

WE ARE WALSALL 2040

Health & Wellbeing Board update

July 2022

Ambition:

- **We are Walsall 2040** is an opportunity for us to shape the Borough that we want to work in, live in and visit in the future
- We are ambitious for Walsall and want to continue to develop a thriving Borough, with happy, healthy people
- The Borough has a proud past and a strong present with a growing population. It is a place where communities come together and where diversity is celebrated
- Walsall has an economy worth almost £5billion per year, providing jobs for 120,000 people



Context- shared story

Understand those who work,
live and visit Walsall

Develop trust and ongoing
dialogue

Listen to
what matters



Create a shared narrative of
the Walsall we all want to
see by 2040

Published record of where we
are now and where we are
going

Co-design

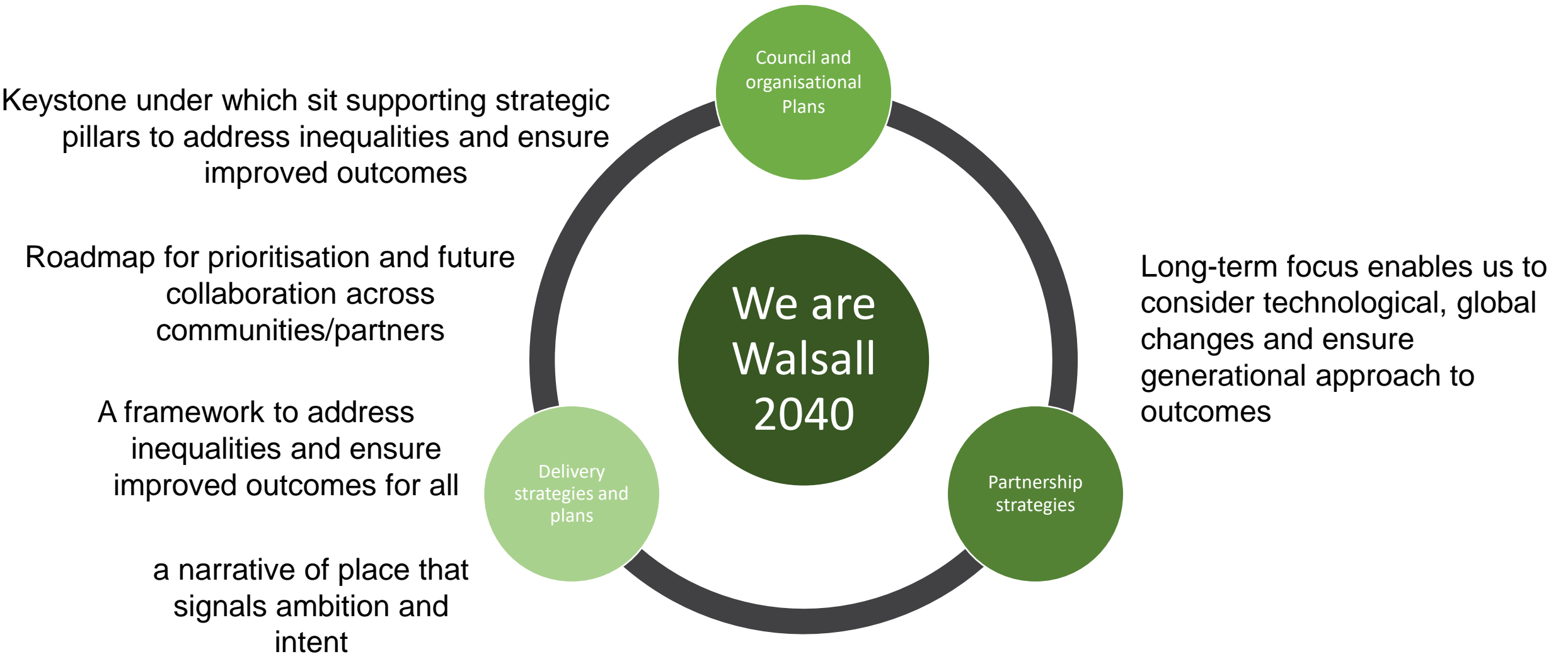


Opportunity to hear feedback
to inform service
development and planning

Tell us



Walsall strategic framework



Partnership:

We are Walsall 2040 will provide a strategic framework for Walsall Council and its partners to prioritise resources, develop shared ambitions and ensure we are aligned in leading and shaping a Walsall that works for everyone: a Walsall we can all be proud of.

Our Partners include:



WEST MIDLANDS FIRE SERVICE



Deliverables

- We are Walsall 2040 published and collectively shared borough plan highlighting what we want to see by 2040
 - Traditional strategy document
 - plan on a page
- ‘Our Walsall Story’-A published record of community views and priorities to be created online through video and media and a booklet distributed across partners and community groups
- Local public intelligence and information to feed into data profiles, service development and planning across partners
- 3-5 year implementation plan identifying activity required to affect change
- Annual partnership report for the public



Timescale

- Public engagement by end August 22
- Consultation and plan at Council February 23
- Telling our Story-Book and materials development begins from August 22
- 3-5 year delivery plan Spring 2023



Resident engagement

Residents survey (quant research)

- Opened 6 June, closes 15 July
- 1,223 postal responses and 91 online – total 1,314 (13% response rate)
- www.wearewalsallsurvey.co.uk
- An additional 190 received online (open to everyone)
- Topline results expected early August followed by detailed report
- Easy read version available online and via community organisations

Focus groups (qual research)

- 2 groups so far taken place (total of 4 x adult groups and 1 for 18-24 year olds)
- Expectant / new parents focus group and telephone interviews to take place end-July
- Detailed thematic report expected in August



Early feedback

Focus groups:

- In general the key hopes for the future of the borough involve regeneration of town centres to regain the sense of community, draw residents and visitors in, and create jobs.
- People want to see parks revamped and towns attracting new shops, restaurants and (affordable) activities for all ages.
- Another key area to tackle is crime, which many residents consider is linked to the lack of jobs and activities for young people.

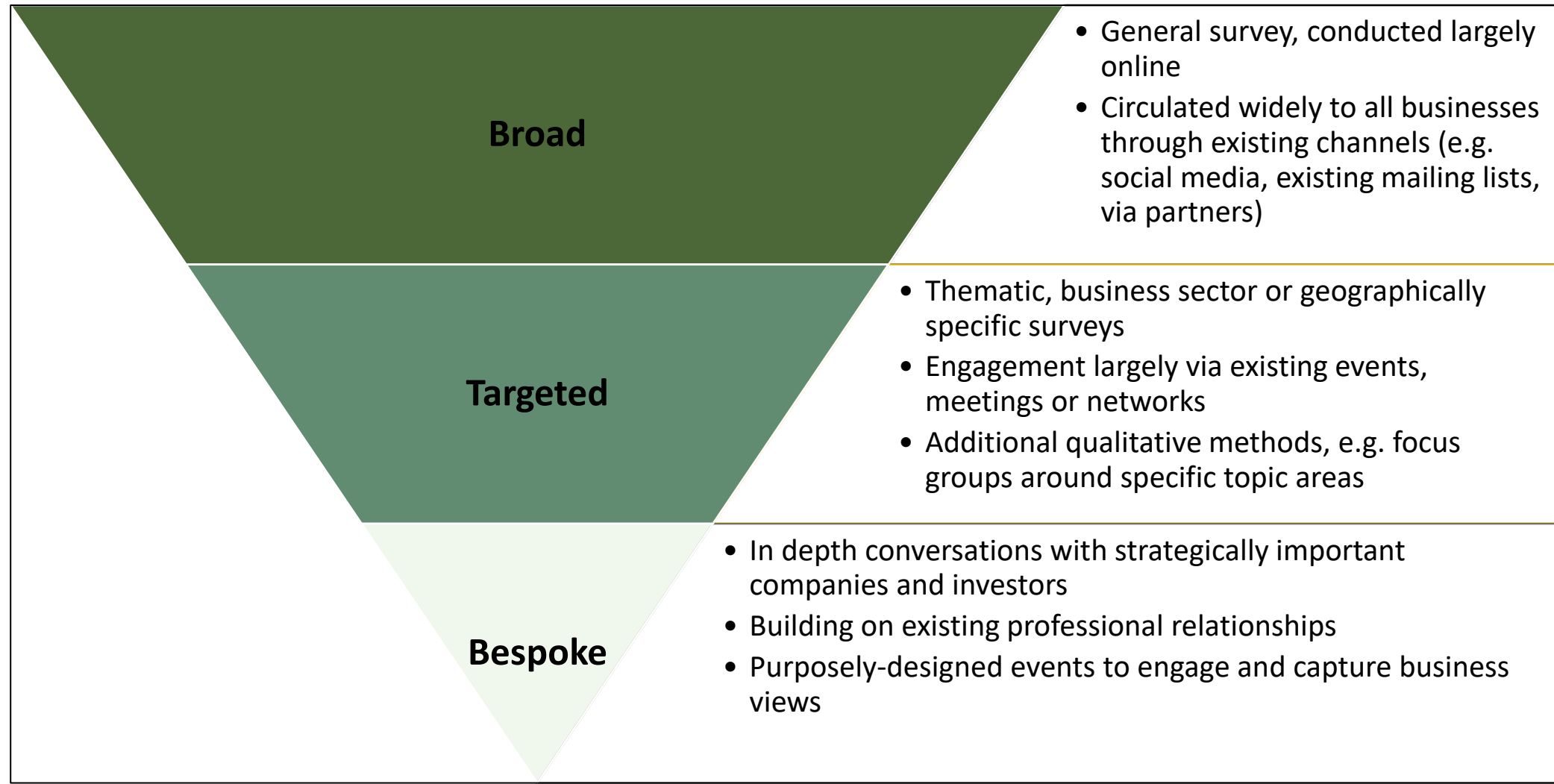




Schools engagement

- 16 June partnered with Wolverhampton University leadership day for prospective students. 100+ young people watched the WAW 2040 video and participated in a short engagement exercise led by WU.
- 23 June attended Head Teachers forum (primary and secondary)
- Explained WAW 2040 and outlined lesson plans and accompanying class based activity available for them to use (developed with Virtual Schools Team)
- As an incentive to take part a small prize draw of vouchers is on offer to participating schools
- **Primary schools**
 - All primary schools will be sent lesson plans / resources and will be supported and encouraged to participate before end of summer term
- **Secondary schools**
 - September engagement

Business engagement



Community Stakeholder engagement-VCS

- Capitalise on the knowledge, skills, expertise and relationships that exist across community/VCS
- Co-design engagement with the community
- Using Walsall For All leadership and successful covid champion and micro-grants approach
- Invited Community groups/VCS to tell us how they can engage their users/community views



Community engagement

- £31,849 in micro grants awarded
- 19 organisations leading engagement activities in July/August/September
- Activities include:
 - Focus groups, face-to-face interviews and video calls
 - Graffiti wall
 - Art project to produce a mural
 - Fun/activity sessions with young vulnerable people
- Guidance notes and media resource packs have been provided, officers on hand to give advice and guide



Next steps:

- The public engagement phase of **We Are Walsall 2040** has begun
- Focus Groups to deep dive into views will take place in July
- **We Are Walsall 2040** engagement activities will take place throughout the summer/early autumn through VCS
- Consultation on the plan will begin in February
- Ratification summer 2023





Thank you

Please complete the online survey

www.wearewalsallsurvey.co.uk