

Appendix 2: Summary of Consultation

1. Purpose

To update on the We are Walsall 2040 engagement feedback that has been received up until 21 March 2023.

2. Aim

We are Walsall 2040 is a unique opportunity to engage in dialogue with residents, community groups, businesses, investors, and partners to understand their views on what matters most in the borough now and for the future. This conversation is leading into development of a strategic borough 'plan' which sets out the long-term ambitions for Walsall to be achieved by 2040.

3. Background

Initial consultation was held during 2022 and approximately 8,000 responses were received, and the insight helped with the development of the 2040 borough plan.

Further consultation was sought after the initial consultation phase had been analysed. The 'Have your say on the draft WAW 2040 borough plan' consultation allowed residents, community groups, businesses, investors, and partners to read the draft We are Walsall 2040 Borough plan and provide their thoughts on the Vision of the borough plan along with the 'We Will' So you can' statements.

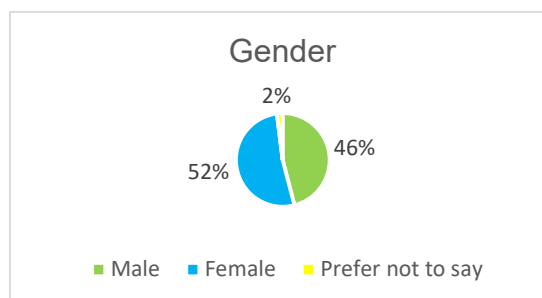
4. Methodology

The draft strategy was sent out for consultation with the public, Members, businesses, and partners until 21 March 2023. Officers also attended public events e.g., West Midlands Police Open Day at Bloxwich police Station and the Walsall Works Expo at Walsall College. At these events attendees were able to complete a paper version of the survey or signposted to complete the online survey. Paper copies were available on request. In total ten paper copies were received.

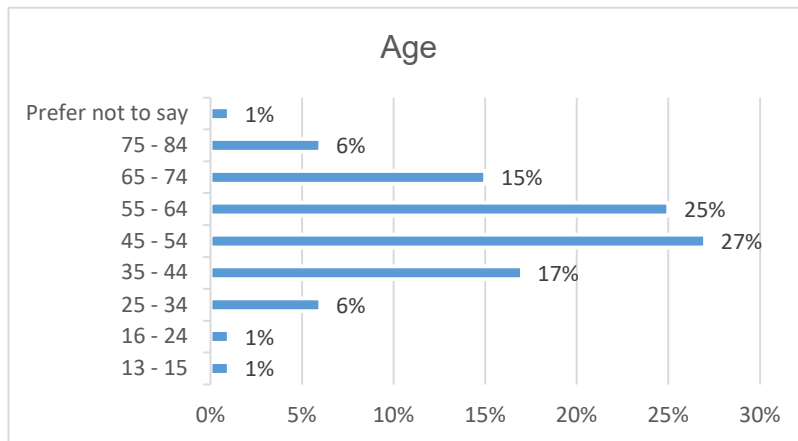
5. Results

Engagement Profile

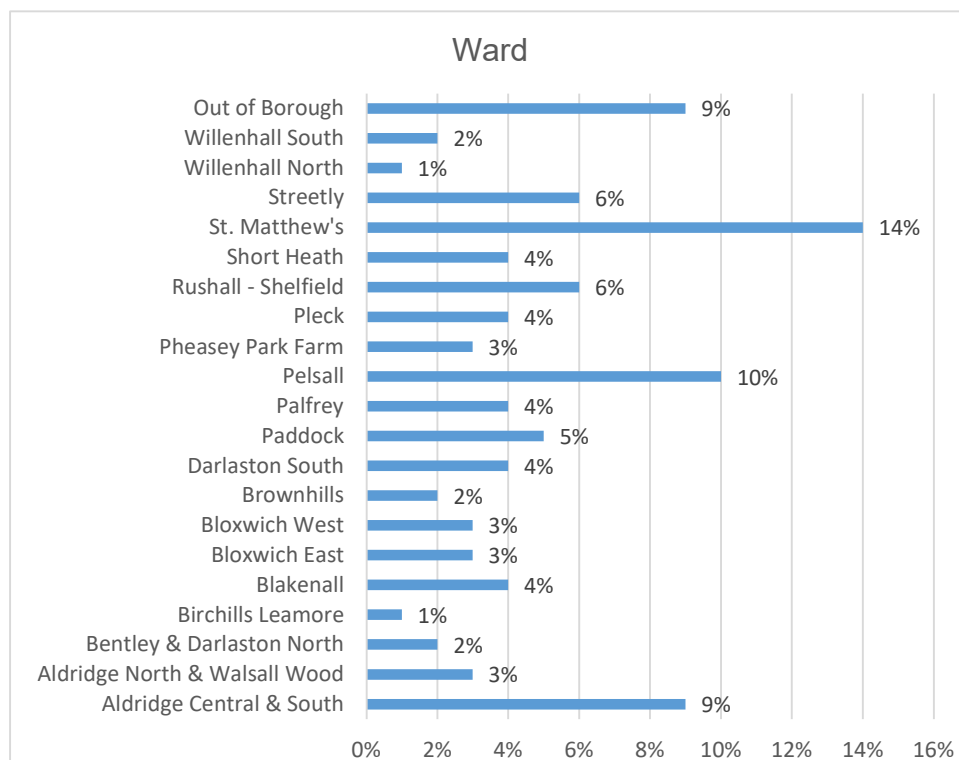
5.1 358 responses were received during the consultation period. 52% of respondents were female, 46% were male and 2% 'preferred not to say.'



5.2 Most respondents were aged 45 – 54 years (27%), followed by 55 – 64 years (25%) and 35 – 44 years (17%).

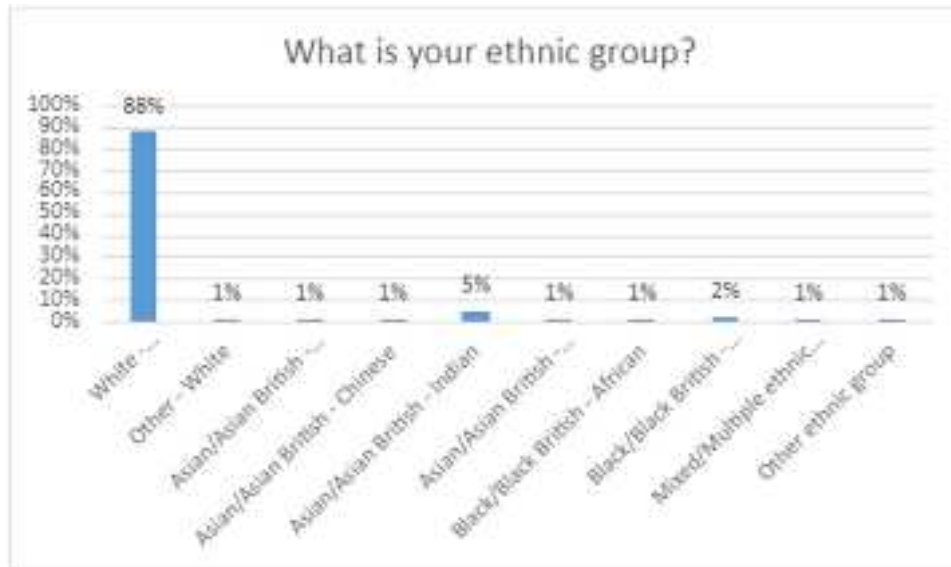


5.3 Eighty-five percent of respondents live in the Borough. Others study or work in the borough. The highest responding wards were St Matthew's (14%); Pelsall (10%); Aldridge Central & South (9%); Out of the borough (9%).



5.4 Thirty-nine percent are working full-time and 24% are retired. Five percent are unemployed.

5.5 Most respondents (88%) stated that their ethnicity was White -English/ Welsh/ Scottish/ Northern Irish/ British; with 5% Asian/Asian British –Indian; and 2% Black/Black British – Caribbean. Other ethnic groups made up the remaining 7%.

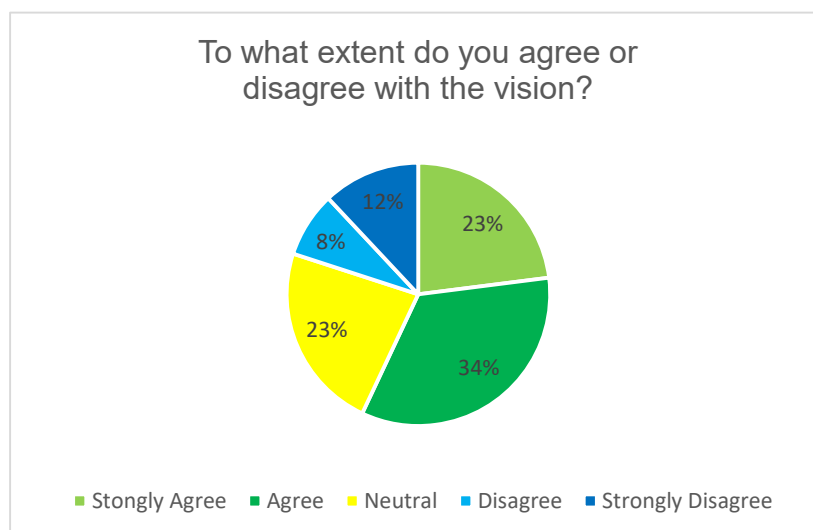


5.6 Two fifths (40%) of respondents stated that they have physical or mental health conditions or illnesses lasting or expected to last 12 months or more.

We are Walsall 2040 Vision

5.7 Fifty-seven percent of respondents agree with the vision of the borough plan. A fifth (20%) disagree.

5.8 Half (50%) of respondents agree that the vision reflects the ambition needed for the borough with a quarter (24%) disagreeing.



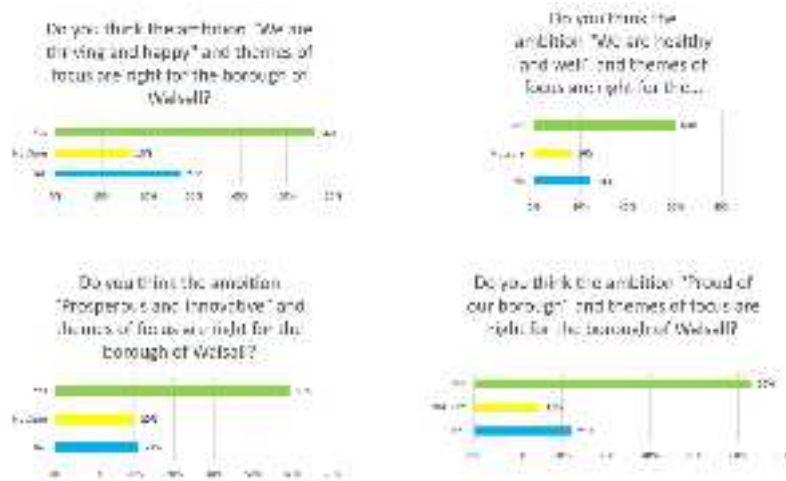
5.9 Respondents were asked if they had any further suggestions for the vision and 25% of the comments received were about crime specifically regarding

Increased policing and the reduction of knife crime. A fifth (21%) of comments received on the vision were regarding regeneration and growth: Improve the area as a whole; attract business; provide opportunities; transport improvements; accessibility; supporting new businesses; improvements to the local market; 14% of comments were regarding cleanliness specifically wanting a reduction in littering, fly-tipping & graffiti.

Ambitions

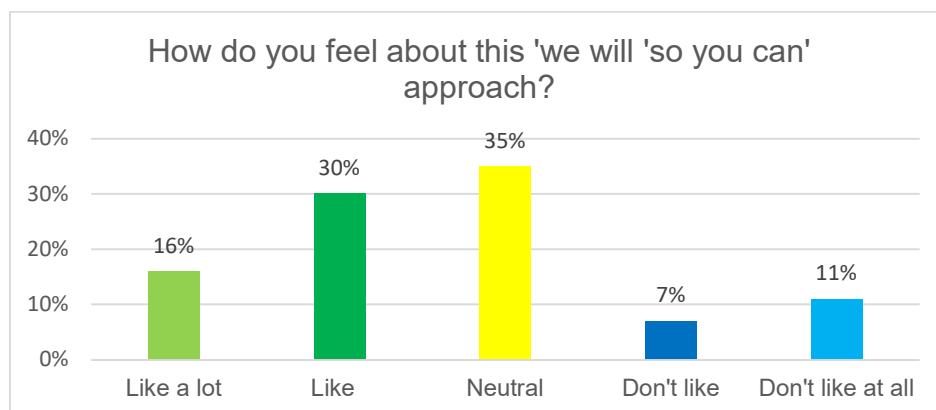
5.10 Most respondents agreed that the ambitions and themes of the strategy are right for the borough of Walsall. The following results were recorded for each ambition:

- Fifty-six percent in agreement with 'thriving and happy.'
- Sixty percent in agreement with 'healthy and well.'
- Fifty-nine percent in agreement with 'prosperous and innovative.'
- Sixty-three percent in agreement with 'Proud of our borough.'



'We will' 'So you can' Statements

5.11 Nearly half (46%) of respondents are in favour of the 'we will' 'so you can' approach with a further 35% remaining neutral in their feedback. Almost a fifth (18%) did not agree with this approach.



5.14 Comments on We will:

- Thirty percent of the comments received were about lack of trust in delivery and wanting to see real progress.
- Twenty percent of the comments show support and agreement: “Promising,” “great ambitions,” “very strong,” “Great to see vision for the borough”.
- Thirteen percent of the comments were regarding greater community involvement and the need for real listening to the community.
- Ten percent of comments are on wanting to understand more detail on the measurability/accountability and how success will be reported.

5.15 Comments on So You can:

- Sixteen percent of comments are regarding lack of trust on delivery and wanting to see real progress.
- Twelve percent of comments indicate agreement with the approach and content.
- Twelve percent of comments found the ‘So you can’ statements to be condescending and are not in support.
- Ten percent of comments believe people will not listen or care and more work is needed.
- Ten percent of comments are seeking clarity on how we will measure against such statements.

5.16 Almost half (46%) of respondents agreed that the ‘we will’ ‘so you can’ statements support the vision and ambitions of the We are Walsall 2040 strategy. A further third (32%) remained neutral in their response and almost a quarter (23%) feel less favourable with this approach.

Partner response

5.17 Partners have played a key role in shaping and developing the draft We are Walsall 2040 strategy. A strategy development group was convened in early 2022 to co-design the engagement and communications activities and ensure collective discussion and shaping of the content within the 2040 strategy. Partner feedback on the draft has included:

- Wanting to see Walsall become the greenest borough in the region.
- Wanting to see more movement in closing the gap on life expectancy inequalities.
- Greater ambition on deprivation targets and inequalities
- Seeing more content on emotional resilience of children within the wider wellbeing and children’s themes
- The need to recognise and acknowledge the importance of volunteering to create empowered communities.
- Wanting to see lifelong learning reflected rather than just children and school education within the strategy.

6 Conclusion

6.1 Overall the consultation feedback highlights broad support for the vision, ambitions, and priorities within the draft with some reflections from the public

and partners providing a useful steer for refinement of outcome statements and enhancing the vision statement.