenix 10 EZ employment site (north-east) and the future Anson Road employment site (south-east). Sections of the route are poor quality or not paved and overgrown, as well as being narrow and unlit, and therefore underutilised.

Railway Lane, also a cycle and walkway, is a north-south route connecting East Acre and New Road over the railway line; providing a key connection between the town centre and Willenhall Trading Estate. The lane would significantly benefit from lighting and environmental improvements to make walking and cycling more accessible.

Rose Hill/ Bilston Lane Junction is a key junction to the south on the new rail station and Longacres industrial estate which connects to the strategic highway network (A454). The junction currently suffers from congestion and poor pedestrian links/ infrastructure which impacts on operations and vehicle movements of the industrial estate.

Further location details for this project

Project location 1

Postcode	WV13 1DP
Grid reference	396430, 298857

Upload GIS/map file (optional)

**% of project investment in
this location**



Project location 2

Postcode	WV13 2AR
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Grid reference	396284, 298259
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Upload GIS/map file (optional)

% of project investment in this location	■
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Project location 3

Postcode	WV13 2JL
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Grid reference	396466, 297797
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Upload GIS/map file (optional)

% of project investment in this location	■
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Select the constituencies covered by this project

Project constituency 1

Select constituency	Walsall North
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Estimate the percentage of this package project invested in this constituency	100%
---	------

Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority	Walsall
------------------------	---------

Estimate the percentage of this package project invested in this Local Authority	100%
--	------

What is the total grant requested from LUF for this project?

■

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town	0%
-----------------------	----

Centre

Cultural 0%

Transport 100%

Confirm the value of match funding secured for the component project

£0

Provide details of all the sources of match funding within your bid for this component project

Not applicable- no match funding i.e. 100% LUF funded project.

Value for money

An assessment of impact attribution on LUF programme-level results has been made to demonstrate the likely national-scale impacts informing project level BCRs, to the range of impacts outlined and described in full in Section 7 of the main case submission. The overall results of the project-level Value for Money analysis is provided in Appendix 21.

The attribution assessment is based on a mix of known (100%) 'direct' LUF project impacts, and through reasoned apportionment of impacts claimed across the LUF package which are relevant to both projects. The impact attribution exercise is based on a mix of spatial analysis alongside a reasoned view on the likely potential of each LUF project to contribute towards programme-wide results. This process avoids any potential for double-counting of results.

As per Scheme-level results, all impact assessment work informing the BCR is in line with HMT Green Book, TAG and DCLG Appraisal Guide principles, alongside complying with LUF requirements for price basing, forecast and appraisal years.

For the Movement Network project, the impact attribution is as follows:

- Net Direct Active Travel Impact – 100%
- Net Indirect LVU – 10%
- Net Spillover Commercial LVU – 30%
- Net Spillover Residential LVU – 10%
- Net Labour Supply Impacts – 100%

Net Distributional Impact – 43%

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

BCR and VfM assessment provided for the overall package bid in Section 7 and accompanying tables set out in Appendix 21.

Benefit Cost Ratios

Initial BCR 5.56

Non-monetised benefits for this project

The Movement Network project will directly support:

- 23 construction job years (9 net job years)
- [REDACTED]
- £582,743,645 in cumulative GVA (£437,238,710 at NPV)

The project will also deliver significant wider social and economic impacts, including:

- Delivering an Improved Town Experience – radically improving the look, feel and function of areas in need of urban renewal
- Proving Improved Connectivity and Encouraging Active Travel – providing new sustainable travel routes, with associated health, wellbeing and carbon reduction outcomes
- Confirming Wider Town Regeneration – driving investor confidence to ensure the efficient delivery of wider housing and commercial redevelopment plans locally
- Providing Image Value and Bringing Civic Pride– demonstrated in the contribution that Scheme investment will make to Willenhall’s identity, prestige, vision and reputation
- Delivering Social Value – reflecting the extent to which the planned investment can reinforce civic pride and encourage social inclusion and interaction, supporting improved health and wellbeing outcomes
- Promoting Town Competitiveness – evident in the future appeal of Willenhall to occupiers (business and residents), with potential contribution to improved productivity and profitability
- Raising Aspirations and Tackling Deprivation – providing the ideal platform for raising aspirations among individuals, thereby helping to address deprivation challenges across Willenhall and beyond.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

Detailed programme for the movement project is attached in Appendix 14.

The main focus for 2022/23 will be acquiring the land for the movement project areas which are not currently under Council ownership. In addition to acquisition, work on the following activities for the movement project will commence in 2022/23:

-
- Initial design work for the Movement Network

- Section 228 for Railway Lane

Statutory Powers and Consents

**List separately below each
power/consents etc. obtained
for this project**

Not applicable

**Upload content documents
(optional)**

Outstanding statutory powers/consents

Section 228- May 2023