

WE ARE WALSALL 2040

Draft strategy framework
February 2023

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



Thriving and happy-child friendly borough

Outcomes

By 2040 all Walsall children will have the best start in life with excellent support available to families to ensure they thrive.

By 2040 child poverty will be significantly reduced and children will feel safe and secure in their homes and neighbourhoods

By 2040 Walsall will see increased opportunities for children to play and learn across the borough

By 2040 we will see improvement in education levels across the borough with a narrowing of the gap in outcomes for vulnerable children and children with special educational needs and disabilities (SEND)

By 2040 Walsall will be a borough of opportunity for young people with broad options for apprenticeships, graduate roles and pathways for careers in local business

Thriving and happy-child friendly borough

We will:



work with families, so that every child starts school healthy and ready to learn



ensure excellent provision of education and support for vulnerable children and those with Special educational needs



develop opportunities to prepare children and young people for career pathways that mean they can live and work locally, so talent is retained in the borough



identify a caring home for every child in the Council's care



promote activities, events and opportunities for children to learn and play

So you can:



Use your local maternity and early years services for under 2's to be pregnancy ready and access support



Consider if you can adopt, or become a foster carer and give a child a home



Help your child understand and engage with your community and feel pride in the borough



Support your child do be school ready and do their best in their education. Work with us to help them achieve



Encourage your child to respect others no matter who they are and value difference

Thriving and happy- feeling safe

Outcomes

By 2040 we will see lower levels of crime particularly anti-social behaviour and violent crime

By 2040 people will be actively involved in helping their towns and neighbourhoods feel safe.

By 2040 young people will feel secure and gang violence will be a thing of the past

By 2040 we will have vibrant town centres where people feel safe and welcome, and new buildings are developed to promote safety and wellbeing

By 2040 we will be a prevention borough where children, young people and vulnerable adults are safeguarded from abuse and exploitation.

Thriving and happy- feeling safe

We will:



work with communities to reduce crime



understand issues and barriers leading to anti-social behaviour within communities and address the causes



work with young people to understand reasons for gang culture and violence.



Tell us if anything is wrong or concerning in your community related to crime and safety



Be eyes and ears in your community for vulnerable people and neighbours



Consider joining neighbourhood watch and other safety schemes



work with schools and communities to help children and young people understand safe behaviours



promote neighbourhood schemes and activities to help you participate in making your community and neighbourhoods safer



Be mindful of the law and model positive community behaviours



Tell us if you are concerned about a child or vulnerable adult when something doesn't feel right

Thriving and happy- empowered communities

Outcomes

By 2040 public services will be shaped by and for Walsall residents who will have an active voice and be at the heart of what we do

By 2040 we will have a strong and sustainable voluntary and community sector that plays a key leadership role in Walsall life

By 2040 Walsall will be known as a place of cohesion where communities work together, and diversity is celebrated and respected

By 2040 Walsall will have vibrant and sustainable community spaces that act as a hub for community life

Thriving and happy-empowered communities

We will:



work with, invest in and support community groups to give you opportunities to come together and shape and deliver local services



promote activities, events and programmes that bring communities together



regularly have conversations with residents to ensure their voices are heard in service design and delivery.

So you can:



Take part in your community and get involved in clubs, activities and events locally



Invite and tell others about what's going on in your community to help them to take part and feel they belong



Vote in elections and participate in consultation surveys and engagement activities and events to tell us your views



work with communities to ensure Walsall is a place of tolerance and respect where communities live happily together and have opportunities to celebrate belonging



promote volunteering to help you do more in your communities



Take up volunteering opportunities in your locality and make a difference



Show tolerance and respect to those around you and in your community who may look different or have a different culture.



Take part in events to celebrate the diversity of the 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



Listen to carers and help them feel supported

So you can:



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



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

Prosperous & innovative- quality homes

Outcomes

By 2040 Walsall will have an ambitious Local plan to provide houses in the right places that meet local need and are quality, affordable, and sustainable.

By 2040 we will have improved quality of rented and social housing across the borough

By 2040 levels of homelessness will be significantly reduced in Walsall

By 2040 we will have adaptable homes to support residents live quality lives

Prosperous & innovative- quality homes

We will:



invest in building high quality affordable homes across the borough that meet local need



ensure new developments are part of connected communities with local services, and facilities



work with landlords to encourage high quality private rental properties across the borough



ensure social houses are of a high standard and repairs are carried out quickly



ensure a mix of housing schemes across the borough



eliminate rough sleeping across the borough

So you can:



Tell us about anyone you see that is sleeping rough



Look for opportunities to stay and live in the borough



Ensure your properties are of a decent standard for your tenants



Take pride in your home and street and let your landlord know of any repairs needed quickly.

Prosperous & innovative- strong economy for all

Outcomes

By 2040 Walsall will have a strong investment brand and be known as a place to do business.

By 2040 Walsall will have seen a sustained increase in jobs with more new businesses investing and growing in the borough year on year

By 2040 Walsall will be an international centre of excellence for advanced manufacturing, modern construction, low carbon innovation, logistics and health.

By 2040 Walsall will be a borough where school leavers and graduates can live and work locally with opportunity for progression

By 2040 Walsall will have increased skill levels to close the gap on the national average and have a workforce that is ready to meet the needs of the future economy

By 2040 we will be a financially inclusive borough with reduced debt levels and high levels of financial literacy

Prosperous & innovative- strong economy for all

We will:



Attract investors and new businesses to the borough to create more jobs and higher skilled, better paid jobs



Provide support to small and local businesses to help them grow



ensure people can get the skills they need to get into work, progress in their careers and access better paid jobs



Increase graduate and apprentice opportunities across the borough



Promote shopping and buying goods and services locally to residents, partners and businesses



Encourage partners and businesses to pay a living wage

So you can:



Buy local services and goods



Consider paying the living wage if you are a local employer



Start a business or upskill to improve your career opportunities



Hire locally if you are a business owner or employer and develop graduates, apprentices and work placements



Bid for public contracts to provide your goods and services as a local business

Prosperous & innovative- connected borough

Outcomes

By 2040 Walsall will be one of the most connected boroughs in England by rail and road with faster, quieter, and more reliable connections to new and existing destinations

By 2040 Walsall will be a cycling borough with a network of cycling routes and facilities that are safe and secure.

By 2040 Walsall will have advanced digital infrastructure to enable new approaches to technology, lifestyles and drive business growth.

By 2040 we will have a digitally skilled workforce to meet business needs of the future

By 2040 Walsall will be a digital borough where all residents can access digital services and are confident and capable in a digital world

By 2040 residents will confidently consent to shared data usage across Walsall partners to drive insight and improved lives.

Prosperous & innovative- connected borough

We will:



Invest in our road networks to reduce congestion and improve journey times



Improve the transport offer within and across the borough



Invest in cycling and walking routes to help people feel safe travelling by bicycle or on foot



Improve access and skills so our residents are digitally confident



Invest in new digital platforms and technology to improve customer service and give residents and communities greater voice and choice in local decision



Increase access across the borough to 5G networks and support residents getting online

So you can:



Car-share where appropriate with family, friends and colleagues



Use public transport options where you can



Support family, friends and older and vulnerable people in your world to navigate safely online



Walk and cycle more to get around locally and reduce congestion



Work flexibly if you can and help reduce congestion at peak times



Contact us through digital channels where you can



Access local digital skills opportunities to become digitally confident

Proud of our borough-clean & green

Outcomes

By 2040 we will have a greener borough with highly regarded parks and open spaces and be known as a place where nature is respected and protected.

By 2040/41 we will have a net zero economy and all public sector partners will be carbon neutral in their operations with sustainable public buildings and new homes.

By 2040 we will have infrastructure in place to enable residents to have smoothly switched off fossil fuel consumption.

By 2040 Walsall will be a leader in waste technology and we will have closed the gap in our recycling rate and be known as a high performer nationally

By 2040 residents and communities will work with partners to create and maintain clean streets and neighbourhoods.

Proud of our borough-clean & green

We will:



Ensure that Walsall has the right infrastructure and technology to process waste and recycling



Support residents to reduce, reuse and recycle and promote what you can do to live sustainably and reduce your carbon footprint



Maintain our parks and green spaces for your enjoyment and safeguard our nature and biodiversity



Reduce plastic waste and recycle and reuse the right way



Reduce your energy consumption and your carbon footprint



Keep your town centres clean and do not throw litter



Promote opportunities for you to do more to look after your streets, neighbourhoods and open spaces



Work in partnership with businesses communities and public bodies to deliver our climate change ambition, and ensure Walsall is ready for the effects of a changed climate



Make good use of parks and open spaces and get involved helping to keep them clean and green



Take part in keeping your local area clean and get involved in tidy up activities



Tell us if you notice environmental issues such as graffiti or issues with bins

Proud of our borough-celebrate culture & heritage

Outcomes

By 2040 we will have strong creative industries with programmes and events that showcase the borough's diverse arts and culture scene

By 2040 we will have diverse leisure and tourism opportunities for all ages that make Walsall a key destination in the region

By 2040 we will continue to build on our heritage and identity within the Black Country and celebrate our shared stories and legacy.

By 2040 our communities will come together to celebrate their diversity and traditions in an inclusive way

Proud of our borough-celebrate culture & heritage

We will:



Attract investment to develop culture, heritage and sports opportunities and facilities



Celebrate our unique heritage and history through events, activities, exhibitions and promotions



Promote the borough and tell you and others about what's on



Ensure children and young people can participate in culture and heritage opportunities



Support and promote opportunities for celebrating diversity and culture across the borough

So you can:



Talk up the borough and tell others what you are proud of in Walsall



Participate in heritage and events, activities, exhibitions and promotions to learn more about the history of Walsall



work with us to produce and promote a strong cultural offer



Take part in and support local arts and culture activities in the borough



Consider getting involved in supporting and running local sports, leisure and culture clubs and activities

Proud of our borough-vibrant towns

Outcomes

By 2040 we will see an increased sense of pride with people speaking highly of life in Walsall.

By 2040 our towns will be revamped with improved physical infrastructure and shopping and socialising locally will be the first choice for residents.

By 2040 our local towns and villages will retain their unique identity and Walsall town centre will be a reimagined destination with mixed use culture, leisure, retail and green amenity space.

By 2040 Walsall will have flourishing markets, festivals, and events as hallmarks of a prosperous borough

By 2040 Walsall town centre will be a residential destination of choice with a strong community

Proud of our borough-vibrant towns

We will:



Attract investors and developers to regenerate and invest in our towns



Create a strong Walsall brand to encourage retailers and leisure providers to the borough



Support thriving markets across the borough and ensure a range of events and activities to draw people into town centres



Support town centre events and activities and tell others



Visit your local centres and shop/buy local



Ensure a range of travel and parking opportunities to make it easy for people to come into town centres



Support your local market



Avail of travel options and parking to shop and socialise locally

So you can:

