

## **Cabinet – 18<sup>th</sup> June 2008**

### **Sustainable Community Strategy**

|                      |                                       |
|----------------------|---------------------------------------|
| <b>Portfolio:</b>    | Councillor John O'Hare                |
| <b>Service:</b>      | Walsall Borough Strategic Partnership |
| <b>Wards:</b>        | All                                   |
| <b>Key Decision:</b> | Yes                                   |
| <b>Forward Plan:</b> | Yes                                   |

#### **1. Summary of Report**

- 1.1 To provide Cabinet with the final draft of the Sustainable Community Strategy (SCS) for Walsall. (See document attached).

#### **2. Recommendations**

- 2.1 That Cabinet recommend Council to approve Walsall's Sustainable Community Strategy as set out in the appendix to the report.

#### **3. Background information**

- 3.1 The SCS has been discussed, in previous draft form, prior to extensive public and partner consultation, an environmental impact assessment and equalities impact assessment.
- 3.2 The SCS has been presented to all scrutiny panels and at all Local Neighbourhood Partnerships.
- 3.3 A copy of the draft SCS was sent to all elected members.
- 3.4 A partner steering group has overseen the development of the SCS, reporting into the Board and Executive Committee of the Walsall Borough Strategic Partnership (WBSP).
- 3.5 The SCS was submitted to the WBSP Board on 9 June 2008 and was approved.

#### **4. Resource considerations**

##### **4.1 Financial:**

The SCS will influence resource use of the Council and other partners

## 4.2 **Legal:**

The SCS will require new and deeper partnership arrangements and new accountability of the Council and partners.

## 4.3 **Staffing:**

The SCS will drive priorities and shift resources to these priorities. There is also potential to generate new resources. This may have future implications for staff.

## 5. **Citizen impact**

5.1 The proposals should deliver a significant beneficial change to citizens. The vision of the SCS is that:

*“Walsall will be a great place to live, work and invest, where.....”*

- people get on well with one another
- people can get around easily and safely
- people support and look after one another
- there are more and better jobs for local people
- people can live an independent and healthy life
- there is a wide range of facilities for people to use and enjoy
- people consider the impact of what we do now on future generations
- there exist high-quality and distinctive designs of buildings and spaces
- growing up is as good as it can be and young people fulfil their potential
- people are our strength and have the skills and attitude required by employers
- everyone has the chance to live in a home fit for their purpose and fit for the future
- people feel proud to live

## 6. **Community Safety**

6.1 Priorities for community safety and how these will be delivered are set out in the document.

## 7. **Environmental impact**

7.1 The SCS has been subjected to a full sustainability appraisal. Overall, the implications of the SCS are positive on the environment; where there are impacts, steps have been taken to mitigate these.

## 8. **Performance and risk management issues**

### 8.1 **Risk:**

8.1.1 Risks will be managed as part of the WBSP/council risk management system.

## 8.2 **Performance management:**

8.2.1 The SCS will be performance-managed by the WBSP Board. Performance will also be reported to Cabinet and Council.

## 9. **Equality implications**

9.1 The SCS has been subjected to an independent equalities impact assessment. The impact on equalities was assessed as being positive.

## 10. **Consultation**

10.1 The SCS has been developed through ongoing and wide-scale consultation. This has included:

- 10.1.1 An online survey through the internet
- A postal, reply-paid response opportunity delivered to every household in the borough
- Citizens' Panel
- Community focus groups
- Business focus groups
- Officer workshops
- Presentations at all scrutiny panels
- Presentations at all LNPs
- Presentations at partner Boards/governance meetings

## **Background papers**

None.

## **Author**

Clive Wright  
Director, WBSP

☎ 654707

✉ [wrightclive@walsall.gov.uk](mailto:wrightclive@walsall.gov.uk)



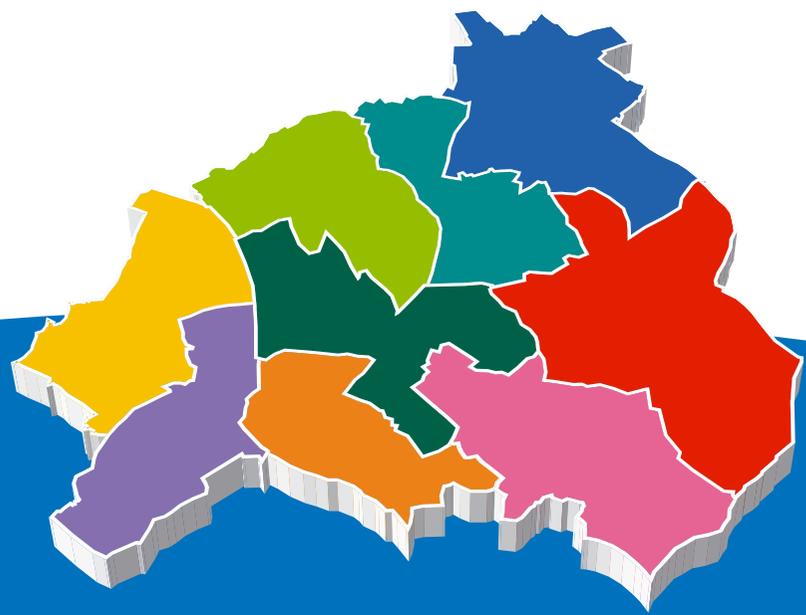
Tim Johnson  
Executive Director  
18 June 2008



Councillor John O'Hare  
Portfolio Holder  
18 June 2008



Every place has its time  
and now it's Walsall's time



*Walsall's Sustainable  
Community Strategy*





# Foreword

**This plan is known as a Sustainable Community Strategy because it aims to provide an overall framework for driving and guiding the key policies and actions of partners. It is capable of being maintained over time without giving way to alternatives which offer less for everyone, and it is, therefore, targeted at all the people from different communities living and working in the borough.**

This strategy is for everyone living and working in the borough and has been developed by the Walsall Partnership<sup>1</sup>, working together with organisations, communities and businesses. We have listened to what people, living and working in the area, have told us about their aspirations for the future. Using this we have set out an ambitious twelve year plan for the

borough, stating our priorities and how we will achieve them over the next six years. We have organised this strategy into three key themes: People; Places; Prosperity. These key themes will be delivered in the right balance across borough.

The power of this strategy is that it unites us all in a common goal and so will enable the whole of Walsall and all of its communities to thrive, making the most of what we already have, generating additional new resources and creating opportunities. There is a strong focus on engaging the private sector and attracting additional investment to generate jobs for local people. The public sector, voluntary and community groups will also play an important role in the delivery of services that meet community needs. Public sector agencies will use their collective resources to make the greatest possible impact.

<sup>1</sup> Formerly Walsall Borough Strategic Partnership - the over-arching partnership of the key agencies working to make Walsall a great place to live, work and invest





In developing this strategy we have fully embraced our role within the West Midlands region and our part in the Black Country. Our strategy complements and contributes to the relevant plans of our partners from outside of the borough. We are committed to working in dynamic and effective partnerships and this strategy will bring greater alignment between communities, organisations and agencies, enabling us to move together in the same direction.

No single organisation alone can deliver this exciting agenda and so we must work together. Working in partnership increases our overall potential for creating positive change and the right impact for residents.

In this strategy, organisations and individuals are challenged jointly to 'raise the game' and to play their part in delivering long-term benefits which create more prosperous communities across the borough.

**We believe that every place has its time and now is Walsall's time**

As the Chair of the Walsall Partnership, I commend this strategy to you and invite you to join us in taking this opportunity to make Walsall a great place to live, work and invest.

Walsall Partnership, together with its key partners, will hold itself accountable for the performance and

delivery of this plan. We will review and publish our progress every year. We will also develop and monitor our Local Area Agreement (LAA)<sup>2,3</sup> which forms part of the three-year delivery programme of this strategy.



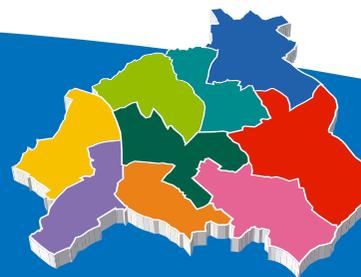
**Councillor John O'Hare**

Chair, Walsall Partnership (who is the Leader of Walsall Metropolitan Borough Council)

<sup>2</sup> Local Area Agreements set out key targets to be achieved by local authorities and their partners over three years

<sup>3</sup> For more information visit our website at [wbsp.org.uk](http://wbsp.org.uk) or contact the Walsall Partnership on 01922 654709

Foreword



Walsall's Sustainable  
Community Strategy





# The Walsall story

**W**alsall borough has a population of 254,500<sup>4</sup> and, following a period of decline, this has gradually increased since 2001. We value the diversity of our residents, 13.6%<sup>5</sup> of whom are from minority ethnic backgrounds.

There are differences in the nature, distribution and scale of problems across the borough: for instance, poor health, high levels of deprivation and unemployment are much more evident in the west of the borough. This contrasts sharply with the east, which is more affluent, and where residents experience better health and longer life expectancy. Overall the health of people in Walsall is below the UK average. We will tackle these inequalities by preventing illness, promoting good health, physical, emotional and economic well-being thereby enabling people to live independently.

We have excellent communication links to the rest of country, lying close to the heart of national road and rail networks, with the M6 motorway bisecting the borough, the M5 motorway starting at our border with Sandwell, and the M6 toll road immediately to the north. Rail and bus routes feed into national networks on the Birmingham-Wolverhampton and Trent Valley railway lines. The borough combines urban, suburban and rural communities, reflecting the area's history of heavy industry (iron, steel and coal mining) and craft-based industry (lock-making and leather trades).

During the 1970s and 1980s some of our traditional local economies declined and many jobs were lost. Since then, successive regeneration programmes have brought about steady improvement in the local economy, with unemployment currently standing at 3.9%<sup>6</sup> compared with 5.8 % a decade ago.

Nevertheless, the West Midlands is under-performing compared with the United Kingdom average in terms of its economy, and unemployment is also rising. This means that we face a significant challenge if we want to achieve our main aim of maintaining and increasing employment levels in the borough.

Walsall is working to become a prosperous borough. Whilst not forgetting our past, we think Walsall's story is about our future. Every place has its time and now is Walsall's time. To achieve success we need to build on the many assets of the borough and gain real benefits from the new opportunities already being developed. Improved health; improved educational achievement; raised aspirations; improved quality of

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4 ONS 2006

5 2001 Census

6 July 2007, claimant

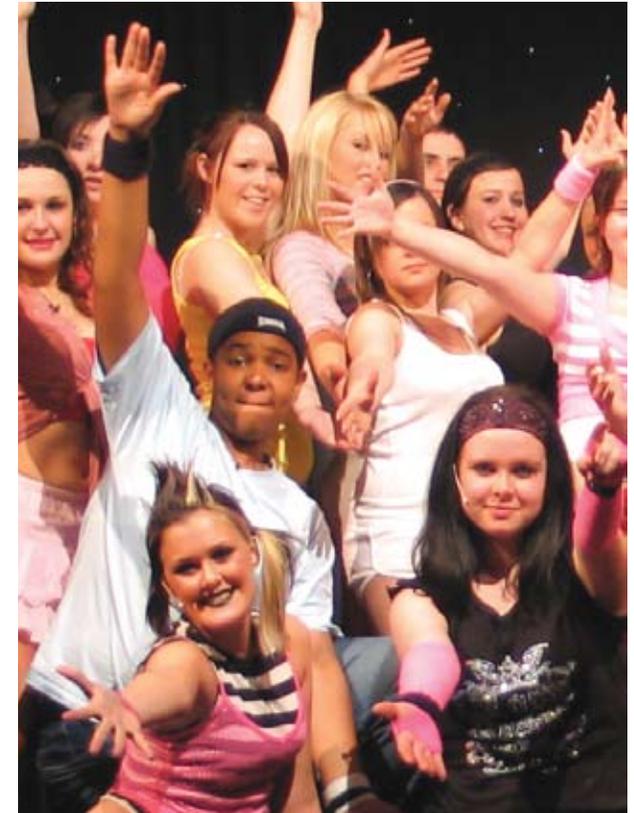
housing and the creation of a better environment; crime reduction; people getting on with each other: these are common goals. We recognise that social, economic and environmental issues must be tackled together. We are committed to ensuring a great and much improved environment for future generations and will consider the impact of our work on the local and global environment.

The level of physical regeneration now taking place in Walsall is unprecedented. The Walsall Regeneration Company is delivering transformational projects with over £600 million of investment. This will bring new and more varied jobs. Our challenge is to raise the aspirations, knowledge and a skilled set of people in Walsall so that they can access these opportunities. To do this we will align relevant funds across the public sector to support individuals, groups, communities and neighbourhoods in reaching their potential.

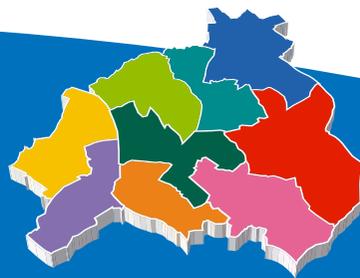
We are re-creating Walsall as a town known for enterprise: a place where businesses invest because of the good environment, lack of unnecessary bureaucracy and availability of a work-ready, skilled and knowledgeable labour-force. Walsall will be a

place where entrepreneurs can flourish and many businesses are established with a high degree of success and growth.

Our children and young people and their families are the future and so we place them at the heart of all our work. Our future prosperity depends on our young people having up-to-date knowledge and relevant skills, appropriate experience and a good education so that new companies want to relocate or establish in the area. This should also encourage our young people to stay in the borough because there will be good jobs, progression and career opportunities found within a vibrant and fun town with a good quality of life. Our Children and Young People's Plan and Change for Children Programme provide the detail of how we are working together so that children and young people are employed, healthy and safe and enjoying success whilst contributing to their families, neighbourhoods and communities, and that they are able to achieve in the workplace.



The Walsall story

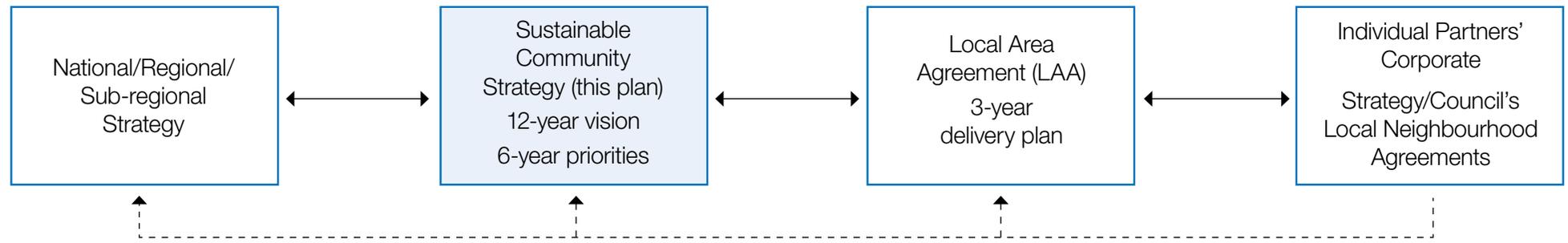


Walsall's Sustainable  
Community Strategy





# How it all links together



This Sustainable Community Strategy not only aligns to relevant organisations in the borough, it also sits within the national, regional and Black Country-wide context.

The six-year priorities in this strategy will inform our Local Area Agreement. This is our delivery plan for the

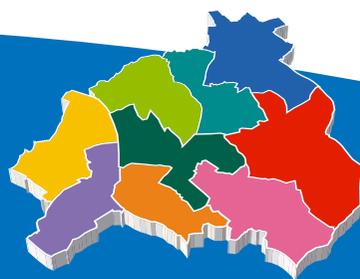
next three years agreed with Government. Partners across Walsall will be asked to include relevant parts of this strategy in their own corporate and business plans.

| AT THE NATIONAL LEVEL                    | AT THE WEST MIDLANDS REGION LEVEL                                    | AT THE BLACK COUNTRY LEVEL                                       | AT THE WALSALL LEVEL                               |   | AT THE NEIGHBOURHOODS LEVEL                      |
|--|--|--|--|---|--|
| Climate Emissions Reduction Strategy     | Regional Economic Strategy   | Joint Core Strategy  | Community Cohesion Strategy                        | Health Inequalities Strategy                        | Local Neighbourhood Agreements                   |
| Climate Change Bill                      | Regional Spatial Strategy  | Black Country Study  | Older Person's Strategy                            | Local Area Agreement (LAA)                          | Neighbourhood Employment and Skills Action Plans |
| Neighbourhood Renewal Strategy           | Regional Housing Strategy  | Black Country Learning and Skills Council - Annual Plan          | Children and Young People's Plan                   | Local Accessibility Action Plan                     |  |
| Choosing Health                          | Annual Local Policing Plan   | Black Country Enterprise Strategy                                | Crime and Disorder Reduction Strategy              | Emerging Economic Strategic and Economic Assessment |  |
| Every Child Matters                      | Local Transport Plan   | Black Country Visitor Economy Strategy                           | Walsall's Unitary Development Plan                 | Rail Service and Facilities Improvement Plan        |  |
| National Crime Reduction Strategy        | City Region Strategy   | Black Country Incubation Strategy                                | Walsall Healthcare Strategy                        | Municipal Waste Management Strategy                 |  |
| Sustainable Communications Homes for All | West Midlands – ESF Co-financing Plans                               | Long Term Economic and Employment Strategy for the Black Country | Regeneration Framework                             | Walsall's Green Space Strategy                      |  |
| Future Transport – a Network for 2030    | Regional Visitor Economy Strategy                                    | Black Country LEGI Bid Document                                  | Walsall Regeneration Company Prospectus for Growth | Environment Enforcement Plan                        |  |
|  | West Midlands Regional Competitiveness and Employment Programme      |  | Drugs and Alcohol Treatment Plan                   | Children's Area Partnership                         |  |
|  | Regional Skills Partnership Plans, Black Country Delivery Prospectus |  |  |   |  |

The diagram opposite gives some examples of the key strategies which have been considered in this document.

The purpose of this strategy is to support local initiatives. To do this, all Local Neighbourhood Partnerships (LNPs) have developed a Local Neighbourhood Agreement (LNA) to agree delivery of priorities within communities in the nine Local Neighbourhood Partnerships (LNP) which make up Walsall.

How it all  
links together



Walsall's Sustainable  
Community Strategy





# A vision for Walsall in the year 2021



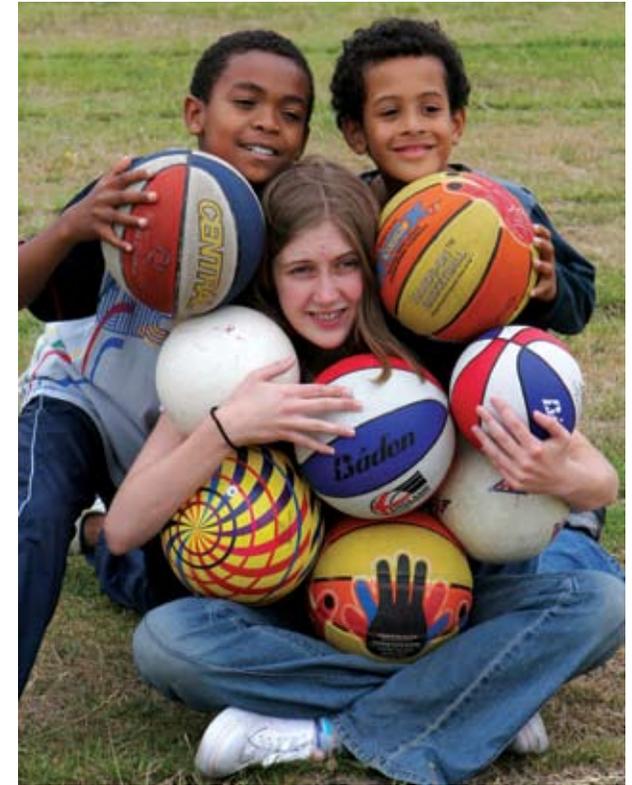
**W**e have consulted leaders, organisations and people of all ages and backgrounds to assist us in developing our vision for Walsall up to the year 2021.

This vision is shared by the Walsall Partnership who will work together to make it a reality by building the vision into relevant parts of their organisations' own plans and strategies:

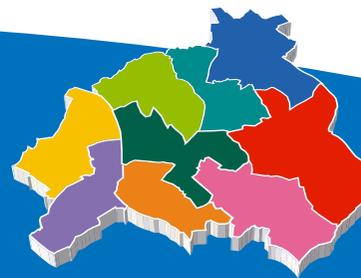
## Vision for 2021

“ Walsall will be a great place to live, work and invest, where... ”

- ◆ people get on well with one another
- ◆ people can get around easily and safely
- ◆ people support and look after one another
- ◆ there are more and better jobs for local people
- ◆ people can live an independent and healthy life
- ◆ there is a wide range of facilities for people to use and enjoy
- ◆ people consider the impact of what we do now on future generations
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- ◆ everyone has the chance to live in a home fit for their purpose and fit for the future
- ◆ people feel proud to live



A Vision for Walsall  
in the year 2021



Walsall's Sustainable  
Community Strategy





# People

**In Walsall we are proud to have a diverse community where people are friendly and get on with each other.**

People are our most important resource for the future and so we frequently consult with communities in the preparation of our plans and services. During these consultations, you have told us that you want your neighbourhoods to be:

- ◆ safe and free from crime
- ◆ places where people are able to meet one another
- ◆ communities which are friendly and where people look after one another
- ◆ places where individuals, families, groups and communities are treated in the way they wish to be treated

Our three priorities for people and communities, based on what you have told us, are:

- 1.1 creating opportunity and helping people to achieve their potential**
- 1.2 feeling safe and being healthy**

**1.3 individuals, families, neighbourhoods and communities working together to create strong and dynamic communities**

## 1.1 Creating Opportunity and Potential

Creating more and better jobs for local people is our key challenge. We know that having a job unlocks many other benefits that improve the quality of life of individuals, families, neighbourhoods and communities. We are committed to working with everyone to enable them to reach their potential and to improve their education, knowledge and levels of skills. We will provide specialist support to workless adults.

Walsall is in the process of creating new business opportunities, based on information and communication technologies (ICT) and the sharing of knowledge. This will require new skills and knowledge to be developed for local people, thus enabling them to gain employment. We know Walsall has many people willing and capable of improving their skills,

knowledge and qualifications and so we will provide better opportunities for adult learning across the borough. This will raise the aspirations of individuals, families, neighbourhoods and communities and help them to improve their confidence and fulfil their individual and collective goals. In turn this will not only boost our local economies but it will also generate a more even distribution of wealth and income.

We will work in partnership with the Learning and Skills Council (LSC), along with providers of adult, further and higher education, to ensure that there are learning opportunities for all. We will widen and deepen the participation of individuals, groups and communities in learning, education and training whilst promoting life-long learning. We will ensure that learning is accessible and meets the demands of employers. We will aim to provide a service which is constantly improving to meet demands of individuals, families, neighbourhoods, communities and businesses and which delivers seamlessly to all. Along with the traditional places of learning, we will provide community-based informal and on-line courses. We will provide access and support that

encourages and enables learners to work at their own pace, using our libraries, partners, community organisations and ICT networks. Together we can help create a positive environment that will both encourage and demand learning inside and outside of the workplace.

We will work with schools and others to develop a more personalised learning approach for all children and young people. We will improve the achievement of all school leavers especially those from ethnic minority backgrounds, under-achieving boys, looked-after children and those with learning difficulties and disabilities.

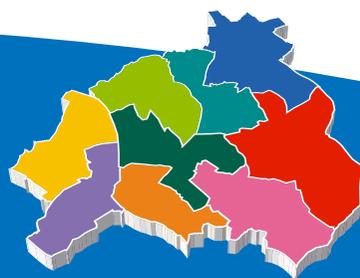
We will encourage people to make better use of different kinds of transport which give them better, cheaper or healthier forms of access to learning and employment opportunities.

We will also encourage people to volunteer within their community and we will involve communities in the decisions affecting their lives. This will include providing opportunities to lead more healthy lifestyles and improve their well-being.

## What we plan to do and how we will do it

| What   | How  |
|--|--|
| 1.1.1 Encourage the achievement of personal goals, skills, knowledge and ambitions                             | <ul style="list-style-type: none"> <li>◆ Ensure that high-quality adult learning, training and education opportunities are accessible regardless of where people live</li> <li>◆ Create learning opportunities in community settings which reflect the needs of local people</li> <li>◆ Work in partnership to provide support and guidance to enable people to access key services, facilities and opportunity</li> </ul> |
| 1.1.2 Improve personal health by changing lifestyles   | <ul style="list-style-type: none"> <li>◆ Co-ordinate sustainable healthy learning activities</li> <li>◆ Encourage healthy lifestyle choices</li> <li>◆ Work in partnership to support good health</li> <li>◆ Encourage active travel including walking and cycling</li> </ul>  |
| 1.1.3 Enhance the quality of life for people living and working in Walsall                                     | <ul style="list-style-type: none"> <li>◆ Increase the number of young people aged 16 to 19 who are in high-quality education or training</li> <li>◆ Raise achievement levels of NVQ Levels 2 and 3 and graduate and post-graduate status</li> </ul>  |
| 1.1.4 Provide accessible learning opportunities  | <ul style="list-style-type: none"> <li>◆ Ensure that people who are in work have the opportunity to upgrade their skills</li> <li>◆ Remove barriers to learning and promote progression through training and qualifications</li> <li>◆ Support the delivery of a sustainable Family Learning Strategy</li> </ul>   |
| 1.1.5 Broaden the access to information in an appropriate environment  | <ul style="list-style-type: none"> <li>◆ Modernise our library service to meet the information needs of people in the twenty-first century</li> </ul>  |
| 1.1.6 Improve the quality and range of cultural and leisure activities and facilities (see also section 3.3.4) | <ul style="list-style-type: none"> <li>◆ Review and plan for the renewal and development of borough-wide leisure facilities</li> <li>◆ Ensure the town centre becomes noted and valued</li> <li>◆ Offer a broad range of linked cultural activities which are unique to, and designed for, the people and communities of Walsall</li> </ul>  |

People



Walsall's Sustainable  
Community Strategy





## 1.2 Feeling Safe and Being Healthy

Feeling safe and being healthy is important to our quality of life.

Despite a decrease in recorded crime, fear of crime remains an issue for some communities. Safer Walsall Partnership is the key agency tasked with ensuring a multi-agency approach to tackling crime and the fear of crime. We will work through and alongside them to support people who are vulnerable and likely to be drawn into crime, particularly through drug and alcohol abuse. In transforming our town and district centres we will create an environment that reduces crime and enables people to feel safe. We will also work in partnership with organisations and businesses to reduce business crime.

Making people feel safe requires more than just dealing with crime and disorder. We will create safe open spaces and parks and encourage physical activity to enable people to relax and enjoy themselves. More people using these facilities and spaces appropriately makes those areas feel safer.

We will also make our streets feel safer by tackling anti-social behaviour. Safety in the home is important and we will work to protect people against creating fire hazards and the trading of potentially dangerous counterfeit goods.

People have concern over the availability of adequate health care facilities. We will work together to tackle health inequalities and to meet the care needs of all.

We will reduce the health inequalities that exist between the east and the west of the borough and also between different disadvantaged minority ethnic groups. The Joint Health Inequalities Strategy will be delivered in partnership and will consider the factors that cause ill-health, including sustained unemployment, educational under-achievement, poor support and bad environment. By working on these factors together we will raise life expectancy and reduce infant mortality.

Improving the quality of life and encouraging independence is essential to generating good health and improving general well-being. We will continue to support our vulnerable citizens and their carers; people will be helped to retain their independence for

as long as possible. We will ensure that those who receive these services are able to exercise choice and exert control over the form such services take and by whom they are delivered; the carers of our vulnerable adults will continue to be supported through the delivery of high-quality and timely support.

## What we plan to do and how we will do it

| What   | How  |
|--|--|
| 1.2.1 Reduce total levels of recorded crime  | <ul style="list-style-type: none"> <li>◆ Implement evidence-based crime reduction initiatives with a focus on early intervention</li> <li>◆ Targeted crime-reduction measure in the town centre and high crime areas</li> <li>◆ Focus on prolific offenders and reduce re-offending</li> <li>◆ Focus on reducing criminal damage, vehicle crime and violence</li> <li>◆ Closely monitor all types of crime and work across agencies and partners through the Safer Walsall Partnership to overcome problems and intervene quickly</li> <li>◆ Implement and update the Community Safety Plan through the Safer Walsall Partnership Board</li> <li>◆ Intervene early with prevention activity</li> </ul> |
| 1.2.2 Ensure partnership support in tackling crime and anti-social behaviour in neighbourhoods | <ul style="list-style-type: none"> <li>◆ Make sure that agencies, communities and individuals work in partnership to tackle crime, anti-social behaviour and youth crime in our neighbourhoods</li> <li>◆ Monitor crime and disorder and respond with multi-agency activity</li> <li>◆ Work through Local Neighbourhood Partnerships and elected members</li> <li>◆ Work in partnership to reduce domestic violence</li> </ul>   |
| 1.2.3 Reduce the health inequalities between the east and west of the borough                  | <ul style="list-style-type: none"> <li>◆ Target activity on the main causes of ill health</li> <li>◆ Encourage healthier lifestyles</li> <li>◆ Provide services that encourage independence, and physical and emotional health</li> <li>◆ Implement the Health Inequalities Strategy</li> <li>◆ Provide efficient and effective access to opportunities that are important for a good quality of life</li> <li>◆ Work in partnership to tackle obesity</li> <li>◆ Support vulnerable groups to tackle inequalities and improve their lives</li> <li>◆ Work in partnership to tackle high levels of infant mortality</li> <li>◆ Tackle drug and alcohol abuse</li> </ul>                                |

People



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1.2.4 Improve the quality of life and increasing the independence of people in Walsall

- ◆ Enable people to live in their own homes and exercise a choice in how they live their lives
- ◆ Improve access to leisure and cultural facilities (see also 3.2)
- ◆ Increase the level of safe and decent homes for vulnerable people
- ◆ Ensure that high-quality and timely support is given to carers
- ◆ Work in partnership to promote well-being
- ◆ Work in partnership to reduce suicide rates
- ◆ Encourage greater choice and control by vulnerable adults and their carers in services received
- ◆ Carry out home fire-safety checks
- ◆ Make growing up in Walsall as good as it can be (by implementing the Children's Plan)
- ◆ Improve the condition of footpaths, cycle-ways and roads
- ◆ Tackle fly-tipping

1.2.5 Reduce the incidence of road traffic collisions

- ◆ Multi-agency activity focused on preventing road traffic accidents

## 1.3 Developing Strong and Dynamic Communities

Strong and prosperous communities are created by active citizens who engage with local democracy to help shape places and lives.

Walsall communities have laid the foundation for building a borough where everyone can have a great life and a prosperous future. We will continue to nurture good, dynamic and strong relationships within and between individuals, families, groups, neighbourhoods and communities and between them and those who plan and deliver public services. We will work more fairly and effectively with those most in need. We will encourage people to participate in the decisions that affect their lives and will continue to promote the value of our diverse communities.

We will support self-leading communities and will value volunteering for the contribution it makes to economic, social and environmental regeneration. We will enable democratic engagement with individuals, families, groups, neighbourhoods and communities in the knowledge that this will improve how services are delivered in neighbourhoods and districts.

We will make sure that local people really can play a part in shaping their future. We will expect service providers to accept this challenge, get engaged with

our neighbourhoods and listen and respond to the needs of our communities.

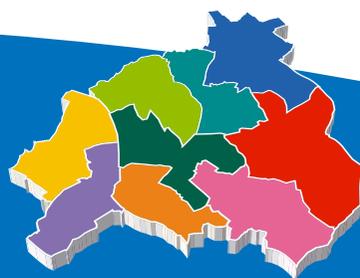
We know that people want to live in a high-quality environment. This also encourages well-being and

investment. We will promote and celebrate the natural environment as part of building strong communities. We will develop green spaces and ensure that they are accessible to the public.

### What we plan to do and how we will do it

| What   | How   |
|--|---|
| 1.3.1 Encourage active citizens to participate in local decision-making processes                      | <ul style="list-style-type: none"> <li>◆ Inspire people to get involved in the development of neighbourhoods through Local Neighbourhood Partnerships and associated processes of decision-making</li> <li>◆ Encourage local people to influence the modernisation of local democracy and create community leaders of the future</li> <li>◆ Develop the role of elected members</li> </ul>  |
| 1.3.2 Ensure groups, neighbourhoods and communities can influence decisions affecting their local area | <ul style="list-style-type: none"> <li>◆ Create opportunities to shape public service to meet local needs</li> <li>◆ Engage local people in deciding what's important in their locality</li> <li>◆ Give local residents and community groups a choice of ways to engage with their Local Neighbourhood Partnership and develop other processes for engagement</li> </ul>  |
| 1.3.3 Ensure strong neighbourhoods where people can get on well together                               | <ul style="list-style-type: none"> <li>◆ Increase the profile and number of people involved in volunteering in Walsall, placing more value on the contribution they make to our economic, social and environmental regeneration</li> <li>◆ Implement a Walsall-wide volunteering strategy with partner organisations to engage more people as volunteers in their community and neighbourhoods</li> <li>◆ Support the development and growth of young community leaders of the future</li> <li>◆ Support community events in neighbourhoods to promote and celebrate difference, cultural diversity and create good relationships between and within communities</li> <li>◆ Support voluntary organisations to promote good relationships and people getting on together</li> <li>◆ Take forward a co-ordinated and consistent approach to communications and publicity in Walsall's neighbourhoods to support community cohesion</li> <li>◆ Implement a calendar of community events involving a range of partners and agencies with an interest in developing safer and stronger communities</li> </ul> |
| 1.3.4 Value and enable families to be self-supporting and resilient                                    | <ul style="list-style-type: none"> <li>◆ Implement family-friendly policies to help working parents' work-life balance</li> <li>◆ Provide appropriate support to families</li> </ul>  |

People



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Community Strategy



Places



# Places

**C**reating places where people want to live and feel proud of is important in order to retain and attract people to Walsall.

Successful places have a mix of well-designed homes, a choice of facilities and a high-quality environment with access to jobs and services. The poor quality of the urban and fringe environments undermines efforts to attract new industries and people, leading to a spiral of decline, particularly in some of the local centres and neighbourhoods.

We aim to create growth in housing, improve local centres and stimulate the local economy by focusing investments in new homes, jobs, transport improvements, community facilities and the environment. We recognise that Walsall has diverse communities with specific requirements and that there is a growing demand for smaller homes due to both an increasingly ageing population and the number of single-parent families. There is also a

need for more affordable homes.

Section 3 of this report (Prosperity) sets out our plan for Walsall town centre and a series of regeneration areas covering parts of Willenhall, Darlaston, Leamore and Birchills. This section therefore focuses upon neighbourhoods.

You have told us that you want your local neighbourhoods to be:

- ◆ accessible, safe and secure
- ◆ places that make you feel proud
- ◆ places where people have access to high-quality open space for play, recreation and enjoyment
- ◆ clean

Our aspiration is that every neighbourhood in Walsall will be a popular place to live with a wide choice of housing and high-quality leisure and cultural activities. Our priorities to achieve this are:

**2.1 improving housing choice**

**2.2 improving the quality of our environment**

**2.3 improving access to employment and services**



## 2.1 Improving Housing Choice

Our aim is to provide better housing choice for everyone in the borough, including the growing numbers of smaller households, our ageing population and our changing, diverse communities. We will ensure that this choice includes aspirational housing, affordable home ownership and social rented properties to give us balanced, sustainable communities. We will provide a range of smaller homes for town and district centre living and larger family homes where they are needed across the borough.

Where possible we will support people to remain in their own home by providing appropriate services, adapting and repairing existing property and encouraging new properties to be built to the 'lifetime homes' standard. We will also encourage the development of new housing to provide a modern alternative for people not able or wishing to remain in their own home.

We will improve our existing private sector homes, especially those occupied by vulnerable people. We will make 70% of these homes decent by 2010 and 75% decent by 2020. We will reduce fuel poverty for those households by 2010 and for all households by 2016. We will also make housing more environmentally friendly and energy efficient and

we will work towards the government target of zero carbon new housing by 2016.

Our Strategic Regeneration Framework sets out a 10- to 15-year programme of priority areas where we will deliver new and improved housing, starting with Pleck, followed by Goscote, Brownhills, Moxley, Bentley and Willenhall. We will continue to work with our partners in the Black Country and the Midlands, over the coming years to tackle desirability and value of the housing market renewal in the west and north of the borough, including Darlaston, Willenhall, Bloxwich and Walsall town centre.

### What we plan to do and how we will do it

| What   | How  |
|--|--|
| 2.1.1 Prevent homelessness   | <ul style="list-style-type: none"> <li>◆ Provide targeted housing advice, support and residential partnership initiatives</li> </ul>   |
| 2.1.2 Increase the number and choice of affordable homes                     | <ul style="list-style-type: none"> <li>◆ Work with housing associations and private developers to build new homes on mixed tenure developments</li> </ul>  |
| 2.1.3 Increase the overall standard of rebuilt housing in the private sector | <ul style="list-style-type: none"> <li>◆ Provide advice and assistance to vulnerable people in the private sector needing help to repair and heat their homes</li> </ul>   |
| 2.1.4 Enable people to live more independently                               | <ul style="list-style-type: none"> <li>◆ Adapt homes for disabled people or help them move to more suitable homes</li> <li>◆ Commission a variety of services that support people to live more independently</li> <li>◆ Encourage partners to build new housing for vulnerable people</li> </ul> |

Places



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## 2.2 Improving the Quality of Our Environment

A high-quality environment improves our quality of life and helps to make us feel proud of where we live. Our health and well-being are also enhanced by access to a range of diverse and better quality environments. The value of land, property and levels of investment are also improved when the environment is improved. Access to places to play is also vital to ensure good childhood memories and builds self-esteem.

What we do next on a local, national and global level will affect the future of our planet. We are committed to acting now locally to reduce our impact upon the environment to more sustainable levels. We are also committed to adapting to the effects of adverse climate change including flooding or other catastrophes.

We will improve our green spaces and access to green spaces and we will support the Black Country Consortium to make the Black Country an 'Urban Park'.

### What we plan to do and how we will do it

| What   | How  |
|--|--|
| 2.2.1 Create cleaner, greener and safer neighbourhoods               | <ul style="list-style-type: none"> <li>◆ Support the delivery of community-driven and owned environmental improvements</li> <li>◆ Maintain and utilise existing features, protect species and create new habitats</li> <li>◆ Support the development of green infrastructure</li> <li>◆ Empower people to lead on environmental issues</li> <li>◆ Empower the Environment Forum to lead on climate change</li> <li>◆ Promote sustainable transport (see also 3.2)</li> </ul> |
| 2.2.2 Ensure people have sufficient and efficient heat and energy    | <ul style="list-style-type: none"> <li>◆ Operate an affordable warmth programme</li> <li>◆ Reduce unnecessary waste of energy</li> </ul>   |
| 2.2.3 Monitor and reduce the impact of pollutants on our environment | <ul style="list-style-type: none"> <li>◆ Reduce CO2 emissions</li> <li>◆ Develop a climate change strategy and action plan</li> </ul>  |
| 2.2.4 Improve energy efficiency                                      | <ul style="list-style-type: none"> <li>◆ Support the Walsall Energy Efficiency Advice Centre (EEAC)</li> </ul>   |
| 2.2.5 Value and preserve the natural environment                     | <ul style="list-style-type: none"> <li>◆ Promote the protection and conservation of species, habitats and geological features</li> <li>◆ Create new habitats and preserve geological features</li> <li>◆ Manage and provide a network of wildlife areas and sites which assist the movement of wildlife whilst providing attractive places for local communities</li> </ul>  |
| 2.2.6 Reduce our adverse impacts and adapt to climate change         | <ul style="list-style-type: none"> <li>◆ Promote green technologies</li> <li>◆ Work in partnership to achieve a sustainable environment</li> <li>◆ Implement Nottingham Declaration action plans</li> <li>◆ Invest in adapting to climate change</li> </ul>  |

## 2.3 Improving Access to Employment, Services and Facilities

We will ensure people can access key services easily and in a timely manner at reasonable cost.

We will ensure that adequate, affordable and accessible transport exists between the people and the location of services they require.

Solving accessibility problems is partly about transport but it is also about locating and delivering

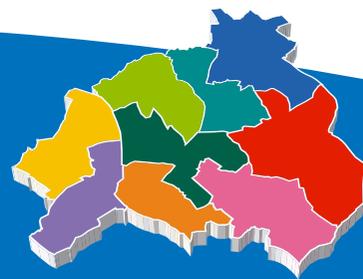
key activities together and closely to places where people can reach them.

### What we plan to do and how we will do it

| What   | How  |
|--|--|
| 2.3.1 Provide efficient and effective transport access to services | <ul style="list-style-type: none"> <li>◆ Ensure that the need for transport throughout the borough is taken into consideration when the bus services are reviewed</li> <li>◆ Encourage active transport including walking and cycling</li> <li>◆ Work with partners in the transport industry to identify gaps and innovations in transportation</li> <li>◆ Ensure that accessibility is considered by developers and service providers and embedded in their plans</li> </ul> |



Places



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# Prosperity

**A more prosperous economy will lead to other improvements such as better health and improved well-being, lower levels of crime and greater educational achievement.**

Providing more and better paid jobs for local people is the main focus of this part of the strategy. This will reduce the overall difference, for the better, in the levels of prosperity between rich and poor and so deliver improved economic and social well-being for individuals, families, neighbourhoods and communities.

You have told us that you want Walsall to be a place where there is:

- ◆ a vibrant town centre
- ◆ reduced business crime
- ◆ improved transportation
- ◆ more on-the-job training and work-based learning

- ◆ a more flexible approach to working with developers
- ◆ more investment in schools to enable them to prepare pupils for work and other means to improve their lives
- ◆ better use of canals and the development of amenities and attractions alongside them
- ◆ a local workforce with the skills, expertise and knowledge to gain, keep progress and transfer to the jobs created by business investment

Our priorities for increasing prosperity, based on what you have told us, are:

- 3.1 better education, improved knowledge and skills**
- 3.2 accessible and sustainable places for business**
- 3.3 vibrant town and neighbourhood centres**

## 3.4 research and development

## 3.5 working with employers to create jobs and opportunities

## 3.1 Education, Knowledge and Skills

Walsall's future depends on developing our people. Our aim is that all of our residents, families, communities and neighbourhoods reach their potential and become confident, self-motivated learners who will enable the borough to be a great place to live, work and invest. We will improve the facilities and opportunities available in schools and encourage life-long learning for everyone.

We will continue to create more children's centres where children, young people, parents and carers

can access support, services and opportunities close to where they live. We will encourage schools to provide a more personalised learning for students, more opportunities for 14- to 19-year olds, more extended services to families and carers and more support to people who are vulnerable or disadvantaged. The education of children and young people will be a key element in delivering the economic growth within and across Walsall. There will be greater collaboration between educational institutions and local, sub-regional and regional partners to give every child and young person the best opportunities; growing up in Walsall will be as good as it can be, children will realise their full potential. The Black Country Challenge will provide resources and opportunities for improvements in many schools.

At the same time we will maximise the employment and economic activity and the well-being of young people in a regenerated borough, reducing the numbers who are not in education, employment or training and reducing child poverty. We will encourage our young people, parents, families and communities to have higher aspirations and help them to achieve qualifications and access higher education. We will promote life-long learning and widening participation into training, learning and educational opportunities in local areas. This

will increase the potential of our workforce in the borough.

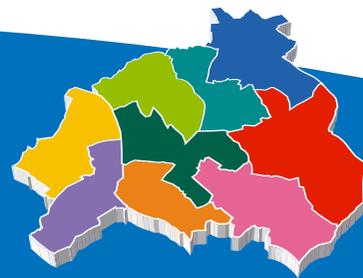
We will work to develop and deliver our neighbourhood employment, knowledge and skills action plans, which identify the barriers to work opportunities and gaps in services in local areas and the actions needed to assist people to develop skills and get jobs.

We know that new investors and new businesses attracted into Walsall require higher levels of skills, expertise and knowledge than our current population, on the whole, can offer. To overcome this we will encourage partnership working between learning, education or training providers and employers. We will ensure that the needs of businesses are better understood. We will create a new business and learning campus, which will be the centre for working with local people to develop their skills knowledge and qualifications.

We are aiming for a world-class education structure and a learning framework to ensure that children, young people, adults, employees and communities will all have the opportunity to be educated, knowledgeable and skilled to meet future business requirements.



Prosperity



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Community Strategy





## What we plan to do and how we will do it

| What  | How   |
|---|---|
| 3.1.1 Support children to do as well as they can and enjoy their childhood and youth              | <ul style="list-style-type: none"> <li>◆ Increase the number of Children's Centres across the borough</li> <li>◆ Ensure that at least 90% of young people aged 16 to 19 will be in employment, education or training</li> <li>◆ Provide support to parents and carers to enable them to care for and support their children</li> </ul>  |
| 3.1.2 Improve educational attainment and school facilities  | <ul style="list-style-type: none"> <li>◆ Invest in improving school buildings and facilities</li> <li>◆ Develop a skills-/employment-focused curriculum at Key Stages 4 and 5</li> <li>◆ Tackle and support under-achieving schools</li> </ul>  |
| 3.1.3 Reduce child poverty and promote the economic well-being of young people and their families | <ul style="list-style-type: none"> <li>◆ Increase the uptake of benefits that enable people to access jobs</li> <li>◆ Reduce unwanted teenage pregnancies</li> <li>◆ Support working parents</li> <li>◆ Address issues and support for sufferers of domestic violence</li> <li>◆ Prioritise reduction in worklessness in families with children</li> <li>◆ Increase flexible child-care for working parents</li> <li>◆ Develop a child poverty reduction strategy and intervention plan</li> <li>◆ Provide targeted support for children in poverty</li> </ul>  |
| 3.1.4 Improve the skills and knowledge of people both in and out of work                          | <ul style="list-style-type: none"> <li>◆ Work with local learning providers, schools, colleges, Jobcentre Plus, universities, Walsall Council, the voluntary sector and the health economy</li> <li>◆ Ensure that local learners are able to contribute to improvements in provision, in particular through the Personal and Community Development Learning Forum</li> <li>◆ Secure sustainable employment for those who are workless and provide knowledge and skills-for-life training, with a focus on the six most disadvantaged wards</li> <li>◆ Encourage local people to develop their knowledge and skills so that increasing numbers of adults return to learning and training, and achieve qualifications</li> <li>◆ Remove those critical barriers and hurdles which prevent people from participating fully in learning and education, from schools to college to university to post-graduate study and/or the development of professional qualifications</li> <li>◆ Encourage life-long learning for all</li> <li>◆ Encourage entry and progression into careers and professions</li> <li>◆ Work with schools, Walsall Council, the voluntary sector and others to develop and deliver a sustainable Family Learning Strategy</li> </ul> |

## 3.2 Accessible and sustainable places for business

Walsall is a town for enterprise and we are creating a new and exciting business culture. We will develop and promote our major assets, such as our excellent location, network of direct rail and road links, business support and workforce. Raising Walsall's profile, backed up with delivery, will stimulate more local, sub-regional, regional, national and global investment in the borough's businesses, communities and people.

We will provide a full range of high-quality support to local businesses. We will support the private sector in developing and building upon its current strengths, and the social enterprise economy will be encouraged to develop its potential. We have streamlined our processes to create a more effective approach to business development. We have identified strategic development areas with the potential to create between 2,000 and 4,000 jobs. Re-building Walsall Manor Hospital will provide better health-care for our communities; it will also create opportunities for jobs and skills training, and for local firms and social enterprises to supply goods, services and expertise.

We will make better use of our existing roads and target new road proposals that support access to areas where development is needed. High-quality information systems, greater enforcement, targeted local road improvements and up-to-the-minute information for drivers will all make journey times more reliable. We will support the road networks through investment in high-quality and safe public transport networks. We will work with operators to target those services that connect people to our key areas of activity at the times they want to travel. This will be supported by easy-to-understand information, making residents and visitors feel they are well-informed travellers, happy to use public transport.

Good businesses minimise their adverse impact upon the environment. We will ensure that there are networks of safe, high-quality footpaths and cycle routes to connect our key areas of commercial activity to residential areas, which in turn will take some of the pressure off the roads and encourage healthy and environmentally friendly short journeys. We will make a special effort to link these footpaths and cycle routes to our network of schools and local centres, encouraging children to do more beneficial physical activity and reducing the negative impact of people travelling to school by car.

Walsall has pioneered green business parks where groups of businesses work together to reduce waste, share suppliers and improve their physical environment. This is the future of businesses in the twenty-first century and we will lead the way to move from a traditional high-carbon economy to a new, sustainable, low-carbon economy. Our reputation will be built as a place where business is mitigating the effects of climate change and adapting to the impact of a changed climate. This will bring new skills and knowledge to the borough, as well as jobs, future viability of communities and economies.



Prosperity



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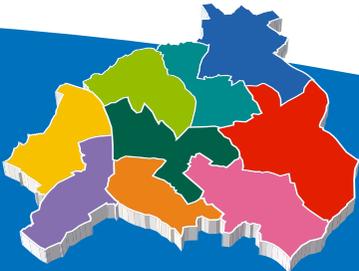


## What we plan to do and how we will do it

| What   | How  |
|--|--|
| <p>3.2.1 Deliver the vision of Walsall being a town for enterprise</p> | <ul style="list-style-type: none"> <li>◆ Work closely with key partners within the region to identify resources and create greater opportunities for partnership working to deliver common goals</li> <li>◆ Encourage people with ideas to start new businesses</li> <li>◆ Ensure all businesses play a part in developing the next generation of entrepreneurs</li> <li>◆ Link and embed health as a driver for regeneration</li> <li>◆ Consider accessibility in new developments</li> <li>◆ Improve the accessibility of the town centre</li> <li>◆ Develop sustainable travel plans in key partner agencies</li> <li>◆ Improve the maintenance of public spaces</li> </ul>     |
| <p>3.2.2 Manage our key road and public transport networks</p>         | <ul style="list-style-type: none"> <li>◆ Improve the management of the road network</li> <li>◆ Develop our transport plan</li> <li>◆ Stimulate greater use of public transport to reduce congestion and pollution</li> <li>◆ Encourage development of safe walking and cycling routes</li> <li>◆ Improve transport infrastructure and services to meet economic, social and environmental needs</li> <li>◆ Improve access to, and the quality of, green space whilst supporting and protecting our diverse range of flora and fauna</li> <li>◆ Deliver our part of the local transport plan for the Black Country</li> <li>◆ Support the extension of the metro network</li> </ul> |

|  |   |
|--|---|
| <p>3.2.3 Focus on climate change by reducing carbon dependence and by using environment technologies</p> | <ul style="list-style-type: none"> <li>◆ Work towards all regeneration developments becoming carbon neutral</li> <li>◆ Develop a standard to measure the environmental impact of suppliers and developers as a selection process for procurement</li> <li>◆ Deliver our commitment to the Nottingham Declaration for climate change</li> <li>◆ Reduce the amount of waste going to land-fill through promoting the philosophy of reduce, reuse and recycle</li> <li>◆ Promote more sustainable forms of transport serving Walsall, including public transport, cycling and walking</li> </ul> |
| <p>3.2.4 Offer a full range of high-quality support to new and existing local businesses</p>             | <ul style="list-style-type: none"> <li>◆ Provide new businesses with appropriate advice, encouragement and support</li> <li>◆ Assist businesses in declining markets to diversify into new areas</li> </ul>   |
| <p>3.2.5 Prevent business arson</p>  | <ul style="list-style-type: none"> <li>◆ Implement fire reduction strategies and target vulnerable estates and hardened re-offenders</li> </ul>   |

Prosperity



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Community Strategy





### 3.3 Vibrant Town and Neighbourhood Centres

Walsall's excellent location at the gateway to the Black Country and at the heart of the wider City Region offers the opportunity to play a leading role in the renaissance of the West Midlands. This location means that around five million people are within 45 minutes of Walsall by public transport. Over the next 15 years our town centre will see a radical change to its landscape, with significant development taking place in business, retail, leisure and residential sectors. We will promote Walsall as a leading Black Country town, and it will attract new investors, new residents, new shoppers, new tourists and new visitors. The town centre will look and feel fresh, vibrant and modern.

A set of new office buildings will be developed which will be supported by new technology such as fibre-optic data transfer, which is unique in the UK. This will act as an incentive to attract business and inward investment from global organisations.

#### What we plan to do and how we will do it

| What   | How   |
|--|---|
| 3.3.1 Attract new businesses   | ◆ Develop new office accommodation along major transport routes   |
| 3.3.2 Develop the town centre canal-side   | ◆ Plan a major new cultural, educational and leisure facility   |
| 3.3.3 Create a new shopping experience in Walsall town centre  | ◆ Develop more varied and different types of retail experience  |
| 3.3.4 Create new cultural, educational and leisure facilities  | ◆ Deliver the transformational projects of the Walsall Regeneration Company   |
| 3.3.5 Work with existing businesses to help them remain, grow and thrive in Walsall  | <ul style="list-style-type: none"> <li>◆ Work with employers to identify and meet their business needs</li> <li>◆ Create an environment that will enable businesses to thrive and grow</li> </ul> |
| 3.3.6 Recognise and raise awareness of the borough's historic environment  | ◆ Continue to revise conservation area appraisals and management plans  |
| 3.3.7 Seek new, sustainable uses for important historic buildings  | ◆ Where appropriate, incorporate the re-use of historic buildings   |
| 3.3.8 Focus development on neighbourhood centres to revitalise them and enable them to flourish whilst maintaining a unique identity | ◆ Implement the Walsall Strategic Regeneration Framework  |

### 3.4 Research and development

Walsall is entering a new era of growth and development. The borough's future rests on our ability to adapt quickly and positively to change. Over the next six years there will be a noticeable increase in the number of knowledge and technology-based businesses and the use of technology by all who live or work in Walsall. We will develop our own gigaport - a fibre-optic network that will be 120 times faster than broadband - to meet the evolving needs of business and enterprise for the twenty-first century.

Alongside this physical infrastructure will be a clear alignment of higher and further education institutions, business support and training providers, who will work with international blue-chip companies to provide high-quality learning, development and training, knowledge acquisition and renewal, research and development support. A workforce with the skills, expertise and knowledge relevant to these new initiatives, together with the appropriate technological infrastructure, underpins our aspirations for increased prosperity as the keystone for sustainable communities.

<sup>7</sup> A network which provides faster data transfer

### What we plan to do and how we will do it

| What  | How   |
|---|---|
| 3.4.1 Develop the skills of our local people to ensure that the demands of new businesses are met   | <ul style="list-style-type: none"> <li>◆ Develop and re-skill our workforce and equip them with knowledge relevant to the needs of a prosperous economy</li> </ul>  |
| 3.4.2 Work with our educational providers to ensure that our children, young people and adults both in and out of work, develop the new skill set required                | <ul style="list-style-type: none"> <li>◆ Create a new business and learning campus</li> </ul>   |
| 3.4.3 Build a technology-based infrastructure to support knowledge and communications-focused business, by providing fast internet access 120 times faster than broadband | <ul style="list-style-type: none"> <li>◆ Take advantage of the major ring-road development to lay the fibre optic cables to create Walsall's gigaport<sup>7</sup></li> <li>◆ Install the UK's first fibre optic data transfer network in Walsall and create a hub to support the services offered by this facility</li> </ul> |



Prosperity



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### 3.5 Working with Employers to Create Jobs and Opportunities

Walsall has a strong and vibrant business community and we are committed to working with business across all sectors. Through a programme of engagement and support, we can help Walsall's businesses overcome some of the many challenges that they face in today's global economy by promoting employment opportunities, continual professional development and career progression, whilst benefiting the Walsall economy as a whole.

To encourage existing businesses looking to make significant investments in their operations we will offer tailored packages of support. This will include encouragement to develop sites, train the existing workforce and create new jobs. We will also encourage apprenticeship.

Support will also be offered to inward investors, making Walsall an attractive option in which to relocate a business and create new job opportunities, investment and growth.

Working with a range of partners, we will link new job opportunities to local residents and communities. We will also continue to assist employers to develop this workforce to increase the level and range of skills and knowledge in the borough and provide further opportunities.

We aim to procure products and services locally to enable local businesses to take advantage of expenditure taking place in the borough. These opportunities for local business will be promoted through our Think Walsall initiative, when tenders and



## What we plan to do and how we will do it

| What  | How   |
|---|---|
| 3.5.1 Support existing businesses to grow and expand                                | <ul style="list-style-type: none"> <li>◆ Business engagement and identification of key issues</li> <li>◆ Development of tailored packages of support</li> <li>◆ Targeted recruitment support</li> <li>◆ Brokered solutions</li> <li>◆ Supplying apprenticeship</li> </ul> |
| 3.5.2 Attract inward investment opportunities to Walsall                            | <ul style="list-style-type: none"> <li>◆ Marketing Walsall as a place to do business</li> <li>◆ Manage inward investment enquiries</li> <li>◆ Development of tailored packages of support</li> <li>◆ Targeted recruitment support</li> </ul>                              |
| 3.5.3 Link businesses to workforce development initiatives                          | <ul style="list-style-type: none"> <li>◆ Facilitate engagement between businesses and workforce development initiatives such as Train to Gain</li> <li>◆ Continued professional development</li> </ul>  |
| 3.5.4 Develop Think Walsall to maximise social, economic and environmental benefits | <ul style="list-style-type: none"> <li>◆ Embed Think Walsall within council procurement processes</li> <li>◆ Forge links with partner sustainability initiatives</li> </ul>   |
| 3.5.5 Support for businesses looking to make redundancies                           | <ul style="list-style-type: none"> <li>◆ Link with recruiting companies</li> <li>◆ Broker recruitment and re-training initiatives</li> </ul>  |



Prosperity



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# What it means for me

## Young People

### You want

- ◆ more investment in local schools and teaching resources
- ◆ many of you want to continue your studies after GCSEs
- ◆ us to focus on the local economy, jobs, and on the local environment, in addition to education
- ◆ good quality facilities and activities in your own area, and to feel safe whilst using them, and using our town centres
- ◆ good quality health care
- ◆ us to take global warming seriously
- ◆ to get involved, participate in local decision-making arrangements and you want to be heard
- ◆ a sizeable number of you want to run your own business
- ◆ more than a third of local children and young people live in poverty
- ◆ to feel safe – at school, and in your local area

### We are

- ◆ putting young people first in the planning of our services as stated in the Every Child Matters Framework
- ◆ creating new and exciting jobs in the borough - we want young people to take advantage of this
- ◆ providing young people with the right skills for local employment opportunities
- ◆ working to enable young people to be more healthy, tackling key health issues including obesity
- ◆ encouraging young people to gain more and higher-level qualifications and to stay in the borough working in better jobs
- ◆ improving safety for young people, tackling crime including bullying
- ◆ providing a wider range of positive activities for young people

- ◆ aiming to achieve greater involvement of young people in decision-making, implementing our participation charter
- ◆ investing in school buildings and facilities
- ◆ improving public transport links so that all parts of the borough can access local facilities and opportunities
- ◆ creating new cultural facilities
- ◆ creating modern city living schemes with residential development alongside shops, offices, restaurants and bars
- ◆ building a new Business & Learning Campus
- ◆ viewing young people as our future
- ◆ tackling climate change
- ◆ encouraging young people to participate in decision-making through schools' councils and Youth Opinion Unite

## Older People

### You want

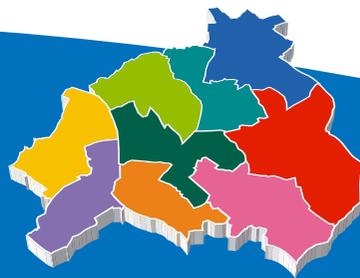
- ◆ more investment in public transport, particularly local buses
- ◆ a continued focus on the local environment, and on tackling anti-social behaviour - in the town centre and your own neighbourhood
- ◆ investment in quality health care locally
- ◆ to be heard - to be consulted, and for action to be taken as a result
- ◆ to be involved - and to take part in decision-making for your area
- ◆ action to keep pavements clear of clutter and accessible for disabled people - and you want more parking spaces
- ◆ value for money from public services
- ◆ more support for carers

### We are

- ◆ addressing age discrimination
- ◆ aiming to maximise the role and contribution of older people as citizens
- ◆ developing an Older People's Strategy
- ◆ supporting older people to live independently in their own homes
- ◆ improving public transport links so that all parts of the borough can have access to our facilities and local opportunities
- ◆ taking action to tackle crime and anti-social behaviour, and to reduce the fear of crime
- ◆ tackling clutter in our streets



What it means  
for me



Walsall's Sustainable  
Community Strategy





## Families

### You want

- ◆ affordable housing – and a variety of housing choices
- ◆ better transport links around the borough, to make local facilities accessible to all
- ◆ good schools and pre-school facilities
- ◆ more support for families and for children
- ◆ activities and facilities for young people
- ◆ more breakfast clubs and after-school activities
- ◆ attractive green spaces where children can play safely

### We are

- ◆ working together to provide more affordable homes, and to improve existing homes
- ◆ improving transport links so that all residents and all parts of the borough have access to community facilities and local opportunities
- ◆ developing open spaces where people can relax and enjoy themselves
- ◆ providing support to local families and tackling poor health and low educational attainment
- ◆ improving facilities in schools and providing more personalised learning
- ◆ reducing child poverty and promoting the economic well-being of young people, families and neighbourhoods
- ◆ increasing the number of children’s centres across the borough



## Workers

### You want

- ◆ a supply of good jobs that are well paid, secure and available locally
- ◆ a borough that is active in retaining current firms and attracting new ones - so that our young people can find rewarding work without moving elsewhere
- ◆ better links between local firms and schools and colleges and universities
- ◆ the regeneration of the borough and its new infrastructure to mean the creation of local jobs and employment for local people

### We are

- ◆ creating more and better jobs for local people
- ◆ making Walsall an easier and better place for businesses to invest
- ◆ encouraging businesses who locate in Walsall to employ our people
- ◆ training our people to be better qualified and ready for new opportunities
- ◆ creating better places for people in Walsall to live, with good schools, improved housing and improved quality of environment

- ◆ making it easier to travel within Walsall
- ◆ making services, including health services, more accessible and local
- ◆ improving transport infrastructure and tackling road congestion
- ◆ reinforcing and strengthening links between local employers, schools and colleges and universities
- ◆ delivering the vision of being a town of enterprise



## Carers

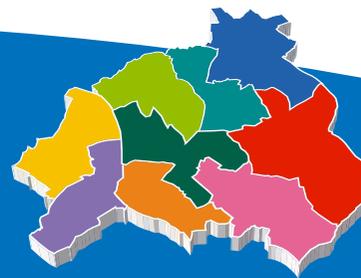
### You want

- ◆ more support for carers, making more use of the voluntary sector
- ◆ affordable housing
- ◆ better transport links around the borough, to make local facilities accessible to all
- ◆ good schools and pre-school facilities
- ◆ more support for families and for children
- ◆ activities and facilities for young people
- ◆ to be consulted, and have your views heard and acted upon
- ◆ value-for-money public services

### We are

- ◆ working together to provide more affordable homes
- ◆ helping vulnerable people to live independently
- ◆ placing value on volunteering, and developing a volunteering strategy
- ◆ improving transport links so that all residents and all parts of the borough have access to community facilities, and to local opportunities
- ◆ making services more accessible locally
- ◆ making our neighbourhoods safer
- ◆ improving the quality of the local environment

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## Voluntary Organisations

### You want

- ◆ a third sector that can provide cost-effective services that match local needs – public services should make more use of local expertise
- ◆ more investment in the sector – reductions in funding often impact on the most vulnerable in society
- ◆ funding agencies that work together – a more joined-up approach would allow organisations more time to focus on their services
- ◆ voluntary groups that work in partnership with statutory agencies, in line with our local Compact

### We are

- ◆ working with Neighbourhood Watch and community groups to tackle crime and the fear of crime
- ◆ working with community organisations to tackle health inequality and to achieve positive change
- ◆ working across the partnership to encourage life-long learning and create a learning community
- ◆ encouraging citizens and communities to participate in local decision making through LNPs and community action groups, and to shape the place where they live
- ◆ developing a borough-wide volunteering strategy
- ◆ working across the partnership to celebrate diversity and create cohesive communities
- ◆ working with Walsall Voluntary Action to establish it as a key infrastructure and co-ordinating organisations for the voluntary and community sector
- ◆ looking at commissioning processes to make voluntary and community sector organisations are aware of commissioning opportunities
- ◆ assuring all our partners are Compact-compliant and to demonstrate this
- ◆ reviewing strategic appraisals to borough-wide funding

## Business

### You want

- ◆ a local economy that is central to our plans for the future
- ◆ a borough that is business-friendly, retaining current firms and attracting new ones
- ◆ better links with local schools, colleges and universities
- ◆ statutory agencies like the council to use local firms wherever possible - keeping money circulating locally
- ◆ better roads and transport links
- ◆ action against fly-tipping, vandalism and crime in general
- ◆ value-for-money, customer-focused public services
- ◆ more focus on skills training and workforce development

### We are

- ◆ improving transport infrastructure and tackling road congestion
- ◆ reinforcing and strengthening links between businesses, schools, colleges and universities
- ◆ tackling business crime
- ◆ improving the local environment, and the appearance of the borough
- ◆ strengthening Walsall town centre and our district centres, promoting Walsall as a town for enterprise
- ◆ providing new, high-quality office accommodation in Walsall town centre, where new businesses will be encouraged to locate
- ◆ providing a fibre-optic network within the borough that will operate at 120 times the speed of broadband
- ◆ improving the skills of our workforce
- ◆ focusing our college on vocational education and enabling Walsall people to be work-ready - the new Business & Learning Campus will expand horizons
- ◆ making local procurement of services easier - we have organisations to support the setting up of businesses
- ◆ assisting social enterprises to set-up and start running, and can provide ongoing support
- ◆ providing accessible information about contacts and opportunities for business through our website, Walsall.com
- ◆ increasing Strategic Development Areas will create between 2,000 and 4,000 jobs
- ◆ helping businesses to reduce waste and manage waste disposal

What it means  
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# What it means for my neighbourhood



**The following are strategic opportunities (highlighted in the balloons) that are planned in your area. They link in with issues raised by residents and identified through consultation by the Local Neighbourhood Partnership (LNPs).**

Some of the opportunities raised have already been developed into projects and will be carried out shortly, others are more aspirational.

For more information on what the Local Neighbourhood Partnerships will focus on over the next two years, please refer to the Neighbourhood Agreement for your area.

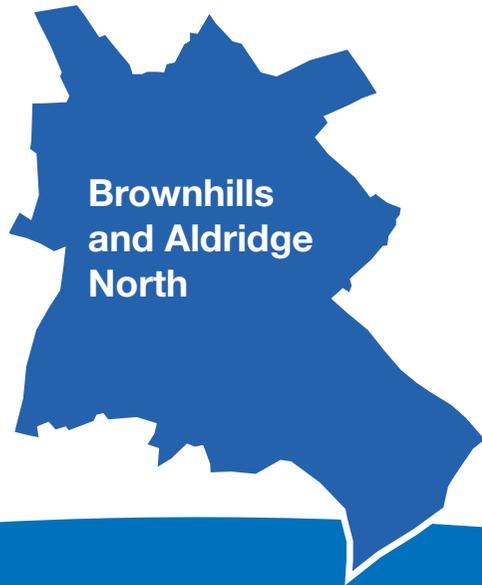
To influence decisions on these opportunities, residents can attend Local Neighbourhood Partnership meetings and have their say.

# Brownhills and Aldridge North LNP

Brownhills and Aldridge North residents told us they wanted:

## To play a key role in regeneration plans for the future

- 1) Improvements to Walsall Wood local centre
- 2) Development off Brownhills High Street
- 3) Holland Park management plan
- 4) Walsall Wood regeneration corridor
- 5) Housing and town centre master plan for Brownhills
- 6) Three canal-side, mixed-tenure schemes

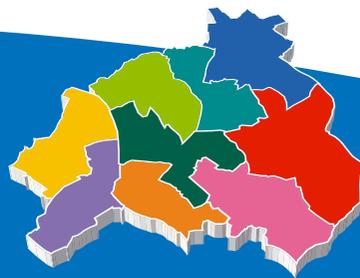


## Tackle issues around transport, including congestion, and public services

- 1) Improvements to National Cycle Route 5
- 2) Improvements to public transport links between Brownhills and Walsall
- 3) Watling Street Primary & Brownhills Comprehensive – Safer Routes to School Scheme

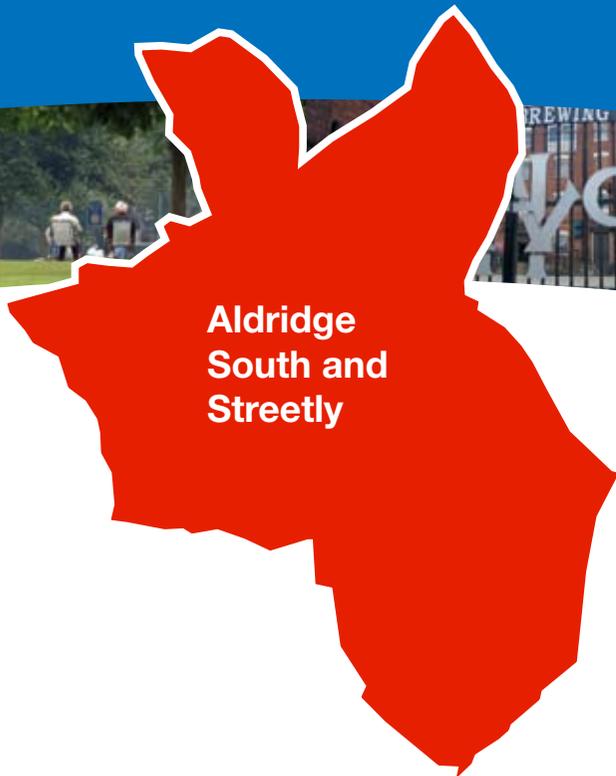


What it means for my neighbourhood



Walsall's Sustainable Community Strategy





## Aldridge South and Streetly LNP

Aldridge South and Streetly residents told us they wanted:

### **Quality affordable housing, for the elderly and first-time buyers**

- 1) Provision of suitable and affordable housing that addresses the needs of first-time buyers and those wishing to downsize
- 2) Development at Redhouse School site - potential for housing, public open space and community facilities

### **Better community facilities for young and old alike**

- 1) Refurbishment to Streetly library

### **Increase public transport opportunities in the area**

- 1) Support railway links between Aldridge, Streetly and Walsall
- 2) Improvements to Walsall cycle routes

### **Encourage people to feel proud of Aldridge South and Streetly and improve the environment we live in**

- 1) Improvements of Aldridge district centre
- 2) Support Green Bridge urban park project



## Pelsall and Rushall LNP

Pelsall and Rushall residents told us they wanted:

### **Housing for first- time buyers and for people wanting to down-size**

- 1) Housing Needs Study



### **A cleaner and greener LNP**

- 1) Pelsall conservation appraisal and management plan

### **A healthy place to live, for all**

- 1) Consultation around new health-care centre, including possible additional facilities such as children's centre
- 2) Safer Routes to School Scheme to encourage cycling and walking to school



What it means for  
my neighbourhood



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## Blakenall and Bloxwich

### Blakenall and Bloxwich LNP

Blakenall and Bloxwich residents told us they wanted:

#### More services and facilities for children and young people

- 1) Development of children's and youth leisure and sports facilities at Green Rivers Association
- 2) Cycle routes around the Bloxwich area

#### A cleaner LNP

- 1) Environmental improvements in the New Deal for Communities area, Living Streets Project
- 2) Leamore Park enhancements

#### Improvements to local economy

- 1) Improvements to Bloxwich district centre – environmental traffic management and parking strategy
  - 2) Improvements to Bloxwich station
  - 3) Modernisation of Bloxwich library
- 
- 1) Implementation of Goscote Regeneration Framework
  - 2) Regeneration of land on the corner of Bloxwich High Street/Somerfield
  - 3) Development of over 50's health, leisure, educational and community provision for Stan Ball Centre
  - 4) New-built, mixed-tenure housing provision in Blakenall/Goscote corridor



## St. Matthew's, Birchills and Leamore LNP

St. Matthew's, Birchills and Leamore residents told us they wanted:

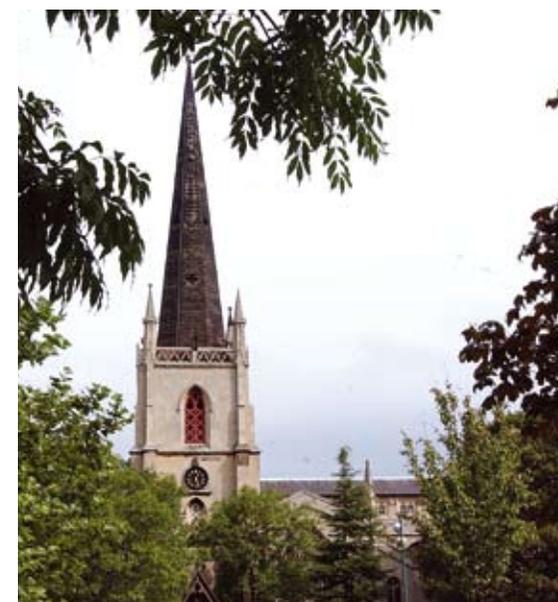
### **To empower and support community cohesion and visible action to promote a cleaner, greener, safer and stronger community**

- 1) Refurbishment of Mellish Road Church
- 2) Bradford Place/Station Street – integrated transport/new public open space

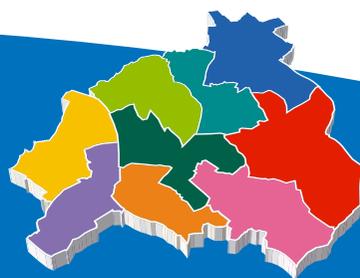
### **To maximise opportunities for local people to benefit from regeneration proposals for the area**

- 1) Waterfront, mixed-use north and south Caparo residential
- 2) Birchills regeneration – demolition, refurbishment and land assembly
- 3) Business and Learning Campus – Walsall College
- 4) Office corridor – Littleton Street/Blue Lane
- 5) Ring-road improvements

- 1) St. Matthew's Court housing
- 2) Walsall to Mossley cycle route
- 3) Walsall to Aldridge cycle route
- 4) Manor Hospital cycle signage
- 5) Beechdale Library refurbishment



What it means for my neighbourhood



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## Pheasey and Paddock

### Pheasey and Paddock LNP

Pheasey and Paddock residents told us they wanted:

#### Identify and tackle problems around transport

- 1) Improved transport links to Walsall and Birmingham

#### Improve the environment

- 1) Creation of urban park/visitor centre at Barr Beacon – Green Bridge Project
- 2) Regeneration of Arboretum Park

- 1) More localised health services for LNP area – consultation as follow- up to health needs assessment
- 2) Housing Needs Study
- 3) Improvements to Gillity shopping centre – production of mini master plan



# Palfrey and Pleck LNP

Palfrey and Pleck residents told us they wanted:

- 1) Housing Needs Study
- 2) Better links around hospital development
- 3) Redevelopment of Old Pleck Road flats
- 4) Review of car parks in respect to ownership and maintenance
- 5) M6 junction 10 improvements
- 6) Improvements to Pleck district centre through regeneration corridor opportunities
- 7) Broadway West playing fields – explore potential to be brought back into use

## Civic pride

- 1) Better integration and community use of faith buildings

## Improved facilities

- 1) Management plan for Pleck Park
- 2) Refurbish Pleck library and Walsall South library

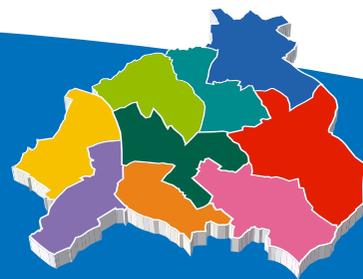
## Improved accessibility

- 1) Improved public transport required



Palfrey  
and Pleck

What it means for  
my neighbourhood



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## Darlaston LNP

Darlaston residents told us they wanted:

### To improve the physical environment of the LNP area

- 1) Housing-led regeneration of Darlaston district centre
- 2) Moxley master plan
- 3) Bentley master plan
- 4) Newly built Bentley library
- 5) Public realm work on Queen Elizabeth Avenue and Churchill Road Bentley

### To make Darlaston LNP area a cleaner, greener, safer and stronger place to live, work and play

- 1) Bentley linear walkway and Lilac Grove schemes
- 2) Park management plan for George Rose Park
- 1) Darlaston cycle network
- 2) Reclamation and redevelopment of brown-field sites and contaminated land through Darlaston Strategic Development Area
- 3) M6 junction 10 improvements



## Willenhall LNP

Willenhall residents told us they wanted:

### Improve the environment

- 1) Identify public open spaces as community focal points
- 2) Create green spaces in New Invention

### Influence regeneration in the area

- 1) Production of master-plan for Willenhall
- 2) Creation of mixed-use Urban Village in east Willenhall
- 3) Park management plan for Rough Wood

### Improve transport facilities

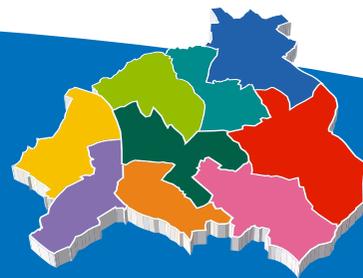
- 1) Park and ride for district centres
- 2) Better transport links to Walsall and Wolverhampton hospitals

### Improve access to services

- 1) GP practice/health centre in Willenhall



What it means for  
my neighbourhood



Walsall's Sustainable  
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Walsall Borough Strategic Partnership wishes to thank all those who contributed to the development of this Sustainable Community Strategy.

This strategy is available, upon request, in summary form, in an audio format, in our communities' languages, and in Braille, from Walsall Borough Strategic Partnership, 1st Floor, Challenge Building, Hatherton Road, Walsall, WS1 1YG (telephone 01922 654709).

This document is also available to view in an enlarged format on Walsall Borough Strategic Partnership's website [www.wbsp.org.uk](http://www.wbsp.org.uk)

## Walsall's Sustainable Community Strategy

Other relevant documents:

State of the Borough Report  
Environmental Impact Scoping Report  
Environmental Impact Assessments

**Please contact us on 01922 654709  
for further details. [www.wbsp.org.uk](http://www.wbsp.org.uk)**

