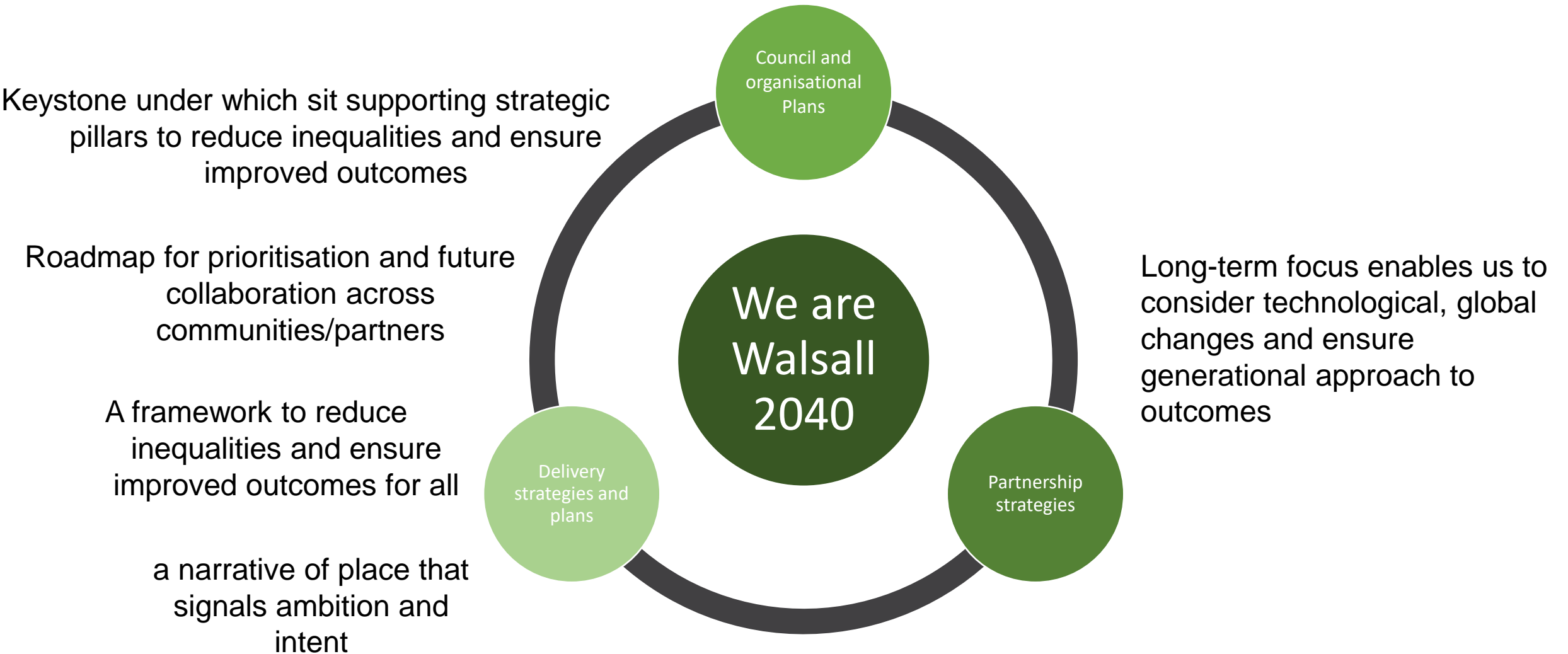


# **WE ARE WALSALL 2040**

April 2023

SOC

# 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

# Walsall 2040 engagement and listening



- Engaged with Schools (1639) and young people through Freshers Fairs , University of Wolverhampton campus event (100) , Young carers group discussion



- VCS co-design and co-delivery of engagement activities (2186 people)



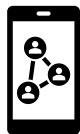
- Reached parents through Holiday Activity Fund surveys (1698 responses) and specific parent focus group



- Postal survey (1468 responses ) and online (423 responses) and Focus groups, business survey



- Attendance at events and job fairs (86), postcards at public venues, faith engagement (32),



- Social media campaign through Facebook and Twitter and Instagram

**WE ARE  
WALSALL  
2040**

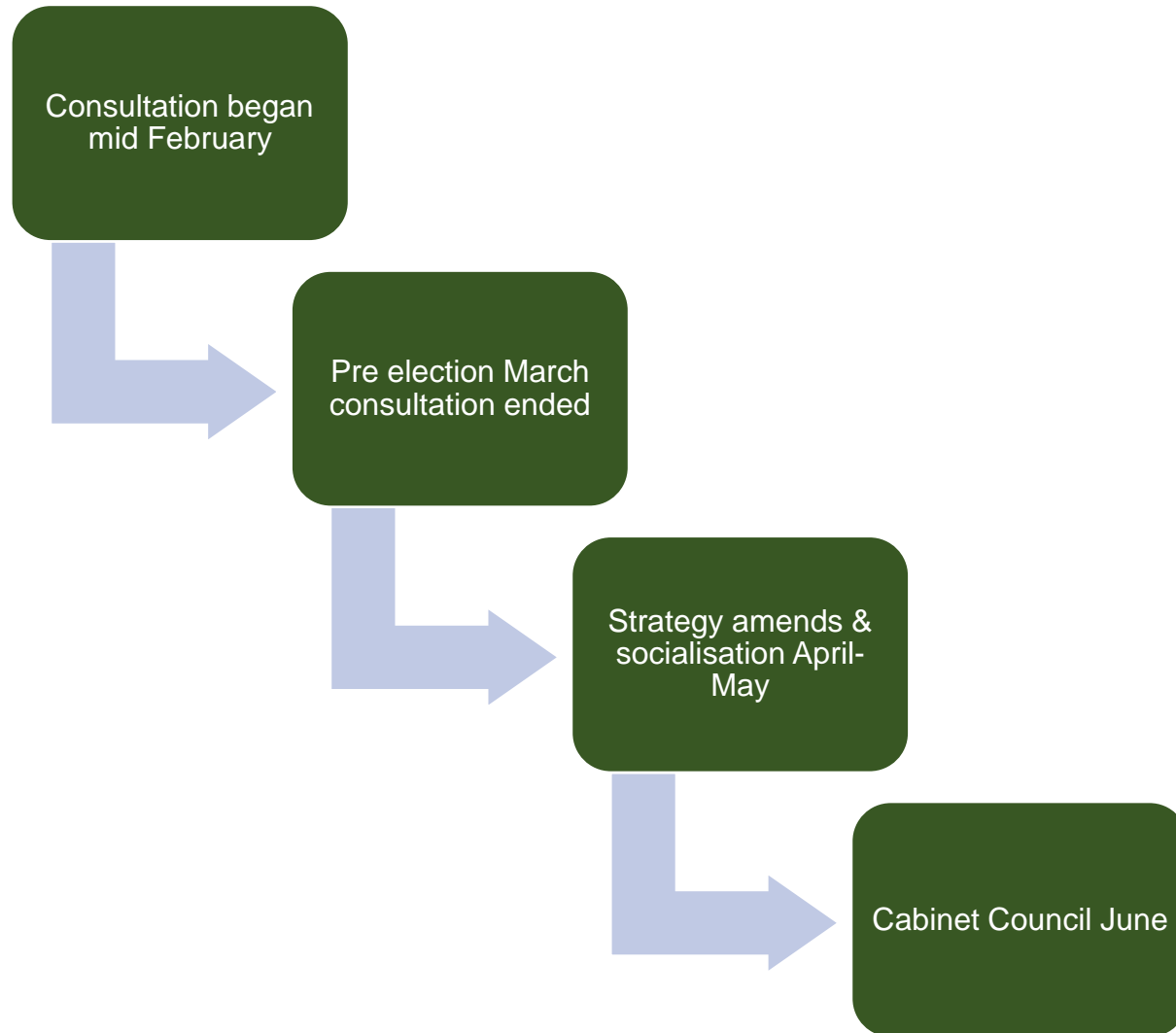


# Summary of all engagement

- 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



Public consultation closed for pre-election period

Discussions with partners continue

Delivery :

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

Theme partnerships to be reviewed to align to 2040 delivery

June Council signoff



# Consultation on draft

- Socialisation of draft
  - Attending partnership/partner meetings
- Shared on Wm now
- Posters, flyers in community buildings
- Written to partners : VCS, Schools....
- Engagement activities attended
  - Job expos, police events, College event
- Pushed on social media
  - Facebook ads
- Commonplace survey 348 different respondents leaving 533 comments or likes fantastic response to a strategy draft!

**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!**

*'all 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

**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



# 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

# Questions

1. SOC are asked to comment on draft

1. Are these the right ambitions for the Borough?
2. Are these the right priorities?
3. Is there anything you would want to see that is not reflected?
4. Do you support the principle of including 'So you can' statements to the public?

Link to Draft framework from Feb 2023 Cabinet [here](#)

## WE ARE WALSALL 2040

