



Letters in support of the Worcester Town Investment Plan

This document includes 33 letters of support received from a cross-section of organisations and individuals involved in business and civic society in Worcester, Worcestershire and surrounding regions.

Table 1: Index of support letters by person and organisation

Name	Organisation
Mr Robin Walker, MP	Town Fund Board Member and MP for Worcester
Roger Knight	Town Fund Board Member
Carl Antzen	Worcester Bosch
Col (Rtd) SJ Cartwright MBE TD	Worcestershire Hussars
Nigel Eggleton	First Bus
Capt J Astley	Worcestershire Yeomanry Museum
Gary Woodman	Worcestershire LEP
Mark Jackson OBE	High Sheriff of Worcestershire
Denise Clarke	Friends of Cripplegate Park
Glenn Burley	South Warwickshire, Wye Valley & George Eliot Hospital NHS Trusts
Diane Wake	The Dudley Group NHS Foundation Trust
Deborah Lee	Gloucestershire Hospitals Foundation NHS Trust
Matthew Hopkins	Worcestershire Acute Hospitals NHS Trust
Jan Scrine	Warndon Parish Council & Worcester Civic Society
Alan Tucker	St Peter's Parish Council
Claire Minett	Natural England
Dave Throup	Environment Agency
Mike Morris	Severn Rivers Trust
Jason Leach	Canal and River Trust
Samantha McCarthy	Worcester Business Improvement District
David Green	Town Fund Board Member and University of Worcester
Laura Worsfold	Town Fund Board Member and Severn Arts
Craig Moule	Chair, Town Fund Board Member and Sanctuary Housing
Mohammed Iqbal	Town Fund Board Member and Worcester Muslim Welfare Association
Ruth Heywood	Worcester Community Trust
Richard Soper	Worcester Community Trust
Simon Geraghty	Town Fund Board Member and Worcestershire County Council
Sally Ellison	Town Fund Board Member and Worcester Community Action
Nicki Williams	Town Fund Board Member and Heart of Worcestershire College
Mark Hughes	Worcester Business Improvement District
Nicki Williams	Worcester Business Improvement District
Steen McCollin	Worcester River Sports Association
David Hoskins	Worcestershire County Cricket Club

David Sutton
Deputy Director – Corporate Policy and Strategy
Worcester City Council
The Guildhall
High Street
Worcester
WR1 2EY

27 January 2021

Dear David,

I am writing in support of the Worcester Town Investment Plan which has been unanimously approved by all parties on the City Council and which has the potential to deliver growth of regional significance for our area.

Having been part of the board that has worked on this plan from the start I believe it offers an excellent suite of projects which are well match funded and which deliver on a number of the key priorities of this Government and the Stronger Towns Fund.

I believe that the plans for Shrub Hill and for the Severn Campus have the potential to support economic benefits even wider than Worcester itself. I am delighted that a £10.5 million project to transform the area around Shrub Hill Station, which has been a neglected gateway to our city, is at the heart of the Towns Fund bid. This is an area which has long been in need of regeneration and which is a vital link between some of Worcester's areas of highest need and the centre of the city. Improving it, delivering connectivity through it and revitalising an area of Victorian warehousing into new apartments and commercial space will offer valuable employment to surrounding areas and improve the city's offer, both of affordable housing and office space. It will allow for Brunel's station to get the gateway to the city it has long merited and undo some of the damage inflicted on the city by 1960s planners when they cut this area of Worcester off from the city centre through the creation of city walls road. As rail links to both Oxford and London are being improved with more frequent services and faster journey times, this development can also help to attract inward investment to the city and support employment in the wider area along the North Cotswold line and up towards Kidderminster.

The proposed Severn Campus for Health and Wellbeing will also support the fast growing sectors of health and social care in which our university has established a strong reputation, and deliver both educational and skills opportunities for the city, as well as healthcare and wellbeing opportunities for some of its most deprived communities. It will support the ageing population of the wider county, and the plans for a medical school in the city, which is a key part of our plan to improve the NHS across Herefordshire and Worcestershire and sustain the growth of our university, which last year was given the largest allocation of nurse training places anywhere in the country. It is well supported by match funding from other sources and is one of the reasons why this TIP is able to make a contribution.

Other key projects include investments in active travel through new cycle routes between residential areas with high unemployment and job opportunities in the city centre, a cycle hire scheme offering both conventional and e bikes, improvements to the riverside and cultural quarters to maximise the city's tourism potential and a wide range of skills projects in some of the most deprived areas of the city.

I believe this suite of projects is well chosen to reflect the diverse opportunities for our city, its key areas of potential for regeneration, and to support left behind communities. If it is

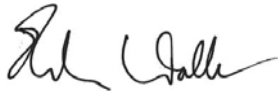
approved it will complement earlier investments through the Future High Streets Fund and Cultural Recovery Fund which are already delivering benefits for the city centre. Some of the key reasons why I think this plan represents excellent value for money are:

- A strong profile of match funding with the £28m ask of the Government being fully matched by £28m of local funding.
- Regional benefits of both the proposed Severn campus for Health and wellbeing and the Shrub Hill Regeneration offering the opportunity of jobs and economic benefits well beyond Worcester.
- Delivery of both affordable housing and employment opportunities.
- Well targeted funding to some of Worcester's areas of highest need including a range of initiatives to support employment and skills.
- Valuable investments in active travel, particularly between areas of higher unemployment and the city centre, supporting both greener transport and employability.
- Making the most of Worcester's heritage and natural assets by linking cultural sites and the riverside.
- Expanding on the potential of the fastest expanding University in the country for healthcare and supporting the local NHS.

These interventions therefore could not be more timely or more keenly needed. I am glad that the projects in Worcester's bid will help some of the parts of Worcester that need it most as well as strengthening our city centre and riverside.

I am proud to support the proposals made in this Town Investment Plan. If delivered, they could be transformative for my constituency, genuinely delivering on the ambition of our Government to level up and to support localism and growth. I therefore commend these proposals to you and encourage the government to support these plans in their entirety.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Robin Walker', written in a cursive style.

Robin Walker MP

14 Jasmine Close
St Peter's
Worcester
Worcestershire
WR5 3LU
rogerdknight@tiscali.co.uk
01905 360054

22nd January 2021

To whom it may concern,

In support of the Town Investment Plan as submitted by Worcester City Council

As a former Councillor, Mayor and Deputy Leader of Worcester City Council, also as a current member of the TIP Worcester Board, I would like to put on record my absolute support for the excellent, well researched and thoroughly thought through application, that has now been submitted under the Government's Town Investment Plan funding opportunity. I would also like to take this opportunity to thank those Officers for their work and commitment in drawing together the various organisations, within the City, to agree and produce this plan.

Should this application be successful, it will breathe new life into our City, new life that is desperately needed after this most dreadful past year. The funding would allow areas of the city to both be brought to life and more fully utilised. The riverside will become an area, a riverside park, that will encourage healthy outdoor activity and improve linkages across and through the City. The Riverside is one of the City's greatest assets and will become a destination for visitors and residents alike.

The Shrub Hill Regeneration will transform a fairly run-down quarter, to an area that will open opportunities for housing, commence and restore the Victorian Railway Station to its former setting as well as improve connectivity and transportation links.

With the relocation of the bus depot, the canal side will open further opportunities to bring buildings back into fruitful use and allow Worcester to more fully utilise its assets. Together with the Skills and Enterprise initiative, Worcester will be able to secure the future of both our residents, in terms of training and employment, and our heritage in existing buildings and the potential to create new and creative opportunities.

The benefits of these outcomes are not just City centric, but will have beneficial impact on the wider community of Worcestershire, the Severn Centre for Health and Well Being demonstrates this precisely and this initiative will have a widespread impact. To quote from the submission, "Situated on the Severn riverbank in Worcester, the Severn Centre for Health and Wellbeing will be a major new regional centre for skills across the health professions. The Centre will be the cornerstone of a sustainable outstanding health and wellbeing campus which will contribute to serving the needs of the local community including a GP practice, on-site therapy and rehabilitation clinics and prescribed classes in nutrition and exercise."

I most sincerely hope that Worcester's submission will be successful and I look forward to the benefits that it will most certainly bring.

Yours sincerely



Roger Knight.

Worcester Bosch

Cotswold Way, Warndon

Worcester, WR4 9SW

Telephone: 0330 123 9559

Councillor Marc Bayliss
Leader
Worcester City Council
The Guildhall
High Street
Worcester
WR1 2EY

26th January 2021

Dear Councillor Bayliss

Letter of Support for the Worcester Town Investment Plan

I am writing on behalf of Worcester Bosch Group, to offer our support for the Worcester Town Investment Plan.

Without the Towns Fund interventions there is a real risk that Worcester will continue to be overlooked for investment and development which will support higher value employment in favour of other urban areas in our region, leaving our communities even further behind.

Worcester needs an injection of investor confidence and capital to help us achieve a critical mass in what should be our key strengths: a diverse economy, a destination rich in culture, heritage and nature and a place that is easy to get to and easy to get around.

Worcester Bosch is one of a number of major UK businesses that originated and has grown up here in Worcester and fully intend to continue to make this our national base. So we share a common focus on the City of Worcester and see the investment that will come via the Towns Fund interventions to be an essential part of the continued economic success of the City.

We fully support the ambition of Worcester City Council to provide skills training at community level in order to further develop and train young people in the county to provide them with better opportunities, gain employment and in turn helping the future growth of the local economy by getting more people into work. As Worcester Bosch we are particularly keen to see continued investment in STEM skills in order to create employment opportunities in manufacturing and precision engineering skills.

Finally, we totally endorse Worcester's ambition to become a truly sustainable city. Worcester Bosch is at the forefront of developing technologies that decarbonise the heating of our homes and businesses in order to address the climate emergency so the promotion of green growth via the Towns Fund is an ambition we are 100% behind.

Yours sincerely



Carl Arntzen
CEO



The Queen's Own Worcestershire Hussars and
the Worcestershire Yeomanry Regimental Charitable Trust
and
The Worcestershire Yeomanry Museum Trust

D Sutton Esq.,
Deputy Director – Corporate Policy and Strategy,
Worcester City Council,
The Guildhall,
High Street,
Worcester. WR1 2EY

24th January 2021

Dean David

Worcester City Investment Plan – Townsfund Application

I write to offer my support, without reservation, for the City's application to the Townsfund to obtain funding to assist with the Investment Plan envisaged for the City redevelopment.

It is not often that a Curator of a collection is asked to comment on such matters however, in this case I felt so strongly that I felt the urge to write to you to confirm my support. I have been associated with the Worcestershire Yeomanry Museum for almost 40 years, 18 of those years as Chairman of Trustees and 30 years as Honorary Curator, a post that I still fill today.

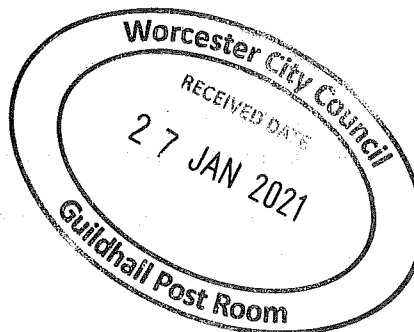
As part of the plan the move to the Commandery for the Worcestershire Soldier Exhibition will, I believe, be so very beneficial to both the City and ourselves and will, undoubtedly, increase visitor and tourist figures to the City's attractions.

The planned move will allow us to change things somewhat and bring the displays up to date after almost 20 years at the City Museum; the exhibition was opened in 2003.

I wish every bit of good luck to the project and I look forward to sharing in its success.

Yours sincerely

Stanford Cartwright



26 January 2021

Worcester Depot
Padmore Street
Worcester
WR1 2PA
www.firstgroupplc.com

Andrew Round
Corporate Director Place
Worcester City Council
Guildhall
High Street
Worcester
WR1 2EY

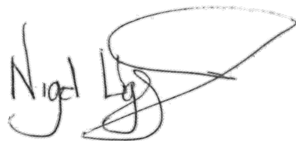
Dear Andrew

Padmore Street Bus Depot

I can confirm that we very much welcome the opportunity to work with Worcester City Council and Worcestershire County Council on the Shrubhill regeneration project. We support the Town Investment Plan, the benefits it will bring to the city and our willingness to work closely with you to identify a new site for our bus depot currently located on Padmore Street.

I look forward to making further progress when hopefully we receive positive news of a successful funding bid.

Yours Sincerely



Nigel Eggleton
Managing Director
First South Yorkshire and the Midlands



**THE QUEEN'S OWN WORCESTERSHIRE HUSSARS AND THE
WORCESTERSHIRE YEOMANRY REGIMENTAL CHARITABLE TRUST**

AND

**THE WORCESTERSHIRE YEOMANRY MUSEUM TRUST
(REGISTRATION NO. 509447)**

David Sutton
Deputy Director – Corporate Policy and Strategy
Worcester City Council
The Guildhall,
High Street,
Worcester WR1 2EY

26th January 2021

Dear David,

Re: Worcester City Investment Fund – Townsfund Application

On behalf of the Trustees I confirm our wholehearted support for the proposal to relocate the Worcestershire Soldier Story to the Commandery, from its current home at the Museum and Art Gallery.

The Exhibition does generate a good level of interest where it is, however we agree that a colocation would be mutually beneficial and provide a signposted home which can only benefit the City's wider heritage/tourism offer. A chance to bring the exhibits up to date will also be welcome and provide longevity, which the Trustees are committed to, to ensure future generations continue to remember the dedication and sacrifice of those joining the armed forces, in both a full and part time role.

It also comes at a time where we are digitizing the collection, so that not only will greater interaction be possible, but family history research, which is very popular these days, will be easier to access.

If you need anything else from us please just ask and we look forward to working with Worcester City Council on the detail in due course.

Yours sincerely,

Capt JP Astley RIBA
Chairman
The Worcestershire Yeomanry Museum Trust

26 January 2021

Cllr Marc Bayliss
Worcester City Council,
Guildhall,
Worcester

Dear Cllr Bayliss,

RE: Worcestershire LEP fully supports the Worcester City's Town Deal Bid

I am writing on behalf of Worcestershire Local Enterprise Partnership (WLEP) to add our support to the Worcester City's Town Deal bid. The LEP have championed investment into our city and town centres across the county with numerous successful bids already enabling transformation within these key areas.

WLEP have engaged with partners on the Town Board to develop city and town centre bids, all in line with our Strategic Economic Plan (2015-2025) and our new emerging Local Industrial Strategy. The proposed town deal will support the delivery of the Worcestershire LEP's Vision for 2040 and our targets to 2025, which are, to create 25,000 jobs, Increase Gross Value Added (GVA) by £2.9bn and contribute towards the delivery of 21,500 new homes by 2025.

Worcester's bid will increase our progress on these targets by providing greater support for local businesses and improving tourism to the local high street and surrounding town businesses.

We fully support the City Council's proposal and see this as a prime opportunity to secure funding to help deliver transformational improvements to Worcester's town centre, addressing some of the challenges locally and working in tandem with the economic strategy.

Yours sincerely,



Gary Woodman
Chief Executive



The Mercian Regiment Museum (Worcestershire)

Army Reserve Centre Dancox House

Pheasant Street

Worcester WR1 2EE

Tel: 01905 721982

Fax: 01905 721966

E-Mail: museummercian@btconnect.com

<https://worcestershireandmercianregimentmuseum.org/>

David Sutton
Deputy Director – Corporate Policy and Strategy
Worcester City Council
The Guildhall,
High Street,
Worcester WR1 2EY

24th January 2021

Dear David

WORCESTER CITY INVESTMENT PLAN TOWNSFUND APPLICATION

I would like to offer my wholehearted support of the Faithful City's Townsfund Application, and in particular the proposal to improve the presentation and marketing of the City's superb heritage and its development as a "destination" venue.

The Commandery is a magnificent historical building of national importance named after its role as King Charles II headquarters for the Battle of Worcester in 1651, which was the final battle of the English Civil War. It is excellently sited in the heritage quarter of the City on one of the main access roads with car parking very nearby, but its potential is underplayed. The Worcestershire Soldier display, currently located at the other end of the City where it is not on the tourist and heritage route, offers an insight into the military and social history of Worcestershire Regiments from 1694 to the current day. There is an obvious synergy between the two.

Moving the Worcestershire Soldier to the Commandery offers many advantages to the City:

- It improves and widens the scope of the heritage quarter to visitors who will be able have a full day at the Commandery, the Cathedral, Worcester Royal Porcelain Museum, the Guildhall, Tudor House and Greyfriars – all within very easy walking distance of each other and car parking.
- Bringing the Worcester Soldier into the ground floor of the Commandery right next to London Road will enable immediate daily exposure to very large numbers of people, both from the county as well as visitors from further afield.
- There will be great potential to market the Regiment's story over 300 years around the world to encourage tourists from, for example, the United States of America.
- The first floor education facility will enable the delivery of a full education programme about the civil, social and military history of Worcester and its county for all current and future generations.
- The move to the Commandery gives the opportunity to modernise, update and contextualise the Worcester Soldier story.

Yours Faithfully

{Original Signed}



Mark Jackson OBE, High Sheriff of Worcestershire and Chair of the Board of Trustees



26th January 2021

To whom it may concern,

WORCESTER CITY COUNCIL TOWN INVESTMENT PLAN

As Chairman of the Friends of Cripplegate Park Committee, one of the Worcester City Council stakeholders, I am happy to endorse the Worcester City Council Town Investment Plan (TIP) to provide much needed investment and improvement to our City,

Yours faithfully,

Denise A Clarke
Chairman

"I very much welcome the investment and hope that it helps us to attract and develop more of the very best healthcare professionals to work in our excellent health and care system."

Glen Burley
Chief Executive
South Warwickshire NHS Foundation Trust;
Wye Valley NHS Trust and;
George Eliot Hospital NHS Trust

"As a key partner in Health Education with the University of Worcester, the Dudley Group NHS Foundation Trust welcomes the exciting news that the University will benefit from the Town Investment Plan.

Working in a close educational partnership with the University we employ many of their health professional graduates. The funding will have a huge positive impact on health services within the region and increasing the number of Doctors, Nurses and Allied Health Professional available to undertake roles in acute care settings. We look forward to our continued partnership and seeing the development of the new Centre for Education for health professionals come to fruition."

Diane Wake
Chief Executive
The Dudley Group NHS Foundation Trust

"We welcome the expansion of the education of health professionals at the University of Worcester. We work in educational partnership with the University, employ many of their health professional graduates and look forward to the positive contribution that this much needed growth will have on the health service in our region."

Deborah Lee
Chief Executive
Gloucestershire Hospitals NHS Foundation Trust

Glen Burley
Chief Executive
South Warwickshire NHS Foundation Trust;
Wye Valley NHS Trust and;
George Eliot Hospital NHS Trust

Diane Wake
Chief Executive
The Dudley Group NHS Foundation Trust

Matthew Hopkins
Chief Executive
Worcestershire Acute Hospitals NHS Trust



Warndon Parish Council

David Sutton Esq

Deputy Director – Corporate Policy and Strategy
Worcester City Council

26th January 2021

Dear David,

Warndon Parish Council and the Executive Committee of Worcester Civic Society are pleased to support the City's Application for Town Deal Funding; we believe that the Town Investment Plan presents a balanced approach to enhancing the future of our city, building on its heritage, both historical and entrepreneurial.

Warndon Parish Council particularly supports the emphasis on the much-needed regeneration of the Shrub Hill area which lies between our Parish and the city centre. This should provide high quality training and employment opportunities easily accessible to the 'left behind' of our neighbouring communities in the north and north-east of the city.

Worcester Civic Society greatly welcomes the proposed revitalisation of the city's built environment, improving the potential for sensitively promoted tourism majoring on our history and riparian landscape, alongside the commensurately sensitive re-development of Shrub Hill and the Riverside with their listed buildings.

And I personally look forward to the day when improved public transport links allied to its stunning views over the city's distinctive spires to the Malverns beyond make Shrub Hill Station once again an attractive gateway to our vibrant city!

Yours sincerely,

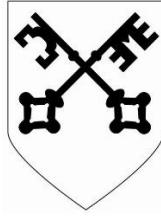
Jan Scrine MSc ChFCIPD MCI Arb (Ret) BEM

Councillor and Town Deal Board Representative, Warndon Parish Council
ViceChair, Worcester Civic Society

Pear Corner, Copsewood Avenue, Worcester, WR5 1SH

Worcester Civic Society





St Peter the Great County Parish Council

Parish Council Office, St. Peter's Village Hall, St. Peter's Drive, Worcester WR5 3TA

To whom it may concern,

St Peter's Parish Council wishes to formally support the Worcester Town Investment Plan as approved in January 2021 by Worcester City Council.

The Plan has clearly been created with the full engagement and commitment of a wide range of contributors, stakeholders, and partner organisations and has been subject to several rounds of robust scrutiny.

St Peter's Parish Council feels the plan demonstrates a full understanding of not only the challenges facing Worcester and its community, but also the requirements to facilitate much needed development in order to drive this historic City forward for the benefit of residents and visitors alike.

Although centred on Worcester City, the wide selection of projects featured within the plan would have far reaching benefits across the County and region. Enhancing community skills and enterprise, a Health and Wellbeing training centre, improvements to transport gateways and to the City's heritage offer are all ambitious yet deliverable projects that will both enhance and develop areas in need for generations to come.

St Peter's Parish Council is incredibly supportive of the inclusion of enhancement works on St Peter's Village Hall as part of the community skills and enterprise aspect of the plan. The Hall is showing its age and is not a purpose-built facility; we hope the proposed enhancements will enable this facility to better serve the full needs of the community in South Worcester and will enable the provision of improved youth facilities and skills development.

St Peter's Parish Council fully supports and endorses this proposal and wishes to thank everyone that has been involved in its production both for the many hours that were surely dedicated and for the excellent quality of the submission.

Best regards,

Alan Tucker
Chairman
St Peter's Parish Council

January 2021

27/01/2021



Natural England
County Hall
Spetchley Road
Worcester
WR5 2NP

To whom it may concern

Natural England is the governments advisor for the natural environment in England and we are a partner of the Unlocking the Severn Project. As a partner we fully support this ambitious and ground-breaking project, and strongly support the bid to Worcester Cities Town Investment Fund.

The importance of the project in connecting people to nature is one of the many reasons we are a partner. The projects ambitions to invest in improving the access and the experience for people to engage with the river at Diglis, including improving the ability to engage with schools and showcase the innovative gallery is one we fully support.

If you require any further information, please do not hesitate to get in touch.

Many thanks
Claire Minett

Manager – West Midlands Team
Natural England, County Hall, Spetchley Road, Worcester, WR5 2NP
Tel: 07825761776

During the current coronavirus situation, Natural England staff are working remotely and from some offices to provide our services and support our customers and stakeholders. Although some offices and our Mail Hub are now open, please continue to send any documents by email or contact us by phone to let us know how we can help you. See the latest news on the coronavirus at <http://www.gov.uk/coronavirus> and Natural England's regularly updated operational update at <https://www.gov.uk/government/news/operational-update-covid-19>

**Thriving Nature
for people and plane**

Date: 27 January 2021

To whom it may concern

Worcester Town Investment Plan – River as a Destination

The Environment Agency are partners in the Unlocking the Severn partnership. The project is aimed at unlocking the river in Worcester to migratory fish and providing local communities and visitors access to the underwater work of the river.

We are very supportive of Canal & River Trust's work with the City Council in further improving the riverside path and visitor facilities at Diglis. The improvements will increase accessibility to the island and new underwater viewing gallery, promoting health, wellbeing and a greater undertaking of the River Severn.

If you need any further support please let me know.

Regards

Yours sincerely,



Dave Throup
Area Manager - Herefordshire and Worcestershire

Environment Agency, Riversmeet House, Northway Lane, Tewkesbury GL20 8JG



To whom it may concern
Worcester City Council

26th January 2021

REFERENCE – Unlocking the Severn

Dear Sir/Madam,

I am delighted to write to you on behalf of the Board of the Severn Rivers Trust in support of the proposed Unlocking the Severn project involvement in the Town Investment Fund within Worcester.

The Severn Rivers Trust is an independent charity working at a catchment scale across the River Severn to protect the important habitats and species of the river and to enhance the education and knowledge of the wider community.

We are proud to be a delivery partner on the Unlocking the Severn project providing education and community engagement throughout the project area, focused on Worcester. Improving accessibility and visitor amenities at Diglis Lock Island will be a wonderful long-term investment for this area of the city. It will increase engagement for a wider diversity of people to Diglis Island and the fish pass viewing gallery leading to an increased understanding in the importance of protecting our rivers.

We would like to wish you the best of luck in the application and look forward to being involved in welcoming more visitors to Diglis and Worcester.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Mike Morris", written over a thin horizontal line.

Mike Morris

Chief Executive Officer

Severn Rivers Trust, Unit 3, Hope House Farm Barns, Martley, WR6 6QF

Mike@severnriverstrust.com 07970 451601

Registered Charity Number:1134096 Registered in England and Wales as a company limited by guarantee. Company registration number: 6642409

Jason Leach

Programme Director Unlocking the
Severn

27th January 2021

Worcester Town Fund Bid

To whom it may concern

Canal & River Trust are lead partner for the ambitious Unlocking the Severn project which is aimed at unlocking the River Severn to migrating fish. The primary aim however is to engage a wide range of people through our activity plan.

We are nearing completion of our largest fish pass at Diglis, which includes an underwater viewing galley aimed at showcasing the underwater world to local people and visitors from farther afield. Our engagement will focus on schools, families and the scientific community with Diglis Island and workshop being the main hub. Our aspiration, working with the City Council is to enhance the visitor offer on the riverside walk and around the island to maximise its use. We are confident it will be a regionally significant attraction, being the only underwater viewing gallery in England.

We are looking forward to working with the Council and are ready to deliver our activities if the bid is successful.

Good luck with the bid.

Regards

Jason Leach

Jason Leach

West Midlands

Canal & River Trust Visitor Information Centre 22 Cambrian House
King Edwards Road Birmingham B1 2AN
T 0303 040 4040 E canalrivertrust.org.uk/contact-us

Patron: H.R.H. The Prince of Wales. Canal & River Trust, a charitable company limited by guarantee registered in England and Wales with company number 7807276 and registered charity number 1146792, registered office address First Floor North, Station House, 500 Elder Gate, Milton Keynes MK9 1BB



27th January 2021

To whom this may concern,

Worcester: support for the Towns Fund bid

Worcester Business Improvement District (BID) fully support the Towns Fund bid to allow for further opportunity and development to continue growth for the city of Worcester. This Towns Fund bid investment will act as a critical building block to help restore confidence and realise a strategic opportunity by responding to gaps in the current market. Ensuring Worcester adapts to the changing demand of the post-Covid 19 world. Supporting businesses to create employment opportunities and increase business growth and enterprise across the city.

Worcester BID have facilitated engagement with the business community within the BID district to support with the consultation and research for the Towns Fund, allowing businesses the opportunity to support shaping the vision. We have also worked closely with the keys stakeholders to enhance with the research and develop plans for connectivity and wayfinding within the city.

If I can be of any further assistance, please do not hesitate to contact me.

Yours sincerely

Samantha McCarthy

Projects & Marketing Manager

Worcester Business Improvement

28th January 2021

Mr. C. Moule
Chair
Town Deal Board for Worcester

Dear Craig,

To whom it may concern

I am writing to express the support of the University of Worcester for the Town Investment Plan.

The University is a very strong supporter of this plan which will do so much for the progressive development of the City of Worcester.

In expressing our support for the Worcester Town Investment Plan we take this opportunity to renew our commitment to the development of the City and the creation of opportunity for its citizens.

The University has a very strong record of practical commitment to the City and wider region. This includes co-creating and operating *The Hive*, the UK's first University and Public Library which has been so very successful since 2012. Known for its success in widening participation in higher education, the University enjoys strong partnerships with the City's schools and Colleges. This vibrant educational network will be further strengthened by the Town Investment Plan's commitment to greatly extended Community Level Skills and Training Opportunities, creating a virtuous circle of education, development, skill and prosperity.

In 2020 and 2021, the importance of human health has received national and global attention as never before. The Town Investment Plan's commitment to the development of the Severn Centre for Health and Wellbeing will contribute to the transformative increase in the number of health professionals educated at the University of Worcester and its partner NHS Health Trusts in Dudley and the Three Counties of Gloucestershire, Herefordshire and Worcestershire. The regional impact of the successful development of the Severn Centre in ending the chronic shortages of skilled health professionals cannot be over-estimated. It dovetails with the Health Education plans of HM Government who, in July 2020, approved the largest allocation of new health professional places (473 per annum) for the University of Worcester.

The delivery of the Worcester Town Investment Plan will generate many new exciting, purposeful employment opportunities and lead to the creation of a significantly more skilled workforce. It will create an exciting new Riverside Park, using the historic assets of the City including one of the country's very finest Cathedrals and most beautiful riverside walks in a way which will be a true source of pride for the City's citizens as well as a magnet for heritage tourism. The active travel plan proposed is both highly inclusive and will generate individual and community well-being, contributing to healthy living, the reduction of pollution and much improved, inexpensive, sustainable access to the City centre's community and employment opportunities.

The University very strongly supports all of these imaginative, forward-looking aspects of the Town Investment Plan and will do our best to ensure the Plan's success in all its aspects.

Yours sincerely,

A handwritten signature in cursive script that reads "David Green". The signature is written in dark ink on a light-colored background.

Professor David Green CBE
Vice Chancellor and Chief Executive
University of Worcester

David Blake
Managing Director
Worcester City Council



27 January 2021

Dear David

Severn Arts' Support for Worcester Town Investment Plan bid

I write to you to demonstrate our strong support for the Town Investment Plan that Worcester City Council are submitting to the Ministry of Housing, Communities and Local Government next month. The vision and commitment shown to improving, enhancing and creating excellence in all areas of the Plan is clear; as is the ambition of the city to become a place people are proud to live, work and play in.

Severn Arts, a thriving, charitable arts company since June 2018, brings high quality, participatory music and arts to a wide range of people across Worcestershire through innovative partnership working. We lead Worcestershire's Music Education Hub working in 192 schools providing children and young people access to music and arts opportunities and we deliver a community-focused arts programme on behalf of Worcestershire County Council. We are also a lead partner and project manage The Arches - Worcester Cultural Development Bid programme, working with Worcester City Council and funded by the DCMS and Arts Council England.

Through our work, Severn Arts is committed to cultural regeneration and in realising projects that demonstrate the impact and benefits that arts interventions can have on high streets, town centres and urban landscaping. We are proud to be on the Towns Board representing the voices of the creative industries and Worcester's young people, who will be the future generation taking pride in the outputs outlined in the six projects selected for implementation.

We very much look forward to working alongside Worcester City Council to realise this vision of the future and to playing our part in contributing to its' success. If I can be of any further assistance, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Helen Dafford'.

Chief Executive



Severn Arts | Suite 11 Malvern Gate, Bromwich Road, St John's, Worcester, WR2 4BN
severnarts.org.uk | info@severnarts.org.uk | 01905 947300 | Company number: 11033978 | Charity number: 1180335

Supported using public funding by



**ARTS COUNCIL
ENGLAND**

Working together in partnership



From the Group Chief Executive
CRAIG J MOULE

Our Ref: CJM/jk

David Sutton
Deputy Director - Corporate Policy and Strategy
Worcester City Council

By Email

28 January 2021

Dear David

Worcester Town Investment Plan

As Chair of the Worcester Towns Board, I am writing to provide my letter of support for the Town Investment Plan.

The Town Investment Plan puts forward a comprehensive plan to make much needed investment into the City of Worcester, to achieve the three ambitions outlined (A Connected Cot, Economically Diverse City, A City Built on Quality of Place).

The key six projects will provide a diverse and vibrant culture in the City, provide community skills and enterprise initiatives to support with ongoing learning and employment, and much needed regeneration to make the City attractive to residents and visitors.

Thank you for considering the Worcester Town Investment Plan. We look forward to inviting you to our City.

Yours sincerely



Craig Moule



28th January 2021

Dear David Blake,

I would first like to congratulate the whole team who have tirelessly worked hard over the past numerous months on Worcester's bid for Town Deal project. In these very testing times, the team has produced excellent professionally researched, documented bid proposal. This bid will benefit the very fabric of Worcester to flourish economically, competitively, and geographically for many years ahead.

As a community representative of Town Deal Board, I was privileged to sit with a highly professional team, as a representative member, I fully support our Town Bid for Worcester.

Worcester is strategically located in the very heart of England, Worcester has a lot to offer, the city has flourished overtime organically but at a slower pace compared to other cities around the UK. This funding will help give a much-needed boost to the local economy benefiting the businesses and all communities. The project offers great scope and boost to help fulfil the much-needed input in areas which have been in decline or deprived of investments. The Fund will benefit communities with skills, education, infrastructure especially from the aftermath of COVID.

Once again, it was a great pleasure working with the board and officers, we very much like the Government and relevant authorities to support this Worcester Bid. The outcomes will make Worcester a place of great cultural significance and a great place to live and work in.

Yours Sincerely

M Iqbal

Mohammed Iqbal

General Secretary and Town Deal Board member.



28th January 2021

Dear David,

On behalf of Worcester Community Trust, we would like to offer our support in the development of the Town Investment Plan. The ambitious plan will provide a platform to build on Worcester's strengths and opportunities whilst reflecting the priorities of our residents. In particular, WCT are excited to be involved in the development of the Community Skills and Enterprise Project and are keen to work collaboratively to reduce the economic and educational deprivation that exists across the City. WCT fully support the Town Investment Plan and look forward to working together to deliver this exciting program of works.

A handwritten signature in black ink that reads "Richard A. Soper." The signature is written in a cursive style.

Richard Soper CBE
Chair of Worcester Community Trust

A handwritten signature in black ink that reads "Ruth Heywood". The signature is written in a cursive style.

Ruth Heywood
CEO Worcester Community Trust

28 January 2021

TO WHOM IT MAY CONCERN

Worcestershire County Council's Support for the Worcester Town Investment Plan

I am writing on behalf of Worcestershire County Council to express our support for the Worcester Town Investment Plan (TIP).

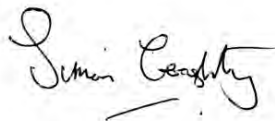
The bold and ambitious proposals contained in the bid seek to advance six key priorities across the City aimed at improving employment & skills opportunities, regeneration of key areas of the City, improved connectivity and making the most of the City's riverside & heritage offer for tourism.

I am pleased that the bid reflects the significance of the Shrub Hill Railway Station and comprehensive regeneration of the surrounding area. The County Council strongly supports these plans to provide an enhanced gateway to the City and unlock the potential of the Shrub Hill Quarter.

The investment will have a significant impact, addressing negative perceptions engendered by a dilapidated, under-utilised major entry point to the City and will act as a catalyst for creating a thriving, vibrant, attractive area of the City close to key transport nodes and easy to use for visitors and residents.

Likewise, the Severn Centre for Health & Wellbeing will provide a new centre for the advancement of skills across health professionals and in doing so regenerate a key riverside location as part of the expansion of the University's facilities. The centre has the potential to be of regional significance in helping to deliver the training needs of health professionals from a wider area. It builds on the University of Worcester's reputation for high quality training of healthcare professionals.

Yours sincerely



Simon Geraghty
Leader of the Council

Simon Geraghty
Leader of the Council

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08448 802500
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28 January 2021

Dear David

Support for Worcester Town Investment Plan

Heart of Worcestershire College would like to confirm its support for the Worcester Town Investment Plan which Worcester City Council are submitting to Government.

We agree that the plan will enable long lasting positive changes that will benefit all parts of the community by improving employment opportunities, jobs and life chances. The ambition to bring employment opportunities to residents, and to develop new opportunities to grow the economy, will create a city that will be an attractive place to live, work, visit and relax – all of which will be so important following the negative impact of COVID-19 on the city.

We are proud to have been able to contribute towards the development of the Town Investment Plan, and as the county's largest provider of Further Education and entry level skills and training, we particularly applaud the aim to create new jobs and to improve skills levels, and the way in which this significant investment will create levelling up opportunities for communities. The active travel infrastructure and connectivity developments included within the plan will allow communities to connect to the new skills and employment opportunities.

If I can be of any further assistance, please do not hesitate to contact me.

Yours sincerely,

Nicki Williams
Deputy CEO & Vice Principal Corporate and Resources
Heart of Worcestershire College



ASSOCIATION
OF COLLEGES
BEACON AWARDS



To whom it may concern:

Worcester River Sports Association fully supports Worcester City Councils bid for the Town Investment Plan. The project the association is involved with would transform the area along the beautiful River Severn and make a real difference to visitors and the local community.

Kind regards,

Steen McCollin
Chairman - Worcester River Sports Association

Phone - 07789918179

Email - steen21@hotmail.co.uk

“To whom it may concern”.

Worcestershire County Cricket Club wishes to develop a museum to celebrate and showcase the heritage of the club and those who have been part of it since its founding in 1865. It is proposed that this will form part of a newly refurbished building at the club providing improved access which will also house a club shop and café. This space was Foley’s Café and is currently being used as a gym and changing room as part of WCCC social distancing measures for teams.

The co-locating of all three ventures is designed to attract new audiences to the club, in particular an increased family footfall and a greater proportion of repeat visitors. The new complex will also open new income streams for the club in addition to local employment opportunities. Any new museum will also need to build on and enhance the club’s existing audience development events and activities.

We will work with Tim Jones the Club’s Historian to develop a vision for the new museum ensuring that this aligns with the overarching vision and values of the club but clearly articulates the significance of the club’s heritage and the impact it can have on the community.

We will be identifying potential engagement activities, including learning opportunities for all ages, based on a programme of activity and events that could be offered by the museum and club. We will map the key stories held in the collection, highlighting ‘star’ objects as appropriate such as the Tip Foster, Basil D’Oliveira and Graeme Hick stories, whilst recognising current stars such as Pat Brown, Moeen Ali and Sarah Glenn. We will look at the achievements of the club and the individuals who have played for it over its 156-year history placing them in a sporting, social, economic, political history context and how this links with events on a local, regional, national and international stage. We would welcome the potential funding available and would hope we could be part of the exciting new River Development Plan helping to attract more footfall to the city along with education and employment opportunities.

Many thanks

David Hoskins

Head of Commercial & Operations

☎ 01905 748474

📱 07768558096

🌐 <https://www.wccc.co.uk/>

🌐 <http://www.newroadevents.co.uk/>

