

Appendix B - Sandwell Towns Fund Programme

News and Media Forward Plan

Note: This is a proposed News and Media Forward Plan for the Towns Fund Programme. Plans may change as this is subject to progress delivery.

Project	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025
Digital Den						Press Release: Case Studies		
Central St Michaels	Press Release: Celebrate 1-year anniversary.			Town Deal Board Site Visit: Meet learners/ case studies				
Urban Greening				Town Deal Board Site Visit: Visit works delivered as part of this project.		Press Release: Completion of Pocket Park on Bull Street with Sandwell College and Bostin' Arts		Press Release: Promotion of Meadow Event and second year of meadow cutting (date TBC)
Retail Diversification Programme				Town Deal Board Site Visit: Visit Indoor Market/ Wilko Demolition			Press Release: Indoor Market Practical Completion/ opening event	Milestone: New indoor market officially opens
Town Hall Quarter		Press Release: Promote Conservation Award		Town Deal Board Site Visit: Internal refurbishment plans.				
West Bromwich Connected				Press Release: Phase 3 complete and notification of Phase 4 start date				
Ron Davis Centre Expansion					Press Release: Case Studies			
Midland Met Learning Campus			Press Release: Promote					

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			'topping out' milestone.					
Grove Lane Regeneration								
Rolfe St Canalside Regeneration								
Smethwick Connected			Press Release: Promote the completion of Phase 5					
Rowley Regis Parks Improvement			Press Release: Additional funding secured	Town Deal Board Site Visit: View works completed				
Canal Network Connectivity				Press Release: Completion of Wrights Bridge/ project delivery.				
Cradley Heath Skills Campus		Press Release: Promote 'topping out' milestone.		Town Deal Board Site Visit: View progress on-site.				
Blackheath Bus Interchange		Press Release: Announce the start date for on-site works.		Town Deal Board Site Visit: View progress on-site TBC.				
Rowley Regis Connected			Press Release: Completion of P1 and P2 with news on P3.					