

NORTH DUDLEY AREA COMMITTEE – 5TH DECEMBER 2007

REPORT OF THE DIRECTOR OF THE URBAN ENVIRONMENT

**REPORT ON THE PEOPLE'S MILLIONS £50 MILLION LOTTERY GIVEAWAY
BLACK COUNTRY URBAN PARK**

Purpose of Report

- 1 To update the Area Committee on the Black Country's project in the 'People's Millions £50million Lottery Giveaway' – Black Country Urban Park and how to support the project in the public vote in late November/December. A DVD about the project will be shown at the meeting to support this report.

Background

- 2 Black Country Urban Park is a £110m project which aims to transform the Black Country through a series of flagship projects.
- 3 They are:
 - Strata - Wren's Nest National Nature Reserve and the Seven Sisters Mines
 - Creating more accessible Canals focusing on Wolverhampton
 - The Green Bridge Park – linking West Bromwich town centre and Walsall Arboretum through a 12 mile 'green bridge'
 - Living Landscapes – 20 nature reserves or sites of public open space across the Black Country focusing on developing community projects for environmental improvements.
- 4 The main partners for the project are
 - Black Country Consortium
 - Dudley MBC
 - Sandwell MBC
 - Walsall MBC
 - Wolverhampton CC
 - Birmingham and Black Country Wildlife Trust
- 5 At the time of the last Area Committee meeting, the Black Country was waiting for the Big Lottery Fund to finalise their assessment of the project and to make their announcement of who would be competing for the £50million.
- 6 On the 23rd October 2007, it was announced that Black Country Urban Park had proceeded to the public vote to be held in late November/ early December.
- 7 Four projects will be part of the public vote.

- Black Country Urban Park
- The Edge – The Eden Trust (St Austell)
- Connect2 (people, places, pride) – Sustrans (Bristol based, UK Wide)
- Sherwood: The Living Legend Project - (Sherwood Forest and surrounds)

Voting Process

- 8 Supporters of each project will be able to vote on-line, by telephone and possibly text (although this has not yet been confirmed)
- 9 All voting will be overseen by the Electoral Reform Service (ERS). The telephone voting will be charged at a local rate (10p -although calling from a mobile phone may cost extra).
- 10 On-line voting will start on Monday 26th November. To vote on line, voters will need to register on the People's Millions website beforehand.
- 11 Telephone voting will begin at 9am on Friday 7th December.
- 12 A maximum of five votes per telephone number and email address will be allowed.
- 13 All voting will close at 12noon, Monday 10th December

Promoting the project and encouraging people to vote

- 14 A marketing and promotion campaign has been developed and is being currently being implemented. Co-ordination of the campaign is the responsibility of Black Country Consortium Ltd, with partners supporting this work or undertaking other activities where appropriate. Posters, postcards and other media promoting the TV vote are available for individuals, organisations and businesses to use to support the project.
- 15 Dudley Museum & Art Gallery will have a detailed display of the Black Country Urban Park project for members of the public to visit and learn more. Dudley Museum & Art Gallery is open 10am – 4pm Monday to Saturday. Libraries will also have displays and information about the project.
- 16 If Members of the Committee, the public or other interested organisations require further posters about how they can support the project and encourage people to vote, then they can email blackcountryUP@dudley.gov.uk
- 17 Further information about the project can be found at www.blackcountryUp.co.uk or the Big Lottery Funds website - www.thepeoples50million.org.uk/home

Finance

- 18 There are no direct financial implications arising from this report.
- 19 The financial implications of the Council's participation in the Big Lottery Project were included in the Capital Programme Monitoring report approved by the Council on 16th July 2006.

LAW

- 20 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.

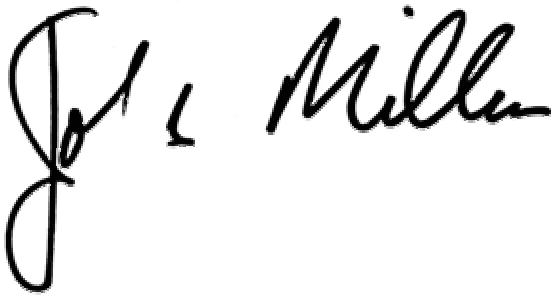
Equality Impact

- 21 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 relevant groups. The needs of children and young people have been considered in the development of the project.

Recommendation

It is recommended that the Committee:-

- Supports the Black Country Urban Park project.
- Actively engages the public and business in the promotion of the project with regard to the public vote in November/December.



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List of Background Papers

Report to Cabinet – 13th September 2006
Report to Council Meeting on 16th July 2007 – Capital Programme Monitoring.