

# **REGENERATION, CULTURE AND ADULT EDUCATION SCRUTINY COMMITTEE**

**TUESDAY 15<sup>TH</sup> JANUARY, 2013**

**AT 6.00PM  
IN THE COMMITTEE ROOM 2  
THE COUNCIL HOUSE  
DUDLEY**

If you (or anyone you know) is attending the meeting and requires assistance to access the venue and/or its facilities, could you please contact Democratic Services in advance and we will do our best to help you

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## **IMPORTANT NOTICE**

### **MEETINGS IN DUDLEY COUNCIL HOUSE**

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Your ref:	Our ref:	Please ask for:	Telephone No.
	JJ/JJ	Mr J Jablonski	815243

7th January, 2013

Dear Councillor

**Regeneration, Culture and Adult Education Scrutiny Committee**

You are requested to attend a meeting of the Regeneration, Culture and Adult Education Scrutiny Committee to be held on Tuesday 15th January, 2013 at 6.00pm in Committee Room 2 at the Council House, Dudley to consider the business set out in the Agenda below.

The agenda and public reports are available on the Council's Website [www.dudley.gov.uk](http://www.dudley.gov.uk) and follow the links to Councillors in Dudley and Committee Management Information System .

Yours sincerely



Director of Corporate Resources

**A G E N D A**

1. APOLOGIES FOR ABSENCE

To receive apologies for absence from the meeting.

2. SUBSTITUTE MEMBERS

To report the names of any substitute members serving for this meeting.

3. DECLARATIONS OF INTEREST

To receive Declarations of Interest in accordance with the Members' Code of Conduct.

4. MINUTES

To approve as a correct record and sign the minutes of the meeting of the Committee held on 6th November, 2012 (copy herewith)

5. PUBLIC FORUM

To receive questions from members of the public.

6. LIBRARIES,ARCHIVES AND ADULT LEARNING DIVISION BUDGET UPDATE (PAGES 1- 2)

To consider a report of the Director of Adult, Community and Housing Services

7. GLASS MUSEUM – PROJECT DEVELOPMENT (PAGES 3 - 6)

To consider a report of the Director of the Urban Environment

8. PROGRESS REPORT ON REGENERATION OF THE BOROUGH'S LOCAL AND PRINCIPAL TOWN CENTRES (PAGES 7 – 17)

To consider a report of the Director of the Urban Environment

9. LONDON 2012 – LEGACY (PAGES 18 - 28)

To consider a report of the Director of the Urban Environment

10. TO ANSWER QUESTIONS UNDER COUNCIL PROCEDURE RULE 11.8 (IF ANY)  
AND QUESTIONS ON INFORMATION ITEMS PREVIOUSLY CIRCULATED SEPARATELY (IF ANY).

Members are asked to e-mail Joe Jablonski, at the address shown on the agenda cover, at least three working days before the meeting details of any questions they would wish to raise ON THE INFORMATION ITEMS.

This will enable responses to questions to be circulated prior to the meeting.

Questions on information items raised at the meeting will receive a written response following the meeting.

Councillors – A.Ahmed, Attwood,Blood, Body, Caunt, G.Davies, Hale, Herbert, K.Turner, Tyler and Wright

**REGENERATION, CULTURE AND  
ADULT EDUCATION SCRUTINY COMMITTEE**

Tuesday, 6<sup>th</sup> November, 2012  
at 6.00 pm in Committee Room 2 at the Council House, Dudley

**PRESENT:-**

Councillor Tyler (Chair)  
Councillor K Turner (Vice Chair)  
Councillor A Ahmed, Attwood, Blood, Caunt, G. H. Davies, Hale, Herbert,  
Ridney and Wright

**Officers**

Assistant Director Housing Strategy and Private Sector (Lead Officer to the Committee); Director of Corporate Resources; Treasurer; Assistant Director Culture and Leisure, Assistant Director Economic Regeneration, Head of Sport and Physical Activities and Head of Planning (all Directorate of the Urban Environment); Assistant Director Policy and Improvement (Chief Executive's Directorate) and Mr. J. Jablonski (Directorate of Corporate Resources)

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17     **APOLOGY FOR ABSENCE**

An apology for absence was submitted on behalf of Councillor Body.

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18     **SUBSTITUTE MEMBER**

It was reported that Councillor Ridney had been appointed as a substitute member for Councillor Body for this meeting of the Committee only.

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19     **DECLARATIONS OF INTEREST**

Councillors Ridney and Wright declared a non-pecuniary interest in Agenda item 9 – Revision of the Playing Pitch Strategy – in that Councillor Ridney was a member of the IEB The Coseley School and Councillor Wright was a Governor of Ellowes Hall School.

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20     **MINUTES**

With reference to minute 11 regarding the non submission of items to the Committee, reference was made to an e-mail sent on 23<sup>rd</sup> October, 2012, in respect of the Black Country Library Services Report and Glass Museum

Feasibility Study Report, items due to be submitted to this meeting of the Committee, which outlined the reasons why a report would not be available.

RESOLVED

That the minutes to the meeting of the Committee held on 10<sup>th</sup> September, 2012, be approved as a correct record and signed.

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21 PUBLIC FORUM

No matters were raised under this item.

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22 REVENUE BUDGET STRATEGY 2013/14

A joint report of officers was submitted on the Revenue Budget Strategy for 2013/14 and on the Medium Term Financial Strategy. Cabinet at its meeting held on 31<sup>st</sup> October, 2012, had approved the Strategy as a basis for further consultation including consultation with Scrutiny Committee in accordance with the Constitution.

The Treasurer in his presentation of the content of the report referred in particular to paragraph 40 of the report, which set out the implications for services covered by the terms of reference of this Scrutiny Committee. The proposed efficiencies and other savings were set out at Appendix A to the report submitted.

Arising from the presentation of the report, members made a number of comments and raised questions with particular reference to the implications for Dudley and the Strategy of a recent Court Judgment on Single Status and Equal Pay Costs Provision; the difficulty in scrutinizing items, for example the Library and Archive Service, the first item on Appendix A to the report given the lack of appropriate level of detail to do so; issues regarding the taking of monies from reserves to support the Localised Council Tax Reduction Scheme whilst seeking to reduce benefit staffing in 2015/16; questions regarding the extra income generation from Himley Hall and other public halls, plus the review of management; the exploration of the potential for a transfer to a third party in respect of Broadfield House and whether the figure quoted was feasible; related issues as to the future of the Heritage Glass Collection; efficiencies in connection with Dudley Council Plus; a request for further details in respect of the item Restructure of Human Resources and Organisation Development Division; issues in relation to the item in relation to Credit Card Charges; the percentage reduction in posts indicated by the item Staff Related Savings across all divisions of the Directorate in relation to the Directorate of the Urban Environment and the implications of the reduction in particular for regeneration; the impact of the cuts to the Chief Executive's Directorate and the implications of this in future years all of which were responded to at the meeting.

Arising from the comments and questions raised by Members of the Opposition Group on the Council on the Committee they considered that they could not support the recommendation in the report given that they were so many variables indicated and that details were not available. Given this position it was queried as to how the proposals contained in the report could be scrutinized.

On the recommendation being put to the vote it was

RESOLVED

1. That the Cabinet's Revenue Budget Strategy proposals for 2013/14 and the Medium Term Financial Strategy, as set out in the report, and Appendix A to the report, submitted be noted and that the Cabinet be informed that there were no specific issues that this Committee would wish to raise.
2. That, arising from the consideration given to the comments made in relation to the Library and Archive Service, the Director of Adult, Community and Housing Services be requested to submit a report to the next meeting of this Committee updating the information given in the e-mail referred to earlier in the meeting sent on 23<sup>rd</sup> October, 2012, in respect of future proposals for this division of her Directorate.

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23 PLANNING APPLICATION P12/0905 – PRIOR APPROVAL UNDER PART 31 FOR DEMOLITION OF 7, STRAITS ROAD, LOWER GORNAL

A report of the Director of the Urban Environment was submitted on the background to, and process of determination of, planning application P12/0905 and the subsequent making of an Article 4 Direction arising from the consideration given to this matter at the last meeting of the Committee.

Arising from the presentation of the content of the report by the Head of Planning Councillor Caunt raised concerns about the way in which the application had been dealt with by Planning Officers and on the events leading up to, and on the signing of, a decision sheet authorising the service of an Article 4 Direction.

He further considered that the action need not have been taken, in the time scale that it had.

Overall he considered that the Council had been misinformed on this matter and requested that Planning Officers discuss the application with the applicant as a matter of urgency so that the site in question could be regenerated.

The Head of Planning responded to the points made and refuted comments made. She indicated the discussions that had taken place with the applicant and also with colleagues on the process outlined. She further stated that the Notice had not been illegally served and that the decision sheet had been signed on 23<sup>rd</sup> August, 2012.

Further questions were then raised by Councillor Wright and responded to.

Arising from the comments made the Head of Planning undertook to personally oversee the future process in relation to the application.

#### RESOLVED

That the information contained in the report submitted on the background to, and process of determination of, planning application P12/0905 and the subsequent making of an Article 4 Direction be noted and that the proposed process improvements as set out in paragraphs 20 and 21 of the report submitted be supported.

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#### 24 UPDATE ON DUDLEY'S HEALTHY TOWN PROGRAMME

A report of the Director of the Urban Environment was submitted updating the Committee on progress made with the implementation of the Borough's Healthy Town programme, with specific reference to the Recreational element.

Following a presentation by the Assistant Director Culture and Leisure of the content of the report submitted a number of points were raised and questions asked relating in particular to:-

- Problems at Silver Jubilee Park, Coseley which, although it was considered to be very successful, had issues with dogs being allowed to roam on the park without a lead and owners of dogs not picking up dog faeces and in respect of the top gate at Mason Street being open but the gates on the Birmingham New Road being locked. An undertaking was given that the matters referred to would be looked into.
- Reference was made to a similar situation at Huntingtree Park regarding dog faeces.
- There was a need to advertise healthy living activities happening at Silver Jubilee Park, Coseley as currently there did not appear to be any means of making sessions known to users at the park. The possible extension of some health classes was also referred to.

To concerns that given the popularity of the healthy hubs there may not currently be enough rangers in position to ensure that the hubs were fully used.

- In response to a query regarding maintaining the level of performance when funding ceased in 2014/15 for part of the costs of the rangers it was reported that other ways of achieving the current levels of provision would be looked at for example possibly bringing in external sources to supplement what the Council currently does. It was also considered that there was a need to spread the provision from existing hubs to other areas which whilst diluting the provision would ensure that the Council got full value from the project.
- Regarding the Olympics/Para Olympics impact on the hubs in particular whether the disabled could use the equipment provided comments were made regarding the events held for the games for example the Community Games which would continue and for meeting specific needs for the disabled at the hubs. There was also an issue with the provision of equipment specifically for young people so that overall the opportunity to build on the momentum from the games would continue.

Overall it was considered that the hubs were a success in that thousands of people were now taking part in the activities being provided and were more involved with the parks.

#### RESOLVED

That the information contained in the report submitted, updating the Committee on progress made with the implementation of the Borough's Healthy Town programme, with specific reference to the Recreational element, be noted together with the comments made at the meeting for action, as appropriate.

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#### REVISION OF THE PLAYING PITCH STRATEGY

A report of the Director of the Urban Environment was submitted on an outline of the approach to be adopted in revising the Playing Pitch Strategy.

The Head of Sport and Physical Activities commented on the content of the report submitted and in particular commented that when the draft documentation was available a further report would be submitted to the Committee detailing how the priorities contained in the report had been translated into actual provision.

Arising from the presentation given members asked a number of questions and made comments relating in particular to:-

- The difficulties residents of Avenue Road and Old Meeting Road, Coseley were experiencing when football matches were played on a Saturday and Sunday on the Clayton Playing Fields and the request that the facility be withdrawn until the issue of parking had been resolved. In response it was reported that this was a common problem and that the matter would be referred to the Football Forum with a view to agreement being sought.
- In respect of the reduction in grounds maintenance over the next 3 years, as referred to in the budget report, it was reported that the impact on the pitch strategy would be looked at in line with the budget process.
- That the number of sports clubs with playing pitches on the Borough's periphery as indicated in table 2 of the report submitted was seen as a good thing given the level and quality of facilities that they were able to provide and that there was considered to be no land in Dudley Borough itself for new pitches. Given the situation it was considered that every encouragement should be given to the provision of facilities on the Borough's periphery.
- In view of the introduction of revised regulations regarding the size of pitches it was considered that this could enable land in Dudley currently unused to be used for this purpose.
- It was disappointing that there had been no improvement in the quality of the pitches or the facilities offered in the Borough.
- Queries were raised over the ability of football teams to access in particular school pitches and it was considered that this situation might have been exacerbated by the increase in the number of schools becoming academies.

It was also considered that a lot of school pitches were not in regular use and that work should be undertaken to identify the school pitches that were available together with the number and the usage so that further work could be done to encourage the use of these currently underutilised facilities. It was requested that a report be brought back to a future meeting on this matter.

- It was considered that the facilities at Wallbrook School could possibly be an alternative provision to those of Clayton Playing Fields and it was requested that this be looked into.

It was noted that discussions would be held directly with schools in the Borough and also with the Dudley Association of Governing Bodies and that teams would be asked where they currently played and where they had tried to play matches.

Arising from the comments and questions raised it was

RESOLVED

That the information contained in the report submitted be noted and that the comments made at the meeting, as outlined above, be referred, as appropriate, to the Cabinet Member for Environment and Culture for her consideration when considering the approach to be adopted in revising the Playing Pitch Strategy.

The meeting ended at 8.30 p.m.

CHAIRMAN

**REGENERATION, CULTURE AND ADULT EDUCATION SCRUTINY  
COMMITTEE 15<sup>TH</sup> January 2013**

**Report of the Director of Adult, Community and Housing Services**

**Libraries, Archives and Adult Learning Division budget update**

**Purpose of Report**

1. This report has been brought to update the scrutiny committee on the proposals in place to achieve the £347,000 saving in the divisional budget as requested at the last meeting of the committee on the 6<sup>th</sup> November 2012.

**Background**

2. The intention had been to deliver these efficiencies as part of the Black Country Library Project, but that is no longer possible due to the withdrawal of the other Black Country Local Authorities at a late stage of development.
3. The budget report of the 6th November stated *'that a management restructure to deliver £75,000 efficiency savings'* would be implemented. It also stated that the *'method of achieving the balance of the savings target is currently being developed. The proposals to date will not impact on the service delivered to the public'*.
4. To meet the identified savings there will be a requirement to reduce staffing level, however, it is not possible to state at this stage exactly how that will be achieved as we are currently in the process of consulting with employees over a number of options. To minimise the need for compulsory redundancies we will be working with employees, their representatives and HR colleagues to explore opportunities for voluntary redundancy, voluntary reduction in hours/flexible retirement, redeployment and redundancy bumping in line with corporate policies and procedures.
5. Further proposals to meet the balance of £272,000 are being developed for consultation later in 2013 once outline political approval has been received.

**Finance**

6. Currently the Directorate have identified £75k of the required savings of £347k for 2013/14. Any deficit in savings being delivered during 2013/14 will be picked up through the medium term financial strategy as part of the overall DACHS strategy.

**Law**

7. Under the terms of the 1964 Public Library and Museums Act, public library services are statutory services with Dudley MBC acting as a designated Library Authority which must provide *'a comprehensive and efficient library service that is available to all who wish to use it'*.
8. It meets these requirements when it provides a library service which: serves both adults & children; is available to everyone & meets any special needs required by members of the community; encourages participation &

full use of the service; provides materials sufficient in number, range and quality to meet the general & specific requirements of those in the community; provides value for money, working in partnership with other authorities & agencies.

9. Recent Judicial Reviews of changes to library services have indicated that they need to be done in the context of full and effective consultation with local communities. They also need to have full Equality Impact Assessments completed showing how the consultation has had an impact on the decisions made.
10. *'Public records, as defined by the Public Records Act 1958 and subsequent amendments to the schedules of such records attached to it, are subject to statutory controls and are placed under the supervision of the Keeper of Public Records (the Chief Executive of The National Archives), and the Lord Chancellor (the Secretary of State for Constitutional Affairs). '(Taken from the Standard for Record Repositories). Dudley Archives have currently been approved by the Keeper to be a place of deposit as defined by the Act. This status is monitored by periodic inspections and, if lost, would mean that records of national importance would no longer be deposited in Dudley.*
11. The Council is under a duty to secure the provision of adequate facilities for further education under Section 15 of the education act 1996. The Adult and Community Learning (ACL) Team manages a subsidised programme of adult and community learning on behalf of the Council. The ACL team acts as the informal Lead Accountable Body by facilitating the Post 19 Learning and Skills Partnership.

### **Equality Impact**

12. All of the staff involved in the redundancy process are female which is consistent with the balance of staff as females make up the largest proportion of the staff in the division - Male 64 (19.7%) Female 261 (80.3%). The majority are in the upper quartile of age for staff which is also the largest group of staff within the division.

### **Recommendation**

13. It is recommended that:
  - The committee note the report
  - Contribute to the consultation process when proposals are more fully developed



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**Regeneration Culture and Adult Education Scrutiny Committee – 16 January 2013.**

**Report of the Director of the Urban Environment**

**Glass Museum – Project Development**

**Purpose of Report**

1. To update the Scrutiny Committee on progress in relation to the Glass Museum project – previously reported to this Committee on 3 March 2011.

**Background**

2. In recent years Dudley MBC has explored options to unite the celebration of the Borough's glass heritage onto one site thereby creating a unique and world class attraction. At present, the Council operates two sites: Broadfield House Museum and Red House Cone. In addition the archives and reserve collection are located at the Borough Archives and Himley Hall.
3. The initial impetus behind the project arose from the Council's 2009 – 10 Budget which identified a potential savings option for future years relating to the amalgamation of the Red House Cone and Broadfield House facilities on the Red House Cone site. Considerable coverage was given to this proposal and a campaign launched to ensure that this did not amount to the closure of the Museum without a suitable replacement and culminated in a resolution at Council which supported the development of an improved Glass Museum.
4. More recently, a number of interest groups have supported the proposition to consolidate all operations at the Red House Cone and White House Cone sites. This change has been largely stimulated by bringing the White House Cone option into the equation (to provide a potentially larger facility at Wordsley), following an approach from the site owners, and through the subsequent establishment of the British Glass Foundation (BGF). The ensuing collaborative approach of all parties has developed a shared commitment to the realisation of the proposition.

**Development of Proposals**

5. The last report to the Scrutiny Committee in March 2011 updated Members on the development of the proposal, specifically;

- The assessment of overall capital costs and potential funding sources undertaken by L & R Consulting;
  - An assessment of the practicalities of providing an underground tunnel between the two sites;
  - Work carried out by Complex Developments Ltd., the owners of the White House site, having developed a European Regional Development Fund (ERDF) funding application.
  - The Council had completed purchase of the Red House Cone site.
6. At that stage the proposal was for Complex Developments Ltd., to secure, with the Council as Accountable Body, ERDF grant to refurbish the heritage core of the White House Cone complex as a museum shell and to build an underground pedestrian tunnel under High Street next to the canal road bridge to link the White House Cone to the Red House Cone site. Dudley MBC would then purchase this and apply Heritage Lottery Fund (HLF) grant funding to fit out the shell for museum and related uses, and further refurbish the Red House Cone site.
7. Under this proposal the collections and staff from Broadfield House would be relocated to the White House Cone/Red House Cone complex and Broadfield House would be sold with the capital receipt used as a contribution towards the Council's match funding for the project. In addition it was hoped that both the reserve collection together with the Glass Archive would be relocated to the White House Cone/Red House Cone complex.
8. Since the last report to Cabinet and Scrutiny Committee the Council and its partners have had to deal with a changing financial climate, both in terms of the Council's own resources and abilities to fund developments, and also the changing landscape of external funding. Furthermore, in the absence of any certainty that ERDF and HLF funding timelines could be successfully reconciled to put together a funding package which would deliver an operational facility, the risks to the Council as Accountable Body would be very significant.
9. The Council's concern necessitated a fresh approach to the project and, as such, the site owners, working with the British Glass Foundation, have established a revised proposal.

### **Current Position**

10. From the Council's perspective one of the main goals it has had to achieve in light of the changing financial climate is to reduce the financial risks associated with the project.

11. To this end the revised outline application recently submitted by Complex Developments Ltd., to the ERDF 'open call' for bids, places no requirement on the Council for either capital nor revenue funding for the proposal.
12. In summary the scheme would see Complex Developments Ltd., undertake a development of the listed buildings for residential, office/workshop and museum use. The museum space would be approximately 50% larger than currently available at Broadfield House, but the under road link has been removed from current plans.
13. If successful the plan would be for Complex Developments Ltd., to sell the new museum to the British Glass Foundation, whilst the Council's only obligation would be to transfer Broadfield House to the BGF and allow them to dispose of the asset in order that the receipt could be used to fund the purchase of the new museum.
14. In addition to the ERDF application, Complex Developments Ltd., are also looking to submit an application to the Heritage Lottery Fund's new 'Heritage Enterprise' scheme when it opens to application in early 2013, with the purpose that such funding would enable improved display for the collection and potential revenue support for the sites' operation.
15. There is an obligation on the British Glass Foundation to produce a robust business plan outlining how they would operate a new museum on the White House Cone site and there could be a request for some Council support in the initial period of its operation

### **Finance**

16. The cost of the work undertaken by L & R Consulting has been found from resources held by the Directorate of the Urban Environment.
17. The current proposal reduces the financial risk on the Council as it places no requirement on the council to provide any match funding towards the ERDF project submitted by Complex Developments Ltd., The Council's only obligation would be to contribute the proceeds of the sale of Broadfield House in order for the British Glass foundation to purchase the new museum on the White House Cone site from Complex Developments Ltd.,
18. The British Glass Foundation will have to produce a comprehensive business plan (including costings) detailing how they will operate a new museum on the White House Cone site. Whereas a financial contribution from the Council may be expected, this needs to be considered in the context of £170,000 revenue savings per annum currently factored into Museums Service budgets from 2014/15 as a result of any transfer of responsibility

## **Law**

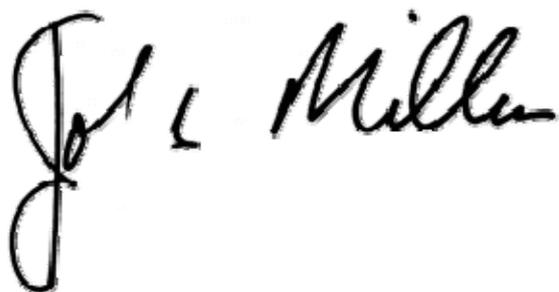
19. Section 2 of the Local Government Act 1980 enables the Council to do anything which is likely to achieve the promotion or improvement of the economic, social and environmental well-being of the area.
20. The Council provides museums under the provisions of the Public Libraries and Museums Act 1964.

## **Equality Impact**

21. The proposals within this report comply with the Council's policy on equality and diversity.

## **Recommendations**

22. That the Scrutiny Committee for Regeneration, Culture and Adult Education notes the contents of this report and comments accordingly.

A handwritten signature in black ink, appearing to read 'J.B. Millar'. The signature is written in a cursive style with a large initial 'J'.

**J.B. MILLAR**  
**Director of the Urban Environment**

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List of Background Papers

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**Regeneration, Culture and Adult Education Scrutiny Committee 15 January 2013**

**Report of the Director of the Urban Environment**

**Progress Report on Regeneration of the Borough's Local and Principal Town Centres**

**Purpose of Report**

1. To update the Scrutiny Committee on progress in the regeneration of the Borough's Local and Principal centres.

**Background**

2. This Committee has considered a number of reports in recent years on the progress of regeneration in the Borough's Centres and on the activity of the regeneration company New Heritage Regeneration Ltd. Most recently, the Committee considered a report on Local Centres in January 2012 and on Principal Centres in October 2009.

**Strategic Context**

3. Government policy is committed to protecting/sustaining town centres. The central objective being to promote their vitality and viability by planning for the growth of existing centres and enhancing them by promoting them as a focus for development. This "town centres first" approach is enshrined all guidance and reflected in a range of regional, sub-regional and local strategies and policies.
4. Town Centres play a critical role in delivering the vision and strategic aims laid out in the Economic Strategy and Council Plan. There are a significant number of long term regeneration projects in the Town Centres and this report is intended to bring members up to date with progress.

**New Heritage Regeneration Ltd.**

5. At its meeting on the 7th September 2009 the Committee received an update on the activities of the Borough arms length company, New Heritage Regeneration Ltd. Therefore it is not proposed to cover their role and activity in detail in this report other than to confirm the Company's role in delivering regeneration activity across the Borough, with a special focus on the four principal town centres and in particular at present focussing on Dudley and Brierley Hill.

## **Current Regeneration initiatives and Achievements**

### **Brierley Hill**

6. Brierley Hill has seen difficult times over the past 30 years with the decline and disappearance of its traditional manufacturing industries such as the Round Oak Steel works and Marsh and Baxter and structural changes in retailing behaviour in the economy. However the town is on the verge of an exciting new future, the evidence of which is beginning to appear.
7. In January 2008, Brierley Hill was designated as the new strategic town centre for the Black Country. This was one of the decisions published in the Phase One Revision to the West Midlands Regional Spatial Strategy (RSS), and which has since been reinforced through the adoption of the Black Country Core Strategy (which sets out the future long term plans for the transformation of the Black Country). This will enable plans to go ahead for more shops, leisure facilities, offices and housing all to be built in such a way to link Merry Hill, the Waterfront and Brierley Hill High Street together as one Centre.

### **Brierley Hill Action Area Plan (AAP)**

8. The Council began work on the Brierley Hill Area Action Plan (AAP) in August 2006 as part of its Local Development Framework. The AAP sets the planning framework for the area, including Brierley Hill High Street, the Merry Hill shopping centre and the Waterfront business park and is the basis by which planning decisions are made within the area. The plan contains a vision, a series of objectives on how this vision will be reached, and allocates sites within the boundary for specific uses. Furthermore, it shows how the growth and regeneration of the town centre is to be phased and implemented by stakeholders and partners. The plan was adopted by the Council in August 2011

### **Brierley Hill Local Enterprise Zone**

9. In mid 2011, as part of the Government's invitation to the Black Country Local Enterprise Partnership (LEP) to submit an Enterprise Zone proposal, the Council submitted proposals for the Brierley Hill Waterfront and Harts Hill area within a wider Black Country 'String of Pearls' package. However, following advice from the Department for Business Innovation and skills and the Department for Communities and Local Government, the South Black Country elements of the package (Waterfront/Harts Hill and West Bromwich) were excluded, and the subsequently approved Black Country Enterprise Zone was focused around sites in Darlaston and Wolverhampton.
10. Notwithstanding its exclusion from the final Black Country Enterprise Zone submission, Waterfront and Harts Hill provide a major opportunity for the Borough, the Black Country and indeed the Region. At the Waterfront, there is some 750,000 sq ft of high quality office accommodation, approximately 40% of which is currently vacant. If fully occupied this space would host up to 4,600 new jobs. Furthermore, in addition to confirming Brierley Hill as a new Strategic Centre for the Black Country, the Black Country Joint Core Strategy provides the planning framework for an

additional 1 million sq ft of office space within the area, with the scope to create over 6,000 new jobs

11. Cabinet on the 14th March 2012 gave approval to the principle of a Local Enterprise Zone in Brierley Hill. Significant progress has been made since then on the development of how such an Enterprise Zone might work and on consulting with major property owners to establish their willingness to support such an initiative. Subject to the approval of Cabinet in early 2013, in broad terms, the Zone is proposed to operate on the basis of a business rate reduction for new occupiers over a 2 year period with the 'loss' to the business rate account shared equally by the Council and the property owner

### **The Crossways Centre**

12. The Crossways Centre project is intended to develop a £7m new building close to the proposed site of the new public square (Brierley Place) in the town centre and new link way to Merry Hill. It will bring a new spiritual, community and economic facility to the heart of Brierley Hill town centre; meet the needs of residents; and provide the potential to engage with those visiting the town. Although the driving force of the project is its Christian spiritual dimension, it would be a non-denominational centre serving the local community and those visiting the area to shop or work.
13. A Project Manager has been appointed to develop and implement a business plan and funding strategy and following the engagement of the Directorate of Adult Community and Housing Services, Jephson Housing Association has been identified as a potential partner.
14. Work on this project is currently focussed on contact with other potential housing partners; confirming the availability of the preferred development site and firming up the project's business plan including developing a consultation strategy.

### **Brierley Hill Town Centre Partnership**

15. Following the cessation of the Brierley Hill Regeneration Partnership, the continuing need for a stakeholder forum in the town has been addressed by a new Partnership which was launched in July 2009 and has held a number of meetings since. The Partnership consists of a network of local and sub regional community groups, business groups, public sector bodies and other relevant organisations which will work together in the best interests of the town centre.

## **DUDLEY**

### **Dudley Town Centre Area Development Framework (ADF)**

16. The Dudley ADF was adopted as Supplementary Planning Guidance (SPG) in December 2005 and identified 9 opportunity areas for development and presents a vision, development strategy and illustrative development framework to guide residents, businesses, developers, investors and the Council in shaping the future of the town centre.

## **Dudley Town Centre Townscape Heritage Initiative (THI)**

17. The THI is a Heritage Lottery Fund (HLF) grant giving programme to assist the repair and regeneration of the historic environment within conservation areas in towns and cities. Its aims include:
  - to use built heritage as a stimulant for economic regeneration;
  - to contribute to the sustainability of local economies ;and
  - to support the communities that live and work in each project area
18. Following the withdrawal of Advantage West Midlands funding for the project, a revised funding package has been assembled using Heritage Lottery, European Regional Development, English Heritage and Council match funding.
19. The THI continues to progress well with the Baylies Hall and 168 High Street projects both complete and Charlton House, 270-272 Castle Street, 210 Wolverhampton Street and Holloway Chambers/Elizabeth House progressing on site. Tenders have been returned for the former Co-op building and Finch House and are currently being assessed prior to grant offers being made. Other projects which are progressing well towards formal applications for funding are Fountain Arcade, The Albion, 59 – 60 Tower Street, and Carvers Café. Given the momentum which has been built up in relation to the programme initial discussions have taken place with representatives of the Heritage Lottery fund with regards to the prospect of a second phase THI.

## **Castle Hill**

20. As a consequence of the Council terminating the Castle Hill development agreement with St Modwen Developments in February 2009, the opportunity has been taken for a revitalised development of this site, with work now commenced on site.
21. Significant works on site include the Archives Project and new Tipton Road access, and the iconic Zoo Chair Lift has been restored and brought back into use. The refurbishment of the new offices for the Zoological Gardens is complete and they are now occupied.
22. Whereas the Council has been successful in securing of £4.5m ERDF funding for the infrastructure required to deliver the leisure based hub at the Castle Hill site, a number of elements of the required infrastructure are ineligible for ERDF support. The major element of this is the car park. As a result a successful bid of £600,000 has been made to the LEP managed 'Growing Places Fund'.
23. A planning application is currently in preparation for this major infrastructure project, for which work is expected to commence in Summer 2013
24. A planning application has been submitted for the demolition of the former Gala Bingo. Whilst demolition is one option, the Council is also considering a proposal from the Friends of Dudley Hippodrome, a group which has been established with the aim of restoring the building to its former use.

## **Dudley College**

25. Work on the first 2 phases of the College's Town Centre development programme were completed earlier this year. Phases 1 and 2 consist of a 1,800 sq m Sixth Form Centre on the Priory Place site, and a 7,500 sq m Vocational Centre on the Tower Street West site, known as the Evolve building. These first phases represent a capital investment of approximately £30m. Total student numbers relocated to the town centre amount to approximately 1,500, with staff numbers increasing by a further 250. These relocations are releasing land elsewhere, mainly for housing, with the first of these schemes having started on site this month at Castle View. The scheme will deliver approximately 100 homes, mainly family accommodation adjacent to the town centre.
26. A submission was made by the College and the University of Aston for £9m of government funding towards a University Technical College to be constructed on land adjacent to the 6th Form Centre. Unfortunately this bid was unsuccessful, however, the College has subsequently submitted a further bid to Government and a Planning Application for a Centre for Advanced Manufacturing and Engineering Technology which will provide courses for 1,200 students and represent a further investment of £7m.

## **Town Centre Foodstores**

27. 3 planning applications have been submitted for major foodstores in the Town Centre; 2 on the Cavendish House site and surrounding land and the third on the Falcon House site adjacent to King Street. All applications are currently going through the statutory planning process; each of the 3 proposals includes significant tracts of DMBC land, and CPO powers are likely to be required for each.

## **Town Centre Public Realm/Market Place project**

- 28.2 rounds of extensive public consultation have been carried out on this major £6m project which proposes to provide a high quality space in the heart of the Town Centre. Feedback from the 788 survey forms received showed clear support for all of the key components of the scheme such as the removal of the toilet block, relocation of the Duncan Edwards Statue, bringing the Fountain back into use, and a more open and accessible layout for the market itself. The second round exercise confirmed strong support for other key elements of the project including, the extension of the scheme, additional car parking, a lighting strategy, and exclusion of traffic. Concerns were expressed by Market Traders in relation to the future layout of stalls and following the receipt of a petition, ongoing discussions have taken place with the market traders to identify a layout acceptable to traders
29. Following Outline ERDF funding approval in July 2011 a full bid was submitted in early January 2012, with a provisional date for approval being given as 2nd March. However, due to a decision of the Local Management Committee in January to de-commit funds from all of the packages across the West Midlands, the appraisal of the project was put on hold and the Council's work on progressing the proposals was suspended pending clarity on the future of the scheme.

30. A Call for Outline Applications has subsequently been made under the current West Midlands ERDF Programme 2007 to 2013 and a revised Outline funding bid was submitted at end of November 2012. The Outline bid was approved in December 2012 and the Council has been invited to submit a full application and this is due to be made in February 2013, with work due to start on site in June 2013. A planning application for those parts of the proposals requiring planning permission was submitted in December 2012.

## **HALESOWEN**

### **Halesowen Area Action Plan (AAP)**

31. Progress is being made towards adoption of the Halesowen Area Action Plan. The final consultation stage (called publication stage) on the plan has now closed and the plans along with any issues raised will be sent to the Secretary of State so that an Independent Inspector can consider the plans, their contents, any representations made on the plans and if required hold an Inquiry into these issues.

## **STOURBRIDGE**

### **Stourbridge Area Action Plan (AAP)**

32. Progress is being made towards adoption of the Stourbridge Area Action Plan. The final consultation stage (called publication stage) on the plan has now closed and the plans along with any issues raised will be sent to the Secretary of State so that an Independent Inspector can consider the plans, their contents, any representations made on the plans and if required hold an Inquiry into these issues.

## **Crown Centre**

33. Work has commenced on the demolition of the former Crown Centre and the Bell Street Car Park and on the construction of a new centre comprising

- A 5,500 sq m Tesco foodstore
- 280 sq m associated small retail units
- 550 sq m Offices
- 1,500 sq m New Mall (including Food Court)
- a new 543 space car park

34. The development also includes associated landscape improvements, access, servicing, highway works, footpaths, cycleways and public realm improvements. The development, which represents the single largest development in the town centre in recent times is due to complete in late 2013 and is anticipated to bring a number of benefits including

- 460 new jobs
- Improved car parking facilities
- Public realm improvements including an enhanced town square;
- Improvements to the setting of listed buildings and the High Street Stourbridge Conservation Area

- Stronger pedestrian and cycle linkages;
- An active frontage to the ring road;
- Junction improvements to the road network;

### **Local and District Centres**

35. The local and district centres as defined in the Black Country Joint Core Strategy are as follows;

#### **District Centres**

- Kingswinford
- Lye
- Sedgley

#### **Local Centres**

- Amblecote
- Cradley/Windmill Hill
- Gornal Wood
- Netherton
- Pensnett
- Quarry Bank
- Roseville
- Shell Corner
- The Stag
- Upper Gornal
- Wall Heath
- Wollaston
- Wordsley
- Hawne
- Oldswinford

36. The hierarchy of all centres in the Borough was originally defined in the Council's Unitary Development Plan, and has been subsequently reviewed by the Black Country Joint Core Strategy (JCS) leading to the new designation of Hawne and Oldswinford as local centres. The detail in terms of boundaries to these centres will be set out in the Borough's emerging Development Strategy Development Plan Document (DPD) which is scheduled for adoption early 2015.

37. The DPD will not provide as much detail as the current regeneration strategies for the local centres. Therefore it is likely that further work will need to be undertaken in the form of investment /delivery strategies that provide this type of detail.

38. The JCS includes a number of 'Regeneration Corridors' which are a network of development opportunities covering areas of regeneration need & opportunity which lie outside of the 4 Principal Centres identified in the JCS (Dudley, Brierley Hill, Stourbridge and Halesowen). Regeneration opportunities for these Principal Centres

are covered by adopted or proposed Area Action Plans. Those Regeneration Corridors that lie within the Borough, as shown on Appendix A to this report, are as follows;

- Corridor 10 Pensnett to Kingswinford
- Corridor 11a Dudley Town Centre to Brierley Hill
- Corridor 11b Brierley Hill to Stourbridge
- Corridor 13 Jewellery Line: Rowley Regis to Stourbridge Junction
- Corridor 14 Coombswood to Halesowen
- Corridor 16 Dudley Town Centre to Coseley

39. Regard has been given to the content of Local Centres Regeneration Plans/Strategies in the development of the strategic policies set out in the JCS, and this consistency will be maintained in the preparation of a Delivery Plan for the DPD

### **Local and District Centres Review**

40. The first Local and District Centres Review, approved by Cabinet in September 2006, analysed the borough's 16 local and district centres and identified the 5 that would become the Council's priorities for regeneration over the following 3 years. This Review highlighted the centres most in need of regeneration by evaluating the performance of each against some basic criteria. The criteria used were vacancy levels, retail representation in the protected frontages, diversity of uses and traffic congestion.

41. The priority centres identified as a result of the Review were: - Shell Corner, Lye, Cradley, Pensnett and Quarry Bank. For each of these priority centres, the intention was for Regeneration Strategies/Plans to be developed to encourage and guide investment and renewal in these areas. The Regeneration Strategy/Plan is a non-statutory document and is developed within the framework of current planning policy (the approved Unitary Development Plan) but not included within the Council's Local Development Scheme. As such, it provides a responsive and flexible mechanism to identify priorities for action, funding, and a means of engaging with landowners and potential developers

42. Substantial progress has been made in developing Regeneration Strategies for these priority local and district centres. The Lye District Centre Action Plan was approved in 2004 and Regeneration Strategies/Plans have been developed for Cradley/Windmill Hill Local Centre (approved in February 2008); Shell Corner Local Centre (approved in December 2008) and Pensnett (approved in July 2009)

43. The District and Local Centres Review was updated and approved by Cabinet on the 3rd September 2009. The Review again identified the district and local centres that will become the priorities for regeneration over the subsequent 3 years and a further two centres at Netherton and Wordsley have been added to the priority list.

44. The DPD will deal with reviewing centre boundaries, protected frontages, site allocations and retail policies specific to local and district centres. It will also address some issues relating each specific local and district centre, however delivery actions

and activity will need to be addressed by individual centre delivery/investment strategies.

## **Update on delivering the actions contained in current Plans/Strategies.**

### **Cradley/Windmill Hill**

45. An outline planning permission has been approved for the 118-122 Windmill Hill (subject to Section 106 agreement) for mixed use development on this site which has been an eyesore for some time. The development has however stalled as the developer has been unable to reach agreement with landowners over purchase of the properties required for the scheme and the Council has met with the developer on a number of occasions in order to try and assist in finding a solution.
46. Officers are currently assisting representatives from the Providence Methodist church with their aspirations to redevelop the site for residential use incorporating a replacement church facility.
47. Proposals have been prepared on improvements to car parks, footpaths, open spaces and on the potential for public art to celebrate the history of the area and a public consultation is currently underway on these proposals.
48. Discussions are currently underway with a Housing Association considering carrying out a residential development on the Foredraft Street site in accordance with the adopted Development Brief for this site

### **Lye**

49. Officers are working closely with Dudley NHS and their development partner Ashley House on the development of proposals for the development of a LIFT healthcare facility adjacent to the Lye bypass. Work is focussing on the details of the land transfer from the Council to LIFT, car parking issues and pre-planning application discussions. Site surveys and investigations have been completed. The proposals have been subject to a successful public consultation exercise and a planning application has been submitted which is currently subject to the statutory planning process and is expected to be determined in early 2013.

### **Pensnett**

50. Officers are working closely with Dudley NHS and Ashley House on the development of proposals for the development of a LIFT healthcare facility in the heart of the local centre, for which planning permission was approved in 2012. However, the option agreement for the acquisition of the site between Dudley Infracare Liftco (DIL) and the site's owner expired in December 2012 and officers are working with DIL to try and find a suitable alternative site.

## **Quarry Bank**

51. Officers have worked with the Quarry Bank Community Association in their successful bid for funding for a feasibility study for the refurbishment of the Quarry Bank Community Centre (awarded in October 2011) and will continue to work with the association in the preparation of this work
52. Following the preparation of proposals to improve the public realm in the local, and the award by CENTRO of £360k Local Sustainable Transport Fund monies in order to support public transport, walking and cycling facilities in the area, a public consultation is being held in January 2013 to seek the views of local people on the proposals. The public realm proposals include resurfacing of footpaths, environmental improvements and public art, the implementation of which is dependant on securing funding, however, the LSTF funding has been secured and work will start on implementing its proposals in Summer 2013

## **Finance**

53. Those activities detailed in the report which are delivered directly by the Council are funded within existing revenue and capital budgets.

## **Law**

54. Section 2 of the Local Government Act 2000 enables the Council to do anything which it considers likely to achieve the promotion or improvement of the economic, social and environmental well being of its area.

## **Equality Impact**

55. This work has been conducted in full accordance with the Council's equality and diversity policies and should in no way have any prejudicial impact on different racial groups, disabled people, both genders and/or other relevant groups. The needs of children and young people are considered in the planning process for centres.

## **Recommendation**

56. That the Committee note the progress made in regenerating the Borough's principal and local centres



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**John Millar**  
**Director of the Urban Environment**

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## **List of Background Papers**

1. Centres and Retail – District and Local Centres Review February 2006
2. Lye District Centre Position Statement September 2005
3. Lye District Centre Action Plan – July 2004
4. Cradley/Windmill Hill Local Centre Regeneration Plan- July 2007
5. Shell Corner Local Centre Regeneration Strategy- October 2008
6. Pensnett Regeneration Strategy – July 2009
7. Quarry Bank Regeneration Strategy – December 2011

**Regeneration, Culture and Adult Education Scrutiny Committee**  
**16 January 2013**

**Report of the Director of Urban Environment**

**London 2012 – Legacy**

**Purpose of Report**

1. To provide the Regeneration, Culture and Adult Education Scrutiny Committee with an overview of the legacy arrangements from the London 2012 Olympic and Paralympic Games.

**Background**

2. The Olympic and Paralympic Games in London during the summer of 2012 provided a wide range of opportunities for people from across the United Kingdom to become involved. Participation was not restricted to sporting events but involved a wider offer of cultural activities. Fundamental to the impact of the Games was the legacy that remained after Games-time.

In Singapore in July 2005 London promised to inspire a new generation to play sport. Four key areas were identified in the original bid for the Games, and were reaffirmed by Government in December 2010, as a focus for the legacy:

- Harnessing the United Kingdom's passion for sport to increase grass roots participation, particularly by young people – and to encourage the whole population to be more physically active
  - Exploiting to the full the opportunities for economic growth offered by hosting the Games
  - Promoting community engagement and achieving participation across all groups in society through the Games
  - Ensuring that the Olympic Park can be developed after the Games as one of the principal drivers of regeneration in East London
3. This report will concentrate on bullet points 1 and 3 as these are likely to have the greatest impact on legacy in Dudley.

## **London 2012 Olympians and Paralympians from the Borough**

4. A number of elite athletes from the Borough were selected to represent Team GB at both the Olympic and Paralympic Games. They are identified by sport below and medals won are shown:

### **Olympians**

**Basketball** – Dominique Allen from Holly Hall, Dudley

**Gymnastics** – Kristian Thomas from Earls Gymnastics Club in Halesowen. Won team bronze medal

**Track Cycling** – Jessica Varnish from Halesowen Athletic and Cycling Club

**Water Polo** – Alex Parsonage from Woodsetton, Dudley

### **Paralympians**

**Paracycling** – Helen Scott from Halesowen Athletic and Cycling Club. Won silver and bronze medals

**Shooting** – Richard Davies from Stourbridge

**Wheelchair Tennis** – Jordanne Whiley from Halesowen. Won bronze medal in Women's Doubles.

Many of these elite athletes have returned to their clubs and have attended events in the local community where their achievements have been recognised and they have been able to promote sport to a wider audience.

At the Black Country BeActive Partnership Sports Awards in November 2012 Kristian Thomas won both the Sports Person of the Year and the Elvis Gordon Sports Personality of the Year awards. Jordanne Whiley won the Disabled Sports Person of the Year category. Most of the local Olympians and Paralympians received a nomination in at least one award category.

In late December 2012 The Mayor of Dudley welcomed a number of the Olympians and Paralympians to the Council House. All of those present expressed a desire to make a contribution to promoting and developing sport and there is an opportunity to involve them as role models.

## **Sport England – 2012 to 2017 Strategy: A Sporting Habit for Life**

5. Sport England published a revised strategy document in 2012 and stated that they want to have transformed sport in England by 2017. Sport England want sport to be a habit for life for more people and a regular choice for the majority. The strategy is intended to:
- See more people taking on and keeping a sporting habit for life
  - Create more opportunities for young people
  - Nurture and develop talent
  - Provide the right facilities in the right places
  - Support local authorities and unlock local funding
  - Ensure real opportunities for communities

6. It is recognised that there is a real challenge for Sport England to create a meaningful and lasting community sport legacy from the London 2012 Olympic and Paralympic Games as current trends in participation are low and the economic climate is tough. To create a lifelong sporting habit Sport England will:
- Continue to work through National Governing Bodies of sport (NGBs) with a tougher performance regime
  - Increase the focus on youth sport, making the transition from school to community sport easier
  - Taking sport to where people are

### **Sport England Programmes in Dudley**

7. Sport England investment into sport in the five years between 2012 and 2017 is likely to be in the region of £1 billion. This will be directed through four funding routes:
- NGB Whole Sport Plans
  - Facility Investment
  - Local Investment
  - Schools and School Games

### **NGB Whole Sport Plans**

8. NGB Whole Sport Plan (WSP) investment will be almost 50% Of the funding available and will seek to secure a growth in participation levels, particularly among 14 to 25 year olds; the retention of

participants; high quality talent development; and growth in participation by people who have disabilities.

The announcement of the funding settlement for each NGB was made in December 2012 and each of the 46 NGBs will be rolling out their plans in the New Year. There is an opportunity to work with NGBs to bring their products to the Borough and the work collaboratively on projects to increase levels of participation.

For example, British Cycling has expressed a keen interest to work in the Black Country and Dudley in particular. There is an opportunity to link to the Sky branded programmes organised and run by British Cycling which would utilise infrastructure that has been created across the Borough in recent years. The British Cycling programme would build on the work of the team from Transportation who have promoted and delivered the **Breeze** women-only cycling programme and have given children confidence and skills through the **Bikeability** scheme.

With financial support from the Clinical Commissioning Group it is intended to formalise an arrangement with British Cycling which will build on the previous work across the Borough and will provide greater opportunities for local people to cycle.

9. Earls Gymnastics Club currently based in Halesowen provided Kristian Thomas with the platform from which to progress to become an Olympic bronze medallist in London. The Club has long sought to relocate to a larger premises to enable the organisation to further develop.

On the back of the Olympic success of Kristian Thomas the Club has worked closely with the local authority and their NGB - British Gymnastics - in an endeavour to secure replacement premises. The NGB has been able to identify a capital resource of £180,000 and the Club are currently progressing an application for permission to change the use of a premise in the Borough.

### **Facility Improvement**

10. Investment into facility improvements has been a key part of Sport England activity for many years. The **Places People Play** initiative was launched by Sport England in 2010 with the intention of using Lottery funding to upgrade up to a thousand local sports clubs and facilities, create new, iconic multi-sport facilities and to provide renewed protection of playing fields.

Across the Borough the **Inspired Facilities** element of **Places People Play**, which directs funds to local sports clubs and facilities, has had an impact. For sports clubs and organisations 100% funding up to a maximum of £50,000 can be made available, whereas public bodies have to match fund any application on a £ for £ basis.

The following sports clubs have been successful and have secured 100% capital funding for projects:

- Priory Boxing Club - £50,000
- Kewford Eagles Football Club - £50,000
- Dudley Water Sports Centre Limited - £50,000
- Stourbridge Social Cricket Club - £43,000
- Stourbridge Cricket Club - £42,000

It is anticipated that other sports clubs will make applications for funds when the opportunity arises in future funding rounds. Support and guidance is offered to potential applicants.

11. Sport England has been a statutory consultee for all planning applications that impact on playing pitch provision for many years. One strand of **Place People Play** has been to invest in playing fields to protect them for future generations. Fields in Trust (FiT) has also been promoting the protection of playing fields as a means of marking the Queen's Diamond Jubilee in 2012.

Locally there has been engagement with the FiT programme - **Queen Elizabeth II Fields**. Three sites have been designated as **Queen Elizabeth II Fields** and are shown below:

- Donkey Pool Playing Fields, Priory Road, Dudley
- Sledmere Playing Fields, Stirling Road, Dudley
- Russell's Hall Playing Fields, Middlepark Road, Dudley

Each of the recently dedicated settings is eligible to submit a competitive application to Sport England for funds from the Places People Play initiative in an attempt to secure investment in the location.

Many other locations across the Borough were considered during the process of identifying suitable sites for nomination as **Queen Elizabeth II Fields**. Many locations, particularly in the south of the Borough, already enjoyed protection through alternative deeds of trust.

### **Local Investment**

12. **Sportivate** is a national £32 million Lottery programme that gives 14-25 year olds access to six-week courses in a range of sports including judo, golf, tennis, wakeboarding, athletics and parkour or free running. **Sportivate** is one of the Sport England legacy programmes.

The programme is aimed towards those young people who are not currently choosing to take part in sport in their own time, or are doing so for a very limited amount of time. The programme will support them to continue playing sport in their community after the six weeks is up.

**Sportivate** is fully inclusive and where it is considered necessary programmes will be targeted for instance towards young people who have a disability or people from black or minority ethnic backgrounds.

The first **Sportivate** project in the England was run at Lions Boxing Club in Silver End, Brierley Hill. Other successful **Sportivate** projects have included a disability football project at Glasshouse College and a football project at The Dell Stadium for young men from Asian backgrounds.

**Sportivate** will continue to provide funding for projects and all potential local providers are notified of funding rounds and assisted wherever possible to submit applications.

13. Further education colleges will benefit from investment into full-time posts for sports professionals to become **College Sport Makers**. The role is intended to link college sport to community sport opportunities and to assist NGBs to deliver their projects. Dudley College and Stourbridge College have both expressed interest in the programme and developments will be supported as this provides another opportunity to increase levels of participation.
14. A national charity Street Games will lead a Sport England programme entitled **Door Step Clubs**. The most disadvantaged local communities will receive programmes intended to give young people the chance of a sporting habit for life. It is expected that 85% of **Door Step Club** members will live in the 20% most deprived communities of England.

The Clubs will be for the community - those who enjoy sport in school as well as those who do not warm to PE. They will be fun, sociable and have a strong element of youth leadership. There will be a varied diet of competitive and non-competitive sports and talented youngsters will be encouraged to join in the development programmes of their chosen sport's governing body.

The coaches who run the clubs will be special people - skilled in leading sport as well as in supporting young people to make the best of themselves. The young volunteers who co-run the clubs will gain new skills and qualifications and grow as they learn to lead.

The national roll out of **Door Step Clubs** will take place in 2013 and officers from Dudley MBC are working with Street Games to plan a local programme of delivery.

15. Local authorities, community groups and other partners will be given the opportunity in 2013 to bid for matched funding to sustain and increase once a week participation in sport. Sport England intends to invest up to £40 million in the **Community Sport Activation Fund** which will be launched early in 2013.

The funding will be for revenue programmes up to a maximum of £400,000. Partnership funding will be expected to be provided and will be required to demonstrate the development of, not merely the continuation of, projects. There will be two funding rounds each year and applicants will not only be required to contribute matched funding, but will have to demonstrate strong local partnership working and need based on a strong evidence base.

### **Schools and School Games**

16. Nationally three-quarters of sports halls and artificial grass pitches and a third of swimming pools are located on school campuses. Many of these facilities are under-used and at times lie dormant. To maximise these valuable sporting assets during 2013 Sport England will make Lottery monies available to schools to enable them to open up their sports facilities for use by local communities.

Funding for this programme is expected to be announced in the spring of 2013.

17. By 2017 Sport England intend to ensure that every secondary school in the country has been offered the opportunity to host a **satellite community sports club** on its campus. Each satellite club will have a direct link to one of more NGB depending on the clubs in the locality.

NGBs will invest in **satellite clubs** through their WSP funding. A further £21 million will be targeted to set up clubs in order to fill gaps in provision and to meet the needs of young people. There will be 49 Club Link Makers, one in each County Sports Partnership (CSP) who will bring together local and national opportunities.

The full roll out of **satellite clubs** initiative will begin in early 2013.

18. **School Games** represents a package of annual events at school, district, county and national level which are intended to engage and excite all children and young people. One of nine national pilot **School Games** was run in the Black Country in 2011 and was an enormous success. In 2012 the whole national programme was launched and at a sub-regional level there were both winter and summer **School Games**.

**School Games** Organisers based in secondary schools with a specialist sports college focus organise and manage inter-school competition. This follows on from intra-school activities organised and managed in each individual school. These programmes form level 1 and 2 of the **School Games** structure. Level 3 is the sub-regional **School Games** Festival organised and managed by local government officers in conjunction with the CSP. Level 4, the national event is managed by NGBs who recruit participants from their talent development pathways.

The 2013 Black Country School Games Festival will take place in the summer and will feature a large scale multi-sport event and a number of single sport competitions staged in each of the four authorities. Plans are currently being formulated and details will be published early in 2013.

### **County Sports Partnership**

19. Reference has been made to County Sports Partnerships (CSPs) earlier in this report. There are 49 CSPs across England and the Black Country CSP is the BeActive Partnership. CSPs have been established for a number of years, but in the Black Country there has been partnership working in sport for over forty years which provides a strong base for ongoing collaboration.
20. The BeActive Partnership is part of Black Country Consortium Limited and there is a Board for the Sports Partnership comprising representatives from NGBs, local government, health and further and higher education.
21. CSPs will receive new resources as part of the roll out of the Sport England Strategy to enable them to create effective links on a local basis between schools and sports clubs in the community. CSPs also broker discussions between NGBs and local authorities and their partners.

### **Community Games**

22. The **Community Games** programme provided an opportunity to bring communities together to take part in sporting and cultural activities inspired by, and in celebration of, the London 2012 Olympic and Paralympic Games. The Games preceded London 2012 and they will continue beyond 2012.

**Community Games** are organised by the community for the community and are intended to be unique. The only pre-requisites are that there is an opening or closing ceremony, a sporting or physical activity element and a cultural element. The aim is to capture the core values of the Olympics and Paralympics.

Nationally **Community Games** has been a real success with 1,600 events involving 37,000 volunteers and over 1 million participants. There were a number of successful Games in Dudley including St Thomas's Community Games and Games in each of the Healthy Hubs.

There is momentum across **Community Games** organisers and at a local level people will be encouraged and supported to continue their events.

23. When the Government announced the Healthy Community Challenge Fund in June 2008 and Dudley MBC and Dudley PCT were successful in securing funding for the Healthy Towns project there was an expectation that new approaches to promoting physical activity would be tested and validated alongside healthier eating initiatives. This was clearly identified as part of the legacy from the Games.

A great deal has been learned from the Healthy Towns project in Dudley and this has been shared widely. The challenge from a legacy perspective is to use this local learning to continue to re-shape the delivery of opportunities for physical activity and sport. This has begun with the bringing together of the Sports Development and Park Ranger functions within the Council's Sport and Physical Activity team. The co-ordination of programmes as part of the Green Spaces for Health initiative will further build on best practice.

24. Between the end of the Olympic Games and the start of the Paralympic Games in August 2012 there was a national initiative - **Join In Local Sport** – which was intended to encourage people who had been inspired by the Olympics to take up some form of activity. Locally there were around 90 different opportunities for activity that were promoted on the **Join In Local Sport** website.

**Join In Local Sport** will continue in 2013 with Saturday 27 and Sunday 28 July 2013 having been identified as the dates that will be the focus for activities. The dates will be promoted and local groups and organisations encouraged to promote themselves. Programmes of activity will also focus on the dates to ensure engagement.

### **Conclusion**

25. This report outlines a wide range of opportunities that exist and are available locally to deliver a legacy from the London 2012 Olympic and Paralympic Games. There is no one single agency that will deliver a legacy in isolation. A legacy from the Games will be the result of collaboration and partnership work both at a local and sub-regional level and with national agencies. The demonstrable evidence of legacy may not become apparent for some years but should be an increase in people playing sport and being physically active which should have an impact on the health and well-being of the population.

### **Finance**

26. There are no immediate financial issues arising from this report. However reference is made to the availability of external funding and in certain instances this will require match funding. It is recognised that the provision of match funding from the Council will be difficult given the prevailing economic climate.

## **Law**

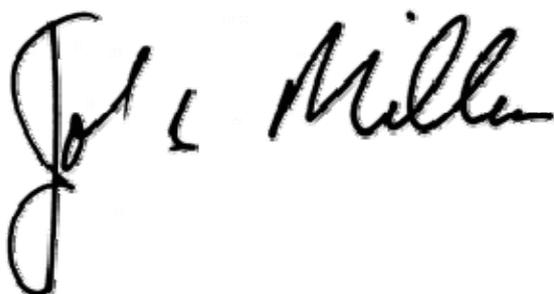
27. Section 111 of the Local Government Act, 1972 enables the Council to do anything that is calculated to facilitate or is conducive or incidental to the discharging of functions as a Local Authority.
28. Section 2 of the Local Government Act 2000 empowers the Council to take action to implement measures it considers likely to achieve the promotion or improvement of the economic, social or environmental well-being of the Borough.
29. Section 19 of the Local Government (Miscellaneous Provisions) Act, 1976, empowers the Council to provide recreational facilities in its area.
30. There is a duty under Section 17 of the Crime and Disorder Act 1998 to account for the implications of the impact on community safety of actions and decisions relating to service areas.

## **Equality Impact**

31. The proposals contained in this report are in full accordance with the Council's Equality and Diversity policies. All of the programmes referenced in the report are fully inclusive and the legacy of the Olympics and Paralympics is intended to make a difference to everyone.

## **Recommendation**

32. It is recommended that the Regeneration, Culture and Adult Education Scrutiny Committee note the contents of this report and the range of legacy opportunities that are available.

A handwritten signature in black ink, appearing to read 'J.B. Millar'. The signature is written in a cursive style with a large initial 'J'.

**J.B. MILLAR**  
**Director of the Urban Environment**

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## **List of Background Papers / Resources**

**Sport England** - Sport England Strategy 2012 – 17 (January 2012)

**DCMS / Sport England** – Creating a sporting habit for life: A new youth sport strategy (January 2012)

**DCMS / Sport England** – Satellite Clubs Guide (October 2012)

**House of Commons Library** - London Olympics 2012: sporting legacy (January 2012)

**DCMS** - Our promise or 2012: How the UK will benefit from the Olympic and Paralympic Games (June 2007)

**DCMS** – Before, During and After: Making the most of the London 2012 Games (June 2007)