

**WE ARE  
WALSALL  
2040**

# **WE ARE WALSALL**



# **2040**

**Child friendly Borough**

**Our Future**

**Our Borough**

Version 1

September 2024 - April 2026

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## Dear Children and Young People of Walsall,

We, the Walsall Strategic Alliance, are proud to present to you the Walsall Children and Young Persons Strategy.

This strategy is the result of lots of learning from listening to children, young people, and professionals to understand your current lived experiences and the drivers for change that will influence what Walsall looks like and feels like for children and young people in 2040. Our goal is to make Walsall a child-friendly borough where all children grow up healthy, happy, and achieve their potential.

This strategy sets out a direction we want to travel in, but it's more than just getting to the end goal; it's about the journey and what we learn from what you said along the way. We'll keep checking our compass with to make sure we're on the right track, reflecting on what we've done, and learning from it. We'll make changes when needed so we can reach our goals and truly make a difference to your lives.

We are committed to working together to turn the curve on current projections and ensure that Walsall is a vibrant place where you are proud to live and people in all neighbourhoods have the same life chances.

We hope that this strategy will serve as a guide for our collective efforts to make Walsall a better place for all of our children and young people.

Sincerely, The Walsall Children and Young People Alliance



# WHY DO WE NEED A CHILDREN AND YOUNG PEOPLES STRATEGY?

## If we do not take action, we predict that:

The overall population of Walsall will grow by

**5.5%**

between now and 2040.

Those aged under 16 will increase by

**8%.**



There will be an increase to around 1/17 children and young people with Special Educational Needs (SEN),

an increase of **66%**

by 2040.

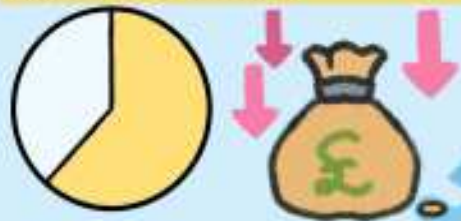


We predict that

**63%**

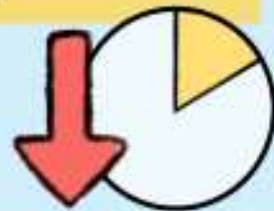


of young people aged 16 and under will live in relatively low-income families.



There will be a **20%**

fewer children and young people aged 5-18 doing 60 minutes of activity per day.



**25%**

of children will show signs of dental decay.



Walsall will be behind England's average for those achieving

**5+**  
GCSE's.





# WHAT HAVE CHILDREN AND YOUNG PEOPLE TOLD US?

During 2040, we asked over 500 children and young people about what it's like to live in Walsall and what their thoughts and hopes for the future were

60% of children felt that Walsall would not be a positive place to live in 2040

41% of children said feeling safe is important for making them feel that they belong in Walsall

75% of children who said they would leave Walsall before 2040 are from deprived areas



# MEET OUR CHILDREN GROWING UP IN DIFFERENT VERSIONS OF 2040

We'd like you to meet four children. Each of these children has a similar life to some children in Walsall today. Their worlds have been created based on the effects of climate change and social change; two key issues which greatly impact our futures. Professionals have used these four worlds to understand how we can stop the negative things from happening and to understand how to promote the positive aspects through our strategy.

Hi! I'm Prisha  
This is what my life looks like.

Struggles with reading and writing so is dropping out of school.  
Has to get a job so she can help with paying the bills and buying food for her family.  
Impacted by Climate Change.  
Lots of community tension.

What we'll do

Improving the quality and accessibility of education and health, increasing access to clean and safe spaces and connecting young people with activities and positive role models

**Disappearing World**

Positive Social Change

Hi! I'm Sammy  
This is what my life looks like.

Teachers understand bad things that have happened in Sammy's life and know how to support him.  
Sammy feels ready for independent life.  
Good academic knowledge.  
Has been taught life skills such as cooking and budgeting

What we'll do.

Develop school curriculum to include environmental and life skills, support existing strategies.

**Recovering World**



Hi! I'm Alex  
This is what my life looks like.

Must walk everywhere as has no other means of transport.  
Has access to lots of green spaces.  
Eats very healthily.  
Struggles to access education as must support family.  
There aren't many opportunities for Alex other than online.

What We'll Do

Ensure that our work takes care of all parts of our health and prevents issues before they start. Empower communities to help themselves and each other and use a family and locality model for planning and delivering our services.

Negative Social Change

Hi! I'm Jayden  
This is what my life looks like.

Very active and likes playing football at the local park.  
Eats home grown foods.  
Volunteers at local charity teaching IT to the elderly.  
Received government grant to study abroad.  
Has lots of friends and meets them regularly.

What We'll Do

Ensure we collaborate with our communities to create solutions, increase the availability of parks and green spaces and make sure education gives children and young people skills and emotional resilience for the future.



**Children and Young Persons Strategic Alliance**



*The world is seen through my eyes*

**I AM HAPPY, HEALTHY AND WELL**

We will get upstream on issues by ensuring that current use of resources focuses on a holistic prevention approach.

We will commit that children are at the heart of all of the decisions of public services.

We will commit to ensuring that children and young people have got affordable, accessible and sufficient opportunity for activities which are fun.

We will reduce the barriers that children, young people and families who live in poverty face.

**I HAVE A VOICE AND I AM HEARD**

We will ensure that all children are listened to and that this impacts upon the design of our services.

We will engage and coproduce integrated services with children, young people and parents so they impact upon them.

We will develop a Youth Council to enable the influence of children and young people at a local, regional, and national level.

We will strengthen the voice of children who are disproportionality under or over-represented.

**I AM HOPEFUL AND EXCITED FOR THE FUTURE**

We will focus on employing residents to create pathways for people with lived experience to pass on their knowledge to young people.

We will work with the education system to ensure that the curriculum includes more skills for life and more cultural education.

We will nurture children's aspiration and ambition from the very start.

We will support children to have the opportunity to access good quality work experience and jobs locally.

**I AM SAFE IN ALL SPACES**

We will protect, enhance and build more clean and green spaces which are safe and accessible for all, which improves mental wellbeing.

Schooling - We will ensure that children and young people are safe in school and feel that they belong there.

Housing - We will provide high quality, affordable, efficient houses that support a strong sense of community.

We will connect children with activities and adults to enable them to have sustainable practical and emotional support.

Co-Production  
Contributing Citizenship  
Social Justice



# WHAT OUR STRATEGY WILL MEAN FOR CHILDREN AND YOUNG PEOPLE GROWING UP IN WALSALL



## I'M HAPPY, HEALTHY, AND WELL BECAUSE:

- I walk to school, through green spaces and I feel safe doing so.
- My healthy life was prioritised from the start with my parents, once I was old enough, I understood the importance of making healthy lifestyle choices.
- I feel able and supported to cope with life's challenges, I'm able to work through them, recover from them and learn from them to improve my future.
- I'm actively engaged in my community.

## I HAVE A VOICE AND I AM HEARD BECAUSE:

- I feel proud of growing up in Walsall because I can be apart of building Walsall's future.
- I understand and feel connected to Walsall's history and excited about its future as a place and feel I can contribute to this.
- I get regular communication to what changes are being made because of what I have said.
- I'm being asked if things are getting better for me on a regular basis.
- I have lots of opportunities to get involved in shaping services and making decisions on issues that are important to me.
- No matter my background, ethnicity or whether I feel confident or not in speaking out, I feel my voice is equally represented



CHILD FRIENDLY BOROUGH

## I AM HOPEFUL AND EXCITED ABOUT MY FUTURE BECAUSE:

- I'm ready for school.
- I have an environment that supports me in learning.
- I have a great understanding of the world around me.
- I'm positive engaged with in education that meet my needs.
- I want to continue to live and work in Walsall.
- I have the skills that will help me in getting a good job and be resilience.
- I feel that Walsall is providing me with lots of opportunities to skill up young people for being part of developing a greener future

## I AM SAFE IN ALL SPACES BECAUSE:

- There has been lots of improvements in my area it looks and feels better.
- I use green space near where i live to meet up with my friends or meet new friends.
- I can afford to live and stay in Walsall
- I have a house which is of good quality, spacious for my family and has access to green space
- There are lots of safe and affordable activities for me to engage with and meet friends
- No matter my background or ethnicity I feel I belong in my community





# HOW WILL WE MEASURE OUR SUCCESS?

## I'M HAPPY, HEALTHY, AND WELL

Smart places measurement of use of parks during school time.

Health data - healthy weight, inequality data, reducing gaps, infant mortality rates.

Reduction of number of children that need (repeat) specialist statutory interventions.

Reduction in waiting list and children who do not attend appointments

Reduction in under 18 conception rate.

## I HAVE A VOICE AND I AM HEARD

Improved uptake of universal services.

Positive feedback.

Number of children involved in decision making and make up (diversity).

Evidence of feedback loop in decision making.

## I AM HOPEFUL AND EXCITED ABOUT MY FUTURE

Numbers of pupils achieving a good level of school readiness and development at the end of the Early Years Foundation Stage.

Number of pupils reaching expected standard at key stages.

Increased number of children engaged in further education

Exclusion rates.

Increased number of young people in apprenticeships

Positive destinations of young people with special educational needs and/or a disability when they leave school.

Number of young people positively engaged in education and achieving good level of attendance

## I AM SAFE IN ALL SPACES

Regular survey with kids.

Reduction in anti-social behaviour and knife crime.

Less representation of black and mixed heritage boys in the youth justice system.

More young people engaged in positive activities within communities.

Reduction in racisms and hate crime



You are Here



# WHO HAS COMMITTED TO DRIVING FORWARD THIS STRATEGY





# THIS STRATEGY IS BROUGHT TO YOU BY...

Our walsall strategy has been illustrated and designed by Armani Preet and Pav Moore our two young people who have helped bring the strategy to life through illustration and graphics.

## Where to find us?

If you're interested in contacting us to help design your strategy or think we can best help you visualise your upcoming ideas then get in touch!

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