

# INCLUSIVE ECONOMY DEAL 2020



# INTRODUCTION



**Councillor Yvonne Davies**  
Leader of the Council

**Chief Executive David Stevens**  
Sandwell Council

## FOREWORD BY THE LEADER OF SANDWELL COUNCIL, COUNCILLOR YVONNE DAVIES AND CHIEF EXECUTIVE, DAVID STEVENS

**Our ground-breaking Inclusive Economy Deal represents new collaborative ways of working with residents, businesses, the voluntary and community sectors and anchor institutions. The deal works in tandem with our new 2020-2025 Corporate Plan and includes our approach to building community wealth in Sandwell, for the communities in Sandwell.**

This is just the start of a new approach to creating more and sharing more growth. We are the first in the country to develop a deal of this kind, which includes a deal-based approach to economic policy making and the prioritisation of investments. The primary focus of our new approach is to make Sandwell an even better place to live, work and locate – improving individual and community wellbeing, living standards, place and employment opportunities while also encouraging sustained investment to benefit residents and businesses across our six towns.

This is the start of an exciting journey for Sandwell, a journey which has been co-developed and co-designed through extensive and creative engagement with our communities, our local businesses and the strong voluntary and community sector we have here in Sandwell. To see the priorities and ideas from those invested in Sandwell being represented in the Deal is a real step change and demonstrates what we can collectively achieve.

Sandwell's Inclusive Economy Deal supports the delivery of Vision 2030 and ensures a drive for significant investments and opportunities in Sandwell to the benefit of Sandwell residents. Our scale as the third largest metropolitan area in the West Midlands (the largest Combined Authority Area outside of London) and our attractive strategic location have given us a real advantage to ensure we punch our weight regionally securing key investments. These include the Sandwell Aquatics Centre, the largest Metro extension currently in delivery in Europe, Midland Metropolitan Hospital and surrounding regeneration and the 5G testbed. This is a once in a generation opportunity to reinvigorate Sandwell and ensure the residents of Sandwell make the most of this chance.



Our communities have told us of their pride in Sandwell, that it is a friendly and diverse place to live and work. They have also told us about the challenges of low skills, low wages and the need for more opportunities for young people. The Deal clearly communicates what the council will do and what the resident, business or voluntary and community sector will do to achieve our goals. It is a deal built on collaboration and an understanding of what each can offer to make Sandwell a better place.

What an exciting time to live and work in Sandwell, to see the investment coming into the borough, to feel the passion and commitment of Sandwell people to deliver real change, hear about the exciting opportunities such as Sandwell Aquatics Centre and taste the success of our inclusive economy deal.

Come and join us on this exciting journey...





# HOW TO USE OUR INCLUSIVE ECONOMY DEAL

## HOW TO USE OUR INCLUSIVE ECONOMY DEAL

As a resident, a business or a member of the voluntary and community sector we want you to see how your contribution has helped to develop our deal and how to use this document.

This is a document that you can use for different reasons.

- Firstly, we describe what our Deal is and how we have created it.
- Next, we provide you with an evidence based view of Sandwell as a place today, its challenges but most importantly the many opportunities Sandwell has to offer.
- We demonstrate the importance of developing this deal now by showcasing the huge amount of major infrastructure and developments happening in Sandwell over the coming years, which is followed by a real life case study on inclusive economy in action.
- If you want to understand how the engagement with residents, businesses and the voluntary and community sector alongside our evidence base of Sandwell has been used to develop the content of the deals then pages 18 – 23 give you a real flavour of what are the real priorities.
- The deals – one for residents, one for business and one for the voluntary and community sector. Our commitments, your commitments.
- To support residents, businesses and the voluntary and community sector to deliver on their commitments the council currently is and will need to deliver on some real priorities over the next few years. We tell you what we are going to do in 2020.
- Measuring the success of the deal is important. You can find out the practical goals we have set which will show whether this deal is really delivering for everyone in Sandwell.
- Our next steps tell you about what is happening next and how we are going to ensure that jointly we deliver the deal.
- At the end of the document we have provided some useful resources which will provide advice and guidance on how to get involved in some of the commitments of the deal.



# BUILDING THE SANDWELL INCLUSIVE ECONOMY DEAL

## WHAT IS THE DEAL?

The Inclusive Economy Deal represents the start of a new partnership between Sandwell Council, businesses, residents, the voluntary and community sector and Sandwell's anchor institutions. It's a new approach to how the Council does business.

Each partner makes an offer and has an ask of the others. Each group will need to play their part in helping Sandwell to develop an Inclusive Economy, committing to ambitious new approaches and improving standards of living for all.

We have co-produced the commitments in the following Deals with business leaders and residents from across Sandwell. The Deals each look slightly different – this is because there is no one-size-fits-all Deal. There's a lot of detail over the next few pages, with many commitments from the Council. The next year will be spent implementing these commitments and supporting each other as a community to follow through on the offers made here.

## CREATING THE DEAL

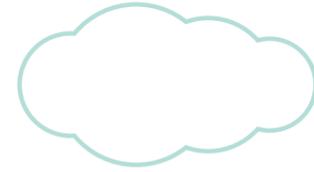
Creating the Inclusive Economy Deal has been a learning process. The project emerged from a recommendation that the Council develop a new strategy around regeneration and skills. The Council decided to be ambitious in commissioning this deal-based approach that involves all members of the community.

Being inclusive means empowering as many people as possible to contribute to and benefit from economic success. For Sandwell, this has meant co-producing our Inclusive Economy Deal with Council, resident, business and VCS voices represented. We needed an inclusive approach in order to create an Inclusive Economy.

Creating an Inclusive Economy requires support and collective buy-in. Our Inclusive Economy Deal has been co-produced through extensive engagement with the community. We have received thousands of pledges from the Council, businesses and residents of all ages and backgrounds – the themes and spirit of which are represented throughout the Inclusive Economy Deal.

**The Deals are not a one off, this is only the start.** The Council wants to hear from you to grow the Deals in a way which works for all of us. The engagement through which we have formed this document is as important as the Deal itself. The Deal will be revisited and refreshed, becoming a living document that represents our vision for and commitment to Sandwell.





# SANDWELL TODAY

Sandwell is a young and diverse borough, bringing together the six towns of Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury and West Bromwich. With a population of over 327,000, it is the third largest borough in the West Midlands, itself the largest Combined Authority outside London – this creates scale on scale for Sandwell and its residents.

Sandwell has a £6.2bn economy which is growing faster than the UK average. The borough also has a diverse industrial base and is a key point in many supply chains. However, there are signs that the current UK model of economic growth is failing to deliver locally. Sandwell needs to punch its weight and increase productivity so that residents can better benefit from inclusive economic growth. Sandwell needs to grow more and share more.

The economy needs support for both businesses and residents. Children need support from an early age to succeed in education and Sandwell's working age population will benefit from more access to skills and training. Increasing the quality of life by increasing wages and lowering unemployment rates would have far-reaching benefits for the borough.

Sandwell is driving forward and seizing the opportunity, with new investments in infrastructure, housing and public services encouraging an appetite for change in local business and residents. This requires new ways of working, and the Council is investing and delivering differently, bringing opportunities to local residents, businesses and towns through HS2, the Commonwealth Games, the Metro Extension and more.

As a borough, we need to grow more. The new investments coming into Sandwell represent an exciting, important opportunity to take Sandwell forward and ensure local residents benefit properly. Sandwell is well-placed to lead the Inclusive Economy agenda for the West Midlands – the Council wants to share learning with others as it tests new ways to deliver an Inclusive Economy.

We all need to play our part in building a Sandwell Inclusive Economy and encouraging positive change. That's why residents, businesses and the community have come together with the Council to create the Sandwell Inclusive Economy Deal.



## INCLUSIVE ECONOMY

Inclusive Growth and Inclusive Economy are terms which describe broad based economic growth that enables the widest range of people and places to both contribute to and benefit from economic success.

Government spending at a local level is often targeted at increasing economic growth. Despite this focus on economic growth, inequality has remained high since the 1980s and is forecast to rise even higher in the coming years. The Inclusive Economy approach is designed to change this, empowering local residents and businesses to contribute to and benefit from economic success.





# SANDWELL'S ECONOMIC ASSETS

## UNDERSTANDING OUR PLACE

To create the Inclusive Economy Deal, the Council first needed to understand more about Sandwell as a place – what it means to be one of the largest places in the West Midlands. Through 2019 Sandwell has undertaken an extensive review of our economy. We have created the State of the Borough: an evidence-based report which looks at Sandwell's economy, people, businesses and place. This inclusive economy evidence base is informing the Deal process – and it will help us measure success going forward.



**Sandwell is an area rich in heritage and culture, one of the birth places of the industrial revolution.** The Borough is home to significant manufacturing and logistics companies and a large base of small businesses. Almost half of the top 50 fastest growing businesses are within the manufacturing sector. We have a rich blue and green infrastructure.



**Sandwell has a £6.2 billion economy.** From 2012 to 2017 its average annual Gross Value Added (GVA) growth was 2.8%, outpacing the UK. If Sandwell closed its GVA per head gap with the rest of the UK, its economy could be worth £8.8 billion – 40% higher than it is today. Even now Sandwell has the highest Gross Value Added (GVA) per head in the Black Country.



**Sandwell's population of 327,378 makes it the third largest borough in the West Midlands** – this means that we can benefit from scale on scale as the West Midlands is the largest Combined Authority in the UK outside of London. Sandwell is in the top 10% of largest boroughs in all of Great Britain.



**We see ourselves as the employment hub of the Black Country and our location and transport infrastructure means we are key to the West Midlands economy.** Sandwell is a net importer of labour from the rest of the Black Country. More people commute into Sandwell for work than leave to work in other areas. Every day 59,000 people come to Sandwell from neighbouring areas to work.



**Sandwell offers more social housing than the national average.** 28% of the 133,680 houses in Sandwell are social housing, compared to the national average of 17%. The average monthly two bedroom rent in Sandwell is cheaper than regional or national averages. We perform better than regional and national averages for housing affordability.



**Sandwell has a young and very diverse population.** 40% of residents are under 30 years old and only 15% of residents are over the age of 65. Sandwell is also diverse, with almost 40% of residents identifying within an ethnic minority.



**Women in Sandwell are more likely to be in high-level occupations.** 20.7% of women are in managerial positions, as compared to 19.3% of men. This contrasts with regional and national trends in the gender gap. Women also have a higher life expectancy than men, by 1.9 years.

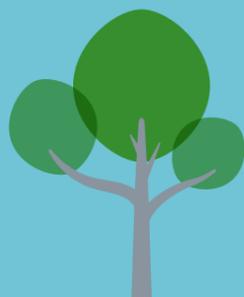


# BUILDING THE SANDWELL INCLUSIVE ECONOMY DEAL

## WHY NOW?

Sandwell's Inclusive Economy Deal is the first in the country. The Inclusive Economy Deal will build on the opportunities and investments which are happening right now in Sandwell – the Aquatics Centre, the Metro extension and the 5G testbed, to name a few.

This is a hard won, once in a generation opportunity to capitalise on these investments and reinvigorate Sandwell with an Inclusive Economy Deal.



### METRO EXTENSION

Transport is a key priority for business and residents. Improving labour movements across Sandwell will support residents to access employment opportunities



### HERITAGE ACTION ZONE

Helping restore historic buildings making them accessible for use by communities, residential and businesses



### FRIAR PARK DEVELOPMENT

Creating one of the largest housing developments in Sandwell, bringing much needed affordable homes, local jobs & training opportunities



### WEST MIDLANDS 5G TESTBED

A chance for our businesses and residents to be more connected and accessing opportunities through new technology



### EARLY YEARS ACADEMY

Helping our youngest residents prepare for school



### HS2 – HIGH SPEED RAIL

Delivering up to 100,000 jobs in West Midlands



### £73M SANDWELL AQUATICS CENTRE

Creating sustainable jobs, a co-developed legacy for the borough and putting Sandwell on the map for the Commonwealth Games



### BIRCHLEY ISLAND

Listening to residents and investing to create safer roads and better traffic flow



### MIDLAND METROPOLITAN

Creating jobs and state of the art health facilities in Sandwell



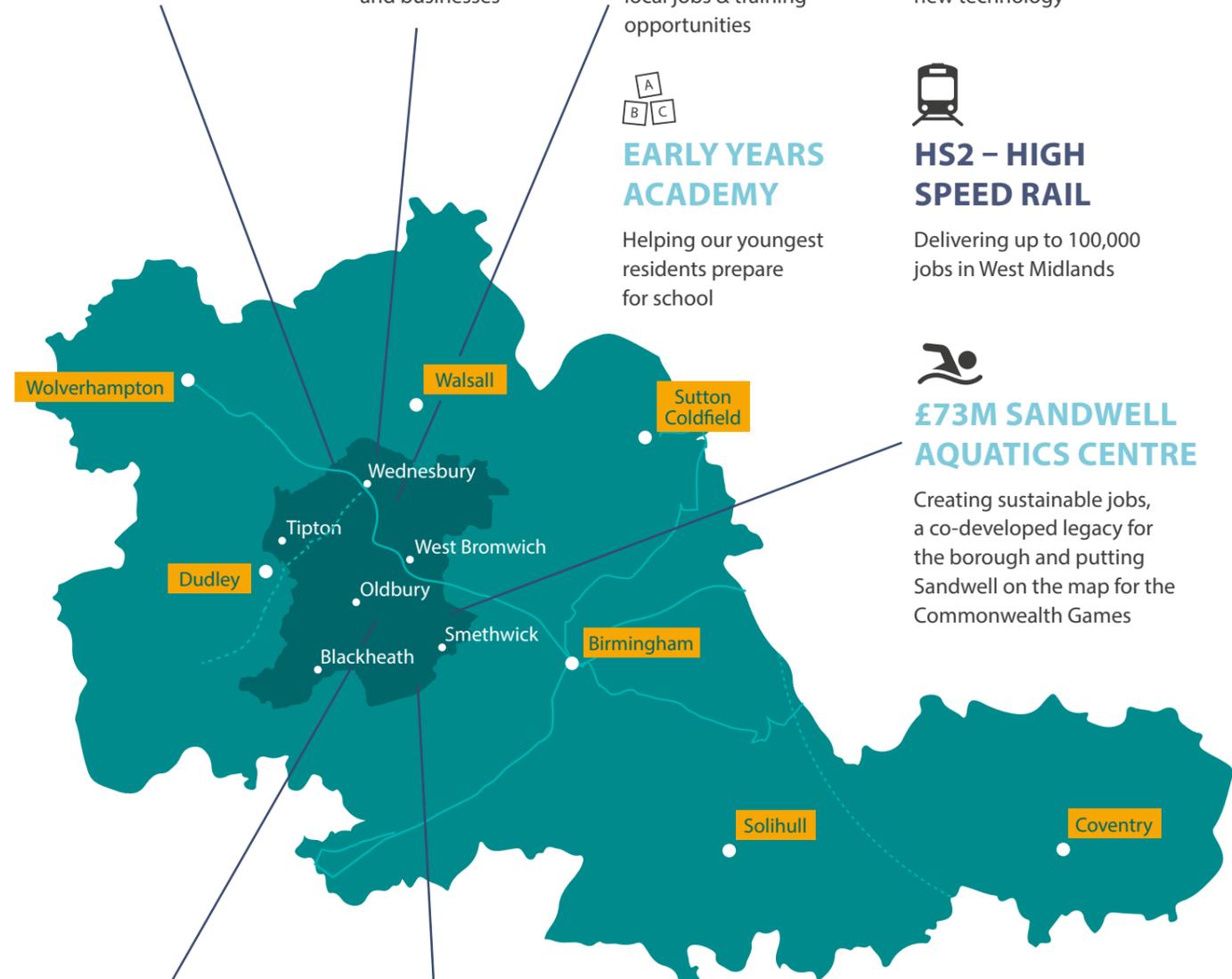
### WMCA SKILLS DEAL

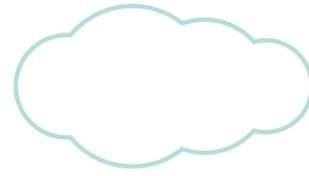
Codeveloping new skills training which will help residents get good, sustainable employment



### TOWNS FUND

Giving Sandwell the opportunity to access £75m in funding to improve town centres & high streets supporting residential and commercial opportunities





# FRIAR PARK DEVELOPMENT: AN INCLUSIVE ECONOMY CASE STUDY

An Inclusive Economy empowers people and places contributing to and benefiting from economic success. This means that Sandwell's residents, businesses and towns will each benefit by participating in a more inclusive approach. Our new commitment to inclusiveness will be embedded in Council-led projects going forward.

The Inclusive Economy is already coming to life in the housing development in Friar Park. Sandwell currently has a strong record as a leading housing provider, but Friar Park will go a step further to create local jobs and use local resources in partnership with local people.

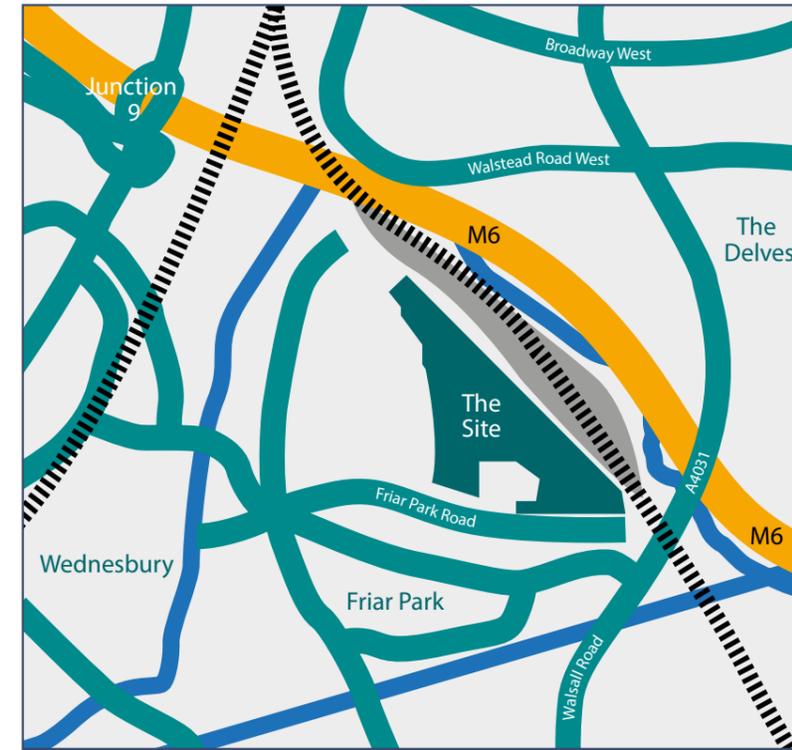
## FRIAR PARK HOUSING DEVELOPMENT

The proposed Friar Park / Bescot redevelopment is the largest housing project in Sandwell and will deliver approximately 750 new houses. This joint venture with the West Midlands Combined Authority will make a substantial contribution towards the Black Country Core Strategy housing delivery target of 27,208 for 2017-2036.

Friar Park is just one example of a project that will embed Inclusive Economy principles in Sandwell. As with other housing projects, like Urban 180, the Council's aim is to provide best-in-class services to our residents.

This redevelopment has the potential to have a transformative effect that reaches beyond the boundary of the site, acting as a catalyst for change. It will create a safe, thriving community where people aspire to live. It will also showcase our ability to work with the WMCA. Their involvement has been fundamental in assembling the combined site and will provide guidance both as a critical friend and through the emerging Design Charter.

This development at Friar Park won't focus on profit, and instead aims to improve Sandwell as a place, with social value embedded in each stage of the development. With our Inclusive principles in mind, this project will consider fuel poverty, housing affordability and resident needs.



## INCLUSIVE ECONOMY BENEFITS:

- Provide new local jobs through employment like construction
- Create new apprenticeships and training opportunities using local sub-contractors
- Embrace strong environmental principles through modern construction methods
- Allocate 25% of project to affordable housing
- Engage the community in the planning to deliver housing which meets the needs of local people
- Provide high quality housing, creating a renewed sense of place and identity



# CO-PRODUCING SANDWELL'S DEAL

Developing an Inclusive Economy Deal means putting our new approaches into practice in a meaningful way. In order to reflect business and individual needs, we have engaged in an extensive process of co-production. Below are just a small sample of the pledges made by community members:



**BUSINESS PLEDGES**

**RESIDENT PLEDGES**

We will hire locally

I will become an Independent Visitor Volunteer for a child in care

I will use public transport instead of driving

I will clean my garden so it looks nicer

I will volunteer with local charities

I will build my confidence

We will promote Sandwell as a place to do business

I will help my neighbours and people around me

We will make Sandwell our primary distribution hub

I will not litter

I will take part in my youth group where we do lots of community service

I will help my neighbours who can't speak English

I will get involved with youth groups

I will help others

We will support charities and local events

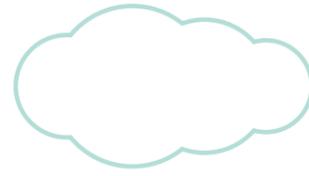
I will build my digital skills

We will offer spaces for community activities

I will smile more

I will help spread word about opportunities

We will offer local businesses high speed broadband



# PUTTING SANDWELL'S PRIORITIES AT THE HEART OF THE DEAL

The next pages contain the content of our Deals, The deals have been co-developed using input from our residents, businesses and the voluntary and community sector. We have also used the content of State of the Borough evidence base which has demonstrated the opportunities and challenges Sandwell today and in the future faces. The deals demonstrate we've listened to what's been said and our responses have been tested throughout the process of developing this deal with all of our stakeholders.

**Our evidence says...** one fifth of 25 to 49 year olds are economically inactive

**Our business told us...** they wanted to do more to develop local skills

**OUR DEAL WILL...** ensure businesses get the support they require in skills mapping, recruitment, training provision and succession planning including transfer of apprenticeship levy funding to employers

**Our evidence says...** Sandwell's healthy life expectancy is five years lower than the average for the West Midlands  
Our residents told us... that 38% of them wanted to improve their health by exercising more

**OUR DEAL WILL...** provide opportunities to cycle and walk more as well as engage in health activities through our community connexions programme

**Our evidence says...** Sandwell has the lowest wages in the Black Country & 30% earn below the real living wage

**Our residents told us...** that many of them are experiencing issues with in-work poverty and the challenges that brings

**OUR DEAL WILL...** commit that the Council and Sandwell businesses will pay the real living wage to direct employees

**Our evidence says...** aspirations in Sandwell are high but not linked to opportunities in the borough

**Our residents told us...** 34% of people don't know what opportunities are available

**OUR DEAL WILL...** Ensure that the investments coming to Sandwell benefit all residents and benefit local businesses

**Our evidence says...** 20% of residents thought that Sandwell could be cleaner, tidier and better maintained

**Our business told us...** 63% thought that Sandwell was run-down which could put off to businesses and investors

**OUR DEAL WILL...** provide opportunities to participate in community voting on capital expenditure priorities

**Our evidence says...** Sandwell has the highest prevalence of mental health disorders amongst young people aged 5-16 (10.7%), 16 & over (21.5%) and the over 65s (13.4%) regionally.

**Our business told us...** absences from work due to mental health is on the rise

**OUR DEAL WILL...** Prioritise staff mental health and physical wellbeing and support the mental health and wellbeing of residents

**Our evidence says...** 40% of Sandwell's population are under 30

**Our residents told us...** 27% wanted more activities for young people

**OUR DEAL WILL...** engage and empower the Youth Parliament to deliver real change for young people

**Our evidence says...** we have the largest economy in the West Midlands but that local people do not benefit from the wealth it creates

**Our residents told us...** they felt that they should benefit more from major investments

**OUR DEAL WILL...** articulate the number of major investments over the next few years in Sandwell and how they will benefit our residents and businesses



# THE DEAL WITH RESIDENTS

Sandwell is a young borough with over 40% of its residents under the age of 30. The borough's population is growing fast – anticipated to grow 8.4% from 2017 to 2030. This is an opportunity and a strength for the area. The Deal can help create an Inclusive Economy where every resident succeeds in Sandwell.

## THE COUNCIL WILL:

## RESIDENTS WILL:

### GOOD JOBS & OPPORTUNITIES

- Create an inclusive Sandwell Skills Deal, helping residents gain the skills they need for local jobs and supporting residents in gaining the necessary language and digital skills to work
- Transform major infrastructure projects into jobs for residents
- Campaign with businesses to increase local hiring
- Offer apprenticeships, mentoring and work experience through the Council

- Take up opportunities to develop skills through Sandwell College, local universities, employers and the Council
- Look for jobs and opportunities across the region
- Make use of local job centres, careers advice and employment support
- Spend money locally, supporting local businesses
- Develop digital skills to access new and future jobs

### YOUR NEIGHBOURHOOD

- Make Sandwell a better place to live and work
- Ensure that the investments coming to Sandwell benefit all residents
- Improve public transport reliability, affordability and connectivity between towns in partnership with Transport for West Midlands
- Engage residents in local planning
- Expand the reach and accessibility of the 6Towns Credit Union
- Keep streets and public spaces tidy through street cleaning
- Improve the town centres and high streets
- Address crime and antisocial behaviour through the Safer Sandwell Partnership
- Invest and improve our open spaces: Sandwell Valley, canals, green space and natural assets

- Choose to live and grow in Sandwell
- Use Network West Midlands to find public transport travel options and walk and cycle more
- Use local services like libraries, social events and fitness classes
- Participate in local planning and decision making
- Become involved in the Safer 6 campaign
- Recognise and contribute to Sandwell's broader 6-town identity
- Use and promote open and green public spaces
- Gain the opportunity to vote for large scale infrastructure projects which will benefit the local community via the community infrastructure levy (CIL)

### COMMUNITY ENGAGEMENT

- Promote volunteering opportunities
- Create innovative events and spaces for families and community members to come together
- Listen to the Youth Parliament and empower them to deliver change for young people
- Use vacant shop spaces on high streets for pop up events and activities and continue to make public spaces available for community use
- Showcase residents' creativity

- Give an hour and volunteer in the borough
- Check in on neighbours, older and vulnerable members of the community
- Help young people succeed in Sandwell through mentoring and advice
- Make our voices heard through the Youth Parliament or local councillors
- Organise, attend and support community events

### YOUR HEALTH

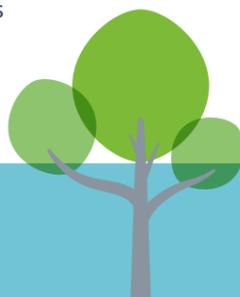
- Expand the Community Connections programme; investing in what is elsewhere called social prescribing
- Continue commitments towards being a dementia friendly borough as part of the Sandwell Dementia Action Alliance
- Support mental health and wellbeing

- Stay active and maintain a healthy lifestyle through exercise and diet
- Make use of available health services, including the Community Connections programme

### CLIMATE CHANGE

- Introduce a Climate Deal
- Work with residents to set Sandwell climate change targets to minimise carbon emissions
- Organise tree planting events and other programmes to promote sustainable living
- Explore provision of sustainable energy through Community Heat Networks

- Practise ways to live more sustainably, for instance by recycling often and responsibly
- Help the Council develop and deliver climate change targets
- Keep Sandwell clean by joining litter picks and maintaining local green space



# THE DEAL WITH BUSINESS

Sandwell is one of the birthplaces of the industrial revolution. The Council and businesses in Sandwell have strong working relationships through initiatives like the Sandwell Business Ambassadors, the Business Growth Team and the Black Country Chamber of Commerce. The Deal will build on this, supporting an innovative vibrant business base.

## THE COUNCIL WILL:

### GOOD JOBS & OPPORTUNITIES

- Pursue investments in the Borough, including in housing, skills and transport
- Continue to provide local business support through the employment and skills and Business Growth Teams
- Support businesses in skills mapping, recruitment, training provision and succession planning
- Work with the Sandwell Business Ambassadors
- Support businesses in adopting inclusive hiring practices
- Increase Sandwell's participation in the Black Country Careers Hub
- Transfer Apprenticeship Levy fund to employers

### PROMOTING SANDWELL

- Promote Sandwell as a place to work and do business to the West Midlands, Midlands Engine, the UK and world
- Ensure incoming investments, like HS2, involve and benefit local businesses
- Communicate Council resources which offer business support
- Provide spaces and opportunities for local businesses to come together, through business breakfasts and networking hubs
- Act as a link between businesses and schools

### GROW IN SANDWELL

- Encourage businesses to grow and stay in Sandwell
- Prioritise Community Wealth Building and social value
- Support local procurement
- Listen to local businesses to identify and implement ideas that benefit Sandwell
- Engage local businesses in planning transport and all infrastructure plans and processes
- Modernise Sandwell's digital infrastructure through better broadband and the 5G testbed
- Support businesses in bidding for grants by making all processes market facing
- Unlock land for business growth

### CLIMATE CHANGE

- Develop a Climate deal
- Set Sandwell climate change targets to minimise carbon emissions
- Help businesses move towards a carbon neutral environment
- Prioritise investment in sustainable initiatives
- Explore provision of sustainable energy through Community Heat Networks

## BUSINESSES WILL:

- Prioritise and support local hiring
- Pay a real living wage to direct employees
- Provide training and progression to employees, making use of Council resources when available
- Support staff ambitions through learning and mentoring opportunities
- Increase the number of quality apprenticeships
- Prioritise staff mental health and physical wellbeing
- Offer work experience and business interaction
- Open access to employment to all residents

- Showcase business and social enterprise success in Sandwell to schoolchildren and residents
- Promote Sandwell as a place to do business, working with the Sandwell Business Ambassadors, the Growth Hub, the Chamber of Commerce and Midlands Engine
- Engage with the Council and contribute to a culture of mutual benefit and support
- Network with other local businesses and the Council
- Volunteer with the Enterprise Advisor Network

- Grow and stay in Sandwell
- Talk to the Council to share opportunities and concerns and find collaborative solutions
- Invest in innovation to start building the industries of the future in Sandwell
- Buy local supplies and resources whenever possible
- Bid for projects in Sandwell
- Partner with other local businesses to bid for contracts locally and nationally
- Maintain strong relationships and connections with the Sandwell Business Ambassadors and the Council – making time to talk and collaborate

- Minimise carbon emissions to help improve air quality
- Consider sustainability in business planning and partnerships
- Pivot towards the future green economy by investing in developing skills, production processes and innovative business practices
- Share best practices with each other and the Council



# THE DEAL WITH VCS

Sandwell is rich in heritage and people with incredible diversity and community. The borough has a strong Voluntary and Community Sector (VCS), and the 20-year legacy of the Sandwell Compact has been refreshed in 2019 to set out principles governing the relationship between the VCS and Council. Together we can co-create community-driven, efficient service design and delivery in an Inclusive Economy.

## THE COUNCIL WILL:

### GROWING THE SOCIAL ECONOMY

- Empower the VCS to contribute to Sandwell's community and welfare
- Commit to local procurement of goods and services
- Support organisations to grow in Sandwell, using the Sandwell Skills Deal and funding to develop sector capacity
- Collaborate with the VCS to develop policies and design services from the earliest stages of development
- Improve communications with the VCS seeking guidance from organisations like SCVO / Strategies for Creating Inclusive Programmes of Study (SCIPS)
- Offer clear communication and support in the application process for grants and tendering opportunities

### LOCAL LEADERSHIP

- Adhere to the operational principles established in the Sandwell Compact
- Engage with VCS in local planning and service delivery
- Include local groups in decision-making
- Review allocation of grants and leases
- Provide spaces for VCS to come together and collaborate at no or low cost
- Welcome constructive challenge where VCS and others could help improve Council programming
- Provide ongoing support and openness in Sandwell's transition to an Inclusive Economy

### SERVICE DELIVERY

- Deliver new services and programmes with VCS to meet local needs
- Review the VCS grant support programme to embed Community Wealth Building principles and enable entrepreneurial approaches
- Build on collaboration through the award winning Blue Light project, using its principles to transform other projects and service areas
- Work with Community Heat Networks to deliver energy to homes experiencing fuel poverty
- Use open and transparent commissioning and procurement processes, involving the VCS in identification of local needs

### CLIMATE CHANGE

- Introduce a Climate Deal
- Help VCS move towards a carbon neutral environment
- Collaborate with VCS to build sustainability into Council initiatives

## VCS WILL:

- Represent the views of service users, beneficiaries, members, volunteers and trustees to the Council
- Invest in our capacity to develop the skills needed to best serve Sandwell, particularly around digital inclusion
- Hire locally and offer training and progression opportunities to employees and staff
- Pay a real living wage to direct employees
- Buy local and commission local services when possible
- Provide wellbeing support to staff
- Develop stronger working relationships with both the VCS and Council, establishing deeper understanding of external business practices
- Create social value in local business opportunities

- Adhere to the operational principles established in the Sandwell Compact
- Convene communities and act as the voice of underrepresented groups
- Engage young people in developing strategy and community services
- Incorporate principles of an Inclusive Economy into strategic planning
- Support local employers to access relevant skills through apprenticeships and work experience via the Children & Young People strategic group
- Support other organisations, businesses and institutions to improve local plans

- Identify opportunities for the sector to work more strategically through groups such as SCVO, the Leaders Forum and SCIPS
- Provide greater transparency about initiatives focusing on improving Sandwell
- Collaborate with the Council to reform service delivery and offerings
- Share the learning from VCS strategic groups
- Demonstrate value for money, quality, community impact and social value
- Work alongside the Council and businesses to provide the best mental health support to residents

- Practice sustainability in service delivery and strategic planning, considering possible environmental impacts
- Share best practises in operating sustainably





# SANDWELL'S PROGRESS TOWARDS AN INCLUSIVE ECONOMY

The Council is already advanced in its inclusive economy journey, working with residents, businesses and the VCS to deliver high quality services. We've a vision for our place – a thriving, optimistic and resilient community which we call home and where we're proud to belong. This Deal is designed to build on the good work already underway, but to go further faster. It is co-developed and will be co-delivered with you.

## WE HELP CREATE OPPORTUNITIES FOR RESIDENTS AND BUSINESSES

- Developing proposals to improve our towns and high streets through the Towns Deals as part of a wider multi-billion pound investment programme
- Supporting training for residents and businesses skills through the Sandwell Skills Deal
- Making financial exclusion a thing of the past through the 6Towns credit union
- Shouting about our assets as the birthplace of the industrial revolution through a new Sandwell Tourism Deal
- Championing local businesses with HS2 and regional partners, increasing the number of local suppliers



## WE ARE AN EXCELLENT SERVICE PROVIDER

- A dedicated Council-funded business support team
- Shaping mental and physical health support through the UK's largest community referral programme 'Community Connections'
- A nationally recognised planning service determines 93% of major planning applications on time against the national target of 60%
- Supporting our residents by maintaining £3.5 billion of highway infrastructure, collecting 20 million bins each year and conducting in excess of 150,000 repairs to council homes

## WE COMMUNICATE WITH OUR PARTNERS

- Sharing future regeneration and construction projects at an early stage through a development pipeline
- Creating new models of governance and business leadership in collaboration with the private sector led by the Sandwell Ambassadors – a collective of local business leaders who support the business community

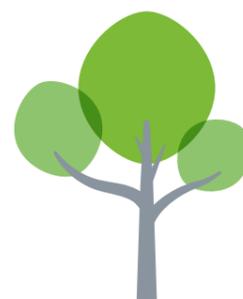


## WE LEAD THE WAY AS A GOOD EMPLOYER

- Paying the real living wage to all direct employees
- Increasing the number of apprenticeships and work experience placements we offer; we are signed up to Unison's Apprenticeship Charter
- Developing a new programme of staff training for our staff through the Leaders 2030 events – shifting the culture so that we all share responsibility for creating an Inclusive Economy
- Expanding and diversifying the Apprenticeship Levy for all businesses to access
- Prioritising mental health by training 100 managers in mental health support and signing the GMB Mental Health Charter

## WE KEEP MORE MONEY IN THE BOROUGH

- Taking forward the next phase on our Community Wealth Building project
- Implementing a new Inclusive Economy decision-making framework, asking who and where is benefiting from our investment decisions





# SANDWELL COUNCIL'S 2020 PRIORITIES

The Council is one of Sandwell's anchor institutions, supporting residents and businesses and acting as a major employer and landlord in the area. The programme below outlines how Sandwell Council will work, within the Corporate Plan, to lead the way in developing our Inclusive Economy.

## GOVERNANCE & LEADERSHIP

- Create new Inclusive Economy governance and leadership through the Council's Cabinet, with business representatives
- Implement the Inclusive Economy Decision Making Framework to evaluate the contribution of projects to the Inclusive Economy
- Develop an Inclusive Economy approach to grants and funds, using the Community Infrastructure Levy monies
- Become a Living Wage Foundation-accredited employer
- Develop a Sandwell Good Employment Charter and encourage local businesses to sign up to the Sandwell Good Employment Charter
- Publish an annual report measuring Sandwell's progress towards an Inclusive Economy
- Design surveys to continuously engage residents and businesses in our Inclusive Economy Deal
- Publish an Annual Report measuring Sandwell's progress towards an Inclusive Economy

## TRAINING & EMPLOYMENT

- Train all Council officers in Inclusive Economy principles and delivery
- Train a cohort of mental health first aiders to support individuals throughout Sandwell
- Implement an ongoing training plan to embed Inclusive Economy principles in Council staff onboarding and development
- Design and deliver a leadership programme to develop the talent and leaders of the future open to all anchor institutions

## COMMUNITY WEALTH BUILDING

- Embed the Community Wealth Building recommendations
- Embed Community Wealth Building in the Council's land and building assets



## FUTURE/OTHER DEALS

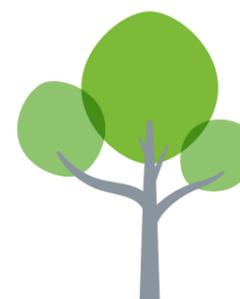
- Create a Tourism Deal to integrate principles of inclusion in the tourism sector and target opportunities like the Commonwealth Games to ensure maximum benefits
- Create a Skills Deal to develop skills throughout the Council and Sandwell, planning for a future digital and sustainable economy
- Create a Climate Deal for Sandwell based on extensive consultation and the WMCA climate strategy goals for 2040
- Create an Economic Deal to outline approaches to future investment opportunities through Inclusive Economy principles

## PROCUREMENT & FINANCE

- Review procurement and delivery of major infrastructure projects to ensure local jobs and suppliers are prioritised, including on the Aquatics Centre and Inclusive Growth corridors
- Create Local Procurement Frameworks to identify opportunities to use local goods and services

## ANCHOR INSTITUTIONS

- Expand and support the Safer Sandwell Partnership to reduce crime and anti-social behaviour
- Invite Sandwell's anchor institutions to collaborate in new Inclusive Economy projects
- Deliver a joint workforce development plan with other anchor institutions to offer work experience, mentoring and career progression



# MEASURING SANDWELL'S PROGRESS TOWARDS AN INCLUSIVE ECONOMY

Sandwell has high aspirations of making practical progress towards an Inclusive Economy, which means improving social and economic outcomes for our residents. We will check in with our progress towards our goals regularly, through engagement as well as statistical measures. By 2030, we plan to close the gap with the West Midlands in a number of areas.



## BRIDGING THE GAP BETWEEN SANDWELL AND THE WEST MIDLANDS BY 2030:

### SANDWELL TODAY:

### BY 2030, WE MUST:

#### Healthy Life Expectancy

Men: 57.1  
Women: 59.0

Improve quality of life by narrowing the 5-year gap in Healthy Life Expectancy

#### Unemployment

6.2%

Reduce worklessness and unemployment by reducing the 1.4% gap between Sandwell and the West Midlands

#### Working Age Residents with No or Low Skills

32.3%

Decrease the number of residents with low or no skills by 7.7%

#### Productivity (GVA per hour)

£26.79 per hour worked

Close the £4.11 gap in GVA per hour and improve productivity

#### Median Gross Weekly Pay for Full-time Workers

£461.50

Close the £55.90 gap in median gross weekly pay and improve incomes





# MOVING FORWARD

## OUR DEAL BASED APPROACH

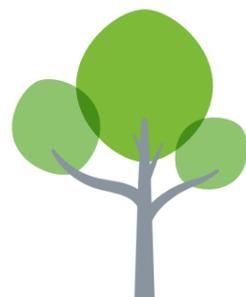
Following the implementation of the Inclusive Economy Deal, the Council will use deal-based approaches in future strategies, including Economic, Tourism, Climate Change and Skills Deals. Each deal will contribute to Sandwell's Inclusive Economy, co-produced collaboratively.

The primary focus of this new standard is to make Sandwell a better place to live, work and do business – improving individual and community wellbeing, living standards and employment opportunities while also encouraging sustained investment to benefit residents and businesses across our six towns. These deals will aim to offer better living standards, greater employment opportunities and ensure new investments reach all residents and businesses.

## NEXT STEPS

To bring our Inclusive Economy into practice we will:

- Set up an Inclusive Economy & Community Wealth Board chaired by the Leader of the Council with representatives from residents, business and the voluntary and community sector to ensure our commitments are delivered.
- Raise awareness of the Deal to the people of Sandwell and design an implementation process to achieve the commitments we have outlined.
- Generate national interest and raise local awareness with residents, businesses, VCS and anchor institutions.
- Integrate the Deal among additional partners to ensure everyone in the borough is represented and committed to improving Sandwell.
- Develop an online platform to update the community with the progress of the Inclusive Economy Deal, other Deals in development and case studies of success stories. Open communication is key to keeping up our momentum.
- Embed this Inclusive Economy approach into our corporate plan and our deal-based strategies.



# RESOURCES

## RESIDENTS:

- Employment and Budgeting:** <https://sandwell.betteroff.org.uk>
- Local Development:** [https://www.sandwell.gov.uk/info/200275/planning\\_and\\_buildings](https://www.sandwell.gov.uk/info/200275/planning_and_buildings)
- Community Events:** <https://discoversandwell.co.uk>
- Recycling and Sustainability:** <https://www.sandwell.gov.uk/recyclingguide>
- Healthy Sandwell:** <https://www.healthysandwell.co.uk>
- Additional Resources:** [http://www.sandwell.gov.uk/info/200347/resilient\\_residents](http://www.sandwell.gov.uk/info/200347/resilient_residents)

## BUSINESSES:

- Business Growth Team:** <http://www.thinksandwell.com>
- Apprenticeships and Skills:** <https://sandwell.betteroff.org.uk>
- Business Ambassadors:** <https://www.sandwellbusinessambassadors.co.uk>
- Black Country Growth Hub:** <https://www.bcgrowthhub.com>

## VOLUNTARY SECTOR & ANCHOR INSTITUTIONS:

- Council Announcements:** <http://www.sandwell.gov.uk/news>
- Sandwell Council of Voluntary Organisations:** <https://www.scvo.info/>
- Sandwell Compact:** [http://www.sandwell.gov.uk/downloads/file/29240/sandwell\\_compact\\_2019](http://www.sandwell.gov.uk/downloads/file/29240/sandwell_compact_2019)



**OLDBURY**

**ROWLEY REGIS**

**SMETHWICK**

**TIPTON**

**WEDNESBURY**

**WEST BROMWICH**