

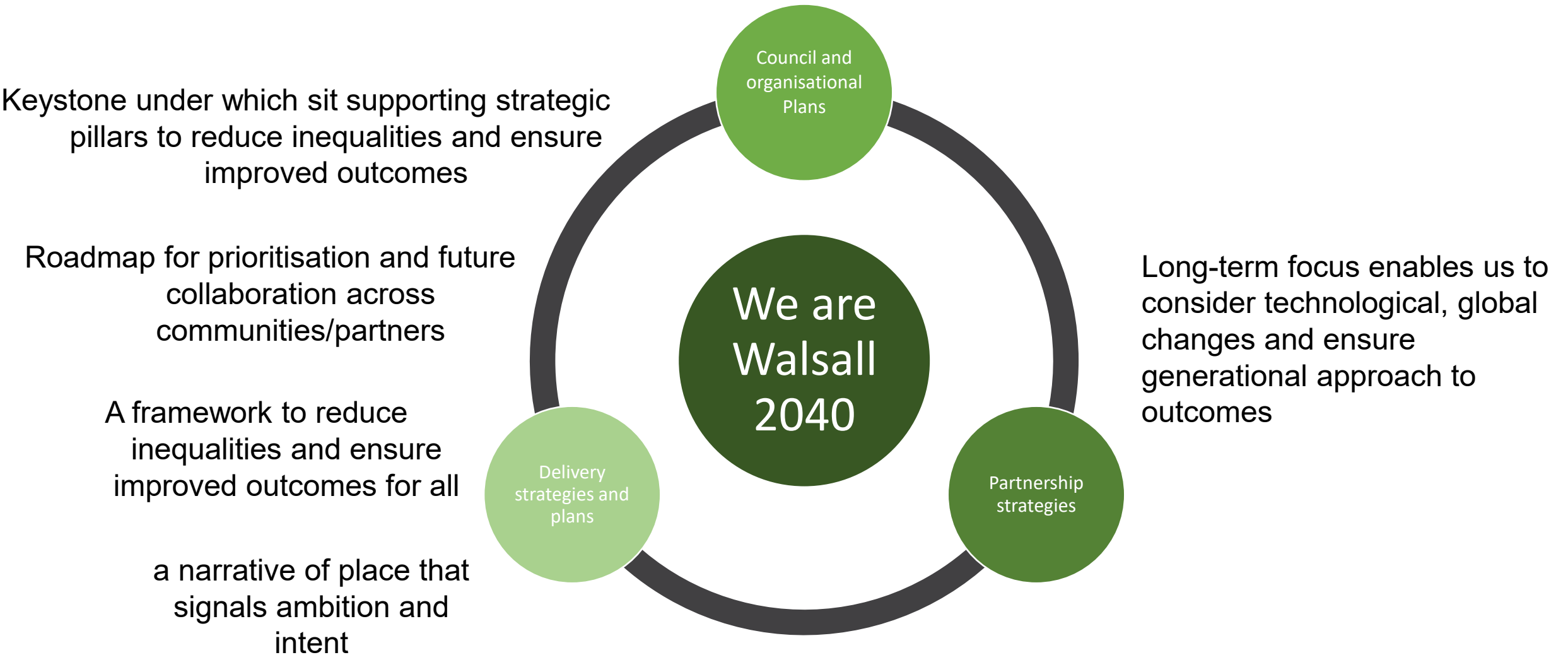
WE ARE WALSALL 2040

March 2023

Health & Wellbeing Board

DRAFT

Walsall strategic framework



Partnership:

We are Walsall 2040 will provide a strategic framework for Walsall 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:

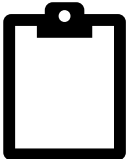
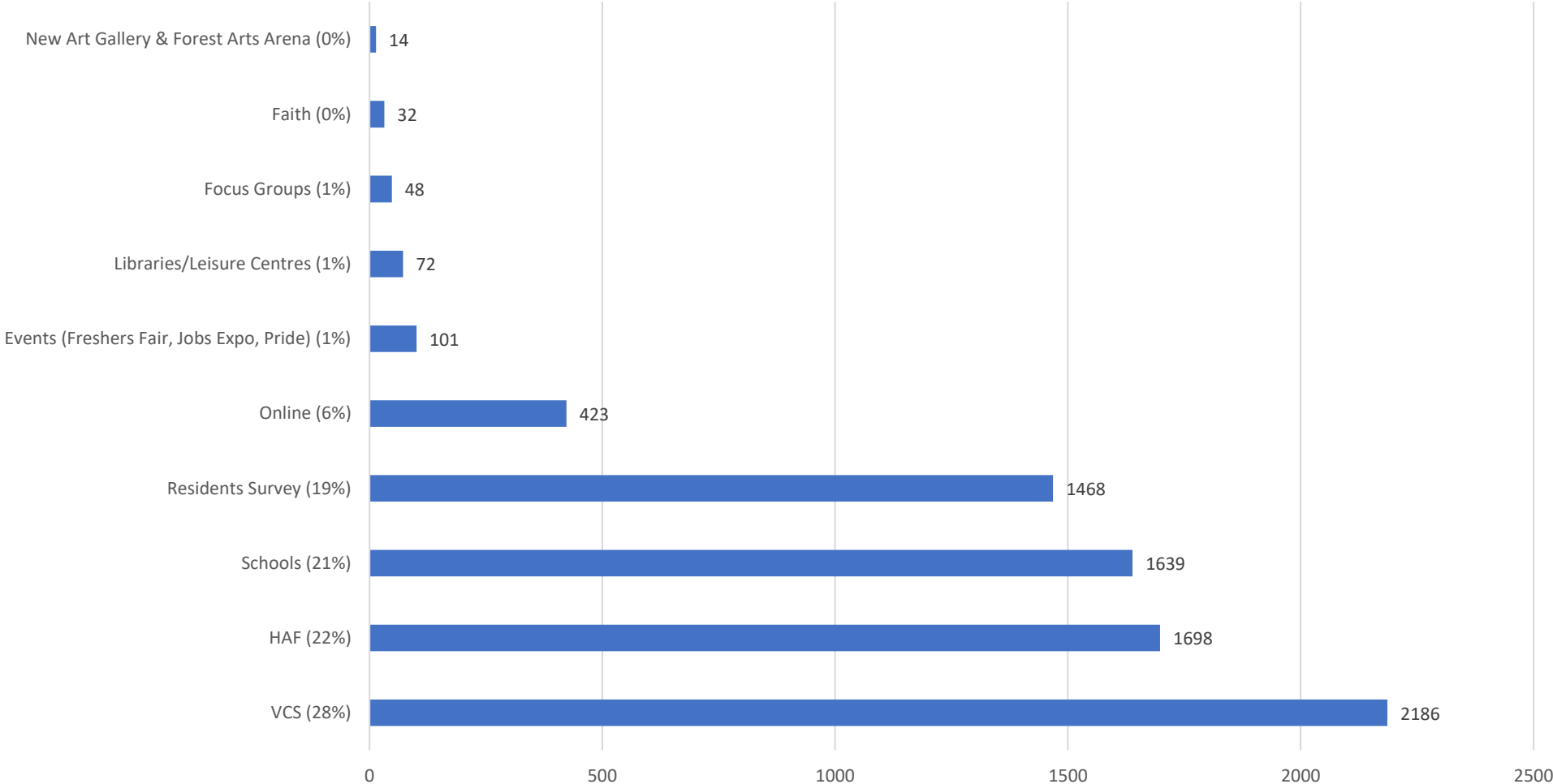


Partnerships: Theme partnerships will help drive the delivery.

Asking each partnership to comment on the draft and then later this year to endorse and commit to collectively delivering the vision

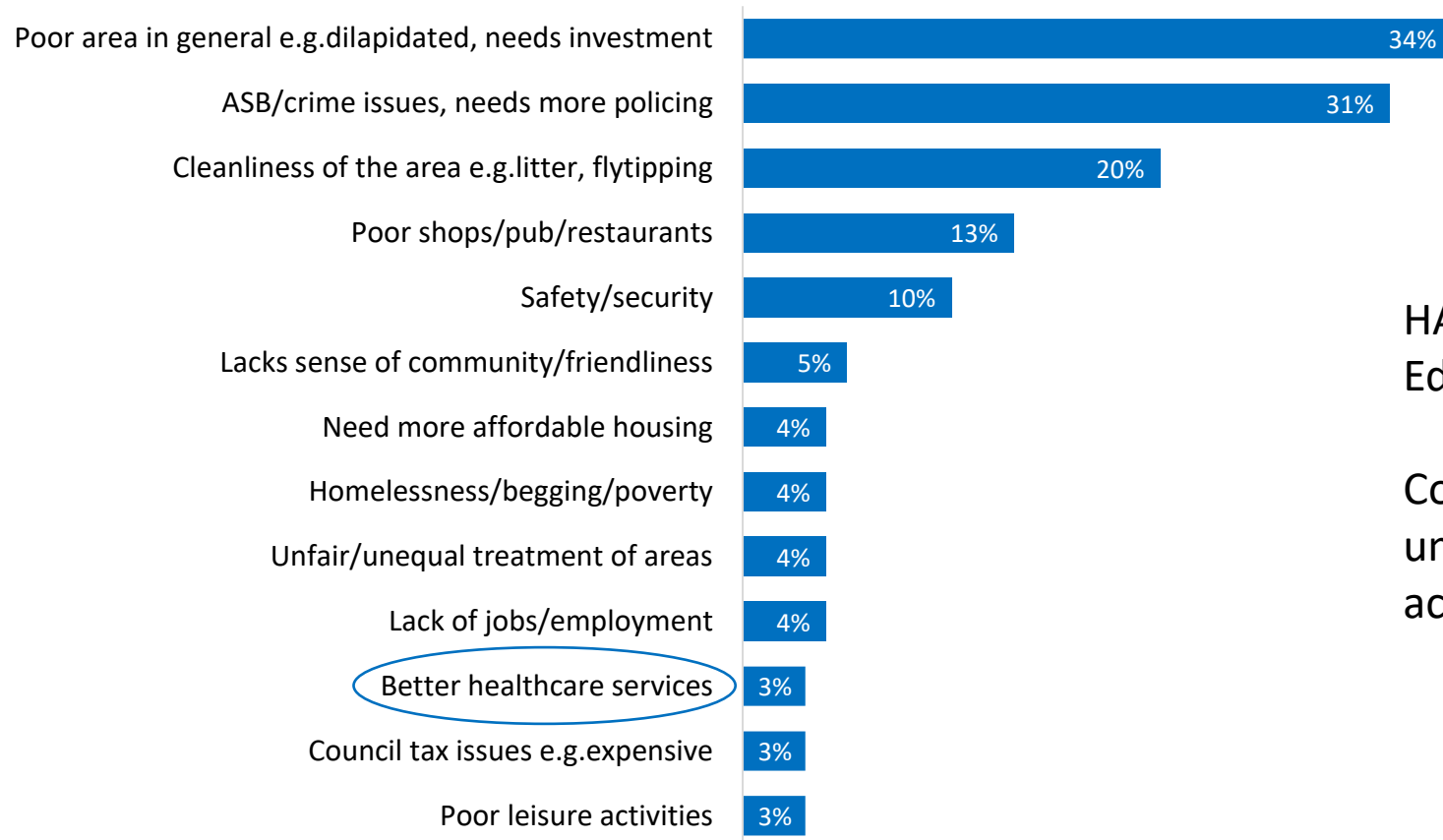
Participants to date

Engagement to date is 7681 and still counting...



Residents survey - cite a general need for investment, crime issues and lack of cleanliness as key reasons for not recommending the borough

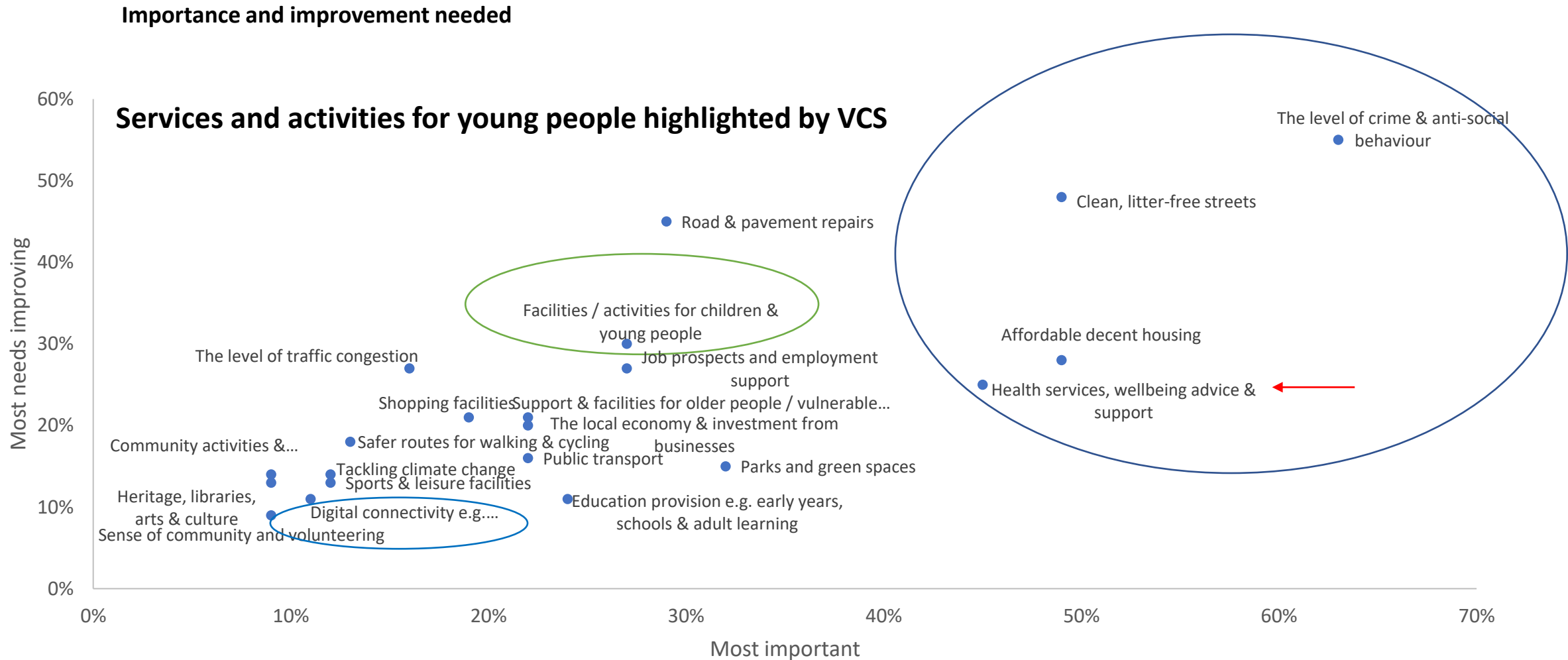
Reasons for unlikeliness to recommend (Detractors)



HAF: Community safety, clean & green, Education, Housing, leisure, jobs

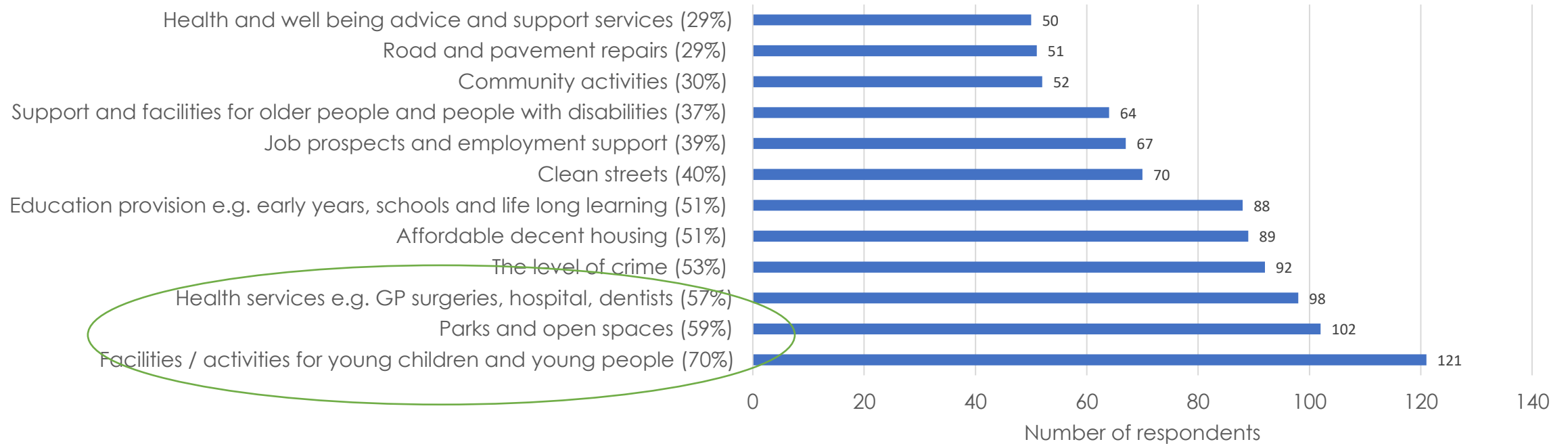
Community groups: Cleanliness, feeling unsafe, regeneration/revamp, services activities for young people

A good place to live: Some of the most important features for a good place to live are also considered most in need of improvement



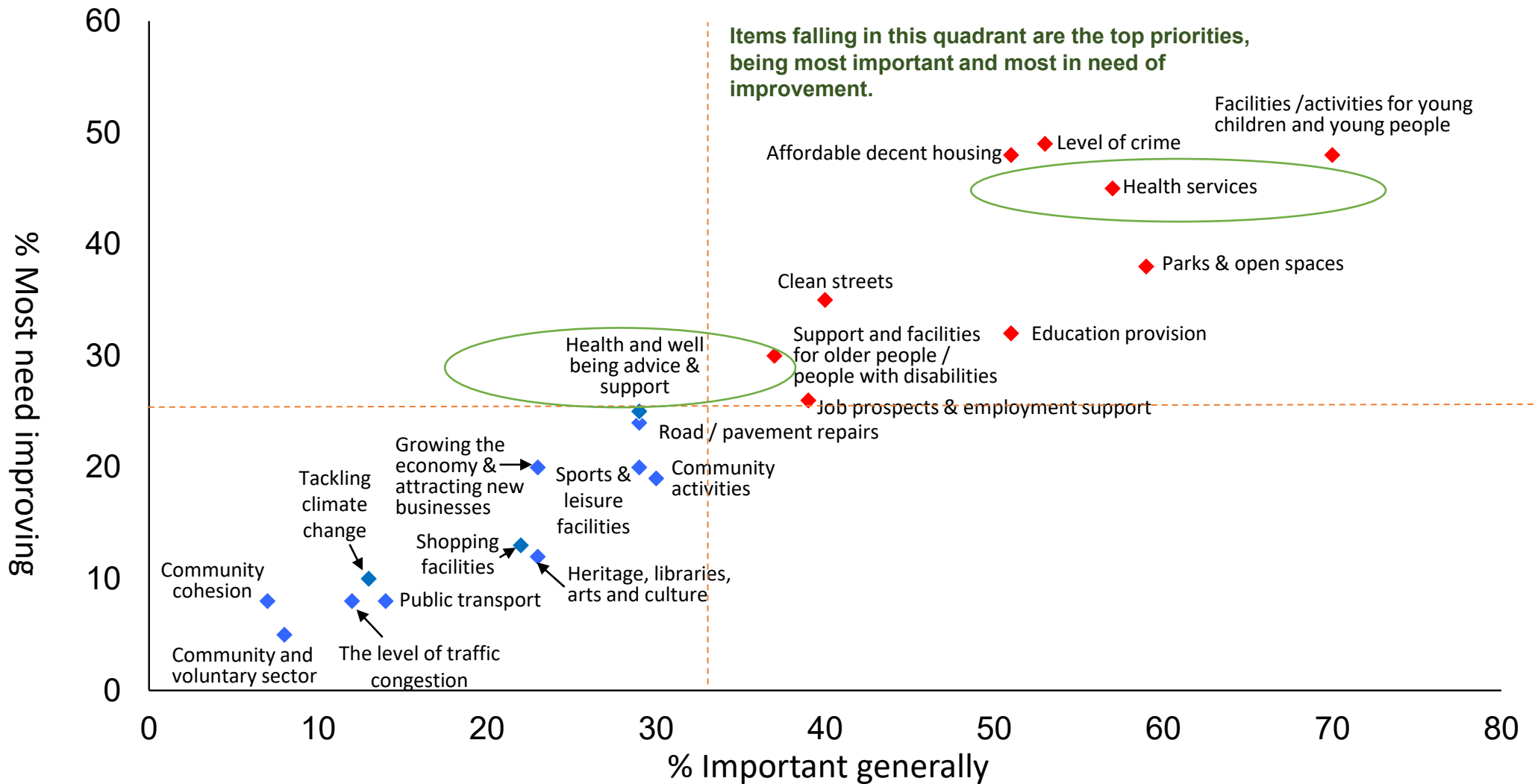
Source: We Are Walsall 2040 Postal Survey
 Q1a Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Base (Valid responses): All respondents (1428) Q1b. And thinking about the borough of Walsall, which of the things below, if any, do you think most need improving? Base (Valid responses): All respondents (1312)

HAF easter survey: The most important things for respondents during the next 20 years



- Facilities and activities for young children and people were most important for 70% (121) of respondents.
- The second most important thing for 59% (102) of respondent was parks and open spaces.
- Thirdly, 57% (98) of respondents stated that the health services were important.

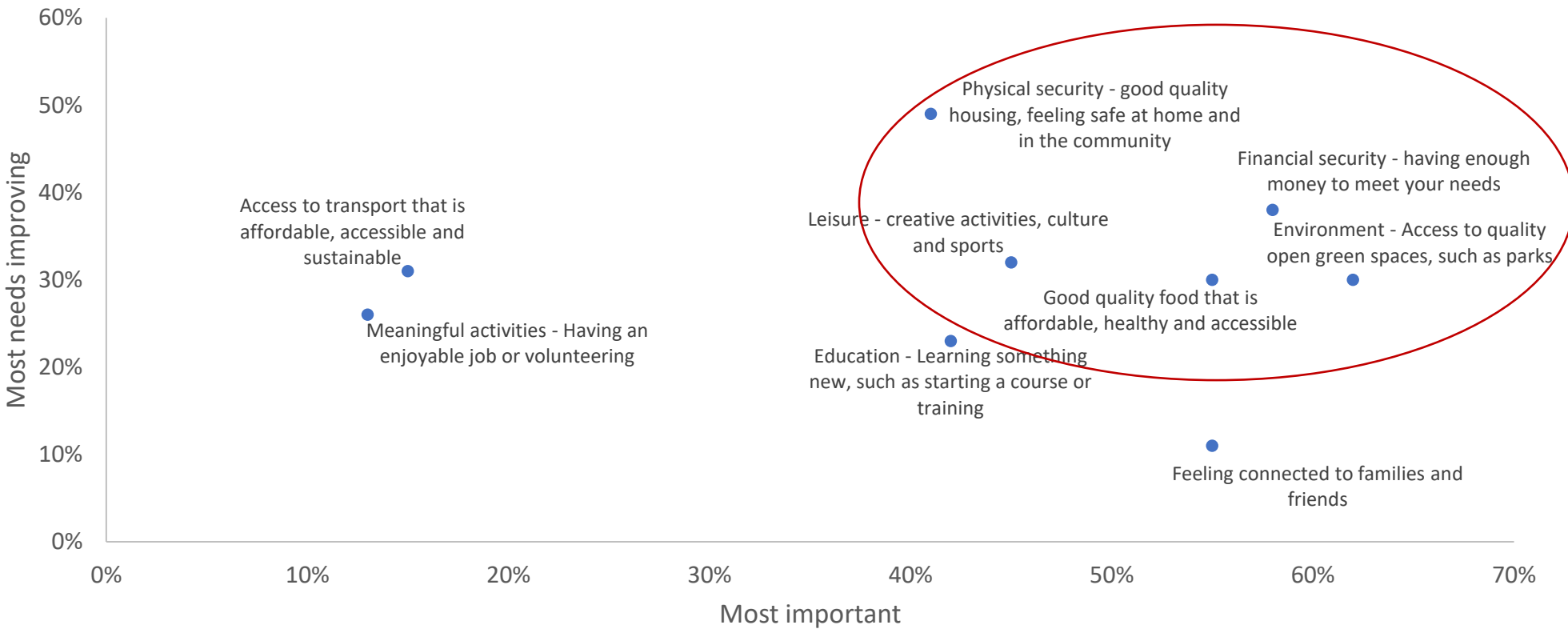
HAF PARENTS PRIORITIES FOR IMPROVEMENT



HAF Easter Parents survey: Q24. Thinking about the next 20 years, what things in the following list do you feel are most important in the borough of Walsall? / Q25. And thinking about the next 20 years, what things in the following list do you feel most need improving in the borough of Walsall? (Valid responses. Base 174)

Wellbeing: Financial and physical security, as well as the environment are considered important to wellbeing and in need of improvement

- **Importance and improvement needed**



Source: We Are Walsall 2040 Postal Survey
Q19A. Thinking generally, which of the things below would you say are most important for your wellbeing? Base (Valid responses All respondents (1440)
Q19B. And thinking about the borough of Walsall, which of the things below (including existing support services), if any, do you think most need improving? Base (Valid responses All respondents (1147)

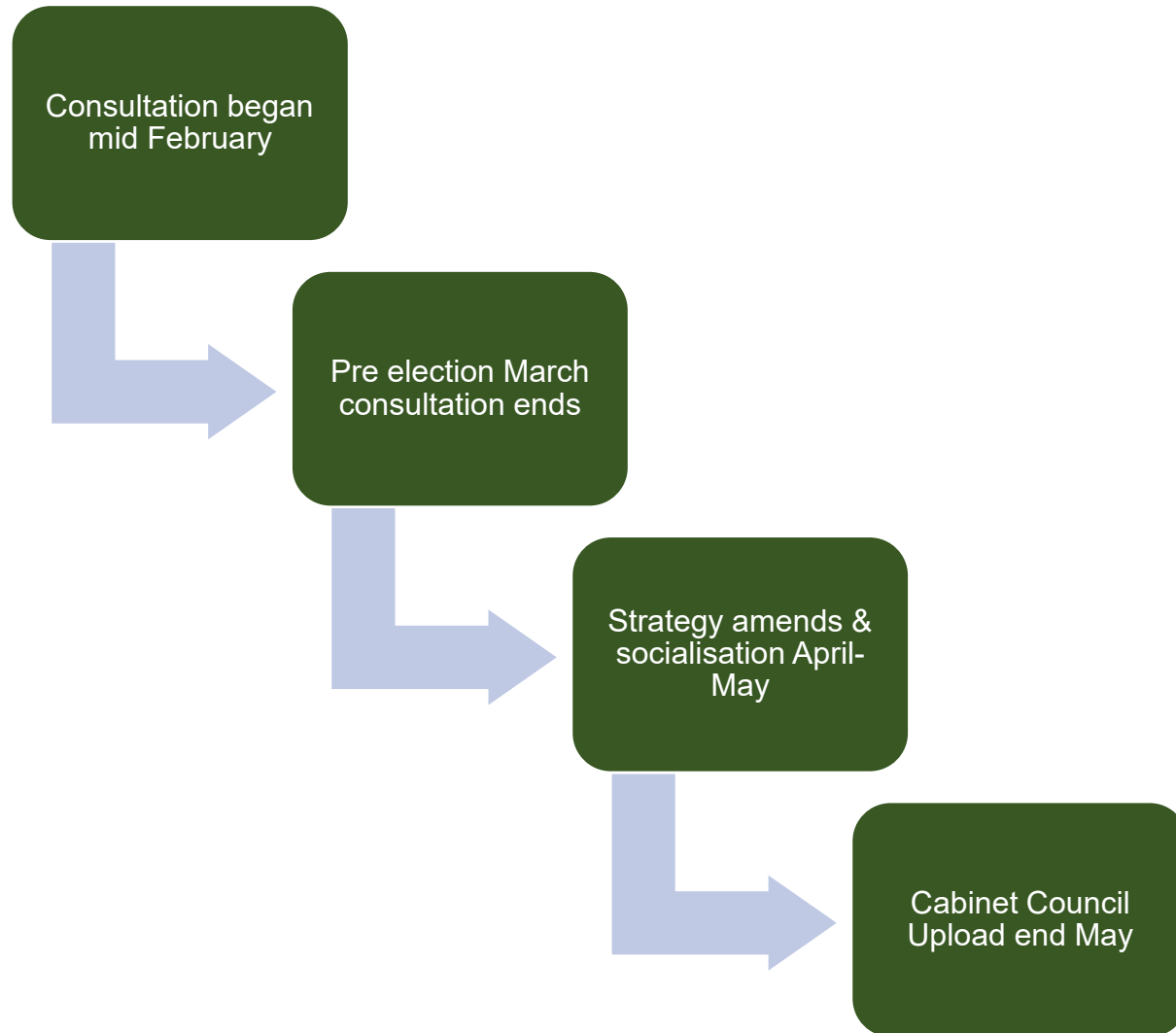
Summary of all engagement

- Regeneration and investment across Borough are key for our residents
- Jobs and skills seen as priorities. Economic Strategy delivery to support growth and investment
- Learning and skills offer- Walsall talent in Walsall!
- Safer Walsall focus on reassurance, enforcement and work in specific local areas
- Maintaining quality parks and open spaces an ongoing priority for residents.
- Climate Change acknowledged as important.
- Retail offer and leisure opportunity including **children and youth offer** and local activities/events
- Community –we have a strong foundation to be built on for future years particularly in health and care

Recognition of need for better health services and in qualitative feedback wellbeing choices



Timescales



Consultation underway

Delivery plan:

Mapping gap analysis underway against the 12 themes in the draft strategy

June Council signoff

Consultation

- Socialisation of draft continues
 - Attending partnership/partner meetings
- Commonplace survey created
 - Qr code generated and shared on flyers and posters
 - link to be shared on Council website and sent to partners
 - Please circulate in your own communication bulletins/staff/customers
- Sharing on Wmnow
- Posters, flyers in community buildings
- Written to partners : VCS, Schools....
- Engagement activities planned
 - Job expos, police events, College event
- Pushing on social media
 - Facebook ads go live next week
- Who else would Health & Wellbeing Board like us to consult?

[Have Your Say Today - We Are Walsall 2040 - Commonplace](#)

WALSALL 2040 We are Walsall 2040 Log in

We are Walsall 2040: Get involved

'We are Walsall 2040' is our strategic borough plan that outlines everyone's shared ambitions for what the borough should be like by 2040.

It will be informed by the views, experiences, ideas and ambitions of those who live, work, study, visit and do business in the borough.

Get involved by sharing your views!

Know me updated

Walsall will be a place where people are proud to live and residents and businesses work with public services to create a thriving borough of opportunity.

To what extent do you agree or disagree with this vision?

Strongly disagree Disagree Neutral Agree Strongly agree

Does the vision adequately reflect the ambition needed for the borough of Walsall?

Do you think the ambition "We are thriving and happy" and themes of focus are right for the borough of Walsall?

Select one option

Yes No Not sure

Why do you say this?

Vision and ambitions

Walsall in 2040 will be a place where people are proud to live and residents and businesses work with public services to create a thriving a borough of opportunity



Principles

- **We are sustainable**
- **We are inclusive**
- **We are local**
- **We are resident focussed**
- **We are honest**

Ambitions

Each of the four ambitions consists of three themes of focus.

- Child friendly borough
- Empowered communities
- Feeling safe

We are thriving and happy



- Living active lives
- A community that cares
- Good mental wellbeing

We are healthy and well



- Quality homes
- A strong economy for all
- Connected borough

We are prosperous and innovative



- Clean and green borough
- Celebrating our culture and heritage
- Vibrant towns

We are proud of our borough



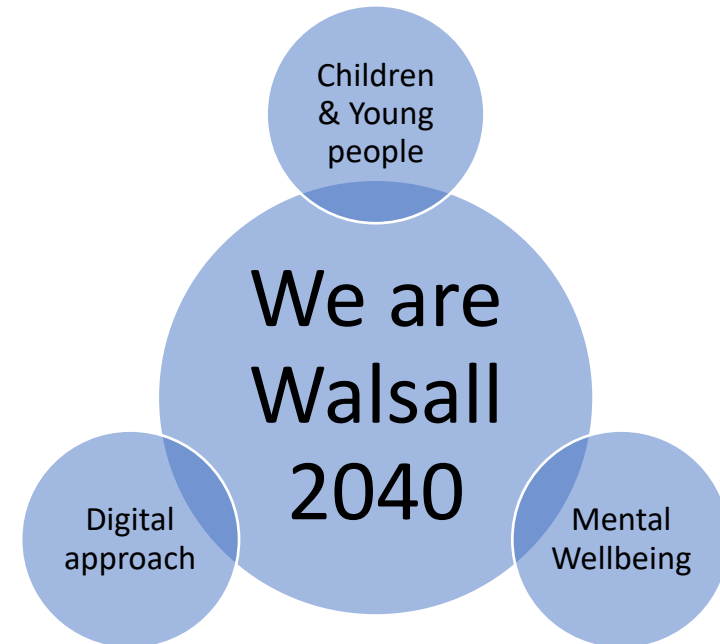
Walsall strategic framework



2022-25

Walsall Joint Local
Health & Wellbeing Strategy

"Together we will create a wellbeing-centred Borough!"



Healthy and well-living active lives

Outcomes

By 2040 Walsall will be a dementia friendly borough known for high quality care where people can live independent lives at home and in their communities

By 2040 Walsall will have narrowed the gap in health inequalities

By 2040 people will live longer and healthier lives in Walsall, with reduction in smoking prevalence and drug and alcohol addiction

By 2040 people in Walsall will live more physically active lives.

By 2040 we will see a reduction in car journeys across the borough and an improvement in air quality in Walsall particularly in Pleck and Palfrey

Healthy and well-living active lives

So you can:

We will:



Design and deliver the right health services that meet your needs where you live



Understand the barriers to living healthy lives and work together to address them for all communities



Provide and share opportunities for you to do what you love to stay active and well



Do more to look after your health, wellbeing and happiness



Use your pharmacist, GP and other health services as needed, choosing the right care at the right time



Consider health in all our decision-making and put it at the heart of what we do to improve quality of life for all



Promote and encourage green travel options to reduce car congestion and emissions



Participate in opportunities across the borough to stay fit, well and happy



Understand the needs of any condition you have and tell us when we interact with you

Healthy and well- a community that cares

Outcomes

By 2040 all carers will be supported to meet their needs and maintain their quality of life

By 2040 Walsall will be a borough with excellent end of life care where all people have choice and control and we will see an increase in end-of-life care in homes and communities.

By 2040 we will have health and care services that are flexible and local with more people accessing community services to stay healthy and well

Healthy and well- a community that cares

We will:



Ensure high quality care and support across the borough for all



ensure health and care career skills and opportunities are developed so our workforce is made up of local people with enough health and care staff for the future



Tell us if you are a carer and how we can support you



Tell us if you feel your care or the care of a loved one is below standard



Listen to carers and help them feel supported



Look out for elderly family, neighbours and those without close support networks in your world



Show kindness to those around you and show respect and kindness online

Healthy and well- good mental wellbeing

Outcomes

By 2040 mental health is well understood and we will see a decrease in mental illness, anxiety, and depression in Walsall as more people know how to self-care to maintain their wellbeing.

By 2040 Walsall will have mental health services that are local and accessible and enable people who need them to fully participate in Walsall life.

Healthy and well- good mental wellbeing

We will:



work with employers to ensure staff are supported with mental wellbeing and resilience



promote mental health awareness and highlight where people can go to get help and support



ensure children and young people understand good mental health and where to go for local support

So you can:



Support mental wellbeing awareness campaigns and projects in your work and community



Learn what to do to keep good mental wellbeing and know where to go to get support



Be mental health aware and support family, friends, colleagues and those around you with accessing advice and support



Be supportive and understanding to those around you with mental health issues

Discussion

1. HWB are asked to cascade/share commonplace link across communication platforms and internally for comment. Partners are asked to tell us any other avenues for socialisation
2. HWB are asked to comment on draft [Have Your Say Today - We Are Walsall 2040 - Commonplace](#)
3. HWB are asked to consider endorsing final strategy in June and commit to delivery of Health Wellbeing Strategy against 2040 framework





Have Your Say Today - We Are Walsall 2040 - Commonplace

Thoughts?