

Corporate Scrutiny and Performance Panel

**Agenda
Item No. 5**

7 February 2008

Sustainable Community Strategy

Ward(s) All

Portfolios: All

Summary of report:

This report accompanies a draft of Walsall's Sustainable Community Strategy. It invites feedback from members and identifies further consultation underway.

A copy of the Sustainable Community Strategy has been sent separately to Members and is available to members of the public on request.

Background papers:

- Walsall's Sustainable Community Strategy (SCS) – 1st Draft
- SCS Sustainability Appraisal

Reason for scrutiny:

The development of the Sustainable Community Strategy has been presented to all Scrutiny and Performance Panels previously. The attached document is the 1st draft of the Strategy and is subject to a 12 week public consultation. The Scrutiny and Performance Panel is invited to make comments on the strategy and feedback either by:

- Comments taken at the meeting of the panel
- Email to jonesbeth@walsall.gov.uk
- Completing a reply slip
- Completing a questionnaire on line at www2.walsall.gov.uk/consultations/scs.htm

Resource and legal considerations:

The SCS sets out the priorities for the WBSP and partner organisations over the next 6 years. Resource allocation will be made on the basis of these priorities.

Citizen impact:

The SCS will have a wide impact on the public and service users in terms of resource allocation.

Environmental impact:

A full Sustainability Appraisal of the SCS, including environmental appraisal and equalities appraisal, is being undertaken (see www.wbsp.org.uk).

Performance management:

The SCS will set the priorities of the WBSP for the next 6 years. The new Local Area Agreement will become the 3 year delivery plan of the SCS.


Equality Implications:

A full Sustainability Appraisal of the SCS, including environmental appraisal and equalities appraisal, is being undertaken (see www.wbsp.org.uk)

Consultation:

All service areas within the Council have been consulted and/or engaged in the process of producing the SCS.

Contact Officer:

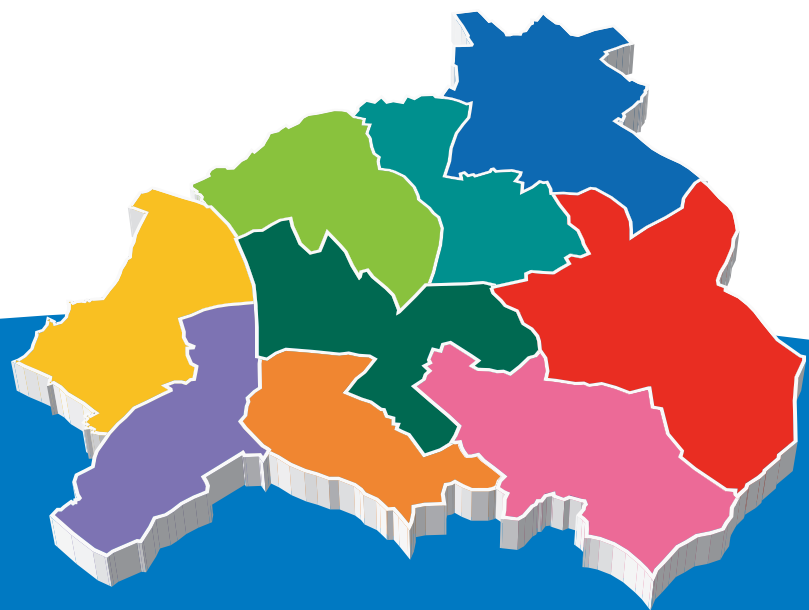
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1st Draft for Consultation November 2007.
Final document scheduled March 2008

See also:
State of the Borough Report
Environmental Impact Scoping Report
Environmental Impact Assessments

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



Walsall's Sustainable
Community Strategy





Foreword

Welcome to Walsall's first Sustainable Community Strategy, which aims to influence the plans of all organisations working in the borough and so deliver positive and sustainable outcomes for our communities.

This strategy is for everyone living and working in the borough and has been developed by the Walsall Partnership¹, working together with organisations, communities and businesses. We have listened to what people living and working in Walsall have told us about their aspirations for Walsall's future. Based on this we have set out an ambitious vision for the borough in 2021, stated our priorities and said how we will achieve them over the next six years. We have organised this strategy into three key themes:

¹ Formerly Walsall Borough Strategic Partnership – The overarching partnership of key agencies working to make Walsall a good place to live, work and invest.

People; Places; Prosperity. We have also subjected our proposals to a formal Sustainability Appraisal and Strategic Environmental Assessment.

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 and creating new resources and opportunities. There is a strong focus on engaging the private sector and attracting additional investment to generate jobs for local people.

In developing this strategy we have fully embraced our role within the West Midlands region and also as part of the Black Country. Our strategy complements and contributes to the plans of our partners from outside of the borough. We are committed to working in dynamic and effective partnerships.



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

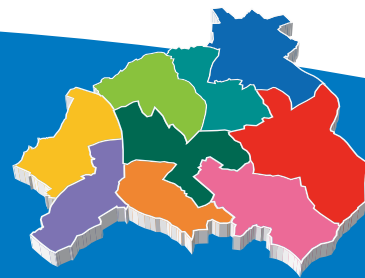
No one organisation alone can deliver this exciting agenda and so we must work together. Working in partnership increases our potential. In this strategy, organisations and individuals are challenged jointly to 'raise the game' and to play their part in delivering a sustainable and more prosperous community in the borough.

As the Chair of the Walsall Partnership, I commend this strategy to you and invite you to join us in grasping this opportunity to make a real difference by delivering the shared aspirations of people across the borough.

We will review and publish our progress against this strategy annually. We will set out more detailed delivery targets and monitor our performance in our Local Area Agreement (LAA)².

² Local Area Agreements set out key targets over 3 years to be achieved by local authorities and their partners.

Foreword



Walsall's Sustainable Community Strategy





The Walsall story

Walsall borough has a population of 254,500³ and, following a period of decline, this has gradually increased since 2001. We value the diversity of our residents with 13.6%⁴ from minority ethnic backgrounds.

There is a clear divide between east and west of the borough, with high levels of deprivation (including unemployment and poor health) to the west, in contrast with extremely affluent parts to the east.

We have excellent communication links to the rest of the 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).

The 1970s and 1980s saw the decline of the local economy with the loss of employment. Successive regeneration programmes have brought about steady improvement in the local economy with worklessness currently standing at 3.9%⁵ compared to 5.8 % a decade ago. However, the West Midlands is under-performing compared to the UK average in terms of

its economy and unemployment is also rising across the West Midlands. There is a significant challenge to maintain and increase employment levels in the borough.

Walsall is about to become, once again, a prosperous borough. That's why we think the story of Walsall is one of the future, not the past, but at the same time remembering where we have come from. Every place has its time and it is now Walsall's time. We are going to make the most of the many assets of the borough and the new opportunities we have already started to create. We know that a thriving local economy and people having a job helps deliver the other benefits we want. Health, educational achievement, increased aspirations, quality of housing and environment, reduced crime, people getting on with each other; all improve as a result of a successful local economy.

³ ONS 2006

⁴ 2001 census

⁵ July 2007, claimant

The Regional Economic Strategy sets out how the West Midlands will compete in the UK and global economy. The Black Country Consortium has set out, in the Black Country Study, the key priorities to stimulate the Black Country economy, already with support from companies including Microsoft. There is an ambition for the Black Country to become an urban park, connecting and exploiting our assets of green spaces and canals. This will promote the good things we already know exist in the Black Country and will also challenge the perceptions of the Black Country held by those who live outside it. These ambitions are supported by the Joint Core Strategy for the Black Country, which sets out spatial plans for the sub-region.

Walsall's regeneration company is delivering transformational projects to create new and more varied jobs, new businesses and takes full advantage of Walsall's unrivalled access to the motorway network. Our main challenge over the next five years is to raise the aspirations of communities, increase our skill levels and make sure that, once again, we have a prosperous town of high employment with a range of suitable job opportunities. Already Walsall Regeneration Company has brought in over £600

million of investment. Our challenge is to exploit this fully by aligning the £1000 million of public expenditure (per annum) to maximise the potential.

The story of Walsall's future is one of being a town for enterprise. It is a story of Walsall being a place where businesses invest because of the environment, appropriate levels of bureaucracy and availability of a work-ready labour supply. Walsall will be a place where entrepreneurs can flourish, where many businesses establish themselves with a high proportion of them succeeding. Making this happen will be our over-arching aim in order to deliver wider benefit into our communities.

Our spatial plans and policies are key to delivering quality housing, environment improvements and a thriving economy. The emerging Black Country Joint Core Strategy⁶ will take forward the work undertaken by the Black Country Study and set out the future development of Walsall up to 2026. It will identify a vision and a strategy for broadly where and when new developments will take place in the area; including the amount of and broad locations for future housing and employment uses together with setting

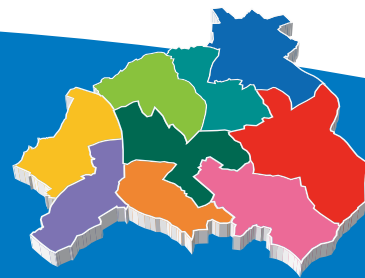
out improvements to the transport network and the environment to create sustainable communities across Walsall.

Our children and young people are the future and this strategy shows how we place them at the heart of all our work. Our future prosperity depends on educating and skilling them so that new companies want to come to Walsall and our young people want to stay because there are good job opportunities, a vibrant, fun town and a good quality of life. Our Children and Young People's Plan and Change for Children Programme provide the detail on how we are working together to improve outcomes so that children and young people are healthier, safer, enjoy success and contribute to their communities and have work.

It is important that we tackle the health inequalities that exist between Walsall and the rest of the country and also between the east and west of the borough. Particularly we need to increase life expectancy and reduce infant mortality. We will, therefore, place emphasis on promoting good physical and emotional health, enabling independence and preventing illness.

⁶ The Joint Core Strategy sets out spatial plans for the sub-region.

The Walsall story

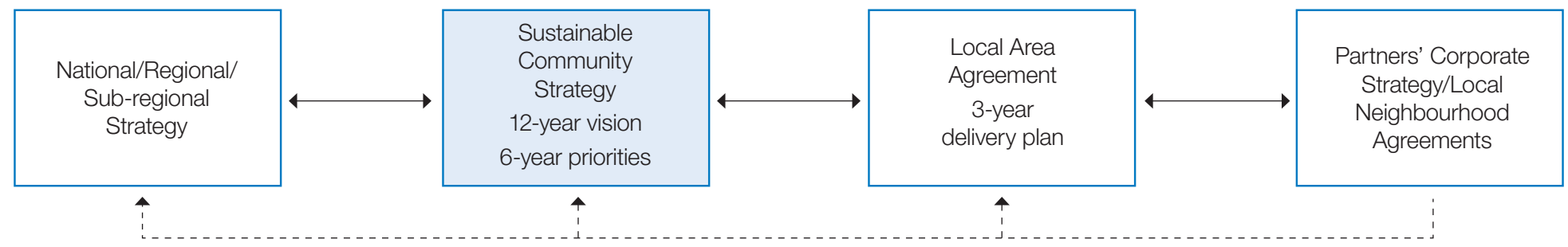


Walsall's Sustainable
Community Strategy





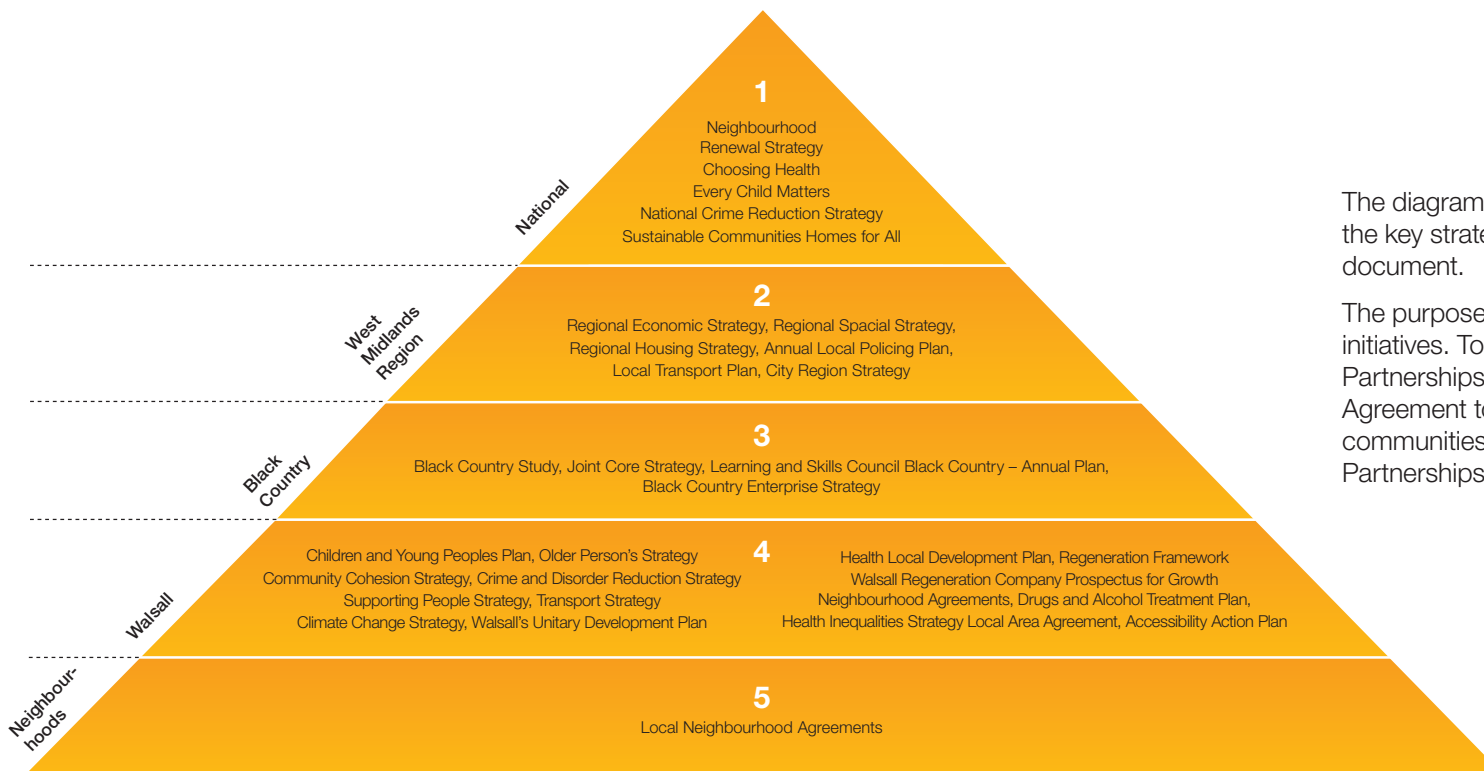
How it all links together



This Walsall Sustainable Community Strategy has been developed by identifying priorities working with communities and key organisations, including the voluntary and community sector. National and sub-regional strategy has set the context.

The six-year priorities in this strategy will inform our Local Area Agreement, which is our delivery plan to be

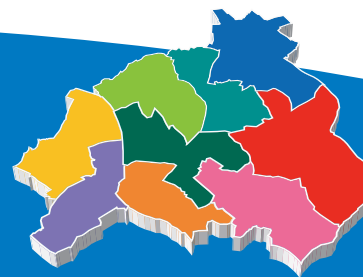
agreed with the government for the next three years. Our aspiration is that partner organisations will sign up to this strategy and include it in their own corporate strategy or business plan. Local Neighbourhood Partnerships (LNPs) will also build this strategy into their Local Neighbourhood Agreements.



The diagram opposite gives some examples of the key strategies considered and reflected in our document.

The purpose of this strategy is to support local initiatives. To do this, all Local Neighbourhood Partnerships have developed a Local Neighbourhood Agreement to agree delivery of priorities within communities in the nine local neighbourhood Partnerships of Walsall.

How it all links together



Walsall's Sustainable Community Strategy





A Vision for Walsall in the year 2021



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

This vision is shared by the partners within the borough and, importantly, they will work towards making it a reality by building this vision into their own plans and strategies:

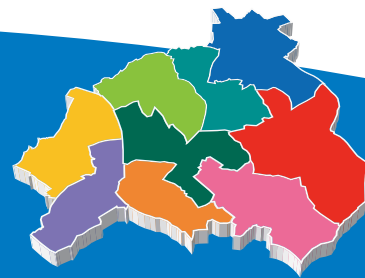
Vision for 2021

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

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



A Vision for Walsall
in the year 2021



Walsall's Sustainable
Community Strategy





People

Walsall has a diverse community and we are promoting being friendly and getting on with each other.

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

- ◆ Safe and free from crime
- ◆ Friendly and look after each other
- ◆ Treated in the way they wish to be treated
- ◆ Able to meet one another

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

- 1.1 Feeling safe and being healthy**
- 1.2 Creating opportunity and potential**
- 1.3 Developing strong and dynamic communities**

1.1 Feeling safe and being healthy

Feeling safe and being healthy can impact upon having a good quality of life. Recorded crime has decreased, but despite this, the fear of crime is an issue for some people. There is also concern about the availability of adequate health services.

The local Walsall Safeguarding Children's Board is improving the health and safety of children at home and in the community. The Safer Walsall Partnership has taken a multi-agency approach to tackle crime. Police officers, police community support officers,

street champions, neighbourhood watch, local agencies, local people and others will work together to reduce crime and reassure communities.

We will provide more support to those drawn into crime through drug and alcohol abuse. We will also target support at young people who are at risk of turning to crime.

In transforming our town centre 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 also create safe open spaces and parks where people can relax and enjoy themselves. We will make our streets feel safer. Safety in the home is also important and we

will work to protect people against, for example, fire hazards and potentially dangerous counterfeit goods.

We will work to reduce the difference in the levels of health between the rich and poor and also between different ethnic groups in the borough by promoting physical health, emotional well-being and preventing ill health. Overall, people who suffer poor health are more likely to be from a disadvantaged area, be unemployed and have low educational achievement. This means that we need to tackle these issues in order to improve the health of our communities in the long term. Rather than just managing illness, we will work to provide the right information and support to the right people at the right time to prevent and reduce poor health and dependence. The one-stop health facilities in the borough are part of the plan to improve and make health services more accessible.

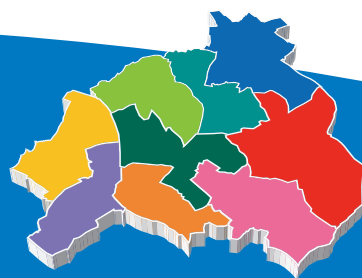
Our Health Inequalities Plan tackles problems caused by smoking, obesity, sexual disease and infant mortality. This will also focus on increasing life expectancy and narrowing the health gap between the east and west of the borough.

What we plan to do and how we will do it

We will make people feel safer and healthier by:

What	How
1.1.1 Reducing total levels of recorded crime	<ul style="list-style-type: none"> ◆ Implement evidence-based crime reduction initiatives with a focus on early intervention ◆ Target crime in the town centre ◆ Focus on prolific offenders and reduce re-offending ◆ Focus on criminal damage, vehicle crime and violence ◆ Closely monitor all types of crime and work across agencies and partners through the Safer Walsall Partnership to solve problems and intervene quickly ◆ Implement and update the Crime and Disorder Reduction Plan through the Safer Walsall Partnership
1.1.2 Ensuring partnership support in tackling crime and anti-social behaviour in neighbourhoods	<ul style="list-style-type: none"> ◆ Make sure that agencies, communities and individuals work in partnership to tackle crime, anti-social behaviour and youth crime in our neighbourhoods ◆ Monitor crime and respond with multi-agency action plans delivered through the Safer Walsall Partnership ◆ Work through Local Neighbourhood Partnerships and elected members
1.1.3 Promoting social inclusion and narrowing the gap between rich and poor in terms of health, particularly by increasing the life expectancy of disadvantaged communities	<ul style="list-style-type: none"> ◆ Target activity on the main causes of ill health ◆ Encourage healthier lifestyles ◆ Provide services that encourage independence, physical and emotional health ◆ Implement the Health Inequalities Strategy
1.1.4 Improving the quality of life and increase the independence of people in Walsall	<ul style="list-style-type: none"> ◆ Increase quality of life and independence ◆ Enable people to live in their own homes and have a choice in how they live their lives for as long as possible ◆ Tackle obesity ◆ Carry out home fire safety checks ◆ Make growing up in Walsall as good as it can be by implementing the Children's Plan
1.1.5 Reducing the incidence of road traffic collisions	<ul style="list-style-type: none"> ◆ Multi-agency work focused on preventing road traffic collisions

People



Walsall's Sustainable
Community Strategy





1.2 Creating opportunity and potential

Walsall is in the process of creating new business opportunity, based on information and communication technologies (ICT) and the sharing of 'knowledge'. This will require new skills and knowledge to be developed in local people, thus enabling them to gain employment. We know Walsall has many people willing and capable of improving their skills and qualifications and so we will provide opportunities for adult learning across the borough. This will raise the aspirations of individuals, improve confidence and to help them fulfil their personal goals. In turn this will not only boost our economy but will also generate a more even distribution of wealth.

We will work in partnership with the Learning and Skills Council, adult education, further education and higher education providers 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. Where possible, these opportunities will be located close to the communities with the greatest need. We will aim to provide a service which is constantly improving to meet demands and delivers seamlessly to all. Along with these traditional places of learning, we will provide community-based informal and on-line courses. We will provide access and support, which will encourage and enable learners to work at their own pace, using our libraries and other organisations, such as the Black Country Knowledge Society, the Walsall Lifelong Learning Alliance and community organisations. Together we can help create a learning community that will both encourage and demand learning inside and outside of the workplace.

We will also encourage volunteering and participation in decision making processes that affect communities. This will include providing opportunity to lead more healthy lifestyles.

What we plan to do and how we will do it

We will create more opportunities for people to learn and develop their knowledge and skills by:

What	How
1.2.1 Encouraging the achievement of personal goals, skills, knowledge and ambitions	<ul style="list-style-type: none"> ◆ Ensure that high quality adult learning, training and education opportunities are delivered close to where people live ◆ Create learning opportunities in community settings which reflect the needs of local people
1.2.2 Improving personal health through changing lifestyles	<ul style="list-style-type: none"> ◆ Co-ordinate sustainable health and learning activities so we can attract funding and support from external commissioning bodies ◆ Encourage healthy lifestyle choices
1.2.3 Enhancing the quality of life for people living and working in Walsall	<ul style="list-style-type: none"> ◆ Ensure that, by 2013, 90% of young people aged between 16 and 19 are in high quality education or training ◆ Raise achievement levels for NVQ Levels 2 and 3, graduate and post graduate status
1.2.4 Providing accessible learning opportunities	<ul style="list-style-type: none"> ◆ Ensure that people in work have the opportunity to upgrade their skills by strengthening help with basic skills and shifting the balance of provision of intermediate skills training from Level 2 to Level 3 ◆ Remove barriers to learning and promote progression through training and qualifications

1.3 Developing strong and dynamic communities

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 communities and between these communities and 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.

Strong and prosperous communities are created by active citizens who realise the potential that local democracy has to offer in helping to shape the place they aspire to live and stay in as a result of the positive contribution they are able to make.

We will create self-leading communities that value volunteering for the contribution it makes to economic, social and environmental regeneration, and that believe in democratic renewal and engage in local decision-making processes in the knowledge that this will improve how services are delivered in their neighbourhood.

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

What we plan to do and how we will do it

We will encourage strong, prosperous and self-led communities by:

What	How
1.3.1 Encouraging active citizens participating in local decision-making processes	<ul style="list-style-type: none"> ◆ Inspire people to get involved in their locality through their Local Neighbourhood Partnership and Community Action Groups ◆ Encourage local people to play a significant part in modernising the face of local democracy to create community leaders of the future ◆ Develop the role of elected members
1.3.2 Ensuring communities can influence decisions affecting their local area	<ul style="list-style-type: none"> ◆ Create opportunities through the Local Neighbourhood Partnership to shape public service provision to better meet local needs ◆ Engage local people in deciding what's important in their locality ◆ Develop geographic networking to give local residents and community groups a choice of ways to engage with their Local Neighbourhood Partnership
1.3.3 Ensuring strong neighbourhoods where people can get on well together	<ul style="list-style-type: none"> ◆ 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 ◆ Implement a Walsall-wide volunteering strategy with partner organisations to engage more people as volunteers in their community ◆ Create young community leaders of the future ◆ Create community events in each Local Neighbourhood Partnership area to promote and celebrate cultural diversity and create cohesive communities ◆ Support voluntary organisations to promote cohesion and people getting on together ◆ Take forward a co-ordinated and consistent approach to communications and publicity in Walsall's neighbourhoods to support community cohesion
1.3.4 Creating cleaner, greener and safer neighbourhoods	<ul style="list-style-type: none"> ◆ Implement a calendar of community events involving a range of partners and agencies with an interest in developing safer and stronger communities ◆ Support the delivery of community driven and owned environmental improvements



Walsall's Sustainable
Community Strategy





Places

Creating places where people want to live and feel proud of is important 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 environment 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 focussing investment 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 single-parent families.

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

This is what you have said you want your local neighbourhoods to be like:

- ◆ Accessible, safe and secure
- ◆ Make you feel proud
- ◆ Have access to high quality open space available for play, recreation and enjoyment
- ◆ Clean streets

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

2.1 Improving housing

2.2 Enhancing the quality of life



2.1 Improving housing

Our aim is to provide better housing choice for everyone in the borough, including the growing numbers of smaller households, our ageing population and both traditional and new black and minority ethnic (BME) 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.

We will support people to remain in their own home where possible by providing appropriate services, adapting 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 also 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. We plan to start with Pleck, followed by Goscote, Brownhills and then Bentley. We will continue to work with 'Evolve'⁷, our partners in the Black Country and Telford over the coming years to address housing market renewal in the west and north of the borough, including Darlaston, Willenhall, Bloxwich, and Walsall town centre.

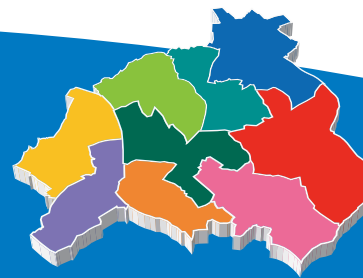
What we plan to do and how we will do it

We will improve the range and quality of housing by:

What	How
2.1.1 Preventing homelessness	<ul style="list-style-type: none"> ◆ Provide targeted housing advice, support and partnership initiatives
2.1.2 Increasing the number and choice of affordable homes	<ul style="list-style-type: none"> ◆ Work with housing associations and private developers to build new homes on mixed tenure developments
2.1.3 Ensuring that at least 70% of vulnerable households, within the private sector, live in decent homes by 2010	<ul style="list-style-type: none"> ◆ Provide advice and assistance to vulnerable people in the private sector
2.1.4 Enabling people to live more independently	<ul style="list-style-type: none"> ◆ Adapt homes for disabled people or helping them move to a more suitable home ◆ Commission a variety of services that support people to live more independently ◆ Encourage partners to build new housing schemes targeted at vulnerable people ◆ Carry out home fire safety checks

⁷ A housing renewal partnership

Places



Walsall's Sustainable
Community Strategy





2.2 Improving the quality of life

We will deliver a range of high quality leisure and cultural opportunities across the borough, enabling our communities to have the choice of a more rewarding, active, healthy, stimulating and enjoyable lifestyle. We are committed to using sport, leisure, recreation and culture to deliver those opportunities.

We will improve leisure, play, sports and cultural facilities in the town centre and in district centres.

We will use developments in housing, recreation and leisure to enhance the quality of life for individuals, families, groups and communities. Good housing and local services responding to community needs will, in turn, improve health, well-being and educational attainment. This will create a borough, which is more prosperous, attractive, friendly and caring.



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'.

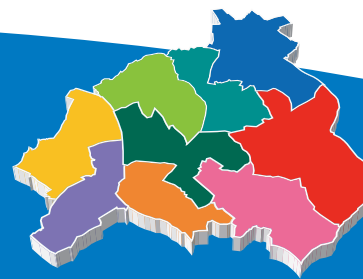
What we plan to do and how we will do it

We will improve the quality of life and the range of learning and cultural opportunities in the borough by:

What	How
2.2.1 Ensuring the provision of adult learning opportunities across the borough	<ul style="list-style-type: none"> ◆ Review, rationalise and re-plan the current adult education service
2.2.2 Broadening the access to information, including the internet, in an appropriate environment	<ul style="list-style-type: none"> ◆ Modernise our library service to meet 21st century needs
2.2.3 Improving the quality and range of cultural and leisure activities and facilities (see also section 3.3.4)	<ul style="list-style-type: none"> ◆ Review and plan for the renewal and development of borough-wide leisure facilities ◆ Deliver the town centre as a cultural venue ◆ Offer a broad range of linked cultural activities which are unique to and designed for the people of Walsall



Places



Walsall's Sustainable
Community Strategy



Prosperity



Prosperity

More and better paid jobs to reduce the difference in levels of prosperity between rich and poor is the main way of enabling the wider benefits sought in this Sustainable Community Strategy.

Our view is that a more prosperous economy will lead to improved health and well-being, lower levels of crime, and greater educational achievement.

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

- ◆ A local workforce with the skills, expertise and knowledge to gain, keep and transfer to the jobs created by business investment
- ◆ More investment in schools to enable them to prepare pupils for work
- ◆ More on-the-job training and work-based learning

- ◆ A vibrant town centre
- ◆ Better use of canals and the development of amenities and attractions alongside them
- ◆ A more flexible approach to working with developers
- ◆ Improved transportation
- ◆ Reduced business crime

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

- 3.1 Education and skills**
- 3.2 Accessible and sustainable places for business**
- 3.3 A vibrant town centre and neighbourhoods**
- 3.4 Research and development**

3.1 Education and Skills

Walsall's future depends on developing our people. Our aim is that all of our children and young people reach their potential and become confident, self-motivated learners who will enable the borough to be a good 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. 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 so that growing up in Walsall is as good as it can be and the children, therefore, realise their 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 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 lifelong learning and widening participation into training, learning and education opportunities in localities. This will increase the potential of our workforce in the borough.

We know that new investors and new businesses attracted into Walsall require higher levels of skills, expertise and knowledge than our current population, as a whole, can offer. To overcome this we will encourage partnership working between learning, education, training providers and employers. We will ensure that the needs of business 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.

We are aiming for a world-class education structure and a learning framework to ensure that children,

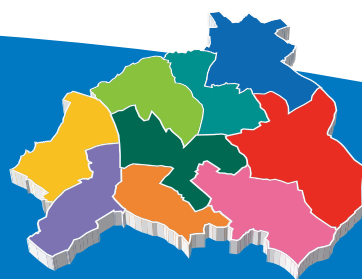
young people, adults, employees and communities will have the opportunity to be educated and skilled to meet future business requirements.

What we plan to do and how we will do it

We will ensure that growing up in Walsall is as good as it can be by:

What	How
3.1.1 Supporting children to do as well as they can and enjoy their childhood and youth	<ul style="list-style-type: none"> ◆ Increase centres for children across the borough ◆ Ensure at least 90% of young people aged 16 to 19 will be in employment, education or training
3.1.2 Improving educational attainment and school facilities	<ul style="list-style-type: none"> ◆ Invest potentially £90 million in improving school buildings and facilities ◆ Develop a skills/employment-focused curriculum at Key Stages 4 and 5
3.1.3 Reducing child poverty and promoting the economic well-being of young people and their families	<ul style="list-style-type: none"> ◆ Reduce infant mortality rate ◆ Increase the uptake of benefits that enable people to access jobs ◆ Reduce unwanted pregnancies
3.1.4 Increasing the skills and knowledge of people who are in work and helping the workless find jobs by providing more skills-for-life training	<ul style="list-style-type: none"> ◆ Work with local learning providers, schools, colleges, Jobcentre Plus, Universities Walsall Council and the voluntary sector and the health economy ◆ Ensure that local learners are able to contribute to improvements in provision, in particular through the Personal and Community Development Learning Forum ◆ Secure sustainable employment for those who are workless and provide a skills-for-life provision, with a focus on the six most disadvantaged wards ◆ Encourage local people to develop their skills so that increasing numbers of adults return to learning and training, and achieve qualifications ◆ Remove those critical barriers and hurdles which prevent people from fully participating in learning and education from schools to colleges to university ◆ Encourage lifelong learning for all ◆ Encourage entry and progression into careers and professions

Prosperity



Walsall's Sustainable
Community Strategy





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. Already we have streamlined our processes to create a more

joined-up and less time-consuming approach to business development. We have identified strategic development areas with the potential to create between 2000 and 4000 jobs. The re-building of Walsall Manor Hospital will not only 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 of needed development. High-quality information systems, greater enforcement, targeted local road improvements and up-to-the-minute information for drivers will 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 business is environmentally friendly. We will ensure that there are networks of safe, high quality footpaths and cycle routes to connect our key areas of activity, 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 activity and reducing the negatives impacts 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 21st 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 to the borough, as well as jobs. This will increase the future viability of communities and economies.

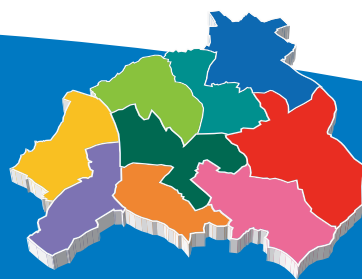


What we plan to do and how we will do it

We will create an environment that will support new and existing businesses by:

What	How
3.2.1 Delivering the vision of Walsall being a town for enterprise	<ul style="list-style-type: none"> ◆ Work closely with key partners within the region to identify resources and create greater opportunities for partnership working to deliver common goals ◆ Encourage people with ideas to start a new business ◆ Ensure all businesses play a part in developing the next generation of entrepreneurs ◆ Link and embed health as a driver for regeneration
3.2.2 Managing our key road and public transport networks	<ul style="list-style-type: none"> ◆ Improve the management of the road network ◆ Develop our transport plan through the regeneration scrutiny panel ◆ Stimulate greater use of public transport to improve road-space efficiency ◆ Encourage development of safe walking and cycling routes ◆ Improve transport infrastructure and services to meet economic, social and environmental needs ◆ Improve access to and the quality of green space whilst supporting and protecting our diverse range of flora and fauna
3.2.3 Focusing on climate change by reducing carbon dependence and by using environmental technologies	<ul style="list-style-type: none"> ◆ Work towards all regeneration developments becoming carbon neutral ◆ Adopt a Walsall regeneration standard that incorporates a Walsall green procurement code ◆ Develop a standard to measure environmental impact of suppliers and developers as a selection process for procurement ◆ Sign up to the Nottingham Declaration for climate change ◆ Reduce the amount of waste going to land-fill through promoting the philosophy of reduce, reuse and recycle
3.2.4 Offering a full range of high quality support to new and existing local businesses	<ul style="list-style-type: none"> ◆ Provide new businesses with appropriate advice, encouragement and support ◆ Assist businesses in declining markets to diversity into new areas
3.2.5 Preventing business arson	<ul style="list-style-type: none"> ◆ Work with West Midlands Fire Service

Prosperity



Walsall's Sustainable
Community Strategy





3.3 A vibrant town centre and neighbourhoods

Walsall is in a prime location in the heart of the country with excellent transport links in all directions. This location means that around five million people are within 30 minutes' drive time of Walsall. Over the next 15 years our town centre will see a radical change to its landscape with significant development taking place in business, leisure and residential sectors. We will promote Walsall as a leading Black Country town, attracting new investors, new residents and new visitors.

The town centre will be sensitive to our buildings of heritage value, whilst looking and feeling fresh, vibrant and modern. The town centre will be a place for living, shopping, visiting, and enjoying leisure and cultural activities.

An office corridor 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.

The town centre will be supported by regenerated district centres which will be distinctive and part of what Walsall has to offer visitors, shoppers, investors and residents.

What we plan to do and how we will do it

We will renew our town centre to become the powerhouse for the regeneration of the borough by:

What	How
3.3.1 Attracting new businesses	◆ Develop an office corridor and associated transport improvements
3.3.2 Developing the waterfront	◆ Plan a major new cultural, educational and leisure facility
3.3.3 Creating a new shopping experience	◆ Develop St Matthew's quarter providing a more diverse retail offer.
3.3.4 Creating new cultural, educational and leisure facilities	◆ Deliver the transformational projects of the Walsall Regeneration Company.

3.4 Research and development

Walsall is entering a new era of growth and development. The key to this technological development and the borough's future rests on our ability to adapt quickly and positively to dramatic changes. Over the next six years there will be a noticeable increase in the number of 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 and will support the office corridor, which is a central commercial business location of high quality office developments designed to meet the evolving needs of business and enterprise for the 21st century's dynamic knowledge-based economy.

We will ensure that local universities, our new business campus, researchers, education and training providers will provide high quality knowledge, research and development to local and regional businesses. This support will encourage new businesses, such as creative and media, knowledge, research and development businesses to locate in Walsall as we will not only have the technology infrastructure in place, but a skilled and knowledgeable workforce equipped to meet their demands.

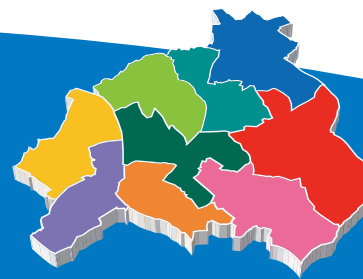
What we plan to do and how we will do it

We will create a 21st century technology-focused business culture by:

What	How
3.4.1 Developing the skills of our local people to ensure that the demands of new businesses are met	◆ Develop and re-skill our workforce and equip them with knowledge relevant to the needs of a prosperous economy
3.4.2 Working with our educational providers	◆ Create a new business and learning campus
3.4.3 Building a technology-based infrastructure to support knowledge and communications-focused business	◆ Take advantage of the major ring-road development to lay the fibre-optic cables to create Walsall's gigaport
3.4.4 Creating a gigaport to support business' constant need for faster data transfer	◆ Install the UK's first fibre optic data transfer network in Walsall and create a hub to support the services offered by this facility.



Prosperity



Walsall's Sustainable
Community Strategy



What it means
for me



What it means for me

Older people

This is what you have told us

- ◆ 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
- ◆ You want investment in quality health care locally
- ◆ You want to be heard – to be consulted, and for action to be taken as a result
- ◆ You want to be involved – and to take part in decision-making for your area
- ◆ You want action to keep pavements clear of clutter, and accessible for disabled people – and you want more parking spaces
- ◆ You want value for money from public services
- ◆ You want more support for carers

This is what we are doing

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



Business

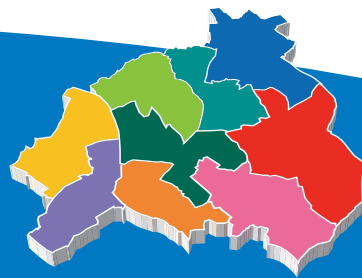
This is what you have told us

- ◆ The local economy should be central to our plans for the future
- ◆ The borough should be business-friendly, to retain current firms and attract new ones
- ◆ You want better links with local schools and colleges
- ◆ You want statutory agencies like the council to use local firms wherever possible – keeping money circulating locally
- ◆ You want better roads and transport links
- ◆ You want action against fly-tipping, vandalism and crime generally
- ◆ You want value for money, customer-focused public services
- ◆ More focus on skills training and workforce development

This is what we are doing

- ◆ We are improving transport infrastructure, tackling road congestion
- ◆ We are reinforcing and strengthening links between businesses, schools and colleges
- ◆ We are tackling business crime
- ◆ We are improving the local environment, and the appearance of the borough
- ◆ We are strengthening Walsall town centre and our district centres
- ◆ Walsall is aiming to be a town for enterprise
- ◆ There will be new, high-quality office accommodation in Walsall town centre and in Darlaston. New businesses will be encouraged to locate.
- ◆ A fibre-optic network providing 120 times the speed of broadband will operate within the borough
- ◆ A sustainability standard has been developed
- ◆ We are increasing the skills of our workforce
- ◆ Our college is focused on vocational education enabling Walsall people to be work-ready – the new Business & Learning Campus will expand horizons
- ◆ We have organisations to support the setting up of businesses
- ◆ We are assisting social enterprises to get set up and running and can provide ongoing support
- ◆ We provide accessible information about contacts and opportunities for business through our website Walsall.com
- ◆ Strategic Development Areas will create between 2,000 and 4,000 jobs

What it means
for me



Walsall's Sustainable
Community Strategy





Young people

This is what you have told us

- ◆ You want more investment in local schools and teaching resources
- ◆ Many of you want to continue your studies after GCSEs
- ◆ In addition to education, you want us to focus on the local economy and jobs, and on the local environment
- ◆ You want good quality facilities and activities in your own area, and to feel safe whilst using them, and using our town centres
- ◆ You want good quality health care
- ◆ You want us to take global warming seriously
- ◆ You want 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
- ◆ You want to feel safe – at school, and in your local area

This is what we are doing

- ◆ Our Every Child Matters puts you, the young person, first in the planning of our services
- ◆ We are creating new and exciting jobs in the borough – we want young people to take advantage of this
- ◆ We are providing young people with the right skills for local employment opportunities
- ◆ We are working to enable young people to be more healthy, tackling key health issues including obesity
- ◆ We are encouraging young people to gain more and higher-level qualifications and to stay in the borough working in better jobs
- ◆ We are improving safety for young people, tackling crime including bullying
- ◆ We are providing a wider range of positive activities for young people
- ◆ We want to achieve greater involvement of young people in decision-making, implementing our participation charter
- ◆ We are investing in school buildings and facilities

- ◆ We are improving public transport links so that all parts of the borough can access local facilities and opportunities
- ◆ We are creating new cultural facilities at the Waterfront
- ◆ We are creating modern city living schemes with residential development alongside shops, offices, restaurants and bars
- ◆ We are building a new Business & Learning Campus
- ◆ We see young people as our future
- ◆ We are addressing age discrimination
- ◆ We want to maximise the role and contribution of older people as citizens
- ◆ We are developing an Older People's Strategy
- ◆ We are supporting older people to live independently in their own homes
- ◆ We are improving public transport links so that all parts of the borough can have access to our facilities and local opportunities
- ◆ We are taking action to tackle crime, anti-social behaviour and the reduce the fear of crime

Carers

This is what you have told us

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

This is what we are doing

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

Families

This is what you have told us

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

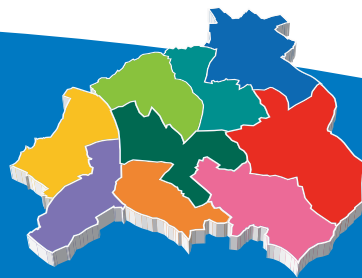
This is what we are doing

- ◆ We are working together to provide more affordable homes, and to improve existing homes
- ◆ We are improving transport links so that all residents and all parts of the borough have access to community facilities, and to local opportunities
- ◆ We are developing open spaces where people can relax and enjoy themselves
- ◆ We are providing support to local families, tackling poor health and low educational attainment

- ◆ We are improving facilities in schools, providing more personalised learning
- ◆ We are reducing child poverty and promoting the economic well-being of young people and families
- ◆ We are increasing the number of children's centres across the borough voluntary organisations



What it means
for me



Walsall's Sustainable
Community Strategy





Voluntary Organisations

This is what you have told us

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

This is what we are doing

- ◆ We are working with Neighbourhood Watch and community groups to tackle crime and the fear of crime
- ◆ We are working with community organisations to tackle health inequality and to achieve positive change
- ◆ We are working across the partnership to encourage life-long learning and create a learning community
- ◆ We are encouraging citizens and communities to participate in local decision making through LNPs and community action groups and to shape the place where they live
- ◆ We are developing a borough-wide volunteering strategy
- ◆ We are working across the partnership to celebrate diversity and create cohesive communities
- ◆ We are encouraging young people to participate in decision making through schools' councils and Youth Opinion Unite

Workers

This is what you have told us

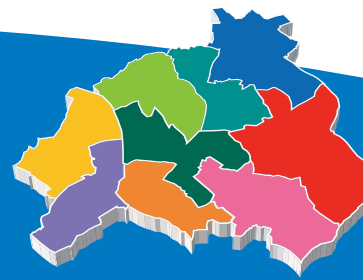
- ◆ You want a supply of good jobs that are well paid, secure and available locally
- ◆ The borough should be active to retain current firms and attract new ones – so that our young people can find rewarding work without moving elsewhere
- ◆ There should be better links between local firms and schools and colleges
- ◆ The regeneration of the borough and its infrastructure should mean the creation of local jobs and the employment of local people

This is what we are doing

- ◆ We are creating more and better jobs for local people
- ◆ We are making Walsall an easier and better place for businesses to invest
- ◆ We are encouraging businesses who locate in Walsall to employ our people
- ◆ We are training our people to be more qualified and ready for new opportunities
- ◆ We are creating better places to live for people in Walsall, with good schools, improved housing and improved quality of environment
- ◆ We are making it easier to travel around within Walsall
- ◆ We are making services, including health services, more accessible and local
- ◆ We are improving transport infrastructure, tackling road congestion
- ◆ We are reinforcing and strengthening links between local employers, schools and colleges
- ◆ We are delivering the vision of being a town of enterprise



What it means
for me



Walsall's Sustainable
Community Strategy





What it means for my neighbourhood



The following are strategic opportunities that are planned in your area. They link in with issues raised by residents, identified through consultation by the Local Neighbourhood Partnership.

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.

Aldridge South and Streetly LNP

Aldridge South and Streetly residents told us they wanted:

'Better community facilities for young and old alike'

Strategic opportunities include:

- ◆ Invest in Aldridge and Streetly Community Centres
- ◆ Re-modelling and refurbishments Aldridge South and Streetly library

'Quality affordable housing, for the elderly and first time buyer's'

Strategic opportunities include:

- ◆ Provision of suitable and affordable housing addressing the needs of first time buyers and those wishing to down size
- ◆ Redhouse school site development, potential for housing, public open space and community facilities

'To encourage people to feel proud of Aldridge South & Streetly and improve the environment we live in'

Strategic opportunities include:

- ◆ Improvements of Aldridge District Centre
- ◆ Park management Development for Cuckoos Nook/ the dingle and Hay head Wood.
- ◆ Support green bridge urban park project

'To increase public transport opportunities in the area'

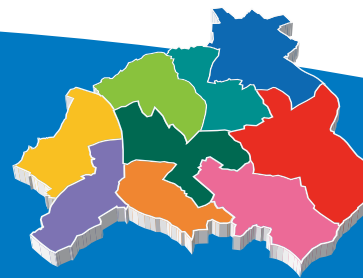
Strategic opportunities include:

- ◆ Improve bus links to Aldridge District centre
- ◆ Support railway links between Aldridge, Streetly and Walsall
- ◆ Improvements to Walsall Cycle routes
- ◆ Park and Ride facilities

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



What it means for
my neighbourhood



Walsall's Sustainable
Community Strategy





Blakenall and Bloxwich LNP

Blakenall and Bloxwich residents told us they wanted:

'Improvements to the local economy'

Strategic opportunities include:

- ◆ Improvements to Bloxwich district centre – environmental, traffic management and parking strategy
- ◆ Improvements to Bloxwich Station
- ◆ Modernisation of Bloxwich Library

'A cleaner LNP'

Strategic opportunities include:

- ◆ Environmental improvements in New Deal for Communities Programme – Living Streets Project
- ◆ External refurbishment of 137 properties in the New Deal for Communities area
- ◆ Improve Mill Lane Park and create local nature reserve

- ◆ Improvements to Mossley cycle route
- ◆ Improvements to Smith House and Thomas House in Little Bloxwich

'More services and facilities for Children and Young People'

Strategic opportunities include:

- ◆ Provision of children centre at Edgar Stammers school

Other strategic opportunities include:

- ◆ Production of Goscote Regeneration Framework
- ◆ Create gateway through demolition of Ball House and Leadbeater House
- ◆ Regeneration of land which were previously tower blocks on corner of Bloxwich High Street/ Somerfield Road
- ◆ Housing development at Forest Lane former industrial site

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



Brownhills and Aldridge North LNP

Brownhills & Aldridge North residents told us they wanted:

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

Strategic opportunities include:

- ◆ Improvements to Wasall Wood local centre
- ◆ Housing development off Brownhills High Street
- ◆ Holland Park management plan
- ◆ Walsall Wood regeneration corridor
- ◆ Integrated Housing and town centre master plan for Brownhills
- ◆ Three canal-side mixed tenure schemes

'Tackle issues around transport including congestion and public services'

Strategic opportunities include:

- ◆ Improvements to National Cycle route 5
- ◆ Improvements to public transport links between Brownhills and Walsall
- ◆ Watling Street Primary and Brownhills Comprehensive – safer routes to school scheme

'Improve facilities and provision for young people'

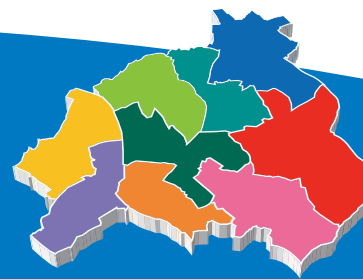
Strategic opportunities include:

- ◆ Children Centre at St James school and Ogley Hay School
- ◆ New library development for Walsall Wood at corner of Coppice and Lichfield road

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



What it means for
my neighbourhood



Walsall's Sustainable
Community Strategy





Darlaston LNP

Darlaston LNP residents told us they wanted:

To improve the Physical environment of the LNP area

Strategic opportunities include:

- ◆ Housing-led regeneration of Darlaston District Centre
- ◆ Moxley Master-plan
- ◆ Bentley Master-Plan
- ◆ Newly built Bentley library
- ◆ Improvement to shops 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'

Strategic opportunities include:

- ◆ Bentley Linear Walkway and Lilac Grove Schemes
- ◆ Park management plan for George Rose Park

'Improve facilities and provision for young people'

Other strategic opportunities include:

- ◆ Darlaston cycle network
- ◆ Reclamation and redevelopment of brown-field sites and contaminated land through 'Darlaston Strategic Development Area'
- ◆ M6 junction 10 improvements

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



Palfrey and Pleck LNP

Palfrey and Pleck residents told us they wanted:

Improved Accessibility

Strategic opportunities include:

- ◆ Improved public transport required

Civic Pride

Strategic opportunities include:

- ◆ Better integration and community use of faith buildings

Improved Facilities

Strategic opportunities include:

- ◆ Management plan for Pleck Park

Other Strategic opportunities include:

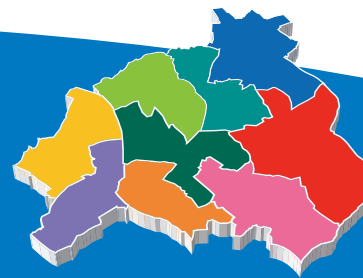
- ◆ Neighbourhood plan for area to assess issues around affordable homes
- ◆ Better links around hospital development
- ◆ Redevelopment of Old Pleck Road flats
- ◆ Review of car parks in respect to ownership and maintenance

- ◆ M6 Junction 10 Improvements
- ◆ Improvements to Pleck district centre through regeneration corridor opportunities
- ◆ Corporation Street and corner of Camden Street investigated for mixed-housing scheme
- ◆ Broadway West playing fields –explore potential to brought back into use

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



What it means for
my neighbourhood



Walsall's Sustainable
Community Strategy





Pelsall and Rushall Sheffield LNP

Pelsall and Rushall residents told us they wanted:

'Housing for first time buyers and for people wanting to down size'

Strategic opportunities include:

- ◆ Evaluate the provision of affordable housing and under occupancy.

'A cleaner and greener LNP'

Strategic opportunities include:

- ◆ Conserving public open spaces
- ◆ Stubbers Green nature reserve to be cleared and upgraded
- ◆ Pelsall conversation appraisal and management plan
- ◆ Produce plans for the quarry site

'Healthy place to live for all'

Strategic opportunities include:

- ◆ New health care centre including additional facilities such as children's centre



Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.

Pheasey and Paddock LNP

Pheasey and Paddock residents told us they wanted:

'Identify and tackle problems around transport'

Strategic opportunities include:

- ◆ Improved transport links to Walsall and Birmingham
- ◆ Create cycleway link to Arboretum
- ◆ Safer routes to school scheme at Beacon Language College
- ◆ Traffic calming measures at Mayfield and Park Hall schools

'Improve the environment'

Strategic opportunities include:

- ◆ Creation of urban park/visitor centre at Barr Beacon – Green Bridge Project
- ◆ Neighbourhood plan for Chuckery
- ◆ Regeneration of Arboretum Park

Other strategic opportunities include:

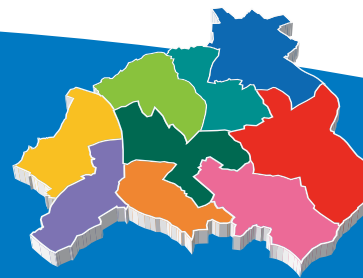
- ◆ More localised health services for LNP area
- ◆ Evaluation of social and affordable housing requirements
- ◆ Undertake health needs assessments in Collingwood area

- ◆ Improvements to Gillity's shopping centre
 - produce mini master plan

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



What it means for
my neighbourhood



Walsall's Sustainable
Community Strategy





St Matthew's, Birchills and Leamore LNP

St Matthews Birchills & Leamore residents told us they wanted:

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

Strategic opportunities include:

- ◆ Refurbishment of Mellish Road Church
- ◆ Caldmore Green local Centre improvements
- ◆ Bradford Place/ Station Street – integrated transport/ new public open space

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

Strategic opportunities include:

- ◆ Waterfront mixed use north and south Caparo Residential

- ◆ Birchills Regeneration – demolition, refurbishment and land assembly
- ◆ Smith Flour Mill housing development
- ◆ Business and Learning Campus – Walsall College
- ◆ Office corridor – Littleton Street/ Blue Lane
- ◆ Ring Road improvements

Other Strategic opportunities include:

- ◆ St Matthew's Court Housing
- ◆ Walsall to Mossley Cycle route
- ◆ Walsall to Aldridge cycle route
- ◆ Manor Hospital Cycle signing
- ◆ Beechdale library refurbishment
- ◆ Children's centre at Hatherton School

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



Willenhall LNP

Willenhall residents told us they wanted:

'Influence regeneration in the area'

Strategic opportunities include:

- ◆ Production of master plan for Willenhall
- ◆ Creation of mixed use Urban Village in east Willenhall
- ◆ Park Management plan for Rough Wood

'Improve the environment'

Strategic opportunities include:

- ◆ Identify public open spaces as community focal points
- ◆ Create green spaces in New Invention

'Improve transport facilities'

Strategic opportunities include:

- ◆ Park and ride for district centres
- ◆ Better transport links to Walsall and Wolverhampton hospitals

'Improve access to services'

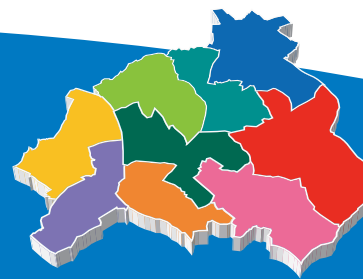
Strategic opportunities include:

- ◆ GP practice / health centre for Short Heath
- ◆ Re location of library at New Invention
- ◆ Children's centre at Beacon School

Some of the opportunities raised have been developed into projects that are confirmed and will be realised, others are more aspirational.



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Walsall's Sustainable
Community Strategy





If you or someone you know, would like this document translated or in another format, please contact Walsall Borough Strategic Partnership, 1st Floor, Challenge Building, Hatherton Street, WS1 1YG or telephone 01922 654709.

1st Draft for Consultation.

Other relevant documents:

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

Please contact us on
01922 654709 for further details.

Walsall's Sustainable Community Strategy

